What is Instructional Message Design?

• “Message Design involves planning for the manipulation of the physical form of the message.”

• A “Message” is any pattern or sign used for communication between a sender and a receiver.
  • For example, a teacher sends information to student.
Why Instructional Message Design?

- Using Instructional Message Design principles in your classroom correctly will improve students
  - Attention
  - Perception
  - Comprehension
  - Retention
  - Retrieval

- Enhanced learning experience = Comprehension!
When to use Message Design

- Instructional Message Design principles should be used when instruction materials are created.

- Message Design principles use specific medias, which include:
  - Text
  - Computer
  - Video
Instructional Materials used Incorrectly

- Instructional material used incorrectly causes COGNITIVE OVERLOAD!
- When this occurs, LEARNERS become:
  - Disengaged
  - Unmotivated
  - Confused
  - Not Interested
Using Message Design Effectively

- Select page size that are practical.
- Be consistent in spacing and reference areas to avoid confusion.
- Choose typefaces, type sizes, spacing, and line length wisely.

Typesize examples:
- Use font sizes 10, 11, 12 for textbooks.
- Use font sizes 14, 18, and 24 for displays and headings.
Using Message Design Effectively

- Use summaries, headings, questions, and lists for organization, sequencing, and structure.

- Short sentences and simple vocabulary will enhance comprehension.

- Use Readable Text

<table>
<thead>
<tr>
<th>Good Text</th>
<th>Bad Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
<td>Chiller</td>
</tr>
<tr>
<td>Courier</td>
<td>Curlz</td>
</tr>
<tr>
<td>Calibri</td>
<td>Freestyle</td>
</tr>
</tbody>
</table>
Using Message Design Effectively

- Use illustrations to contribute to a message.

- Keep table and graphs simple, especially for low-ability learners.

- Make sure graphs and charts flow naturally for easy reading and understanding.

- Use Clear Layouts
Use with Caution....

- Nonstandard typefaces
- CAPITOLS
- *italics*
- **underlining.**
- **Color and contrast**
- **Cartoons**
- Long Sentences

Good Example of Contrast and Color

Bad Example of Contrast and Color
Recap

Simpler is Better!

Less can be More!
References


• Chapter 17 in Anglin’s BOOK 2nd EDITION: Message Design-Issues & Trends by Grabowski