



Visual and Graphic Design for Effective Learning

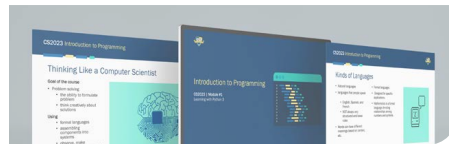
NPS Extended Campus (NEC) visual designers help to ensure that all NEC products and technology are visually and functionally sound. Visual designers are responsible for designing publications, instructional graphics, illustrations, logos and icons, as well as font color, size, and placement. We work closely with the entire NEC team, including instructional designers, videographers, educational programmers, and web developers, to establish a visual identity and style and ensure that design elements fit together visually in a project. These efforts are aimed at increasing engagement and connection with diverse audiences and users.

Areas of Support



Art Direction & Creative Development

Visual design specialists provide advanced knowledge of visual and graphic design principles, as well as art direction and strategic creative development to support NEC products.



Instructional Graphics

Instructional graphic support includes infographics, worksheets, handouts, and templates to enhance student's learning experience and increase their knowledge acquisition.



Publications

Publication design expertise conveys complex ideas in annual reports, research reports, and one-sheets, resulting in accessible and engaging content that readers can better understand and retain.



Web & User Experience (UX)

Web and user experience design ensures interactive products, such as websites and web apps to maintain a high-quality visual aesthetic and functional experience.



Marketing & Identity Development

Development and implementation of brand identities for programs and projects, ensuring uniform visual messaging throughout all communications.



Motion Graphics

Motion graphics for instructional and promotional videos establish a consistent visual identity and enhance the production value and effectiveness.

Learn More

Email NPS Extended Campus at NEC@nps.edu