



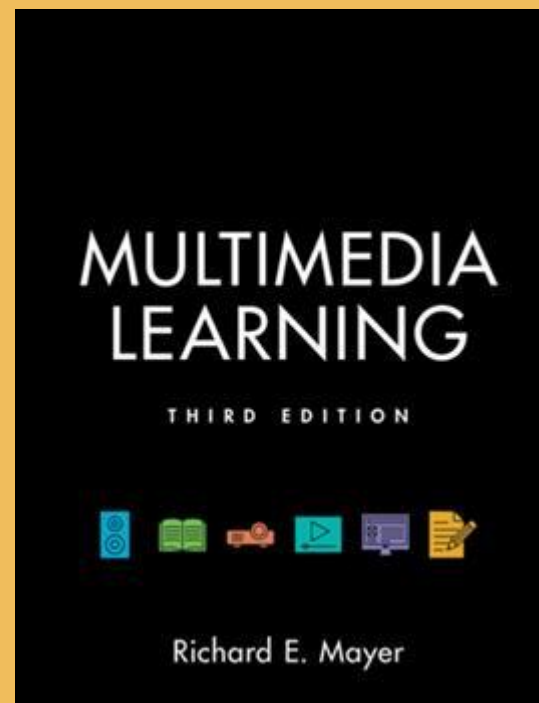
Perk up your Presentations

Beverly Joyner, Ed.D.

with Meyer's
Principles
of Multimedia
Learning

Mayer's Principles of Multimedia Learning

1. Coherence Principle
2. Signaling Principle
3. Redundancy Principle
4. Segmenting Principle
5. Spatial Contiguity Principle
6. Temporal Contiguity Principle
7. Pre-training Principle
8. Modality Principle
9. Multimedia Principle
10. Personalization Principle
11. Voice Principle
12. Image Principle



Coherence Principle

People learn better when extraneous words, pictures and sounds are excluded rather than included.

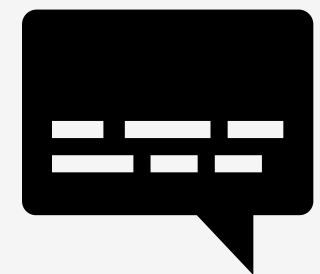
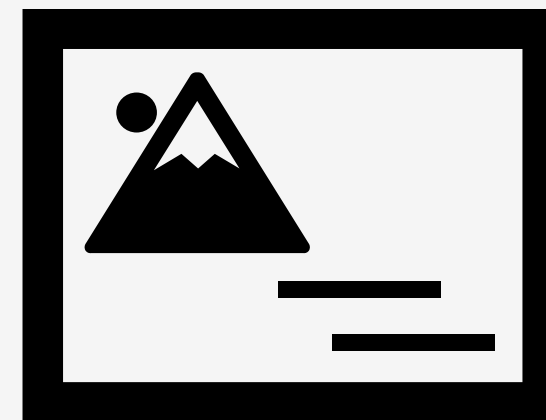
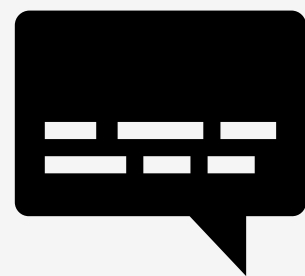
Signaling Principle



People learn better when cues that **highlight** the organization of the essential material are added.

Redundancy Principle

People learn better from graphics and narration than from graphics, narration and on-screen text.



