SKETCHNOTING

SKETCHNOTING - CAPTURING IDEAS AND CONCEPTS WITH VISUAL NARRATIVES

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WHAT ARE SKETCHNOTES?

Sketchnoting is a form of visual writing by expressing ideas, concepts, and important thoughts in a meaningful flow by listening, processing, and transferring what you hear by analog or digital sketching.
IDEAS, NOT ART

Mike Rohde
WHAT ARE SKETCHNOTES?

Sketching notes is NOT about drawing skills. It's about adding creative style and emphasis to your own notes.

Megan Dusablon – 9 yrs old.
EXERCISE

Time

Date

Today’s date, time, and session title
HOW TO SKETCHNOTE

MATERIALS: PENS AND PAPER

PREPARING: LIVE OR POST

FORMAT, VISUAL FLOW

WHO AND WHERE?

TEXT AND DIALOGUE

ICONS AND CONCEPTS
PENS
PENS
PENS

Faber Castel PITT artist pen
Prismacolor Premier
ZIG Millennium
Micron
Uni-ball Signo Gel Pen
FABER-CASTEL PITT

B
BLACK
199

B
GREY VI
235

B
GREY IV
233

B
GREY IV
273

B
GREY III
272

B
GREY III
232

M
BLACK
199

S
BLACK
199
PRISMACOLOR PREMIER

005 01 03 05 08 11 13

ULTRA FINE FINE MEDIUM MEDIUM BOLD BOLD CHISEL BRUSH
PAPER
PAPER WEIGHT
HOW TO SKETCHNOTE

**Materials:** Pens and Paper

**Preparing:** Live or Post

Format, Visual Flow

Who and Where?

Text and Dialogue

Icons and Concepts
LIVE SKETCHNOTING

Advantage:
- Listening skills
- Processing information
- Visualization of information

Disadvantage:
- Intimidating
- Self-pressure and anxiety
- Mistakes

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TIPS FOR LIVE SKETCHING

Arrive 10-15 minutes early
Sit near front or screen
Under good light
Pre-sketch title and name
Conference or #hashtag
Learning Solutions
ORIENTATION 2014

- The Conference App
- Session Evaluations
  Now All Digital
- Survey
- Check-in to Sessions
- Agenda
- Free WiFi
- Create Agenda - Update Calendar

"I love to blog"
"Draw me a story"
"Day 1 Lunch"
"Day 2 Lunch"
"My Name"
"Lanyard Tickets"
"Buttons"

Soren Kaplan
19 Mar 14 #LScon
Leapfrogging

Finding Surprise!
The Essence of Breakthroughs
Challenges Assumptions of What Something Was or Can Be.

"There's a big problem though..."
"When we focus so much on the task at hand, we miss the bigger ideas and opportunities."

1. Rethink Your Role
   What are you in business for?

2. Fall in Love with Problems, Not Solutions
   What business problems are you solving?

3. Go Outside to Stretch the Inside
   When was the last time you brought outside help in?

4. Think Broad to Go Narrow
   "On-demand Corporate Tech Support"
POST SKETCHNOTING

Advantage:
- Shorthand
- Use pencil
- Clean up later

Disadvantage:
- More time later
- Temptation to erase
- Sharing is delayed
TIPS FOR POST SKETCHNOTING

Create a sketchnote plan
Identify talks
Set a time later
Diana Nyad
EXTREME SWIMMER
CUBA TO FLORIDA: 110.4 miles / 52 hrs. 54 min. 18.6 sec.

Never, ever give up!

Attempts:
1. Aug 1978
   Strong winds, high waves

2. Aug 2011
   Box jellyfish sting x2, asthma flares up

3. Sep 2011
   Box jellyfish, Portuguese man-of-war

4. Aug 2012
   Jellyfish, lightning storm

5. Aug 31 - Sep 02, 2013
   SUCCESS!

Find a Way!

STRATEGIES
- Count strokes in:
  - English
  - Spanish
  - German
  - French

- "Grand Design" by Stephen Hawking
  - Think about the edge of the universe at 50th hour

- 85 song playlist
  - "Damage Done" by Neil Young (favorite)

- "Be fully engaged. Be so awake, alert & alive every waking minute of every day."

My Nemesis
"Desire to transcend the pain"

It's a daunting, arduous continuous swim of physical duress and sensory deprivation for 50+ hours.

Chase an elevated dream. An extreme dream! One that requires utter conviction, passion, unwavering, and draws the best self of every aspect of life.

