

Richard Mayer's

12 Multimedia Instructional Principles

Mayer, R. (2009). *Multimedia Learning*. Cambridge: Cambridge University Press.



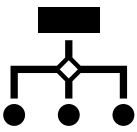
Coherence

Exclude extraneous material



Pre-training

Give pre-training in the names & characteristics of key components



Signalling

Highlight the organization of the essential material



Modality

Use graphics & narration not graphics & printed text



Redundancy

Use graphics & narration not graphics, narration & printed text



Multimedia

Use words & pictures not just words



Spatial Contiguity

Place words & pictures near each other on the page or screen



Personalisation

Use a conversational rather than a formal style



Temporal Contiguity

Present corresponding words & pictures at the same time



Voice

Speak in a friendly human voice & avoid using a machine voice



Segmenting

Present learning in user-paced segments not as a continuous unit



Image

Your image does not need to be on screen.



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