



TYPOGRAFICS

5 Design Insights

Michael Buelens

Insight 1

Why Design makes a difference

(Form follows Function)



Basisregels

Uitlijning



NEW COLLECTION

**Designer
furniture**

Save \$100 on
your first order

Get the deal



NEW COLLECTION

**Designer
furniture**

Save \$100 on
your first order

Get the deal





Basisregels

Hiërarchie & Contrast



This could be considered the most obvious benefit of improving soft skills. Your employees will be able to actively listen more effectively to establish your customers' needs, identify issues, and help them resolve it. They are also likely to have more compassion and empathy, which can have a large positive impact on customer service. Employees can use their competencies to engage with the client on a more personal level, without breaching professional boundaries, and your customers will appreciate this. When employees take time to discuss the client's pain points and match them with the right solution, the sale will result by itself.



1. Improve customer service

This could be considered the most obvious benefit of improving soft skills. Your employees will be able to listen more effectively to establish your customers' needs, identify issues, and help them resolve it. They are also likely to have more compassion and empathy, which can have a positive impact on customer service.

2. Increase sales

Employees can use their competencies to engage with the client on a more personal level, without breaching professional boundaries, and your customers will appreciate this. When employees take time to discuss the client's pain points and match them with the right solution, the sale will result by itself.



Basisregels

Typografie





Kleur

Choose Wisely



Basisregels

**Beeld
kwaliteit**





Basisregels

Less
is more

23

Get your **priorities** right

Every time you add a task to your agenda, ask yourself: "What are the consequences of not getting this done on time?" Depending on the alleged consequences, you can define the priority of each task.



Get your priorities right

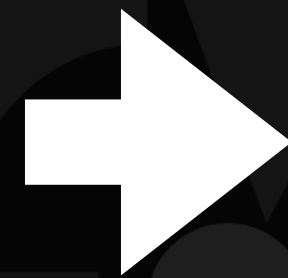
Every time you add a task to your agenda, ask yourself: "What are the consequences of not getting this done on time?" Depending on the alleged consequences, you can define the priority of each task.





Toegepaste vormgeving

- Design
- Lay-out
- Typografie



Kennisoverdracht

Insight 2

One tool to rule them all

(Debunking a myth)



Create

Empower everyone to share their e

Intuitive. Collaborative. AI-
editor speeds up content
knowledge sharing somet

25 FREE Tools eLearning Cou

Do you need to teach your employees about [new software or processes](#)? Would an eLearning course make your life much easier when it came to [onboarding new employees](#)? You can create a custom eLearning course, specifically made to meet your training needs. We lay out the six steps every successful eLearning project follows and then share 25 of our favorite free eLearning authoring tools for graphics, audio, video, and more that you can use today to make your course a reality. Read on to find all of our tips and tools.

Turn expertise into revenue

Access features you need to create, market, and sell your first online course.

