

Hi, my name is Natalie and I would like to introduce you to our Instructional Design team. This will give you a brief overview of what we do.

Trial Task Lecturio



Lecturio

Have you already taken a peek at our website? It's really worth it, there is plenty to explore. Learn more about Lecturio, its portfolio, and the company values.

In this presentation, we'll guide you through some examples of our work and you'll be able to test your skills.

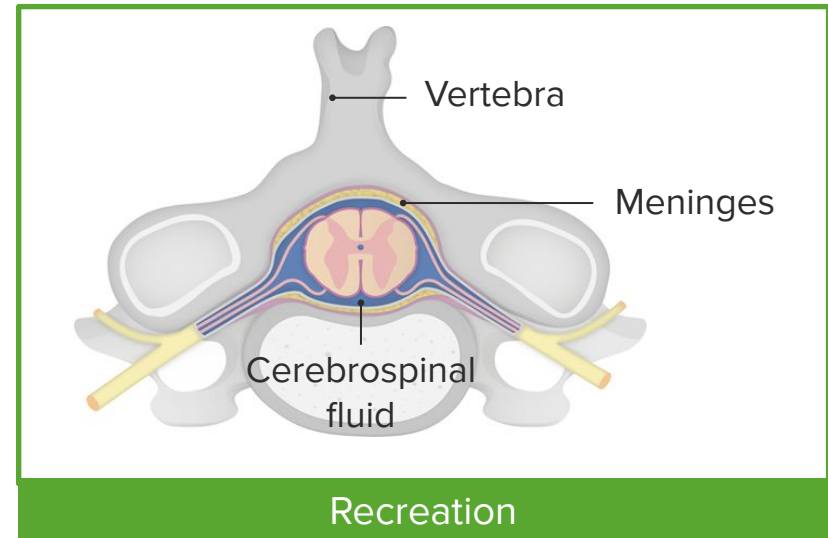
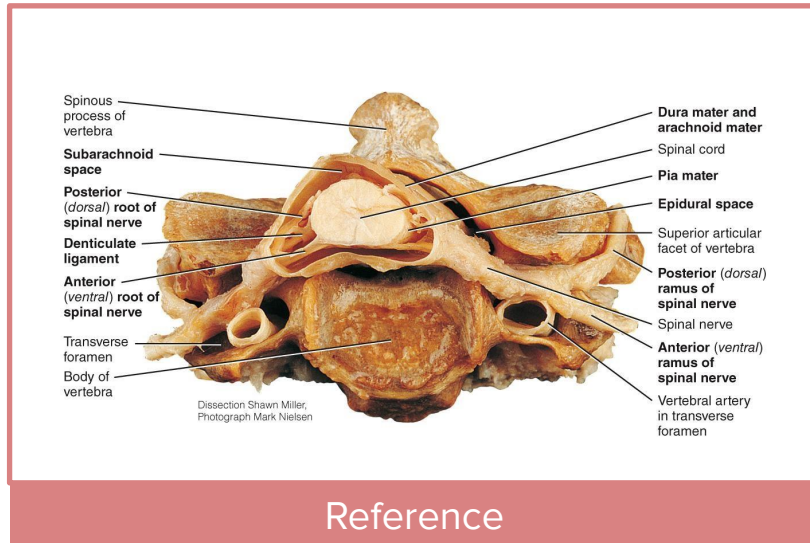


For further information on our Corporate Design, e.g. color palettes, please look through and study our Lecturio [METRO!](#)



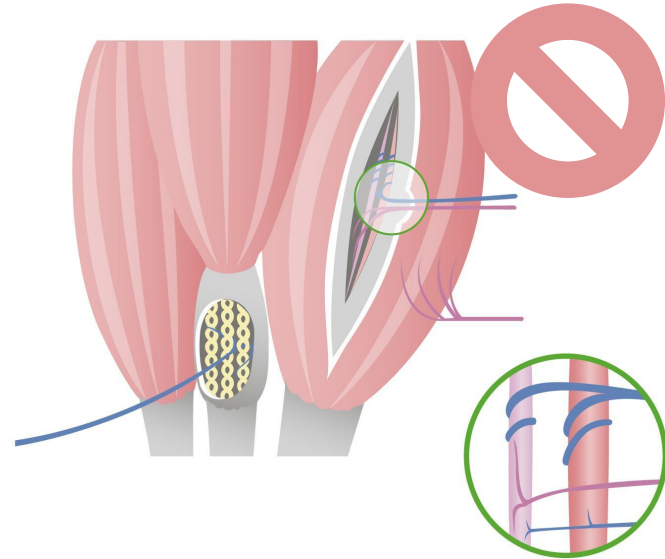
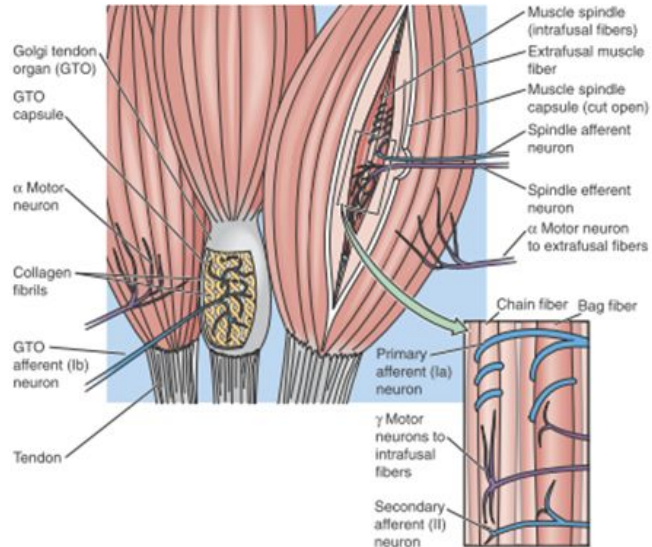
Our Goals as Lecturio's Graphic Designers