Tell a Story
HOW TO SKETCHNOTE

Materials: Pens and Paper
Preparing: Live or Post
Format, Visual Flow
Who and Where?
Text and Dialogue
Icons and Concepts

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Scetchnote Formats

- **Header w/ Columns**
- **All Columns**
- **All Rows**

- **Hub & Spoke**
- **"S" Flow**
- **Spiral**
Flow

Box it!

Draw lines around notes

Use arrows to guide direction

Vary border style

Use arrows to branch off a main point

This is a supporting note

This is another supporting note

Guide to the end

And that's all I'm saying!
QUAD & PATH

HIGH STAKES

APPROPRIATE GESTURES

GREAT PARENTS MAKE SUCY CEOs

SINK & SWIM, RIGHT?

WYMMOMM groups make horrible decisions

 why? lack of data, not meetings, no time

by Al Pittampalli

Veronica Erb • Ignite DC 2011

BROWSERTESTING IN THE AGE OF SMARTPHONE USERS

YOU CAN START WITH GRACEFUL DEGRADATION

LOOK AT YOUR AUDIENCE

WHERE ARE YOUR USERS?

LOUIS TEST

ALEXIS FINCH • JENNIFER SISSON

TEST

NOMS

SORRY FOR YOUR SUCY SUXES!

How will THIS IMPACT YOUR BUSINESS?

ALEXIS FINCH • JENNIFER SISSON

Sketchnote Handbook – Mike Rohde
SCATTERED & CRISPY

“ROAD AHEAD”

"I HAD TO LOSE MY LEFT HEMISPHERE TO GAIN A BETTER PERSPECTIVE."

"ROAD AHEAD"

"WE ARE FEELING CREATURES WHO THINK"

"HEALTHY CELLS = HEALTHY BRAIN"

"MY GYRI ARE SO ROBUST"

"IS MY AMYGDALA SAFE?"

"AMYGDALA (AM I SAFE?)"

"HIPPOCAMPUS"

"ANXIETY"

"HIPOCAMPS SHUTS DOWN AND FEELS SAFE"

"MY GYRI ARE SO ROBUST"

"INNER = LIMBIC (EMOTIONAL)"

"OUTER = HIGHER CORTEX (ABILITY TO THINK)

"NEVER MATURE"

"CEREBRAL CORTEX"

"BEAUTIFUL CELLS (NEURONS)"

"WHY DON'T WE CHANGE? WE LIKE PATTERNS, WE LIKE HAPPY AMYGDALAS"
HOW TO SKETCHNOTE

Materials: Pens and Paper
Preparring: Live or Post
Format, Visual Flow
Who and Where?
Text and Dialogue
Icons and Concepts
WHO AND WHERE?

Characters (WHO) add visual appeal that may help pull notes into that emotional context where mood and tone are needed to emphasize a point.

Locations (WHERE) are simply what the name implies — a place. A place to help frame the context of the notes or story.
In their simplest form a stick figure is in fact a character. It doesn't have to be anything more than that.

It's what you do with your stick figure that makes all the difference.
TIPS FOR BETTER STICK FIGURES

Mittens
Bootie
Center of Gravity
HELP TELL THE STORY
EXERCISE

Standing

Walking

Running

Jumping
HOW TO SKETCHNOTE

Materials: Pens and Paper
Preparing: Live or Post
Format, Visual Flow
Who and Where?
Text and Dialogue
Icons and Concepts
TEXT AND DIALOGUE

Sketchnotes are . . . well, your handwriting.

Text: headers, titles, statements, bullets.

Dialogue: captions, quotes, and anything conversational which are in speech bubbles.

Speech Bubbles: quotes with characters
HEADERS AND TITLES

HEADER
HEADER
HEADER

Sub-header
SUB-HEADER
Sub-header

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CAPTIONS AND QUOTES

ICON
caption

ICON
CAPTION

ICON
caption

“QUOTE”

“Two roads diverged in the...”

