The advantage of a colourful learning

Impact of colour in learning

Being the most relevant visual experience for humans, colour is a decisive factor in a learning and educational setting: it highlights, stands out, enhances human memory and conveys messages. It influences the way students perceive, pay attention, remember, think and understand the lessons, facilitating the learning process.

The application of colour in worksheets or hand-outs used in the classroom or for homework can for sure boost school enrollment, attendance and success. Why not capitalizing on its value?

43% of students in grades 3-12 receive worksheets or hand-outs for class every day (33% for homework).

A very high percentage of students say few or none of the copies have numbers (82%), words (79%), pictures (72%), graphs or charts (69%) in colour.

42% of students wish learning was more exciting.

70% say it would help make homework more fun to do.

77% believe that paper copies with words or pictures in colour would:

- help make their schoolwork more interesting;
- facilitate focus on what is important;
- make it easier to remember what they read or saw.

85% say the number one potential benefit is the greater ease of understanding information on graphs or charts.

There is little or no information in colour

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Subjects in which colour usage would help students learn

58% Science
46% History or Social Studies
43% Math
The more classes inspire children and young adults, the more they will focus and the better they will perform. Besides, according to a study by the university of Massachusetts, “thinking visually in colour promotes long-term meaningful learning and problem solving achievement”.

Students are more likely to read a document that contains colour. Because it is an excellent quality, smooth ultra white paper it ensures the best printing quality. Good paper formation gives uniformity to the surface and makes print looks better and colours more vivid. Using poor quality paper requires more costly maintenance and is more likely to jam, increasing paper and time waste. Printing on both sides reduces the number of sheets used, so it’s both economical and environmentally friendly. By improving toner adhesion and ink absorption, Navigator maximizes print results – more printed sheets with the same cartridge and better printing quality.

Many schools still don’t add more colour to classroom materials because of the costs involved. Nevertheless, there are good solutions that allow to control costs. This means to substitute multiple small expensive-to-use inkjet printers by centralized multifunction devices. Some printers offer the possibility to pay only for the colour you use: printing small amounts of colour, the per-page cost will be the same as for black-and-white. The right machine allows to control who can print in colour and set limits on printing by individual or by department.

Smartphones, eReaders, laptops and tablets are part of day-to-day routine of a child, providing games, movies, photos and many other contents with vibrant colours. This interaction sets expectations on what form learning should come in. Bringing colour into the formal learning environment does for sure impact children’s performance.

Among the students that use electronic readers and/or tablet computers to help with school related research or schoolwork, 77% agree that they would like the paper copies at school to be as colourful as the information on those devices. And more than 40% of students in grades 6–8 said, in a Speak Up Survey, their ideal school would have smartphones and iPads.

Sources