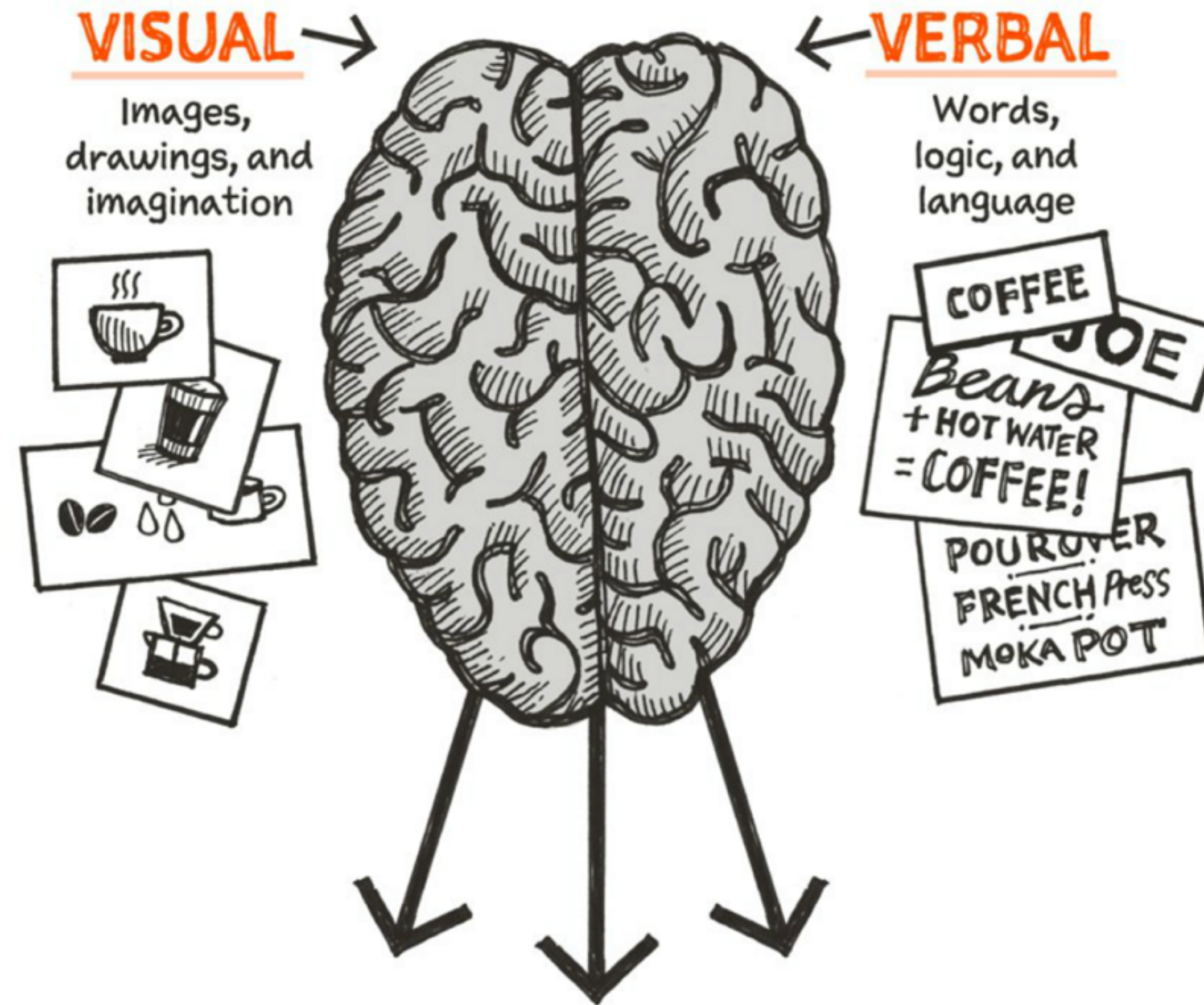




# Sketchnoting QUICKSTART overview

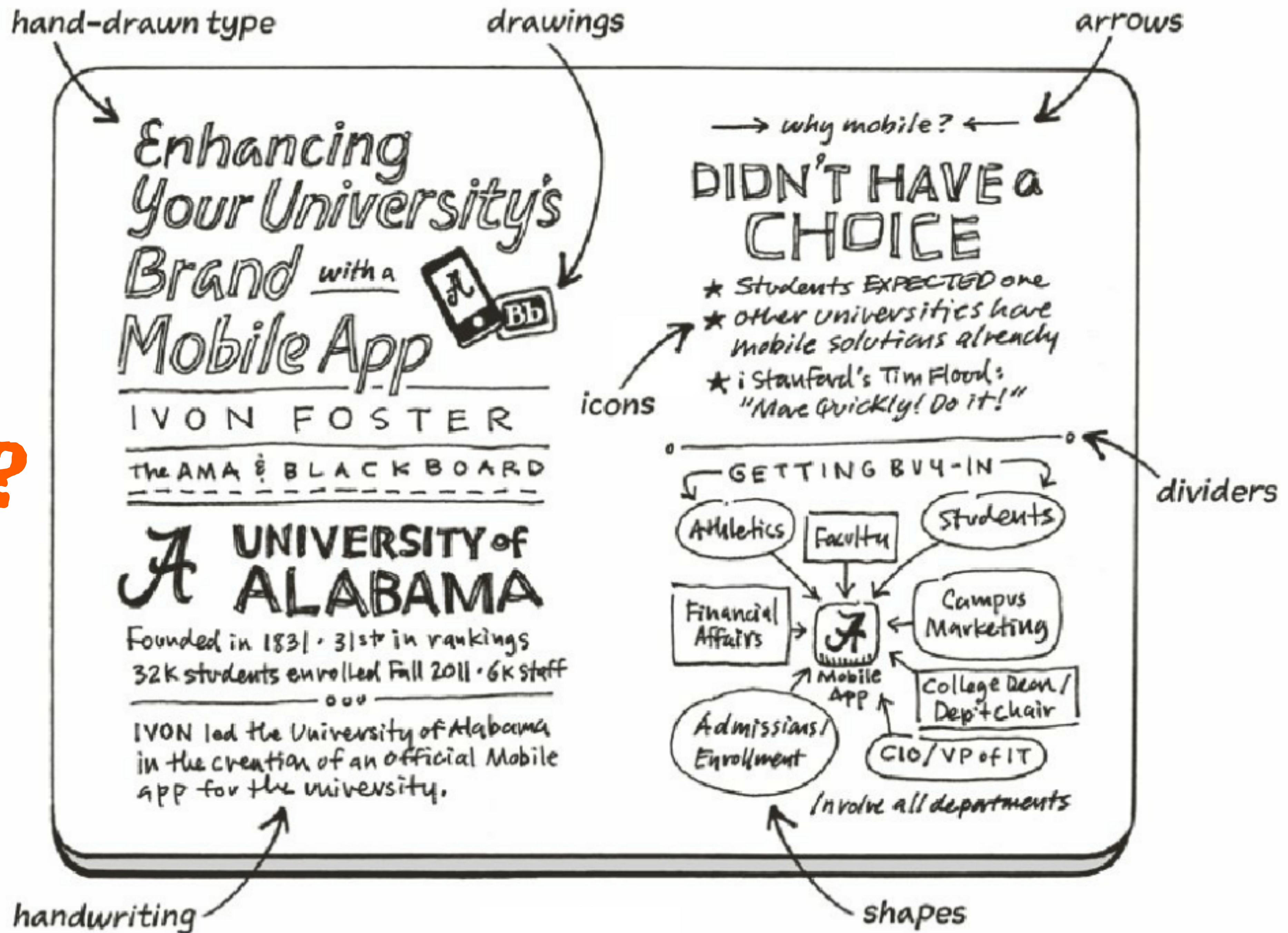
from the book  
**The Sketchnote Handbook**  
by Mike Rohde

# Why Sketchnote?

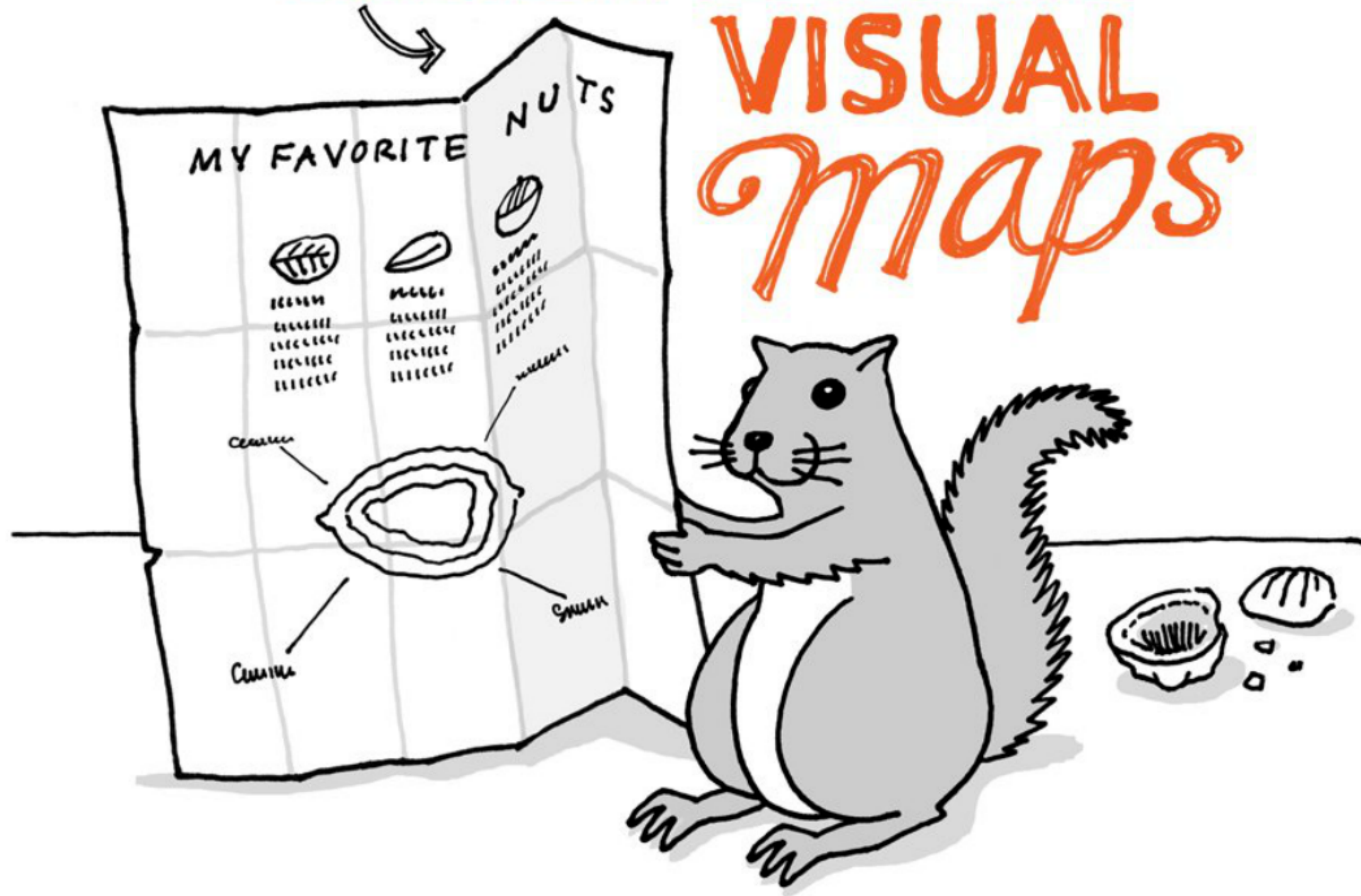


When your WHOLE BRAIN is engaged,  
you create **VISUAL MAPS** of what  
YOU HEAR, SEE, AND THINK.

# What are sketchnotes?



# SKETCHNOTES are VISUAL maps



IDEAS,

NOT

ART!

