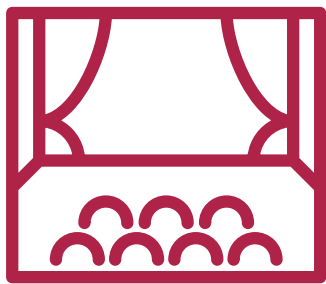


CEL CREATES  
**DESIRABLE**  
LEARNING EXPERIENCES

**Good design makes people happy,  
and happy people **learn** better**

CEL COURSES...



**look good**  
Visceral Design



**feel good**  
Behavioural Design



**make you think**  
Reflective Design

At CEL, we focus design efforts on essential material,  
difficult concepts, and instructional bottlenecks  
to **maximize student learning**.

“Positive affect arouses curiosity, engages creativity, and  
makes the brain into an effective learning organism.”

Donald Norman

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