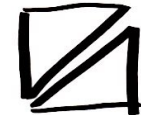
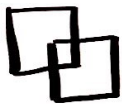
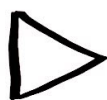
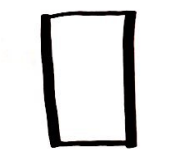
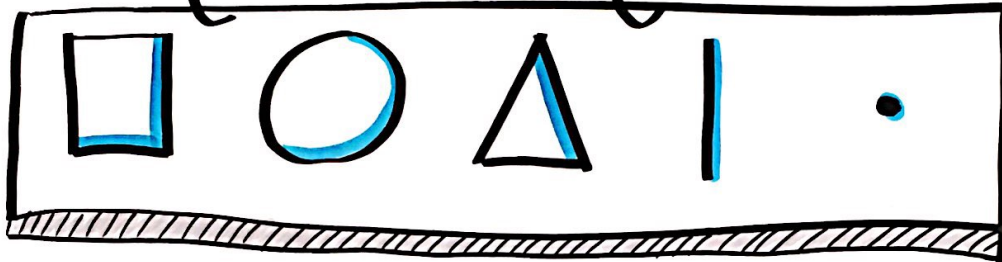
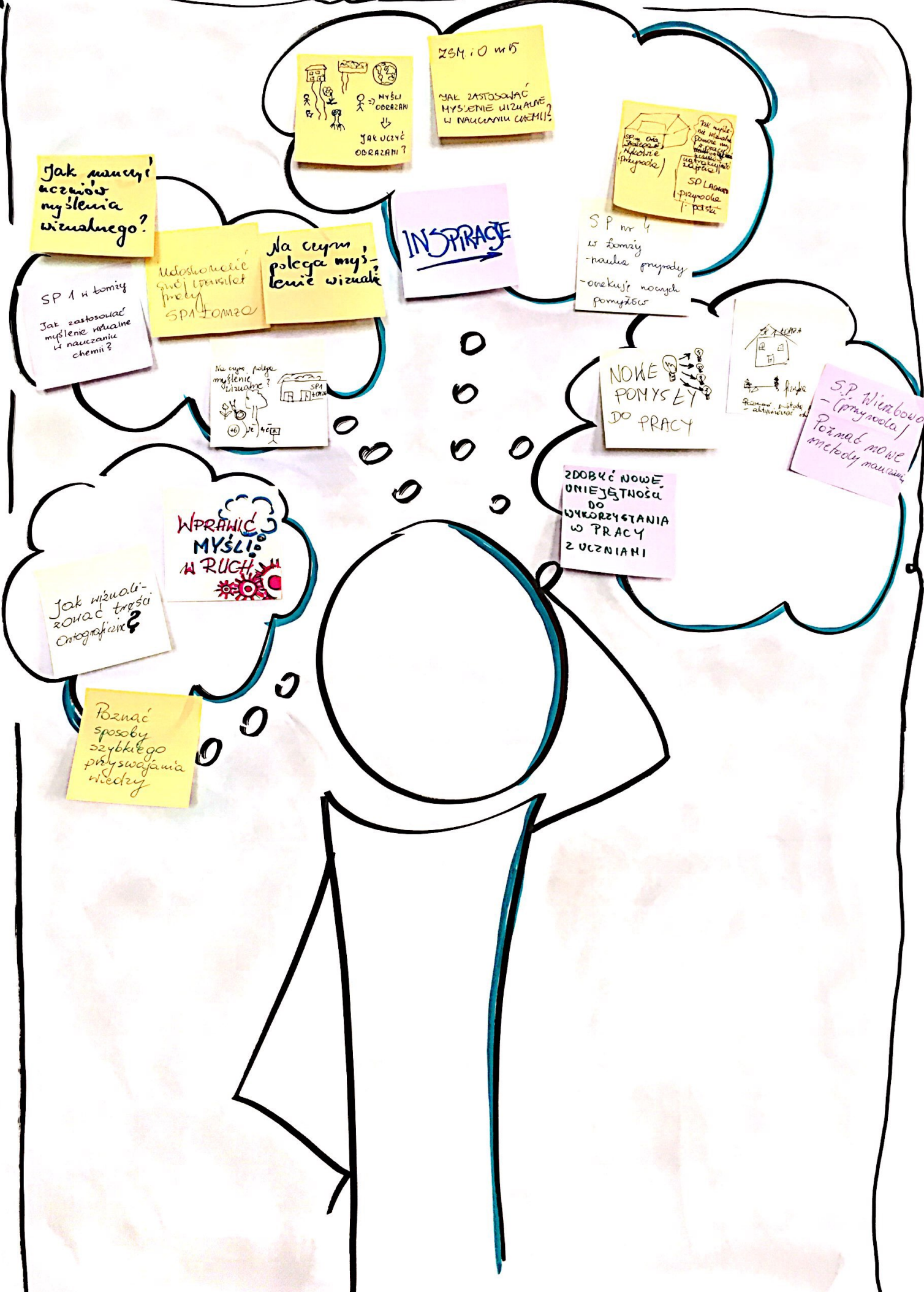