# IDEAS, NOT ART!

---

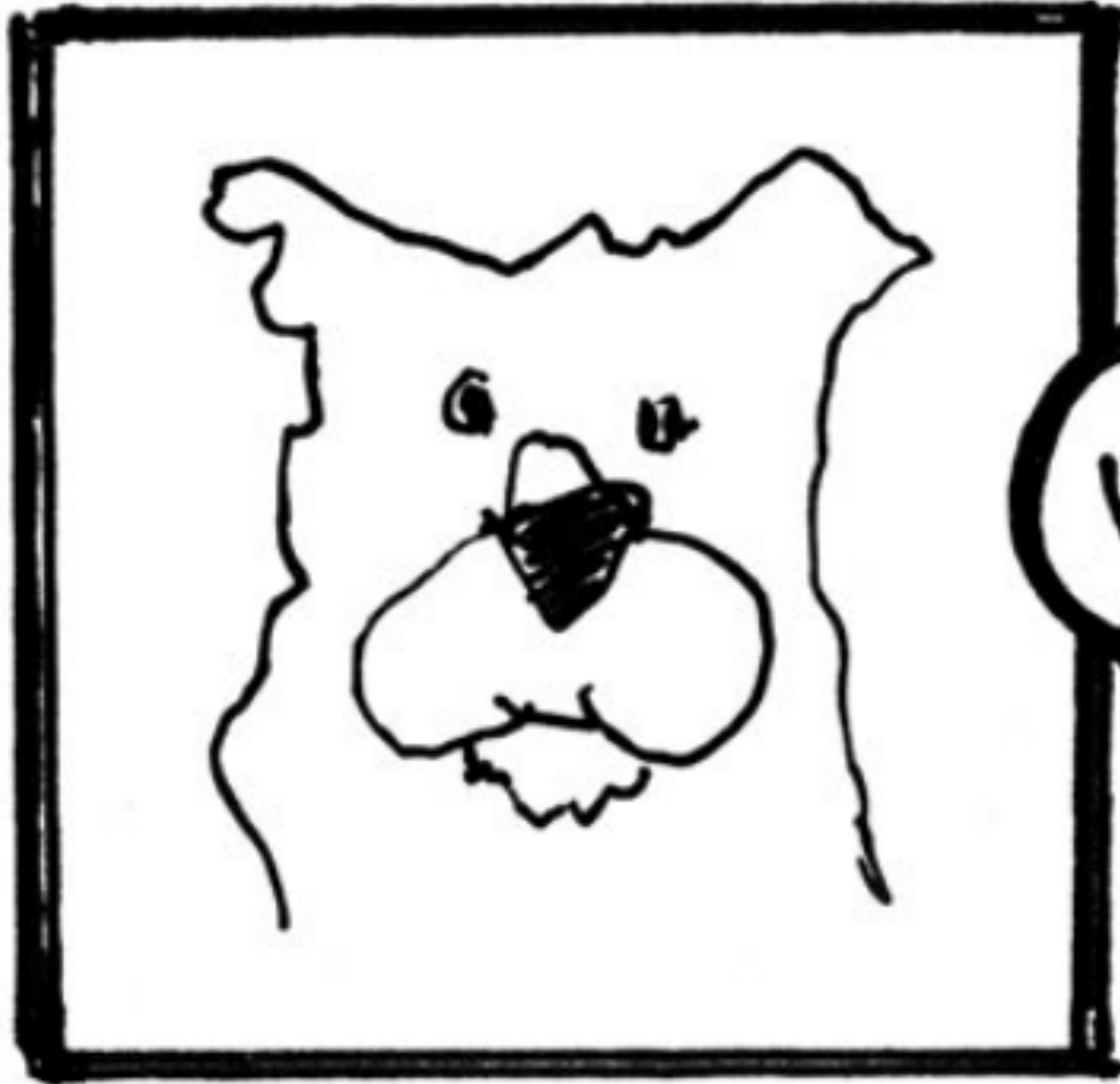
Sketchnotes are about capturing and sharing ideas, not about art.



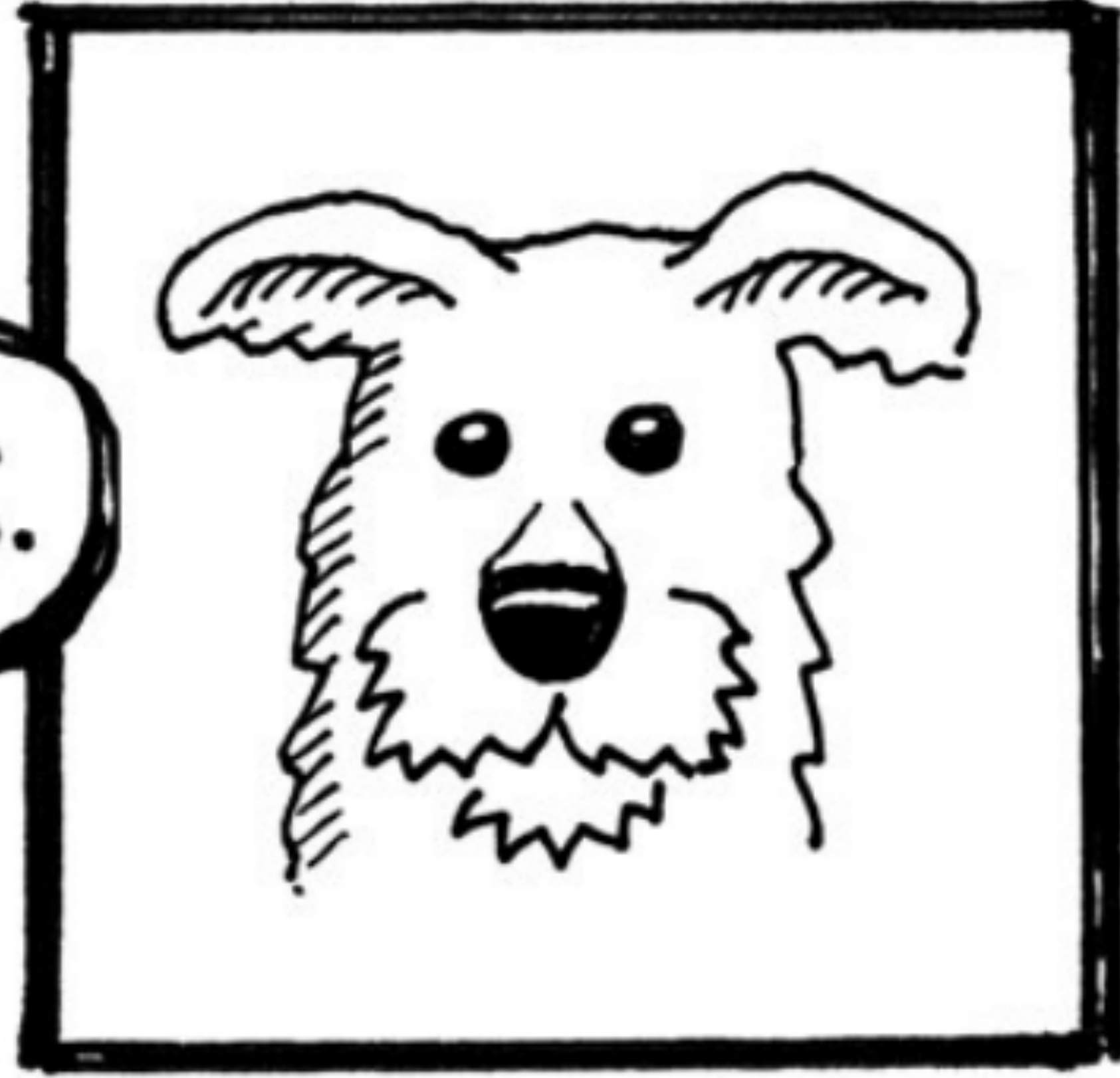
**SKETCHNOTES  
ARE A WAY TO  
THINK ON PAPER  
USING IMAGES & WORDS.**

---

**BAD DRAWING**



**GOOD DRAWING**



**VS.**

*Either way it's still a dog.*

# Materials needed for sketch noting



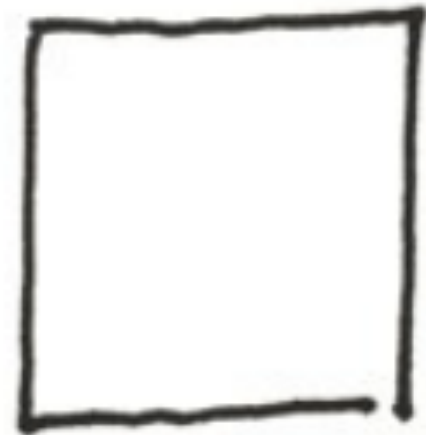


# the 5 Elements of Drawing

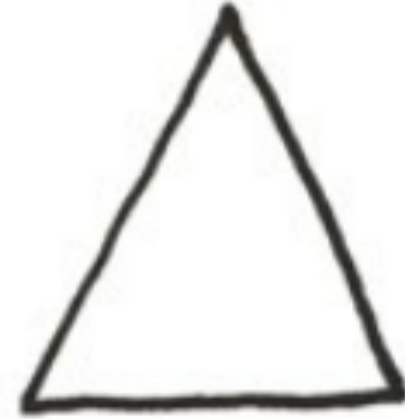
---



CIRCLE



SQUARE



TRIANGLE



LINE



DOT

**EVERYTHING YOU WANT TO DRAW  
CAN BE CREATED WITH THESE 5 ELEMENTS.**

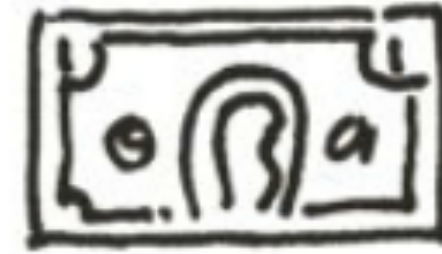
Can you identify the 5 basic elements in these simple drawings?



HOUSE



COFFEE



DOLLAR



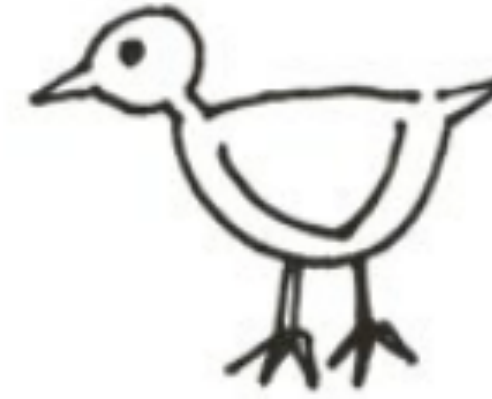
TREE



BANK



JEANS



BIRD



MIXTAPE

**ONCE YOU SEE THESE 5 ELEMENTS** making up the objects around you, it becomes much easier to draw all sorts of objects...like...

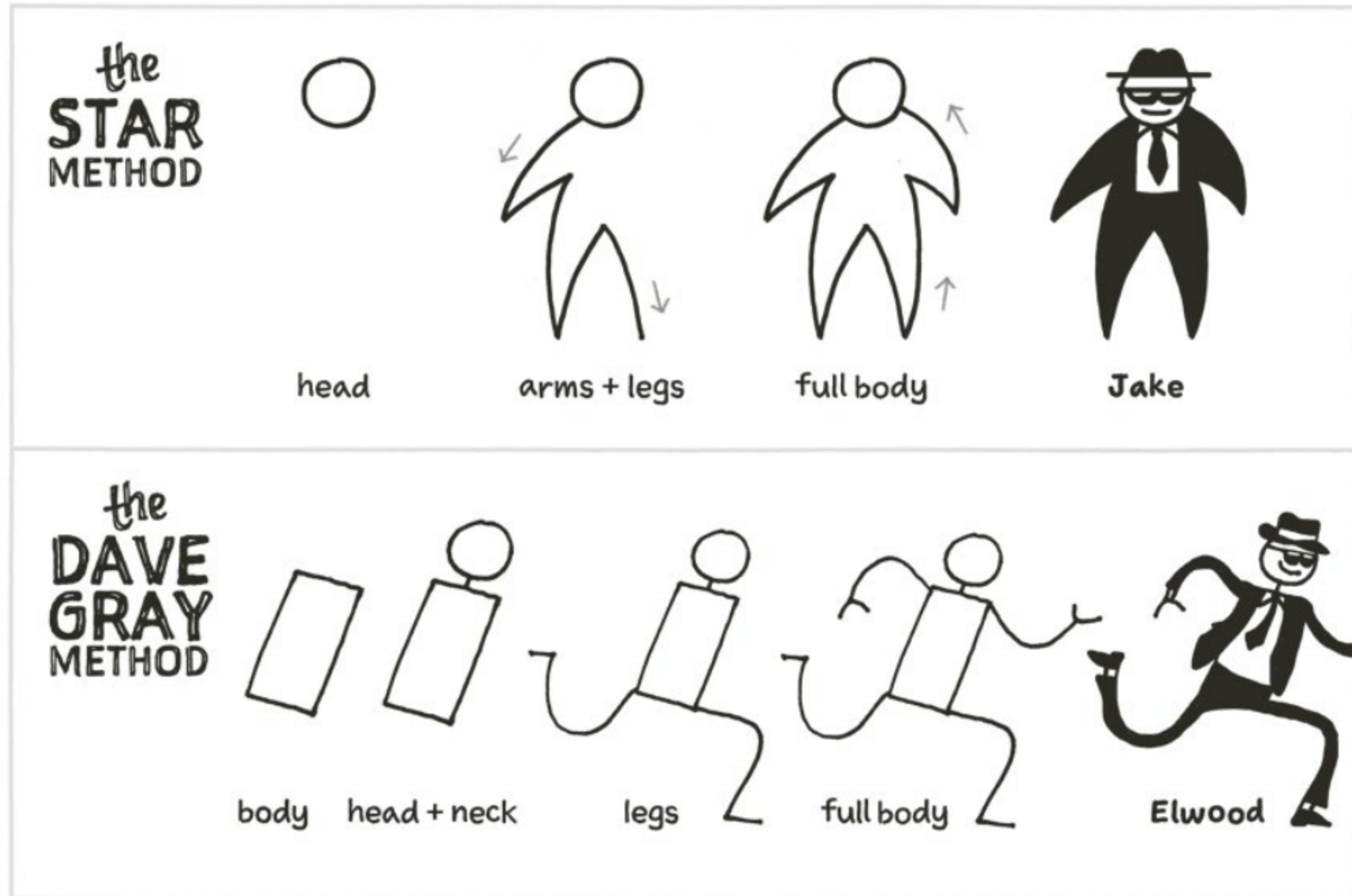
**RATS.**



# DRAWING PEOPLE

Drawing people is a helpful skill you can use in your sketchnotes.

