WHY USE GRAPHICS? (...and Multimedia)

— SUMMER 2011 TECH CAMP —
August 1, 2011
WHY USE GRAPHICS? (...and Multimedia)

GOAL
Deliver content with optimal message design to improve comprehension

WHY
Multi-sensory learning research

TIPS
Recommendations for presentation design
WHY

Multimedia
Bandwagon

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WHY USE GRAPHICS? (...and Multimedia)

Visuals make presentations CLEARER

and help the learner to FOCUS

(Information compression)
WHY USE GRAPHICS? (...and Multimedia)

Visuals make presentations more:

- CONCISE
- PERSUASIVE
- PROFESSIONAL
- EFFECTIVE
- INTERESTING

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WHY USE GRAPHICS? (...and Multimedia)

LEARNING

Hear 11%

See 83%

VS. RETAINING

Hear 20%

Hear & See 50%

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WHY USE GRAPHICS? (...and Multimedia)

RECALL

TELLING
- 10% after 3 hours
- 70% after 3 days

SHOWING
- 20% after 3 hours
- 72% after 3 days

TELLING & SHOWING
- 65% after 3 hours
- 85% after 3 days
WHY USE GRAPHICS? (...and Multimedia)

TIME PASSAGE IMPACT

10–30 seconds: understand printed word

3 minutes: develop a point

7 minutes: audience loses interest

21 minutes: concentration limit for detail (change pace)
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MIND’S PROCESSING POWER

7 ± 2

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Receiver recall is influenced by serial position of facts

HIGH
RECALL
SCORE
FIRST  MIDDLE  LAST

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MULTI-TASKING?

Sequential: 100%
Simultaneous: 12%

PERCENT RECALL FOR DIFFERENT ITEMS

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Our students are DIVERSE and have many LEARNING STYLES.
WHY USE GRAPHICS? (...and Multimedia)

"For more information on what I did during my summer vacation, visit my Web site."
WHY USE GRAPHICS? (...and Multimedia)

GEN Y STUDENTS

- Net-centric
- Prefer self-paced, customized, on-demand learning path
- Create interactive, social, and self-publishing media
WHY USE GRAPHICS? (...and Multimedia)

GEN Y STUDENTS
- Goal-oriented, excel
- Entertained, interactive
- Need fast-paced activity, technology
- Handouts that outline presentations
- Independent, but collaborate

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COMPELLING REASONS TO IMPLEMENT GRAPHICS AND MULTIMEDIA

1. Package our content.
2. Improve learning and recall.
3. Address learner individuality.
WHY USE GRAPHICS? (...and Multimedia)

BABY BLUES/ by Rick Kirkman & Jerry Scott

Well, let’s see... this phone operates on a 4G network, with simultaneous voice and data capabilities.

Ooohhh! It has an 8.0 megapixel camera, as well as HD video.

Aaahh! There’s also integrated social networking, Bluetooth and touchscreen operation.

But the best part is this: when you slide the cover back, you can type on it, like a little typewriter!

A typewriter?? Ha! Ha! Ha! Ha! Ha! Ha! Ha! Ha! Ha! Ha!

I was this close to being a cool mom.

Well, maybe this close...
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EYE MOVEMENT
Place most important information in upper left corner.
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LAYOUTS

50% white space

Consistent elements

Vary element sizes
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LETTERING

- Max. 6-7 lines.
- Max. 3 sizes of letters.
- Min. symbol height = 1/40 area width.
- Lower case is easier to read than caps.
- Max. 3 typefaces.

(Bold/italics/color/size to vary content.)
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COLOR

- Max. 2–3 colors.
- Contrast background.
- Light colors emphasize.
- Avoid red for business.
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ADDING COLOR:
Bureau of Advertising Study

- Readership increased 80%.
- Sales increased 50–85%.
- Retention increased 55–70%.
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10 REASONS TO USE COLOR

1. Visual search
2. Object recognition
3. Meaning
4. Structure
5. Identity
WHY USE GRAPHICS? (...and Multimedia)

10 REASONS TO USE COLOR (contd)

6. Symbolism
7. Usability
8. Meaning
9. Mood
10. Metaphors
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MULTIMEDIA....
combines graphics, text, video, sound and animation to deliver a message.

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BEST PRACTICES
1. Compress.
2. Stream.
3. Give the visitor control.
4. Cross-platform/browser?
5. TEST.
7. Provide links to plugins.
8. Add transcripts.
10. Use special effects sparingly.
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Teaching Online

“You have 736 new messages!”

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WHY USE GRAPHICS? (...and Multimedia)
How are you going to implement new technologies in your classes?

Let's join the bandwagon!