As graphic designers, we are very visual people. Lecturio focuses on medical content which, due to its complexity, is often hard to showcase in a visually appealing way. That's our challenge, to create cool and gorgeous images that aid students in understanding complex concepts with just a glance at our creations.



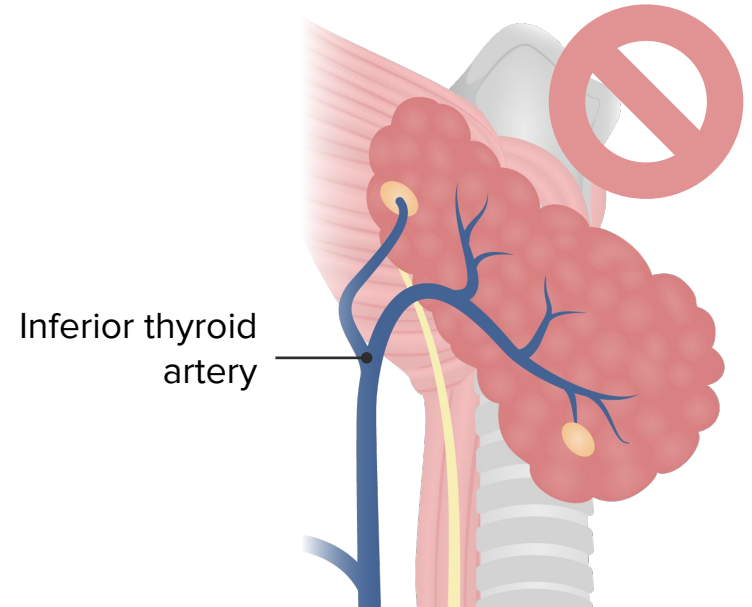
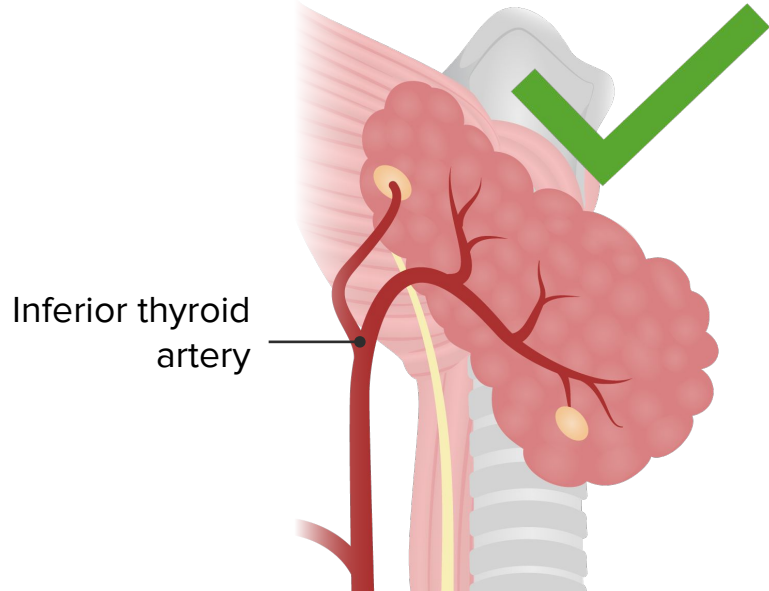
Doing It in Lecturio Style!

When it comes to recreating illustrations, there are several considerations to take into account. One major rule is: **DO NOT COPY IT 1:1!** Here you find an example of what this looks like.