Here are two ways to draw people — the *Star Method* and the *Dave Gray Method*:



# DRAWING FACES

With just a few basic lines you can create a wide array of facial expressions. My friend Austin Kleon has a simple way of creating 9 different faces by using just 3 different lines within a matrix:



nose



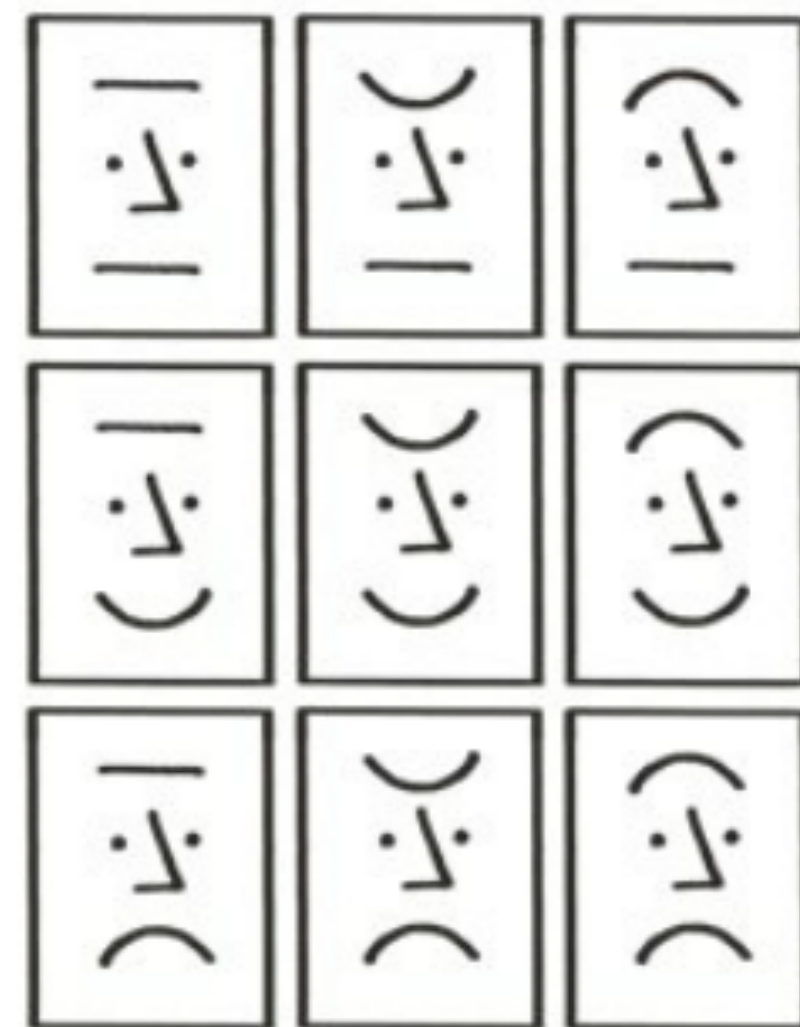
eyes



eyebrows



mouth



## DRAWING TYPE

Hand-drawn type is a great way to make your sketchnotes more interesting and to define hierarchy. There are four easy methods you can use in your sketchnotes:

1

Single Line

2

Double Line

*Optionally cap the ends and fill in*

3

Triple Line

4

BLOCK

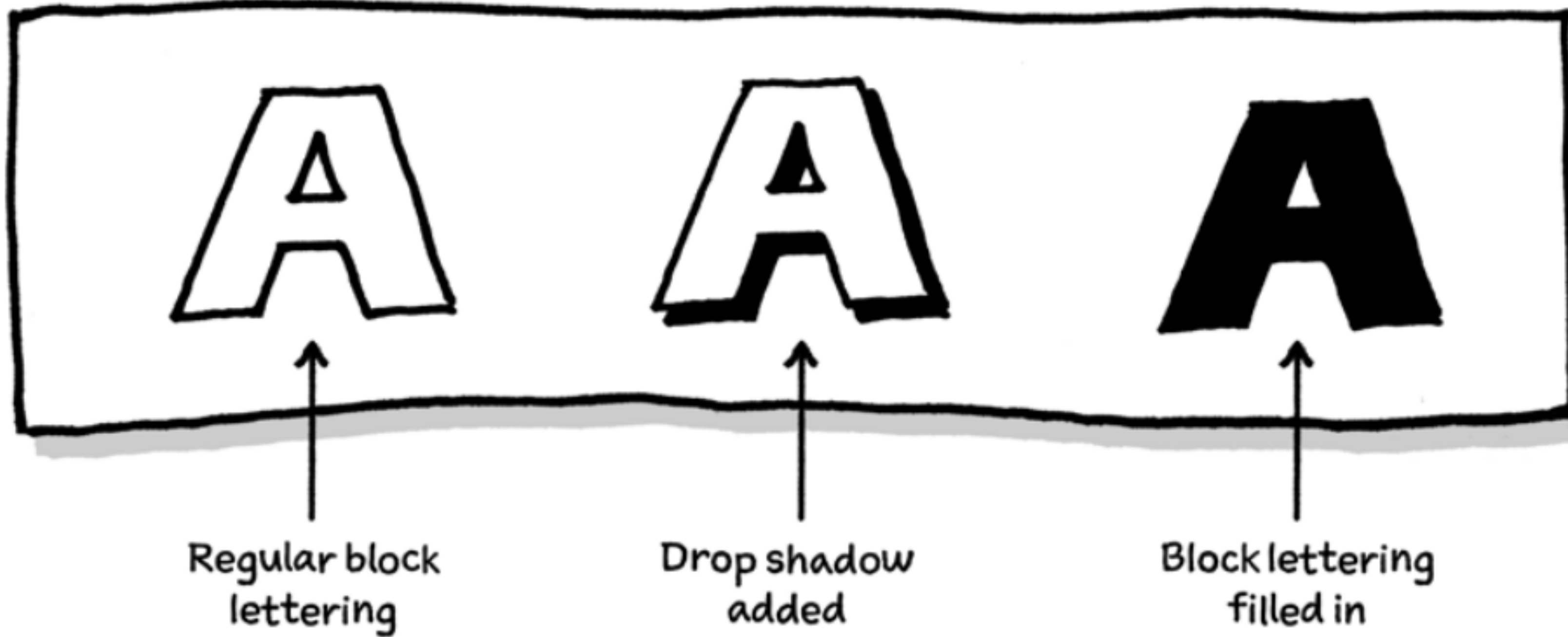
*Add a shadow for a little depth*

THE KEY TO MASTERY:

★ **LOTS-O-PRACTICE!** ★

# BLOCK LETTERING

The block lettering approach requires a little more practice, skill, and time. When used properly, block lettering is a nice way to create a strong impression. Block lettering works well on title pages or when you want to emphasize a key point.



# Elements of sketchnoting

## TITLES

Andy Stanley

## ICONS



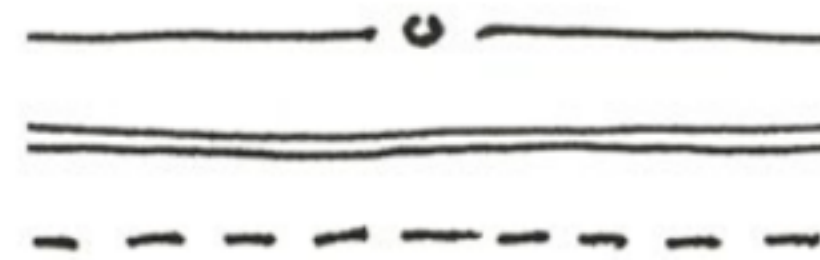
## HANDWRITING

IVON led the University of Alabama in the creation of an official Mobile app.

## TYPOGRAPHY

Light

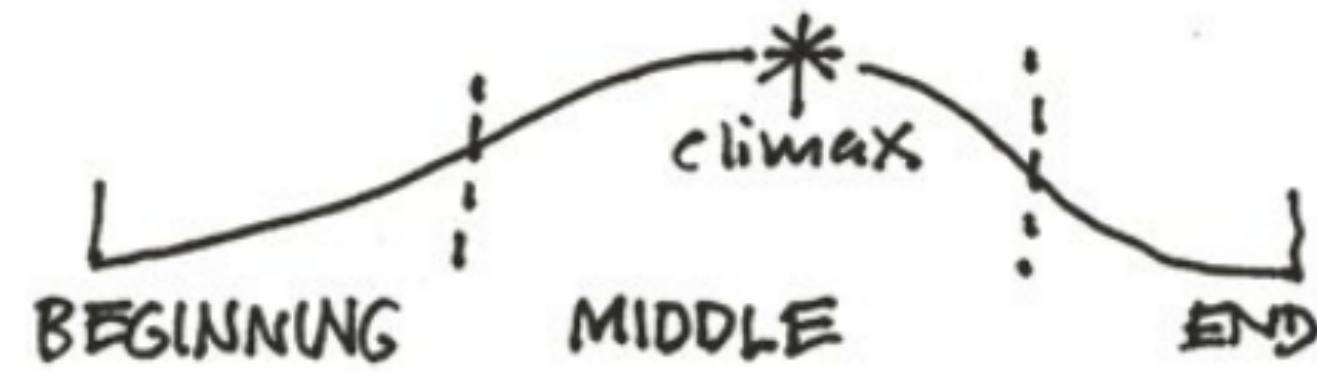
## DIVIDERS



## ARROWS

NO!

### DIAGRAMS & DRAWINGS



ELEMENTS of a STORY

### BULLETS

- \* Point 1
- ★ Point 2
- Point 3
- Point 4

### CONTAINERS



### THOUGHT & SPEECH BUBBLES

WHAT?

I CAN'T BELIEVE IT!

### DIAGRAMS & DRAWINGS



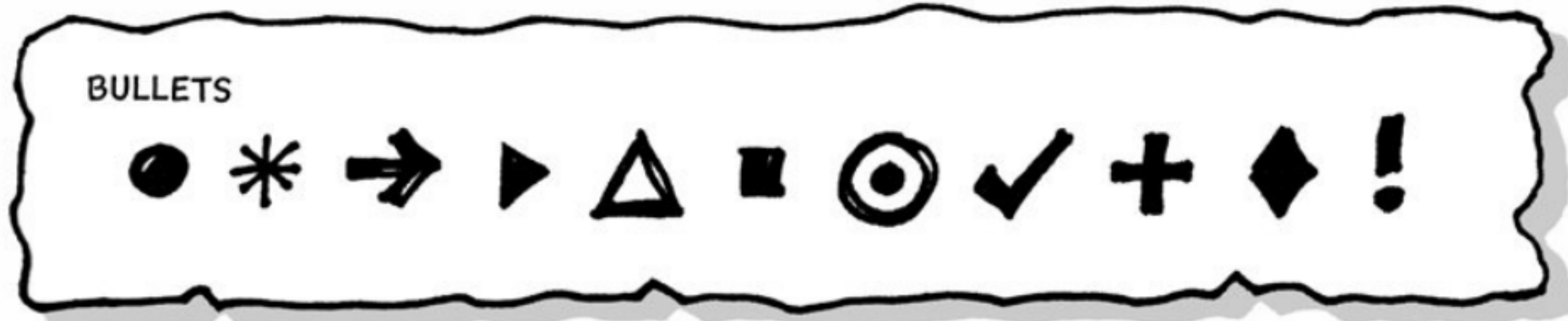
### SIGNATURES

@rohdesign



# DRAWING VISUAL ELEMENTS

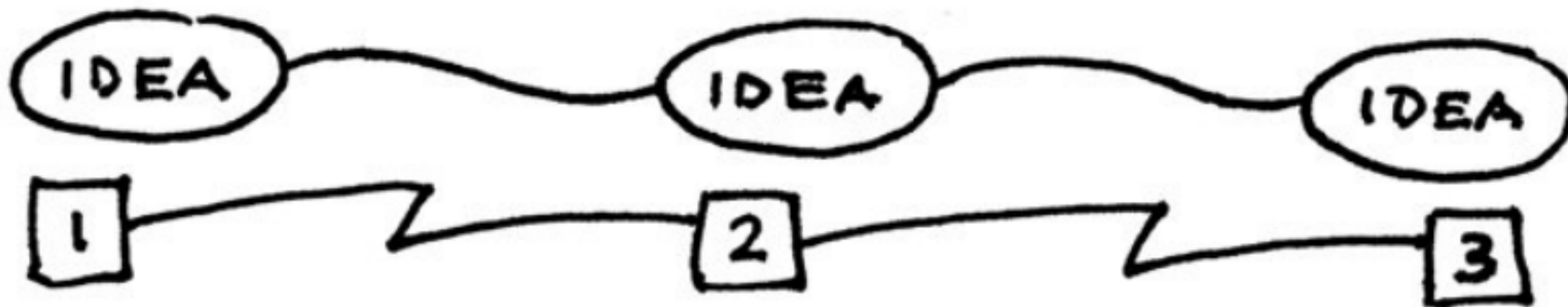
Visual elements add interest to your sketchnotes and can be a variety of shapes and sizes. Here are a few you may find useful to learn as part of your practice routines:



