



E-LEARNING MATERIALS SHOULD BE ATTRACTIVE

AIM

to highlight the main aspects of material attractiveness

IMONED consortium

Pažangos projektai

TOPIC 3:

E-learning materials should be attractive

General

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| Specific topic | E-learning materials should be attractive |
| Duration | 3 hours |

Specific Topic

- Ability to create engaging materials that accommodate learning styles
- Variety and interactivity of educational materials
- Factors influencing the increase of attractiveness of visual and graphic communication
- Factors influencing the increase of attractiveness of verbal messages
- Principles of creating attractive educational materials

Summary

The main purpose of this topic is to draw teachers' attention to the importance of attractiveness of materials used in distance learning. Knowledge of the factors that affect the increase in the attractiveness of the visual and verbal message is a basic condition for effective teaching. Improvement in the area of independent creation of attractive teaching materials, as well as the selection of suitable ready-made applications or visualizations is a prerequisite for the teacher's work.

Learning Outcomes. After this topic attendees will be able:

- 1 Know how to adapt learning materials to learning styles;
- 2 Know the principles of creating and using attractive learning materials;
- 3 Know how to create or select attractive educational materials for teaching and learning purposes
- 4 Know the factors influencing the attractiveness of a visual message;
- 5 Know the factors influencing the attractiveness of a visual message;
- 6 Know the factors influencing the attractiveness of a verbal message;
- 7 Know the factors influencing the attractiveness of a visual message; Be able to use the factors influencing the attractiveness of a visual message
- 8 Comply with the rules for the visual side of materials (e.g. uniform font and size, maximum of four colors in diagrams, limited number of objects on the screen, simple and consistent messages, clear instructions on how to use attachments, etc.)

Guiding Concepts

- Knowledge of students' preferred learning styles increases the attractiveness of learning materials.
- Interactivity of teaching materials increases their attractiveness.
- Using various media during online classes allows to adjust them to a given situation.
- Skills related to the use of the platform on which the course takes place and visual
- Knowledge of the principles of creating and using attractive materials in remote learning increases student engagement in the educational process.
- Knowledge of factors influencing attractiveness of visual message is a basic element of effective didactic work of a teacher.

Guiding Questions

- What elements enhance the attractiveness of learning materials?
- How should the material be adapted for teaching and learning purposes?
- What are the basic factors that influence the attractiveness of the visual message?
- What are the basic factors influencing the increase in attractiveness of verbal messages?

Glossary

Learning materials adapted to learning styles - the training material should be designed to suit the teaching style chosen. Also note whether the training is distance or face-to-face.

Interactivity of learning materials - integrating technology and specific applications into teaching materials to further engage learners.

Learning goals - an individual or group goal that is directly linked to learning outcomes.

Educational goals - the learning objective, which includes both the learning process, the active involvement of participants and the most likely end result.

Visual and graphic attractiveness of materials - solutions that improve the quality of learning content