

The Personal Health Walking Program learning graphic is for a healthy living blogger preparing to launch online courses to build intrinsic motivation for readers. Her objective is to introduce life applicable nonscale victory based information to help her blog readers become “Health Walking Program” learners. In addition to providing consistent healthy eating tips and healthy work habits, she provides actionable steps based on well-researched content for readers.

The aim of the learning graphic is to focus on more than “weight loss” or “inch reduction” to motivate readers to become learners. Personal Health Walking Program course will equip learners based on long-term health benefits instead of short-term aesthetic goals. Each body part is accompanied by the internal organ or foundational body part that beginning a health walking program will impact in a positive way. By choosing an ambiguous skin tone the blogger aims to engage the interest of as many demographics as possible. Using a vector character instead of a live model is an attempt to “entertain” readers while appealing to their interest in building their health walking program.

This tool will meet with the blogger’s existing readers’ expectations by presenting a positive representation of a woman pursuing walking as part of her healthy lifestyle. Presenting scientific research with long-term benefits that focus on health goals instead of vanity metrics are consistent with the tone of the blog. New readers to the blog will quickly learn the focus of the blog is to prepare for a lifestyle of healthy choices instead of chasing unsustainable diet or exercise fads for temporary weight loss.

Learners who encounter this graphic during the blogger’s course will learn the intrinsic motivations for beginning and sustaining their health walking program. Healthy walking improves mood which relieves stress, tension, anger, fatigue and confusion in as little as ten minutes. Studies show that walking for exercise reduces the learner’s risk of Alzheimer’s disease by fifty percent over five years. Muscle building activity begins during moderate and vigorous walking after forty-five minutes. Healthy walkers improve their heart rate, circulation, and blood pressure with as little as thirty minutes of walking per day. Walking also builds up muscles in not only the lower body but upper body as well, including the core also known as the abdominals. Reduction for risk of glaucoma has also been found in medical studies. There is a limit or decrease of colon cancer in women who participate in healthy walking as part of their lifestyle. Better balance and bone mass are also a byproduct of engaging in a healthy walking.

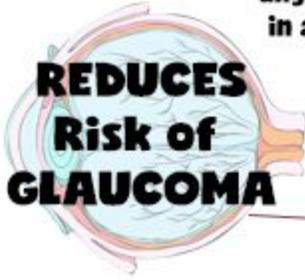
Issues with the learning graphic may be the lack of engagement with the graphic. While the information presented is meaningful there may not be enough to be “memorable” for the average person. A more interactive image with audio or presenting the information in a story format alongside the image may help with long-term retention of the information the reader deems important for her health. The character’s nose is not distinguishable in the graphic which may make her a bit too cartoonish for some to take the information seriously. Accessibility for the graphic without a long “alt text” description will be hard for those with impaired vision to interact with the graphic.

The purpose of the graphic is to motivate the learner to move forward in the course and begin the health walking program as a result of the money and time invested. Visual stimulation may be possible due to the bright colors and supporting assets showing the health benefits to the different biological systems. These issues could be corrected by building the course itself out in a program like Articulate Storyline or Rise. By making the organs and body parts points of contact the learner will be more engaged with the character. The information about the benefit of walking to the body part or character's overall well-being could be more memorable for the learner. Personalization based on the information received could also be used to select a male or female character similar in build and appearance with a few advanced program settings during onboarding for the course.

For a blogger looking to expand how she serves her readers by providing courses to help them create a health walking program as part of their healthy lifestyle, personalization of the character is a key way of improving the graphic. Choosing a character that is focused on internal health benefits and long-term lifestyle changes indicates a dedication to seeing her learners succeed. Presenting the information in a way that further bolsters the intrinsic interests of the learner will provide the best long-term performance results for the blogger and her readers who choose to become learners in the course.

Partnering with a technical communicator to design the instructional materials shows the blogger's commitment to the learner. Many of the businesses in today's eLearning environment are based on feeding the temporary emotional needs to "do something" to change by a reader. Building a course that provides stimulating and motivating visual assets that reinforce the desire for a healthy lifestyle versus a focus on aesthetics satisfies the premise of the eLearner's manifesto. Presenting the information in a well thought out graphic without distracting bells and whistles supports that reinforcement.

Adobe Creative Cloud Photoshop was used to create this learning graphic. An attempt to take it up a notch would be to make it an interactive PDF or PNG that could also be used online. Adobe Animate may be able to deliver the information for each organ as a gif or animation in a non Articulate based course using HTML5.



**REDUCES
Risk of
GLAUCOMA**

BOOST ENDORPHINS
Relieves stress, tension,
anger, fatigue, & confusion
in as little as 10 MINUTES!



**CUTS Risk of
ALZHEIMER'S
DISEASE IN HALF
OVER 5 YEARS**

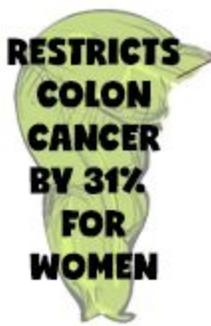


**HEALTHIER
HEART RATE,
CIRCULATION,
& IMPROVES
BLOOD PRESSURE.**

**BUILDS ARM &
SHOULDER MUSCLES
(after 45 minutes)**



**CONDITIONS
TRANSVERSE,
OBLIQUE,
LOWER AND UPPER
ABDOMINAL MUSCLES**



**RESTRICTS
COLON
CANCER
BY 31%
FOR
WOMEN**

**BUILD STRENGTH IN YOUR LEGS,
INCLUDING QUADRICEPS,
HIP FLEXORS, & HAMSTRINGS**

INCREASES BONE MASS
Reduces Risk of
OSTEOPOROSIS

BETTER BALANCE
Preventing Falls

10 REASONS TO BUILD YOUR HEALTH WALKING PROGRAM

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