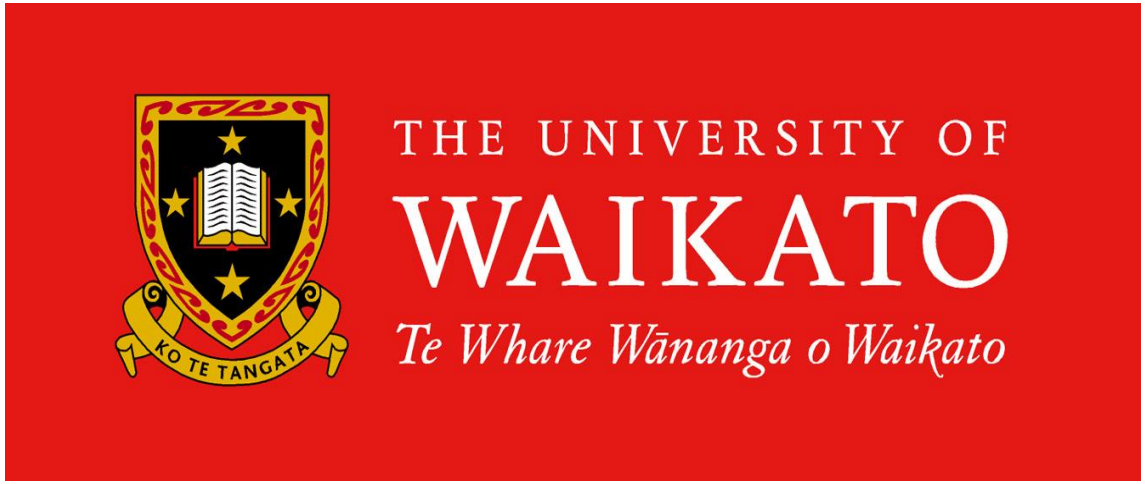


Masood Masoodian
Department of Computer Science

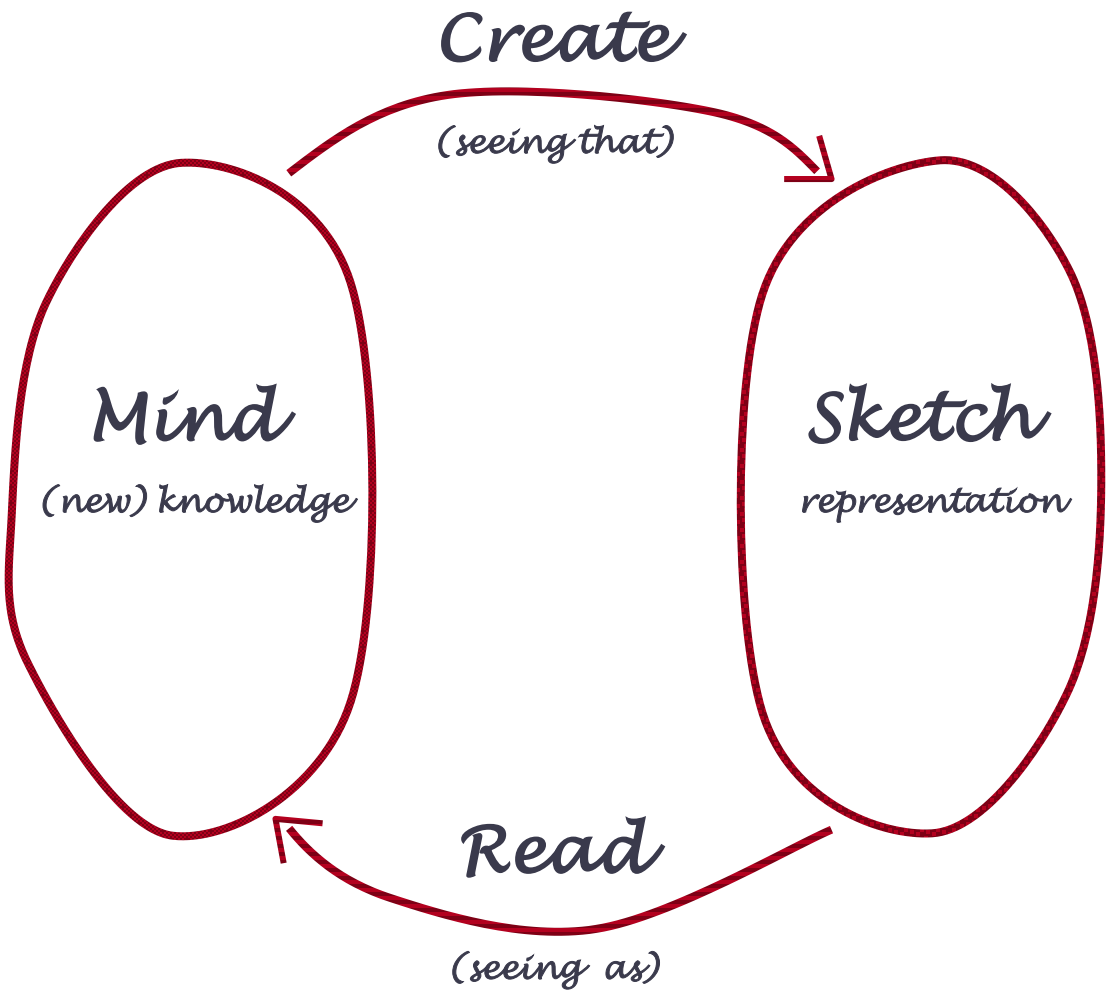
Design Sketching

Visual Storytelling

Masood Masoodian, University of Waikato

Design and sketching

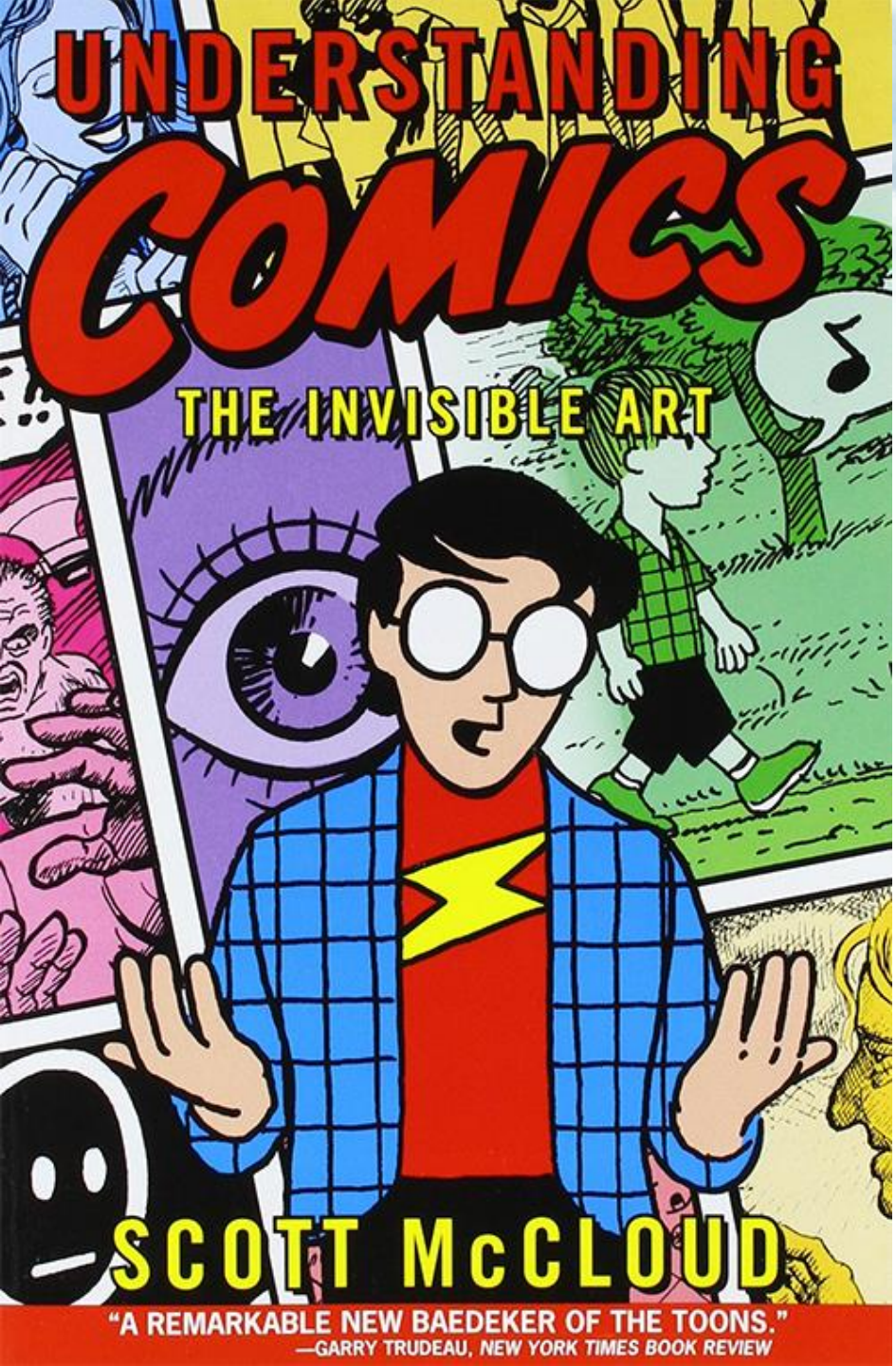
- Design as a general activity emerged in the late medieval period
- The trend towards a separation of design from the process of making starts
- The need for means of exploring and communicating ideas arises
- Sketching emerges as a tool for describing ideas


Create
(seeing that)
Mind
(new) knowledge
Sketch
representation
Read
(seeing as)

Characteristics of a sketch

"… a sketch is incomplete, somewhat vague, a low-fidelity representation. The degree of fidelity needs to match its purpose, a sketch should have 'just enough' fidelity for the current stage in argument building…

Too little fidelity and the argument is unclear. Too much fidelity and the argument appears to be over—done; decided, completely worked out…"



I've been making comics professionally since 1984, and today, I'm best known for:

My Non-Fiction Books. Particularly ***Understanding Comics*** (1993), a 215-page comic book about the comics medium translated into over 16 languages. Also ***Reinventing Comics*** (2000), a more controversial look at comics revolutions in art, culture and technology, and ***Making Comics*** (2006), an extensive look at comics storytelling techniques which also resulted in the **Making Comics 50 State Tour**, and the **Google Chrome comic**.

Photo by **Lori Matsumoto**

My "Inventions." **The 24 Hour Comic** has become an international movement over the years, especially with the debut of **24-Hour Comics Day** in 2004. Other inventions, like the **The Big Triangle** and **Five Card Nancy** can be found **here**.

My Fiction Comics. My first comics series ***Zot!*** (1984-1991) which I usually describe as "a cross between Peter Pan, Buck Rogers and Marshall McLuhan," recently collected in **swanky new book**. Also the superhero parody ***Destroy!!*** (1986), scripts for various ***Superman*** comics (12 issues of *Superman Adventures*, the 3-part *Superman: Strength*, and *JLA Adventures* #16), a 1998 GN almost everyone **hated**, and various short subjects and mini-comics.

