

Richard Mayer's Third Multimedia Principle:

REDUNDANCY PRINCIPLE

People do not learn better when printed text is added to graphics and narration. People learn better from graphics and narration than from graphics, narration, and printed text, when the lesson is fast paced.

Example: For HR training, the narrator describes example scenarios simultaneously with the accompanying animation. Extra onscreen text with the script is **omitted** (but available as closed captions).



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