



*visual*

learning style report

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## visual

[ vizh-oo-uhl ] *adjective*

1. of or relating to seeing or sight:

*a visual image.*

2. used in seeing:

*the visual sense.*

3. optical.

4. perceptible by the sense of sight; visible:

*a visual beauty.*

## Learning Styles

Learning styles refer to the way the human mind processes, stores and understands information.

Humans have five physical senses including touch, taste, hearing, sight and smell. In addition, we also have thoughts and emotions which help us perceive our external world and internally process the information we receive.

While we all use all of the learning styles including our senses, thoughts and emotions all the time, some of these are more predominant than others. Each of us will have a primary learning style:

- **Visual** | Sight
- **Auditory** | Sound
- **Kinaesthetic** | Emotion and touch
- **Auditory Digital** | Thought and analysis
- Secondary Systems (not considered here) | Smell and taste

When we know and understand how we process information and learn, we can use this to help us in our lives.

Your primary learning style is:

*visual*

## Using This Report

Use this report as a guide to help understand the way you learn and process information through your primary learning style.

Try to understand the other learning styles and how you can use these to better communicate your ideas in different ways.

**Liz from ArchiMash**

## Visual

**Visual** is the representation system dealing with sight and appearance.

**Externally** visual people respond to the appearance of their environment, in terms of colour, texture, materiality, light and dark, and other physical characteristics.

**Internally** visual people create images or movies in their head to understand how things might look. They will often move their eyes around as they try to imagine or recall images and pictures in their head to understand an idea. If you cannot present or evoke images they may tune out.

**In learning**, visual people respond to images, films and graphic representation of information.

### Features of visual people include:

- Memorize by seeing pictures and are less distracted by noise.
- Often have trouble remembering and are bored by long verbal 'instructions because their mind may wander.
- They are interested by how the something looks.
- They may look over your head while speaking to you as they imagine a picture or image in their mind.

### Words used to describe the world and their experience:

- Imagine, clear, foggy, Focus
- See, look, view, picture
- Reveal, envision, illuminate, tunnel vision
- Appear, show, dawn, twinkle
- Focused, hazy, crystal, overview
- Focused, hazy, crystal, overview

### When presenting your work and ideas:

If you use only your learning style you will lose 75% of your audience. It is important to learn how to appeal to all different types of learning styles and present your work and ideas in different ways.

Be aware that you will most likely naturally focus on images, and drawings to communicate your ideas.

Do your best to incorporate other learning styles to communicate your ideas and help your audience understand in different ways:

- **Visual** | Use images, video, colour, texture and visual cues to communicate ideas. Use words and phrases such as “did you see that?” or “look at this example.”
- **Auditory** | Use music or prepared words and verbal presentation and practice your delivery to communicate ideas. Use words and phrases such as “do you hear what I’m saying?” or “listen to this idea.”
- **Auditory-digital** | Use analysis, patterns, processes and systems to explain your ideas and explore the details. Use words and phrases such as “analyse, process,
- **Kinaesthetic** | Communicate the experience or emotion you want your audience to feel. Use words that represent feelings like “do you feel that emotion?” or “do you connect with this idea or project?”

More detail of each learning style is included in the following pages.

## Auditory

**Auditory** is the representation system dealing with hearing and sound.

**Externally** auditory people respond to the sound of their environment, in terms of noise, volume, and content.

**Internally** auditory people will have a representation in thoughts or words. They will use words that reflect this experience. They are attracted to the tone, volume and mood of your voice. If you speak too slowly or quickly or your words are too visual, abstract, analytical or mood-oriented they may tune out.

**In learning**, auditory people respond to spoken or recorded presentations and representation of information. They can remember from music that was playing or noises in the background.

### Features of auditory people include:

- They like music and like to talk on the phone.
- Typically are easily distracted by noise.
- They can repeat things back to you easily & learn by listening.
- Tone of voice and the words used can be important.
- They are interested in how something sounds.

### Words used to describe the world and their experience:

- Hear, listen, sound(s), discuss
- Be all ears, rings a bell, silence, interview
- Be heard, resonate, deaf, power of speech
- Make music, harmonize, tune in/out
- Dissonance, question, unhearing





## Kinaesthetic

Kinaesthetic is the learning style dealing with feelings and sensations.

**Externally** kinaesthetic people respond to touch, texture, materials and the sensation of their external environment.

**Internally** kinaesthetic people experience emotions that tell them how they feel in relation to what is going on in their external environment. If you speak too slowly or quickly or your words are too visual, abstract or analytical they may tune out.

**In learning**, kinaesthetic people need to experience something with their body. They learn best by physically doing and participating in something and working with three-dimensions.

Features of kinaesthetic people include:

- Often they talk slowly and breathy.
- They respond to physical rewards & touching.
- They memorize by doing or walking through something.
- They will be interested in things that feel right or gives them a gut feeling.
- They need to feel the fabric, squeeze the melon, tidy things up, picks things up and touch them.
- They prefer to meet in person rather than talk over the phone, and shake your hand and get a feel for you.
- They process information slower than the visual and auditory people, often looking down while you are presenting - they are literally getting a feel for what it is you are presenting.

Words used to describe the world and their experience:

- Feel, touch, grasp, concrete
- Get hold of, slip through, catch on
- Tap into, make contact, throw out
- Turn around, hard, unfeeling
- Concrete, scrape, get a handle, solid



## Auditory-Digital

Auditory-digital is the learning style dealing with thoughts and analysis.

**Externally** auditory-digital people respond to the patterns, processes and systems of the external world.

**Internally** auditory-digital people analyse and process information through logic and rationale in order to categorize and classify and understand. They tend to convince themselves. They think and speak in abstract ideas and are attracted to abstract ideas. Internally they are putting together words and ideas to make sense of them. When you are talking to them it may appear as if they have tuned out, but in fact are trying to make sense in their head.

**In learning**, auditory-digital people will often take notes and hone in on the details. They will expect a high degree of technical detail and may appear disconnected from any emotional perspectives.

Features of auditory-digital people include:

- They spend a fair amount of time talking to themselves.
- They memorize by steps, procedures, systems and sequences.
- They will want to know that something makes sense.
- They focus on facts rather than emotions and intuition.
- They can also sometimes exhibit characteristics of other learning styles.
- They like printed details, diagrams and flow charts.

Words used to describe the world and their experience:

- Understand, decide, motivate
- Think, learn, process
- Consider, change, perceive
- Insensitive, distinct, conceive, know