**4 Reasons Why It Is Important To Use Graphic Design (graphics software)**

**1. Graphic Design Creates Focal Points.**

**A well-designed eLearning module “guides” learners as they study. Graphic design creates focal points that draw attention to the most important parts of a course. Even if a page or a slide is packed full of text, a simple font size change can highlight important terms to remember.**

**Designers can also manipulate the placement of core ideas for emphasis, like putting them at the very top, or even front and center. A different text color or shade can also break the monotony of reading, and can highlight the importance of a concept.**

**2. Design Elements Establish Relationships Between The Topics Discussed.**

**No matter how eager you are to learn, it’s easy to get lost in a sea of words when you’re reading from a tablet or computer. When this happens, the lesson becomes harder to comprehend. Graphic design solves this by infusing the module with patterns and colors.**

**Patterns, even simple ones, create a sense of order and establish a relationship between ideas even without explicitly saying so. You can also create contrast through design to highlight opposing ideas, and make topics more engaging and interesting. Applying contrasting colors to different blocks of texts to subtly hint disagreement or opposition enables learners to understand differences better.**

**3. Graphic Design Helps Learners With Navigation.**

**eLearning modules are inherently linear. This means you follow just one direction to progress through a lesson. After reading a slide, you click a button to go to the next one, and so on. But what learners usually don’t notice is that aside from the linear navigation, they also navigate through the page itself.**

**An image after several blocks of text provides a mental stimulus that lets you understand your lessons better. White spaces are pauses, and questions at the end or the middle of slides test your comprehension and jog your memory. You can answer and proceed with the lesson, or go back and reread what you don’t understand.**

**With the design helping with the navigation, the eLearning module, on its own, can prompt learners to review or even assess their progress, without the need for an actual facilitator.**

**4. Design Improves Readability, Even For Highly Technical Topics.**

**One challenge faced by course designers is how to present complex lessons, such as highly technical topics, in a manner easy for learners to grasp. Fortunately, readily available graphic design elements like font, layout, and white space help improve the readability (and ultimately, understandability) of the material.**

**Effective use of white space gives your courses a clean, visual layout that separates unrelated concepts. If you’re dealing with technical topics, break apart ideas into different slides or pages, so that learners don’t get overwhelmed with new data after new data. And as earlier mentioned, font size, color, and style highlight concepts of particular importance to make them more prominent and easier to remember.**