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

Percentage of content remembered over time using different dissemination methods

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

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