ALFABET

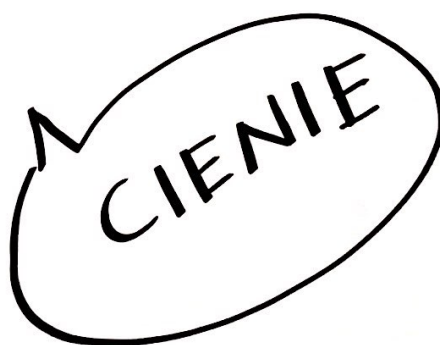
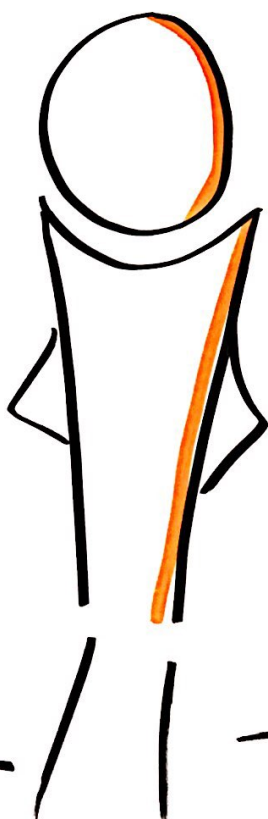
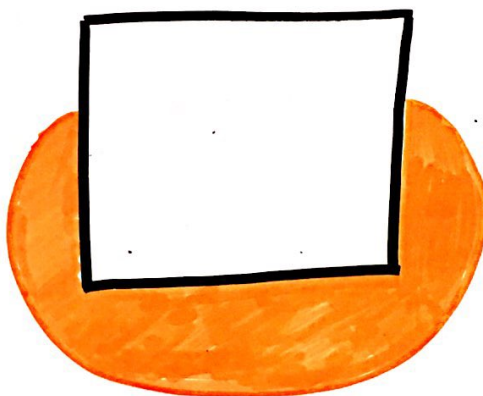
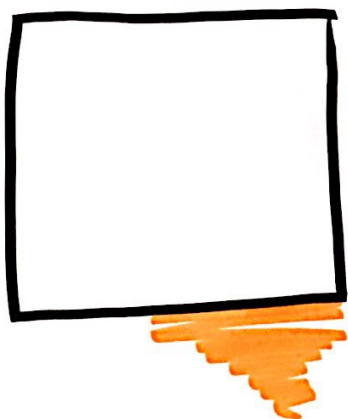
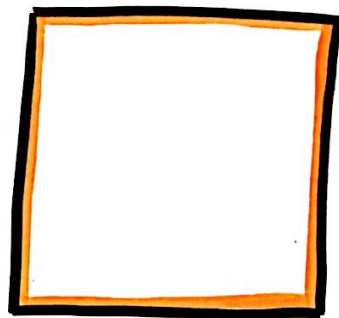
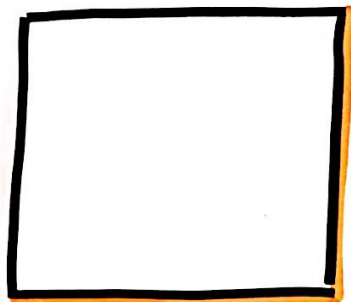
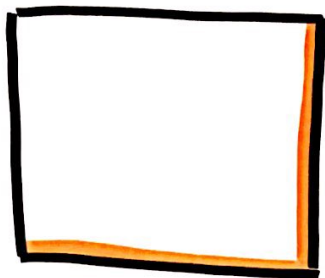
WIZUALNY



KZM





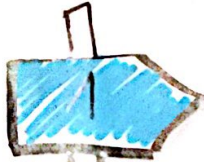


K2M

DLACZEGO



MYŚLENIE WIZUALNE?