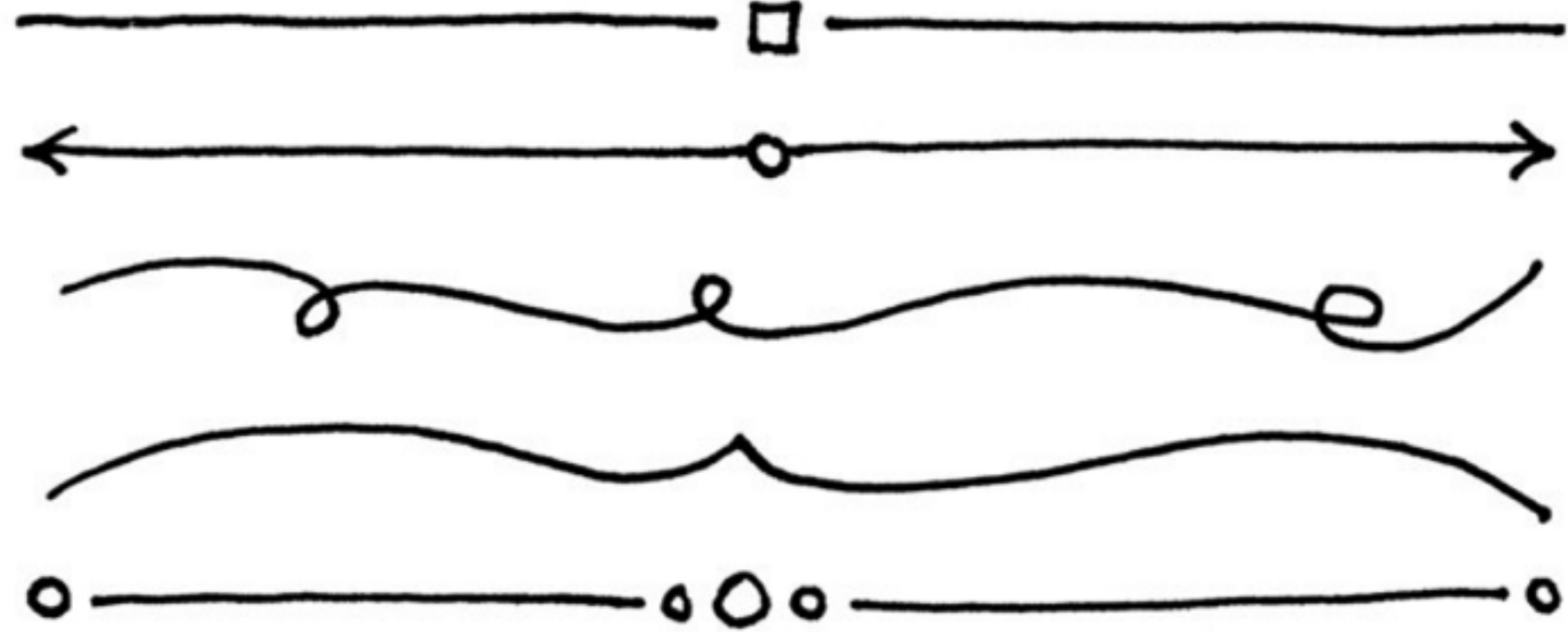
LINES



CONNECTORS



SEPARATORS



THOUGHT & SPEECH BUBBLES



CONTAINERS



ICONS



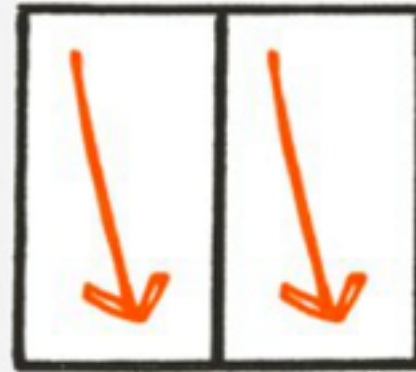
# ★ CONTAINERS

Containers connect various elements together in a single grouping to represent an overall idea or topic.



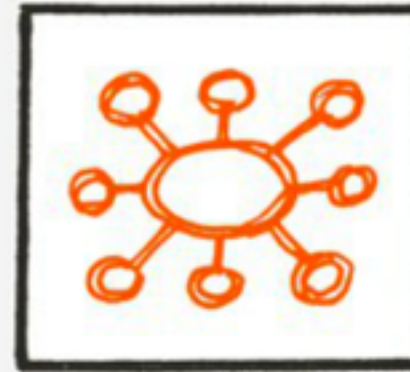
# TYPES of SKETCHNOTES

The foundation of a good sketchnote isn't about art—it's about good structure. Here are the seven most common sketchnoting patterns I've found:



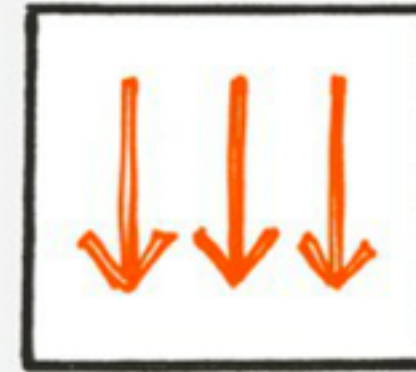
## LINEAR

Like a book, left to right, top to bottom.



## RADIAL

A central hub with many spokes of information.



## VERTICAL

Information runs from top to bottom.



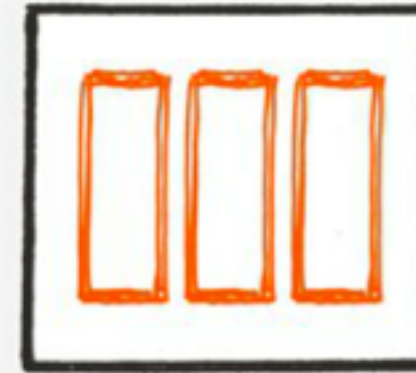
## PATH

Information winding across the page.



## MODULAR

Information broken up into sections.



## SKYSCRAPER

Information aligned in columns.



**LOGICAL FLOW**

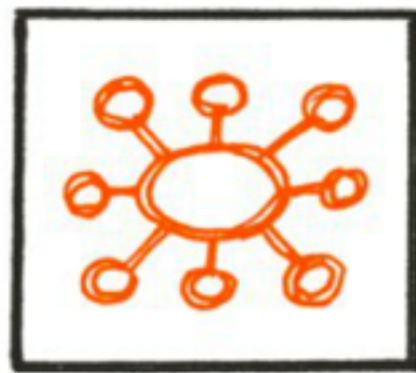


## POPCORN

Information placed randomly.

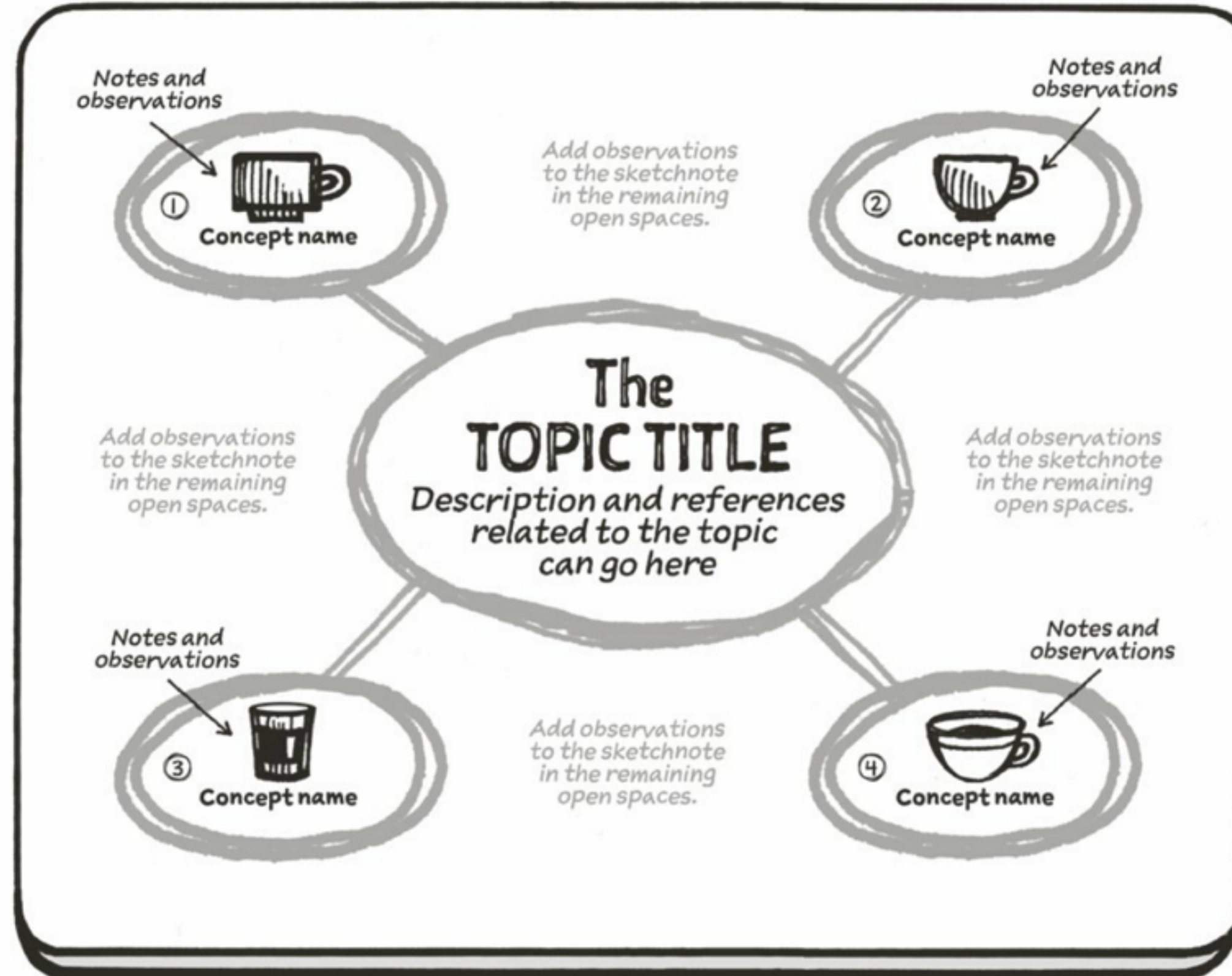


**BUILD A HIERARCHY OF INFORMATION**



## RADIAL FORMAT

The radial format works well with a single, central idea with information surrounding the hub. You can explore concepts in the space around the central hub.



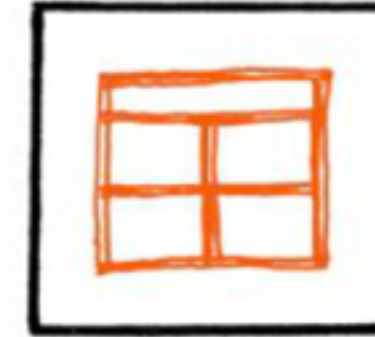
Place the main idea, topic, and reference notes in the central hub.  
Add notes, drawings, and icons in spaces around the central hub.


.....

**Working from the center outward  
frees you to capture and explore  
ideas in any order you like.**

# MODULAR

The modular pattern divides a single page or spread of pages into distinct regions or modules. Each module holds separate bits of information or different speakers within a larger event.





**MARCO TORRES**

**Digital** *vs* **Analog**

SCHOOLING  
-VERSUS-  
LEARNING!

---

"I'M A FILMMAKER + VISUAL LEARNER/TEACHER"

"I LOVE TO LEARN BUT SCHOOL GETS IN THE WAY."

FRAME = EDUCATION  
ART = LEARNING

Do: I WANT TO LEARN TO PLAY AN INSTRUMENT, OR DO I WANT TO PLAY AND WRITE MUSIC?

DIGITAL DEVELOPERS use the analog visuals to make stuff, BUT YOU DON'T HAVE TO... REALLY.

OR LEARN TO PLAY THE CELLO: *The iPad ORCHESTRA* (APPLAUSE)

photographic apparatus } EVOLVES WITH KODAK (1 click)  
ORIGINALLY 28 STEPS

DANNY ELFMAN, HANS ZIMMER, AND... PAUL MCCARTNEY ALL CAN'T READ MUSIC.  
LOVE + RESOURCEFULNESS + NETWORK = BIG 3

**Stay in the Question**  
A LITTLE BIT

**LONGER**

IN SCHOOLS, WHOSE IN CHARGE OF **PRODUCT** AND **PROCESS**?

THE INTERFACE CHANGES ACCORDING TO \* THE NEED AT HAND. \*

Celebrate the Verbs MORE THAN THE NOUNS.

**"REMARKABLE" MOMENTS**

PEOPLE with HOBBIES know what BETTER IS.

