

— HOW TO CREATE ENGAGING —
LEARNING
EXPERIENCES
— THROUGH VISUAL DESIGN —

TIMSLADE.COM

LP Super Star of the Month



The **LP Super Star of the Month** program has been created to recognize those who have consistently dedicated time out of their busy day to help prevent loss at Kohl's. Remember theft affects **ALL** of us and it's your efforts that continue to drive awesome results in preventing loss.

So ask yourself: *how can I help to prevent loss today?*

- The answer is simple, with the three types of loss Kohl's encounters:
 1. External Theft
 2. Internal Theft
 3. Paperwork Errors

You can easily prevent loss each day by doing one or more of the following:

- Provide Outstanding Customer Service.
- Keep your dressing rooms clean.
- Correct Signing Errors.
- EAS Tag your merchandise.

and the most important one of all:

CALL LP @ ext. 176 or page 1-5 WHEN YOU WITNESS SUSPICIOUS ACTIVITY!!!

LP relies on your eyes and ears to see and hear what we can't. So CALL!!!

Remember this simple phrase:

*"if it looks suspicious, if it feels suspicious, it **IS** suspicious"*

And for those associates who alert LP of suspicious activity, both externally and internally, and it leads to an apprehension and recovery of merchandise you will receive a Kohl's gift card for your help!

SO...remember LP is not just watching customers, they are watching YOU too. Each month LP will pick one associate to reward and recognize that has shown to be the biggest help in preventing loss at Kohl's.

2009
LP SUPER STARS
MONTH OF THE
Smile & Say Hi
STAR
 Including...

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"if it looks suspicious, if it feels suspicious, it is suspicious"

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 How can you help prevent loss today?

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- Smile & Say Hi to Every Customer
- Provide Outstanding Customer Service

Clean Your Dressing Rooms

EAS Tag Your Merchandise

Call Loss Prevention

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Did you know...

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When you acknowledge our customers, its sends a message that says: *"I know you are here"*, Shoplifters DON'T want to be noticed. So, remember to acknowledge and notice every customer, every time and don't forget to...

Smile & Say Hi

Each month, LP will pick one associate to reward & recognize for outstanding assistance in preventing loss. We will also pick a second associate to recognize for the best

Smile & Say Hi



WHY IS VISUAL DESIGN HARD?



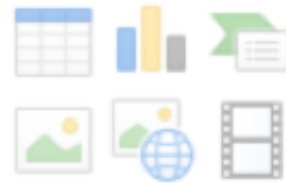


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Click to add title

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Hiring 101

How to hire the right people for the right job.

Hiring 101

How to Hire the Right People for the Right Job

HIRING 101

How to Hire the Right People for the Right Job

HIRING 101



How to Hire the Right People for the Right Job

Tips from the experts

- Jacob Stephens:
 - “Always search for the best talent.”
- Melissa Ortiz
 - “Make sure to ask the right questions.”
- Becca Armstrong
 - “Make sure they fit the culture.”









Sir Ken Robinson
Do Schools Kill Creativity?

[illegible]

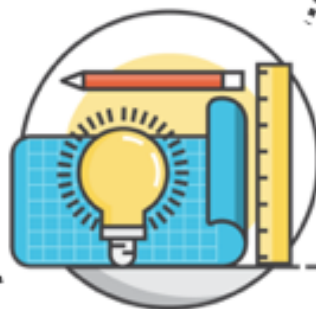
USER
INTERFACE
DESIGN



VISUAL DESIGN



GRAPHIC
DESIGN



VISUAL
COMMUNICATIONS

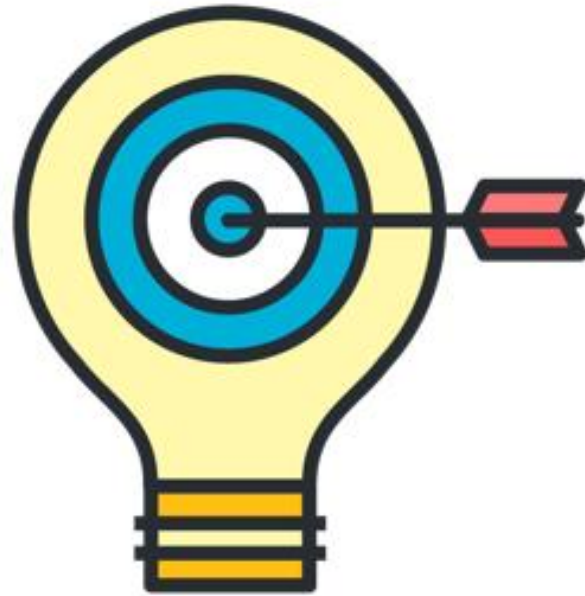
GRAPHIC DESIGN

How things look and feel.



VISUAL COMMUNICATIONS

The meaning of your graphics.



USER INTERFACE DESIGN

The ease of using your content.



WHY IS VISUAL DESIGN IMPORTANT?





Graphic
Design



User Interface
Design



Visual
Communications



Instructional
Design



Graphic
Design



User Interface
Design



Visual
Communications



Instructional
Design



Graphic
Design



User Interface
Design



Visual
Communications



Instructional
Design



Graphic
Design



User Interface
Design



Visual
Communications



Instructional
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Graphic
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User Interface
Design



Visual
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Instructional
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CONTENT



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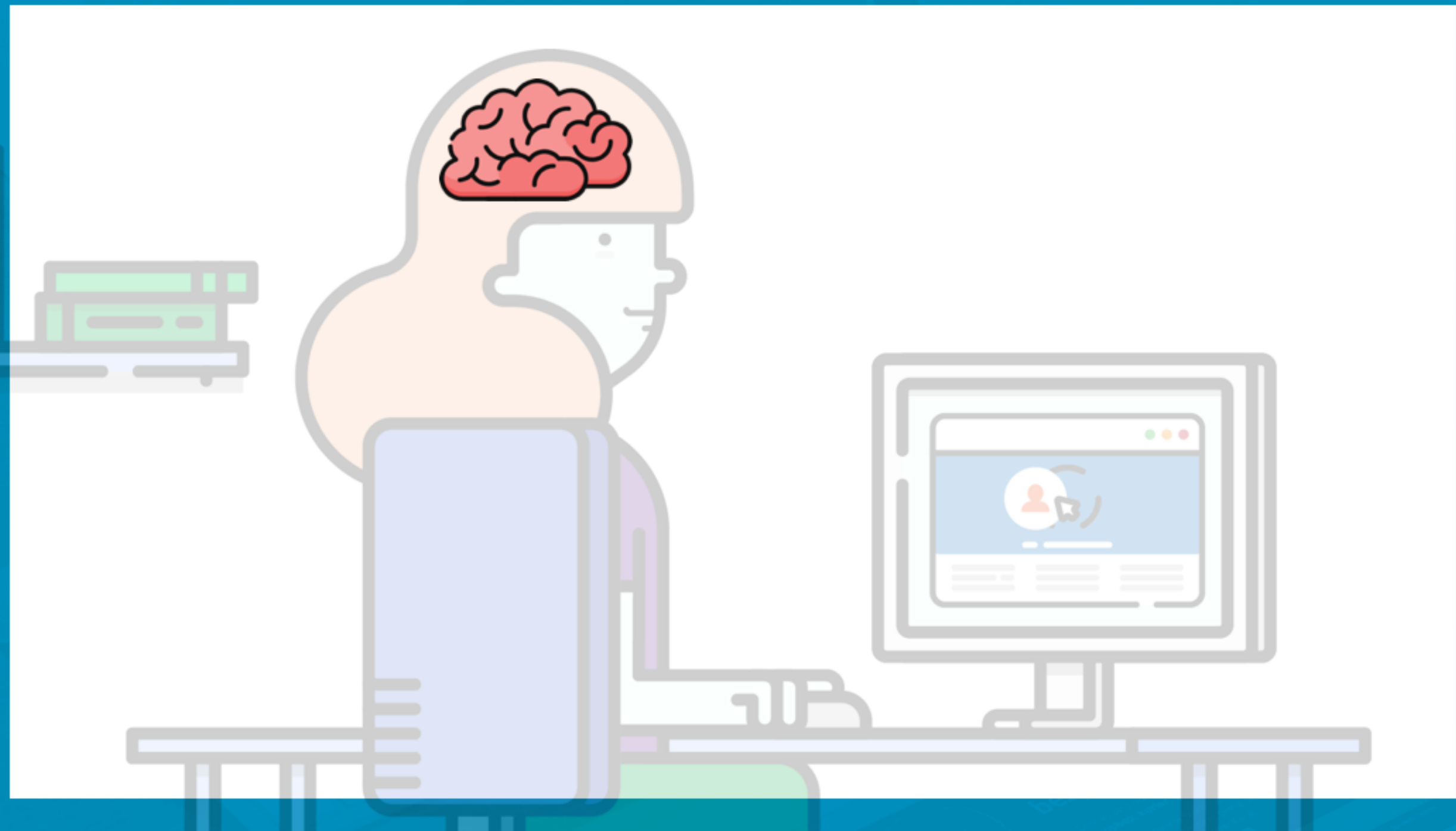
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Smile & Say Hi



COGNITIVE
LOAD





Cognitive load refers to the total amount of mental effort being used in the working memory.

John Sweller





THREE TYPES OF COGNITIVE LOAD



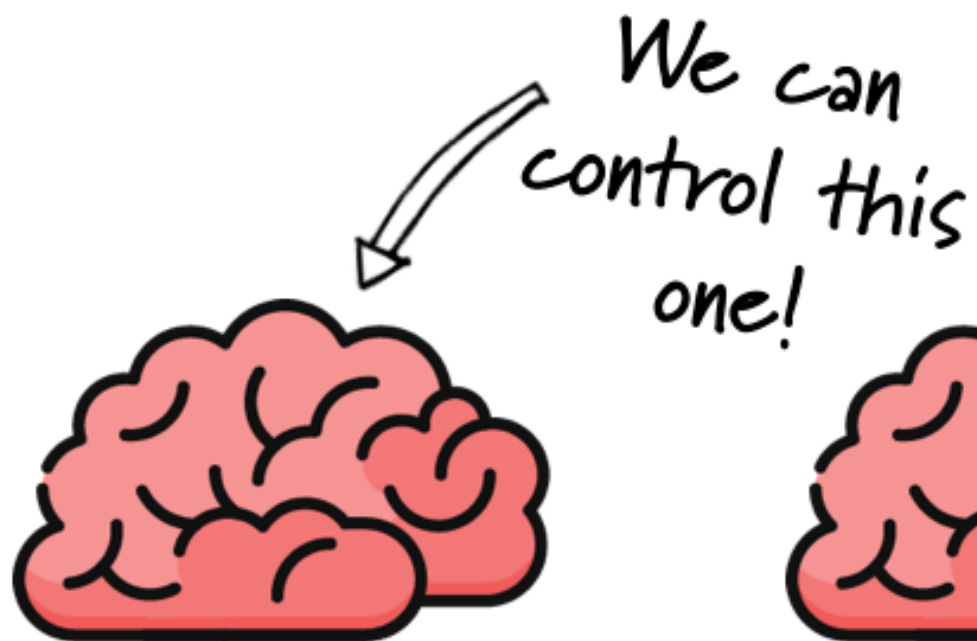
EXTRANEOUS



INTRINSIC



GERMAINE



EXTRANEEOUS



INTRINSIC



GERMAINE



WHAT IS GOOD DESIGN?