EWOLUCJA RYSUNKU



TEORIA PODNÓJNEGO KODOWANIA

A. PAIVIO
XXV.



WERBALNY

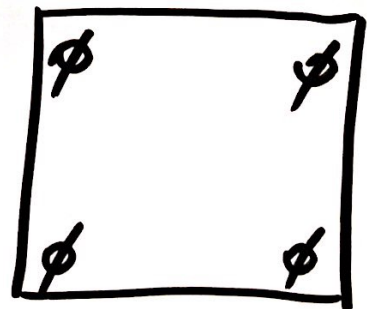
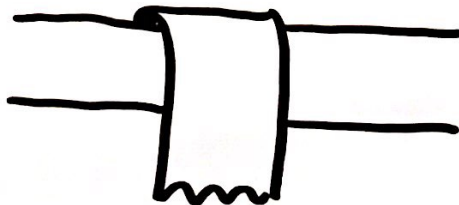
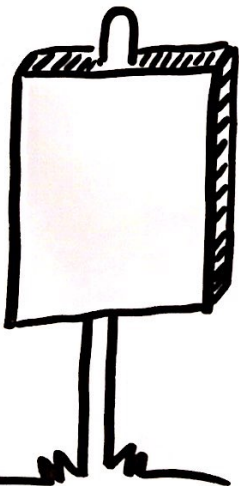
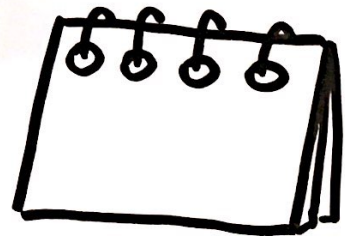
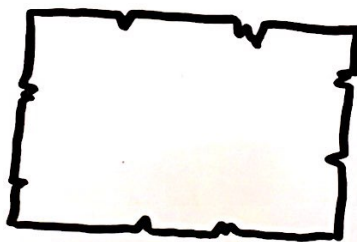
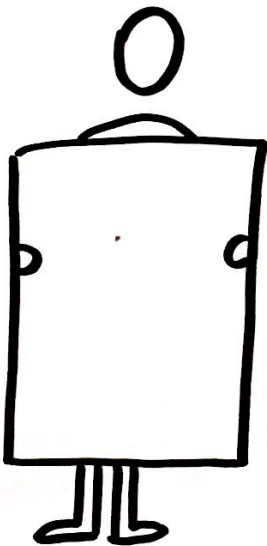
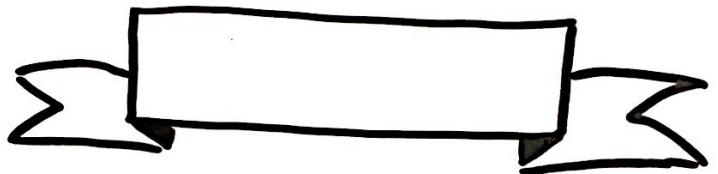
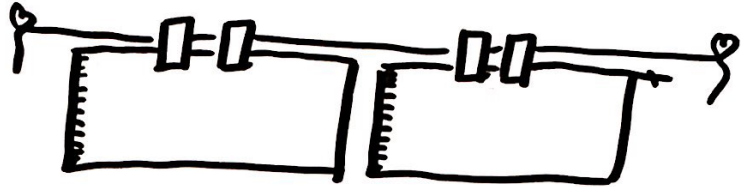
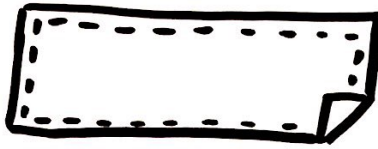
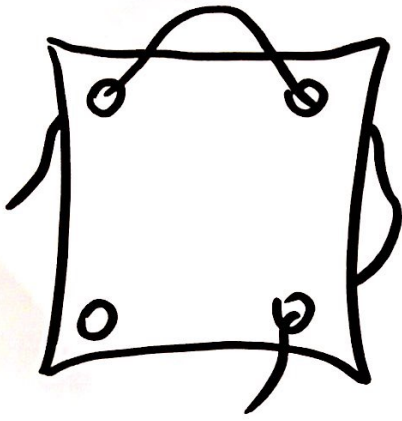


