Interactive Learning through Visual Communication- A Multimedia Tool

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Abstract:

➢ *In this COVID-19 -19 situation, when it comes to learning, no matter what the current situation is. Whether teachers follow online teaching method or blended approach, the process of teaching-learning goes on and is inevitable. The lesson is a lesson regardless of its location and it always involves an exchange of information, communication, and active interaction between teachers and students. Visual communication and interactive learning are key to help the teachers achieve their pedagogical goals and engage the students productively. And the prime objective of this research is to highlight the importance and benefits of visual communication as a learning tool in teaching. Interactive learning through visual communication will allow us to implement creative and innovative ideas to make the teaching-learning process more interesting. Additionally, education trends combined with technology can help the teachers incorporate rich interactive experiences in teaching methods and achieve desirable results. A detailed survey method has been adopted to understand the importance of using visual communication as a learning tool and the outcome claims that using visual communication as a learning tool adds more value and clarity to the lesson and make the overall teaching a more enriching experience. Educators will bring learning materials to life using interactivity making the class fun and engaging while increasing the participation rate among students.*
Keywords: Interactive Learning, Visual Communication, Pedagogical Goals, Multimedia Tool

C Literature Review:

"Visual Communication: Design Studio Education through Working the Process", (Fatos Adiloglu, 2011) studied teaching and learning approaches for educators through developing cognitive process in the visual form as a creative process for the students.

According to Khadimally, S. (2016), visual communication tool applied in pedagogy, plays a crucial role in active learning as well as helps the teachers to deliver their content to learners in a very effective manner. The author also discussed that learning through visual communication engages the students or learners or users to participate in learning activities with a higher cognitive approach.

"Use of Multimedia as a New Educational Technology Tool-A Study", Malik, S., & Agarwal,
A. (2012), has focused that for anytime and anywhere education through multimedia tool helps to reach the unreached as well as improves the educational process through saving time and delivering more quality teaching and learning to learners.

According to Kalina, I., Aydarov, R., & Aydarova, A. (2019), Visual communication is a more powerful tool to transmit the educational information in physical education and it empowers the educational process in physical education through using e-learning models.

"Preparing Teachers to Use New Media Visual Communications in Education", Yarkova, T., Cherkasova, I., Timofeeva, A., Cherkasov, V., & Yarkov, V. (2017), studied the impact of visual communication on

educational process and as well as studied the pedagogical potential of visual communication. In this paper, the author has highlighted the influence of new media technologies on the educational process and the attitude and opinions of teachers towards adopting the visual communication new media technology in academic teaching.

According to Almara'beh, H., Amer, E. F., & Sulieman, A. (2015), "The Effectiveness of Multimedia Learning Tools in Education", Multimedia tools used in teaching are effective tools that enhance the quality and speed up the learning process. This paper focuses on adoption of multimedia tools in teaching which makes the learning process more flexible in term of time and space and increase the interaction between students and teachers.

Jewitt, C., Kress, G., Ogborn, J., & Tsatsarelis, C. (2001), explored the learning approach through visual, actional, and linguistic communication, and according to the author, visual communication is a medium to transforming the education process from speech and text to image.

Introduction:

Visual Communication: The Power of Images

Visual communication is the transfer of an idea, message, or a piece of information through visual means such as pictures, signs, and symbols. Everyday symbols that we see on daily basis including the logos is known as Visual Communication. Social Media is a part of visual communication and applications such as Instagram, Snapchat those are some of the best examples of the same. Leaflet, Brochures, Fliers anything you pick up and read, or if you look at any picture on those platforms are all the part of visual communication. Visual communication isa powerful tool that has fascinating facts, pictures and images that process 60,000 times faster than words and people can remember 80 percent of what they see and only 20 percent of what they read and 10 of what they hear. According to a study conducted by Microsoft, the attention span of the average consumer is just 8 seconds.