Public Speaking/Teaching/Consulting. MIT, Google, Harvard, Pixar, DARPA and about 250 other destinations over the years. Details **here** and **here**. Recently garnered some attention for the **Google Chrome Comic**.

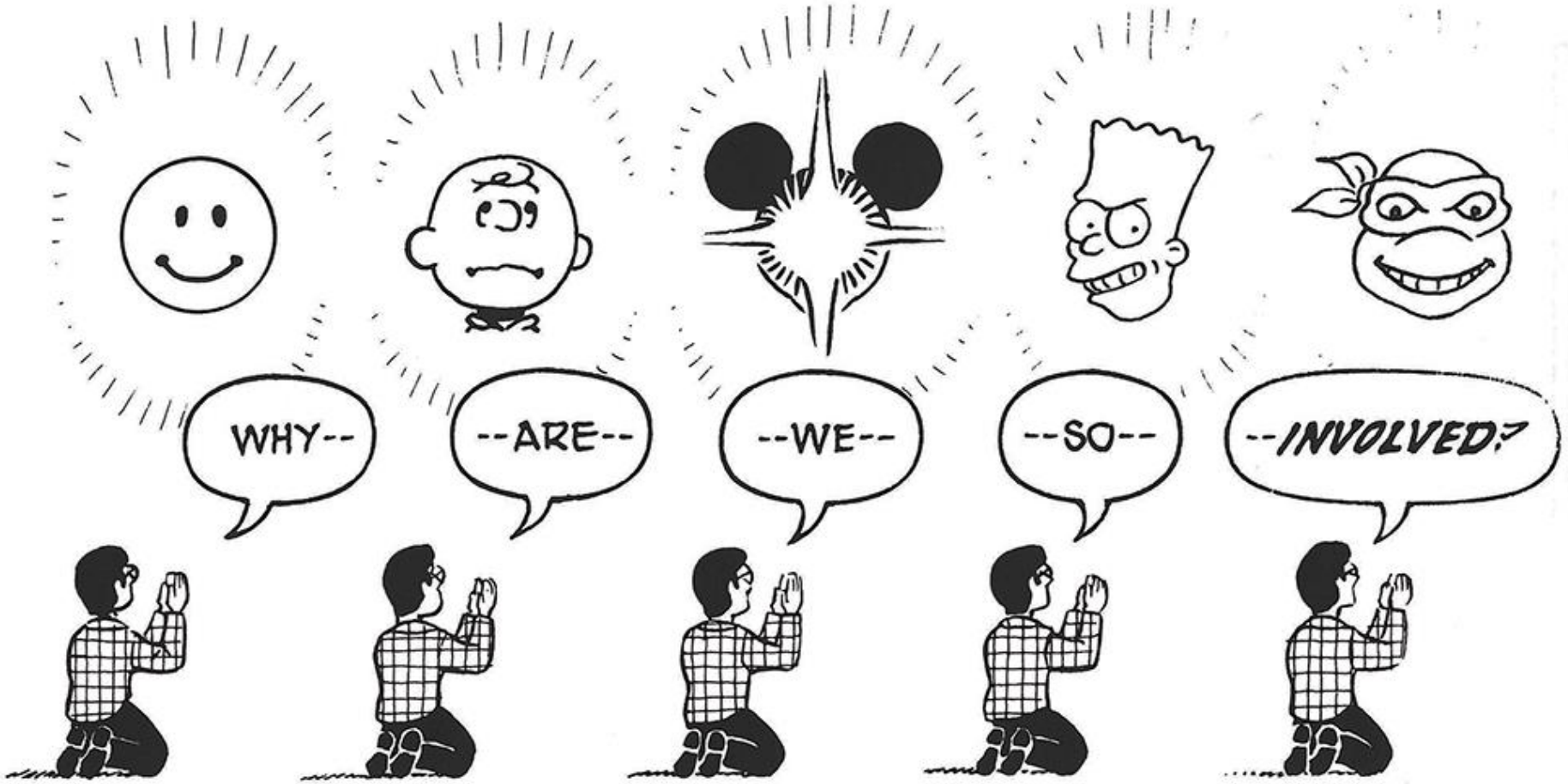
Webcomics Debates. I was an early (and noisy) advocate of digital comics in the '90s and early '00s. Major controversies surrounding my failed attempt at micropayments and the still-controversial **"infinite canvas"** design strategy. Check out my various stories and experiments **here**.

And much **more...**

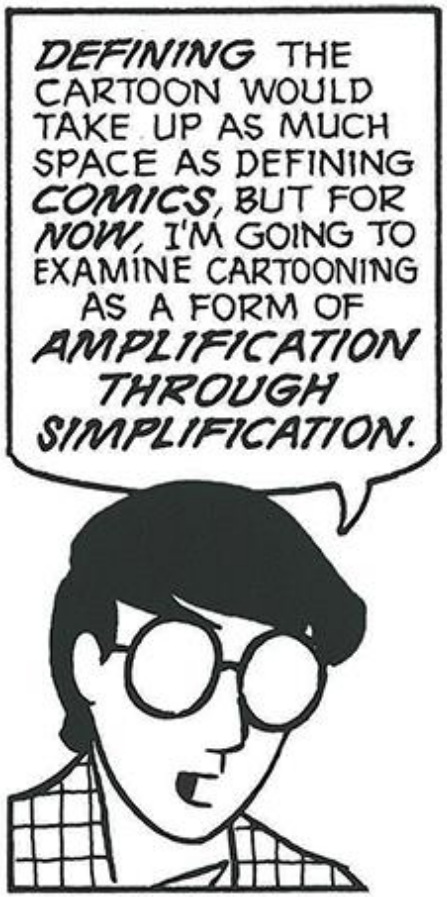
Depending on who you ask, I'm either comics' leading theorist or a deranged lunatic, but life continues to be very interesting for me and the ideas that I've raised continue to provoke reactions throughout the comics community and -- increasingly -- beyond it. Pick up ***Understanding Comics*** (or look for it at your local library) to begin finding out why.

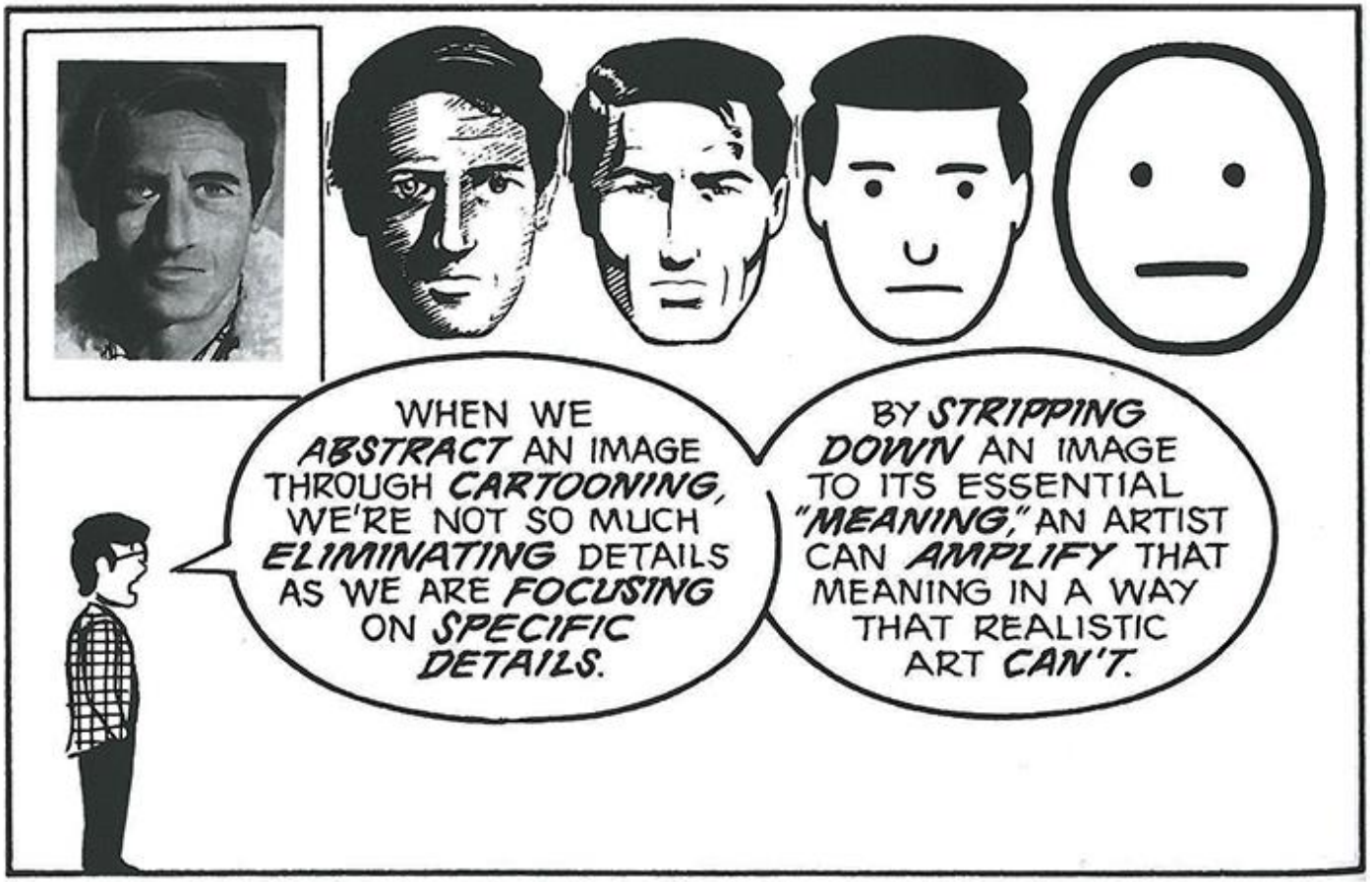
--Scott

scottmccloud.com



Scott McCloud



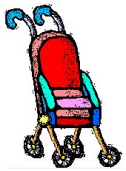


Scott McCloud

What to do

Touch a different color, or scan another item.

