



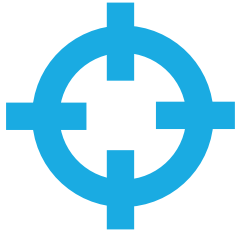
SIX WAYS VISUALS HELP LEARNING

SOURCE: GRAPHICS FOR LEARNING, R CLARK & C LYONS, 2004, P.16

www.teachinghow2s.com/cogsci

AUTHOR OF EVIDENCE-BASED TRAINING METHODS

1



SUPPORT ATTENTION

Visuals direct your attention to what's important — to the key elements of a lesson.

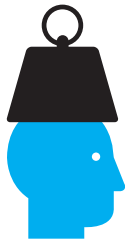
2



ACTIVATE & BUILD ON PRIOR KNOWLEDGE

Visuals trigger memories and provide hooks upon which new information can hang.

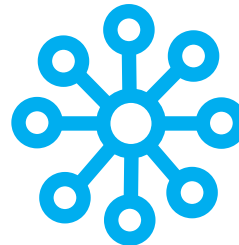
3



MINIMISE COGNITIVE LOAD

Visuals are quicker and easier to process than sentences because they are not sequential and joined together by complex syntax.

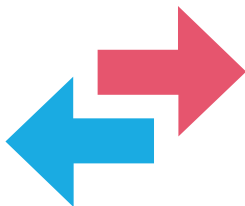
4



BUILD MENTAL MODELS

Visuals provide ready-made frameworks that match the structure of schema, aiding their development and extension.

5



TRANSFER LEARNING

Visuals embed themselves easily into long-term memory, making themselves available for retrieval in new circumstances.

6



SUPPORT MOTIVATION

Visuals can make material more interesting and not depress learning —if decorative visuals are avoided. They offer a promise of clarity that a wall of words doesn't.