WHAT IS BAD DESIGN?

WHAT LOOKS GOOD OR BAD

HOW TO FIX IT



WHAT LOOKS GOOD OR BAD

HOW TO FIX IT



SIGNAL VS NOISE

Enormous Market Opportunity



Local + Online + Advertising

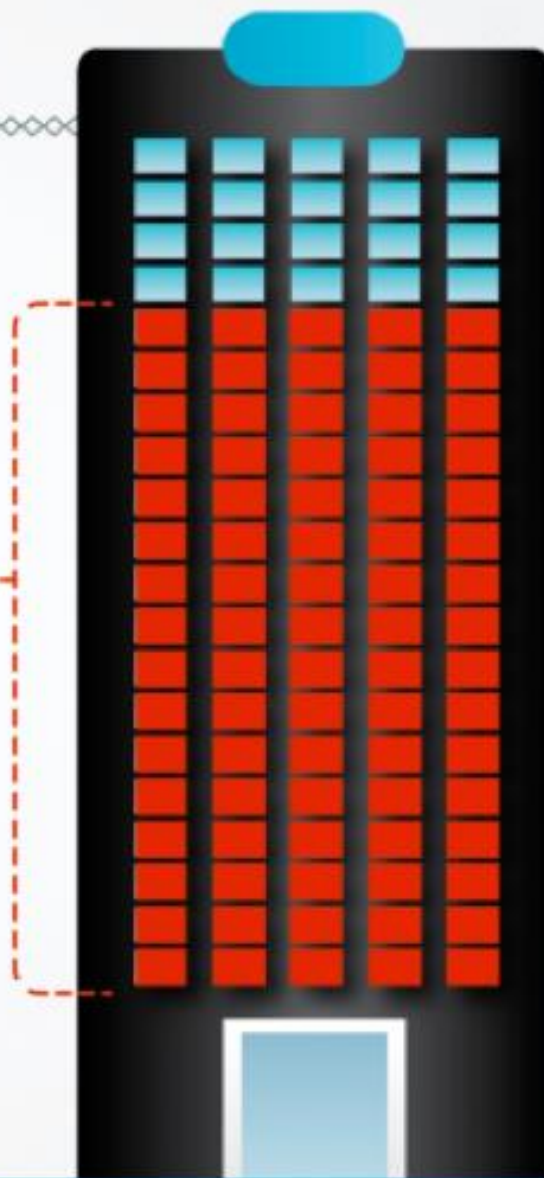
Seismic Shift in How Commerce is Conducted

Note: Represents the 2013 estimates of Global internet retail, leisure & recreation, food service and online advertising. Source: Euromonitor, 2013 and IDC 2011

Meeting Today's Security Demands

80 %

*of organizations were
breached in 2011.*



Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
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DATA

DESIGN

MEANING

Trusted Business Platform

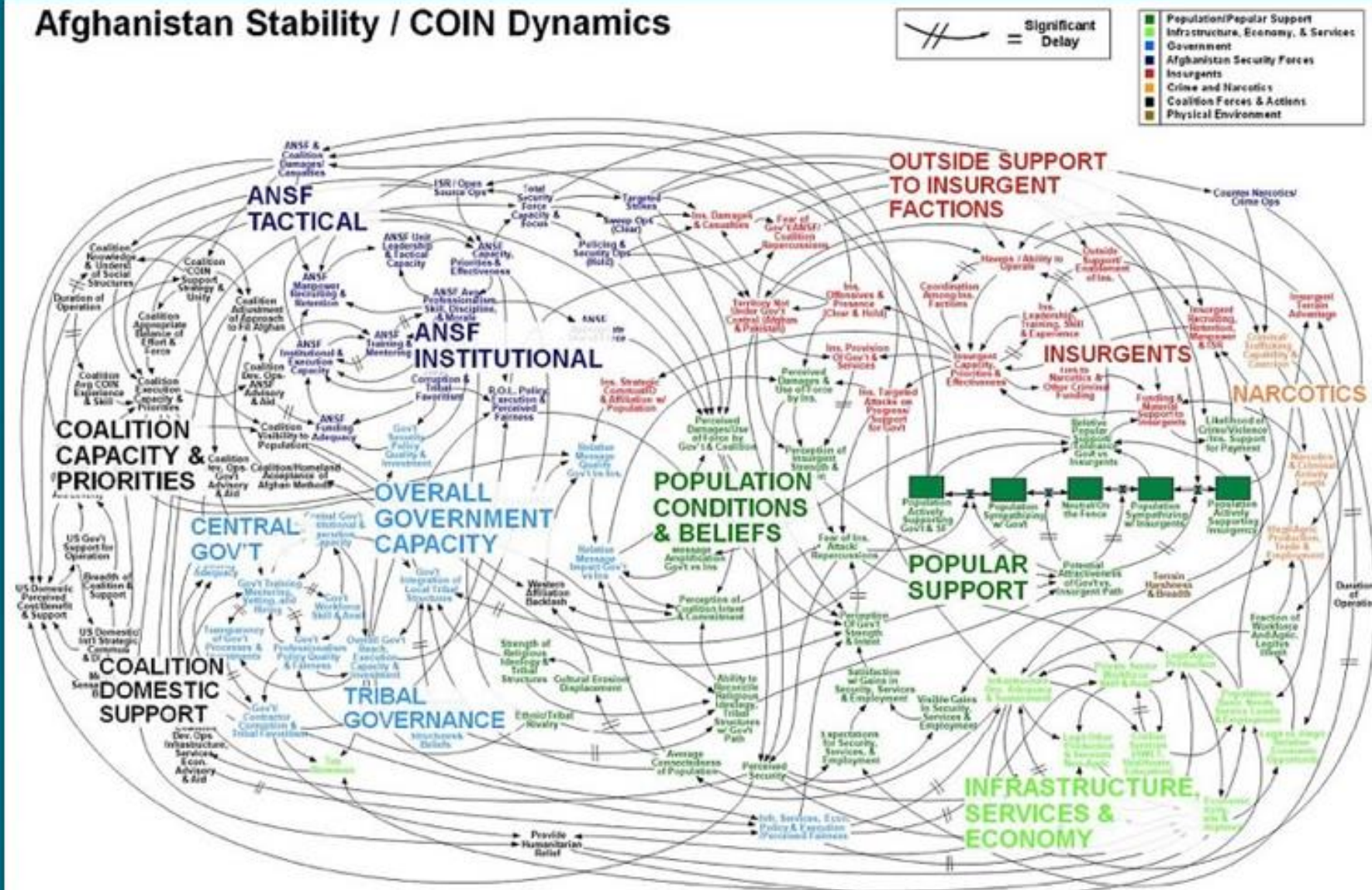


Microsoft
SQL Server 2005

Microsoft Application Platform



Afghanistan Stability / COIN Dynamics



WORKING DRAFT - V3

Act with Integrity



Speak to...
Loss Prevention or Management



Log on...
www.IntegrityPays.com



Call...
1.800.123.4567



LOSS PREVENTION

Helping to secure our future

Those who identify Associate dishonesty impacting the financial performance of the company and results in an apprehension, may be eligible to receive a cash award of at least \$100 or 10% of the recovery value (not exceeding \$1,000).

2009 LP SUPER STARS OF THE MONTH

Smile & Say Hi! STAR

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HOW DO YOU VISUALLY COMMUNICATE YOUR LEARNING CONTENT?





**STOP USING YOUR SLIDES
AS A MNEMONIC DEVICE.**

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DATA

DESIGN

MEANING

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But Tim, what am I supposed to do with all that text?!

AutoSave

Search in Presentation

Share

Presentation1

HomeInsertDesignTransitionsAnimationsSlide ShowReviewViewAcrobat

Paste

New Slide

Layout

Reset

Section

Calibri (Body) 12

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AV

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Convert to SmartArt

Picture

Shapes

Text Box


Arrange

Quick Styles

Shape Fill

Shape Outline

1



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PRESENTER NOTES

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Slide 1 of 1

English (United States)

Notes

Comments

64%

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Convert to SmartArt

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But now I have an empty slide! Now what?!

PRESENTER NOTES

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Slide 1 of 1English (United States)NotesComments64%

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1

Chile

Replace it with meaningful imagery!

Foods from
Chile
Source of Life

PRESENTER NOTES

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Slide 1 of 1 English (United States) Notes Comments 64%



Your slides are a tool for
visual communications.



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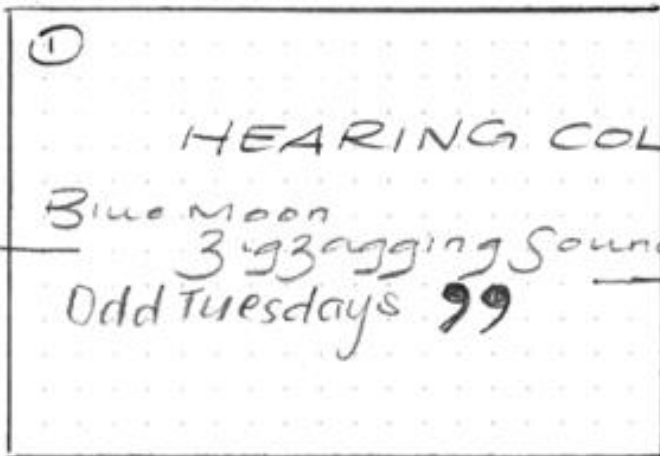
...you end up with
bullet points here.



