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 AND PAPER
PENS
PENS

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

EMBRACE THE MISTAKES!
TIPS FOR LIVE SKETCHING

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

ORIENTATION

2014

The Conference App

Survey - Now All Digital

Check-in to Sessions

Session Evaluations

Free Wifi

Create Agenda - Update Calendar

DAY 1 LUNCH

DAY 2 LUNCH

Drink

Lanyard Tickets

Lanyard Buttons

Soren Kaplan

19 Mar 14 #LSCon

Leapfrogging

Finding Surprise!
The Essence of Breakthroughs

Challenges Assumptions of What Something Was or Can Be.

Our Brains Crave Surprise!!!

There's a big problem though...

"When we focus so much on the task at hand, we miss the bigger ideas & 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 Bigger to Go Narrow
   "On-Demand Corporate Tech Support"

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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
HOW TO SKETCHNOTE

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

Box it!
DRAW LINES AROUND NOTES

VARY BORDER STYLE

USE ARROWS TO GUIDE DIRECTION

DON'T FORGET THIS NOTE

BLURB

NO RULES!

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!
THIS RADIAL SKETCHNOTE FEATURES THE SPEAKER’S NAME AND TALK TITLE AT THE TOP-LEFT CORNER.

THIS RADIAL SKETCHNOTE EMPHASIZES THE CONFERENCE NAME AT THE TOP OF THE PAGE.

Radial Sketchnote Handbook – Mike Rohde
QUAD & PATH

Sketchnote Handbook – Mike Rohde
"I had to lose my left hemisphere to gain a better perspective."

"My gyri are so robust."

"My stroke of insight."

Jill Bolte Taylor

Healthy Cell = Healthy Brain

Healthy Cells = Neurogenesis

Neuroplasticity (capable of learning)

WHY DON'T WE CHANGE?

We like patterns. We like happy amygdalas.

"I love you."

FEEL EMOTION

THINK THOUGHTS

Run Physiological Response

Choice = Mindfulness (ability to choose thoughts)

You can affect me if I give you control.

Marketing

Advertising

Peer Pressure Abuse

Frontal (self-initiation)

Temporal (emotion)

Parietal (perception)

Iliocervical (association)

"Road rage.

Nutrients, Cerebrovessels"

"Why don't we change?"

"We like patterns. We like happy amygdalas."
HOW TO SKETCHNOTE

Materials: Pens and Paper
Preparing: 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.
CHARACTERS

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
CAPTIONS AND QUOTES

“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.”
EXERCISE

Your Name
Your Company's Name
Favorite TV Show
Favorite Restaurant
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

BY 2015

73% PREFER eBOOKS

INSIDE

OUTSIDE

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ICONS AND CONCEPTS

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

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EMANATA

“symbols that emanate outwards from cartoon characters to show their internal state”
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
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.

Visual thinking

Tips
Master sketching common words used in presentations.

Practice by watching TED Week.UX.com.

Winkel Engine.

Focus on what resonates with you. You're creating a memento, not a reference.

Aim for curation, not completeness.

Be a crap sketcher.

Watch the clock. Make use of EPIC.

Speed up!

Michael from Microsoft saw my sketchnotes, and he asked me to live-sketch note the REMIX 2011 keynote on a 1m x 1m canvas.

In front of 500 people, it was pretty awesome.

A game show hostess read a page out on national TV.

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

I’ve been drawing since I was a kid. I carry my Moleskine sketchbook everywhere. I’ve always doodled during school, class, work, etc. but I just never made any notes until a few years ago.

**ENTER:** obsession with taking sketchnotes.

Now I look for reasons to go to any mundane meeting at work just to practice taking them.

**FINALIZE:**

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

**LAST, BUT NOT LEAST:**

Usually post talk and I can finally relax a bit on my page. I start adding shading, boxes, circles, along with more defined shapes to help finalize the spread. Grasshatching is your friend.

**INTERNET:**

@TURNISLEFTHOME

website: TURNISLEFTHOME.COM

Twitter: @TURNISLEFTHOME

also see: DRIBBBLE.COM/TURNISLEFTHOME 3D WORK!
So I seem to have developed a style

Sometimes of course, it can be hard to think of what to write or draw!

Generally lots of text, and I use pictures to illustrate key concepts.

No problem. Finish off other notes, prepare for the next one, or just sketch the audience!

I use 0.5/0.38 mm pens from Muji.

Pens & Paper

Pilot V sign pens

Tomboy Dual Brush Pens for shading

(Thanks, Eva-Lotta!)

Sketchnotes are all about observation and listening...

If they talk too fast, you just have to listen faster!

You need the ears of a cheetah.

Tombow dual brush pens for shading.

Hard-back notebooks give you something to lean on.

It drives me nuts when I have to start a new page just for a small bit of sketchnote.