FEEDBACK IS A LEARNING COMPONENT  
CRITICISM IS A SCHOOLING COMPONENT

L + C + A } SEE HIS website for THE FORMULA  
LOVE CURIOSITY

RUBIK'S CUBE CHEATER

---

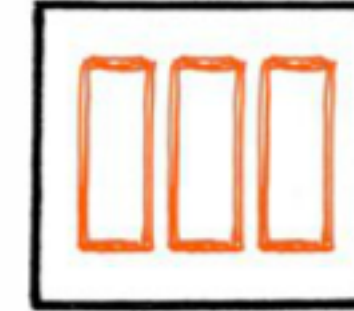
**BbWORLD 2012**

||| ✓ ☺ ☺ + ☺

**JULY 10-12, NEW ORLEANS, LA**

# SKYSCRAPER

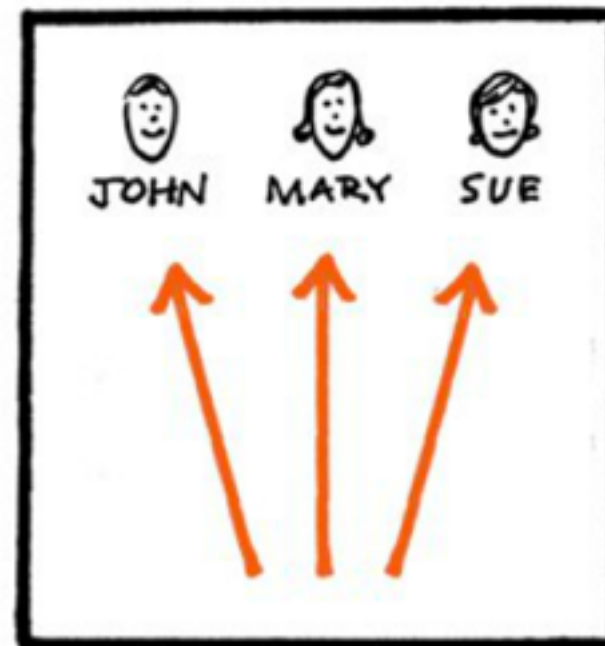
The skyscraper pattern is similar to the modular approach but divides the page into a series of tall, vertical panels, which contain separate bits of information.



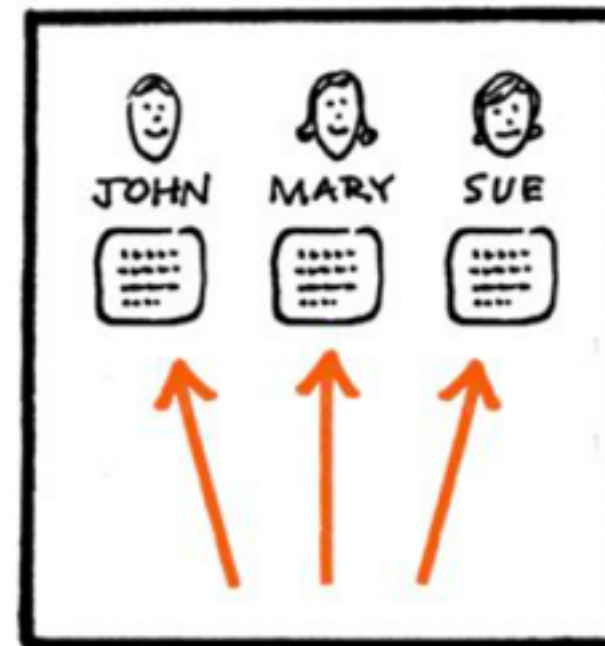
This pattern can work great for panel discussions where multiple people are speaking at different times.

## TO CREATE A SKYSCRAPER SKETCHNOTE,

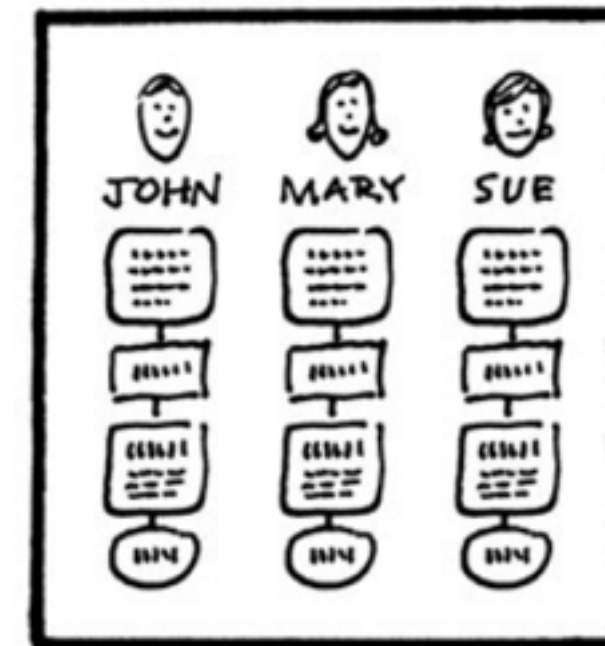
use a vertical column for each speaker and add the person's name or portrait. When the panel discussion begins, simply add each person's comments into the appropriate column.



1. Names & Faces



2. Capture comments



3. Fill out the page

## MANAGING A SKYSCRAPER SKETCHNOTE

Remember to pace yourself with the limited space of a skyscraper sketchnote. Focus on the key phrases and words that are meaningful. Work on boiling down the idea you're hearing to its purest essence.



# VERTICAL

Similar to a linear pattern, vertical sketchnotes present information in a single flow, from the top to the bottom of the page.



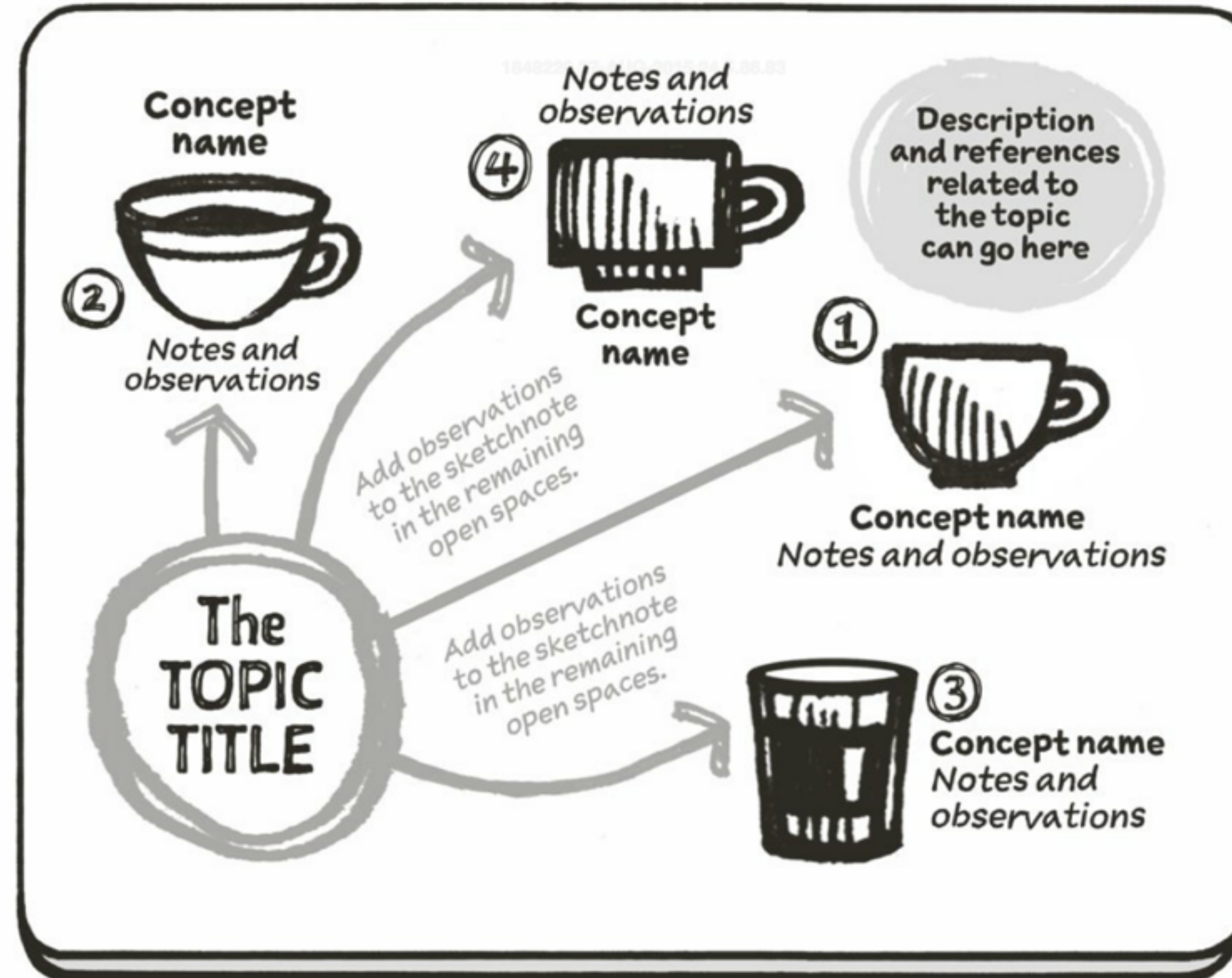
**THIS PATTERN** can be handy because it allows you to continue adding information vertically, as needed. The vertical pattern also provides a clear direction and structure for a reader to follow.

**HOWEVER, LIKE THE LINEAR PATTERN, THE VERTICAL PATTERN CAN LIMIT LAYOUT OPTIONS AND CAN BE ONLY AS LONG AS THE VERTICAL HEIGHT OF YOUR PAPER OR DRAWING APP'S CANVAS.**



## FREEFORM FORMAT

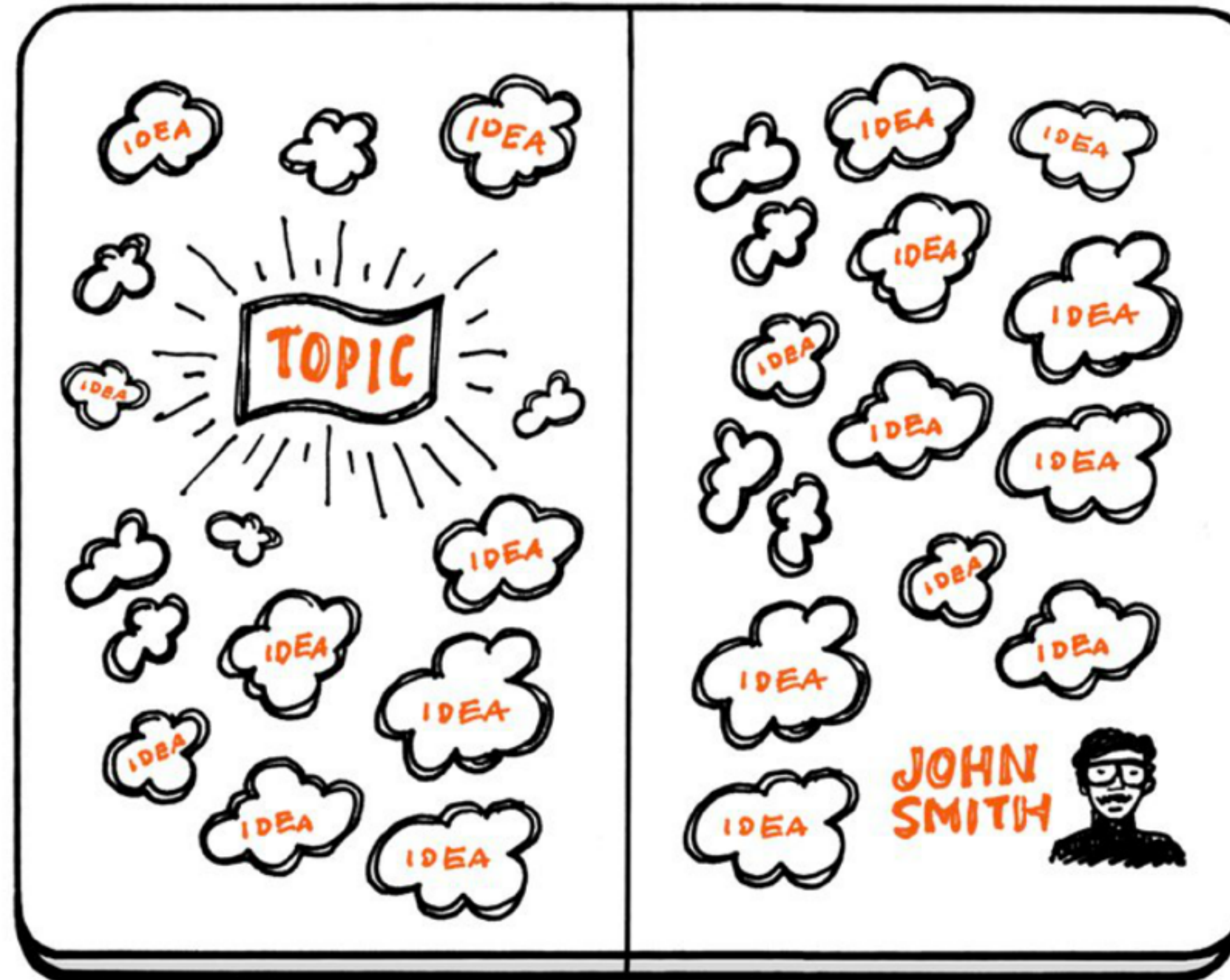
The freeform format offers more space for early-stage exploration where you need complete flexibility to play with ideas.