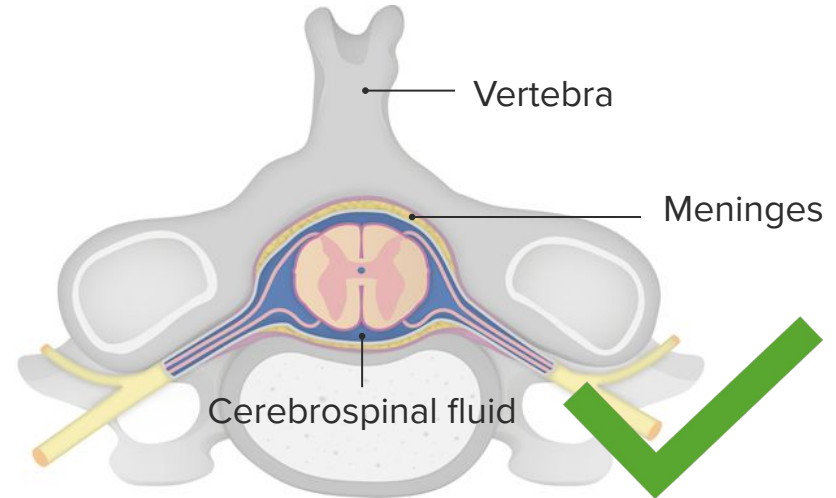
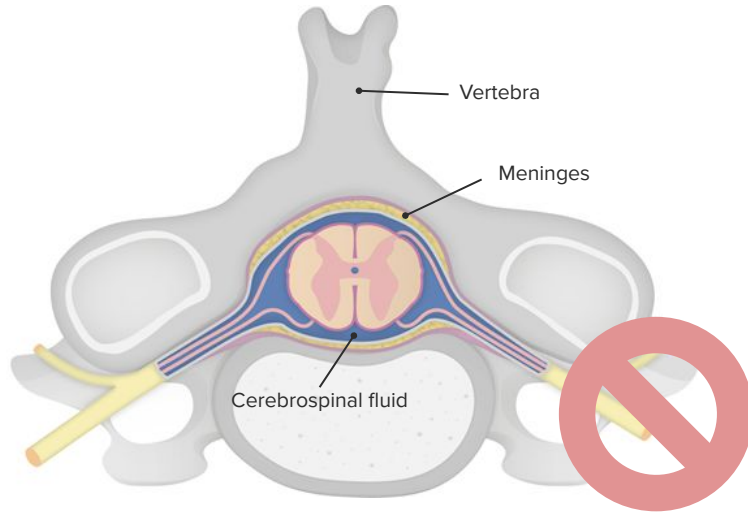
Doing It in Lecturio Style!

Although you're not expected to understand the most complex medical concepts, you are expected to understand the basics (e.g., arteries are red, veins are blue, nerves are yellow, and lymphatics are green) and design your illustrations accordingly.



Doing It in Lecturio Style!

Label lines cannot be tilted, and the font size needs to be easily readable.



For the general rules about font size, labels, etc., please refer to our Lecturio [METRO!](#)

Doing It in Lecturio Style!

Spelling is important. Although illustrating is a big part of the job, text is also an important part of the images, as you will often create algorithms, tables, and diagrams.

As our content is consumed by medical students, MDs, and even PhDs, it is in our best interest to avoid mistakes and typos that may jeopardize the user's perception of our mission to improve higher level education.



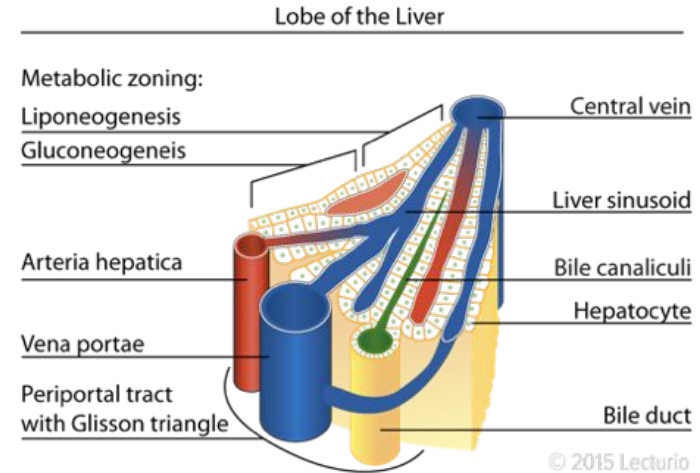
We need to make sure our writing style is consistent among designers. To achieve this, you need to familiarize yourself with our [language guideline](#).



One Last Example

i

Our images need to be created with a maximum size of 2560px (for both height and width), with white background, and as .PNG.

