Blog #1 – Principals of Multimedia Learning

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Dual Coding Theory

Dual Coding Theory

Benefits of Dual Coding Theory

- Allows individuals to encode new information that allows them to easily remember what they've learned

- Dual Coding is a good method to make complex ideas more manageable

- Can be done quite easily in a classroom setting and is very enjoyable

How does Coding Theory affect the creation of PowerPoints?

1.

Videos and photographs do not work well for dual coding because they present too much background information that is not needed.
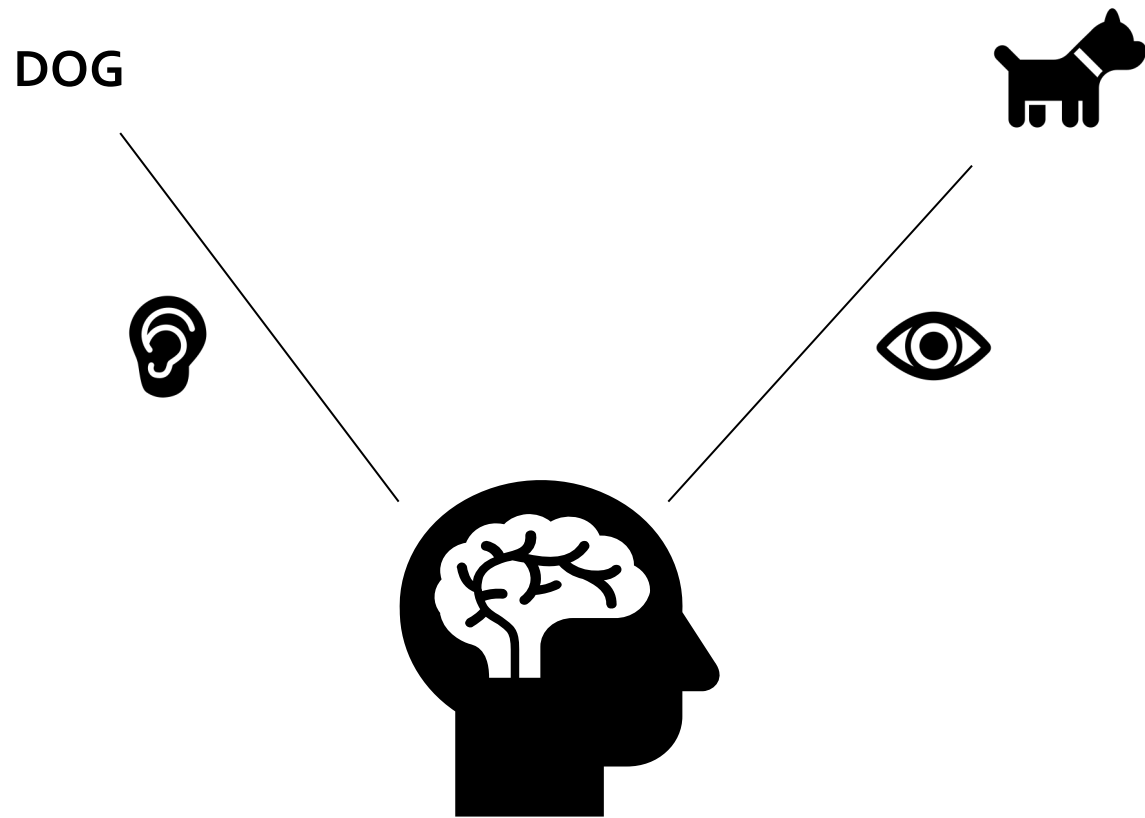
2.

Dual Coding only works when the visual representation is meaningful, and it must relate to the directly to the verbal information.

3.

Dual Coding isn't meant to be pretty, its about presenting information clearly.

An example of Dual Coding in PowerPoint:

DOG

Dual Coding can also make PowerPoints:

- Very simple to understand
- Have similar colours and patterns
- Display text and visuals on the same page
- Contain white space around visuals
- Use specific/minimal fonts to avoid distraction

Thank you!

References

- Douglas, H. "How Does Dual Coding Improve Learning?" ProWritingAid, 18 Jan. 2020, https://prowritingaid.com/art/1097/what-is-dual-coding-in-education.aspx

- Kaster, A. "Dual Coded Theory" 19 Feb. 2019, https://www.youtube.com/watch?v=wixEGpznyG8

- "Don't Duel, Dual: Increasing Learning through Dual Coding" Tech-Based Teaching, 17 Oct. 019, https://medium.com/tech-based-teaching/dont-duel-dual-increasing-learning-through-dual-coding-f4595bb6ecee#:~:text=As%20research%20suggests%2C%20dual%20coding,make%20complex%20ideas%20more%20manageable