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Crafting a CTL Identity with Strategic Graphic/Info Design

KEAN

Core Design Principles

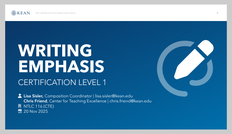
- Colors mean things; saturation = degree
- Shapes & images mean/represent things
- Consistent design reduces cognitive strain
- Built-in styles offer simplicity & integration
- Pre-processing information adds value

the HUB for FACULTY DEVELOPMENT

Key Design Elements

- Colors aligned w/ university branding
- Topics aligned w/ admin strategic initiatives
- Iconography aligned across modalities
- Content structure aligned across topics
- Graphic elements mimic platform defaults

Icons at Work / Colors at Play:
Icons add instant recognition; school colors allow use of web PR content





Icons in Action:
"Home Screen" ⟷ Badges



Combining Consistency + Differentiation for Clarity:
In our Event-Management system, familiar iconography indicates session content; colors indicate session format



Workshop / Group | *Intensive Studio* | *Off-Site Retreat* | *Multi-Day Institute* | *Public Conference*

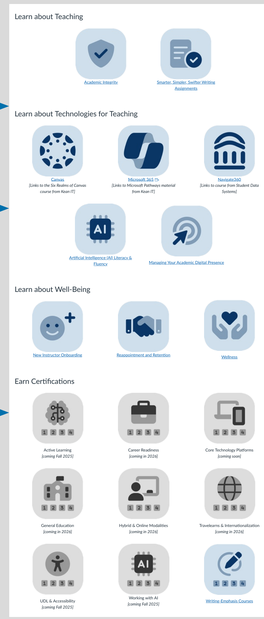
Learn **about** Things

Learn through **Collaboration**

- Faculty Fellow Communications
- Meetings & Recorded Workshops
- File Storage for Development

Learn to **Do** Things

- Clear Organization & Familiar Navigation
- Labor Reduction via Partnerships
- Topics Paired with Strategic Initiatives
- Skill-Focused Content
- Consistent Module Design & Structure



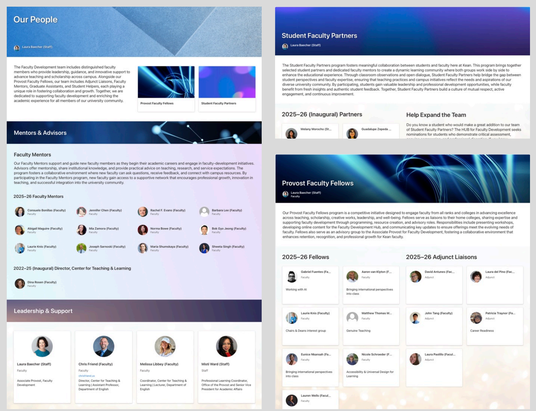
"Home Screen" in the Canvas Course

#GC4. How identities affect both teaching and learning

Tap/scan to download poster

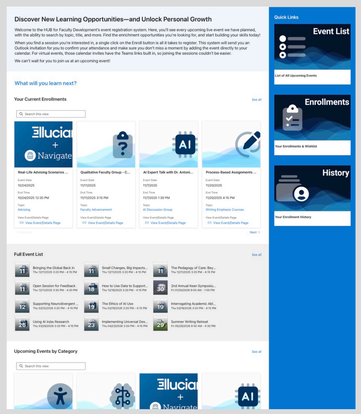
Our People

- Faculty Mentors
- Faculty Fellows Program
- Students as Partners Program



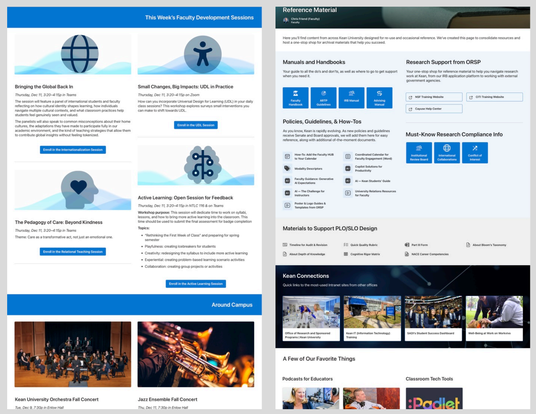
Our Programming

- Event-Management System
- Annual Conference on Teaching
- Link to our Canvas course



Our Products

- Weekly Memo Archive
- Subscription Calendar
- Semiannual Newsletter
- Video Inter-Visitation Program
- Innovations in Teaching Awards
- Reference Material





Module Landing Page in Canvas



Program Marketing Flyer