

Graphics for Learning: Proven Guidelines for Planning, Designing, and Evaluating Visuals in Training Materials

By Ruth C. Clark, Chopeta Lyons

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Graphics for Learning teaches you how to design effective graphics for print or online and computer-generated materials—multimedia, texts, working aids, and slides—that will maximize learning, understanding, and reasoning. Based on solid research on how people learn, this crucial resource contains best practices and shows you how to go beyond the visible features of graphics to plan visuals that are based on their communication and psychological functions. Written by instructional design experts Ruth Colvin Clark and Chopeta Lyons, *Graphics for Learning* includes a graphic design model that guides you through the visual planning process—from needs assessment through production. No matter how much or little expertise you have working with graphics, this book will help you boost your return on investment by giving you the information you need to design and implement the most effective visuals. *Graphics for Learning* shows how to:

- Select the graphics that can impr ove learning and workplace performance.
- Plan the most appropriate visual for computer or paper instructional materials.
- Design the best graphics for instructional content.
- Tailor visuals for individual learners.
- Avoid using the wrong visuals for motivational purposes.
- Understand the characteristics of graphics that support (or disrupt) learning.
- Follow a systematic graphic design model that helps you plan graphics that match your instructional context.

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- Sales Rank: #1375366 in Books
- Brand: Brand: Pfeiffer
- Published on: 2004-05-31
- Original language: English
- Number of items: 1
- Dimensions: 9.41" h x 1.70" w x 7.32" l, 2.63 pounds
- Binding: Hardcover
- 544 pages

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Editorial Review

Review
“For years I’ve been looking for a book that links cognitive research on learning to graphics and instructional design. Here it is! Ruth Clark and Chopeta Lyons not only explain how to make graphics work—they’ve created a very interesting read, full of useful guidelines and examples.”
--Lynn Kearny, CPT, instructional designer and graphic communicator, Graphic tools for Thinking and Learning

“Finally! A book that integrates visual design into the larger context of instructional design and development.”
--Linda Lohr, Ed.D., author, *Creating Graphics for Learning* and assistant professor, University of Northern Colorado

From the Inside Flap
It’s a proven fact. People learn better from words that are enhanced with the right graphics. While most instructional designers and trainers have the ability to create competent written materials, many lack the skills needed to plan and communicate effective visual designs. *Graphics for Learning* teaches you how to design effective graphics for print or online and computer-generated materials—multimedia, texts, working aids, and slides—that will maximize learning, understanding, and reasoning. Based on solid research on how people learn, this crucial resource contains best practices and shows you how to go beyond the visible features of graphics to plan visuals that are based on their communication and psychological functions. Written by instructional design experts Ruth Colvin Clark and Chopeta Lyons, *Graphics for Learning* includes a graphic design model that guides you through the visual planning process¾from needs assessment through production. No matter how much or little expertise you have working with graphics, this book will help you boost your return on investment by giving you the information you need to design and implement the most effective visuals. *Graphics for Learning* shows how to

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