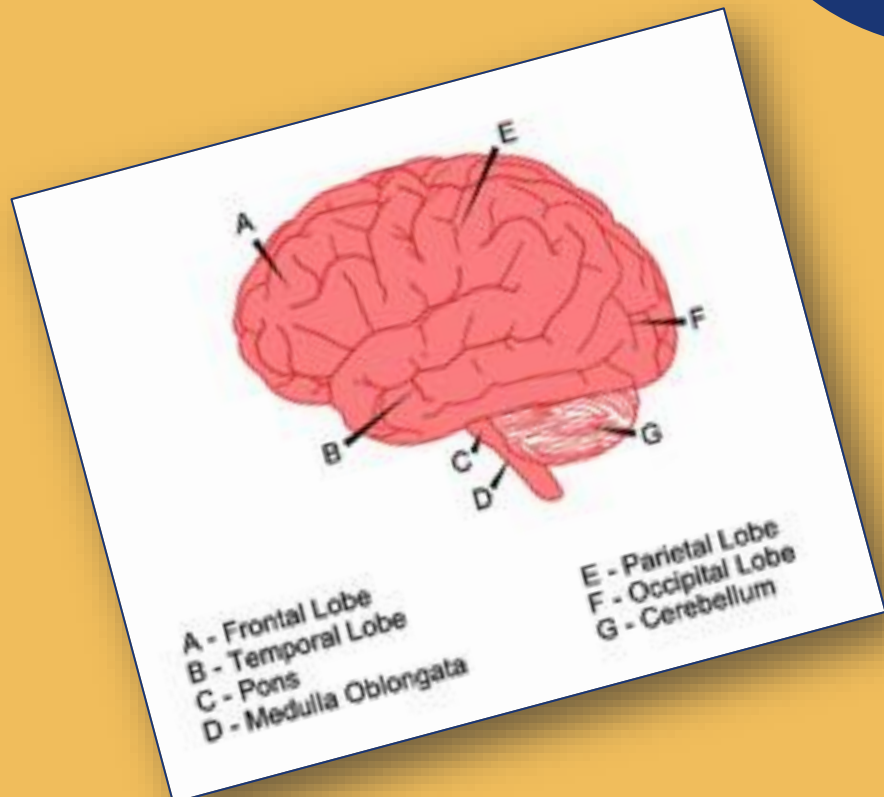
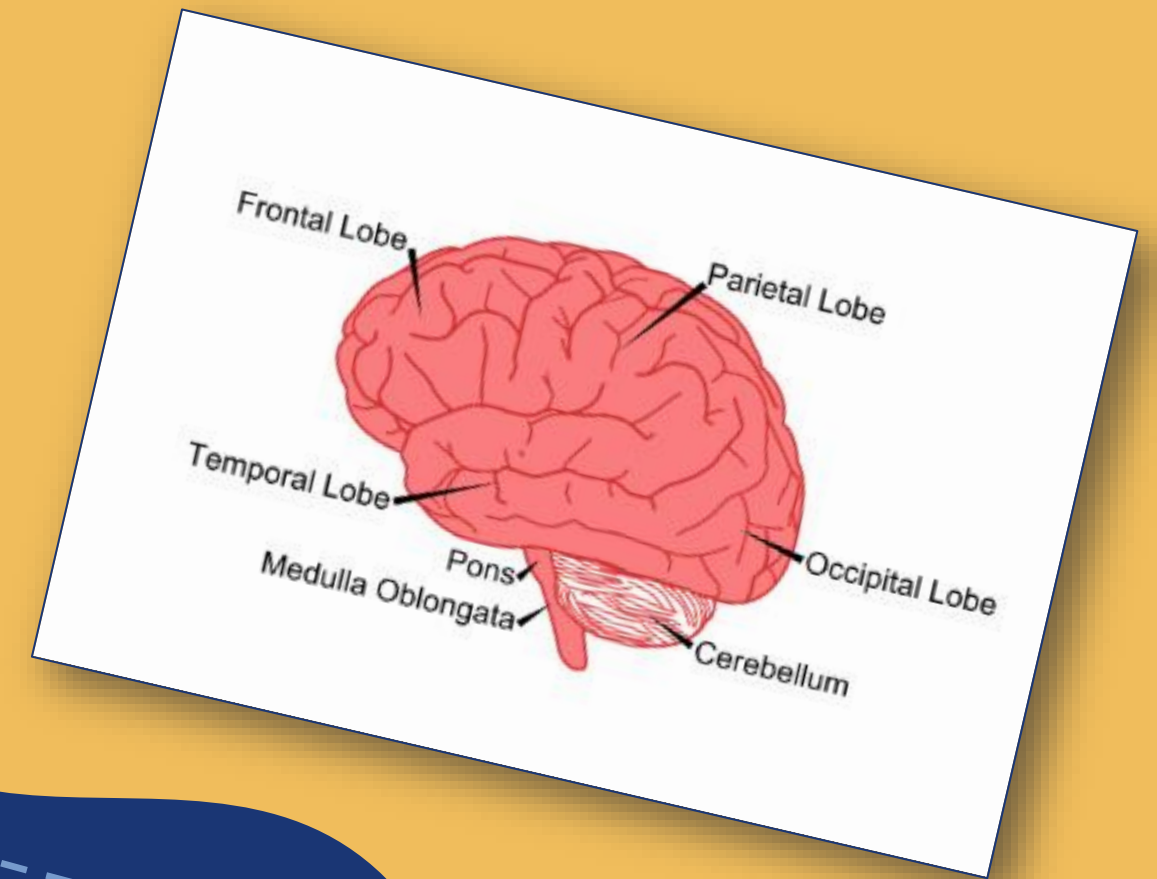
Segmenting Principle



