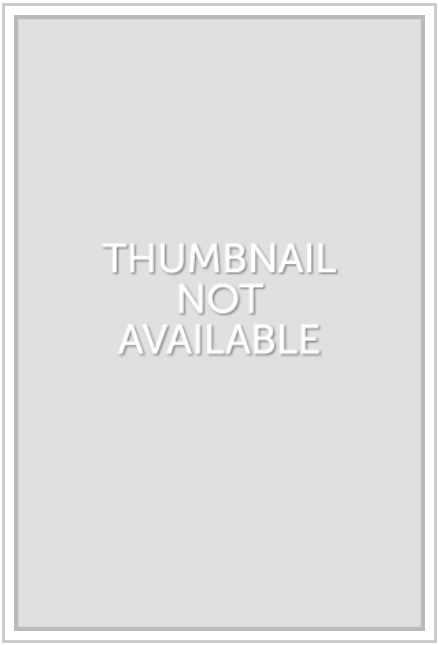


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Graphics for Learning Proven Guidelines for Planning, Designing, and Evaluating Visuals in Training Materials

By Ruth C. Clark

Pfeiffer. Paperback. Book Condition: New. Paperback. 420 pages. Dimensions: 9.1in. x 7.9in. x 1.0in.Are you getting the most learning value from visuals Thoroughly revised and updated, Graphics for Learning is the second edition of the bestselling book that summarizes the guidelines for the best use of graphics for instructional materials, including multimedia, texts, working aids, and slides. The guidelines are based on the most current empirical scientific research and are illustrated with a wealth of examples from diverse training materials. The authors show how to plan illustrations for various types of content, including facts, concepts, processes, procedures, and principles. The book also discusses technical and environmental factors that will influence how instructional professionals can apply the guidelines to their training projects. Praise for the First EditionFor years Ive been looking for a book that links cognitive research on learning to graphics and instructional design. Here it is! Ruth Clark and Chopeta Lyons not only explain how to make graphics worktheyve created a very interesting read, full of useful guidelines and examples. Lynn Kearny, CPT, instructional designer and graphic communicator, Graphic Tools for Thinking and LearningFinally! A book that integrates visual design into the larger context of instructional design and development....

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