

Richard Mayer's Eighth Multimedia Principle:

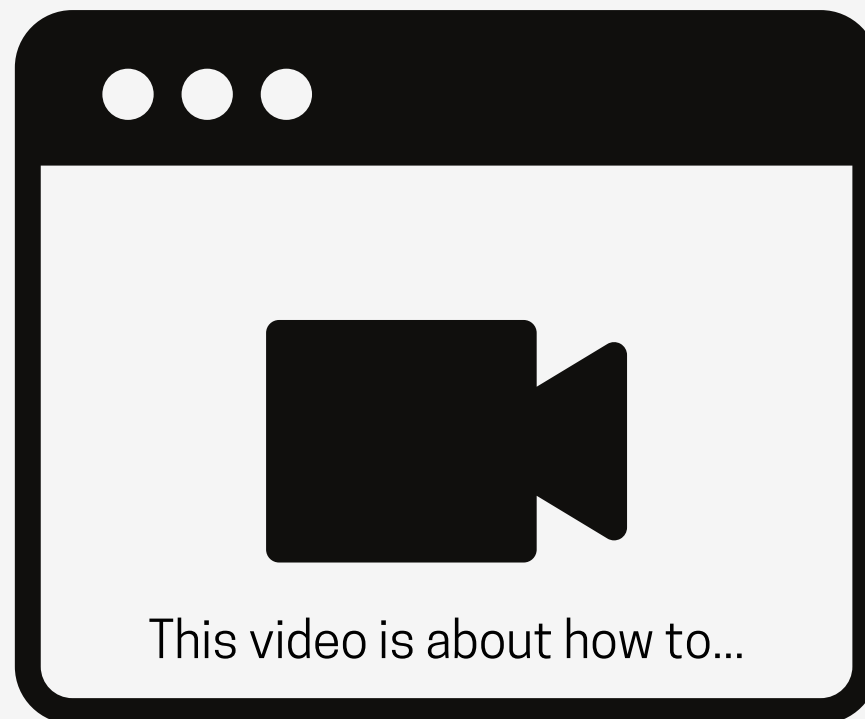
WHAT IS MAYER'S MODALITY PRINCIPLE?

Richard Mayer's Eighth Multimedia Principle:

MODALITY PRINCIPLE

X What Not To Do

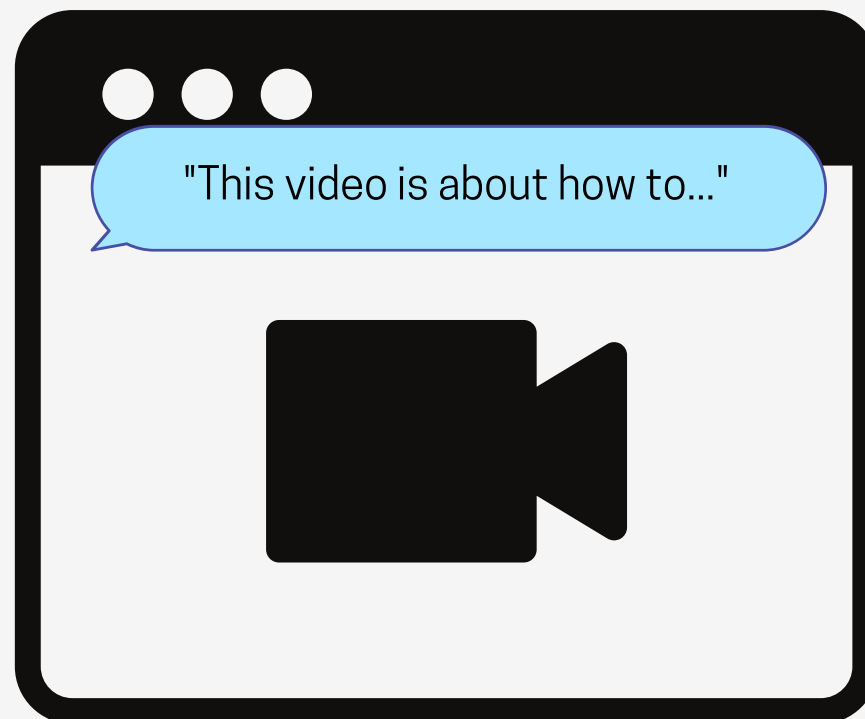
Use on-screen text to accompany your e-learning video.



Richard Mayer's Eighth Multimedia Principle:
MODALITY PRINCIPLE

✓ **What To Do**

Utilize narration to accompany
your e-learning video.

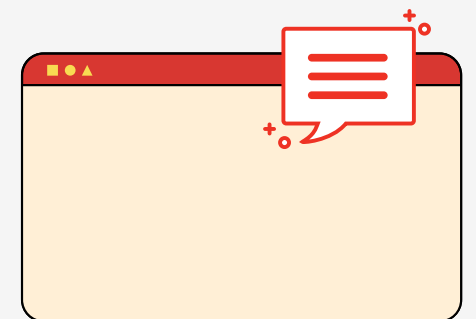


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MODALITY PRINCIPLE

People learn more deeply from pictures and spoken words than from pictures and printed words.

Example: Producing an animated video about photosynthesis using a **voice over**, not on-screen text.



Reference: Mayer, R. (2020). *Multimedia learning*. (3rd ed.). Cambridge University Press.