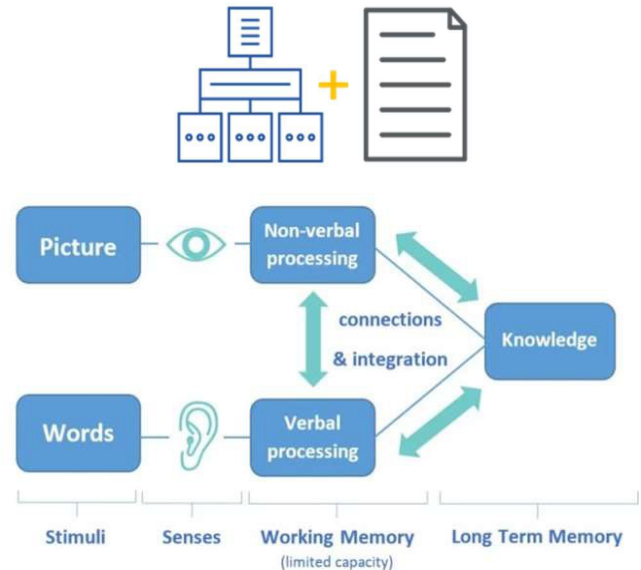# Study Strategy #5 - Visualise It
Dual Coding: Visualise (with structure) concepts or knowledge

What is it?

Dual Coding is when the arrangement and organisation of the text and accompanying images create a meaning that is easier to comprehend than text or images alone.

Allan Paivio's Dual Coding Theory suggests that there are visual and verbal intake channels in the brain. Paivio suggested that the simultaneous use of the visual and verbal channels in the brain supports the absorption of more information while reducing the impact of cognitive load (negative factor on learning).

Study Strategies that Employ Dual Coding

Exemplar study strategies that use Dual Coding are:

1. **Brain Dumps:** The retrieval of everything you know about a topic of study organized into a visual schema. Similar to a test, it creates a visual map of your understanding to show linkages between concepts.

2. **Graphic Organisers:** Help students to organise their ideas, thoughts or notes. Different visual structures support particular genres and visual displays of information. The effort and time to re-visit the information are decreased.

3. **SketchNotes:** Combines traditional handwritten notes with drawings, symbols, and other visual elements. The resulting map of ideas, with clear visual cues, reduces the effort and time to revisit the information.

Best Subjects to Apply Dual Coding

English   Humanities   Mathematics   Sciences   The Arts

What is the evidence of its impact?

In **11 studies,** Mayer and colleagues found that students who learned through a **combination of words and graphics** produced from **55% to 121% more correct solutions** on tests than those students who used **words alone.**