When developing a presentation it is important to understand the theory of learning preferences (i.e., the idea individuals have a preferred way to acquire knowledge and skills).

**VARK** is an educational communication method used to develop effective presentations with the goal of impacting your audience and maximizing effectiveness by targeting individual learning preferences.

The **VARK** model categorizes individuals as being either **Visual** (seeing), **Auditory** (hearing), **Read/write**, or **Kinesthetic** (touching/moving) learners.

The attached chart describes the four VARK learning preferences and provides examples of how to effectively tailor a presentation to ensure all preferences are supported.

<table>
<thead>
<tr>
<th>VARK Type</th>
<th>Characteristics</th>
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| **Visual**| - Prefers pictures and diagrams  
             - Easily understands maps and charts  
             - Creates mental pictures while reading  
             - Likes bright colors  
             - Requires time to process a speech or lecture |
| **Auditory**| - Easily remembers conversations  
                  - Enjoys listening to music, podcasts, and audio books  
                  - Enjoys discussions  
                  - May have difficulty reading and take poor quality notes  
                  - Prefers classroom vs. online course |
| **Read/Write**| - Enjoys reading and studying alone  
                  - Takes detailed notes  
                  - Works best in a quiet setting  
                  - Looks up definitions in a dictionary  
                  - Prefers detail-oriented instructors |
| **Kinesthetic**| - Moves around often  
                   - Enjoys hands-on tasks  
                   - Prefers physical interaction  
                   - Often has difficulty learning abstract symbols  
                   - May exhibit a short attention span |

**Examples for Use**

**VISUAL**: photographs, diagrams, graphs, charts, videos, 3-D models  
**AUDITORY**: lectures, face-to-face discussions, group discussions  
**READ/WRITE**: booklets, leaflets, manuals, journal articles, libraries  
**KINESTHETIC**: interactive modules, hands-on tasks, physical activities

**References**

- [www.ifpti.org](http://www.ifpti.org)  
- [www.boltlearning.com](http://www.boltlearning.com)