““
GIVE A MAN A FISH HE EATS FOR A DAY.
TEACH A MAN TO FISH HE EATS FOR A LIFETIME.
““
SPEECH BUBBLES
Learn & NEVER QUIT

Sean McCabe
@seanwes
seanwes.com
EXERCISE

LEARNING SOLUTIONS 2014

Learning Solutions 2014
HOW TO SKETCHNOTE

Materials: Pens and Paper
Preparing: Live or Post
Format, Visual Flow
Who and Where?
Text and Dialogue
Icons and Concepts
ICONS AND CONCEPTS

- Email with message summary and rough list of points you plan to cover.
- Thank you note
- Download button
- Presentation deck
- Microphone
- Social media
- Meeting request with detailed agenda
- Video - Presenter with bar chart
- Photograph - Presenter with bar chart
- Web streaming technology / webinar
- Forum
- Blog
- Multiple handouts
- Product prototype
- Survey
- Chair
- Prepared questions and answers
- Birthday cake
EXERCISE

Obstacle

Overcoming an Obstacle

Social Media
How to SketchNote

Materials: Pens and Paper
Preparing: Live or Post
Format, Visual Flow
Who and Where?
Text and Dialogue
Icons and Concepts

Examples
Austin said, "Draw the talks... OK!!"

Here's a few tips:

Gerren Lamson

Follow the most inspiring words

Silence

Listen & draw

Take your time + think

Summarize

Breathe and focus...

Look for good points

Don't over-capture or rush...

In conclusion, be natural...

www.gerrenlamson.com

It's the right thing to do.
MATTHEW MAGAIN
I Drew a lot as a kid, but became a software engineer and ignored my visual muscles for a few years.

I LEFT A LARGE CONSULTING COMPANY "BEFORE IT ERODED MY SOUL"

TRAVEL REIGNITED MY PASSION FOR DESIGN

I WAS PRETTY AWESOME!

MICHAEL FROM Microsoft SAW MY SKETCHNOTES, AND HE ASKED ME TO "LIVE-SKETCHNOTE" A CHILDREN’S BOOK ABOUT A MATHEMATICIAN WHO ATTEMPTS REMIX 2011 KEYNOTE ON A 1m x 1m CANVAS SOLO FLIGHT CHALIEWEATHERSVAN.COM

A GAME SHOW HOSTESS READ A PAGE OUT ON NATIONAL TV!

TIPS
MASTER SKETCHING
COMMON WORDS USED IN PRESENTATIONS
WANKEL ROTARY ENGINE

PRACTICE BY WATCHING RECORDINGS
TED.com
UX WEEK.com

AIM FOR CURATION NOT COMPLETENESS
ON WHAT RESONATES WITH YOU
YOU’RE CREATING A MEMENTO NOT A REFERENCE

BE A C.R.A.P SKETCHER

WATCH THE CLOCK
MAKE USE OF EPIC SPEED UP!

MAKE USE OF TYPE EMPATHY

BE LOUD

CONTRAST ALIGNMENT PROXIMITY REPETITION

FLOWER ANOTHER ONE LOOK ANOTHER!

CHECK OUT THE NON-DESIGNERS DESIGN BOOK

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The process always begin by listening, whether the speaker is live in front of you, or watching a video of a presentation. TED talks are great practice.

Draw sketch/write as fast as possible. Quick and loose gestures to capture the true bulk of the message. Get real for a rare exist afterward. Don’t worry, it’s worth it.

Start connecting ideas by using arrows and dotted lines. Try and tie up loose notes with more similar messages. Making connections.

Usually post talk and I can finally relax a bit on my pace. I start adding shading, boxes, circles, along with more detailed shapes to help finalize the spread. Grass-hatching is your friend.

Last, but not least: share.
FRANCIS ROWLAND

USER EXPERIENCE DESIGNER
AT THE EUROPEAN BIOMINFORMATICS INSTITUTE

CAMBRIDGE, U.K.

PART OF A WEB DEVELOPMENT TEAM
WORKING WITH DEVELOPERS & SCIENTISTS. I DO A LOT OF SKETCHING.

CAMBRIDGE, U.K.

BIG DATA
BILOGY, TECHNOLOGY, DESIGN & DOODLING

EARLY IN 2010 I SAT NEXT TO EVA-LOTTIA LAMM AT A UX CONFERENCE. THEN I HEARD JEFF ZELDMAN INTERVIEW SUNNI BROWN.

INSPIRED

I STARTED TO THINK ABOUT DESIGN & LAYOUT IN MY NOTES

COMICS

THE IMPACT OF METAPHOR

I'M PROUD WHEN PEOPLE USE SKETCHNOTES I'VE MADE ...

GET IN TOUCH

FRANCIS ROWLAND

SO I SEEM TO HAVE DEVELOPED A STYLE

GENERALY LOTS OF TEXT, AND I USE PICTURES TO ILLUSTRATE KEY CONCEPTS

TIPS FOR LISTENING

SKETCHNOTES ARE ALL ABOUT OBSERVATION AND LISTENING. IF THEY TALK TOO FAST, YOU JUST HAVE TO LISTEN FASTER!