**NEVER STORYBOARD ANYTHING YOU
CAN'T COMMUNICATE VISUALLY.**

reference Pilon October 2013

* Shadows



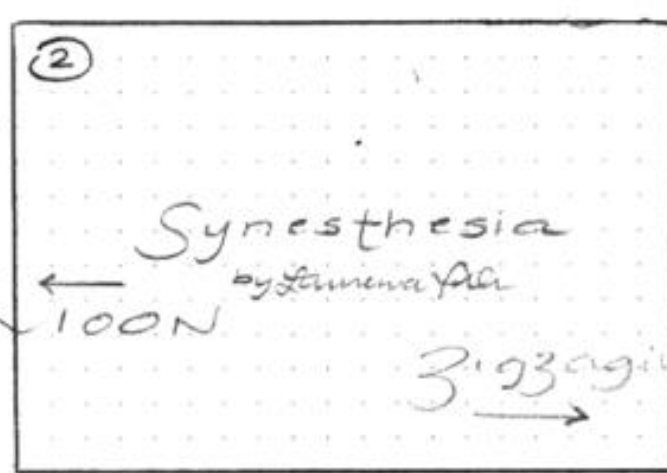
Introduction

* Fake 3D
* Complex Vectors



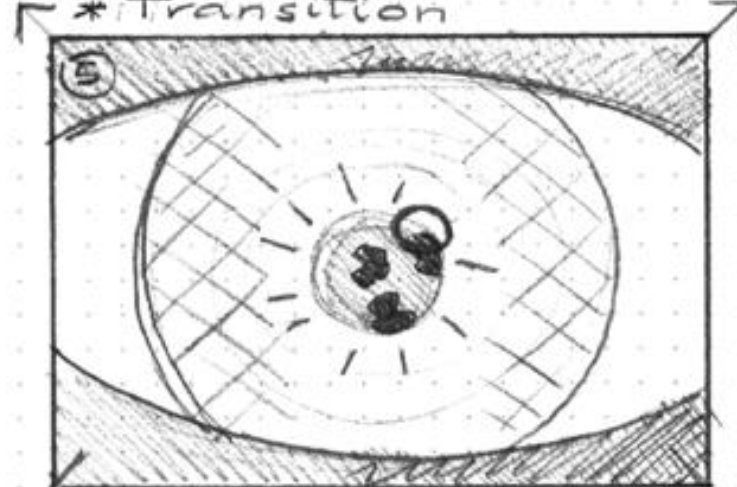
Synesthetes experience the ordinary world in an extraordinary way.

* Ammortis



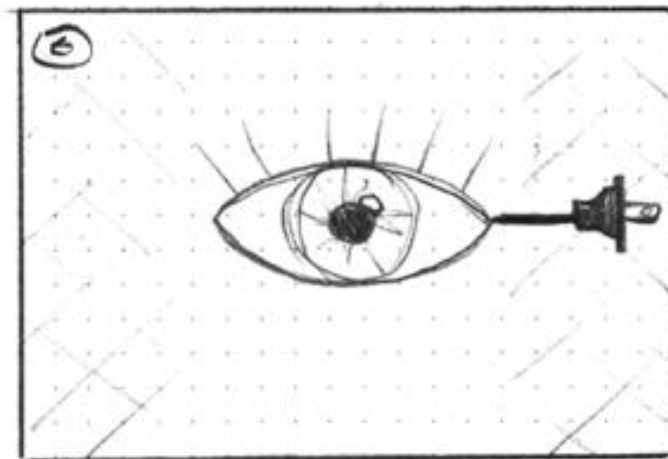
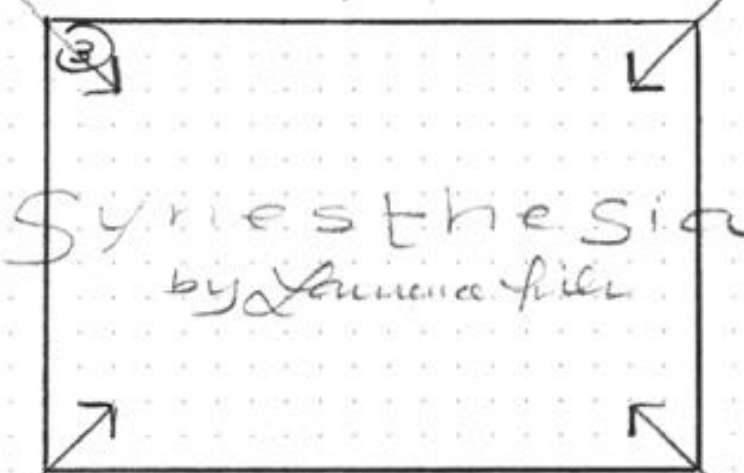
Title sequence

* Transition



In fact, it is a neurological condition in which...

* Center focus



... one type of stimulation evokes...

* Transition



PRESCOTT NATIONAL FOREST FIRE SAFETY TIPS

What's the best thing about camping? It has to be the campfire! A campfire is a great way to bond with friends or family, or to stay warm during a cold night. Although a campfire is meant to be enjoyed, it can also be dangerous if you don't take some simple precautions.

This is Jim and he's about to go on a camping trip with his family. In this course, you will help Jim prepare for his camping trip and make sure he has all the supplies and knowledge he needs for a safe campfire. An unattended campfire can quickly grow into a wildfire, posing serious risk to Jim and his family, and the surrounding wildlife and forest.

To maintain a safe campfire, Jim first needs to make sure he brings the right supplies. At the very minimum, Jim should plan on bringing a gallon of water and a shovel. If possible, it would also be helpful for Jim to

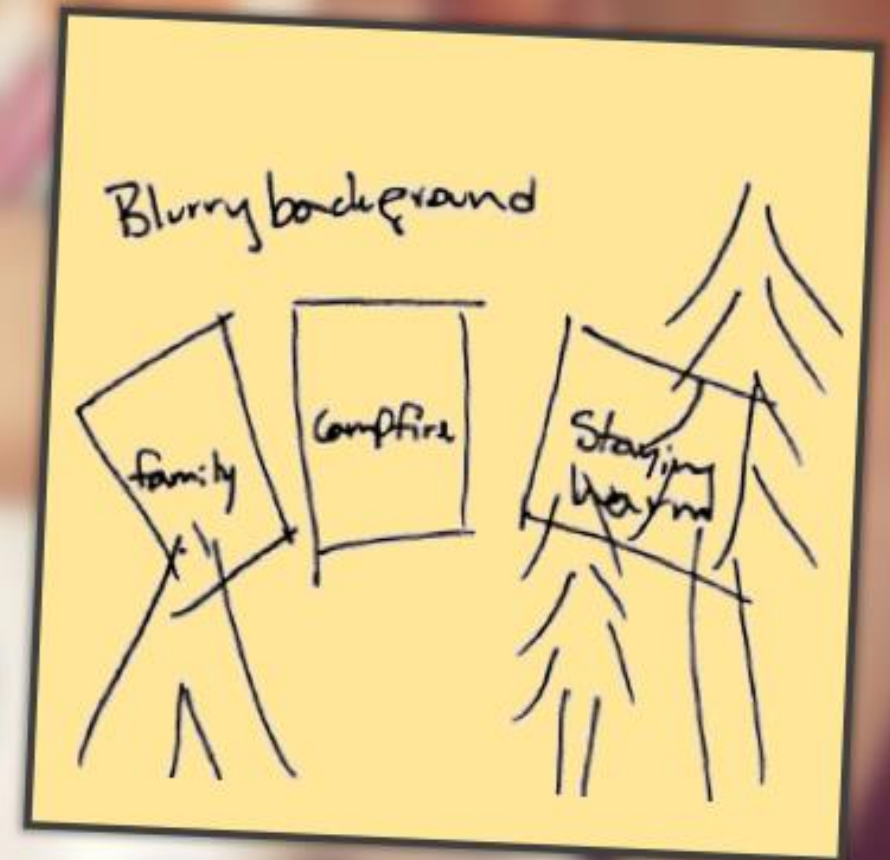


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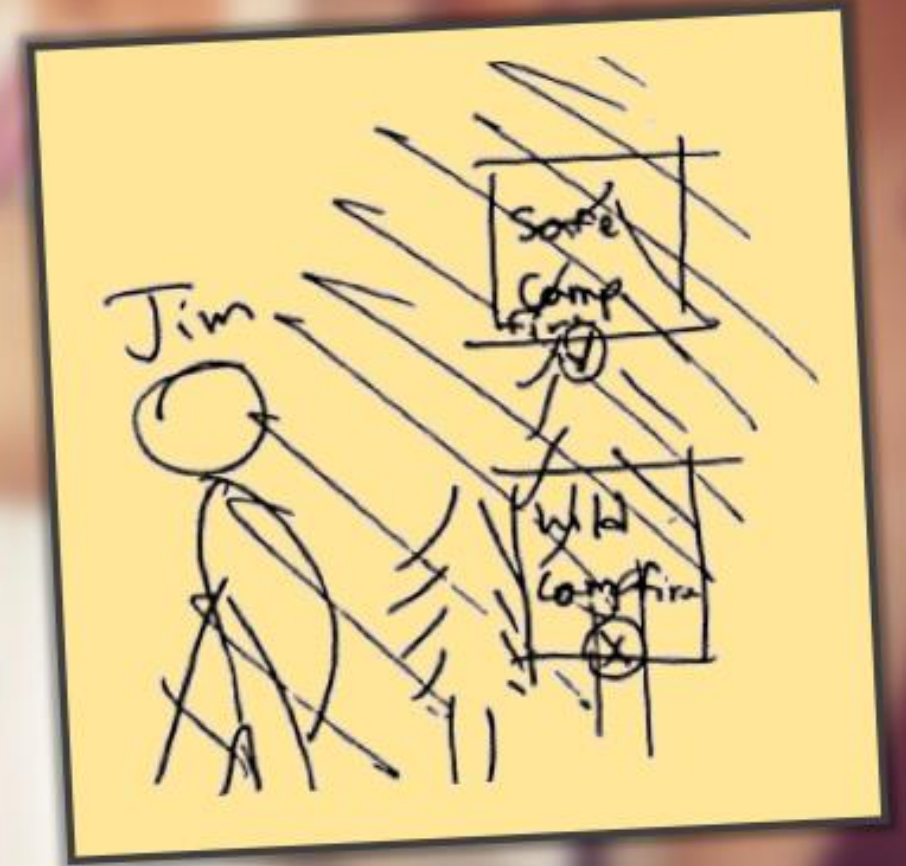


