

KEY PRINCIPLES OF CREATING ENGAGING LEARNING EXPERIENCES

Creating Beautiful, Relevant, and Engaging Learning Experiences

MEET LEARNERS WHERE THEY ARE

- Recognize diverse backgrounds and relationships with learning.
- Design for mobile and low-bandwidth environments.
- Include engaging visuals that resonate with learner contexts.



EMBRACE BEAUTY AS A NON-NEGOTIABLE

- Use custom art and compelling visual design.
- Avoid clutter; make the learning experience visually digestible.
- Incorporate cultural relevance and personalized elements (Easter eggs).



BE ACCESSIBLE AND INCLUSIVE

- Make learning available in multiple formats (e.g., mobile-friendly, downloadable PDFs).
- Support neurodiverse learners through flexible and clear design.
- Ensure representation in images and scenarios.



HARNESS THE POWER OF STORYTELLING

- Use stories to make learning relatable.
- Apply narrative structures like the hero's journey to keep learners engaged.
- Incorporate real-life scenarios to reinforce learning objectives.