TIPS FOR DRAWING

USE A PEN (NOT A PENCIL) AND THINK ABOUT STRUCTURE AND USE ANY CUES FROM THE SPEAKER. YOU CAN ADD THE COLOUR & SHADING LATER... IT'S OK!

I'M SOMETIMES OF COURSE, IT CAN BE HARD TO THINK OF WHAT TO WRITE OR DRAW!

DON'T UNDERSTAND

BORED

TIRED!

NO PROBLEM. FINISH OFF OTHER NOTES, PREPARE FOR THE NEXT ONE, OR JUST SKETCH THE AUDIENCE!

PENS & PAPER

I USE 0.5/0.38 mm PENS FROM MUJI.

PILOT & SIGN PENS

TOMBOW DUAL BRUSH PENS FOR SHADING (THANKS, EVA-LOTTIA!)

HARD-BACK NOTEBOOKS GIVE YOU SOMETHING TO LEARN ON IT DRIVES ME NUTS WHEN I HAVE TO START A NEW PAGE JUST FOR A SMALL BIT OF SKETCHING!

Framed Copy

And once, I was at a conference where they turned off all the lights!

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EQUIPMENT:
I prefer Moleskine books but am giving Leuchtturm1917 a go... and for sketchnoting I like a Pilot Vision backed up with a Faber Castell Pitt pen (8) and a few Magic Markers...

About Me:
I have always drawn stuff and live many was regularly told off for it throughout my education...

Imagine my surprise when one day, idly surfing the net I discovered sketchnotes were an actual thing!!

Now my job is graphic recording! And as a cartoonist or illustrator or graphic facilitator!!

Graphic recording or live illustration or massive sketchnotes!

Top Tip #1 Before doing any drawing warm up first!

Remember old phones? and heavily booled phone books? Proto-sketchnotes!

One man defaced physics book in another sketchnotes!

Teenage years... give me that pen! No!

I have a degree in drawing you know...

Later...
Sketch what?

Click click

Out in

At art school...
LIVES IN SAN ANTONIO, TEXAS, USA, Y'ALL.

BY DAY, I'M THE CREATIVE DIRECTOR & A GRAPHIC DESIGNER AT TOOLBOX STUDIOS A BRANDED CONTENT MARKETING FIRM.

I KEEP SCRATCH PAPER ON HAND IN CASE THE SPEAKER SAYS SOMETHING PROFOUND WHILE I'M INKING SOMETHING ELSE...

MOST OF THE TIME I USE STAEDTLER PIGMENT LINERS.

DRAWING SINCE 1970

ME.

SKETCH NOTING SINCE 1984*

* BEFORE THEY HAD A NAME FOR IT, MY NOTETAKING HAS ALWAYS BEEN VERY VISUAL.

MOLESKINE BRAND WATERCOLOR JOURNALS HAVE SATISFACtINGLY THICK PAPER WITH A NICE TOOTH TO IT.

DON'T BEAT YOURSELF UP TRYING TO CAPTURE EVERY WORD. SUMMARIZE!
Hello!

My name is Kyle Steed

I live in Texas

Amanda with my wife

Crazy dogs - Ben and Sam

Just have fun

Hand-drawn illustrations and design

Find me in Twitter @kylesteed | Check out my website kylesteed.com
THINGS TO CONSIDER

CREATE YOUR OWN VISUAL STYLE
DON’T HAVE TO FILL PAGE
USE SYMBOLS AND ICONS
KEEP YOUR PEN/PENCIL MOVING
MAKE MISTAKES!
PRACTICE

Draw it 100 times to make it your own!

When you don’t have to think about what you’re sketching, you own it.
BE REAL.
MAKE MISTAKES.
SHARE MISTAKES.
TELL A STORY.
→ PUT YOURSELF OUT THERE.
BOOKS

Mike Rohde - http://sketchnotearmy.com/
Eva-Lotta Lamm - http://www.evalotta.net/work/sketchnotes
RESOURCES

**What Are Sketch Notes:**
http://www.learnnuggets.com

**Sketchnote Army:**
http://sketchnotearmy.com/

**Sacha Chua:**
http://sachachua.com/blog/

**Kevin Dulle:**
http://thethinkingcanvas.com/

**Sketchnote Flickr Group:**
http://www.flickr.com/groups/sketchnotes/

**LinkedIn - I Sketchnote Group**
THANK YOU!

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