

# Content is king: making Open edX beautiful

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Proversity



**Going beyond your brand:  
why create a visual  
experience for a course?**




Audiences **expect**  
good visuals



# Bad visuals hinder learning

## What we will learn



*Probability theory,  
counting techniques  
and Discrete Random  
Variables.*

It will *probably* rain today.

# Rain



# Good visuals aid learning



Visual content feeds  
good **user experience**.

HOME DISCOVER HAVE A BADGE CODE? HELP ABOUT

RUSSELL

RUSSELL

BRONZE

PROGRESS 0 / 250

BADGE STORE

CITIZEN 0/40  
You need a minimum of 40 points in this category.

WORKER 0/40  
You need a minimum of 40 points in this category.

MAKER 0/40  
You need a minimum of 40 points in this category.

ENTREPRENEUR 0/40  
You need a minimum of 40 points in this category.

iDEA SOCIAL MEDIA ETHICS

iDEA INTERNET & WEB

iDEA CYBER SECURITY

iDEA WHAT IS THE CLOUD?

iDEA DATA PLAY

iDEA DIGITAL ETHICS

iDEA E-SAFETY

iDEA SOCIAL MEDIA SAFETY

iDEA E-COMMERCE

iDEA BRAIN HACK

iDEA TEAMWORK

iDEA SAFE ONLINE

iDEA CYBER SUES

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**Graphic systems:  
What are they and what  
role can they play in aiding  
digital learning?**



# Case Study: KHDA





DUBAI REGULAR 0123  
dubai regular 0123

DUBAI BOLD 0123  
dubai bold 0123

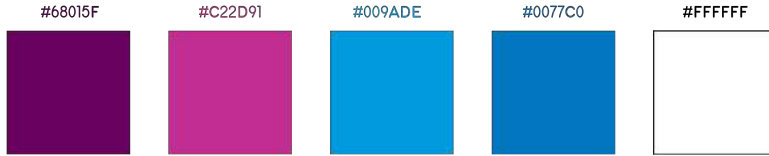
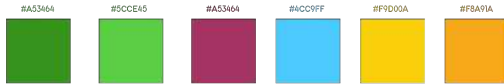
DUBAI LIGHT 0123  
dubai light 0123

DUBAI MEDIUM 0123  
dubai medium 0123

## Colour and Fonts

KHDA: KHD001

Colour schemes, Tints,  
Fonts, Font weights,  
Font styling.



## Assets

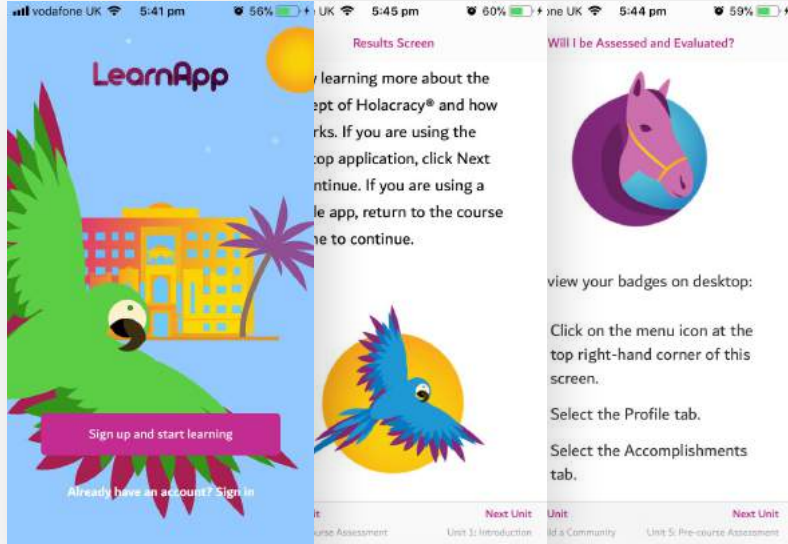
KHDA: KHD001

Symbols, Icons, Graphs,  
Pictures.



Using “graphic systems” - design elements that adhere to a common theme - to support an overall visual identity

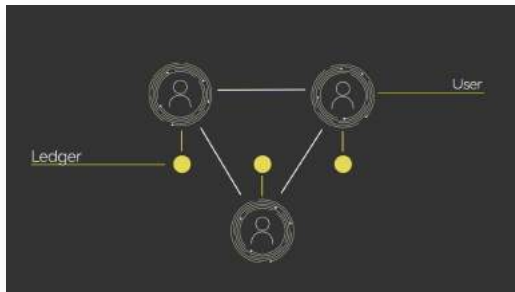




# Utilising visual identities and graphic systems in video production



# Case Study: Barclays





Video Content Example



**Deliver with consistency**



**If content is King,  
UX is Queen**





## Introduction



This is Napoleon



Which of these do you think has to do with data?

Napoleon, as you probably know, was a French military leader and emperor. In the 19th century, he conquered a lot of Europe, but things didn't go the way he had planned.

Napoleon doesn't know anything about Data Visualisation and how important it is, but maybe if he had, things might've worked out better for him.

Let's help Napoleon to learn!

