

# GUIDELINES FROM MAYER'S 15 MULTIMEDIA PRINCIPLES

Tips for creating digital learning experiences based off of Richard Mayer's updated multimedia principles.



## 1 COHERENCE PRINCIPLE

Do not include unessential material.

## 2 SIGNALING PRINCIPLE

Highlight the main points of information through headers, vocal emphasis, and other cues.

## 3 REDUNDANCY PRINCIPLE

Do not use both narration and on-screen text; use only narration to accompany graphics.

## 4 SPATIAL CONTIGUITY PRINCIPLE

Place corresponding text and images near each other, not away from each other.

## 5 TEMPORAL CONTIGUITY PRINCIPLE

Display corresponding text and images simultaneously, not successively

## 6 SEGMENTING PRINCIPLE

Break a long lesson into digestible sections.

## 7 PRE-TRAINING PRINCIPLE

Provide learner with names and characteristics of the topic before the lesson.

## 8 MODALITY PRINCIPLE

Use narration, not on-screen text, to accompany images.

## 9 MULTIMEDIA PRINCIPLE

Use images/graphics in addition to text; do not solely use text.

## 10 PERSONALIZATION PRINCIPLE

Use conversational tone over an academic/formal tone.

## 11 VOICE PRINCIPLE

Use a human voice over a machine-like one for narration.

## 12 IMAGE PRINCIPLE

Do not include the instructor's image on screen during learning, as it may be extraneous.

## 13 EMBODIMENT PRINCIPLE

If an instructor, animated or recorded, is presented, increase their embodiment through eye contact, hand gestures, etc.

## 14 IMMERSION PRINCIPLE

Before designing VR learning, determine whether or not the added sensory is critical for the task.

## 15 GENERATIVE ACTIVITY PRINCIPLE

Prompt learners with a generative learning activity, such as summarizing, self-testing, or teaching.



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



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