

## Chapter 2

# Visual Instructional Design for Effective Learning

### ABSTRACT

*Visual instructional design is applied in all three phases of the work: the design, development, and deployment phases. In each of the phases, some visuals are used for back-end and private work purposes, some for private-public purposes, and some for public consumption. This chapter describes practical/applied visual instructional design approaches. It explores how visuals determine learning contents and the learner experience, how visuals are used to determine appropriate modalities for learning and more, and how visuals can be used to determine the proper launches of the designed and developed learning content.*

### INTRODUCTION

This chapter explores the following questions:

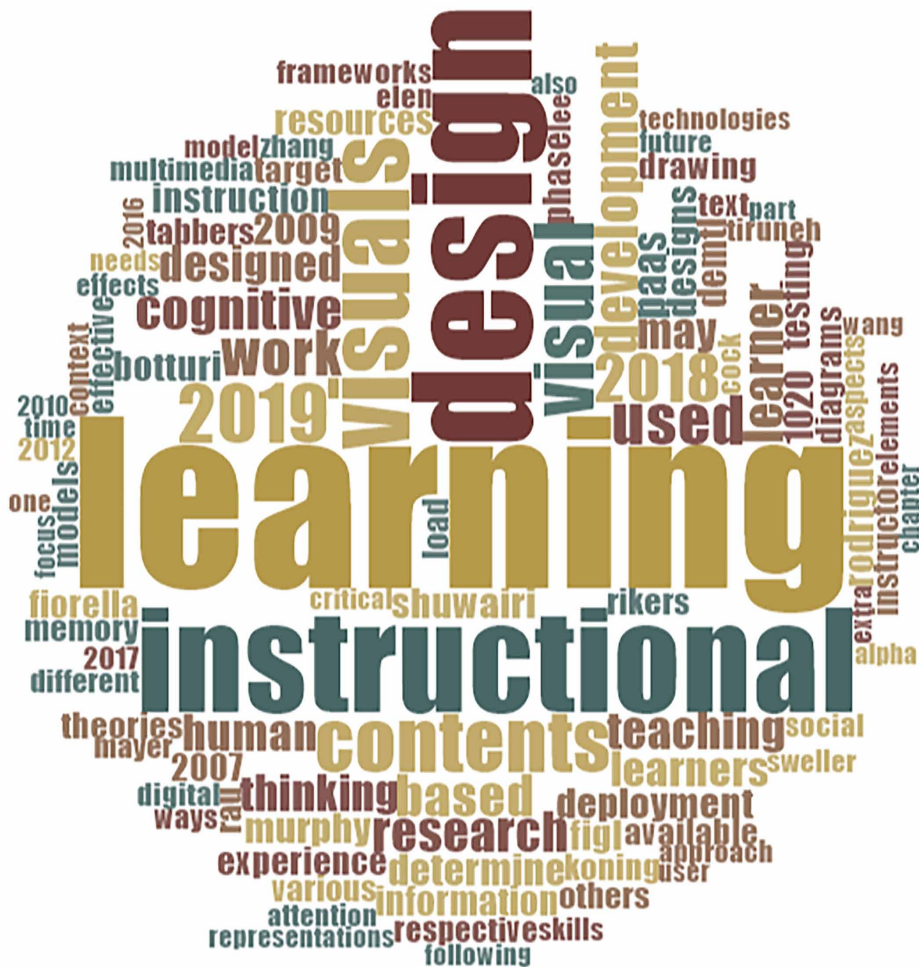
- In the design phase, how are visuals used to determine the learning contents, the segmentation/chunking, the sequencing, and the learner experience?
  - How are visuals used to determine the aesthetics of the learning contents?
- In the development phase, how are visuals used to determine the appropriate modalities for the teaching and learning, the requisite

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technologies, the necessary work, the user interfaces, and other aspects of the learning contents?

- How are visuals used to assess the designed teaching and learning contents and what needs to be revised?
- How are visuals used for alpha testing?
- How are visuals used to support the pilot testing of the designed teaching and learning contents?
- In the deployment phase, how are visuals used to determine the proper launches of the designed and developed learning contents?

Figure 1. A Word Cloud of Chapter 2



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