Sold to
studer.meg@gmail.com

THE DESIGN GYM

VISUAL THINKING WORKPACK

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HOW TO USE THESE CARDS

THERE'S REALLY NO WRONG WAY TO DRAW, BUT YOU DO NEED TO PRACTICE. THESE CARDS ARE DESIGNED TO HELP YOU GET STARTED.

TO USE ALONE, PULL OUT A CARD AT RANDOM AND GET CRACKING! WE RECOMMEND GATHERING A FEW FRIENDS AND SETTING A CLOCK, SO YOU CAN STAY MOTIVATED AND KEEP IT FUN. SOME CARDS, LIKE "5 SECOND ANIMAL" HAVE CLEAR TIME CONSTRAINTS, OTHERS ARE MORE LOOSE, BUT IT'S FUN TO HAVE A SHARE-OUT TIME. SOME ARE GAMES, OTHER CARDS ARE INSPIRATIONS AND THOUGHT-STARTERS.

GET GOING...AND LET US KNOW HOW YOU GET ALONG!

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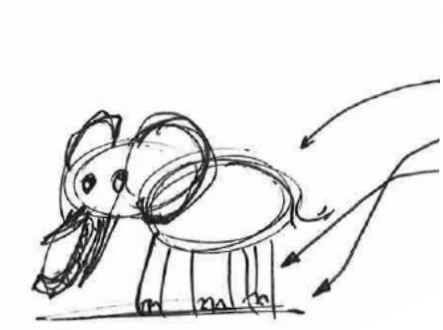
SKETCHING SKETCHING



HUNGRY ELEPHANT

1. CENTERS OF GRAVITY: DRAW THE BIG PARTS 1ST
2. MEANINGFUL SPACE: THE GROUND, IN THIS CASE
3. ANCHOR IT: LEGS!
4. DRAW THROUGH: DON'T WORRY ABOUT OVERLAP
5. MACRO TO MICRO: DETAILS LAST
6. CHEAT WITH WORDS... IF YOU CAN'T DRAW A HUNGRY ELEPHANT.

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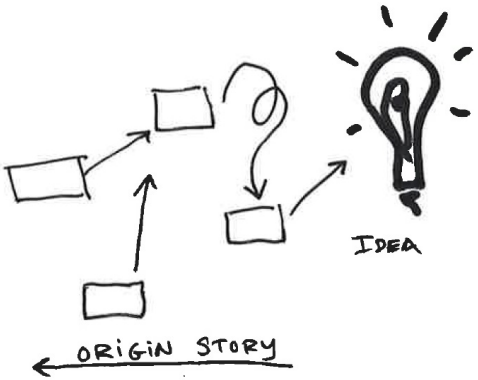
THE MOMENT



IDEAS ARE AWESOME.
BUT THEY CAN TAKE THIER OWN TIME, SOMETIMES.
DRAW A GREAT IDEA YOU HAVE, AND MAP OUT IT'S ORIGINS. HOW DID IT START? HOW DID YOU GET HERE?

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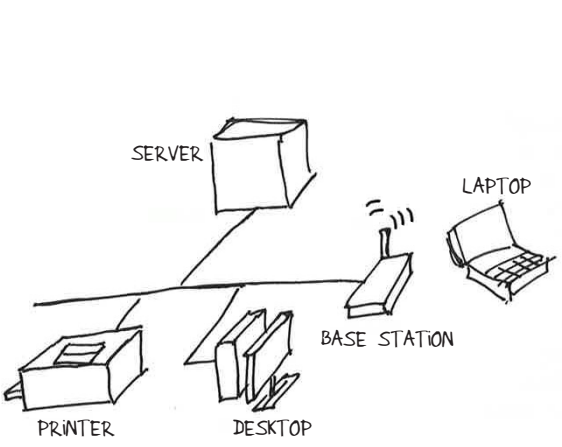
ISOMETRIC SYSTEM MAPS



ISOMETRIC PERSPECTIVE IS A FUN WAY TO MAKE MAPS A BIT MORE "REAL" THAN A PLAN VIEW.
IT'S NOT HARD TO DO! TRY IT WITH APPS, SCHEMATICS, WEBSITES...

