Dual Coding

Example (Link to example INSERT LINK)

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

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.

Pro's and Con's of Dual Coding

Pro's	Con's
• Supports retrieval practice, assisting your ability to recall information • Activates prior knowledge • Builds knowledge schemas • Reduces cognitive load	• Excessive use may increase volume of content, negatively impacting cognitive load • More abstract words and ideas can be difficult to represent as visual symbols • Creating complex symbols can become time consuming