

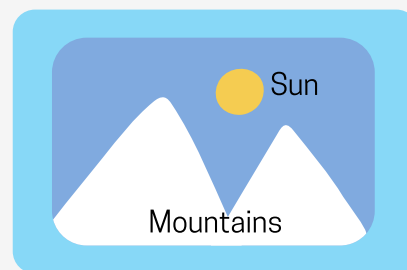
Richard Mayer's Fourth Multimedia Principle:

SPATIAL CONTIGUITY

People learn better when corresponding words and pictures are presented near rather than far from each other on the page or screen.

Example: When using an image, use words aligned **close** to the image.

Do



Don't



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