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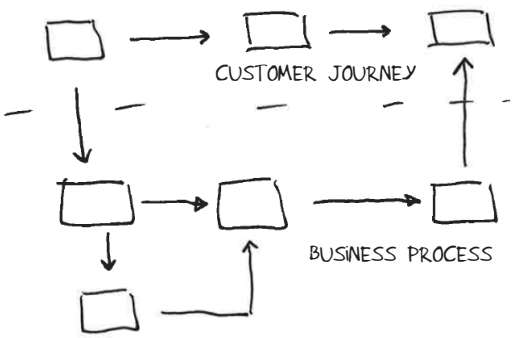
SERVICE BLUEPRINTS

FRONT OF THE HOUSE

BACK OF THE HOUSE



HOW DO YOU MAKE THE MAGIC HAPPEN? WHAT'S THE CUSTOMER JOURNEY VS. THE BUSINESS PROCESS THAT CREATES/ENABLES IT? WHAT'S IN THE FRONT OF THE HOUSE AND WHAT'S IN THE BACK OF THE HOUSE?

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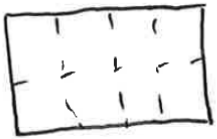
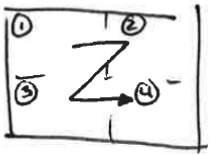
STORYBOARD IT!





DIVIDE YOUR SHEET OF PAPER BY EIGHT, FOUR... USE NUMBERS AND ARROWS! STORYBOARD YOUR STORY, SHOW THE ARC OF EXPERIENCE...

IT MAKES IT MORE AWESOME.

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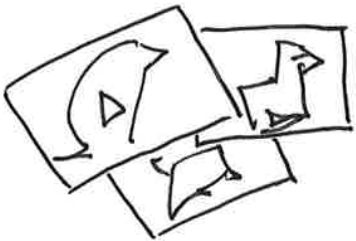
FIVE SECOND ANIMAL

THANKS TO REBECCA FOR THIS ONE!



THE RULES:
ONE PERSON IS THE CALLER.
THEY "CALL" AN ANIMAL OUT AND EVERYONE HAS FIVE SECONDS TO DRAW. THEY THEN "CALL" TIME.
THE CALLER CHOOSES THE WINNER, WHO BECOMES THE NEXT CALLER.

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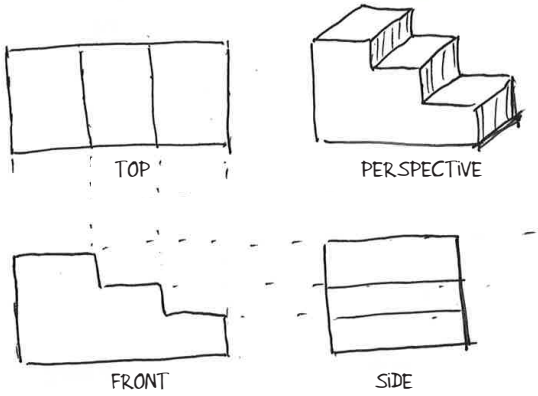
ORTHOGRAPHIC PROJECTION



DRAW FOUR VIEWS OF THE SAME OBJECT. TRY IT WITH SOMETHING NEARBY, THEN TRY IT WITHSOMETHING FROM MEMORY. MAKE THE DRAWINGS LINE UP, LIKE THE SAMPLE SHOWN HERE.

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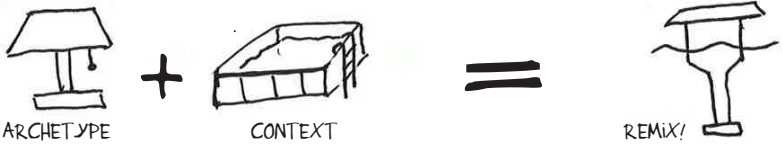
REMIX!

AFTER HECTOR SERRANO



TAKE AN OBJECT AND IDENTIFY IT'S CORE FUNCTION. NOW TAKE THAT FUNCTION INTO A NEW CONTEXT...REMIX THEM AND DRAW AN EQUATION LIKE THE ONE SHOWN HERE.

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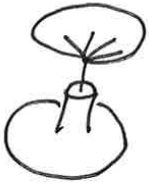
PLUS PEOPLE

AFTER EL ULTIMO GRITO

CLOTHESPIN

BLOB

STICK PLUS



VASE

SEATING

ADDING PEOPLE CHANGES SCALE AND MEANING...AND THEY AREN'T HARD TO DO!

DRAW SOMETHING AND TRANSFORM/GROUND IT WITH PEOPLE. TRY A FEW TYPES...