Position the main topic, reference notes, and your idea explorations in any pattern you'd like.

*The freeform format allows you to place idea elements anywhere on the page for the ultimate in flexibility.*

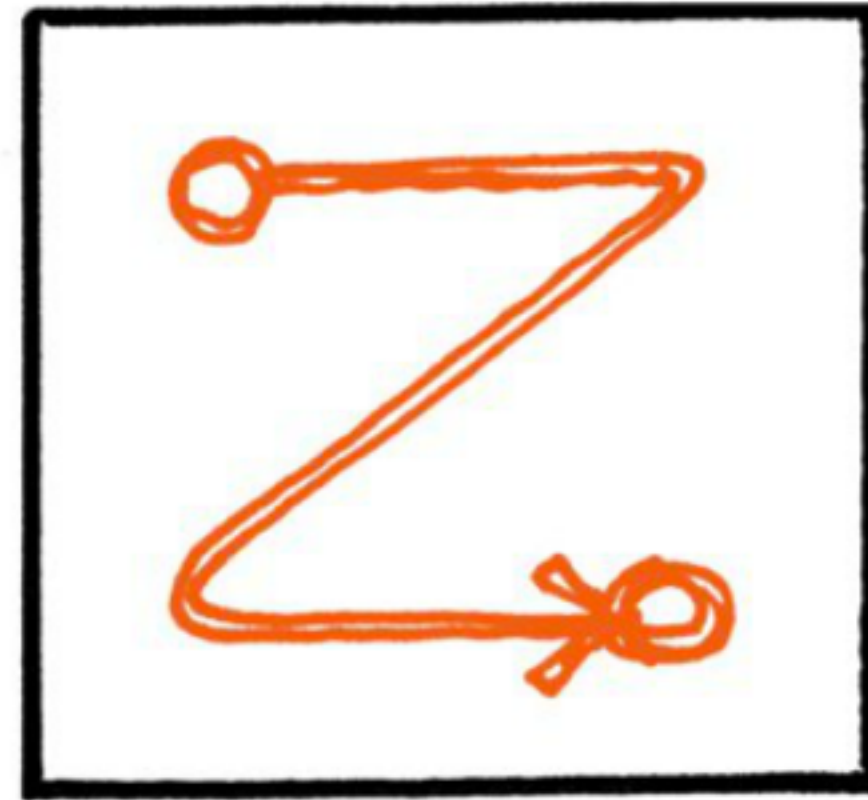
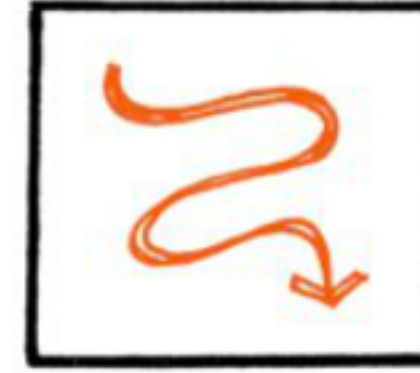
**WITH THE POPCORN PATTERN,** there is more emphasis on capturing information and less emphasis on placing it in a specific location. This approach can focus your mind on seizing ideas without worrying so much about their placement.



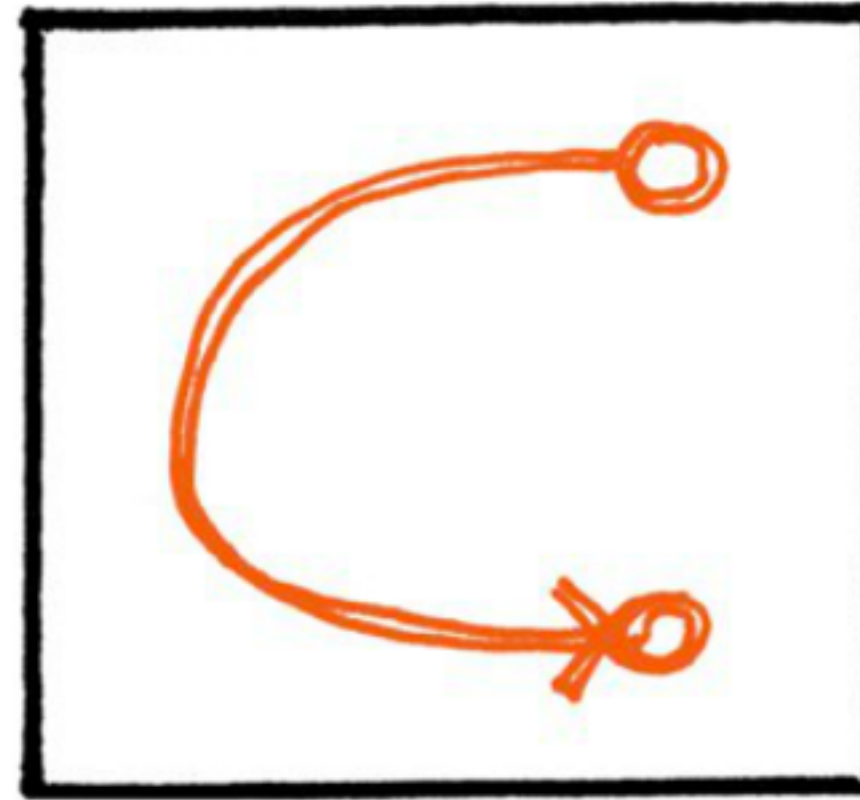
**HOWEVER, THE RANDOM ARRANGEMENT OF THE FREE-FORM POPCORN PATTERN CAN MAKE YOUR SKETCHNOTE MORE DIFFICULT TO FOLLOW BECAUSE OF THE HAPHAZARD PLACEMENT OF INFORMATION.**

# PATH

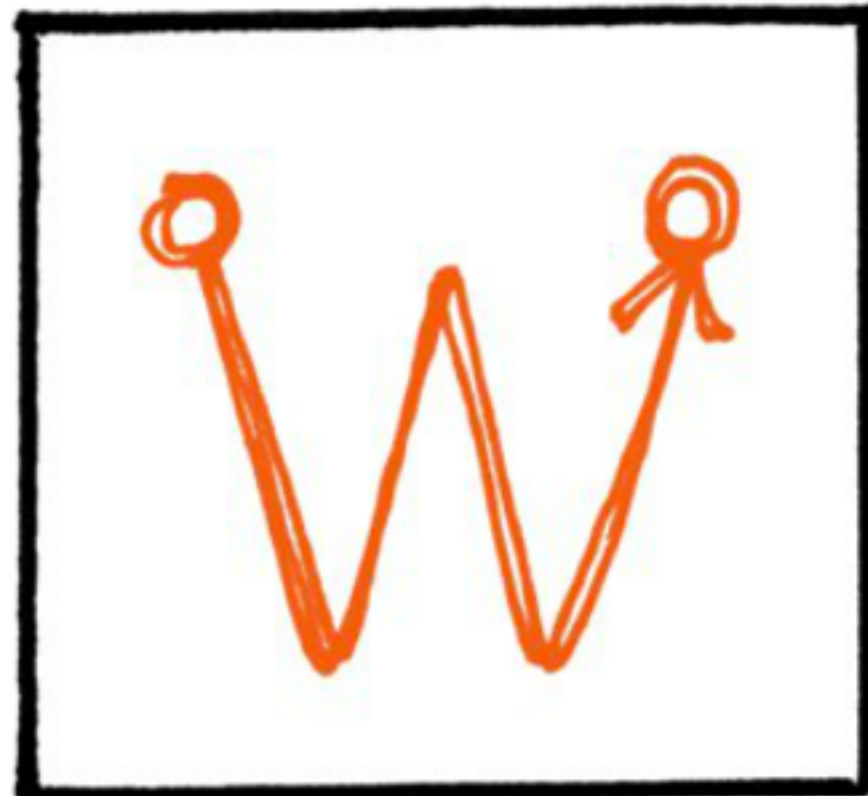
The path sketchnote pattern creates a path of information across the page vertically, horizontally, or diagonally. The path pattern can appear as a zigzag, c-shape, w-shape, or any organic path shape you can imagine.



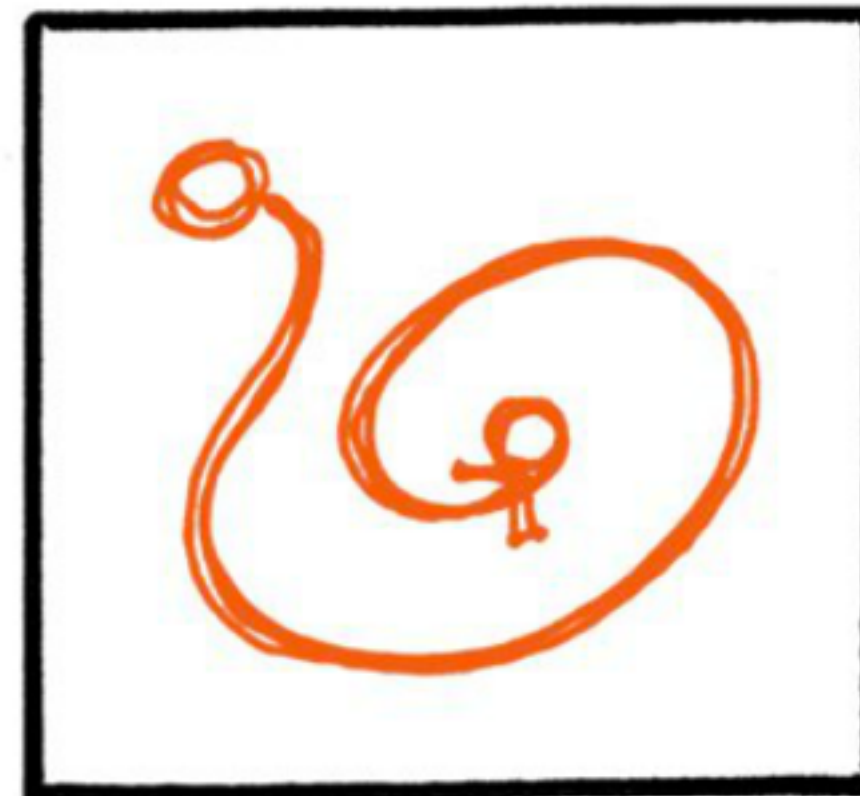
Z-Shape Path



C-Shape Path



W-Shape Path



Organic Path

Examples

# SKETCHNOTE INDEX

IDEAS NOT ART

WHAT

METODOLOGIA SCRITTURA GRAFICA

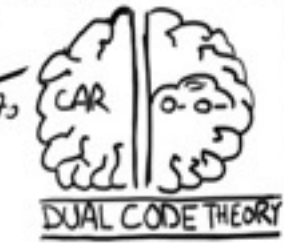
Handwriting + DRAW



Relaxing

DRY & SYNTHETIC

Allan Paivio - 1973



WHY



RIASSUMERE

PROGETTARE  
PIANIFICARE

OK!

APPRENDERE

WHEN

APPUNTI

MEMORY

FAST



HOW

CREARE



FIVE BASICS  
□ Δ ○ - .

 LINEAR	 PATH
 RADIAL	 RADIAL
 STORYBOARD	 MANDALA
 MODULAR	 SKYSCRAPER
 VERTICAL	 POP CORN
 MATRICE	 FLUSS



ELEMENTS

DRAW

BULLETS

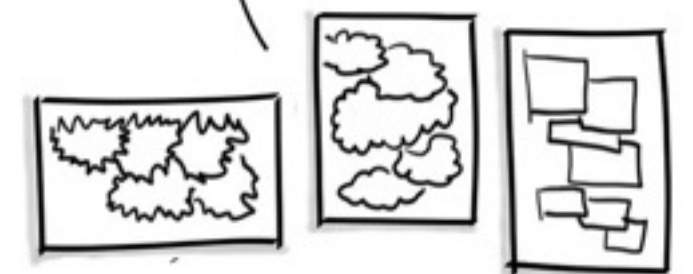
ICONS

DIVIDERS

handwriting

TYPOGRAPHY

CONTAINERS



the **Sketchnote** HANDBOOK

→ THE ILLUSTRATED guide ←  
to VISUAL NOTETAKING

by MIKE RÖHDE

# 1 WHAT

- © HANDWRITING + DRAW + FONT + SHAPES
  - © DRY + Simple and Clear
- input → [ ] → [ ] → [ ]
- LISTEN | THINKING | SYNTHESIZE | VISUALIZE**