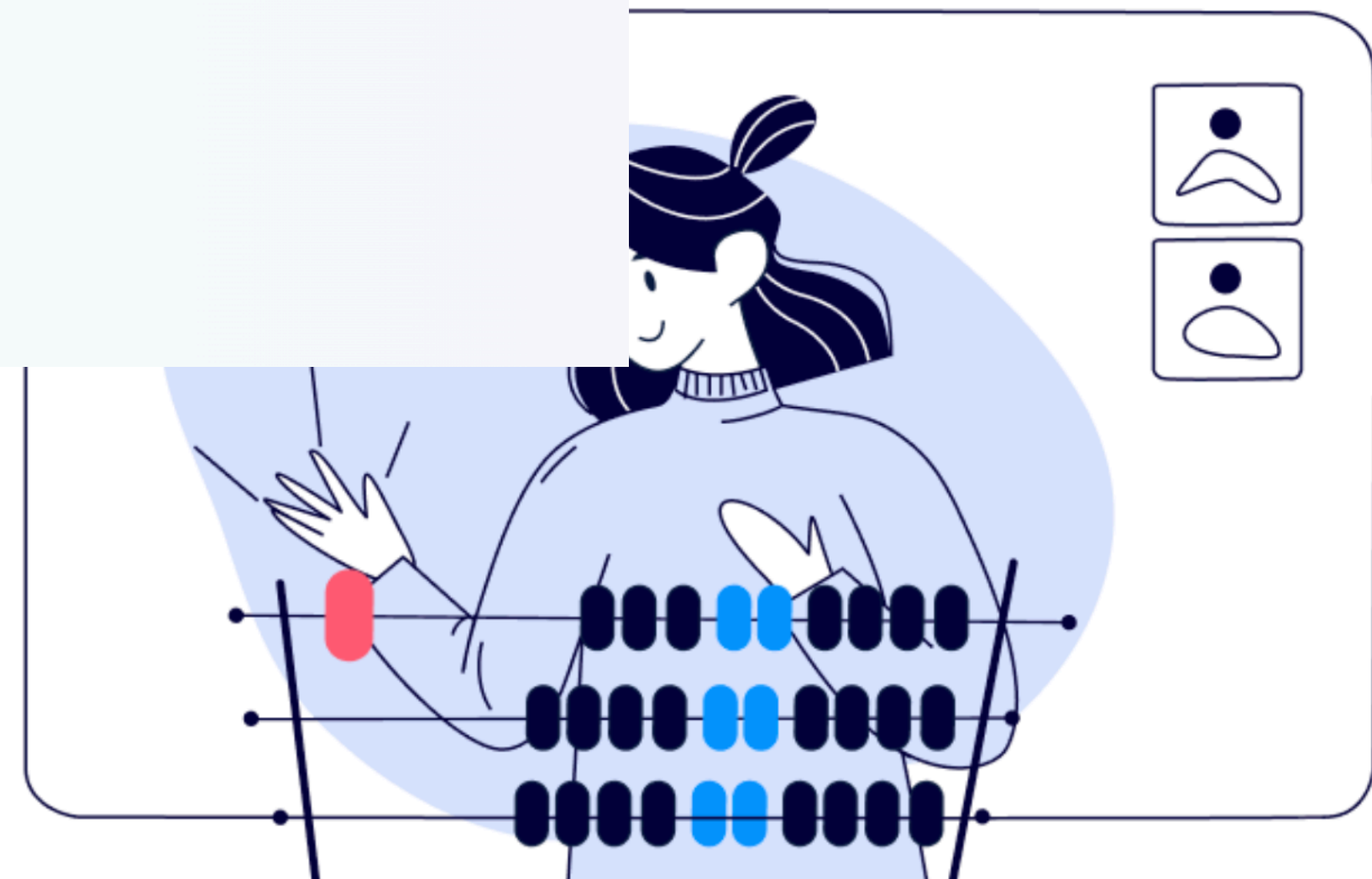
- ✓ Earn recurring revenue with subscriptions and communities

TalentCraft – the new AI content generator

Create potent learning experiences you can be proud of

- Enjoy easy-to-use AI
- Start with handy templates
- Auto-generate training in minutes

Training With Zero Budget



iSpring



Tools and Skills



...



Insight 3

Design systems work

(A lesson from UX Design)



Wat is een design system

Een design system is een verzameling **ontwerpregels**, **tooling** en **code** voor het bouwen van **consistente** en **herkenbare** producten.



