VISUAL THINKING

In brief

Thought becomes a visual process and transforms concepts, ideas and programmes into images. It is a technique for visually representing information, knowledge and processes, thus simplifying comprehension and remembering, that can also be used for didactic purposes.

What is it?

Visual Thinking, is an invaluable tool for learning and transmitting knowledge, that takes advantage of the many abilities of the imagination. During training, Visual Thinking takes advantage of our innate capacity to see both with our eyes and our minds, and aims to discover other invisible ideas, quickly and intuitively develop them, and share them with others. Moreover, it is effective, versatile and cheap.

What is it for?

- strengthening visual memory through mental images
- encouraging quick and easy learning
- stimulating creativity and problem solving
- simplifying comprehension and helping to remember content long term

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