Generative Processing -		
Principle	**Meaning**	**Practical Application**
Voice Principle	People learn better when the narration in multimedia lessons is spoken in a friendly human voice rather than a machine voice.	Record audio using a friendly human voice!
Examples:		
Image Principle	People do not necessarily learn better from a multimedia lesson when the speaker's image is added to the screen.	Show your face briefly, then remove it so students can focus on the content!
Examples:		