

1.	Record Nr.	UNISA990003308700203316
	Autore	HOUGEN, Joel O.
	Titolo	Measurements and control applications / Joel O. Hougen
	Pubbl/distr/stampa	Pittsburgh : Instrument Society of America, copyr. 1979
	Edizione	[2 ed.]
	Descrizione fisica	XXX, 438 p. : ill. graf. tav. ; 24 cm
	Collocazione	621.381 HOU
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910785315803321
	Autore	Clark Ruth Colvin
	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
	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"--