Serial-position bias: 1st and last items are best remembered.
Place most important points at the beginning & end of your presentation.

Deeper levels of mental processing enhance recall
Frame key points so they require more mental processing.

Curiosity effect: Curiosity about a subject enhances recall
Start session with a quiz or mystery case.

Picture-superiority bias: Recall is higher for pictures than text
Use more images than text in presentation materials.

Von Restorff effect: Differences are better remembered than similarities
Use differences in size, shape and color to emphasize key points.

Color vision deficiency (CVD): >8% North Americans have some form of CVD
Use color-safe palette to emphasize key points. Use the free app Color Oracle (http://colororacle.org) to check materials.

Dual-processing: Learning occurs in visual & auditory channels
Best if use both modalities; however, some interactions may hamper recall.
**Optimal**: Present mostly images and tell stories.
**Least effective**: Reading text on a slide. Learners end up devoting cognitive capacity to make sure text matches voice rather than learning.

Source: Richardson ML et al. Evidence-based recommendations from the Psychology and Physiology Literature. Acad Radiol 2019: 26: 93-100