THEME

New

SETTINGS

SHARE

REVIEW

EXPORT

PREVIEW

Blocks Library



TEXT

STATEMENT

QUOTE

LIST

IMAGE

GALLERY

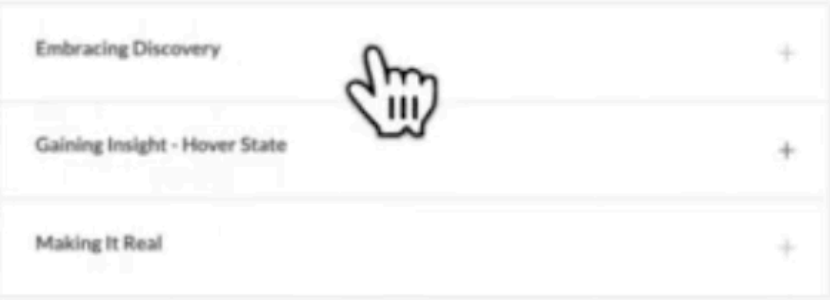
MULTIMEDIA

INTERACTIVE

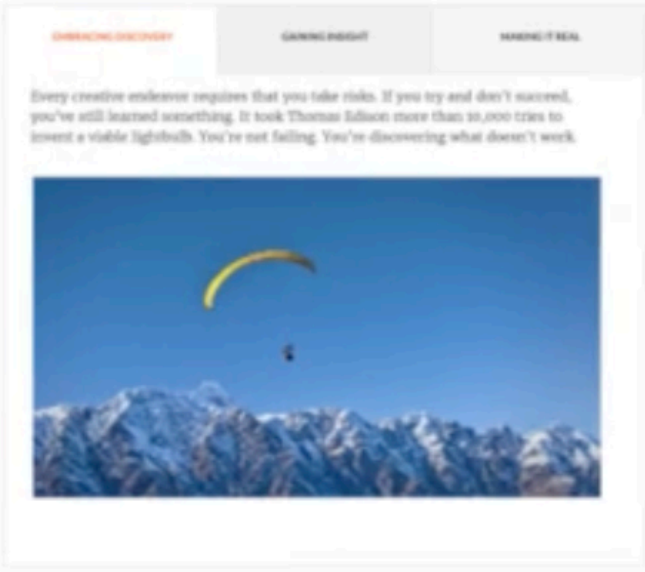
DIVIDER

BLOCK TEMPLATES

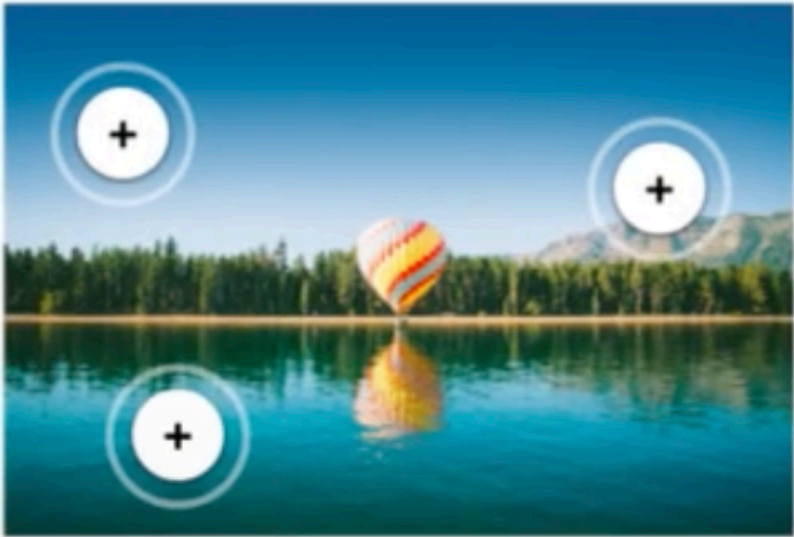
Accordion



Tabs



Labeled graphic



Video



Process



Flashcards



Sorting



Labeled Graphic



Continue



Voordelen

- Schaalt en versnelt productie
- Samenhangend geheel
- Tijdsbesparend



Onderdelen voor Elearning

Stijl

- Huisstijl
- Iconen
- Kleuren
- Typografie

Blocks

- Buttons
- Voortgangs-balken
- Pop-ups
- Componenten

Animation/Video

- Special effects
- Intro's
- Transities
- Lower-thirds

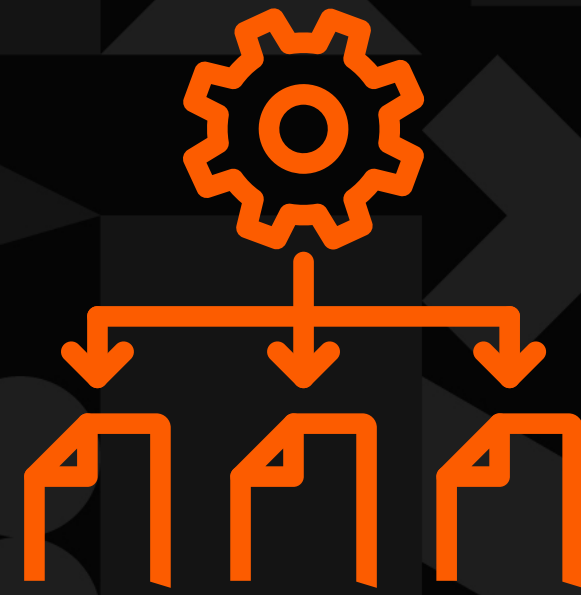
Insight 4

Make it Scalable

(You only design once)



Ontwerp - template - onderhoud



Insight 5

Implement a Workflow

(Or dwell with the crane open)



