

# Four Principles for Designing Engaging Learning

This infographic will outline the four key principles for designing engaging learning experiences. These principles are foundational for creating learning that is effective, inclusive, and appealing.

1



## Meet Learners Where They Are:

**Every learner has different access to technology, connectivity, and varying experiences with learning.**

Our design should accommodate these differences to ensure an inclusive experience for all.

2



## Use Storytelling to Make Learning Stick:

**Storytelling is a powerful tool to make learning relatable and memorable.** By incorporating narratives and characters, we can help learners build mental models that engage and resonate with them.

3



## Be Accessible and Inclusive:

**Accessibility and inclusivity are non-negotiable.**

Every learning experience must be designed with considerations for neurodiversity, color usage, and representation, ensuring that all learners have a fair opportunity to succeed.

4



## Embrace Beauty as a Non-Negotiable:

**The aesthetic of a learning experience plays a crucial role in engagement.** Utilize white space, intuitive navigation, and diverse visuals to create a beautiful, user-friendly environment.