What you selected



JPG Stroller
For children between 1-3 years old **...$98.**

- [X] Green
- [ ] Blue
- [ ] Red (out of stock)

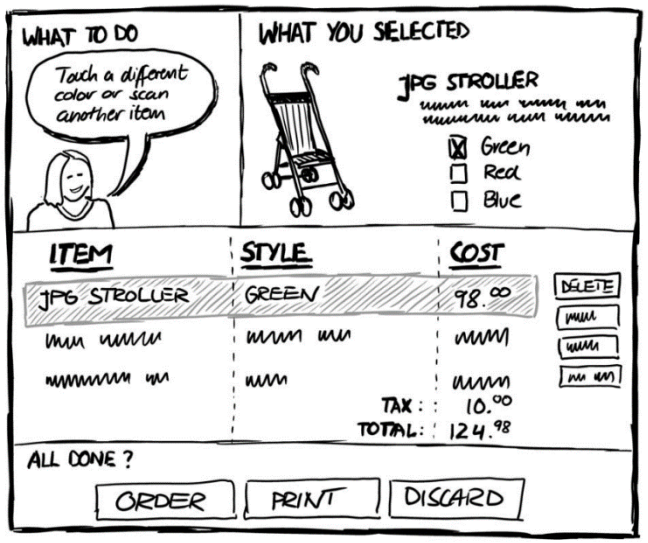
Item	Style	Cost	
JPG Stroller	Green	98.00	Delete

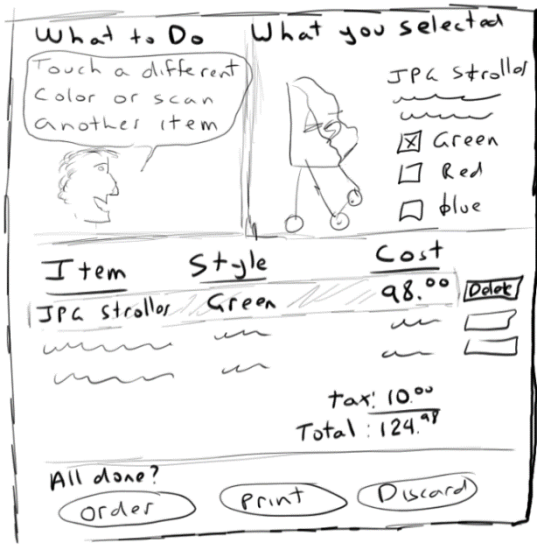
tax: 6.98

Total: $104.98

All done?

Place your order | Print this list | Throw this list away

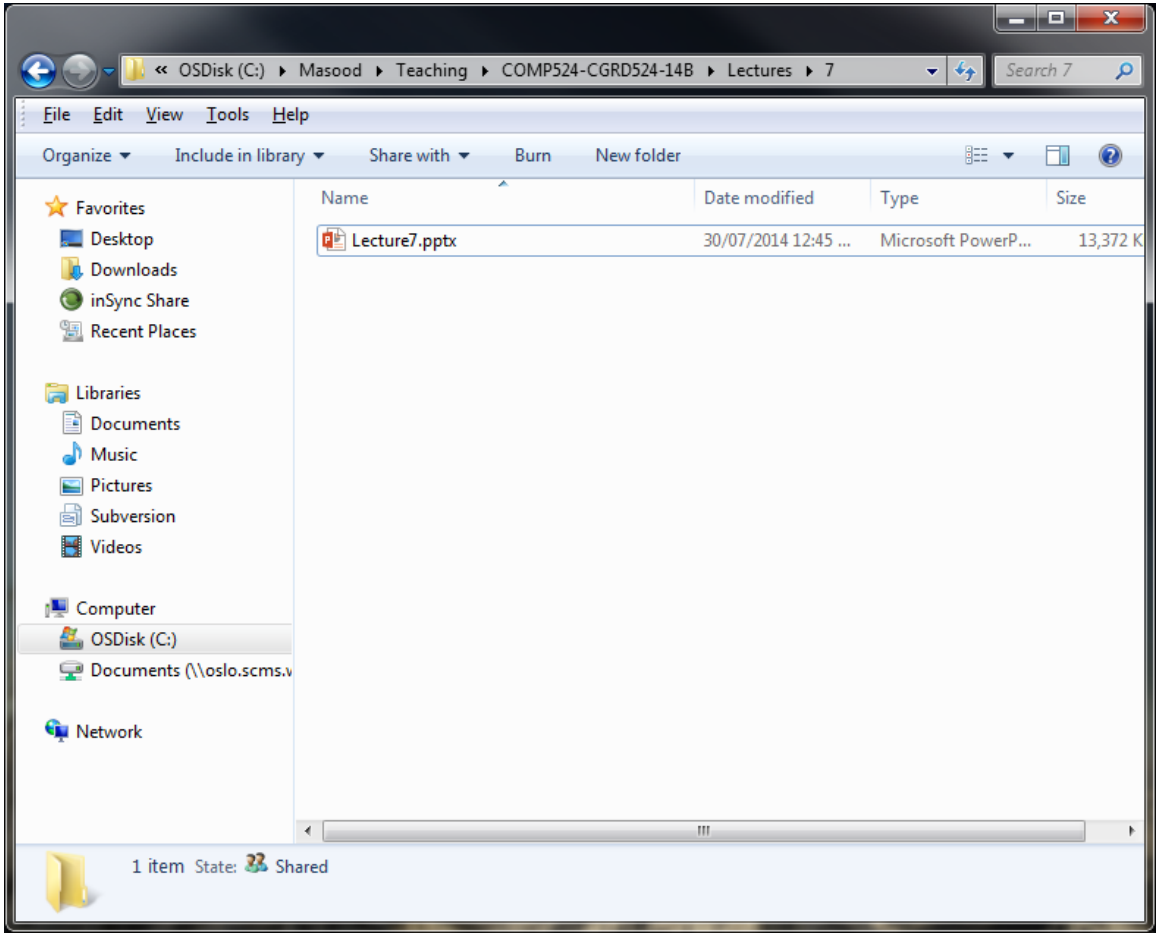




Basic sketching techniques

- Need to learn to get on with simple sketching
  - learn a few basic techniques
  - practice and extend your skills

- Start with scribble sketching
  - drawn quickly
  - capture the main ideas
    - without capturing much detail
  - done at very low fidelity
  - can be done even without looking


« OSDisk (C:) ▸ Masood ▸ Teaching ▸ COMP524-CGRD524-14B ▸ Lectures ▸ 7
Search 7
File Edit View Tools Help
Organize
Include in library
Share with
Burn
New folder
Favorites
Desktop
Downloads
inSync Share
Recent Places
Libraries
Documents
Music
Pictures
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What is sketched? What is abstracted? What is left out?

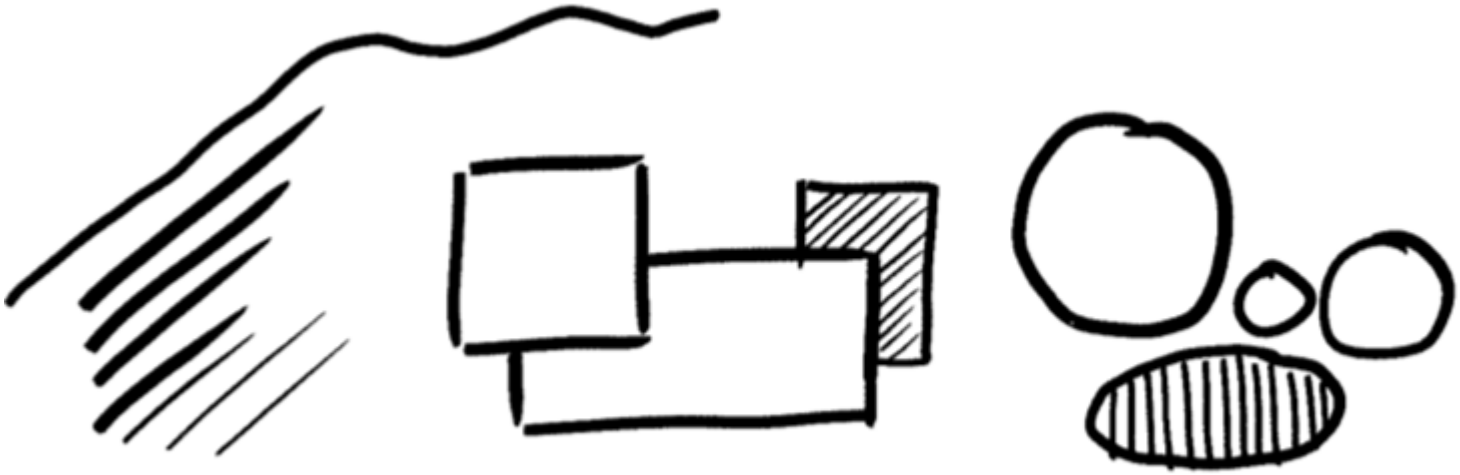
Sketching vocabulary

- To be able to sketch quickly, you need to learn and practice a few basic sketching vocabulary
  - basic shapes and elements
  - basic objects
  - people
  - activities
  - bodies and emotions
  - faces and emotions

- These can then be combined to illustrate different situations and scenarios

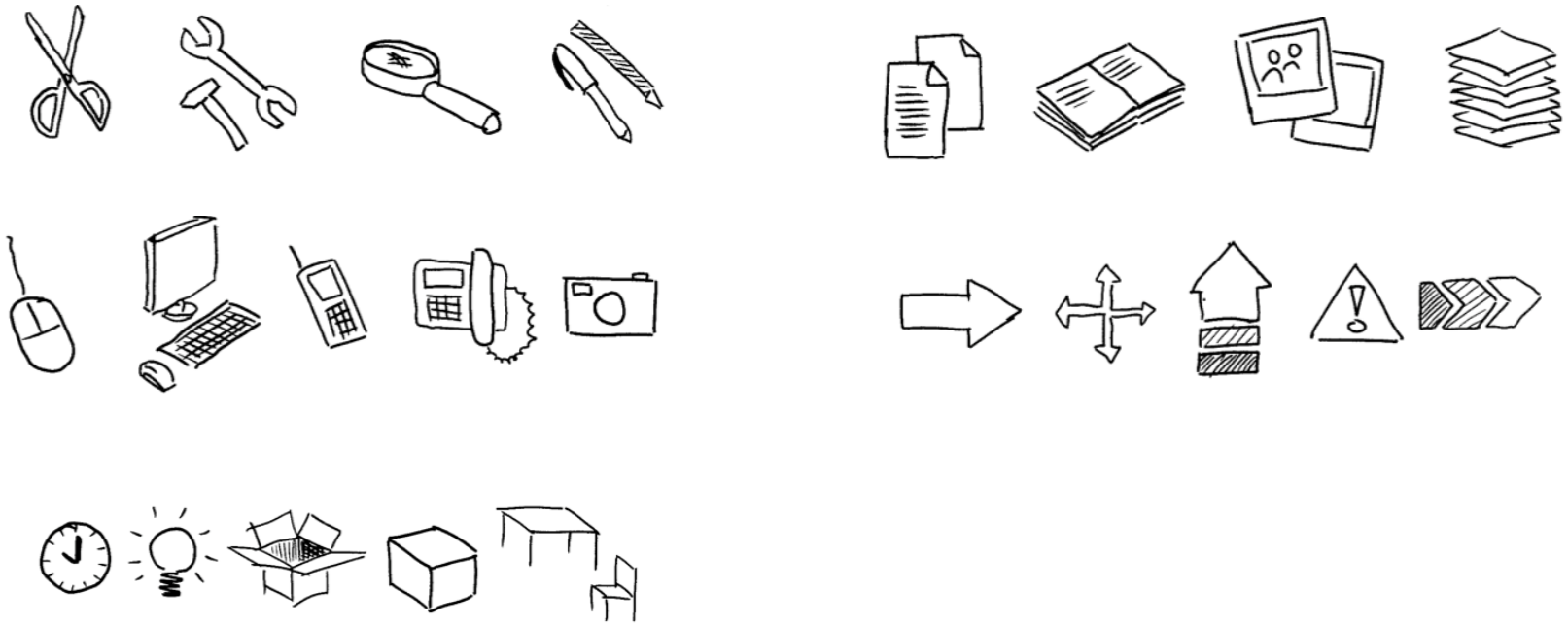
Basic shapes and elements

– Learn to sketch basic shapes, experiment with line thickness, shading, hatching, etc.



