The Basic Principals of Educational Multimedia[1]

- People understand a multimedia explanation better when words are presented as verbal narration alone, rather than both verbally and as on screen text *(redundancy principle)*.

- People learn better when information is presented in bite-sized chunks *(segmentation principle)*.

- People learn better when information is presented using clear outlines and headings *(signaling principle)*.

- People learn better when information is presented in a conversational style rather than a formal one *(personalization principle)*.

- People learn better when on-screen text is presented near any corresponding images *(spatial contiguity principle)*.

- People learn better when any extraneous information is removed *(coherence principle)*.

- People learn better from animation and narration than animation with explanatory on-screen text *(modality principle)*.

- People learn better when animation and narration are synchronized than when they are asynchronous *(temporal contiguity principle)*.

- The design of multimedia presentations can have different effects on people based on their prior knowledge, visual literacy, and special aptitude *(individual differences principle)*.

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[1] From "Camtasia Studio 3: The Definitive Guide" by Daniel Park