



USING GRAPHICS IN EDUCATION

Humans are 'visually wired'



20–30% of the **cerebral cortex** is involved in **visual processing**



>80% of information processed is **visual**



Visuals communicate information **60 000x faster** than text

In education, graphics can be used to:



ATTRACT ATTENTION



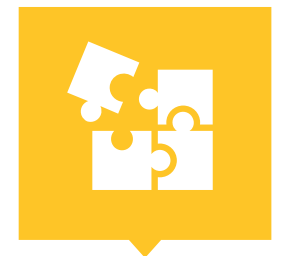
MAINTAIN MOTIVATION



ENHANCE RETENTION



IMPROVE PROBLEM-SOLVING

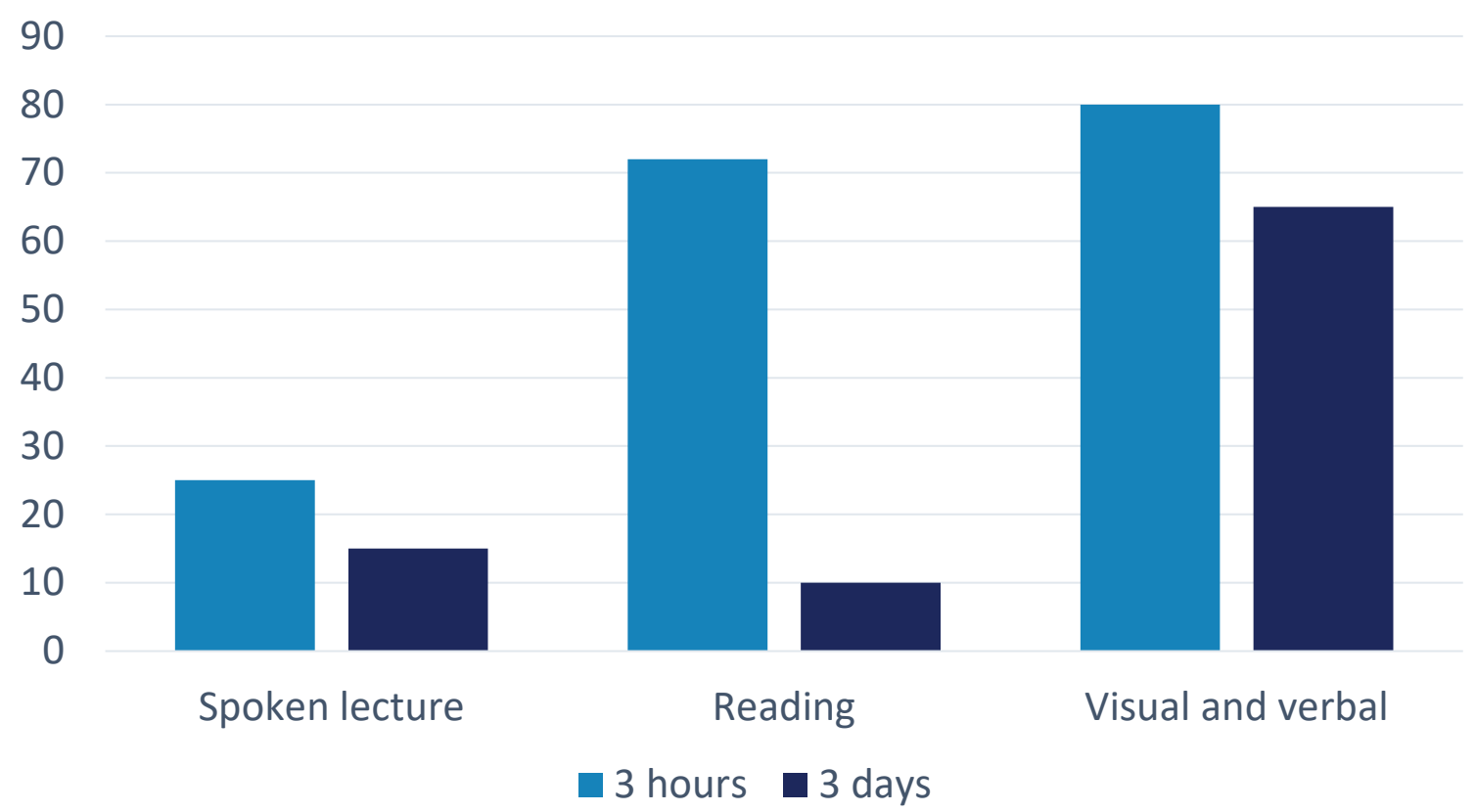


INTEGRATE KNOWLEDGE

The picture superiority effect

Using a combination of **visual and verbal cues** leads to a significant **increase** in long-term **information retention**

Percentage of content remembered over time using different dissemination methods



Colour visuals increase willingness to read by

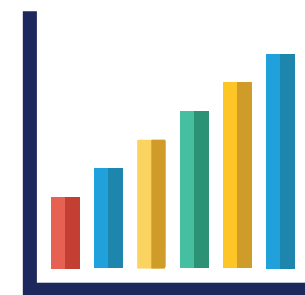
80%



When people need to **follow instructions**, they do so **323% better** when there are **illustrations**



Second-language learners struggle with **iconography** more than first-language learners



Novice learners benefit more from **static diagrams** than from animated ones

Colour matters

Red activates a '**prevention-focused**' mindset and increases **caution**

Blue backgrounds can **improve** information **retention**

Strategic colour usage can **guide attention** and **decrease search time**

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