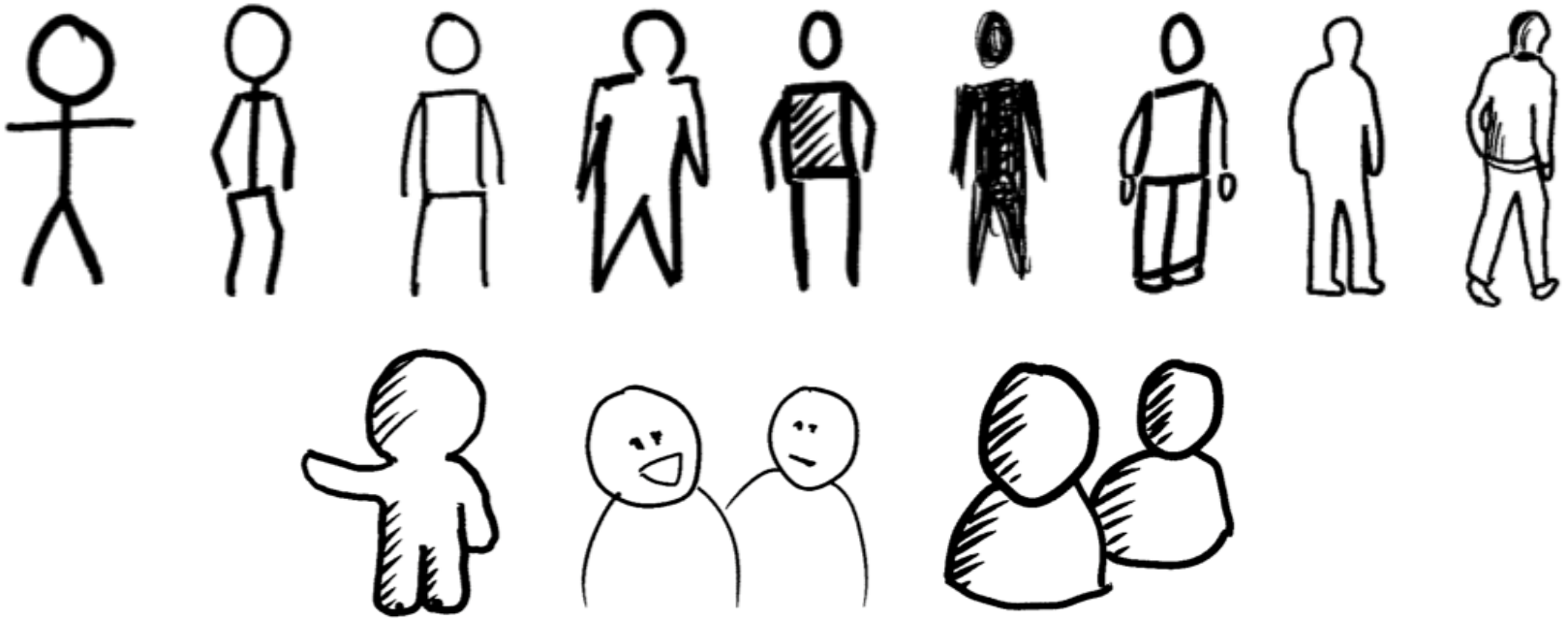
Basic objects

- Shapes can be combined to sketch basic objects
  - tools, devices, objects, documents, abstract objects



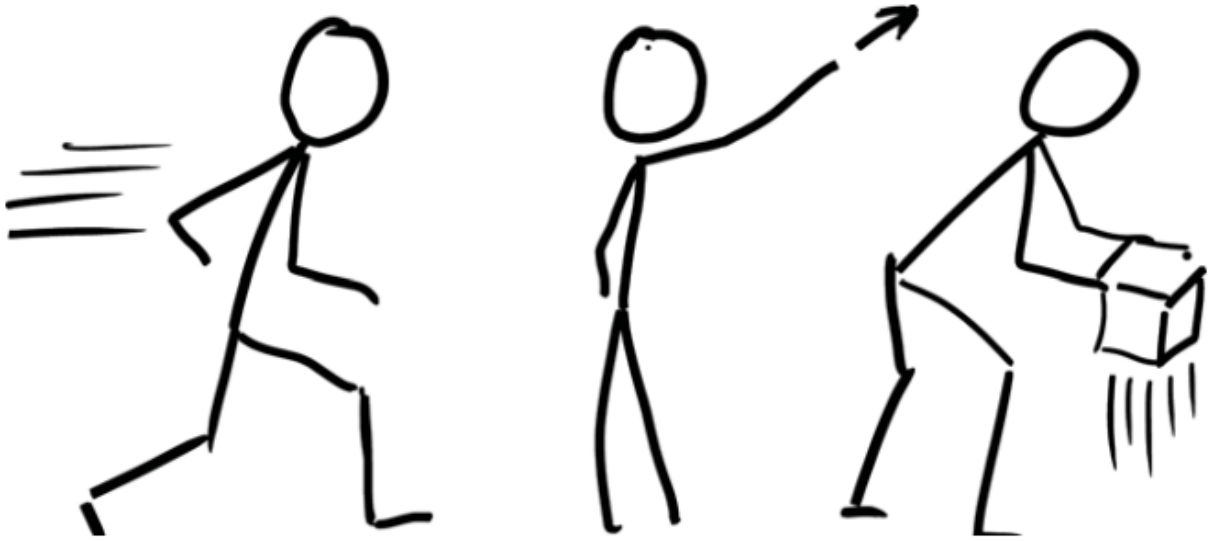
People

– Simple stick figures are preferable to detailed drawings of people



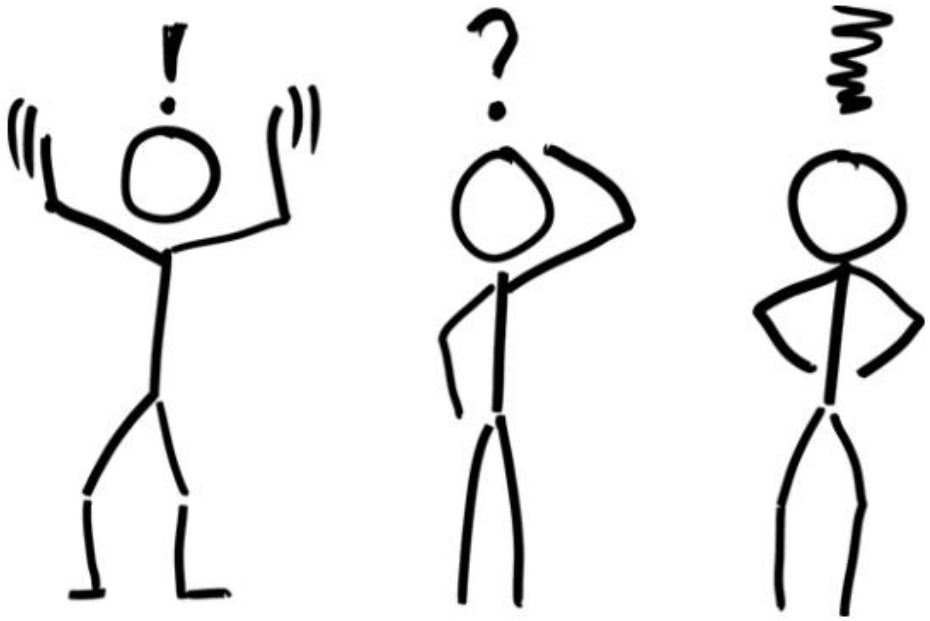
Activities

– Activities can be sketched by varying peoples' poses and adding action lines to show movements, etc.



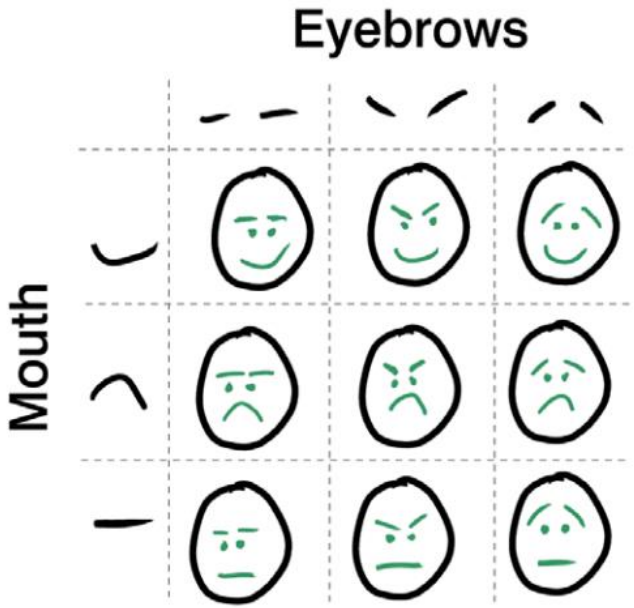
Bodies and emotions

- Different body postures can be used to illustrate different emotions
  - add symbols to show surprised, puzzled, etc.

