**DESCRIPTION**

*Visualizing Everyday Chemistry* is for a one-semester course dedicated to introducing chemistry to non-science students. It shows what chemistry is and what it does, by integrating words with powerful and compelling visuals and learning aids. With this approach, students not only learn the basic principles of chemistry but see how chemistry impacts their lives and society. The goal of *Visualizing Everyday Chemistry* is to show students that chemistry is important and relevant, not because we say it is but because they see it is.

**ABOUT THE AUTHOR**

Douglas P. Heller is the author of *Visualizing Everyday Chemistry*, published by Wiley.

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Powerful visuals are used to teach the concepts of chemistry. In *Visualizing Everyday Chemistry*, visuals are not just decorative; they present facts, concepts, processes, principles, and relationships.

Three themes are woven throughout the text:

• Chemistry is not an abstract field of learning, but has practical, everyday applications that are important to all of us.

• Chemistry addresses a growing number of environmental concerns, from energy and resource consumption to pollution.

• A risk/benefit perspective on the role of chemistry in society and in our personal lives is central to developing informed opinions on policy and making better consumer choices.

The following features are included in *Visualizing Everyday Chemistry* to facilitate students’ mastery of the material:

• **Learning Objectives**: Located at the start of each major section, a list in behavioral terms presents the concepts that students are expected to master while studying the section.

• **Process Diagrams**: These features integrate visuals and text to describe a complex process, such as the carbon cycle and acid rain formation. Students can follow a process and see the change in the parts of the figure. This approach unburdens the text and lets the images tell the story.

• **What a Chemist Sees**: These high-interest features illustrate a concept that means one thing to the consumer and another to the scientist. They show students how to “think like a chemist” and develop observational skills.

• **Chemistry InSight**: Using a combination of photos, diagrams, and data these multipart visual sections focus on a key concept or topic in the chapter, exploring it in detail or showing how it plays out in several different applications.

• **In Words, Math, and Pictures**: These multipart visual sections guide students through quantitative concepts, such as exponential notation, unit conversions, pH, and the mole.

• **Experiencing Everyday Chemistry**: Icons at points within the text alert students to tie-in video demonstrations available in *WileyPLUS Learning Space*. Supplementary instructor guides help make in-class demonstrations (using everyday items) a natural part of teaching the course.
Exercises: Within each chapter, student questions appear at the ends of sections (Concept Checks), with selected figures (short-answer questions), and after selected topics known to pose some problems for students, such as unit conversions and compound names and formulas (Know Before You Go).

Did You Know?: Integrated with the chapter presentation, these essays focus on interesting developments in contemporary chemistry, from forensic science to biofuels to designer macronutrients and invite students to think critically about them.

WileyPLUS Learning Space is an easy way for students to learn, collaborate, and grow. With WileyPLUS Learning Space, students create a personalized study plan, assess progress along the way, and make deeper connections as they interact with the course material and each other.

Through a combination of dynamic course materials and visual reports, this collaborative learning environment gives you and your students immediate insight into strengths and problem areas in order to act on what’s most important.

SERIES

Visualizing Series

For additional product details, please visit https://www.wiley.com/en-us