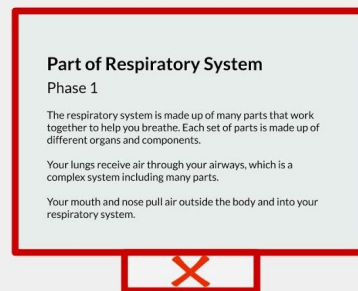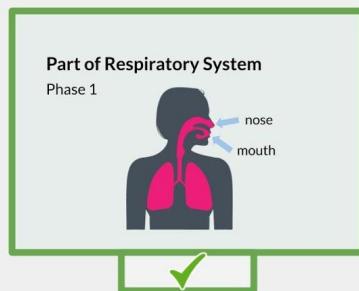## Leveraging the Principles of Multimedia Learning in Our Online Instruction

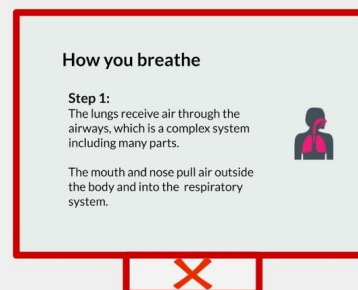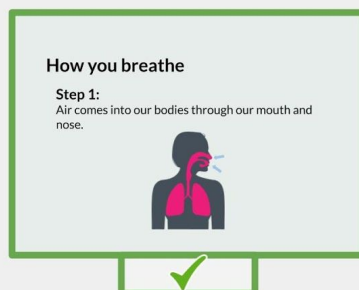## The 12 Principles of Multimedia Learning: Part 3

The final four Multimedia Learning Principles help to optimize germane load. Germane load refers to the work put into creating a permanent storage of knowledge in the long term memory.
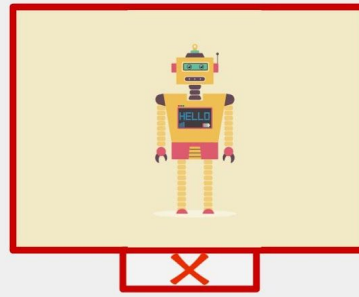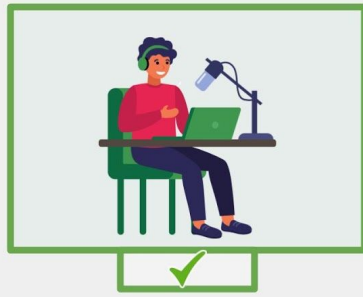

The Multimedia Principle

Avoid using on-screen text alone. Instead use relevant images to illustrate key points.
Ensure all images enhance or clarify information.

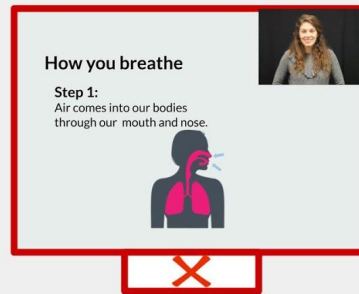
The Personalization Principle

Keep your language simple and casual. Avoid using complex words or overly professional text.
Use first and second personal pronouns like *you, I, we, our* to connect with your learners.

The Voice Principle

Find a quiet space to record your narration. Don't use a robotic, computer voice.
Consider using an external microphone instead of a built-in computer mic to ensure a high quality recording.

The Image Principle

Avoid using a video of yourself during an asynchronous lesson containing pictures and words.
Consider using your face when there are no words or pictures.