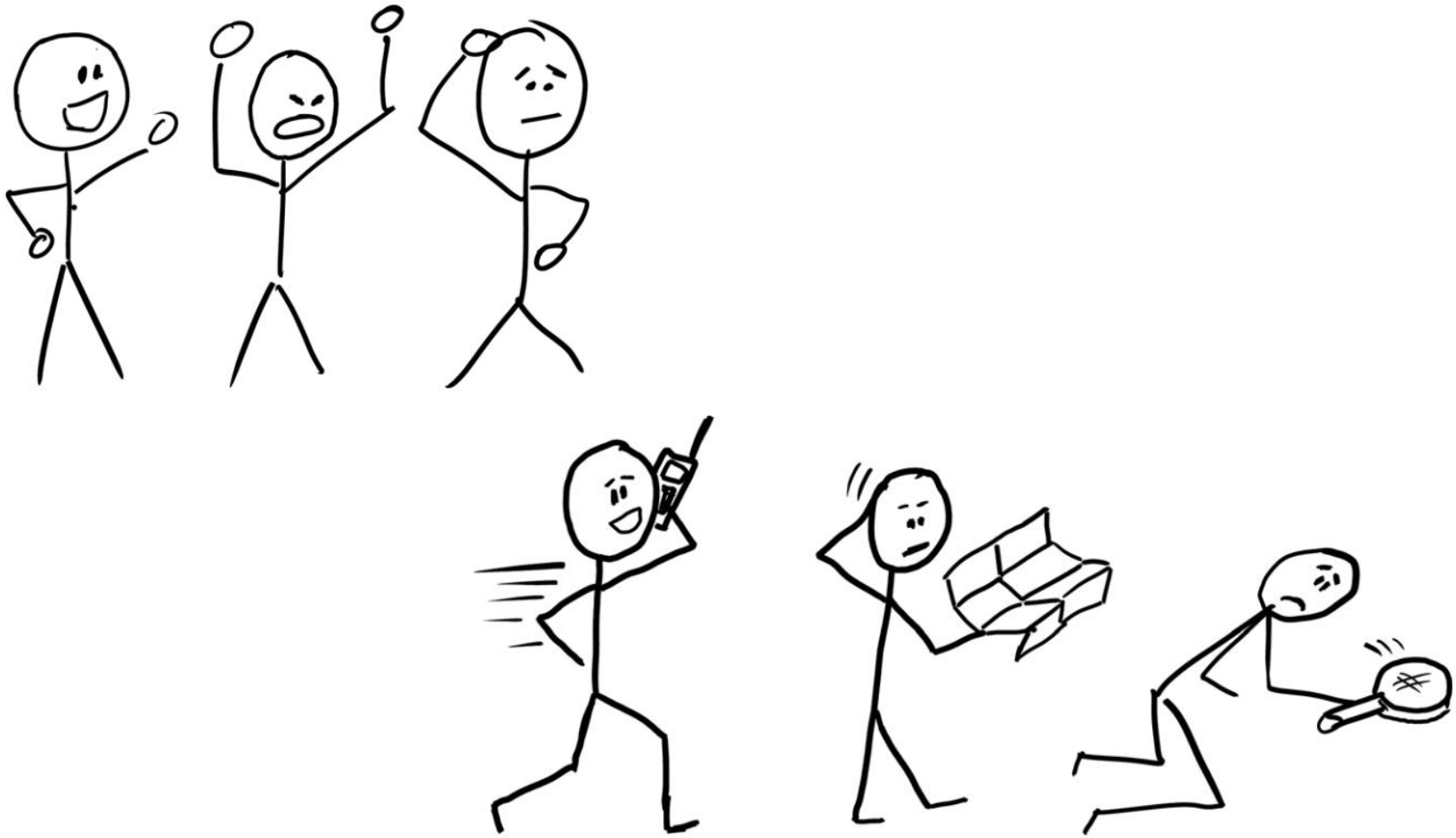


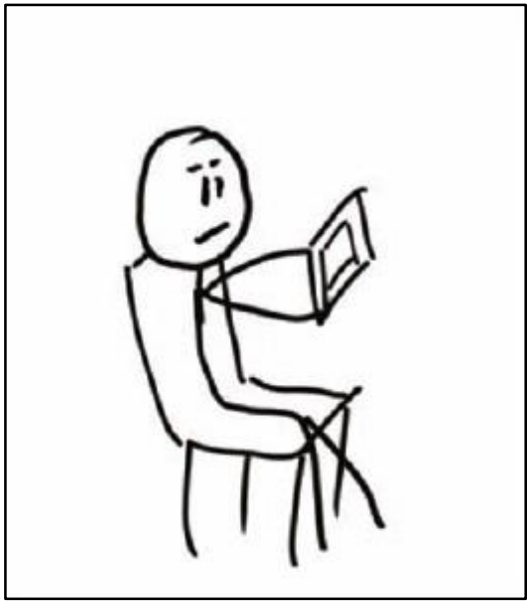
Faces and emotions

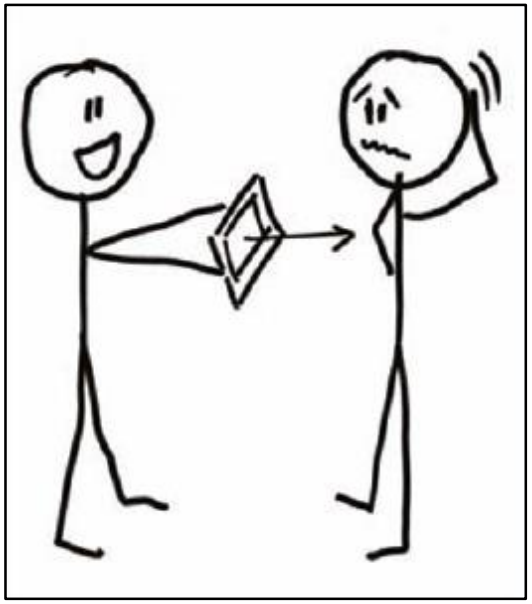
- Simple sketch of faces can also be used to illustrate and highlight emotions
  - use of mouth and eyebrows



