

## **ABSTRACT**

*Online learning in Higher Education as a means of distance education conducted asynchronously requires student independence in learning. The problem that generally arises in asynchronous online learning, especially in lectures, is that students do not fully understand the material delivered by lecturers so they still need the presence of synchronous lecturers to interact related to the delivery of material. Completeness and clarity in the delivery of material content is important so that asynchronous online learning can run effectively. The visual aspect of online material content is broadly divided into image and text components. Visual management of material content in accordance with the proper graphic communication function can reduce unnecessary extra cognitive load in learning. This research aims to see the difference in cognitive achievement on the different application of illustration style on visual content material. To examine the problem, a descriptive explanatory qualitative research approach will be carried out with a case study on general knowledge material tested on students of Design, Engineering and Economics / Business study programs within the scope of Telkom University Bandung. This is done to see the influence of visual aspects, especially illustration art style with different characteristics of student classes. In this study, three types of illustration content were compared for the same material: minimalist flat design illustrations with minimal detail, the second visual content using semi-realistic illustrations with a moderate level of detail, and the third visual content using realistic illustrations with a high level of detail and accuracy. Interviews with students were also conducted to understand the different characteristics of students in understanding the content of learning materials. This research produces recommendations and design in the application of illustration styles in visual material elements as an online learning strategy for college students.*

**Keyword:** *online learning, graphic function, visual material, illustration art style.*