People learn better from a multimedia lesson is presented in user-paced segments rather than as a continuous unit.

Spatial Contiguity Principle

People learn better when corresponding words and pictures are presented near rather than far from each other on the page or screen.



Temporal Contiguity Principle

People learn better when corresponding words and pictures are presented simultaneously rather than successively.

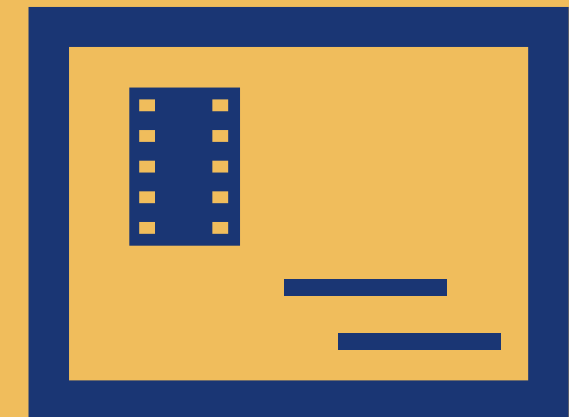


Pre-Training Principle

People learn better from a multimedia lesson when they know the names and characteristics of the main concepts.

Modality Principle

People learn better from graphics and narrations than from animation and on-screen text.



Multimedia Principle

People learn better from words and pictures than from words alone.





Personalization Principle

People learn better from multimedia lessons when words are in conversational style rather than formal style.

Voice Principle



People learn better when the narration in multimedia lessons is spoken in a friendly human voice rather than a machine voice.

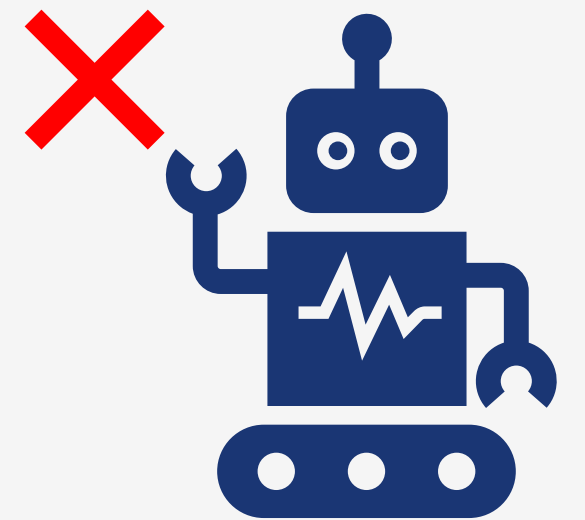





Image Principle

People do not necessarily learn better from a multimedia lesson when the speaker's image is added to the screen.

Really Bad Powerpoint

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Multimedia Learning

MULTIMEDIA LEARNING

THIRD EDITION



Richard E. Mayer



Thank you!