Mayer's (2017) 12 Principles of Multimedia

You have spent many hours thinking and designing your multimedia subject content. You have tried to be engaging, creative and innovative and now it is time to check to see if you have hit the mark. This checklist will take you through Mayer's 12 Principles of Multimedia to ensure you have engaging and structured content.

GET THE MOST OUT OF YOUR MULTIMEDIA CONTENT

Coherence
CUT THE FLUFF. Are the images and words you have written on the screen necessary for learner comprehension? Do they complicate your message? Have you applied the KIS (Keep It Simple) principle? Your core objective here is to be simple, clear and concise.

Signaling
Have you shown the students what they should be paying attention to? Do not over stimulate the screen, students will not know what your main concept is. Have you **highlighted** the main point? Have you used arrows or other signals to show the learner this is the concept they need to focus on?

Redundancy
Do not overload your learners with narration, graphics and text. Have you only used 2? Text and narration can also overwhelm your learners so try to reduce this, if both

Pre-training
Have you asked your students to complete some introductory work? Are your students already familiar with the key terms you will be using? Learners learn best when the content is familiar, so it is great to have a glossary of your terms or some form of introductory exercise.

Modality
Have you limited the amount of unnecessary text on screen? It is easier for your learners to understand your content when you have audio and images.