DUAL CODING WITH TEACHERS
THE COURSE

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Advance Organiser for the day

ASSERTIONS

IDEAS AS OBJECTS

The mind regards ideas as objects.

BARBARA TVERSKY

GRAPHICS & WORDS

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

RICHARD E MAYER

PROBLEMS

VANISHING SPEECH

Whenever a teacher orally explains something to a class or a pupil...the information presented is transient.

JOHN SWELLER

COMPLEX TEXT

The advantages of diagrams, in our view, are computational.

HERBERT SIMON

SOLUTION

ORGANISED KNOWLEDGE

Poorly organised knowledge cannot be readily remembered or used.

FREDERICK REIF

IDEAS IN SPACE

Most of our fundamental concepts are organised in terms of one or more spatialization metaphors.

GEORGE LAKOFF

PITFALLS

WRONG VISUAL

You will get the best results from visuals selected on the basis of their functionality rather than their surface features.

RUTH COLVIN CLARK

POOR EXECUTION

Even the best-planned graphic, if executed poorly or laid out haphazardly, will fail to realise the potential of that graphic to enhance learning.

CHOPETA LYONS

PRIOR KNOWLEDGE

VISUOSPATIAL SKILLS

IOANNA VEKIRI

Graphical displays do not benefit all types of learners in the same way; rather, their effect is a function of learners' visuospatial ability and content knowledge