Effective visual communication has the power to capture attention, influence the emotions of the audience, move your reader to action and simplify the complex idea, and increase trust and credibility. Visual communication combines utility and with a beautiful design that means that it may be nice to look at the media composition which could be a flyer, a social media post, or an ad, fulfills its intended purpose. Using images to convey a message or idea may not always be a substitute for text but a picture can convey a complex message much more effectively than mere an explanation or a description. Visual communication tools can also be used in teaching to sharethe content of the curriculum effectively to the students. Our brain craves visual content as opposed to literary content. This is because we can process the data faster with images and there is a certain entertainment value associated with looking at pictures. Visual based content on social media has become a massive deal and that is where the attention is even more so than a television.

Additionally, Photography plays an important role when it comes to visual communication. Its ability to quickly deliver a message, a scenario, a mood, or a feeling is what makes it an important piece of the communication puzzle.

Benefits of Interactive Learning Using Visual Communication

There are five main reasons which add value to teachers' work and encourage them to implement interactive learning sessions through visual communication. Firstly, it increases interdependence that makes the learning method easier to understand and to process teaching to the next level by distributing information in interactive layers to break it down for the students. This way, students can choose how they would like to explore the information. This helps increase student motivation to learn as well as their autonomy and participation both in and outside the classroom. The second key point is it creates new pathways for learning regardless of teaching style. This also allows breaking the structure of more classic structures and lines.

Visual communication cuts through the noise-making visual elements and ensure the students' performance effectiveness in communicating and creating incredible learning experiences.

The third point is engaging the students create an immersive environment where teachers' message can captive its audience. By conducting role play and quiz activities in the lesson, teachers can add more value to their teaching-learning process.

The fourth point is of course making information memorable. Making learning materials memorable and significant is actually easier than an interactive environment which not only just engage students in the moments but achieve a lasting impact as well. Our students can browse through the material and that virtual exploration makes it easier to remember. Digital Tools allow us to create interactive spaces in which you can insert all your favorite tools to enrich your online and blended teaching experiences. Interactivity through visual communication can create interesting communication experiences that help us connect any space and present information inits context. Maximizing memorization, critical thinking, and creativity, in turn, increase participation, Customized learning, and class motivation.

What is interactivity useful for:

Sometimes it is hard to communicate successfully with students when teachers have to adapt model blended or mixing learning. An interactive multimedia tool like visual communication is useful in personalized to personalize learning. In some cases, it can be used to evaluate the previous knowledge of the students by conducting any quiz or other activity on a previous topic. To evaluate the knowledge additionally, a short self-correcting quiz can be given to the students during the class and beforehand that can help the teachers to identify the most frequent misconception that students may have and then the teacher can address them accordingly. It also can help to strengthen concepts and by ending the lesson with game-based activity is one such example. To exemplify, an activity too can be proposed to check comprehension with an interactive quiz where students must locate each body part either using a phone, a computer, or a tablet to solve it. This could also help teachers obtaining valuable information for teachers on how much students have understood the lesson that was taught by them.

How to apply Interactive Visual Communication:

There are two tools that allow the teachers to take interactive visual communication with the audience in day-to-day activities. First, is wooclap, it is an online platform for creating interactive questions that can engage the students during the online and in-person lessons. Wooclap tool is also quite user friendly, interactive and can become a part of teacher's toolbox as they answer questions during their presentations and other genial creations as teachers see these quick surveys and quizzes helpful to keep students' attention in class and to ensure they have understood the materials that teachers have covered and of course increase their participation during the learning session. The second is Genially, the leading platform for creating interactive content that brings your lessons to life and allows anyone to create stunning content that is interactive and animated. It is mainly depending on user's will to explore and creativity as how they use these interactive tools together for effective communication that is visual and interactive. Using powerful interactive tools like book club and inserting them in general can help the teachers to keep all daily instructional materials in the same place which is much easier than having those different links.

Video Communication Tool for Online Educators

Zoom is obviously a massive online platform and there is an application that you can fill out to get a free zoom account for your college. The big blue button is another online platform that is immensely popular as well as adobes connect and Google meet being some of the really popular ones that are heavily integrated into the Google classroom and Google suite for education.

