

# 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?

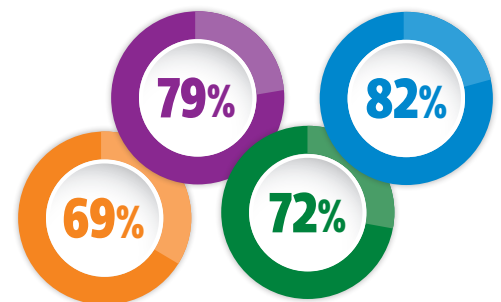
#### PAPER COPIES ARE AMONG THE MOST USED MATERIALS AT SCHOOL

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

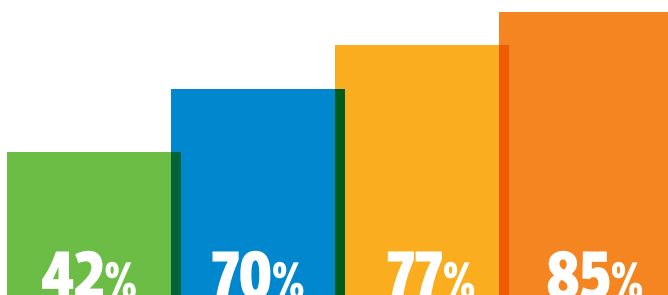


#### THERE IS LITTLE OR NO INFORMATION IN COLOUR

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.

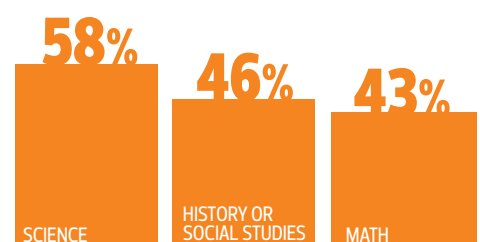


#### COLOURFUL PAPER COPIES PAY OFF

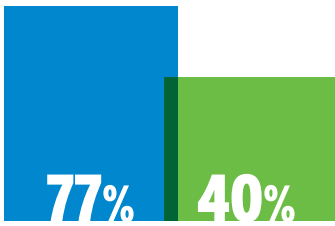


- 42%** of students wish learning was more exciting.
- 70%** say it would help make homework more fun to do.
- 77%** believe that paper copies with words or pictures in colour would:
  - help make their schoolwork more interesting;
  - facilitate focus on what is important;
  - make it easier to remember what they read or saw.
- 85%** say the number one potential benefit is the greater ease of understanding information on graphs or charts.

#### SUBJECTS IN WHICH COLOUR USAGE WOULD HELP STUDENTS LEARN



## ELECTRONIC DEVICES INFLUENCE PAPER USERS' DEMANDS

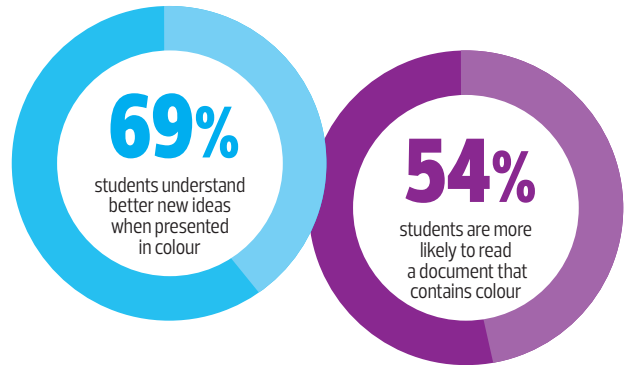


Smartphones, eReaders, laptops and tablets are part of day-to-day routine of a child, providing games, movies, photos and many other contents with vibrant colours. This interaction sets expectations on what form learning should come in. **Bringing colour into the formal learning environment does for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

## COLOUR MAKES LEARNING INTERESTING AND FUN

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"**.



### GOOD NEWS FOR SCHOOLS

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.

## NAVIGATOR IS THE BEST CHOICE FOR COLOUR PRINTING. DISCOVER WHY!

**AS NAVIGATOR HAS HIGH OPACITY, COLOUR PRINTING WILL STAND OUT ON BOTH SIDES OF THE SHEET, WITHOUT SHOW-THROUGH**

- 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**.

### SOURCES

Negra Tutundzic, Assistant Project Researcher at Harris Interactive. Color Opinion Research – Key Findings and Summary, Prepared for Xerox. Mariam Adawiah Dzulkifli an Muhammad Faiz Mustafar, The Influence of Colour on Memory Performance: A Review. Penerbit Universiti Sains Malaysia, 2012. Independent colour research conducted by Xerox Corporation. Project Tomorrow, "2010 Speak Up Survey". Palma J. Longo, O.R. Anderson, Paul Wicht, Visual Thinking Networking Promotes Problem Solving Achievement for 9th. Grade Earth Science Students in Electronic Journal of Science Education, Vol. 7, No. 1., September 2002, p.1