

# Elevating Rise Designs

Or... How to make your Rise courses **stand out** from everyone else's on the planet.

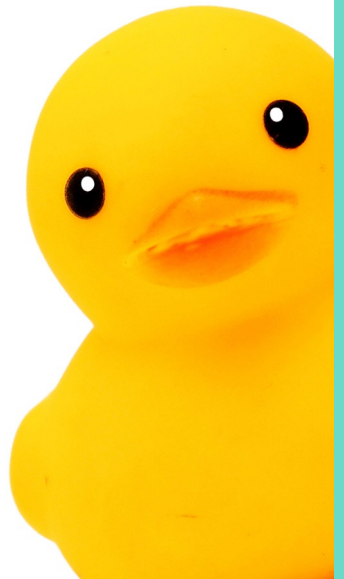


# Remember CRAP Design?

- **Contrast:** Use contrast to guide the learner's eye.
- **Repetition:** Repeat aspects of the design throughout the entire piece.
- **Alignment:** Nothing should be placed arbitrarily.
- **Proximity:** Group related items together.

**We have the most control over Repetition and Contrast in Rise.**

Alignment and Proximity are baked into the UI, but we can make adjustments within standard blocks to enhance these.



# Contrast in Rise: The Basics

## Have a Plan. Be Strategic.

- Change the head/subhead type sizes to create more, or less, contrast
  - Be consistent with your changes across your course
- Use **bold type** or **bold type with color** to callout the most important text
  - Be strategic. If everything is bold nothing will stand out.
- Use contrast to chunk content to help pace your course
  - Go beyond the “Continue” button – use different colored sections or bold transition breaks between content.
  - Be strategic. If every other block is a bold transition or different color, it’ll be confusing.
  - Plan ahead. Add notes in your storyboard.

## Repetition in Rise: The Basics

# Consistency. Consistency. Consistency.

- Use brand guidelines. Don't have any? Create your own.
- Color and typeface
  - Use Articulate's new(ish) **Brand** feature
- Photography
  - Is the coloration and lighting similar for all photos?
  - Square or rounded edges? Drop shadows? What's the brand standard?
- Graphic elements
  - Do icons look like they are from the same family? Solid or outlined? Full color or single color? Line weights (thick vs. thin)? Is scaling similar in all use cases?
  - Do illustrations look like they are from the same artist? Do graphic elements have the same style?

# Repetition + Contrast + Proximity in Rise: Create Custom Transition Blocks

- Lots of software platforms can be used to make custom transition block art
  - Canva, PowerPoint, Affinity, Illustrator, Photoshop, Rise itself and more
- **The block type you use matters** with Rise's responsive design.
  - **Labeled Graphic Block:** Shows the entire image so it won't crop at full width (get rid of all markers and set it to full width)
  - **Custom Block:** Shows the entire image so it won't crop at full width
  - **Full-width Image Block:** Use if you WANT the image to crop (its container has a fixed height)
- Use **2280 pixels x 400 +/- pixels** (height flexible) for full-width images/labeled graphics
  - Make a "top" and a "bottom" for each style you want to use
  - Save them as block templates to reuse
  - The sky (and the client's budget) is the limit on your creativity!

# Before Publishing Ask Yourself:

## Visual Design

- Does each section feel distinct?
- Have I used intentional transitions?
- Are color and graphic elements being used consistently?
- Do pages look branded rather than templated?

## User Experience

- Can learners scan content quickly?
- Is scrolling broken into meaningful sections?
- Are interactions serving a purpose?
- Does the layout flow guide attention naturally?

## Learning Design

- Does every visual choice support learning?
- Is information chunked effectively?
- Have I reduced unnecessary content?
- Are learners doing more than just reading?

# Demo Time!

- Before/after examples
- How to build a Brand Kit
- How to create custom transition blocks
  - Canva, Affinity, Custom Rise blocks
- Bonus: Tricks to get icons to not be HUGE in Rise

# My Favorite Design Resources

## Totally Worth the Cash

No... I'm not getting a  
kickback on these.



- **Envato Elements:** Core Individual Subscription \$198/year currently
  - Photos, videos, graphics, templates, video effects, music, sound effects, fonts
  - Unlimited downloads of 28+ million creative assets
  - Lifetime Commercial License for all stock assets and AI generations
- **FlatIcon:** Premium Plan \$99/year currently
  - Icons, animated icons, interface icons
  - Filter icons search easily by color, shape/style, editable SVG stroke
  - On-the-fly color editing and downloads
  - Download SVG files or AEP files if you need to edit the art
- **Canva:** Pro Individual Plan: \$144/year currently
  - Includes Affinity with a free Canva account! You can use Affinity AI features with Canva Pro plan
- **Adobe Express:** Free Individual plan
  - Use [color.adobe.com](https://color.adobe.com) to browse and/or build color palettes and quickly check accessibility