There are exceedingly well-known upcoming tools that you can use in addition to these video communication tools. One is called Wevideo and this is the modern classroom, however, it is notcomplete

without a collaborative website that allows you to put together videos as a group and Wevideo does this very well. That is often hard to accomplish when students are being educated through distance learning mode. Vynchronize create an online room in which you can watch videos online while chatting with your viewers at the same time. It is remarkably similar to wevideo and you just go to the site and create a chat room to watch videos online with your students. Within that room, you can play videos from YouTube and watch them together within that space. These tools have some interesting additional features to pause, rewind, and fast forward videos. Now turbo note is another one which is a chrome extension that allows you to take notes while watching videos so teachers can take those notes and students can watch these notes in the turbo note extension. In a turbo tube, any notes writing by the students are automatically time-stamped and the notes can be edited while the video is being played. This is great if students are in video production or creating videos themselves. In this tool, you could watch their videos and provide time-stamped notes. Here are a couple of interesting tools for executing grading and quiz style activities in the classroom. Kahoot is an online quiz, a kind of voting scenario where you turn quizzes and tests into a fun game. These tools have a gamified ability to do that. It is probably the most popular in the education space is called crowdpurr which has different ways to make learning fun via quizzes and styles. Teachem is a service that uses the TED ED model of creating a lesson based on a video. On teachem, facility is provided to the teachers to build the courses in the form of a series of videos hosted on YouTube. Teachers can write questions and comments in a "flashcard" that are tied to specific parts of each video and display next to each video. TES Blendspace makes it easy for teachers where in a visual formats educational notes can be organized and shared with the students. On TES teach through videos, links, images, and files around any topic of your choice.

ytCropper lets you share just a portion of a YouTube video by specifying the start time and end time of the video that you want others to see. To do this simply, go to the ytCropper then paste in the URL of the YouTube video that you want to share. Once you have done that you can specify the start time and end time of the portion of the video that you want people to watch. ytCropper will generate a link to the cropped version of the video. Share that link to have people watch your specified portion of the video.

Safeshare. tv makes it possible to view Youtube video without displaying the related videos and associated comments. To use SafeShare.tv simply copy the URL of a YouTube video and paste it.

Objective:

➢ To highlight the importance of visual communication tools in teaching.
➢ To highlight the benefits of visual communication tools in teaching.

Research Methodology:

To make this research successful, the questionnaire has been developed and distributed among the 50 faculty members and 50 students of different departments like Hotel Management, Mass Communication, Management, MSW, Nursing and BPT, etc., of Tilak Maharashtra Vidyapeeth,Pune campus.

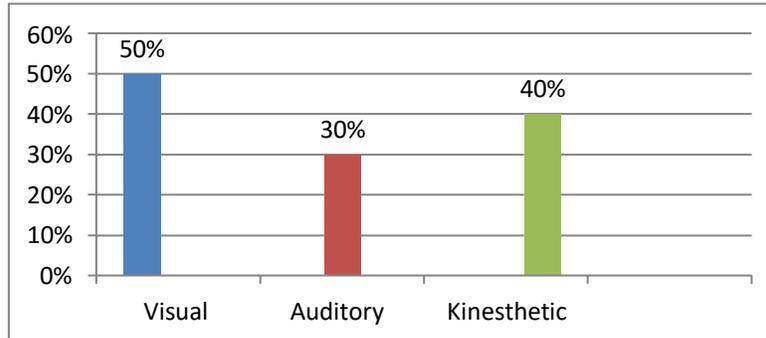| Participants	Number	Age Category
Faculty	50	30-40
Students	50	20-25

Data Analysis:

Figure 1: Multimedia Tool: Improving the Quality of Teaching

From the above graph, it has been analyzed that 50 percent of respondents are in the favor of adopting visuals as a learning tool in the education process.40 percent of respondents agree that kinesthetic can be used as an interactive tool in the classroom to improve the quality of teaching. However, 30 percent respondents are in favor of auditory learning.
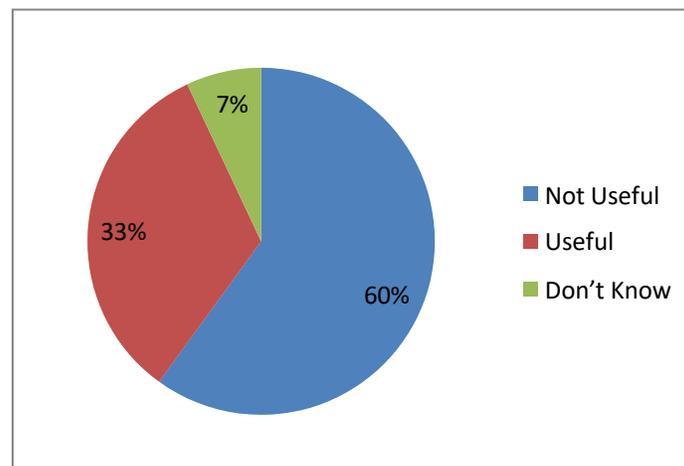

Figure 2: Impact of Applying One Learning Style (Visual, Audio, Kinesthetic)

From figure 2- majority of respondents strongly agree that applying anyone learning style from visual, audio, and kinesthetic in the classroom is not always useful for the learners because one platform is never sufficient to provide the full information. 33 percent of respondents agreed that the adoption of one learning style is more useful and helps focusing more on information instead of applying a different learning style.
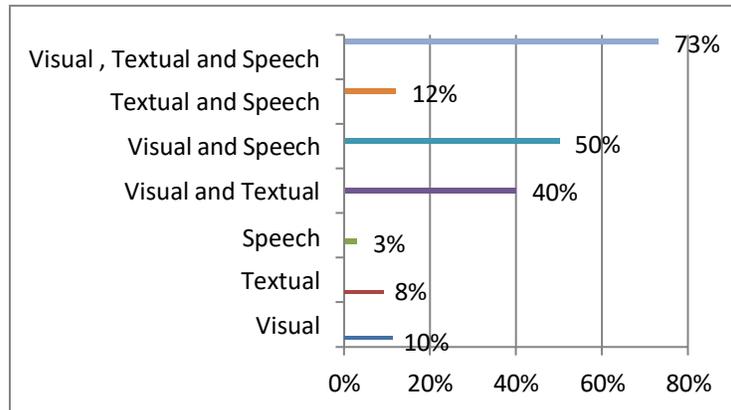
Figure 3: Impact of Visual, Speech and Textual Information on Learning Process

From figure 3, it has been observed, 73 percent of respondents agree that a combination of visual, textual, and speech adopted in the classroom is a more effective way to make the learning process highly interactive. 50 percent of the respondents are in the favour of adopting the combination of visual and speech and 40 percent of respondents lean towards the combination of visual and textual learning method in transforming the speech and textual information into images. Very few percent of respondents agreed that learning through individual visual, speech or textual methods is not sufficient to share the information.
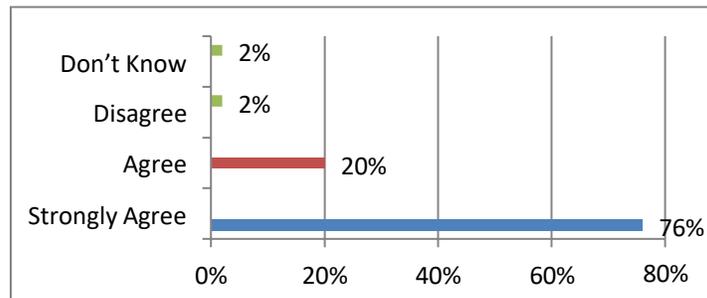
Figure 4: Effective Role of Visuals in e-learning Environments