NIENERBALNY



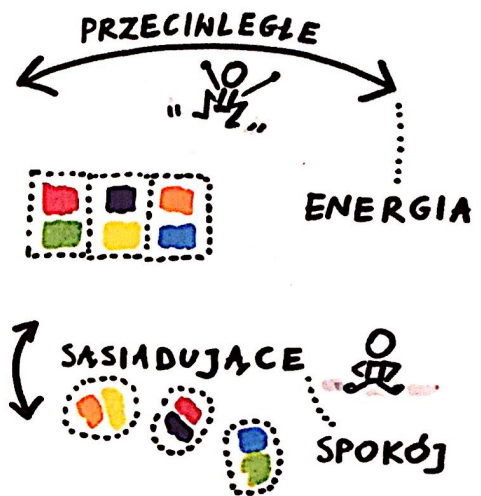
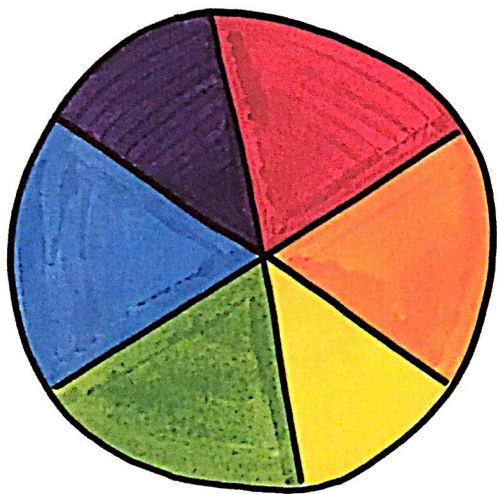
MYŚLENIE WIZUALNE ODN — K2M —

NAGŁÓWKI / PODTYTUŁY

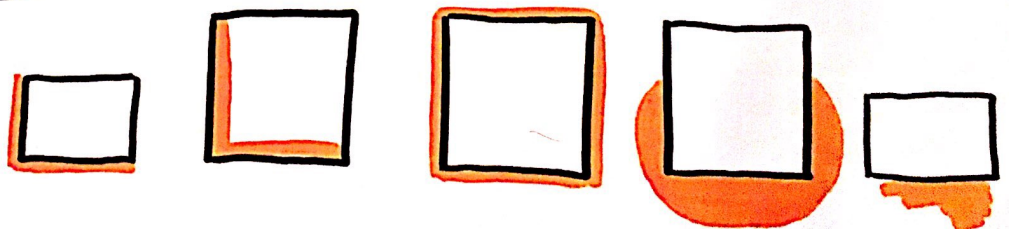


MYŚLENIE WIZUALNE ODN — K2M

KOŁO BARW



NEUTRALNE



KAT 2M



ROZMOWA



SZEPT...



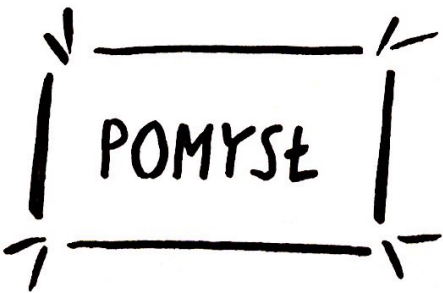
INFORMACJA



MIŁOŚĆ



MYŚLI
MARZENIA



POMYSŁ



ZŁOŚĆ

3

DOODLING (BAZGRANIE)



