

TABLE OF CONTENTS

Acknowledgments vii

Foreword by Richard E. Mayer xiii

Introduction: Getting the Most from This Resource xix

Introduction to Section One: The Foundation 3

Chapter 1 Three Views of Instructional Visuals 7

Chapter 2 A Visual Design Model for Planning Graphics
Systematically 29

Summary of Section One 43

**Introduction to Section Two: How to Use Visuals
to Support Psychological Learning Processes 47**

Chapter 3 How Graphics Influence Learning Processes 51

Chapter 4 Plan Graphics That Direct Attention 69

Chapter 5 Plan Graphics That Awaken Prior Knowledge 89

Chapter 6 Plan Graphics That Minimize Memory Load	105
Chapter 7 Plan Graphics to Help Learners Build Mental Models	125
Chapter 8 Plan Graphics That Support Transfer of Learning	151
Chapter 9 Plan Graphics to Motivate Learning and Manage Sizzle	173
Chapter 10 Plan Graphics That Accommodate Learner Differences	193
Summary of Section Two	216

Introduction to Section Three: How to Visualize

Lesson Content 221

Chapter 11 How to Visualize Procedures	225
Chapter 12 How to Visualize Concepts	249
Chapter 13 How to Visualize Facts	265
Chapter 14 How to Visualize Processes	285
Chapter 15 How to Visualize Principles	305
Summary of Section Three	321

Introduction to Section Four: How to Plan and Communicate Your Visuals 325

Chapter 16 Define the Visual Context	331
Chapter 17 Design the Visual Approach	353
Chapter 18 Visualize Individual Graphics	373
Chapter 19 Communicate Your Graphic Plans	393
Chapter 20 Apply the Principles	415
Summary of Section Four	438

Glossary 441

References 453

About the Authors 465

List of Figures and Tables 467

Index 479

Pfeiffer Publications Guide 505