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Samples of Work

'Cognitive Overload Theory' Using GRID SYSTEM



It is **effective** to speak to a diagram because it presents information in a **different** form.

However, it is not effective to speak the **same** words that are **written**, as cognitively it puts too much load on the mind, and **decreases** the audiences ability to **understand** what is being presented.



Professor John Sweller

Faculty of Education

(Educational Psychologist, who formulated the influential theory of Cognitive Overload)



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How to Create a Visual Slide

3 Steps to Eliminating Bullet Points With 'Slide Story Structures'

STEP 1: TAKE TRADITIONAL **LOW IMPACT** BULLET POINT SLIDE (DETERMINE KEY WORDS)

Bullet Points = Low Impact & Ineffective

- Presentations That Sell Aims to **Change** How You Think About Presentations
- Presentations That Sell Uses Common **Cognitive** Techniques
- Presentations That Sell Uses **Real Life** Examples to Aid Understanding
- Presentations That Sell Implements a Wide Range of Presenting **Techniques**
- Presentations That Sell is **Customised** with a Diverse
- Presentations That Sell Provides **Action Plans** for You

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STEP 2: ELIMINATE ALL THE **UNNECESSARY & REDUNDANT** TEXT (DETERMINE CORRECT ORDER OF WORDS)

Low Impact & Ineffective With Audiences

Change
Cognition
Real Life
Techniques
Diverse
Action Plans

85% Reduction In Text

High Impact, Effective & Easy For Audiences

Change Cognition 'Real Life'

Techniques

Diverse Action Plan

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STEP 3: CONVERT SLIDE TO **HIGH IMPACT** VISUAL **INFORMATION GRAPHIC** (SLIDE STORY STRUCTURE USING A GRID SYSTEM)

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