↑ KONCENTRACJA

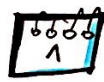
↑ ZAPAMIĘTYWANIE

↑
29%

4

BADANIA JOHN MEDINA

po 3 dniach



↳ TYLKO TEKST →

10%

↳ TEKST + OBRAZ →

65%



5

POLISENSORYCZNE

POPRAWA
KONCENTRACJI

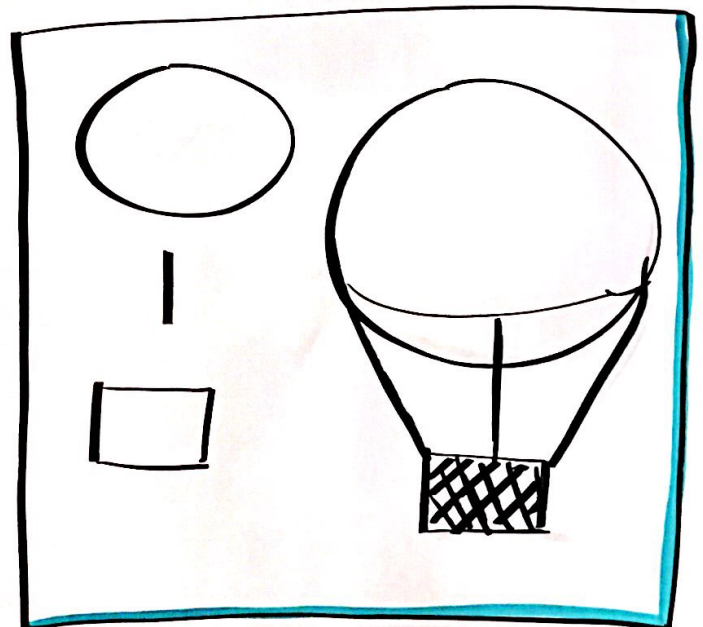
