The visual connection

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Summary

Visuals can help learners take information in by affecting their attention, perception, visualization and imagination. You have a much better chance of helping people to learn something if you are able to gain their attention. Experts in the field of training and learning from Robert Gagne to John Keller have indicated that attention affects instructional efficiency and learner motivation. Attention is really nothing more than concentrated or focused consciousness. Your perception is your judgment on that consciousness. Your perception is unique to you. It is your awareness and understanding of what you are taking in.

Perception can be based on a variety of stimuli including past events, culture, current environment, and emotions. Your perception is your unique interpretation and can be stimulated by visual images. Visualization is your own mental picturing of an event or outcome. By creating a mental image of something it is possible to internalize it. Many famous studies have been done supporting the outcomes of visualization on everything from sports performance to acquiring wealth. Visualization is your mental image. Imagination is also stimulated by visualization. In imagination you construct mental images without the input of your senses. In imagination you can construct pictures, feelings, and sensations. Imagination is important to learning because it is how you determine meaning and understanding. It is how you make sense of the world and is paramount to the learning process.

Presenter Bio

Dr. Bobbe Baggio is an accomplished author, speaker, and educator. Her specific expertise is in how people learn and how to use technologies to help them learn. Her company Advantage Learning Technologies, Inc. (ALT) has provided ID services and implemented projects for clients in finance, healthcare, gasses and chemicals, manufacturing, distribution, construction, government, and higher education. She is currently the Director of the Graduate Program in Instructional Technology Management at La Salle University and speaks regularly to organizations and companies around the globe. Her education includes a BA from Waynesburg College, MA from West Virginia University, MS from Lehigh University, and PhD from Capella University.

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