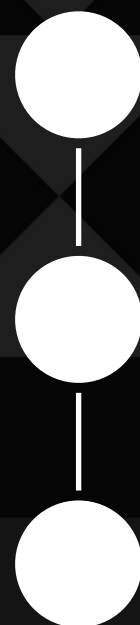
STAP 1

**Bepaal
de “Why”**



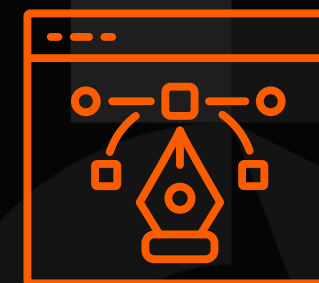
STAP 2

**Verzamel
materiaal**



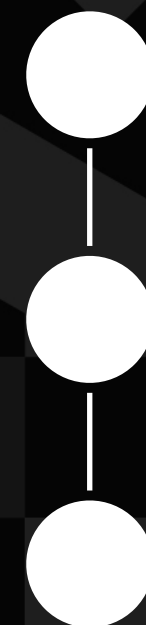
STAP 3

**Schrijf
een script**



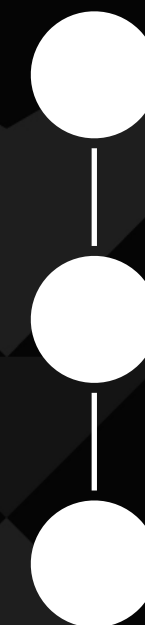
STAP 4

**Bepaal de
look en feel**



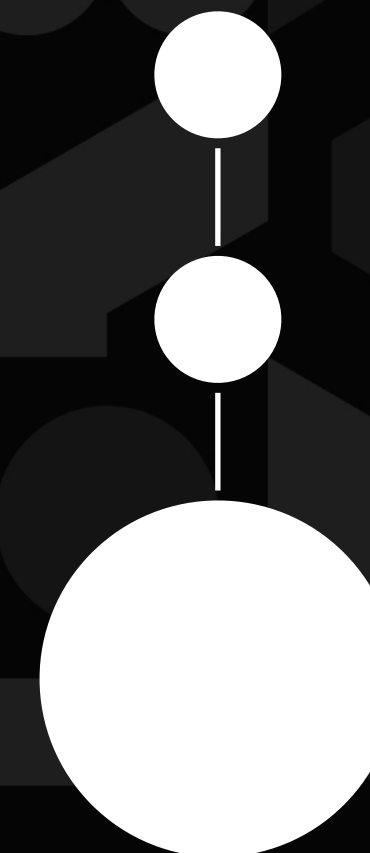
STAP 5

**Ontwikkel
materiaal**



STAP 6

**Bouw
je cursus**





Organiseer je



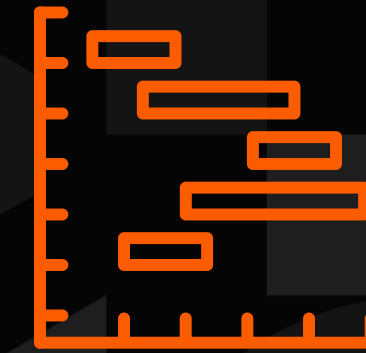