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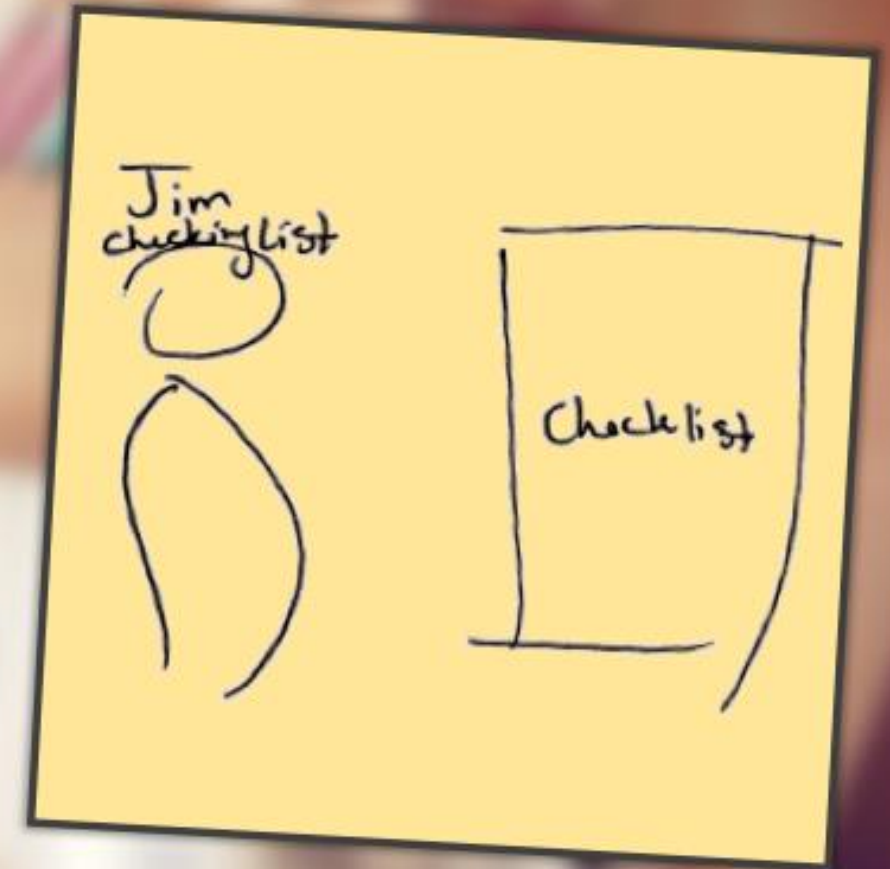
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Jim also needs to know where to properly place the campfire. Jim should place the campfire a safe distance from where he will pitch his tent and away from any overhanging branches. The location should allow Jim to keep a close eye on the fire at all times. Once Jim finds that location, he should dig a small pit and surround it with large rocks to help contain the fire.

Maintaining and enjoying a safe campfire doesn't have to be stressful for Jim and his family, it just takes a few simple precautions.



PRESCOTT NATIONAL FOREST FIRE SAFETY TIPS

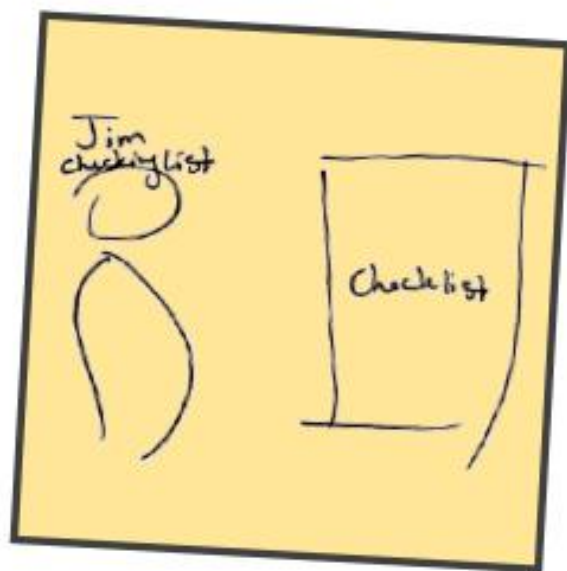
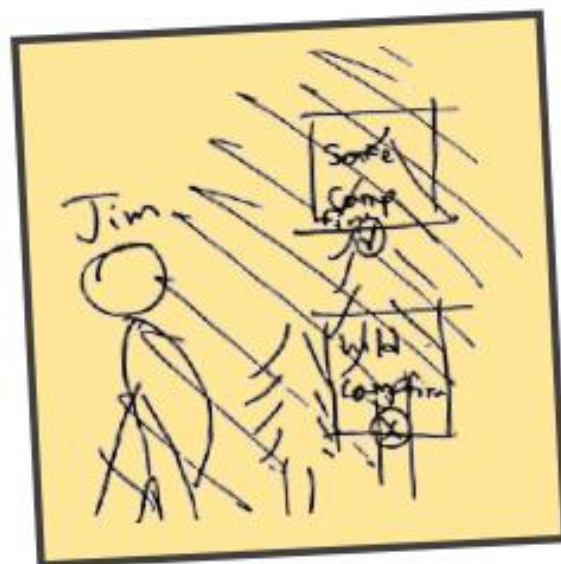
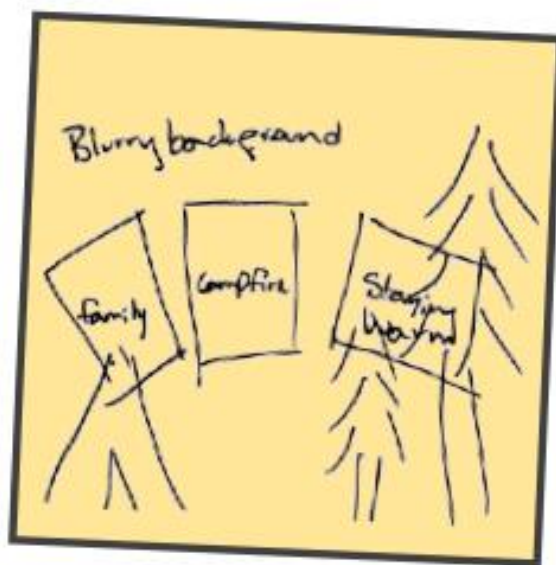
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IMAGERY



PICTURES



ICONS







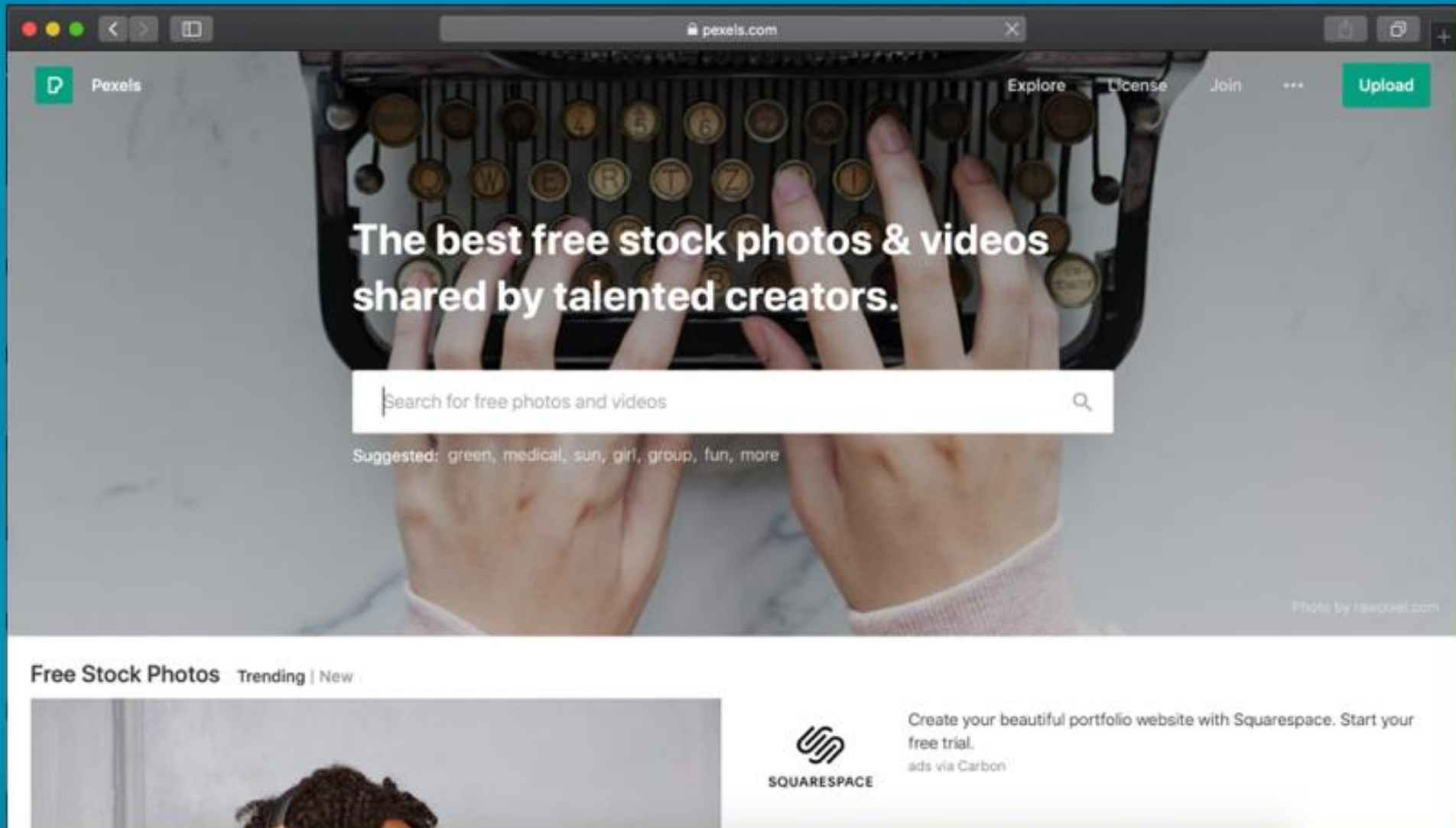








PEXELS.COM





WHAT DO THESE ICONS MEAN?



Sit Amet

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolor emque.



Ut Enim

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit quia.



