

### Conceptual Basis for the Study

This study examines the effectiveness of visuals used in distance education. The researchers rightfully argue that distance education is on a rapid growth curve and the technology that supports distance education is crucial to its success and effectiveness. Visuals certainly have the capacity to hinder or enhance instructional effectiveness, and the researchers suggest that current recommendations for the design of instructional visuals are contradictory. This conceptual basis for this study could be significantly strengthened by including specific research findings and recommendations from the literature and by providing a conceptual model that depicts the pertinent variables at work in explaining visual effectiveness in learning contexts.

### Procedural Considerations

A volunteer sample of 100 teachers, undergraduate and graduate students, and prospective freshmen and their parents provided data for the study. Careful procedures were used to ensure consistency with respect to physical aspects of the analysis of visuals by subjects. No reliability or validity information was presented for the researcher-developed instrument. Additional information on how subjects viewed the visuals (e.g., group versus individual, time allotted, etc.) would be useful for replication studies. The researchers are encouraged to review their data analysis narrative to more accurately present the use of Pearson correlations for examining relationships and ANOVA for examining group differences. The results of these analyses were not included in the paper. Several statements in the findings section may also need to be modified for clarity ("As distance increased, the preference to the font size decreased."). Would the type of projection unit affect the subjects' assessment of the visual samples?

### Contributions to the Field

This study further supports the use of sans serif fonts for visuals. Dark backgrounds with white or yellow lettering were the more preferred combinations. Would the recommended font sizes (36 to 54) vary by the distance seated from the projection? Instructors may want to consider the findings of the study when preparing visuals for a distance or multimedia learning environment.