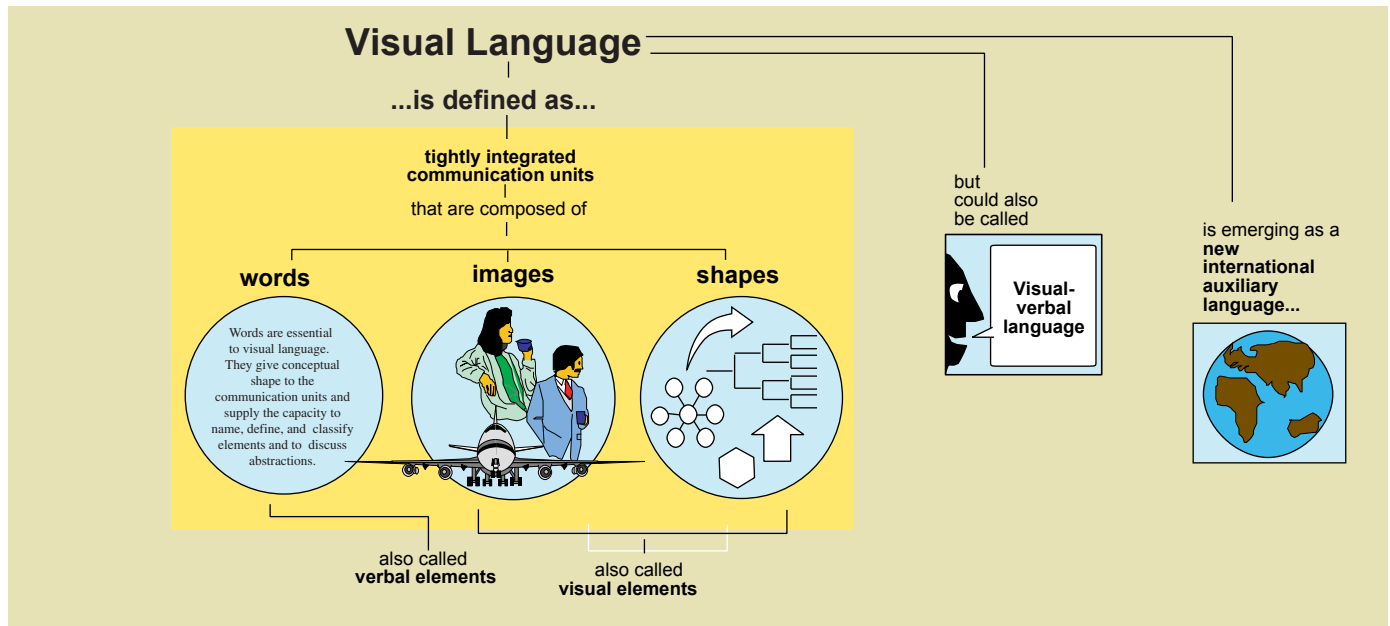
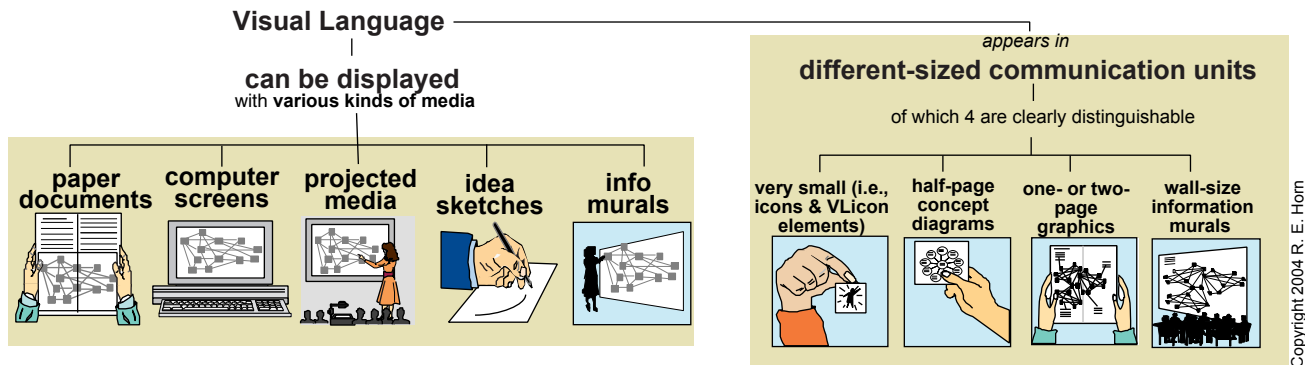