Quis Autem

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Module One

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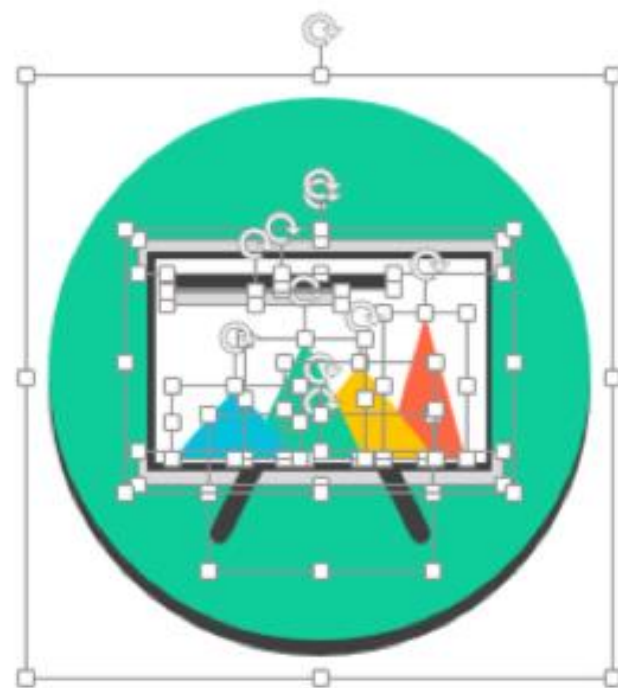
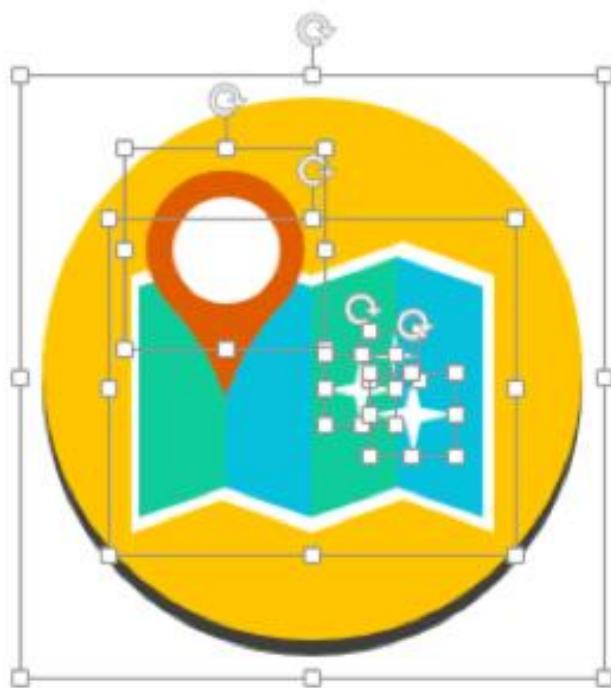
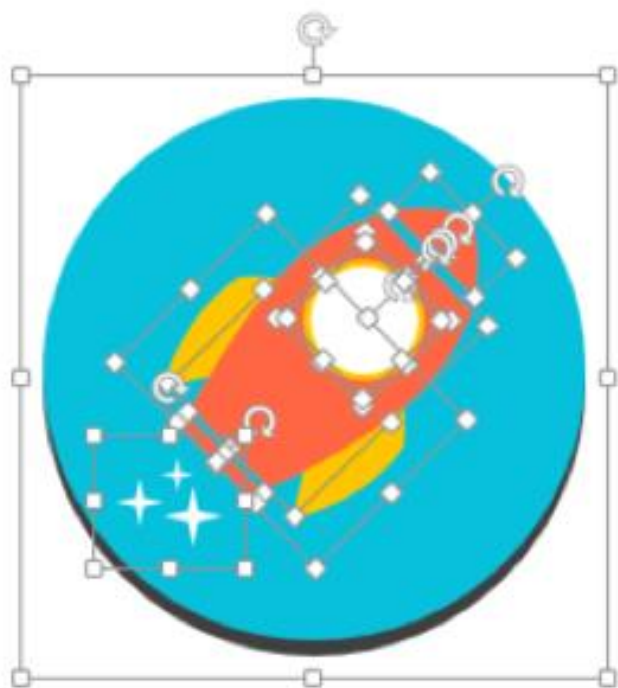
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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.





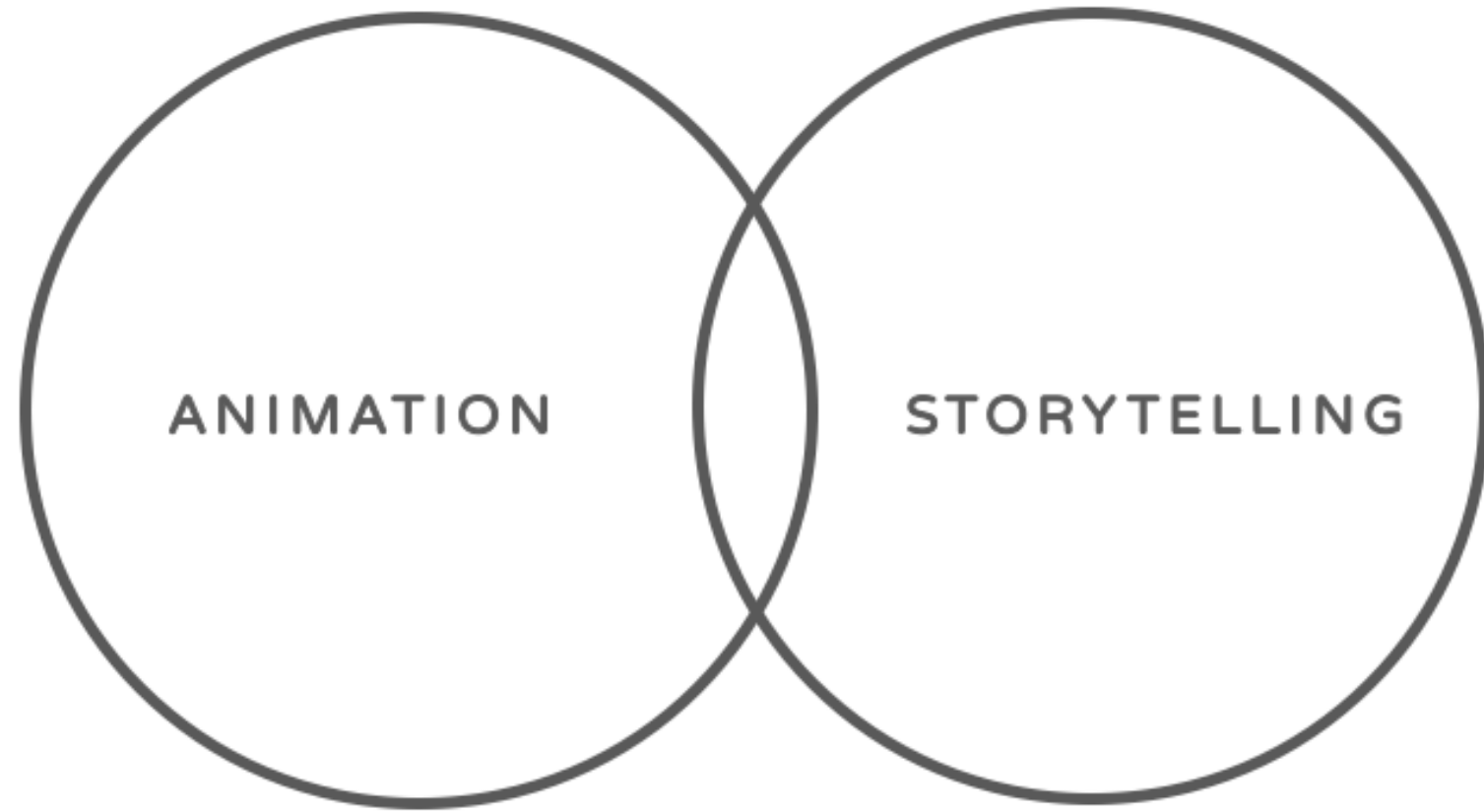






ANIMATION

WHAT IS ANIMATION?

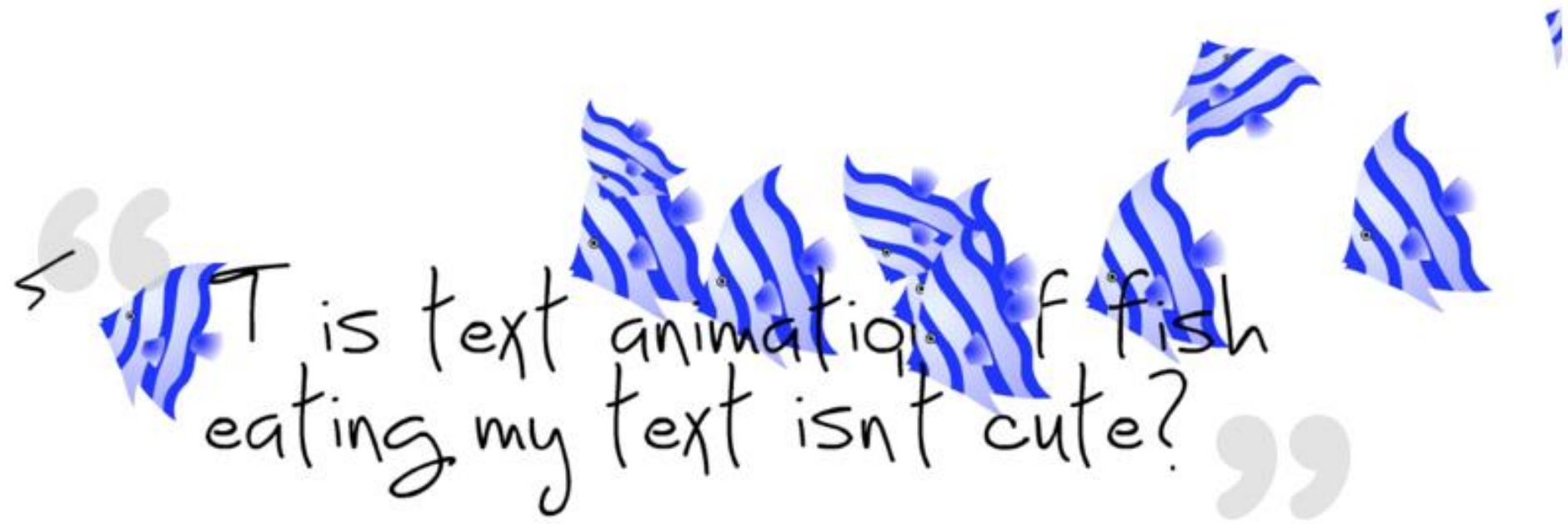


“Why shouldn't I be using
these fun animations?”

“That was a fun slide transition! Should I put that in my next eLearning course?”