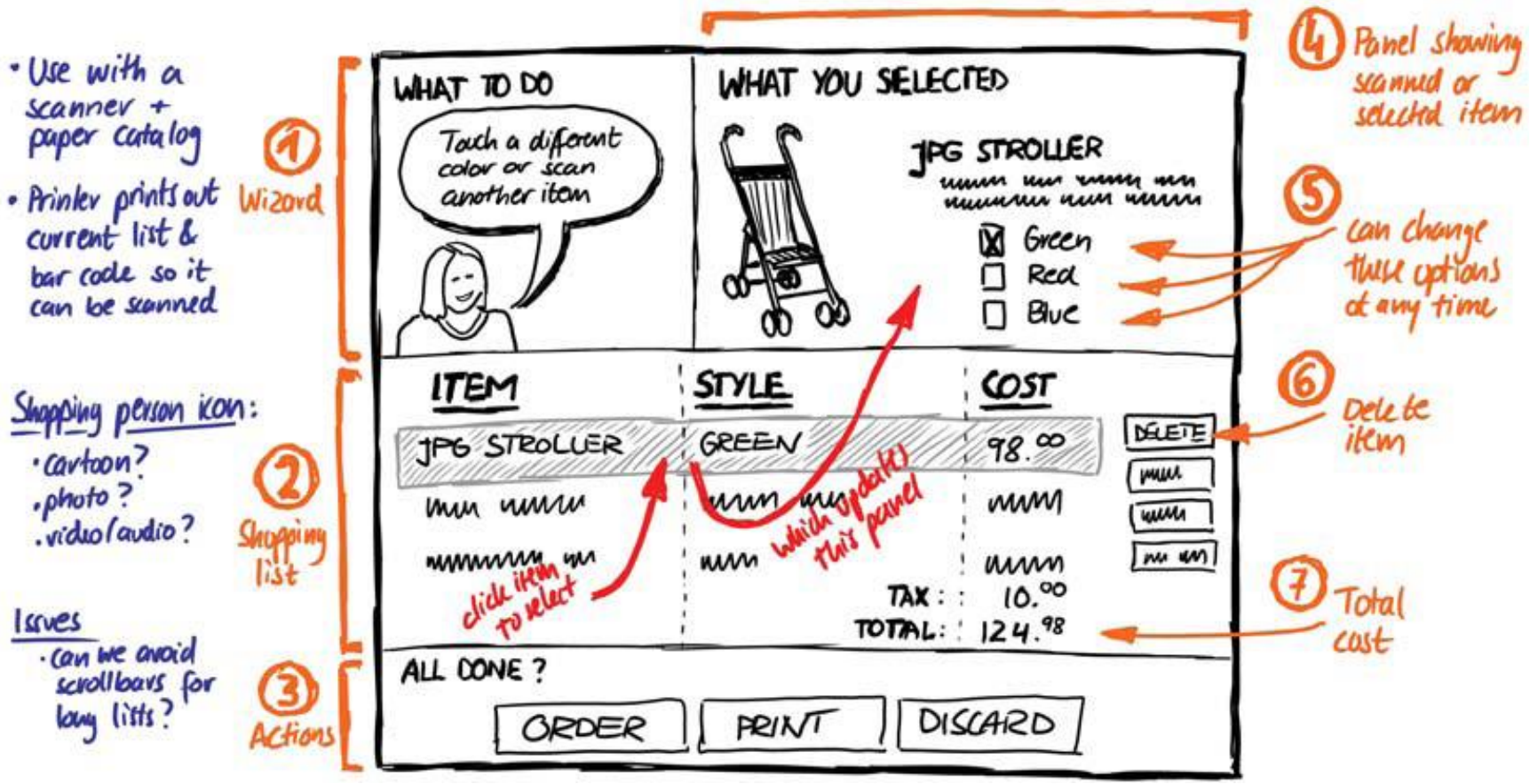
Combination of simple sketches

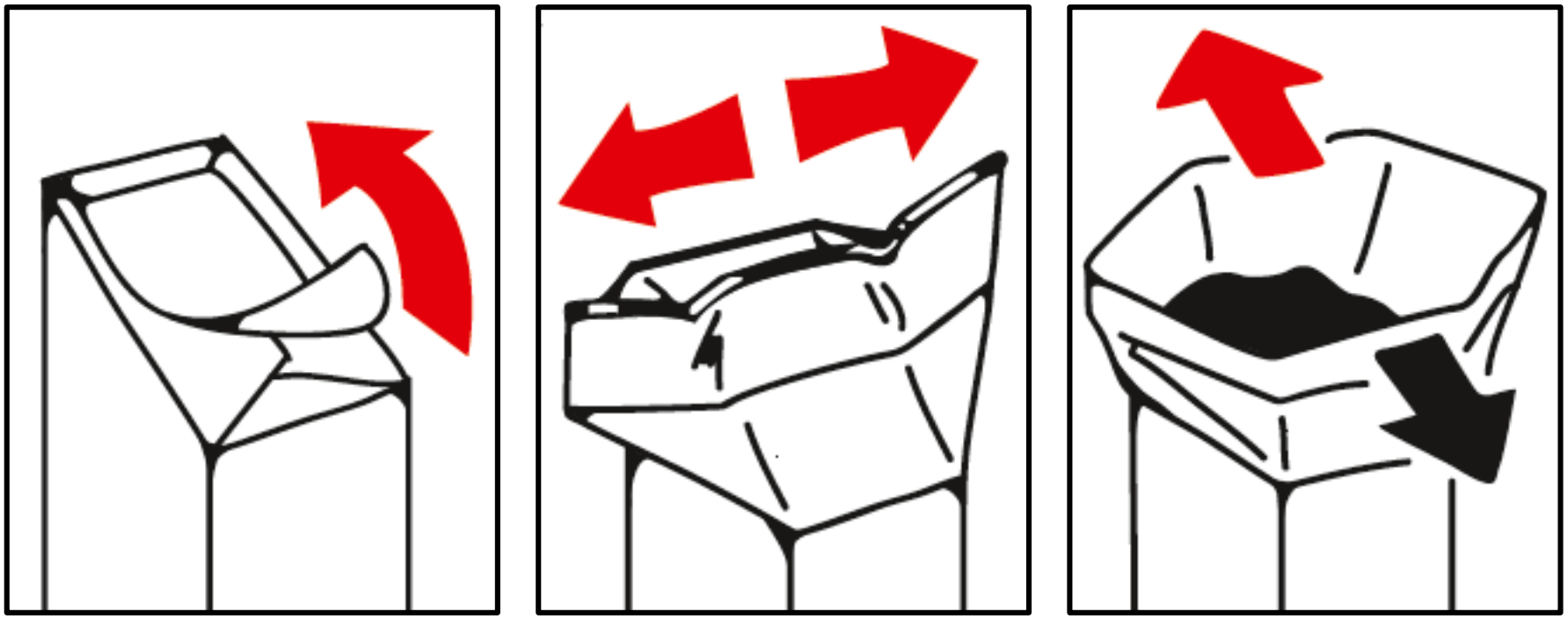






Annotations, arrows, and notes





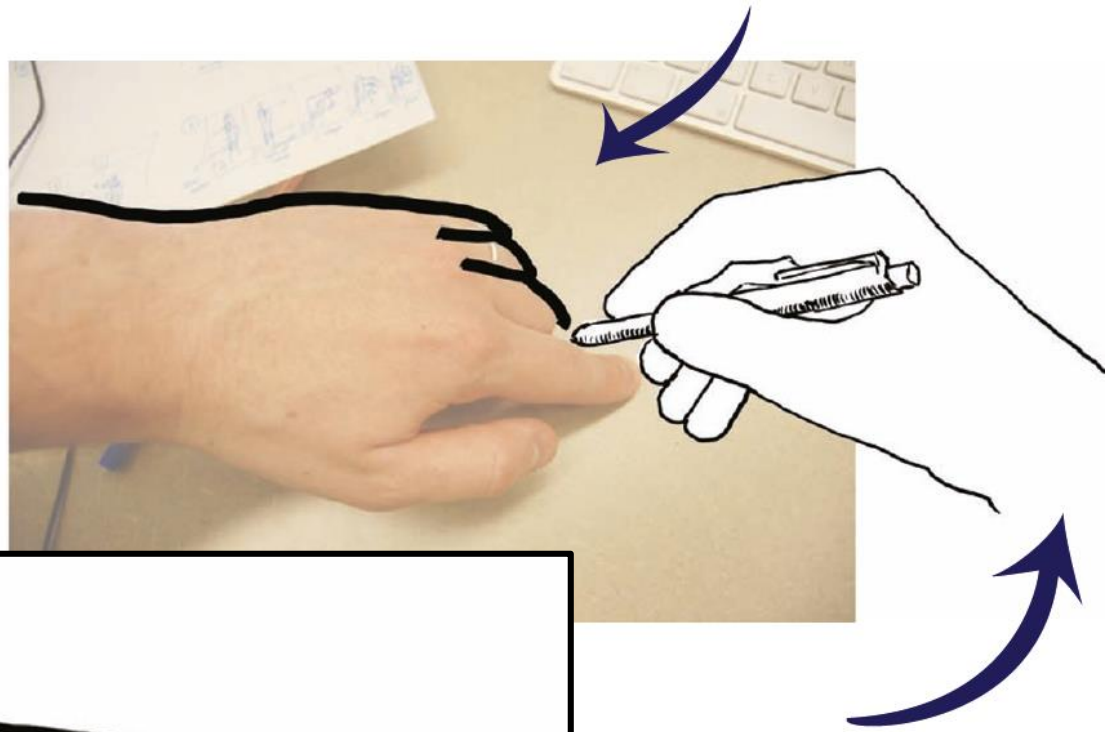
Open Here: The Art of Instructional Design
by Mijksenaar and Westendorp

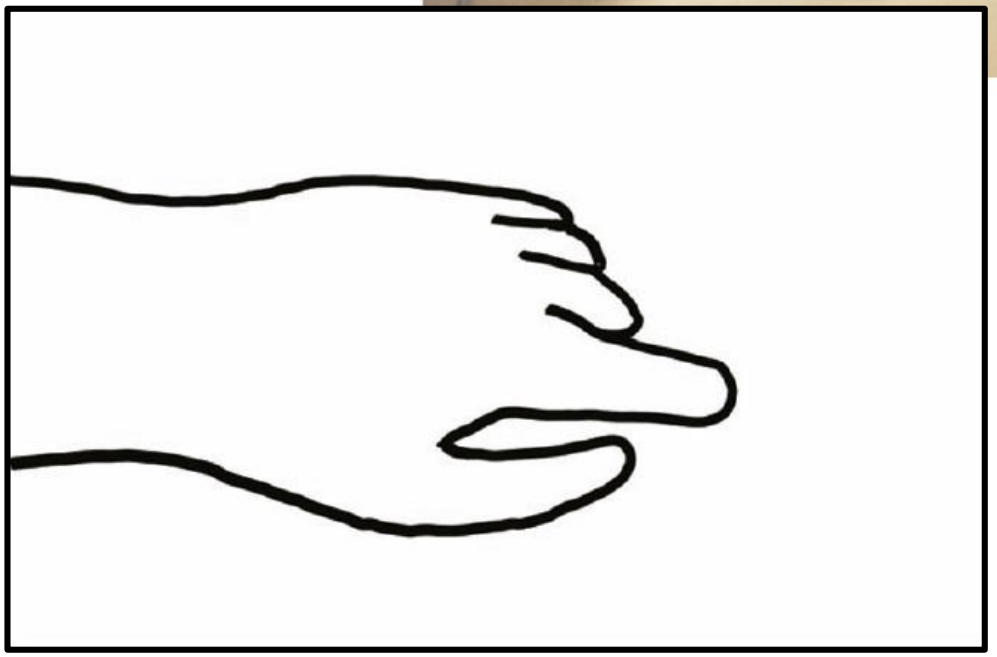
1. Buy
2. Sell
3. Quit

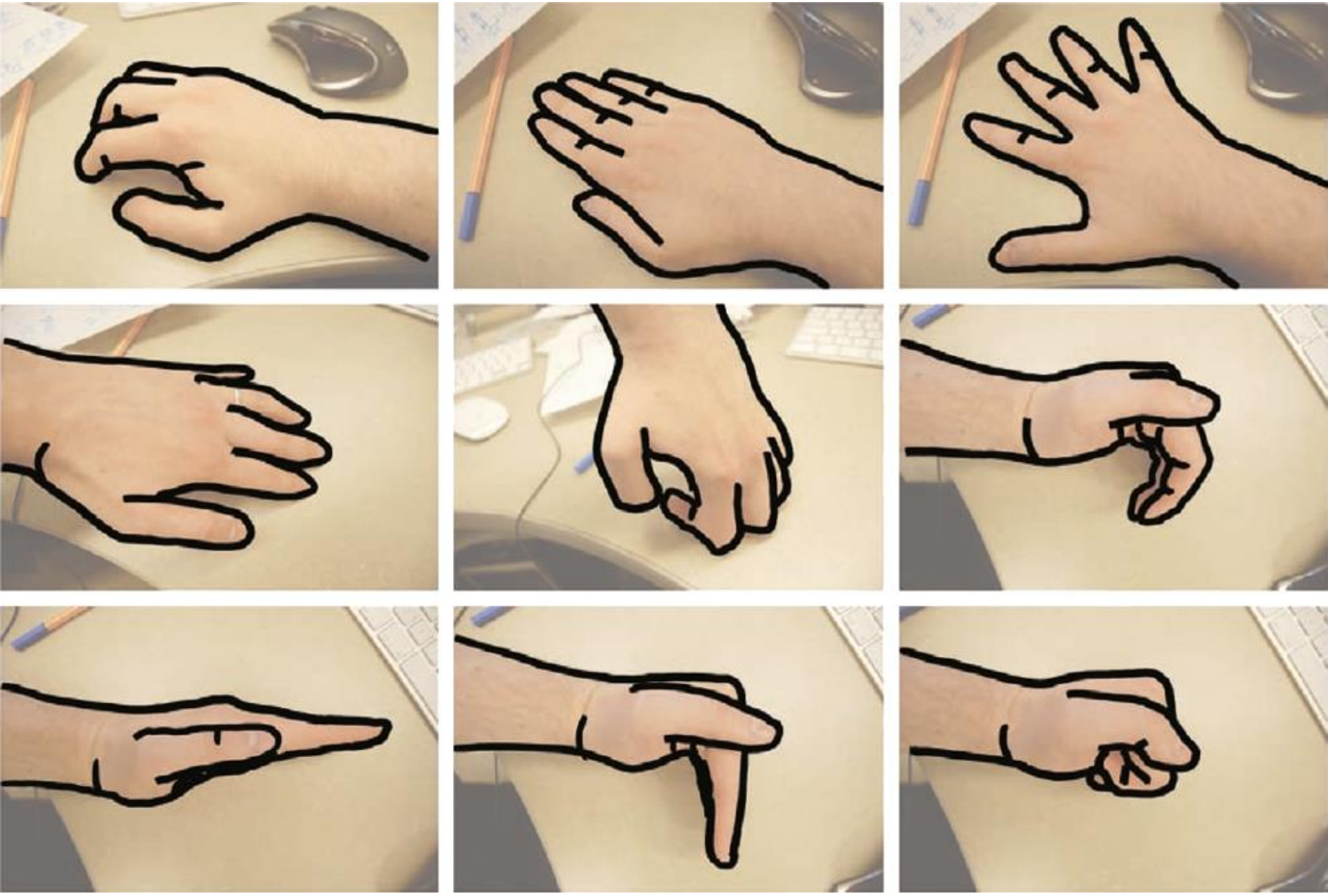
MOTOROLA
Message Center
Message Inbox
Voicemail
Quick Notes
Picture Msg Templates
Drafts
Exit
Select