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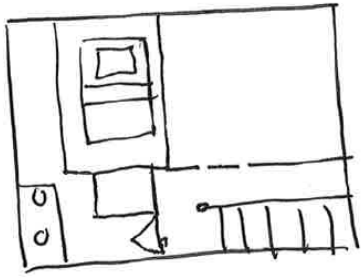
PLAN VIEW OF YOUR HOUSE



DRAWING PLAN VIEWS AND LABELING THEM CAN PACK A LOT OF INFORMATION INTO A SMALL SPACE.
DRAW YOUR HOUSE...WHERE DO YOU SLEEP, WHERE DO YOU COOK? SHOW THE MEANINGFUL PATHS.

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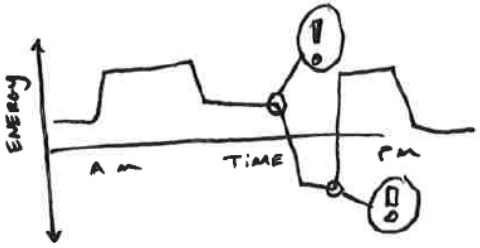
GRAPH YOUR DAY



TAKE A STEP BACK AND GRAPH YOUR DAY, FROM START TO FINISH. WHAT IS THE INTERESTING DATA? WHAT AXES SHOULD YOU USE? WHAT ARE THE POINTS OF INFLECTION OR MOMENTS OF INTEREST?

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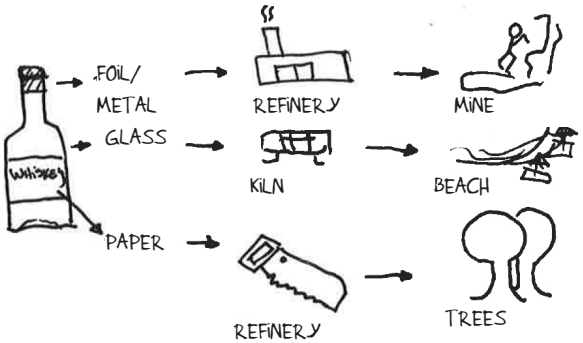
ORIGIN MAPPING



FIND A NEARBY OBJECT AND MAP OUT WHERE IT ALL COMES FROM. TAKE IT A FEW STAGES BACK AND SEE WHERE IT TAKES YOU!

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CONTINUOUS LINE PORTRAIT

RULES:
GRAB A PARTNER AND GAZE AT EACH OTHER'S FACES...NOT YOUR PAPER!
WITHOUT LIFTING YOUR PEN OR LOWERING YOUR EYES DRAW THIER FACE.

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MAP YOUR CITY

WHAT ARE THE INTERESTING AND ESSENTIAL PARTS OF YOUR CITY? FILL THE PAGE, AND PLAY WITH HOW MUCH DETAIL, AND AT WHAT SCALE TO SHOW IT ALL.

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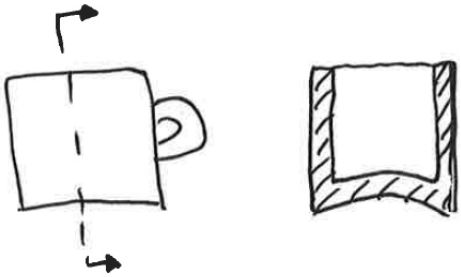
SECTION VIEWS



DRAW SOMETHING, THEN CUT IT IN HALF.
SECTION VIEWS REVEAL DETAILS AND INFORMATION.
TRY WITH OBJECTS, SERVICES AND SYSTEMS.

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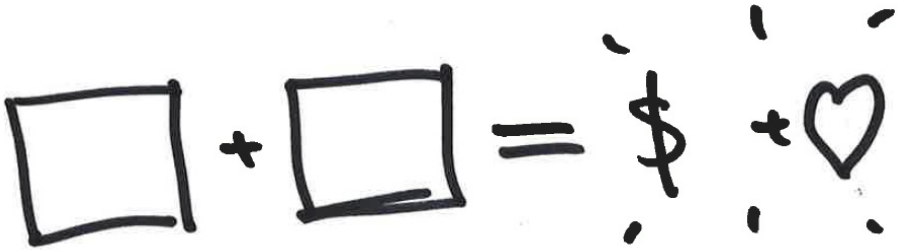
YOUR BUSINESS MODEL



WHAT THINGS TO BRING TOGETHER TO CREATE VALUE AND JOY? VISUALIZE YOUR EQUATION.