“Why don't these animated bean people help my learning content?!”



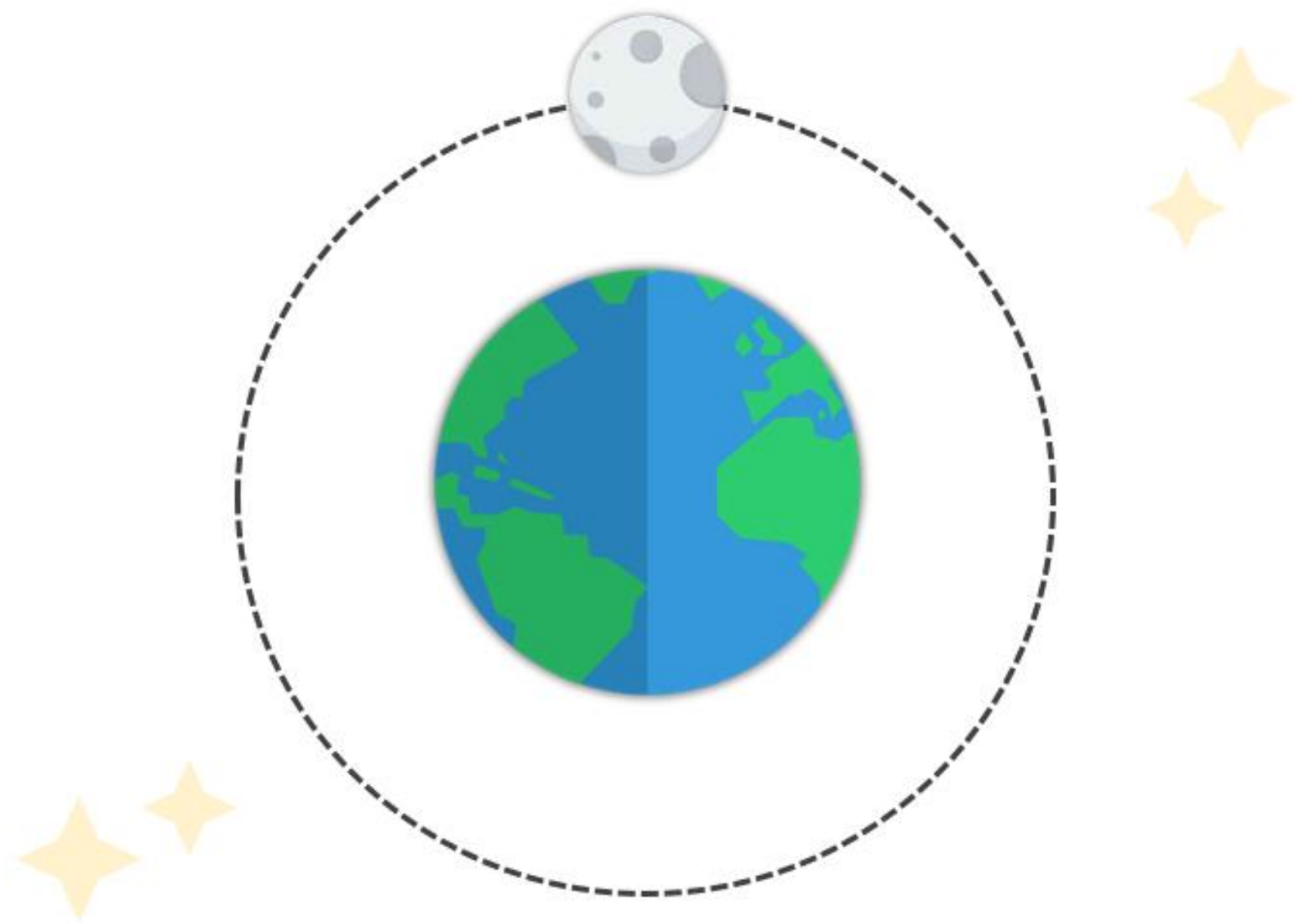


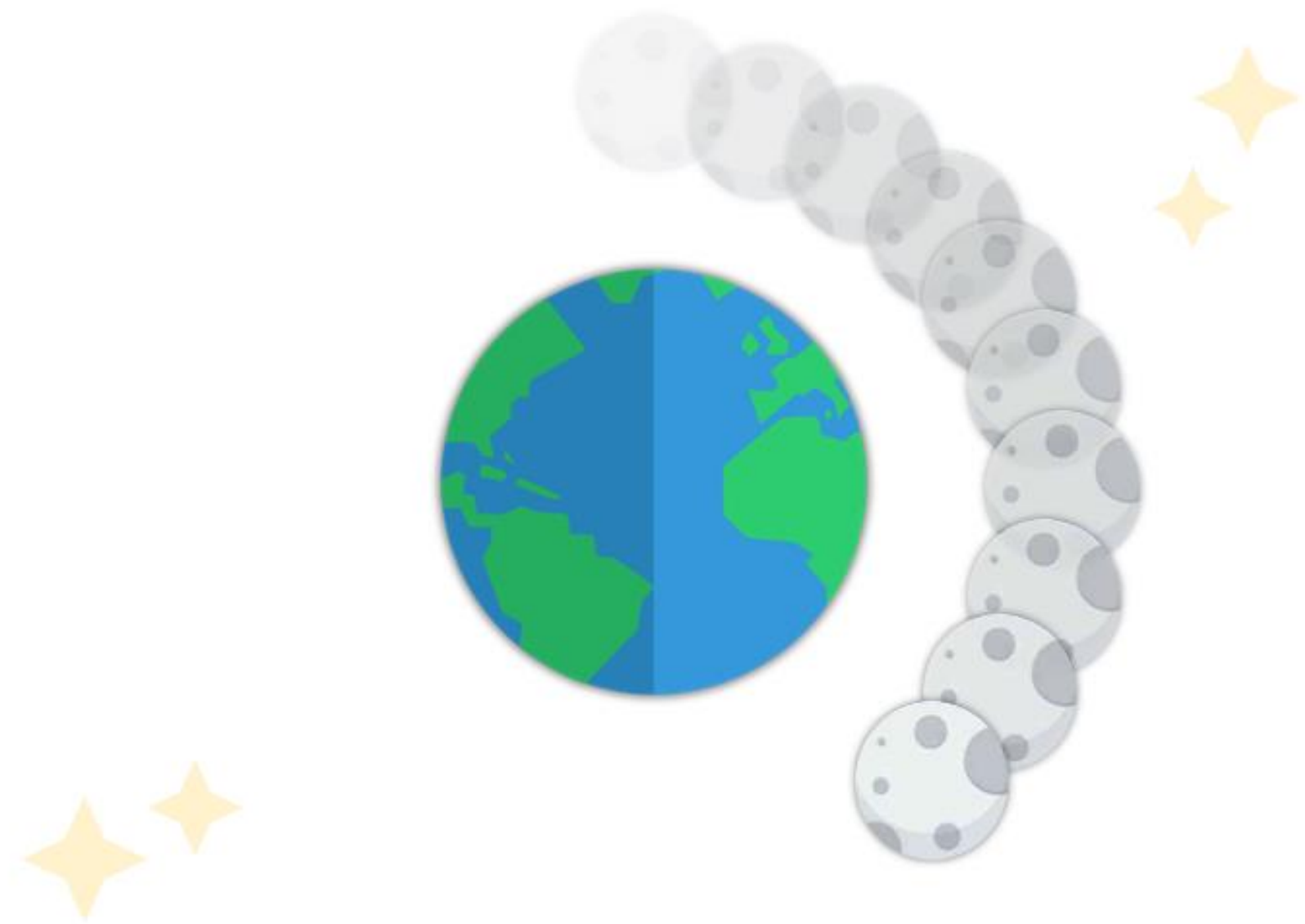
“T is text animation of fish
eating my text isn't cute?”

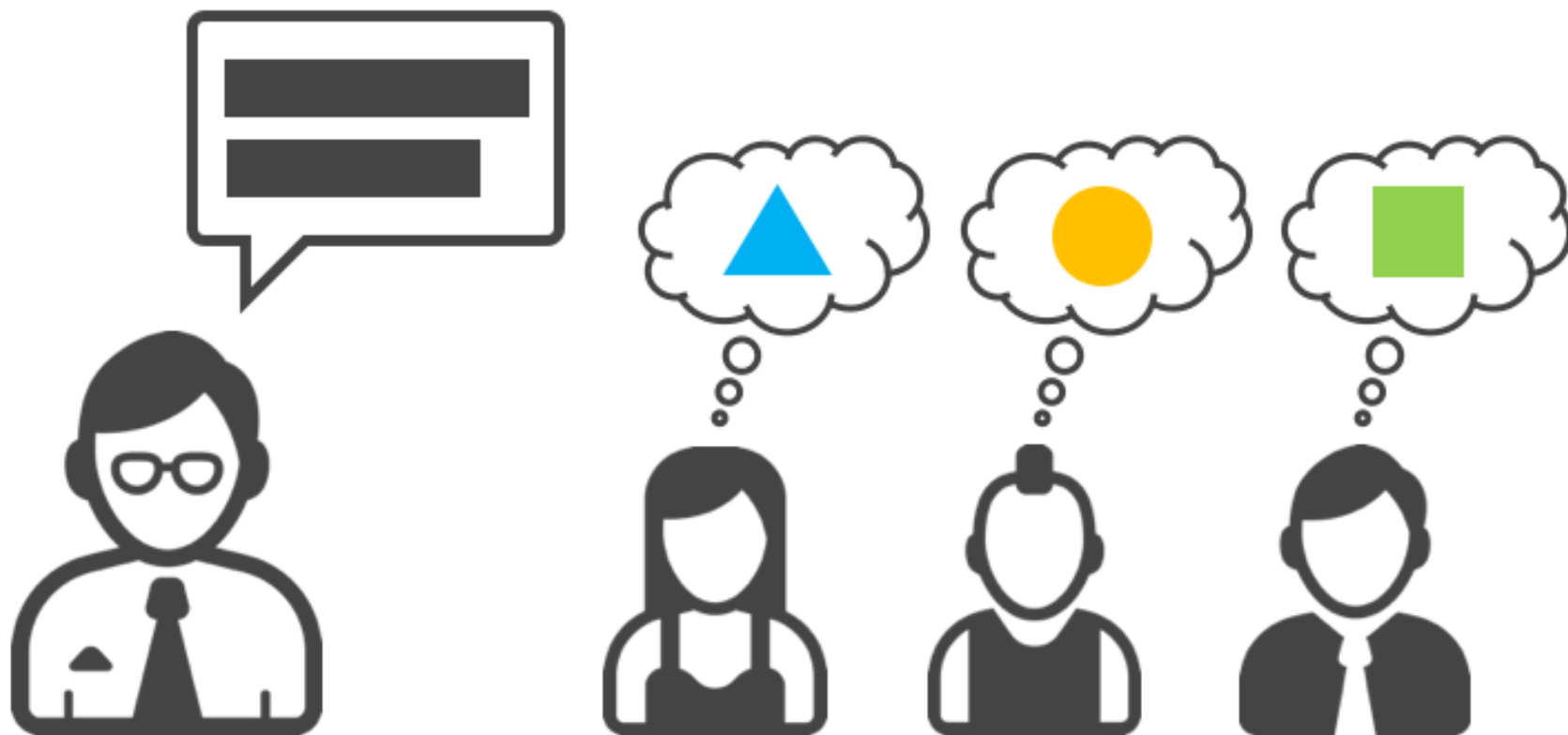
HELP YOUR LEARNERS SEE
WHAT YOU'RE SAYING.

