

# *eyeVocab's* Essential Principles

*eyeVocab* maximizes state-of-the-art technology and revolutionizes second language vocabulary acquisition. Far more than an electronic flashcard, *eyeVocab* uses “distinctive affective images in isolation” in combination with audio recitation and keyboard input so that students hardwire the new vocabulary in their memory. Classes using *eyeVocab*, designed for the language lab as well as for individual use at home, experience dramatically significant improvement in vocabulary retention.

## *eyeVocab* Principles

### 1. The Principle of Graphically Distinctive Image

We have made a considerable effort to include images that are graphically powerful, and therefore memorable visually, including great art from many cultures, and great photography and great photojournalism.

### 2. The Principle of Images with Powerful Affect

It is extremely important that the student have an emotional response to the image: puzzlement, surprise, sympathy, or humor, for example. Any of these reactions will demonstrably improve both memory encoding and long-term retention.

### 3. The Principle of the Maintenance of Absolute Concentration — Image in Isolation with no Need to Break Focus

a) That there is no distraction in the visual field. What is visible is limited to that which actually needs to be learned.

b) That no keyboard entry, either for typing or navigation, require that the students' focus be broken by their eyes leaving the screen.

c) That insofar as is reasonable repetitive typing (e.g., 1st conjugation verb endings) be limited.

### 4. The Principle of Image as a Scene in a Narrative

It is extremely important the student understand the image not as a depiction of a thing but as a scene in a story, however brief, either one suggested by the Notes (provided on screen two for each word) or created by the student, that incorporates the given idea.

### 5. The Principle of Recorded Sound with Presence and Affect

We have made a considerable effort to record sound of the highest quality and presence, with compelling inflection, as though of someone you would like to know, sitting near.

### 6. The Principle of Repeated Decisive Vocalization

Students must be encouraged to listen and repeat out loud with intent, and to vocalize by syllable with intent as they type.

### 7. The Principle of Using All Possible Pathways to Establish Memory

We have made a considerable effort to include all possible memory pathways — emotional, intellectual, visual, aural, tactile/kinesthetic — as well as the muscle memory of vocal production. Students of all learning styles stand to benefit from the multimodal learning experienced with *eyeVocab*.

For technical assistance, please contact *eyeVocab's* Miles Becker via email [sales@eyeVocab.com](mailto:sales@eyeVocab.com).