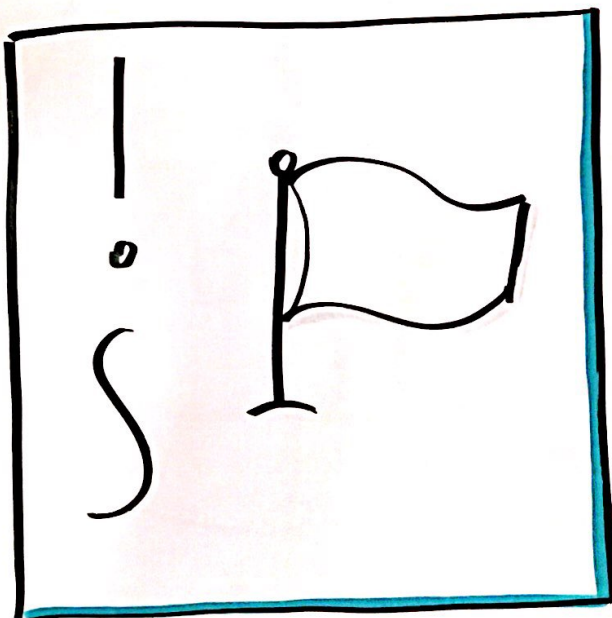
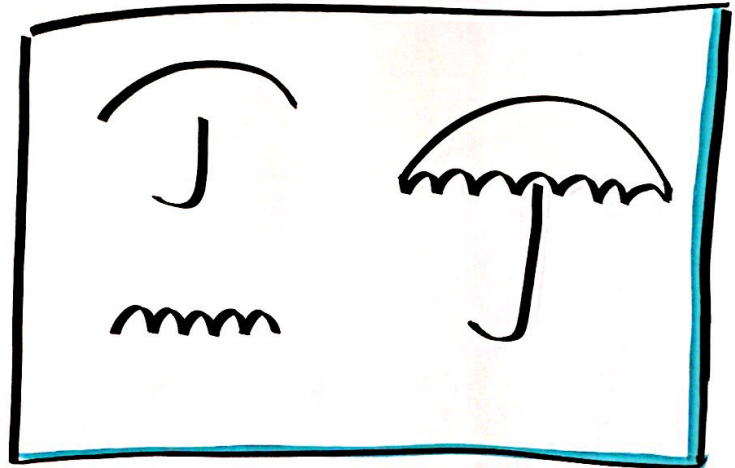
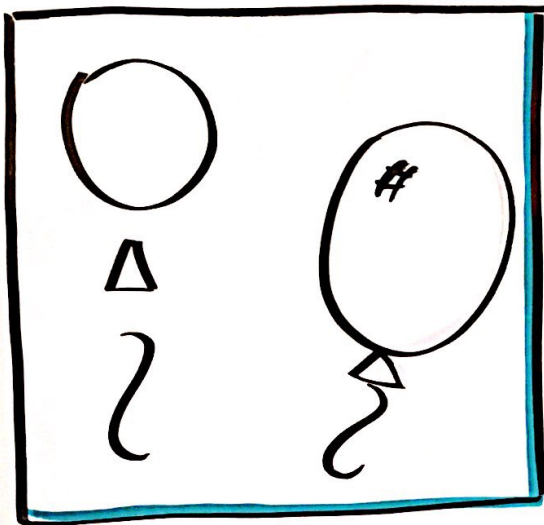
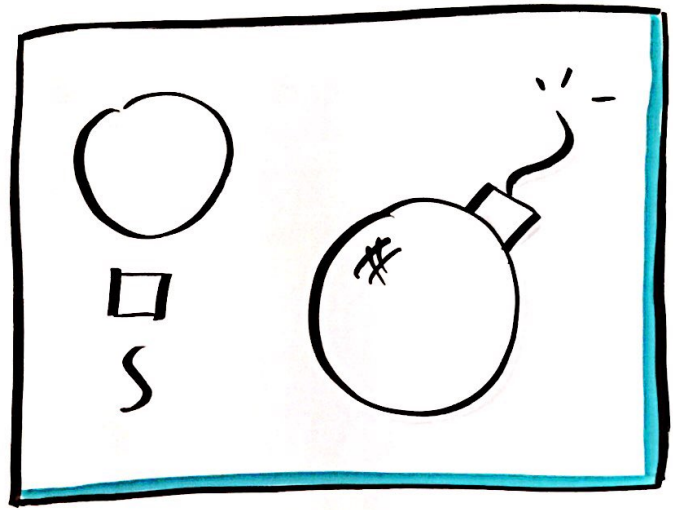
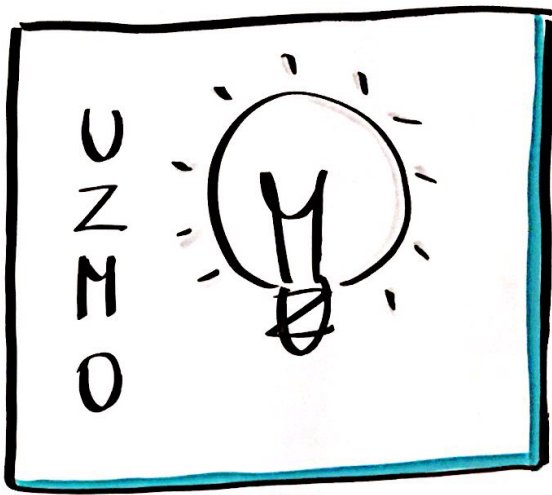
OBRAZ + TEKST

