



**METHODIST**  
COLLEGE | KUALA LUMPUR  
*Veritas Vincit Omnia*

# Mind Science for Effective Multimedia Presentation

*A practical approach based on Mayer's Cognitive Theory of Multimedia Learning*

This workshop trains you to design compelling MS PowerPoint presentations based on Mayer's Cognitive Theory of Multimedia Learning, a mind science solution for effective multimedia presentations. By applying the theory's multimedia principles, you will be able to design and present a multimedia presentation that is in sync with how the brain processes incoming information.

This multimedia presentation approach will help you present and increase your audiences' attention by helping you manage distractions while you encourage surface learning and foster deep thinking. By attending this workshop, you will learn how to apply this mind science solution to improve your multimedia presentation designs and elevate your presentation skills to the next level.

**DURATION**

**2 Days (9:00 am – 5:00 pm)**

**NO OF PAX**

**20 pax/class**



## LEARNING OUTCOMES

- 1** Recognise the significance of mind science for multimedia presentation designs
- 2** Describe Mayer's Cognitive Theory of Multimedia Learning and its multimedia principles
- 3** Apply multimedia principles to design effective presentation slides
- 4** Analyse presentation slides, identify weaknesses and recommend improvements
- 5** Design impactful multimedia presentations to elevate your presentation skills to the next level

# TOPICS

## Understand How the Brain Works

- A. Fundamental theories on how the brain learns
  - Dual Coding Theory (Paivio)
  - Cognitive Load Theory (Sweller)
  - Generative Learning Theory (Wittrock)
- B. How does working memory works
  - Extraneous processing (Cognitive Noise)
  - Essential processing (Surface Learning)
  - Generative processing (Deep Thinking)

## Apply Cognitive Theories and Multimedia Principles in Multimedia Presentations

- A. To prevent information overloading by reducing cognitive noise (visual and audio)
- B. To manage, guide and encourage surface learning
- C. To foster deep thinking and encourage greater understanding

## Create Engaging Multimedia Presentations using MS PowerPoint

- A. Putting it all together, where the rubber meets the road
  - Review the principles of multimedia presentation
  - Group activity to enhance understanding
- B. Take control of multimedia features in MS PowerPoint
  - Enhance MS PowerPoint slide designs
  - Walkthrough animation features
  - Multimedia tips and tricks with MS PowerPoint
- C. Hands-on practice
  - Analyse and redesign your PowerPoint presentation based on mind science
  - Critical review and feedback
  - Design multimedia video lessons
  - Design interactive multimedia-based lessons

## WHO SHOULD ATTEND

Presenters, Managers, Trainers, Executives, Lecturers and Teachers

## PREREQUISITE

Basic MS PowerPoint skills

## EQUIPMENT

Laptop installed with MS PowerPoint 365



## TRAINER PROFILE

### — Dr Gerard Boey

Dr Gerard Boey is currently the Principal cum Academic Dean at Methodist College Kuala Lumpur.

He has over 28 years of combined work experience in Engineering, ICT, and Education. He has developed various training programmes for teaching and learning, conduct talks, and workshops. On many occasions, he has trained executives, adult learners, schoolteachers, lecturers, and postgraduate students on Mind Science for Effective Multimedia Presentation to improve their multimedia presentation design skills using MS PowerPoint.

Dr Gerard Boey is a graduate of TARUC and received his BS Microelectronics/ Computer Science from Campbell University, USA, MSc in Systems Engineering from Cardiff University, UK and Doctor of Education (Educational Technology and Multimedia), EdD from Universiti Sains Malaysia, Penang.