

# LAYOUT & TYPOGRAPHY TIPS

FOR ELEARNING DESIGNS

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# INTRODUCTION

## HAVE YOU EVER WONDERED:

“What typefaces/fonts go together?”

“How would I go about pairing different ones together?”

“Are typefaces grouped by style? If so, what are the differences between them?”

## MOST TYPEFACES CAN GENERALLY BE CATEGORIZED BY AT LEAST ONE OF THESE CLASSIFICATIONS:

- » Serif / Slab Serif
- » Sans Serif
- » Script
- » Blackletter
- » Hand
- » Decorative / Other

Serif | Slab Serif | Sans Serif  
Script | Blackletter | Hand | DECORATIVE

# PAIRING TYPEFACES

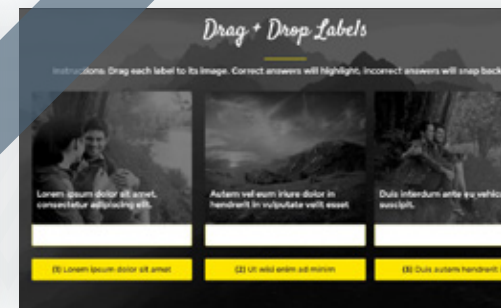
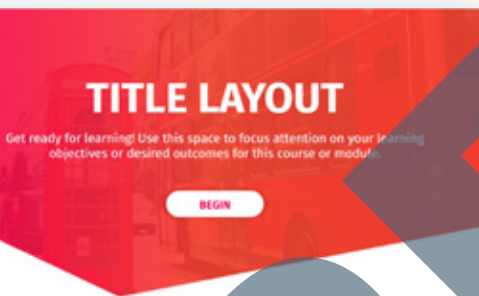
Oswald ExtraLight 62 pt

## QUICK TIP FOR CREATING CONTRAST USING THE SAME FONT FAMILY

Oswald SemiBold 16 pt

Using light and bold versions of the same font family can create a dramatic effect, while maintaining a consistent look for your design. For example, all the subheads in this eBook are the same typeface as the page headers, but different sizes and different weights.

Like all things, practice makes perfect when it comes to confidently pairing typefaces. Until you get more comfortable, you can lean on professionally-designed templates like those in the ELB Learning Template Library. Go ahead, steal your favorite typeface combos from our Course Starters. We won't tell.





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# CREATING HIERARCHY

## WHAT IS HIERARCHY?

Hierarchy is described as an arrangement or classification of things according to relative importance or inclusiveness.

Ask yourself, “What’s most important for your learner to see?” It’s our job as designers to guide viewers to what to look at first and to make the important parts stand out.

## HERE ARE SOME THINGS YOU CAN USE TO CREATE VISUAL TYPOGRAPHICAL HIERARCHY:

- » Typeface
- » Size
- » Weight
- » Color
- » Space

# GRIDS & MARGINS: EXAMPLE

## ELB MASTER SUITE

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Built-in leaderboards with an account dashboard to review learner and question level analytics are the perfect way to create effective gaming.

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We also offer a growing catalog of pre-built courses that span many different topics such as professional soft skills, sales techniques, and safety. Courses are built in popular tools and include the source files necessary to customize to your exact needs. You can now build your own personalized library of courses and curriculum that meet your organization's requirements.

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# LINE LENGTH

## LINE LENGTH IMPACTS CONTENT READABILITY

Most typography resources will agree that the optimal line length for your body text is anywhere from 45 – 70 characters. For multiple columns, limit that to 40 – 50 characters.

### TOO LONG

Long lines of text make it hard to continue reading to the next line in a paragraph. Have you ever been reading from a textbook and kept losing your place, because you accidentally skipped to the incorrect line? Yeah, it's no fun, is it? If your content is important—and really, you should **ONLY** be putting important content into your eLearning courses—you want your learners to be able to easily digest and comprehend it. If your lines of text are too long, that won't happen.

### TOO SHORT

If your lines of text are this short, your learners' eyes have to travel back and forth too often. This breaks their rhythm and can really annoy them. Ain't nobody want that to happen.