WZMACNIA
PRZEKAZ

ANGAŻUJE
EMOCJE

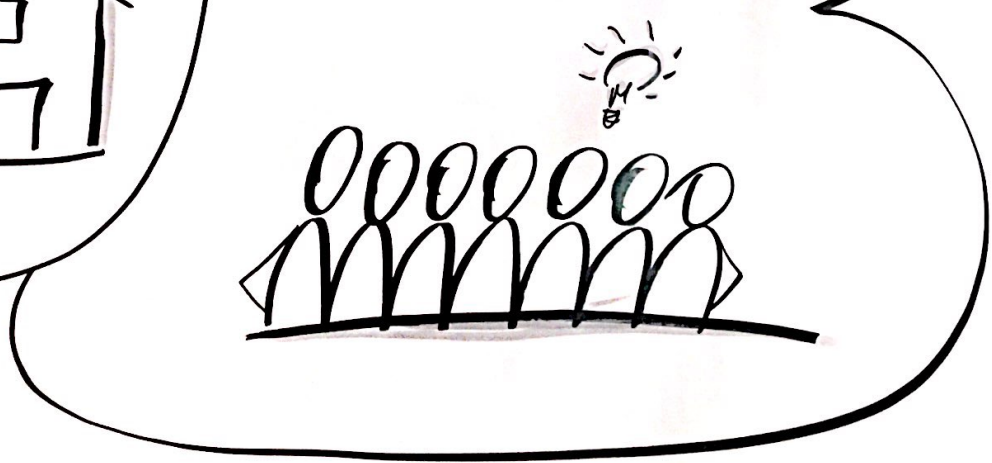
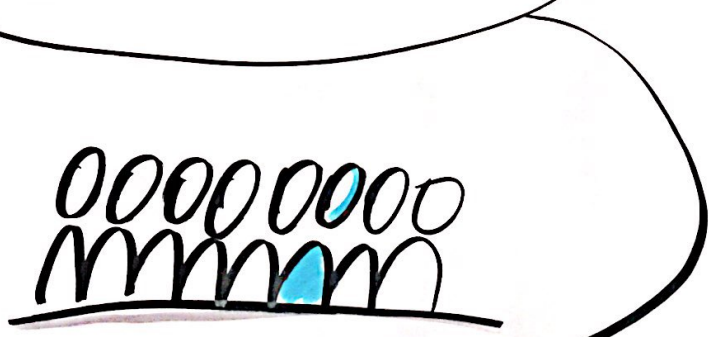
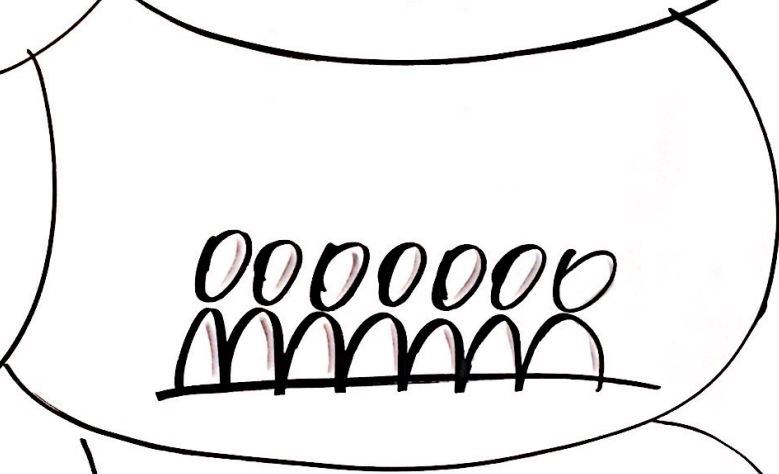
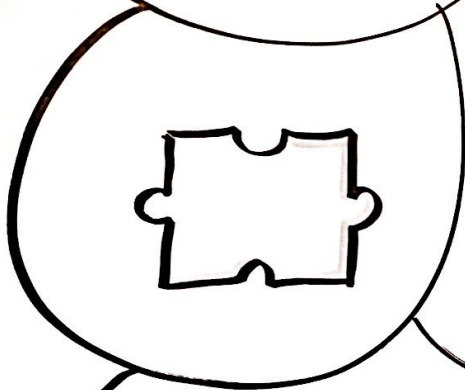
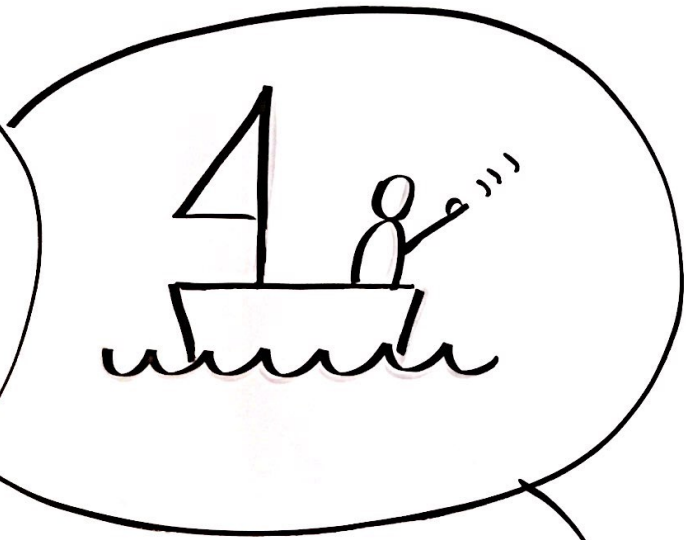
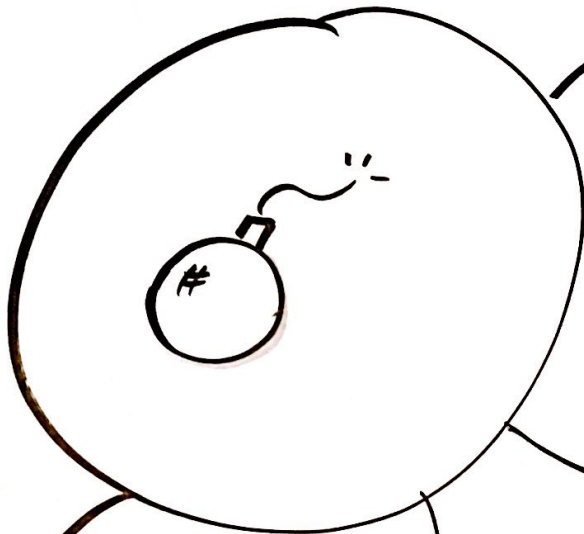
KODOWANIE
INFORMACJI

MYŚLENIE WIZUALNE OPN — KZM —



ALFABET NIZUALNY - PROSTE IKONY

! MNOGOŚĆ ZNACZEŃ



MYŚLENIE WIZUALNE ODN — KZM —