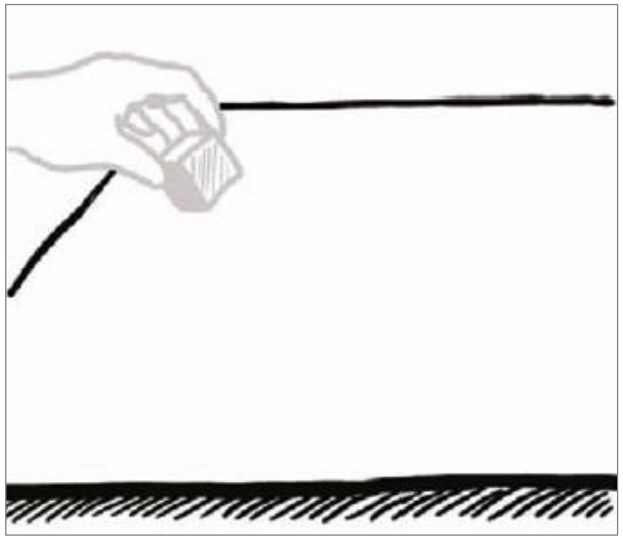
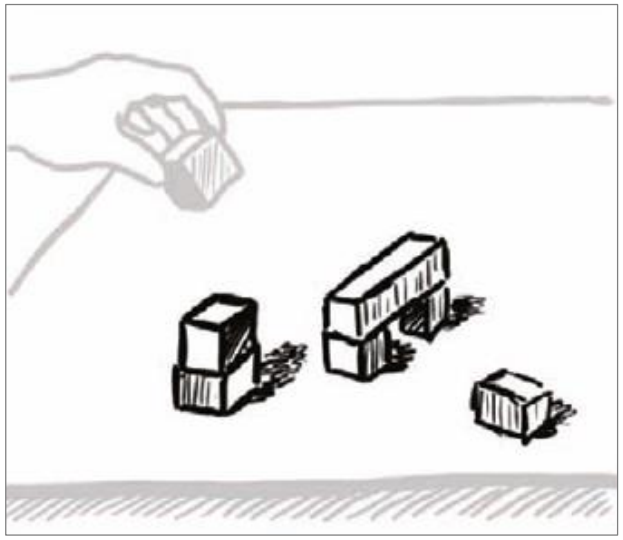
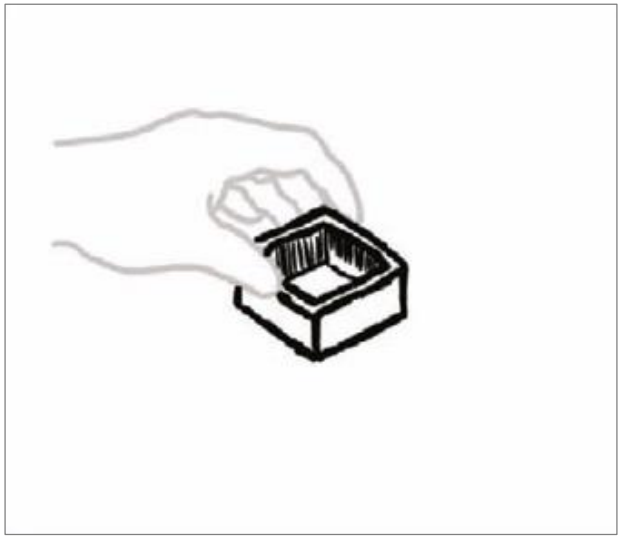
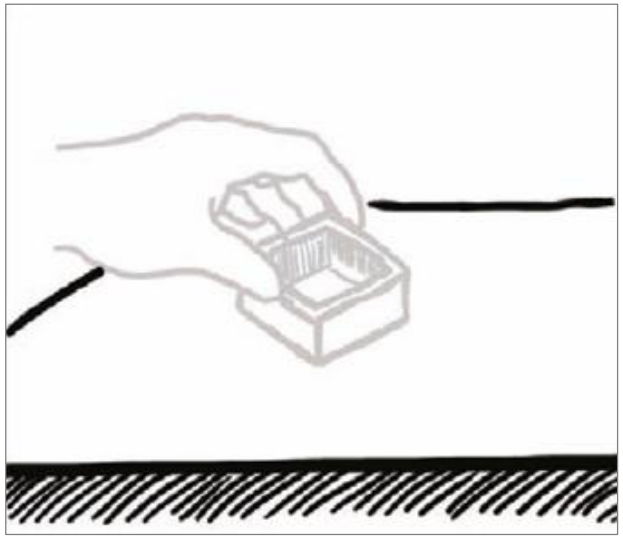
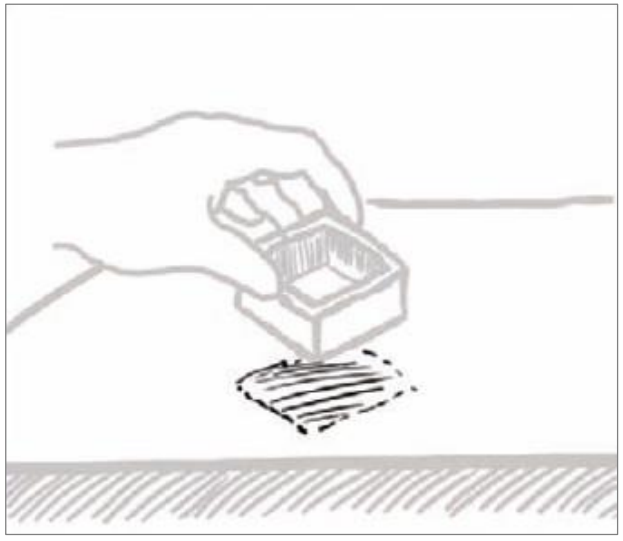
MOTOROLA
Push Here
Not Here

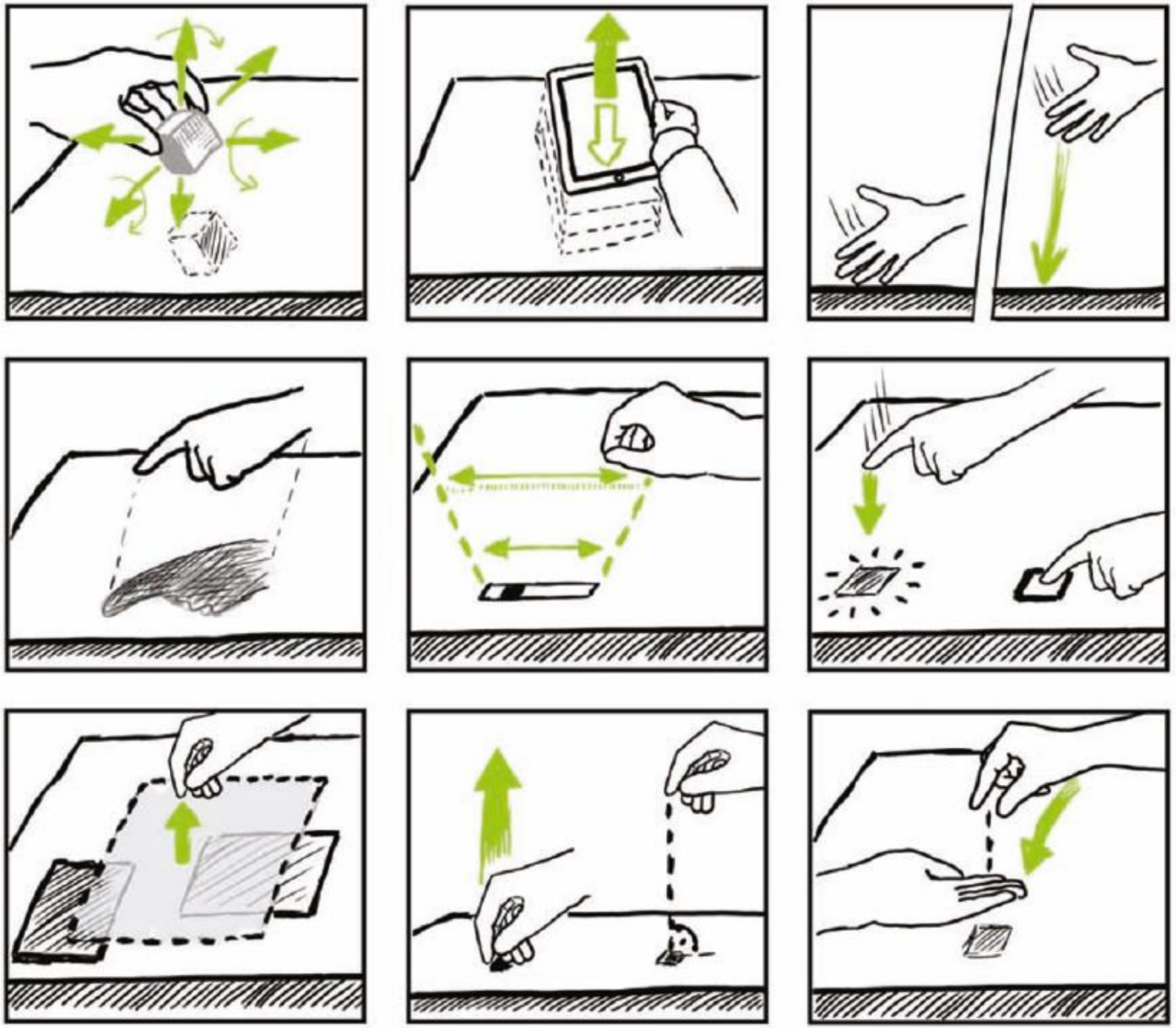
MOTOROLA
Message Center
Message Inbox
Voicemail
Quick Notes
Picture Msg Template
Drafts
Exit
Select







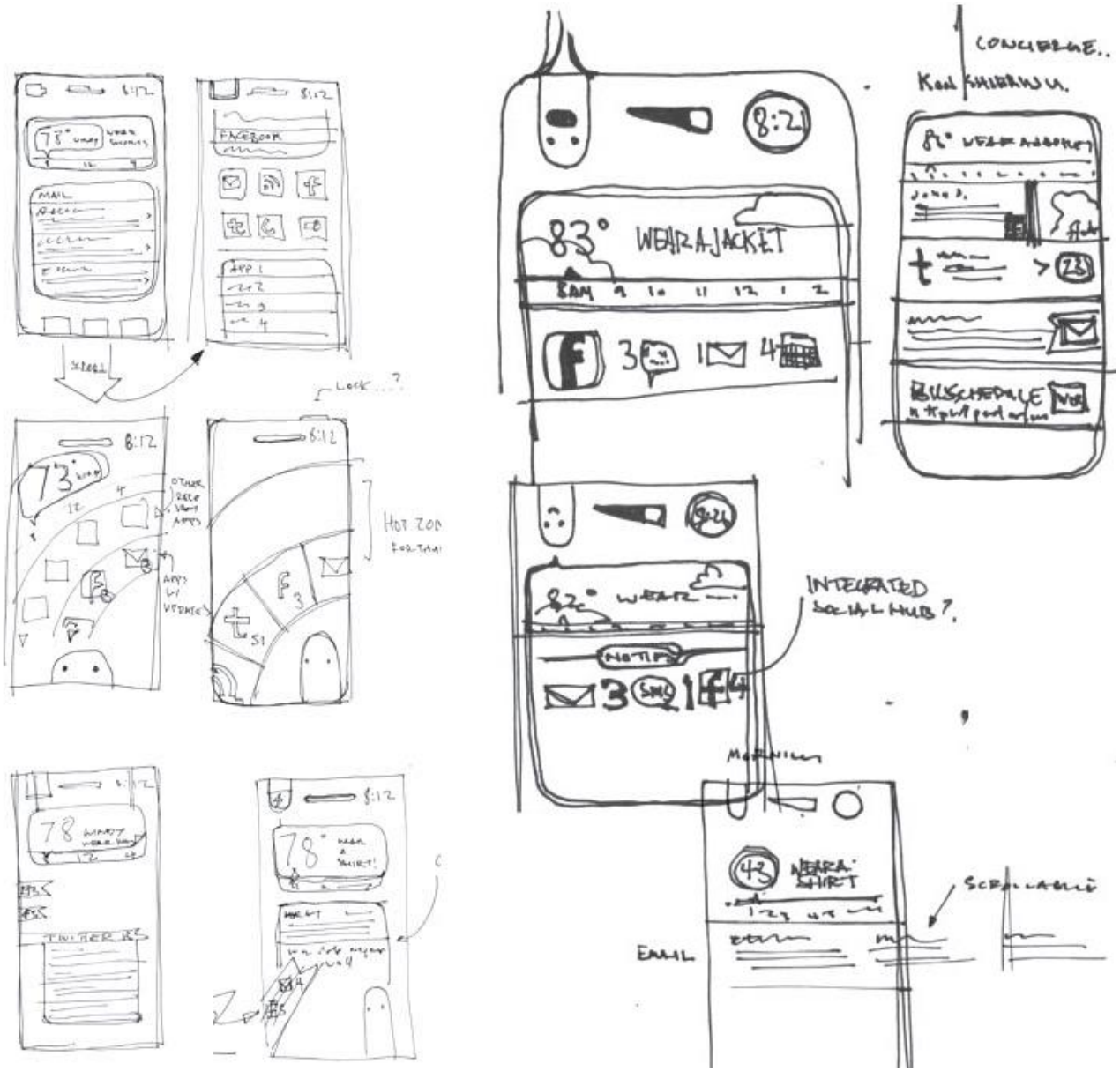








Visual representation

- Sketches are used for capturing representation
  - the physical nature of something
    - its look, shape, size
  - the behaviour of the user of something
    - interaction with it

