



# VARK Learning Preferences

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 **V**isual (seeing), **A**uditory (hearing), **R**ead/write, or **K**inesthetic (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.

## References

[www.ifpti.org](http://www.ifpti.org)

[www.boltlearning.com](http://www.boltlearning.com)

## 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