© DRAW = KIDS

- © CIRCLE
  - SQUARE
  - TRIANGLE
  - LINE
  - Dot
- IDEAS NOT ART**

# 2

DOG CAR APPLE

1970 THEORY ALLAN PAIVIO VISUAL MAP

DUAL CODE MEMORY

CONCENTRATION

WHY

ZONE

Relaxing

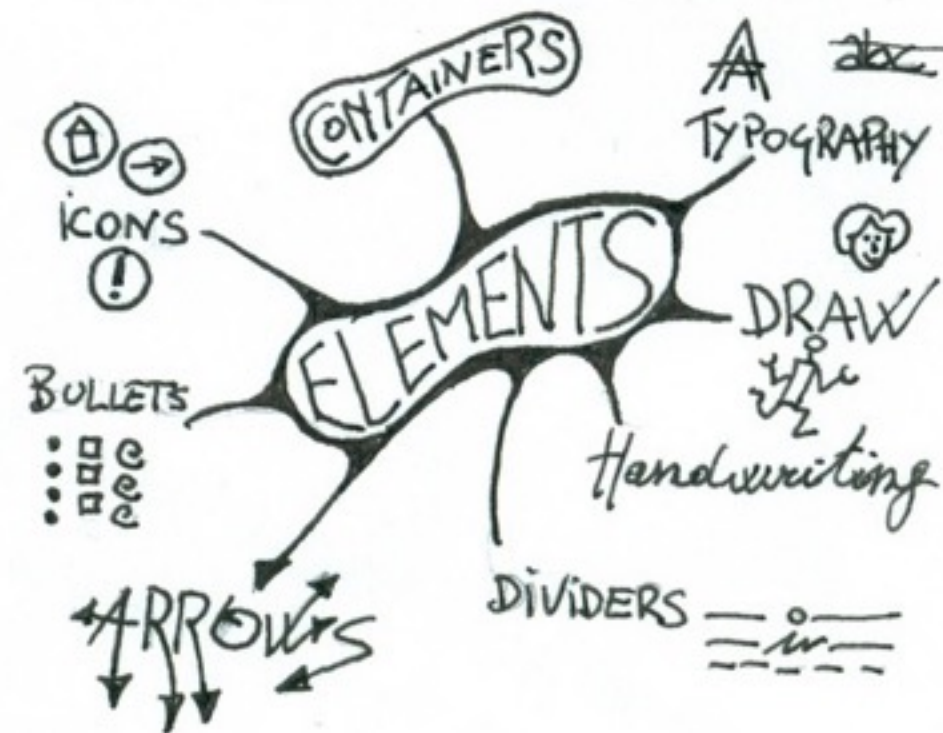
"le montagne innestate"

FAST

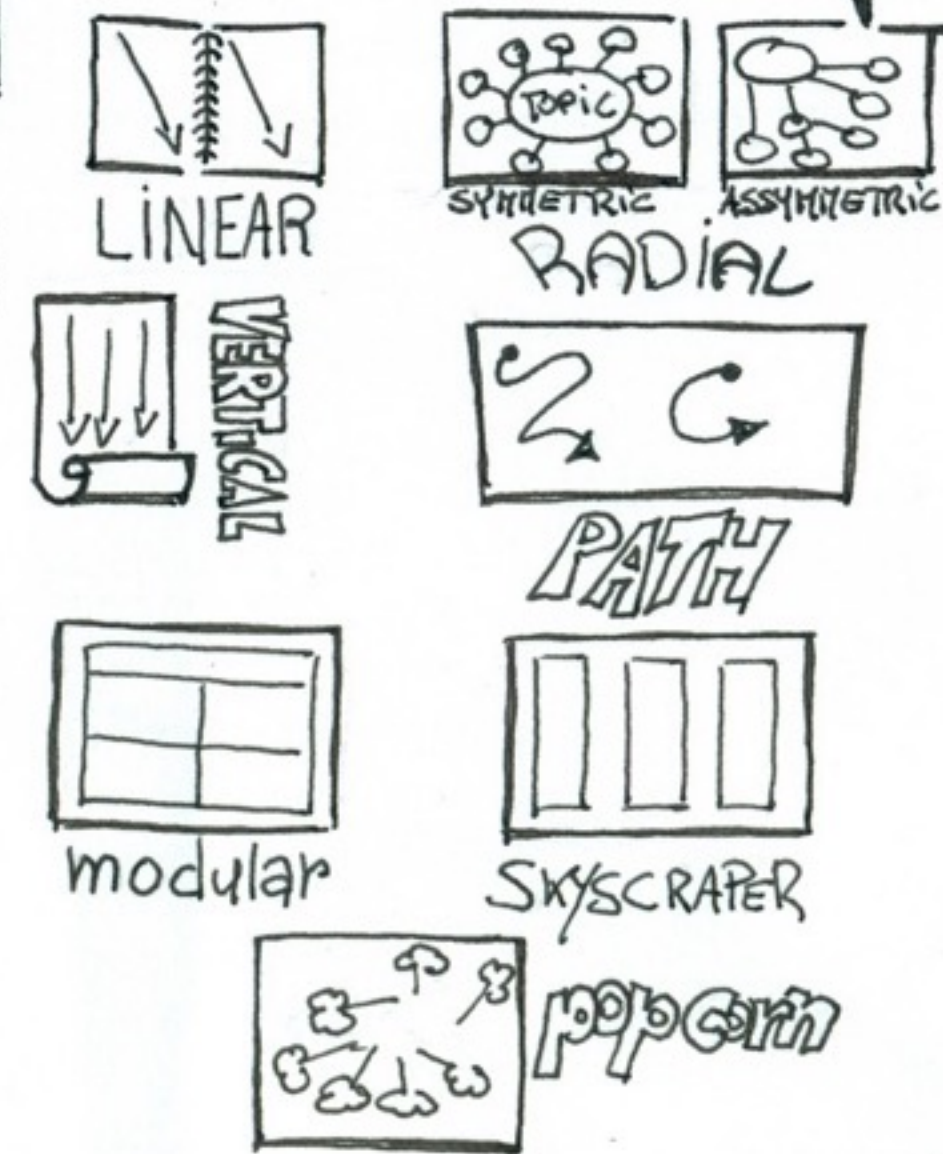
# 3 LISTEN UP!

- FOCUS
- ELIMINATE Distractions
- IMMERSE my mind
- CACHE ideas
- RECOGNIZE PATTERNS

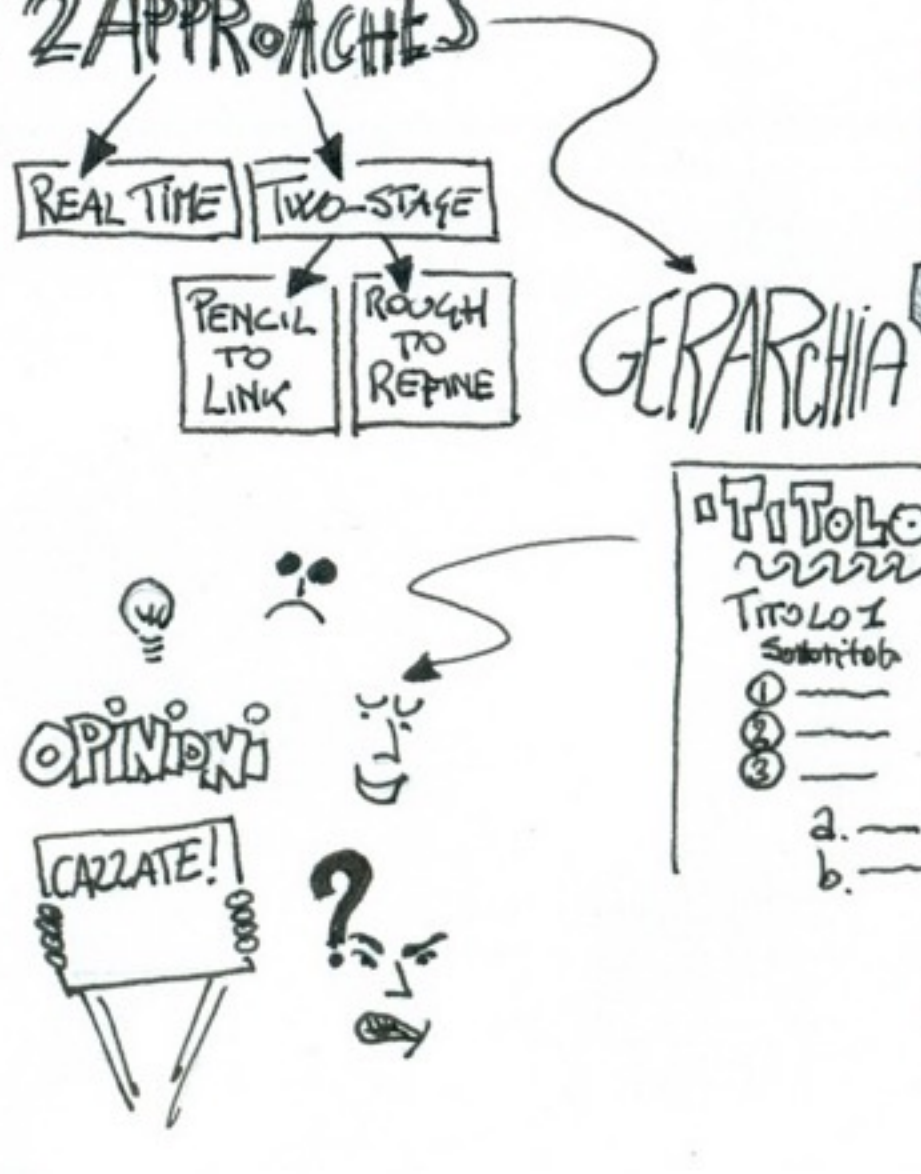
# 4 THE PROCESS



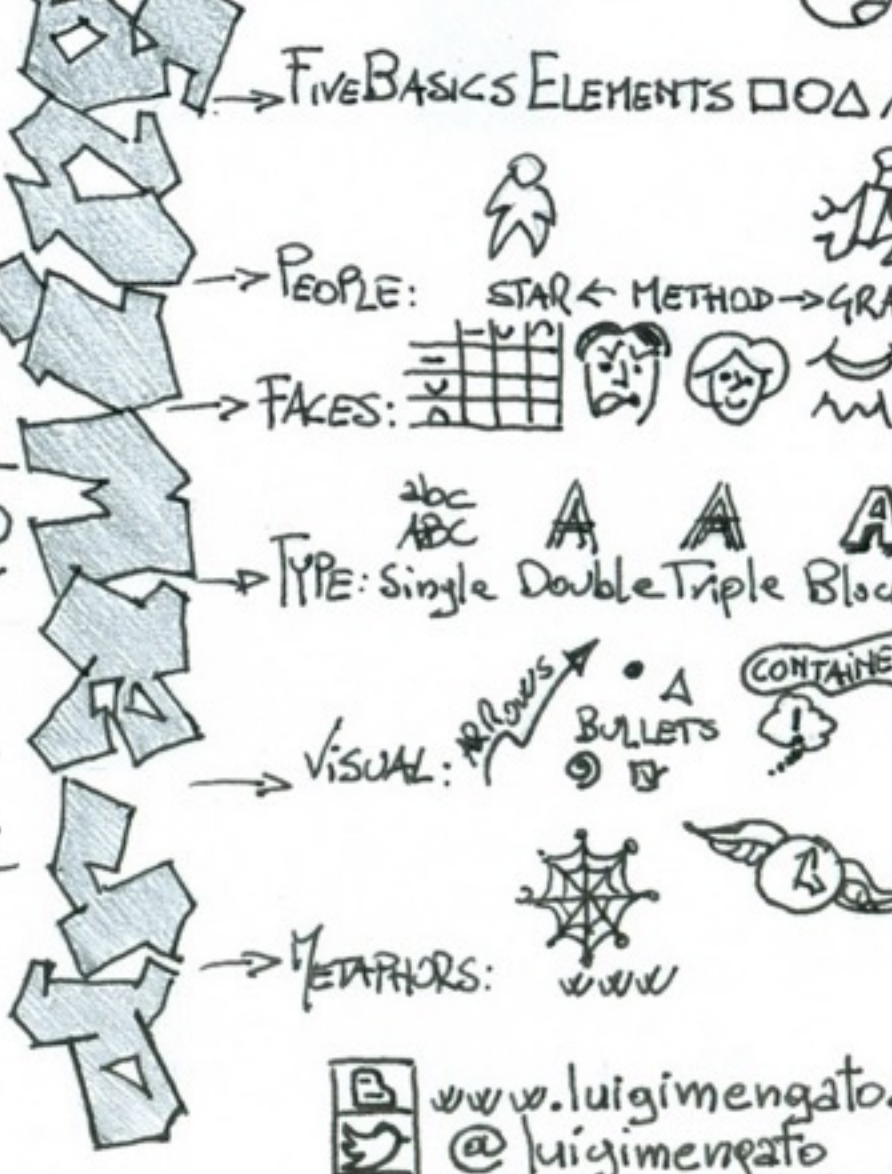
# 5 PATTERNS



# 6



# 7



26.5.13

@yahnyinonan Amanda Wright

# Drawing THE Story

PART OF THE LONDON LITERATURE FESTIVAL 2013 @ SOUTHBANK



written by the chair Paul Gravett

Rodolphe Töpffer (1830s Geneva) "inventor of comics"

"Comics will be the culture of 3794"

SALVADOR DALI



Mary Talbot

"Where is the use of a book, thought Alice, without pictures or illustrations?" ALICE IN WONDERLAND



Binghampton NY in 1948



originally in academia



graphic novel written with her husband. "WOW COSTA NOVEL PRIZE"



SALLY HEATHCOTE Suffragette.

James Joyce's daughter and her story (she spent her adult years ~~with~~ in an asylum)



Stephen Collins

Sorry he doesn't really have a giant beard...

