Graphics for Learning: Proven Guidelines for Planning, Designing, and Evaluating Visuals in Training Materials

By Ruth C. Clark, Chopeta Lyons

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Are you getting the most learning value from visuals? Thoroughly revised and updated, *Graphics for Learning* is the second edition of the bestselling book that summarizes the guidelines for the best use of graphics for instructional materials, including multimedia, texts, working aids, and slides. The guidelines are based on the most current empirical scientific research and are illustrated with a wealth of examples from diverse training materials. The authors show how to plan illustrations for various types of content, including facts, concepts, processes, procedures, and principles. The book also discusses technical and environmental factors that will influence how instructional professionals can apply the guidelines to their training projects.

Praise for the *First Edition*

"For years I've been looking for a book that links cognitive research on learning to graphics and instructional design. Here it is! Ruth Clark and Chopeta Lyons not only explain how to make graphics work—they've created a very interesting read, full of useful guidelines and examples."
—**Lynn Kearny**, CPT, instructional designer and graphic communicator, Graphic Tools for Thinking and Learning

"Finally! A book that integrates visual design into the larger context of instructional design and development."
—**Linda Lohr**, Ed.D., author, *Creating Graphics for Learning* and assistant professor, University of Northern Colorado

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Editorial Review

From the Back Cover

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About the Author
Dr. Ruth Colvin Clark is an instructional psychologist with a specialty in design and development of effective workforce learning. She is the author of *e-Learning and the Science of Instruction* and her book, *Building Expertise*, was awarded Outstanding Instructional Communication from the International Society of Performance Improvement.

Chopeta Lyons has created award-winning print and online learning products during her twenty-five years of developing training solutions. She has directed teams of designers, writers, programmers, audio talent, graphic designers, and artists to create custom solutions for the training needs of numerous corporations and organizations. She is the author of several articles on e-learning and a college textbook, *Discover Writing*.

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