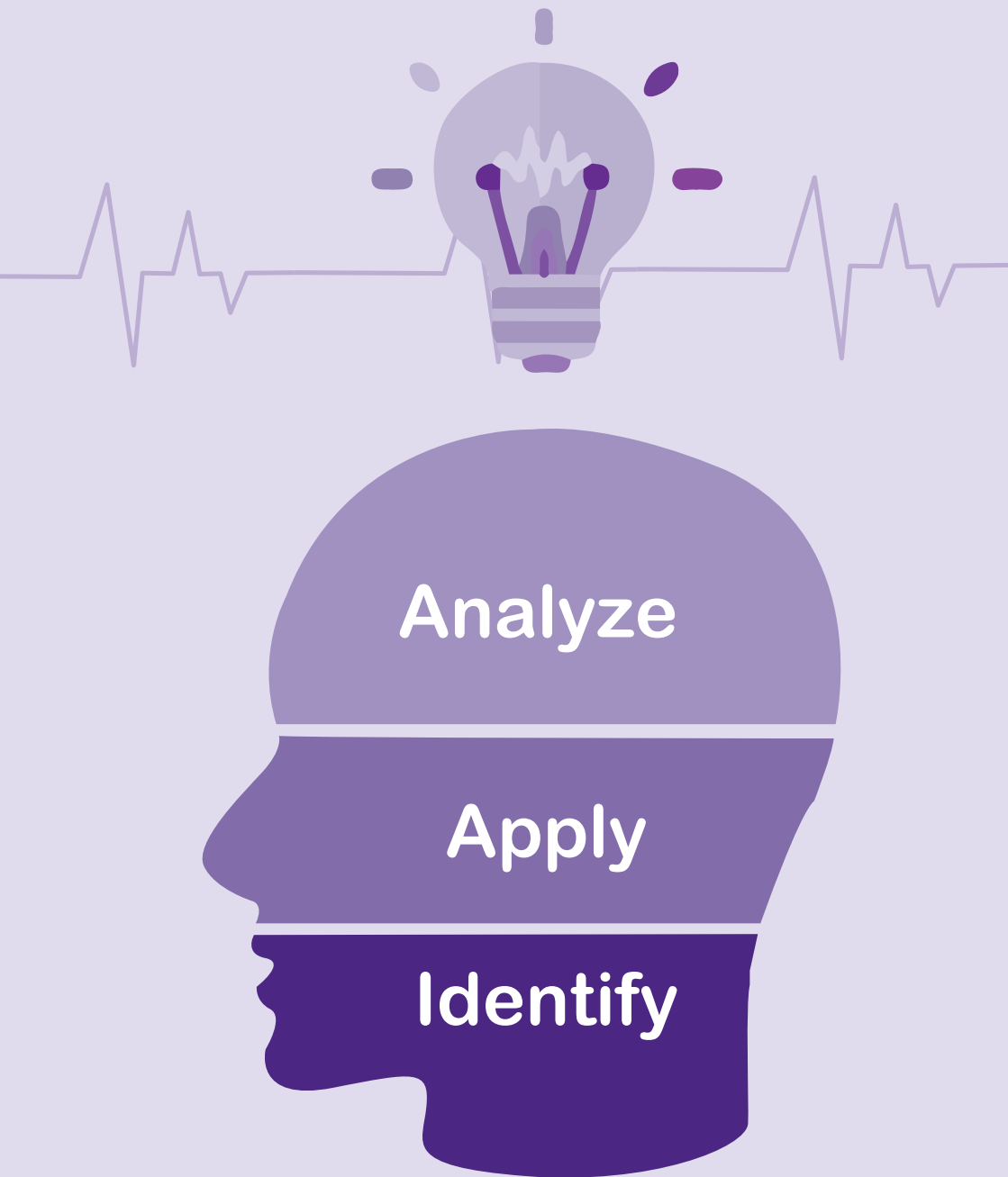


Graphic Design & eLearning



Blooms Taxonomy

The research behind Healthcare Learning is based on Bloom's Taxonomy of Cognitive Development. The design features three methods which are Identify, Apply, and Analyze. This methodology is important in design and user experience when people begin the process of learning a new task.

1. Identifying material

The user is able to identify the material and understand what is happening. This is a basic understanding level.

2. Applying Material

Once the user learns the material, they will be able to understand how the material applies to various situations. The user will begin to analyze the situation.

3. Analyzing Information

The ability for the user to break down material and identify elements of the module. They will also be able to use this information to perform a task. This is a higher level of comprehension.

Interactive Design Process

During the design process, I chose to demonstrate various methods into my application. I used color, symbology, hierarchy, typography, and graphics to elevate the user experience.

My goal was to create something simple and easy to use that users of any level can participate in. This application utilizes Design Principles and Instructional Design techniques.



Identifying and Understanding

In this stage, the user begins to understand the information, and to get a base knowledge of the topic before they go to the next step. Understanding information is crucial in eLearning because this is a major step in the stage of Cognitive development. In the knowledge stage, this is where a higher level of understanding is used. The user will begin to group key points into categories of understanding. They will also begin to display knowledge of the basics of a task. This is an essential step in the learning process.

Application and Analysis

The Play stage is the most interactive stage in the learning process. This is where the user actually does the task. This experience is the most important because the user will be entering into a simulation of a real-world experience online. Finally, in the analysis stage, users will reflect on their experience in the course. They will now be able to utilize the skills learned and bring them into the real world. This stage concludes the learning process when the knowledge and experience has been obtained.

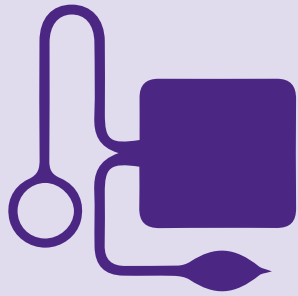
Healthcare Learning Design

Corporate Identity Process

For the Healthcare Learning application, I created a Logo and Identity system that represents the application. I utilized the graphic design principles of creating a brand. The logo is comprised of three keywords which represent the type of application. I used a Heart to symbolize Health, a Blood Pressure machine to symbolize the medical process, and a paintbrush for creativity.



Heart



Blood Pressure



Design



Logo Design Process

After creating the symbol, I chose a Sans-serif typeface that is clean and easy to read. The various colors of purple represents strength and versatility. The tagline refers to the simple and easy interface of the application.



**Healthcare
Learning**

Easy & Intuitive

Symbol Design

Symbol Design is very important in Graphic and Application Design. Due to various sizes on devices, it is important to use symbols to describe information visually. Symbols are the best way to communicate ideas and different ways to navigate the app because they have various meanings, and they help the user easily navigate throughout the app.



Style

The style for the icons in the application is based on medium sized lines that match the lines in the logo. I chose to create the icons this way to remain consistent with the corporate identity system. The icons in the app are very modern and represent the information being presented. They are useful in all types of digital devices and print.



Meaning

These symbols represent the four steps in the courses of the application. These symbols show how the user will navigate the course in the application. Each symbol would be used in every course to create familiarity with the navigation and layout in the application. Using symbols that are consistent help the user to navigate the app much easier.



Healthcare Learning Features



Easy Step-by-Step Process

Healthcare Learning features an easy four step process that gives the user a consistent experience each time they visit.

Life-Saving Courses

Healthcare Learning teaches you Life-savings skills in minutes. This application was designed to teach users the information they need to know to utilize skills right away.



Responsive & Modern Design

Healthcare Learning can be used on mobile and Desktop devices. This application is clean and user-friendly. It features a scaled and modern design that is functional and designer friendly.

Visit the application now by spdevstudios.com/healthcarelearning

