

Multimedia Principles

Education

Mayer's rules for combining words and pictures, and which matter most.

Each principle names a way to cut load from a multimedia explanation.

Principle	Do this
Coherence	Delete anything decorative
Signalling	Highlight what to look at
Redundancy	Do not read the on-screen text aloud
Spatial contiguity	Put labels on the picture
Temporal contiguity	Show words and image together
Segmenting	Let the learner control the pace
Modality	Narrate a graphic, do not caption it

Well supported and repeatedly replicated. Effects are largest for novices and for material the learner cannot pace themselves.