

# Dual Coding

## What is Dual Coding?

- ADual coding presents information in both a visual (picture) and verbal (word) format. By using 2 different ways of presenting the information, it can make it easier to learn and retain the information.
- Dual coding should:
  - Use simple images to represent the words written alongside them.
  - The image and the word should represent the same thing
  - Use only key words and phrases.

Link to video  
on dual coding  
[HERE](#)

## Example (examples on the following pages)

### Renewable Energy resource



- Noisy
- Fairly expensive
- Produces a lot of energy



- Depends on the weather
- Very expensive to make
  - Produces a fair amount of energy



- Location away from residential area
- Very expensive
  - Produces a fair amount of energy



- Requires rain and reservoir
- Impact on environment caused by flooding
  - Fairly expensive and produces a fair amount of

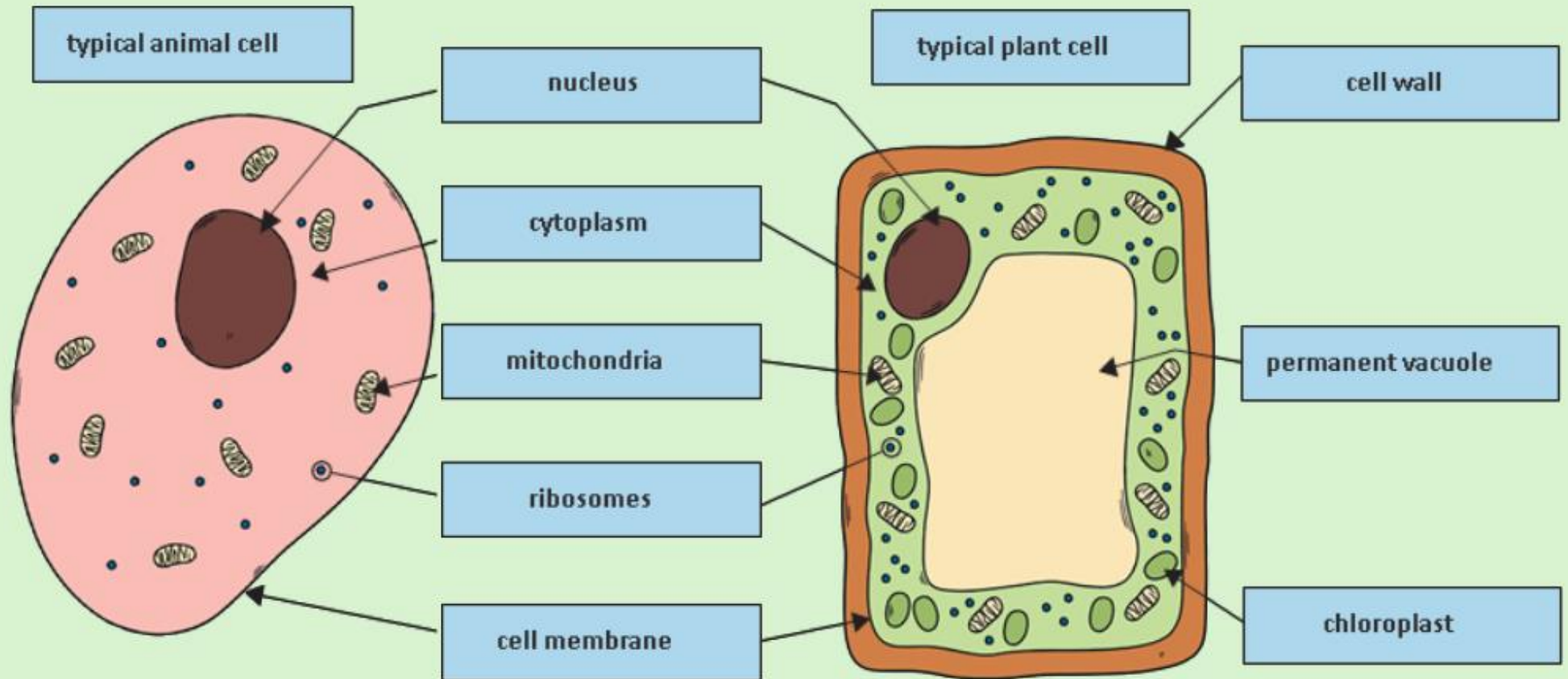


- Best built on coastlines
- Impacts local economies
  - Fairly expensive and produces a fair amount of energy

## Pro's and Con's of Dual Coding

Pro's	Con's
<ul style="list-style-type: none"><li>• Supports retrieval practice, assisting your ability to recall information</li><li>• Activates prior knowledge</li><li>• Builds knowledge schemas</li><li>• Reduces cognitive load</li></ul>	<ul style="list-style-type: none"><li>• Excessive use may increase volume of content, negatively impacting cognitive load</li><li>• More abstract words and ideas can be difficult to represent as visual symbols</li><li>• Creating complex symbols can become time consuming</li></ul>

# Animal and plant cells



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