From figure 4, it has been revealed that 76 percent of respondents think that visual communication plays a remarkably effective role in an e-learning environment where students get flexible exposure to interact with teachers and to upgrade their learning skills.
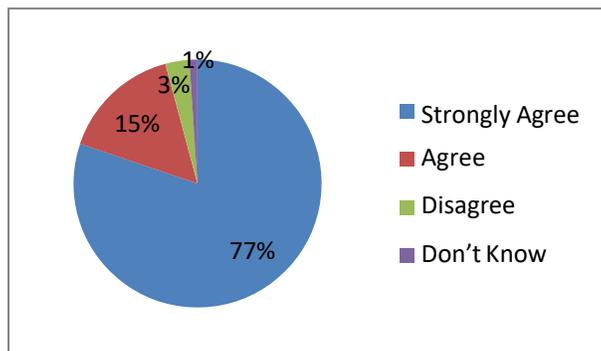

Figure 5: Teaching through Visual Communication Technology: Motivation for theStudents to

Quick and Effective Learning.

From figure 5 it has been observed that 77 percent of the respondents strongly agree that learning through visual communication motivates the students to learn the language quickly and effectively.
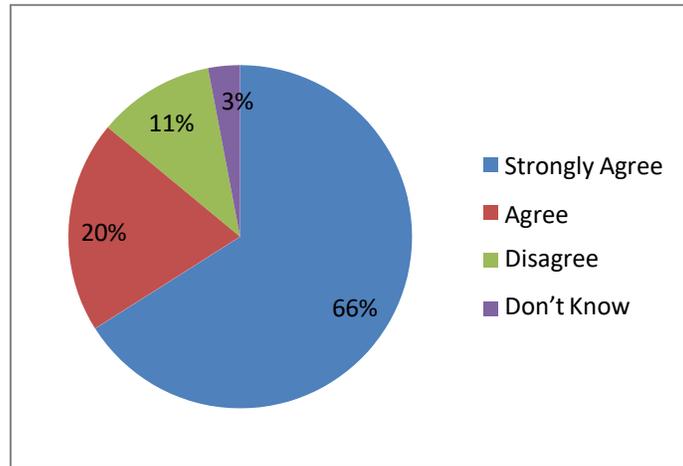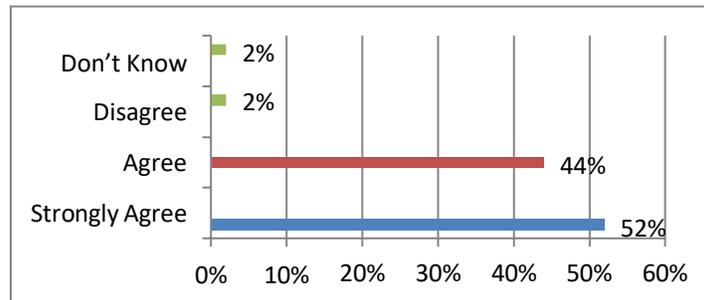

Figure 6: Teaching through Visual Communication Technology: **Carrying for "students' future competitiveness at the Workplace**

From figure 6, it has been observed that 66 percent of respondents sharply agree that teaching through Visual Communication technology helps to integrate teaching and learning and provides the students greater incentives, carrying for "students' future competitiveness at the workplace.

Figure 7: Teaching through Visual Communication technology: Improving Teaching Contents

From figure 7, it has been observed that 52 percent of respondents agree to it firmly that Visual Communication helps improving teaching content and 44 percent of respondents think that teaching through this technology in classrooms improves teaching contents and makes the best use of classroom time.
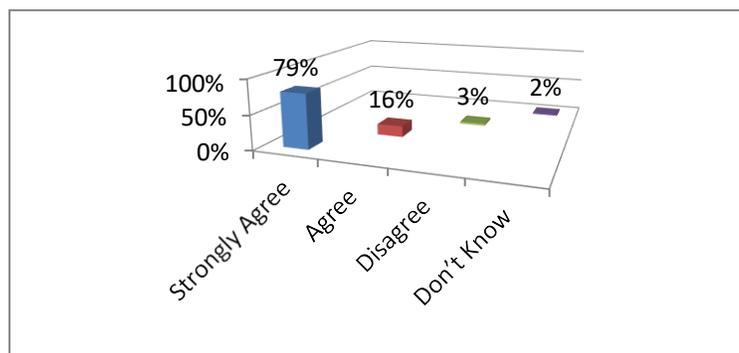
Figure 8: Use of Visual Communication Technology: Creating a Favorable Environment for Teaching

From figure 8, it is clearly understood that 79 percent of respondents strongly agree that the use of Visual Communication technology in the classrooms creates a favorable environment for the learning process.