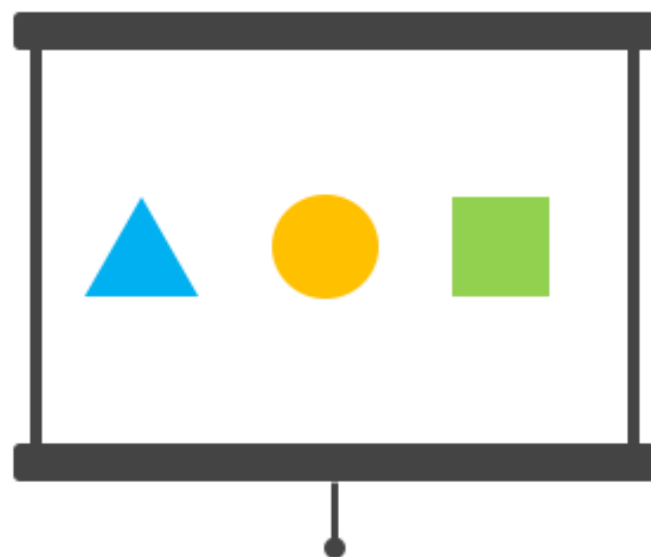
THE MOON ORBITS
THE EARTH.











ANIMATION GIVES MEANING
TO STATIC CONTENT.

Inventory Shortage

- Inventory shortage is a measurement of the difference in inventory between a physical count and the amount recorded.
- Causes may range from operational errors or theft.
- An inventory percentage is calculated by dividing the total amount of shortage by the sales base of a store.
 - This percentage represent the amount of shortage.
 - The smaller the percentage, the better.

Inventory Shortage



Shortage
\$90

Inventory Tag Placement

- Inventory tags should be placed in numerical order.
- Inventory tags should be placed on fixtures from front to back, left to right.
- Department walls should be tagged last.

AREA TICKET		
		4701-9
AREA	DEPT.	
NOTES		
AREA TOTALS		
UNIT COUNT		_____
VALUE		_____
# BARCODES		_____
PRINT AUDITOR'S LAST NAME, FIRST INITIAL		
WORKSHEET #		_____
VERIFIED BY		_____

Inventory Shortage

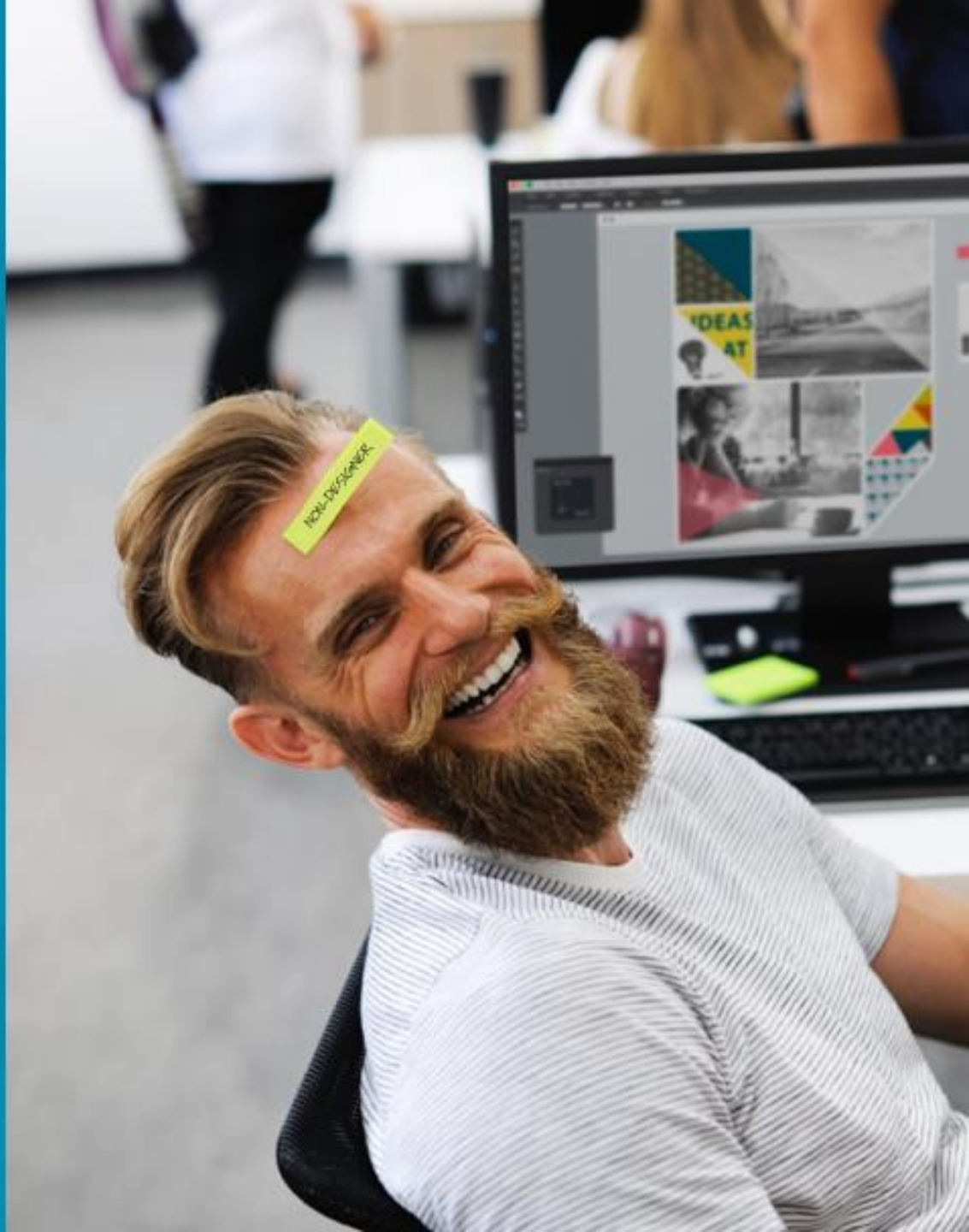




5 TIPS FOR THINKING LIKE A VISUAL DESIGNER.

1

You don't have to
an artist to be a
visual designer.



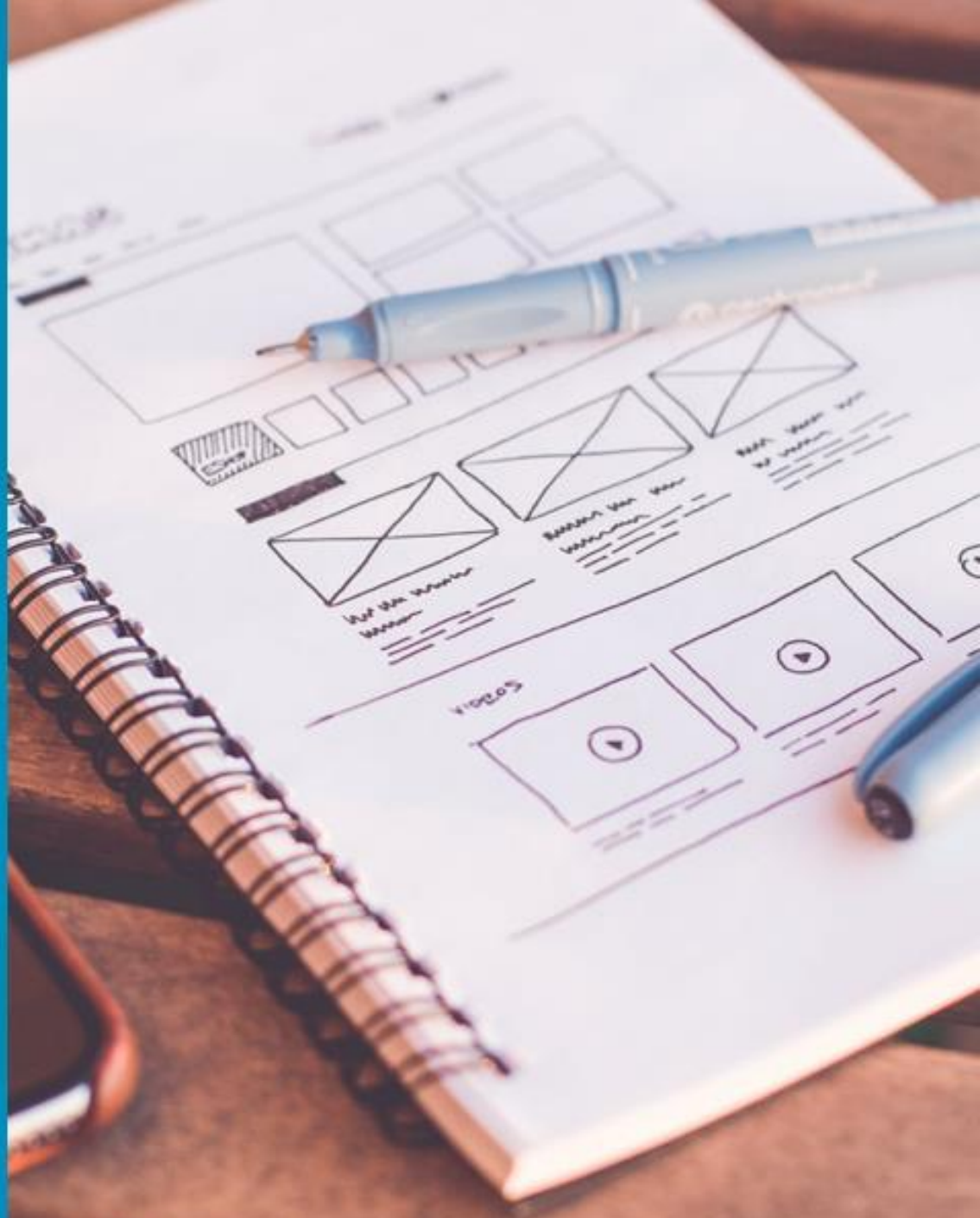


2

Use visual design
to help your
learners see what
you're saying.