You can add the colour & shading later... it's okay.

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

I've proud when people use sketchnotes I've made...

Tips for Drawing

Use a pen (not a pencil)

Think about structure and use any cues from the speaker.

You can add the colour & shading later... it's okay.

Framed copy

Tips for Listening

Sketchnotes are all about observation and listening...

If they talk too fast, you just have to listen faster!

You need the ears of a cheetah.

I'm proud when people use sketchnotes I've made...

Being invited to make notes...

Dr. Alex Bateman

Sanger Institute

Get in Touch
DRAWING LICENCE
CHRIS SHIPTON
OXFORD, UK
CHRISHPHTON.COM

EQUIPMENT:
I PREFER MOLESKINE BOOKS
BUT AM GIVING LEUCHTTURM 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 LIVED MANY WAS REGULARLY TOLD OFF FOR IT
THROUGHOUT MY EDUCATION

At Art School...

Teenage Years...

One Mans Defaced Physics
Book Is Another Sketchnotes!

One Mans Defaced Physics
Book Is Another Sketchnotes!

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 An 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 Beaded
Phone Books?

Are You Drawing
Me?
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.

Moleskine brand watercolor journals have satisfyingly thick paper with a nice tooth to it.

don't beat yourself up trying to capture every word.
SUMMARIZE!

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Hello!
My name is Kyle Steed
I live in Texas
Amanda & our two crazy dogs Sam & Ben
Pays the bills
Hand-drawn illustrations & design
Loose-leaf
I prefer the Micron pens when I'm drawing
Field notes
You also can't go wrong with this guy
Moleskine
Just have fun
The best advice I can give someone
Find me on Twitter @kylesteed | Check out my website kylesteed.com
Unlocking Cool

"It's not the questions that change, it's the answers that do." ~ Peter Drucker

Never Normal

Success
- Complacent
  - Protect what works
  - Resist change

Hunt for overlooked opportunities

#1 Family First
#2 Customers
#3 Ambitious
#4 Make people feel ownership
#5 Always upside to adversity

Always a state of mind

Fortune Magazine founded 3 mos. after stock market crash of 1929 selling a luxury magazine for the price of a wool sweater.

"A company's culture is the seed to its destruction."

New ideas are overwhelming
- Teach adaptation

You can do anything if you connect people

Knock on doors (competitors are lazy)

Relentlessly obsess about your story

"Be open to the complete possibility of what could be.
~ Marco Mondini

FUNCTIONAL
- FEEL
- MOTIVATE

EMOTIONAL
- CONNECT

CULTURAL
- EMPOWER

CONTINUUM OF IMPACT
SCIENCE LITERACY and the FUTURE of WORK

The lens through the eyes of an Anthroposophist

I'm Neil deGrassé Tyson and I approve of these messages.

WHO ARE THE PROBLEM SOLVERS?
(we're taught how it works and how to think)
WHERE'S THE VALUE?

IN THE WORKPLACE, FIND YOUR PROBLEM SOLVERS

CHERISH the curiosity of a CHILD

STOP! you'll make a mess!

"COOL! IT'S A CRATER!"

Our brains are programmed to multiple choice

NO STOP DENYING DISCOVERY

"what are my choices for dinner?"

You are defined by the grades you earned.

ARE YOU A...
- INNOVATOR
- LISTENER
- PROBLEM SOLVER
- COMMUNICATOR
- CREATIVE

YOUR GRADES ARE NOT IMPORTANT TO ANYONE BUT YOU.
Diana Nyad

EXTREME SWIMMER
CUBA TO FLORIDA: 110.4 miles / 52 hrs. 54 min. 18.6 sec.

Never, ever give up!

Find a Way!

Attempts:
1. Aug 1978
   Strong Winds
   High Waves

2. Aug 2011
   Box Jellyfish Sting x2
   Asthma Flare-up

3. Sep 2011
   Box Jellyfish
   Portuguese Man-of-War

4. Aug 2012
   Jellyfish
   Lightning Storm

5. Aug 31 - Sep 02, 2013
   Success!

Strategies:
- Count Strokes
  - English
  - Spanish
  - German
  - French

“Grand Design” by
Stephen Hawking
“Think About the Edge of the Universe at 50 KPH”

85 Song Playlist
“Damage Done” by
Neil Young (Favorite)

Be fully engaged.
Be so awake, alert, and alive every waking minute of every day.

 Desire to Transcend the Pain

End:
1:53 PM
Mon., Sep. 1

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

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

Xtreme Swim Nyad
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.
Learn & Never Quit
BOOKS

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

NuggetHead Studioz Blog
Sketchnote School: 6 Steps to Great Conference Sketchnotes

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 Group:
I Sketchnote
THANK YOU!

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http://nuggethead.net/blog
http://nuggethead.net