

Great Visual

Communication



The Power of Imagery and
Multiple Intelligences



Visual Learning

- Visual Representation of ideas communicates meaning
- “Visualized” Ideas are remembered
- Is fast -- (Whole) Ideas are transmitted



Goals: Learn Visual Communication Skills

- Every one has drawn a picture, but this connects to multiple intelligences
- There is a hierarchy of images
 - From the physical to the abstract (words)
- Poetry = (Metaphor) of Images
- Incidental Learning is Retained



Overview

- Visual Thinking contributes to higher test scores
- Slides, Posters, Banners are Visual Media
- Words support images
 - Images can't communicate on their own
 - Visual Images without words (or context) are too idiosyncratic



What Makes Good Visual Communication?

- Clear
- Readable
- Says only one thing
- Stays on the subject
- Important
- Interesting
- Simple
- Accurate



Use Visual Communication..

- To give the big picture of the subject
- To explain how all the individual topics fit together
- To show steps
- To summarize



Multiple Intelligences

- Visual thinking is one of the multiple intelligences
- Visual thinking connects with..
 - Math
 - Language
 - Art
 - Performance
- Visual Exercise re-enforces learning



Concept Mapping

- Concept Maps -- Quickly
 - Summarize
 - Conceptualize
 - Analyze
 - Synthesize
 - Evaluate
- Use Concept Maps (everywhere and anywhere) to reinforce learning



Flow Charts

- Are a special type of Concept Map
- Provide paths through decision points
 - Are annotated with questions
- Relate to..
 - Math Steps
 - Hands-on How-to
 - Stage Directions in a Performance



Hands-On Learning

- Real items, samples, models have a visual component
 - You can see them
- Show and Tell
 - Combines visual and performance intelligences
- Watching while doing reinforces learning



Mathematical Learning

- Graphs of all kinds have a visual component
- Spreadsheets can quickly create graphs from sets of data
- Students benefit from seeing data transform before their eyes



Summary

- Visual communication takes learning to a higher level
- Mapping visual tasks to other learning strategies is efficient and effective
- Concept Maps are spectacular learning tools



Evaluation

- Please rate this presentation
- Think of ways that you will apply these ideas



Thank you





Where to get more information

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