3

Sketch your ideas
on paper before
building your slides.





4

Look for inspiration
from others and
borrow their ideas.

5

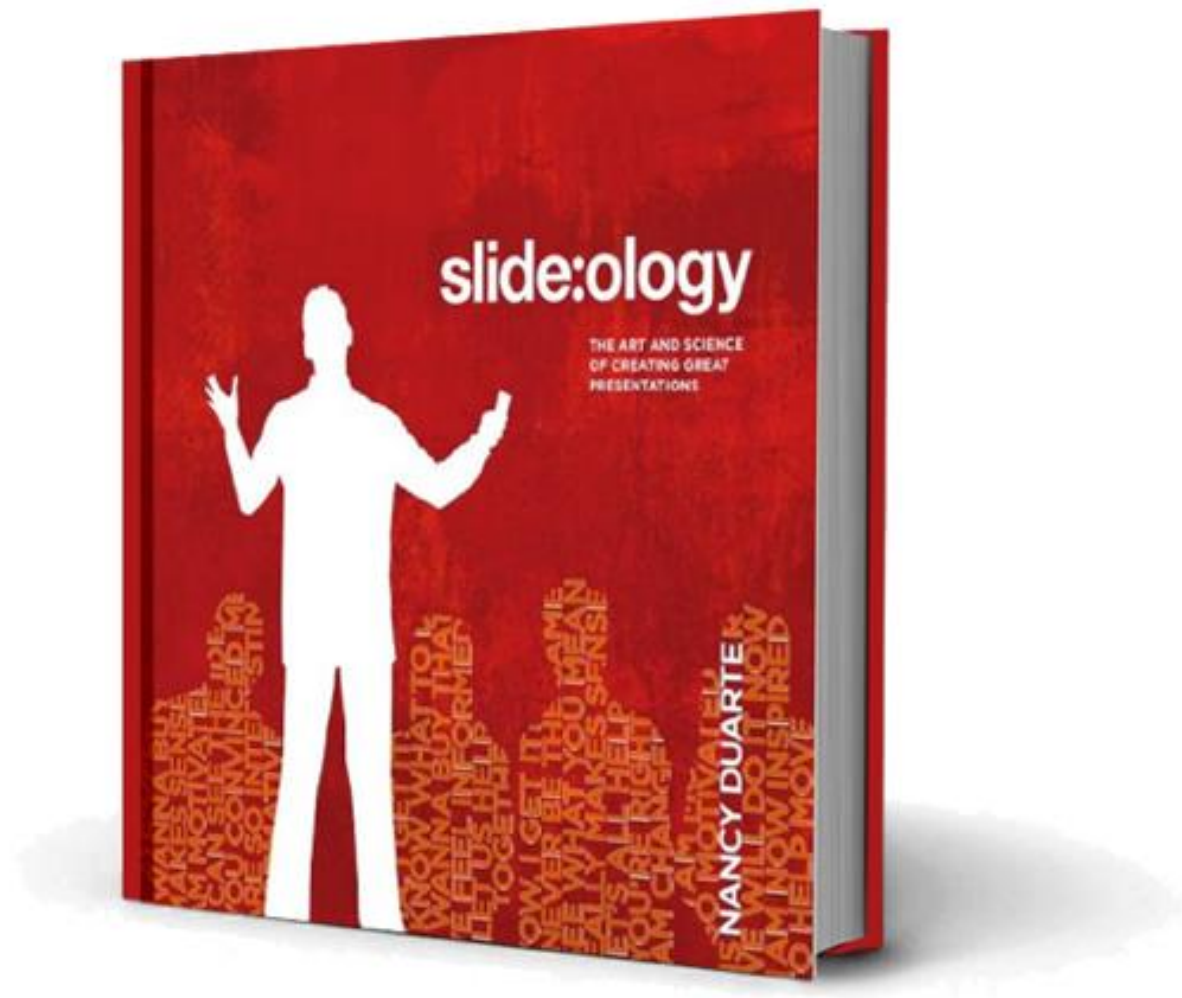
Use your resources.



RESOURCES

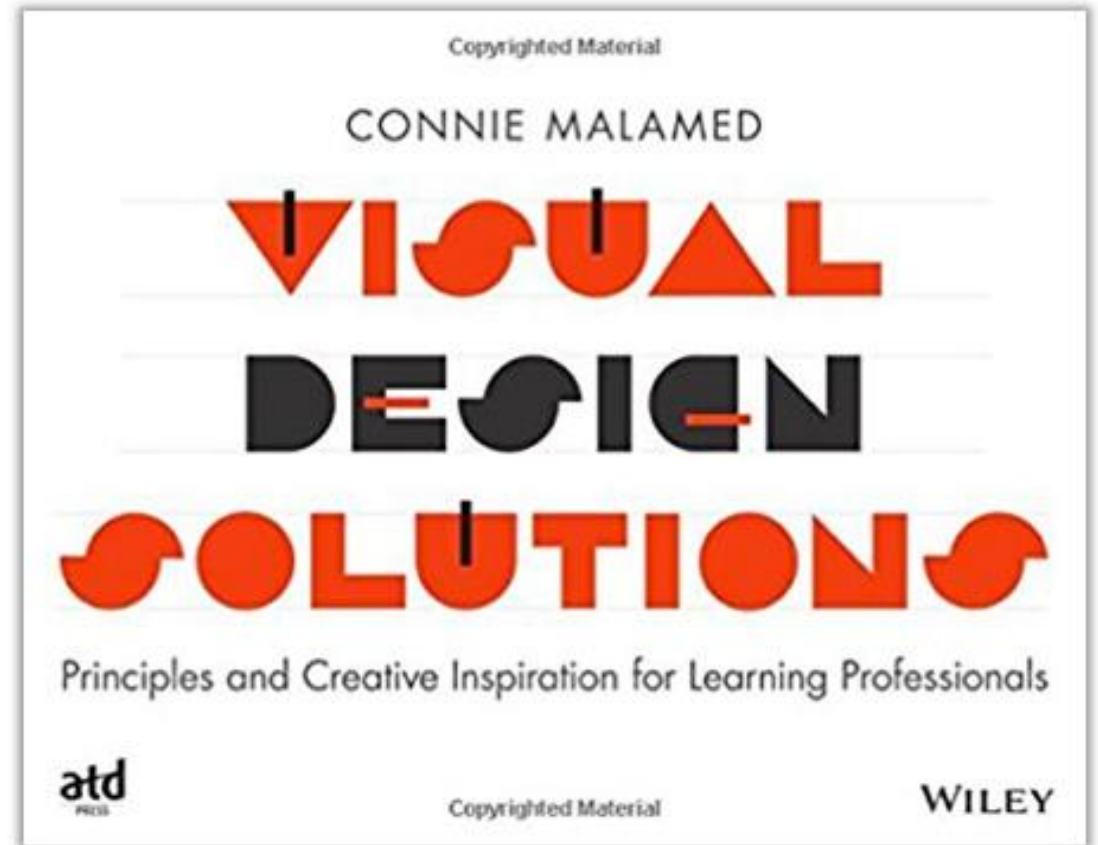
slide:ology

By Nancy Duarte



Visual Design Solutions

By Connie Malamed





Google Search

I'm Feeling Lucky

“Visual
Communications”

“Explainer
Videos”

Pinterest

INTERESTED IN WORKING WITH ME?



CUSTOM ELEARNING
DEVELOPMENT & DESIGN

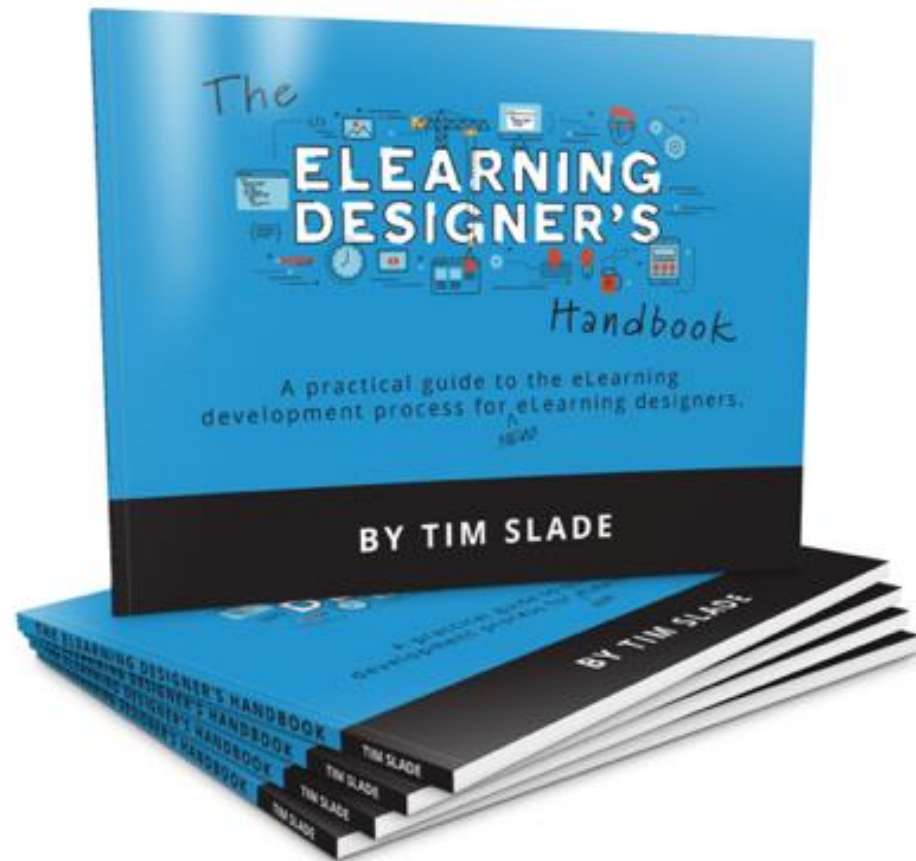


ELEARNING WORKSHOPS
& TRAINING



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