Mayer's (2017) 12 Principles of Multimedia

You have spent many hours thinking and designing your multimedia subject content. You have tried to be engaging, creative and innovative and now it is time to check to see if you have hit the mark. This checklist will take you through Mayer's 12 Principles of Multimedia to ensure you have engaging and structured content.

GET THE MOST OUT OF YOUR MULTIMEDIA CONTENT

☐ **Coherence**

CUT THE FLUFF. Are the images and words you have written on the screen necessary for learner comprehension? Do they complicate your message? Have you applied the KIS (Keep It Simple) principle? Your core objective here is to be simple, clear and concise.

☐ **Signaling**

Have you shown the students what they should be paying attention to? Do not over stimulate the screen, students will not know what your main concept is. Have you highlighted the main point? Have you used arrows or other signals to show the learner this is the concept they need to focus on?

☐ **Redundancy**

Do not overload your learners with narration, graphics, and text. Have you only used 2? Text and narration can also overwhelm your learners so try to reduce this, if both are needed reduce the amount of text you use on screen.

☐ **Spatial Contiguity**

How much space do you have between text and your visuals? Ensure the text which compliments your visuals are close together so the learner can make quick unconscious associations.

☐ **Temporal Contiguity**

Is your audio and visuals (animation) occurring at the same time? Learners need to hear the audio at the exact same time as they see the visual.

☐ **Segmenting**

Have you broken your Digital learning object up into segments which students can 'stop' and 'start'? Have you made it clear you are introducing a new concept?

☐ **Pre-training**

Have you asked your students to complete some introductory work? Are your students already familiar with the key terms you will be using? Learners learn best when the content is familiar, so it is great to have a glossary of your terms or some form of introductory exercise.

☐ **Personalization**

Have you used a conversational and friendly voice? Have you spoken in first person? Have you spoken directly to the learner? Learners learn best when they are at ease and feel part of the learning process. So, using terms such 'as you can see'.

☐ **Multimedia**

Do you have images to compliment your words (text or audio)? Do your images compliment your words? Images help your students to associate your words to a visual and enhance understanding and memory.

☐ **Modality**

Have you limited the amount of unnecessary text on screen? It is easier for your learners to understand your content when you have audio and images.

☐ **Voice**

Have you used your own voice? Have you used high quality audio software? Students like to listen to your voice rather than an automated, robotic, computer voice.

☐ **Image**

Does your digital object contain a range of visual cues which compliment your audio?