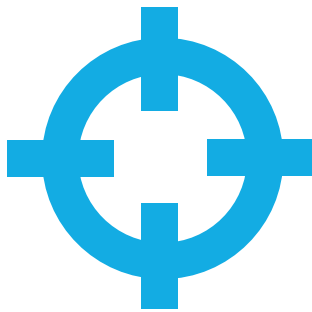


6

WAYS VISUALS HELP LEARNING



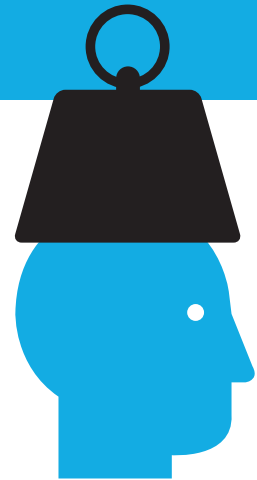
SUPPORT ATTENTION

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



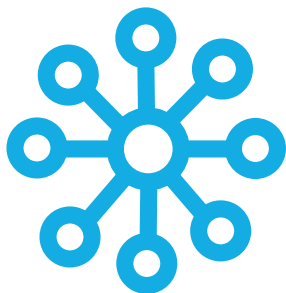
ACTIVATE & BUILD ON PRIOR KNOWLEDGE

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



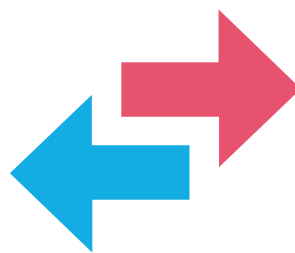
MINIMISE COGNITIVE LOAD

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



BUILD MENTAL MODELS

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



TRANSFER LEARNING

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



SUPPORT MOTIVATION

Visuals can make material more interesting. They offer a promise of clarity that a wall of words doesn't.



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