



MULTI MEDIA
Principle
"WORDS + IMAGES = Engagement"

WORDS = PICTURES
Both are equally important to help students ENGAGE w/ Content

USE WORDS WITH
Images

Rather than words alone

Only words can lead to shallow learning

Multimedia Principle helps students to engage relevant cognitive processes

attend to material relevant
"This idea is important"

mentally organize & coherent representation
"I can use it now"

mentally integrate w/ existing knowledge
"I get it now!"

Channel 1
TEXT
WORDS

Channel 2
IMAGES

Brain has DUAL



USE BOTH CHANNELS TO HELP STUDENTS MAKE SENSE!

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Chapter 4, Question => Overview of MM Principle + how do you use graphics to teach content types