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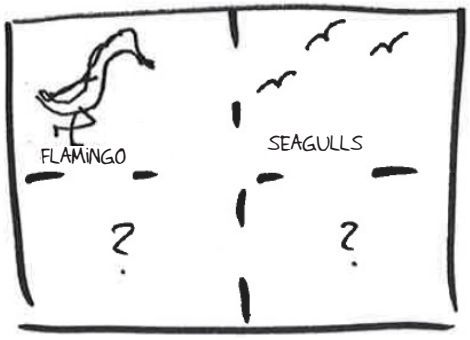
FOUR TYPES



FOLD YOUR PAPER INTO FOUR AND GO PAST THE GENERAL AND OBVIOUS.

DON'T DRAW "A BIRD" DRAW "THIS BIRD". GET SPECIFIC! TRY WITH OTHER OBJECTS AND PRODUCTS.

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VISUAL TELEPHONE

1. DIVIDE PAPER IN 8. WRITE A QUOTE IN SQUARE ONE

2. THE NEXT PERSON (T.N.P.) DRAWS A PICTURE FROM THAT, FOLDS THE PAPER AND PASSES

3. T.N.P. WRITES A PHRASE BASED ON THE PICTURE, FOLDS THE PAPER AND PASSES IT

4. T.N.P. DRAWS A PICTURE FROM THAT, FOLDS THE PAPER AND PASSES

5. T.N.P. WRITES A PHRASE BASED ON THE PICTURE, REFOLDS THE PAPER AND PASSES IT

6. T.N.P. DRAWS A PICTURE FROM THAT, FOLDS THE PAPER AND PASSES

7. T.N.P. WRITES A PHRASE BASED ON THE PICTURE, FOLDS THE PAPER AND PASSES IT

8. T.N.P. DRAWS A PICTURE FROM THAT, UNFOLDS THE PAPER AND WE ALL LAUGH!

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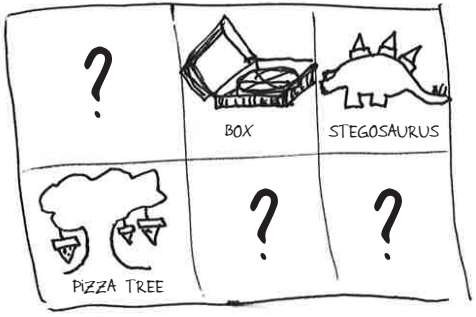
SIX WAYS TO SERVE PIZZA



DIVIDE YOUR PAPER IN SIX. NEXT, GO WIDE AND THINK OUTSIDE THE (CARDBOARD) BOX. WHAT ARE SOME SILLY, SERIOUS OR AMAZING WAYS TO SERVE PIZZA?

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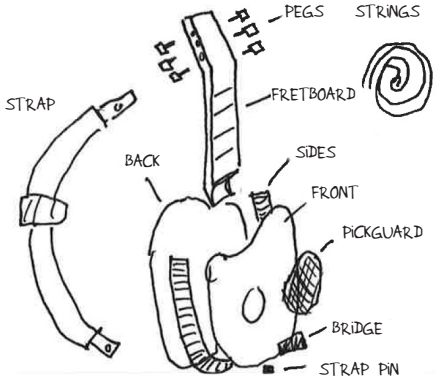
EXPLODED VIEW



TAKE AN OBJECT OR SYSTEM AND TAKE IT APART IN YOUR MIND, AND LABEL THE PARTS.

HOW IS IT PUT TOGETHER?

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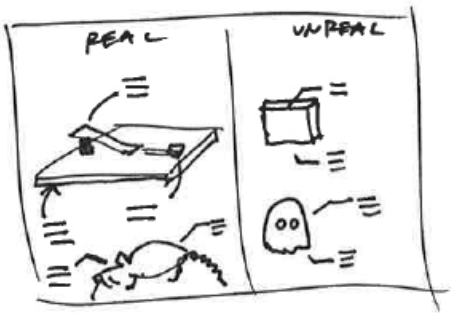
MOUSE TRAP/ GHOST TRAP



DIVIDE YOUR PAPER IN HALF. ON ONE SIDE DRAW SOMETHING REAL, LIKE A MOUSETRAP. HOW DOES IT WORK? WHAT ARE THE PARTS? NEXT, DRAW AN ANALOGOUS UNREAL THING, LIKE A GHOST TRAP, USING ANALOGOUS PARTS AND OPERATING PRINCIPLES.

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