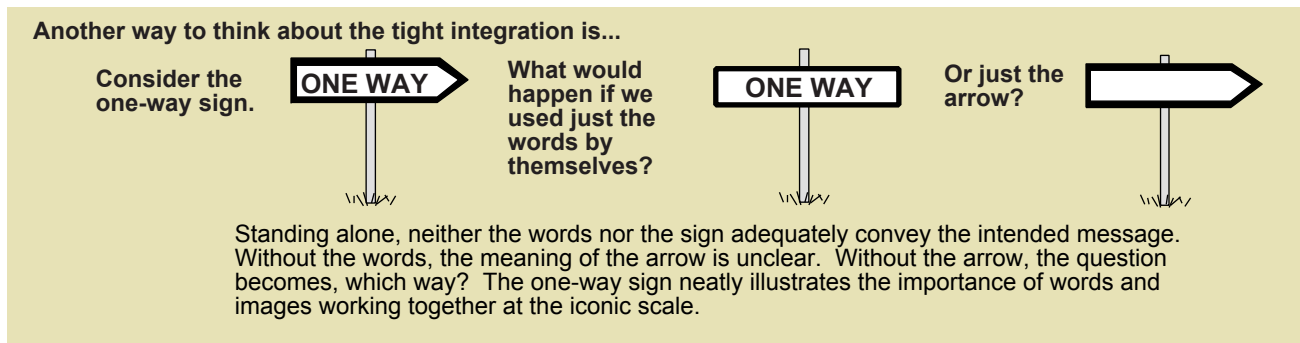
**1. Bob, what is "visual language", and what is its relevance to our culture today?** I've suggested that a new language is emerging around the world that I've called visual language. Replying in visual language I might write:



It consists of words, images and shapes tightly integrated into new sets of communication units. Again saying this in visual language, I might say:



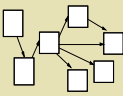


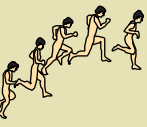
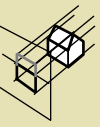



One way of showing the idea of tight integration is this:



Many vocabularies from engineering diagrams to cartooning, each with hundreds of ways of expressing meaning, are becoming integrated into the semantics of the language.

**One way to think about the tight integration is...**

**Visual Language**  
is being created by the **merger of vocabularies** from many, widely different fields such as...

- engineering diagramming 
- cartoon conventions 
- visual metaphors 
- animation techniques 
- mechanical drawing 
- quantitative graphs and charts 
- illustration and photography 
- film narrative conventions 

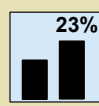
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In this century, I think it will become an international auxiliary language, a language we need to learn in order to communicate about the complexity of our technology and social institutions. It is growing out of the wide spread use of tools like PowerPoint. Its relevance is that it is the ordinary person's way of communicating in our visual culture.

And research is beginning to confirm the intuitions we've had that it is more effective and efficient:

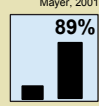
**research** shows the **integration** of verbal and visual elements **is better than text separated** from visual elements as follows

in one group of studies  
**adding visuals to words improved learning by 23%**  
Mayer, 2001, 74



**23% better**

in another group of studies  
**adding visuals to words improved transfer of learning by 89%**  
Mayer, 2001, 76



**89% better**

in other words integrated visual-verbal language **improved communication and learning by large, measurable amounts**

Mayer, Richard E. 2001, Multimedia Learning, Cambridge, Cambridge University Press

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