Come on Napoleon, let's get started.

What is Data?

- Facts & Statistics     Stories  
 Both of the above

SUBMIT



## Napoleon's Journey



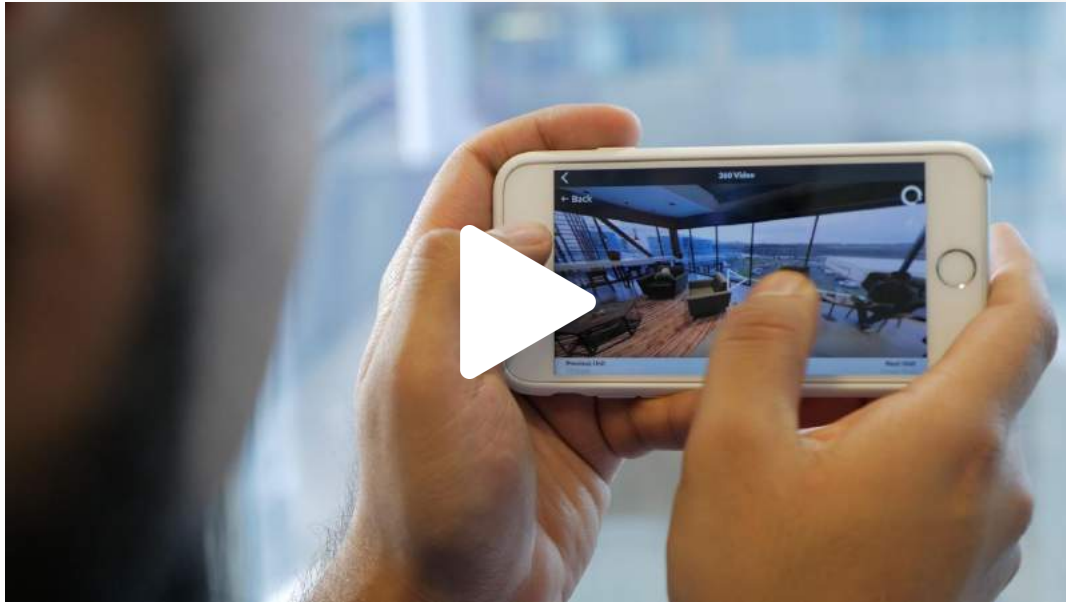
Listen while you watch

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Custom UX & Frontend for iDEA's Digital Skills Platform







Proversity interactive 360 video



**Make it accessible**





## 1. Perception

Information and user interface components must be presentable to users in ways they can perceive.



## 2. Operation

User interface components and navigation must be operable.



## 3. Understanding

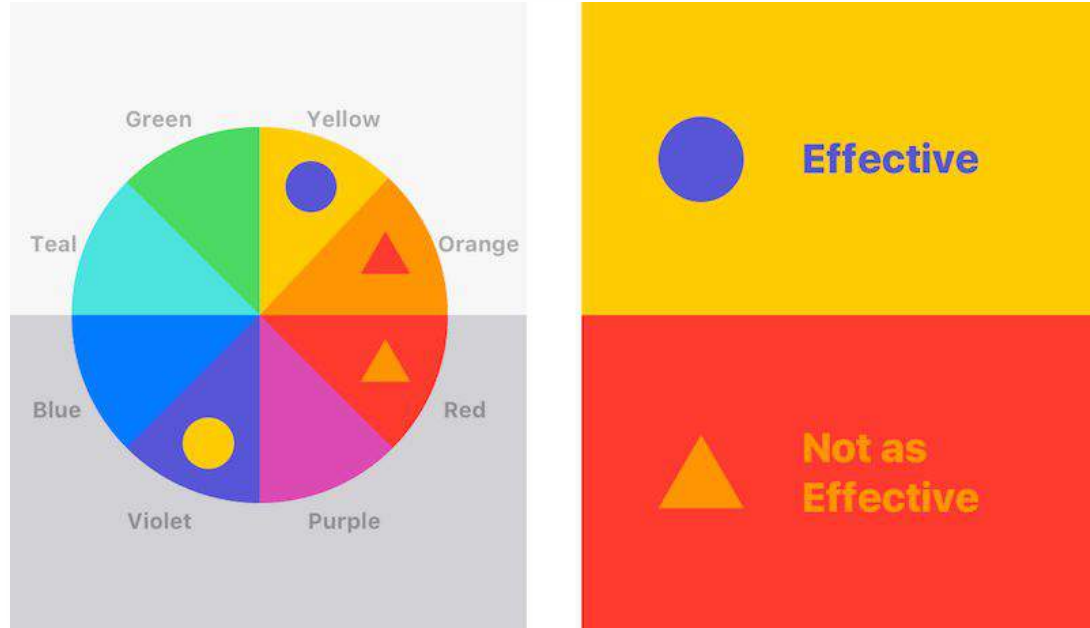
Information and the operation of user interface must be understandable.



## 4. Robust

Content must be robust enough that it can be interpreted reliably by a wide variety of technologies, including assistive technologies.





Contrast, size and weight is fundamental to inclusive design



## Get in touch

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