Senior Seminar: Visualizations
Schwartz

Unit Objectives: Multimedia Theory
Mayer and Moreno Articles

Students should be able to:

From Mayer

1. Identify and describe the three assumptions underlying multimedia theory.

2. Explain what is meant by a “cognitive model”, according to Mayer.

3. Briefly describe the five kinds of knowledge structures.

4. Briefly describe the three cognitive processes involved in active learning.

5. Identify and describe the five cognitive processes responsible for meaningful learning in multimedia presentations.

From Moreno

1. List, describe, and provide a brief theoretical rationale for Moreno’s ten design principles.