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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