

1. Record Nr.	UNINA9910459468303321
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Titolo	Graphics for learning [[electronic resource]] : proven guidelines for planning, designing, and evaluating visuals in training materials / / Ruth Colvin Clark, Chopeta Lyons
Pubbl/distr/stampa	San Francisco, : Pfeiffer, c2011
ISBN	0-470-88092-9 1-299-18621-1 0-470-88089-9
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (422 p.)
Collana	Pfeiffer essential resources for training and HR professionals
Altri autori (Persone)	LyonsChopeta C
Disciplina	371.33/5
Soggetti	Visual aids Visual education Business education - Audio-visual aids Learning, Psychology of Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section 1. The foundation -- section 2. How to use visuals to support psychological learning processes -- section 3. How to visualize lesson content -- section 4. How to plan and communicate your visuals.
Sommario/riassunto	"This second edition of the bestselling book summarizes guidelines for best use of graphics for instructional materials, including multimedia, texts, classroom aids, and slides used for briefings. These guidelines are based on updated scientific research and contain illustrative examples including examples for readers without a background in psychology. The authors help trainers tie graphics into their lesson topics and include facts, concepts, processes, procedures, and principles. The book discusses technical and environmental issues (such as bandwidth or screen size) that will influence how instructional professionals can apply the guidelines"--