

The Three E's of Comics in Education

(originated by Josh Elder, Comics Ambassador and Founder of the nonprofit Reading With Pictures)

Engaging

Comics require readers to actively engage in making meaning from text and images.

Efficient

The comic format conveys a great deal of information in a short time.

Effective

Processing text and images together leads to better recall and transfer of learning.

Research Shows

Students who read text and images together:

- have better attitudes toward learning
- recall information more effectively
- transfer their learning to new problems

Comics in the Subject Areas

- Comics can make "boring" information more engaging.
- Factual information, academic vocabulary, and concepts are presented in context. The images provide detailed context/setting and visual representation of people, events, objects.
- Images can prompt emotional reactions in the reader.