ROLLEN

Zorg voor
een duidelijke
rolverdeling



TAKEN

Zorg voor
een duidelijke
taakverdeling



MANAGE

Projecten in
een platform



Integreer



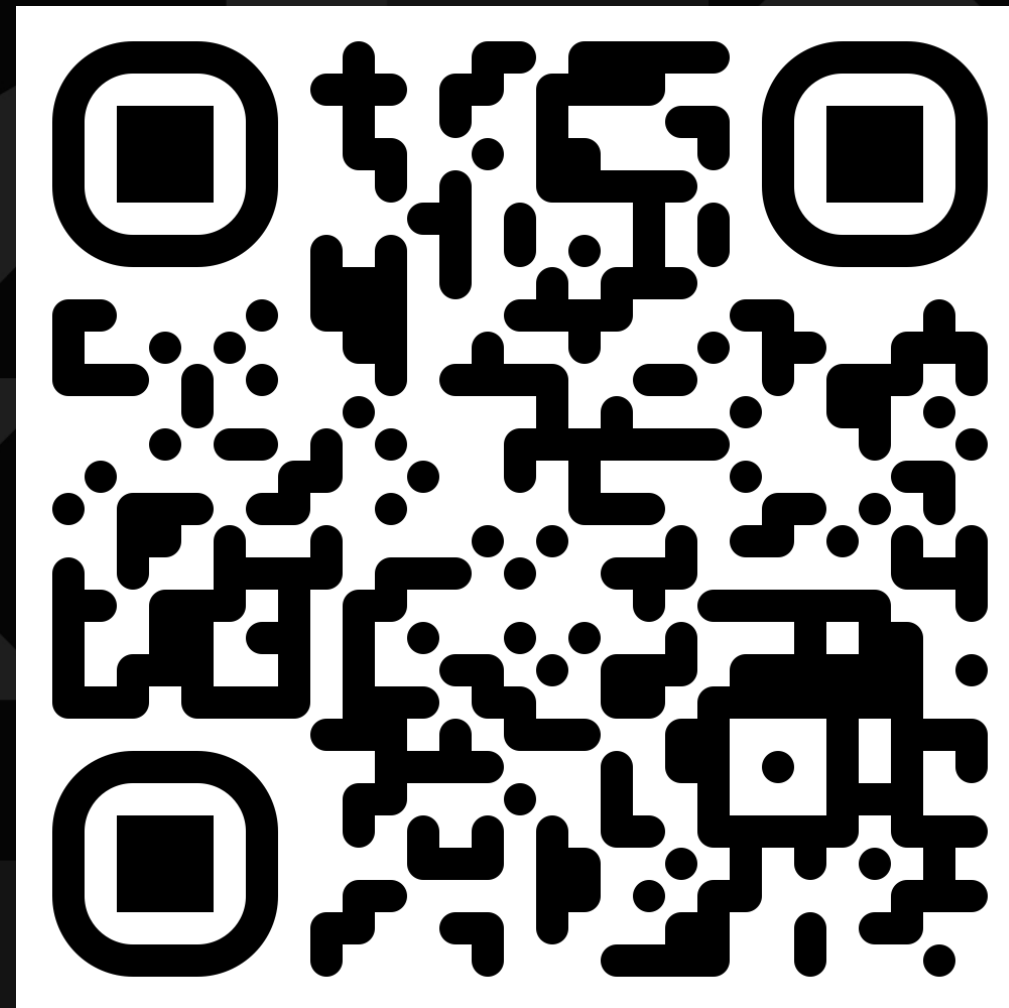


Wat hebben we ge-e-learned vandaag

- Design tricks
- Tools + Mensen
- Design system
- Schaalbare productie
- Workflow

Need help?

- Design
- Productie
- Training



Connect





Boost²⁴

Free Talks & Sessions
1 Februari - Online
www.typografics.be