

Five Easy Steps To A Digital Graphics Library

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Summary:

*Develop Standards
Develop The Initial Graphics Pool
Implement A Content Management System
Implement A Process For Use And Expansion
Expand The Frontiers Of The Library*

What Is It?

A digital graphics library is a shared pool of graphics resources that can be used to quickly and effectively create *e-learning* for use within your company. The pool of graphics resources can also be used for other purposes, such as making *internal and client presentations*, creating a *repository of best practices*, and developing graphically rich *Frequently Asked Questions (FAQs)*.

The library is organized around *best practices in e-learning*, *effective visual communication approaches*, and *the particular business needs of your company*.

What Is It Good for?

By creating a digital graphics library, your company can benefit in many ways:

- *Consistency in visual design* is achieved, which greatly *enhances the learning and communication process*.
- *Reuse of graphical elements* is exponentially increased, resulting in both *cost savings* and *speed of development*.
- A *continuous improvement cycle* is implemented, as new graphical elements improve and build on earlier ones.
- *Corporate brand and identity is strengthened* by the use of well-designed and consistent visualizations, characters, and icons that represent key corporate values.
- The development of your company as a *Learning Organization* is enhanced as the graphics library proliferates beyond e-learning into presentations, best practice repositories, and FAQs.

What are the 5 Easy Steps?

<p>Step 1</p>	<p><i>Develop Standards</i></p>	<p>In this step, you will develop standards for the library, which will cover a range of subjects, including color palette, style of characters, and icons, etc.</p> <p><i>Our recommendations:</i></p> <ul style="list-style-type: none"> • Keep the standards simple and short. • Use abstracted characters and icons because these are easier to replicate and can be used in a wide variety of contexts. • Insist on relatively small images and plenty of white space (so that there is room for text and innovation).
<p>Step 2</p>	<p><i>Develop The Initial Graphics Pool</i></p>	<p>In this step, you will use the standards to develop a pool of graphics resources, which will include Character Types, Physical Objects, Scenes, and Animation Types.</p> <p><i>Our recommendations:</i></p> <ul style="list-style-type: none"> • Over time, your graphics library will contain several styles. However, start with one style. • Character Types are very important. Carefully think through the types of characters involved in your business (e.g., customers, front office, back office, suppliers etc.). • Scenes are even more important. Think about the types of interactions that are typical in your business, which you will want to bring into your learning (e.g., interactions with customers, heated discussions within the company, etc.). • From a learning perspective, limited but pointed animations are the most effective. Think about the types of animations most likely to have recurring relevance within your business (e.g., papers being exchanged, thought or speech bubbles, etc.).

<p>Step 3</p>	<p><i>Implement A Content Management System</i></p>	<p>In this step, you will classify the graphics and load them into a Content Management System.</p> <p><i>Our recommendations:</i></p> <ul style="list-style-type: none"> • Develop a well-thought out classification system so that users are prompted to classify the graphics they create. • Use a simple and easy-to-use system. You can add complexity later. • Invest mostly in the design of the system, not technology. Make sure it is adapted to your needs and processes.
<p>Step 4</p>	<p><i>Implement A Process For Use And Expansion</i></p>	<p>In this step, you will create a process for use and expansion of the digital graphics library.</p> <p><i>Our recommendations:</i></p> <ul style="list-style-type: none"> • Require developers (internal and external) to build out from the library (i.e., new graphics must adapt what is there already). • Require developers (internal and external) to make regular (e.g., daily) contributions to the graphics pool. • Expose the library as widely as possible but make sure you have a strong 'librarian' with a clearly defined mandate and set of rules.
<p>Step 5</p>	<p><i>Expand The Frontiers Of The Library</i></p>	<p>In this step, you will expand the frontiers of the digital graphics library within your organization.</p> <p><i>Our recommendations:</i></p> <ul style="list-style-type: none"> • Select a strong early adopter group and first serve this group's needs effectively. • In particular, consider the sales and marketing group - this group is always looking for ways to distinguish its presentations. • Make sure your new groups focus on the learning aspects and subscribe to your learning objectives.

About the author

In addition to leading the Knowledge Platform team, Mahboob is a senior content developer and leads the company's work in developing compliance and risk management training content for the financial services industry. Formerly a partner at the international law firm of Sidley, Austin Brown & Wood, Mahboob spent 11 years handling corporate finance transactions in the firm's New York office, before establishing the firm's Singapore office in 1997 and managing it through its successful start-up period. Mahboob has broad industry experience and has been lead counsel for many complex transactions in the high-tech, financial services, media, utilities and transportation sectors. He has worked with major clients (including AT&T, General Electric, CSFB, Citibank, Lucent, NTT and Singapore Technologies) in implementing their business strategies in the United States and many countries of Asia and has also handled a number of privatization assignments for The World Bank. In 1998 and 1999, the International Financial Law Review (IFLR) selected Mahboob as one of Asia's leading lawyers. Mahboob also serves as Entrepreneur-in-Residence at the Singapore campus of INSEAD, the international business school.

Mahboob received his J.D. from Columbia Law School in 1986, his M.A. in Political Science from The Johns Hopkins University in 1987 and B.A. in Politics from Princeton University in 1981. He was admitted to the New York State Bar in 1987. Mahboob is a citizen of the United States of America.
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How do I make it happen?

Knowledge Platform has the standards, competences, processes, and systems and can help you quickly and effectively create your digital graphics library, to get started, contact Knowledge Platform at info@knowledgeplatform.com

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