



## Design for Non-Designers

In today's fast-moving digital world, visual communication is a game-changer. A well-crafted visual strategy strengthens emotional connections and enhances retention.

Whether you're teaching, pitching, or sharing ideas, the Design for Non-Designers curriculum equips you with the skills to captivate your audience and communicate with confidence—no design experience required, just powerful results!

### Courses include:

#### ■ 12 Visual Hierarchy Principles

##### Every Non-Designer Needs to Know

Unlock the secrets behind what makes designs click—even if you're not a designer. In this eye-opening course, you'll explore 12 essential principles that combine the power of visual hierarchy with the psychology of Gestalt theory. These time-tested techniques will help you organize information clearly, guide your audience's attention, and boost the impact of everything from presentations to training materials. Whether you're creating a simple slide deck or a complex communication piece, you'll walk away with the tools to make your content not only look better—but work better.

#### ■ Using Grids for Document Layout

Design like a pro—even if you've never studied design. Grids are the hidden framework behind most well-organized layouts, and in this practical course, you'll learn how to use them to bring clarity, consistency, and



professionalism to your documents. We'll demystify how grids work, show you how to apply them in real-world layouts, and give you templates you can start using right away. Say goodbye to messy slides and unbalanced pages—this is your roadmap to clean, structured, and visually compelling design.

### ■ Fonts and Typography

Typography isn't just about choosing a "nice" font—it's about creating meaning, tone, and clarity with every word on the page. This course dives into the powerful role of type in shaping your message, guiding your audience, and setting the mood for your content. You'll learn how to select fonts that support your goals, create clear visual hierarchies, and ensure readability across formats. Whether you're working on presentations, e-learning modules, or handouts, smart typography choices will elevate your message and improve engagement.

### ■ Working With Color

Color isn't just decoration—it's communication. The right color choices can draw attention, set the tone, and make your message more memorable. In this course, you'll explore the psychology of color and learn how to build palettes that support your objectives—whether you're designing a slide deck, marketing materials, or a training course. You'll walk away with easy-to-follow techniques for choosing harmonious colors, avoiding common pitfalls, and ensuring your visuals connect with your audience on every level.

### ■ Working With Stock Images

Images can make or break your design. When used well, stock photos can add emotion, clarity, and context—boosting engagement and reinforcing your message. But bad image choices? They can distract, confuse, or even alienate your audience. In this hands-on course, you'll learn how to find high-quality stock images, understand licensing rules, edit for impact, and place images strategically for maximum effect. Whether you're designing training content, presentations, or marketing materials, you'll gain the skills to make visuals work for you—not against you.

## Registration:

State of Delaware employees can register for the **Design for Non-designers** curriculum by logging into the [Delaware Learning Center](#) and searching for the curriculum.

For more information about Design for Non-Designers, please email [learningcenter@delaware.gov](mailto:learningcenter@delaware.gov).