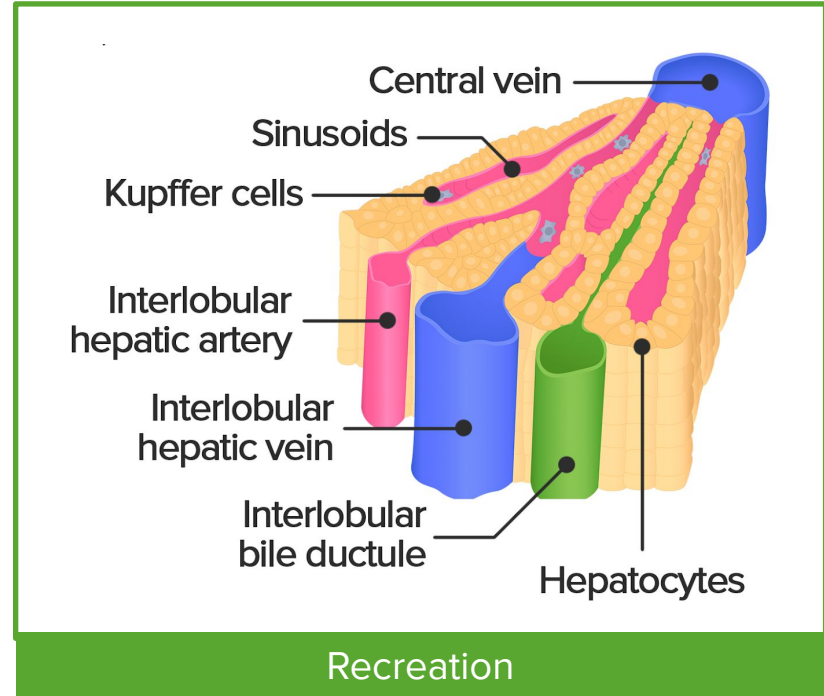


Reference

One Last Example



Our images need to be created with a maximum size of 2560px (for both height and width), with white background, and as .PNG.



It's Your Turn

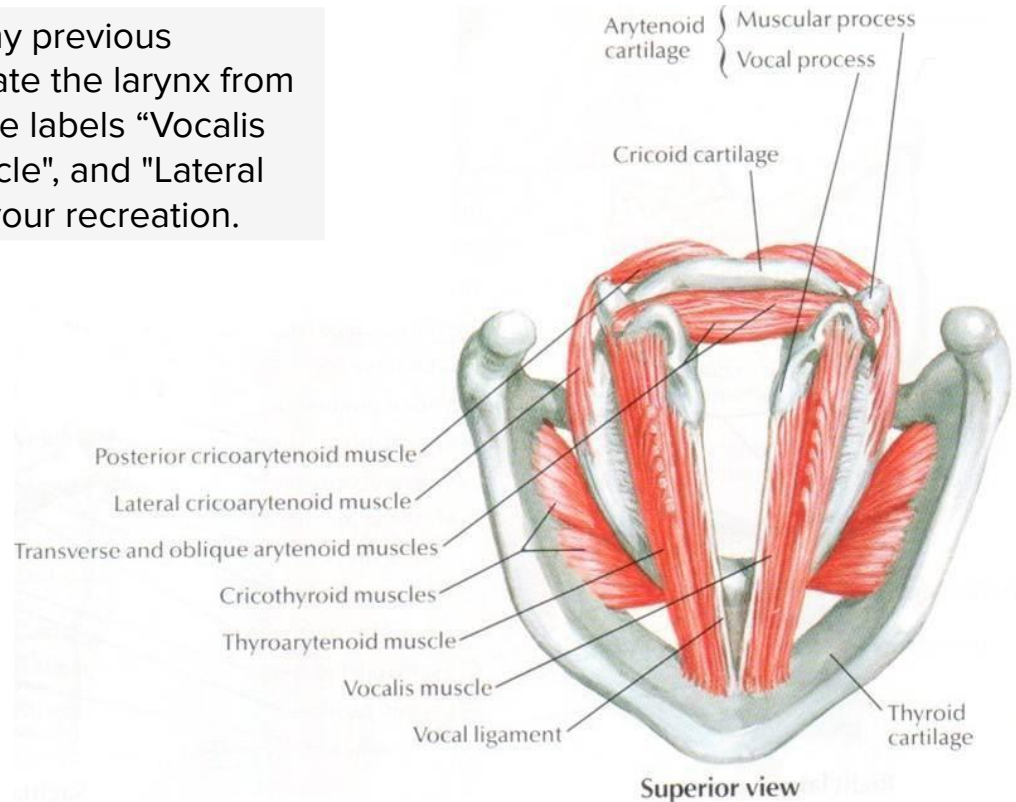


So after this basic overview of our illustration process, take the following example and turn it into something great.

I know you can do it!

Test

Here's a reference. Keep my previous suggestions in mind, illustrate the larynx from a superior view, and add the labels "Vocalis muscle", "Cricothyroid muscle", and "Lateral cricoarytenoid muscle" to your recreation.



Test

Here's another
reference, in case you
need it.