Figure 9: Teaching through Visual Communication Technology: Lacking Interaction between
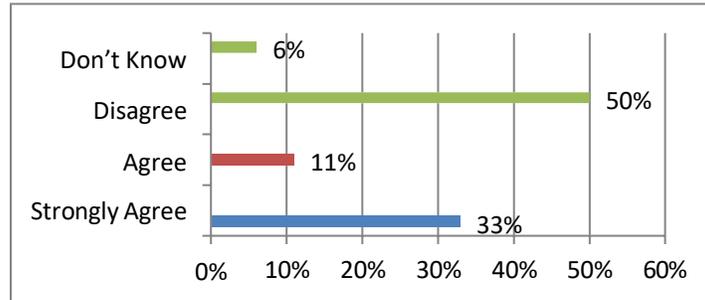
Teachers and Students

From figure 9, it has been observed that only 33 percent of respondents strongly agree that using learning through visual communication creates a lacking of interaction between teachers and students, whereas around 50 percent of respondents disagree that the adoption of visual communication technology in teaching creates a lacking interaction between teachers and students.
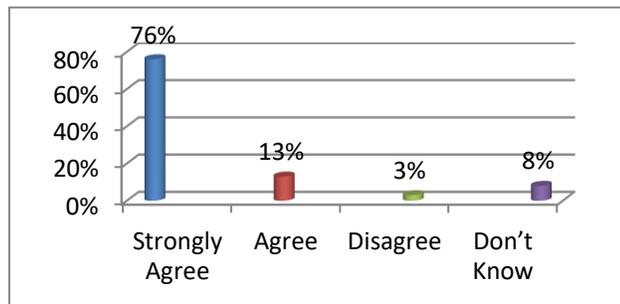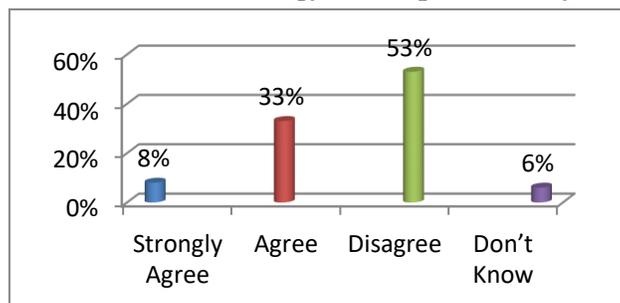

Figure 10: Use of Visual Communication Technology: Making the students Understand the Content Easily.

From figure 10, it is to note that 76 percent of respondents opine that the use of Visual Communication technology in teaching makes the students understand the content easily, nonetheless, their abstract thinking would be restricted, and thereby their logical thinking would be faded away.

Figure 11: Use Visual Communication Technology: An Expensive Way of Conducting Classes

From figure 11, it has been observed that 53 percent of respondents disagree that the use of visual

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communication technology is not an expensive way of conducting classes, only 33 percent of respondents agree that the use of visual communication technology is an expensive way of conducting the classes.

Conclusions:

From analyzing the above graphs, it has been concluded that in today's digital era the adoption of visual communication in the learning process is a highly effective and interactive tool as it aids comprehension, also makes virtual session's appearance more attractive and interesting to the learner. Though, according to the survey, some respondents find teaching through visual communication could be expensive and compresses the horizon of learner's imagination and is also a time taking task while planning a lesson, the merits clearly outweigh the demerits opined by most of the respondents. Additionally, visual aspect helps teachers making their lessons more interesting and fun, especially while delivering the content to the learners. The use of visual communication in the learning process improves the cognitive process of the students as well asit provides more flexibility for the students and teachers to interact with each other.

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