"His wife come up with the idea of the giant beard"

About how they deal with untidyness in a regimented world...



The character turns red when she is going through a UCD moment...



Glyn Dillon

sparked by son's fear of washing machine & wife's OCD as a child





David McCandless →  
Information  
is Beautiful

data is the new  
(S)OIL

the language of the eye  hello!  
the language of the mind  Hi!

BEAUTIFUL INTERESTING

loves visual relationships

loves conceptual relationships

play

zzz  


BOREDOM → how can I make it interesting?



IGNORANCE → how can I find out about it?



BEWILDERMENT → how can I make it understandable?



FRUSTRATION → how can I make it work?



SAMANTHA WARREN  
THE POWER  
AND BEAUTY OF  
TYPOGRAPHY

☹☹ a designer choosing  
typefaces is essentially  
a casting director ☹☹



TOBIAS FRERE-JONES

TUNGSTEN  
Archer

JAMES BRIDLE  
THE VALUE OF RUINS



WIKI RACE:

2 PEOPLE

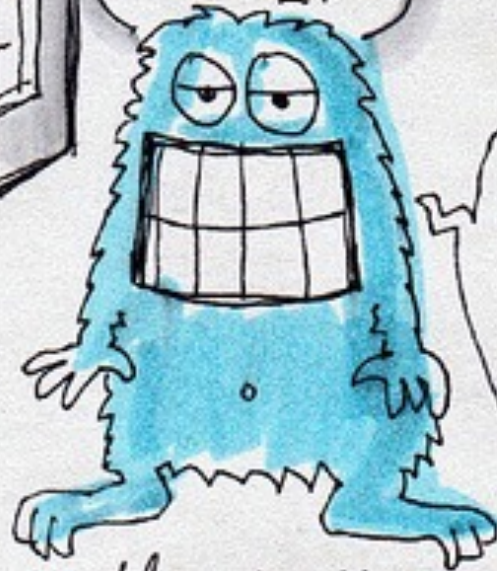
- CHOOSE 1 WIKIPEDIA TARGET PAGE THAT NEEDS TO BE REACHED
- GO TO A RANDOM WIKIPEDIA PAGE
- TRY TO REACH TARGET PAGE THROUGH FOLLOWING LINKS

# THE STORY

the ministry of stories



HOXTON MONSTER SUPPLY



the pedicurist

creating a monster with the audience...

come from

PIRATE SUPPLY STORE

in SAN FRANCISCO



the plan: drop in writing center for young people



BUT COUNCIL SAID: "this building is retail space!"



let's make an imaginary shop!

so a small change of plan was needed...

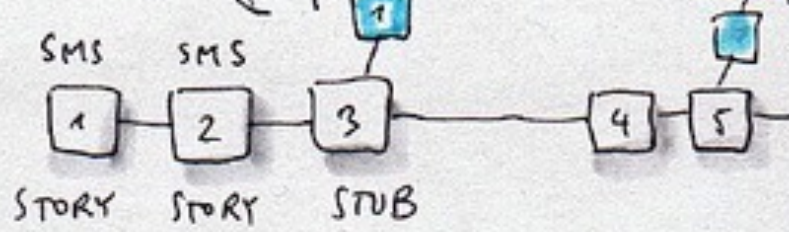
i have yellow + tongy eyes like a pickled onion.



18 LADDERS IN TOTAL

PREGNANCY LADDER

IS IT A GAME OR A STORY?



INTIMATE



CONVERSATION. only happens when you reply

IN YOUR POCKET

MATT ADAMS from BLAST THEORY

A STORY LIMITS THE LIFE OF SOMEONE TO WHAT SOMEONE ELSE CAN SAY ABOUT IT



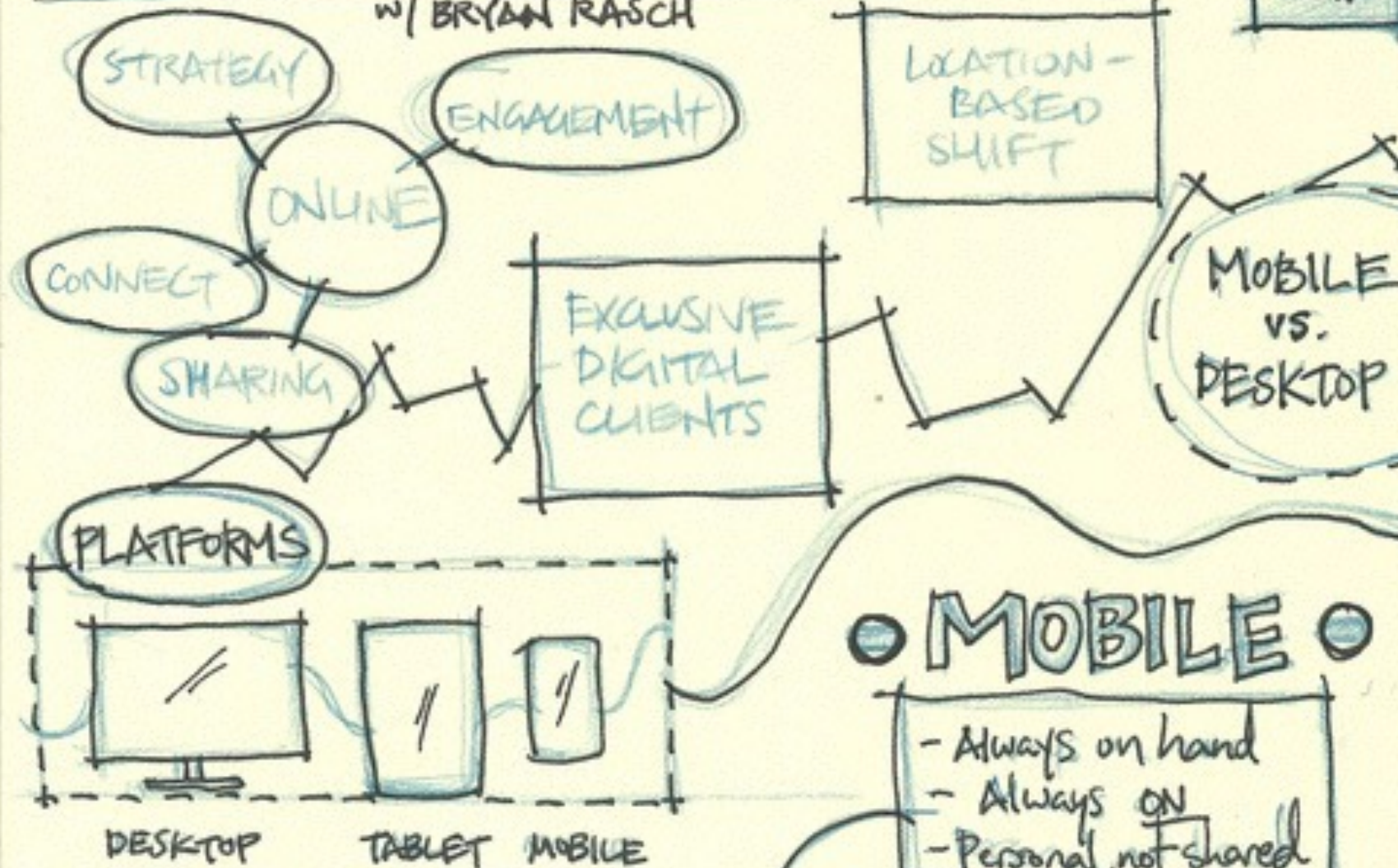
one of the best stories about LONDON

ivy4evr

→ engaging teenager around sex + drugs issues

# DIGITAL+MOBILE+SOCIAL TRENDS

w/ BRYAN RASCH



## MOBILE

- Always on hand
- Always ON
- Personal, not shared

327M WIRELESS SUBSCRIBERS

15,000,000+ DOWNLOADS

500,000+ IPHONE APPS

8 TRILLION TEXT MSGS WILL BE SENT IN 2011



35% of American adults own a smartphone

SOCIAL NETWORKS 240%

SEARCH 90%

BANK 113%

WEATHER 117%

NEWS 124%

BAR ACTIVATIONS

WE ARE ALL TARGETS

GMR

WHY?

U.S. MOBILE AD SPENDING

PRICE/SHOPPING COMPARISON

MOBILE vs. DESKTOP

2014 MOBILE WINS

DUMB

MOBILE WEBSITE COUPONS REWARDS COMMERCE

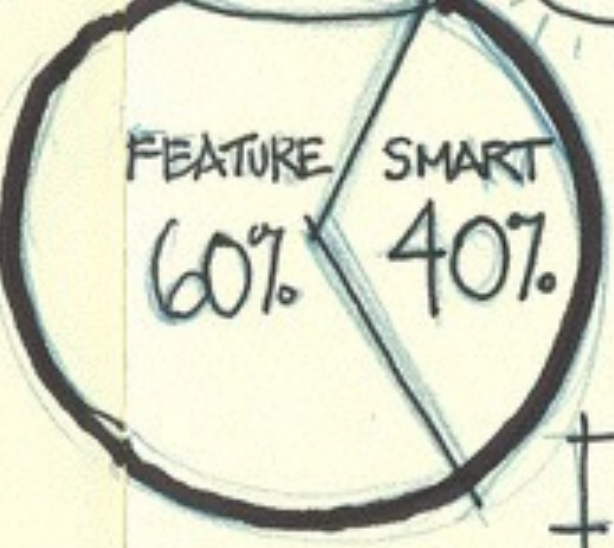
TARGET

WAL-MART vs.

QR CODES

SAD

PHONES



DELUSION

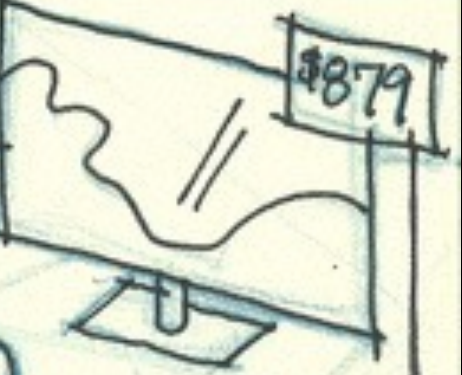
FOURSQUARE

- CHECK-IN
- LOCATION-BASED

52%

COMPARE PRICES

BUT AMAZON HAS THIS TV FOR \$763



GROUPON TOO SATURATED

TOO MANY DEALS

YELP

MARKET LOCKDOWN

NOT RELEVANT

DESPERATE

Local Food

1 IN 3 MOBILE SEARCHES HAVE LOCAL INTENT

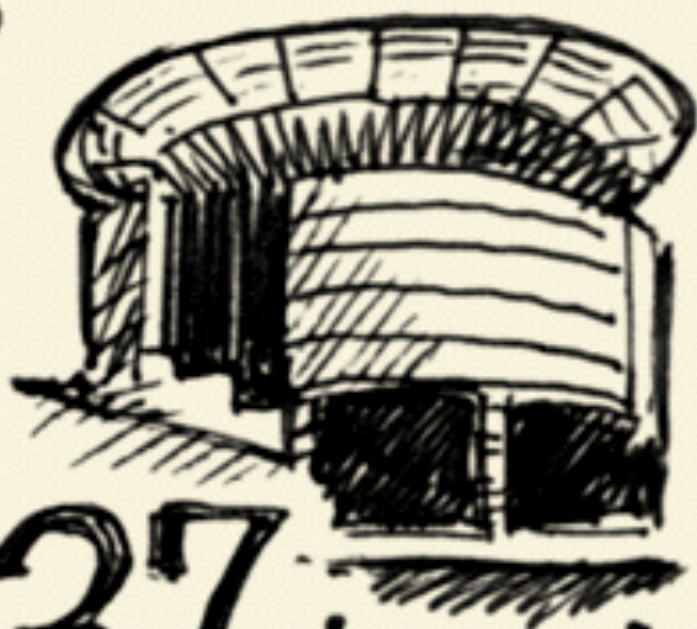
Google

"THE SOCIAL MEDIA LANDSCAPE IS VAST."

MOST BRANDS ARE FOCUSING ON JUST FACEBOOK & TWITTER



# JASON FRIED 37signals



Discovery World, Milwaukee, Wisconsin  
SPONSORED BY MATC · SEPTEMBER 24, '08



Jason, streaming live  
on the net with his  
MacBook Pro

Web design +  
Web App ←

"I'm not built to work for  
other people, so I had to  
start my own business."

LET'S JUST DO THIS  
ONE THING.

37 Ideas: "if your brother's  
cousin's friend can do it —  
go ahead and do it!"

[37signals.com/manifesto](http://37signals.com/manifesto)

- SELF FUNDED
- SELF SELECT CLIENTS

Building things for clients is  
a broken model that's not  
satisfying creatively.

# SCOTT BERKUN

@BERKUN  
#TEDxDUULU



by @AGENTFIN

# Exercise

Sketchnote your day

**SHARE**



# Homework

- Gather supplies
- Add yourself to the Google Classroom **ID#294m83z**
- Install and complete tutorial on Sketch
  
- Visual Quest 1:  
Take a photo of something that represents **back to school**

***PINK***

***=***

***Stuff I learned***

***YELLOW***

***=***

***Questions I Have***