- Representing the physical nature of something is easier than representing its use
  - can be done using simple sketches
  - or using simple models



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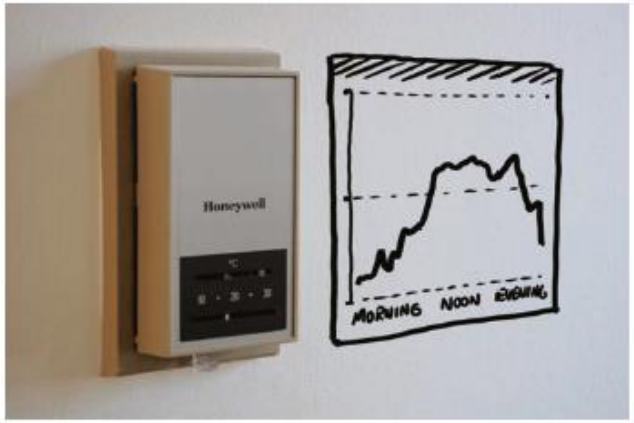
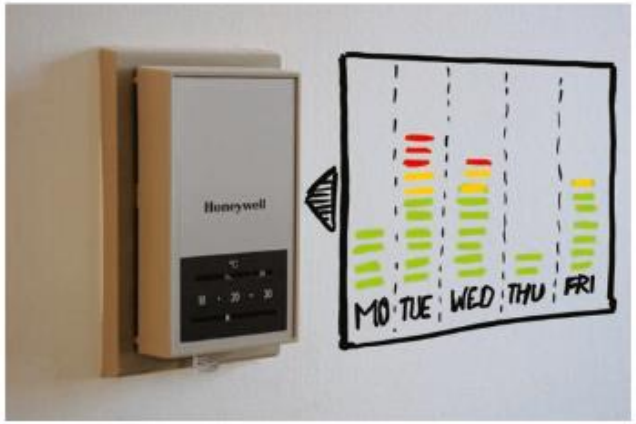
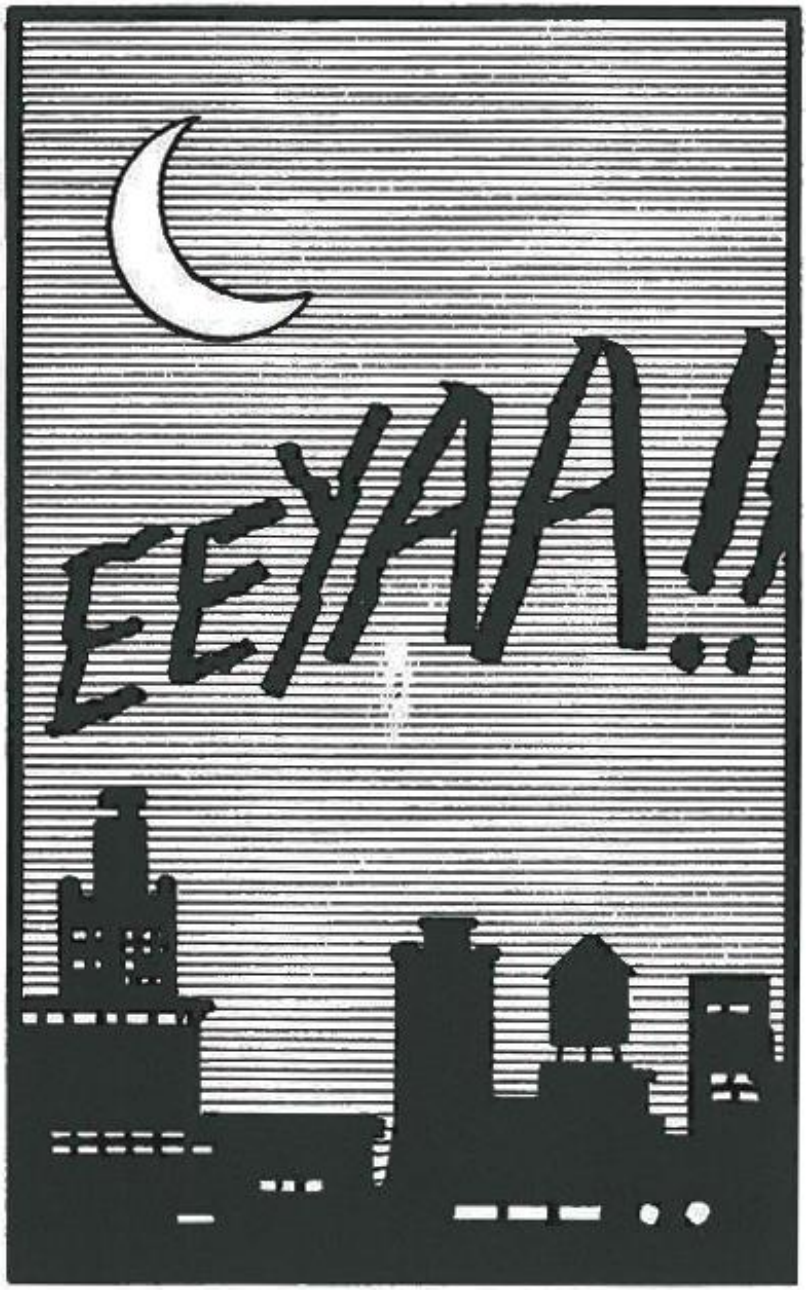

Honeywell
MORNING
NOON

Honeywell
USAGE THIS MONTH


Honeywell
MO
TUE
WED
THU
FRI

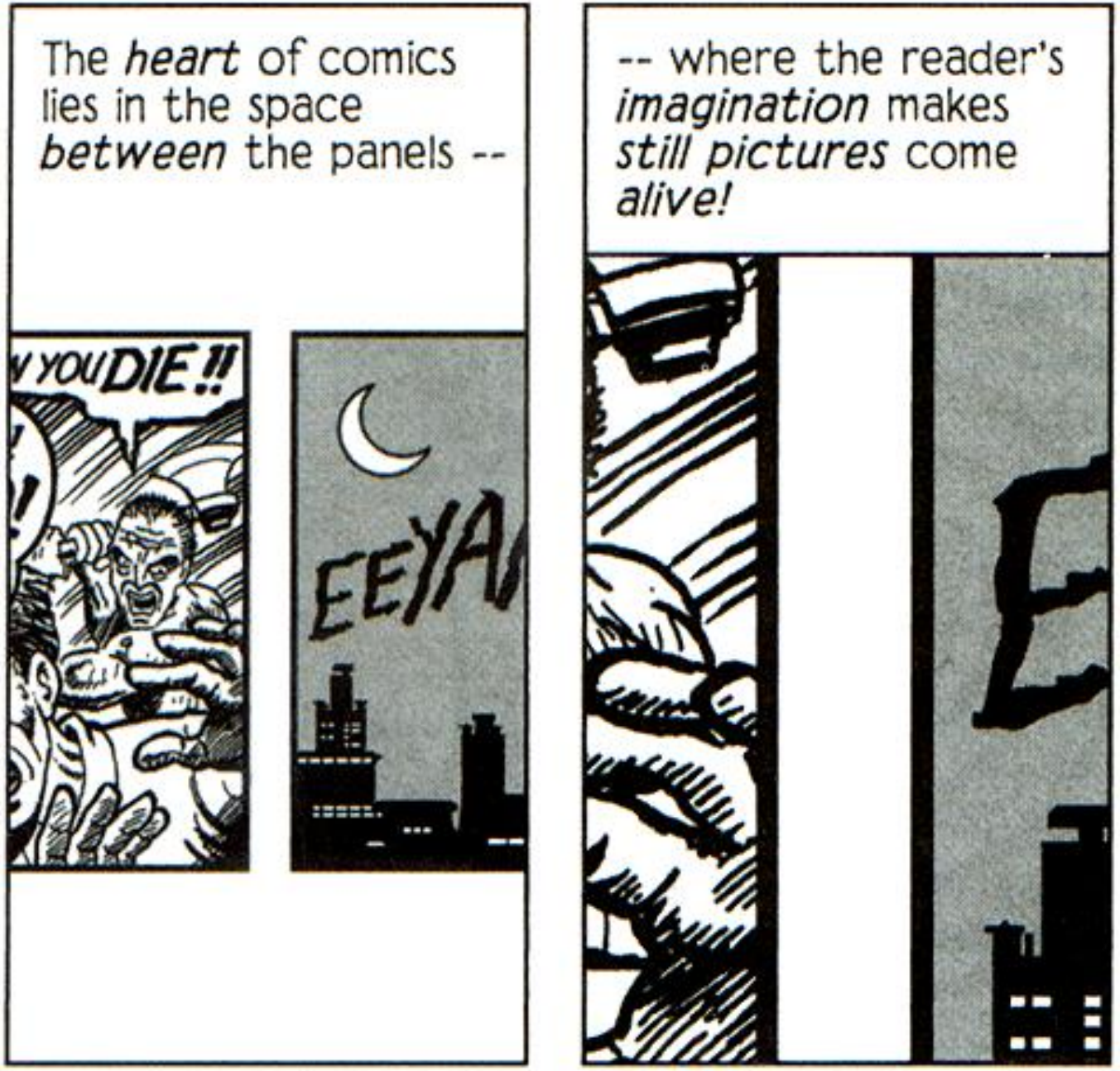
Sketching behaviour

- To represent user's behaviour visually, you need to tell a visually sketched story
  - using your personas and scenarios
- To do this you need to use more than one sketch
- A storyboard is a sequence of sketches
  - each sketch is a key frame representing a point in time
  - spaces between key frames represent transitions



Scott McCloud

Scott McCloud



Scott McCloud

A380

Safety Instructions | تعليمات السلامة

Emirates

Version 2/10044220/5/09

A380

Safety Instructions | تعليمات السلامة

Emirates

Version 2/10044220/5/09

Train

Train

Narrative storyboards

- A narrative storyboard can be used to illustrate the story of a user's experience
  - show interaction over time (temporal information)
  - provide use context (contextual information)

- Storyboards communicate details about interaction
  - where the interaction took place
  - who was involved
  - what objects were used
  - what actions were carried out

Vocabulary of camera shots

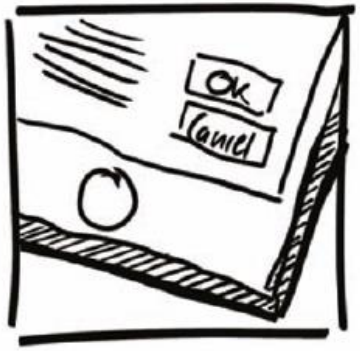
Extreme long shot (wide shot)
A view showing details of the setting, location, etc.

Long shot
Showing the full height of a person.

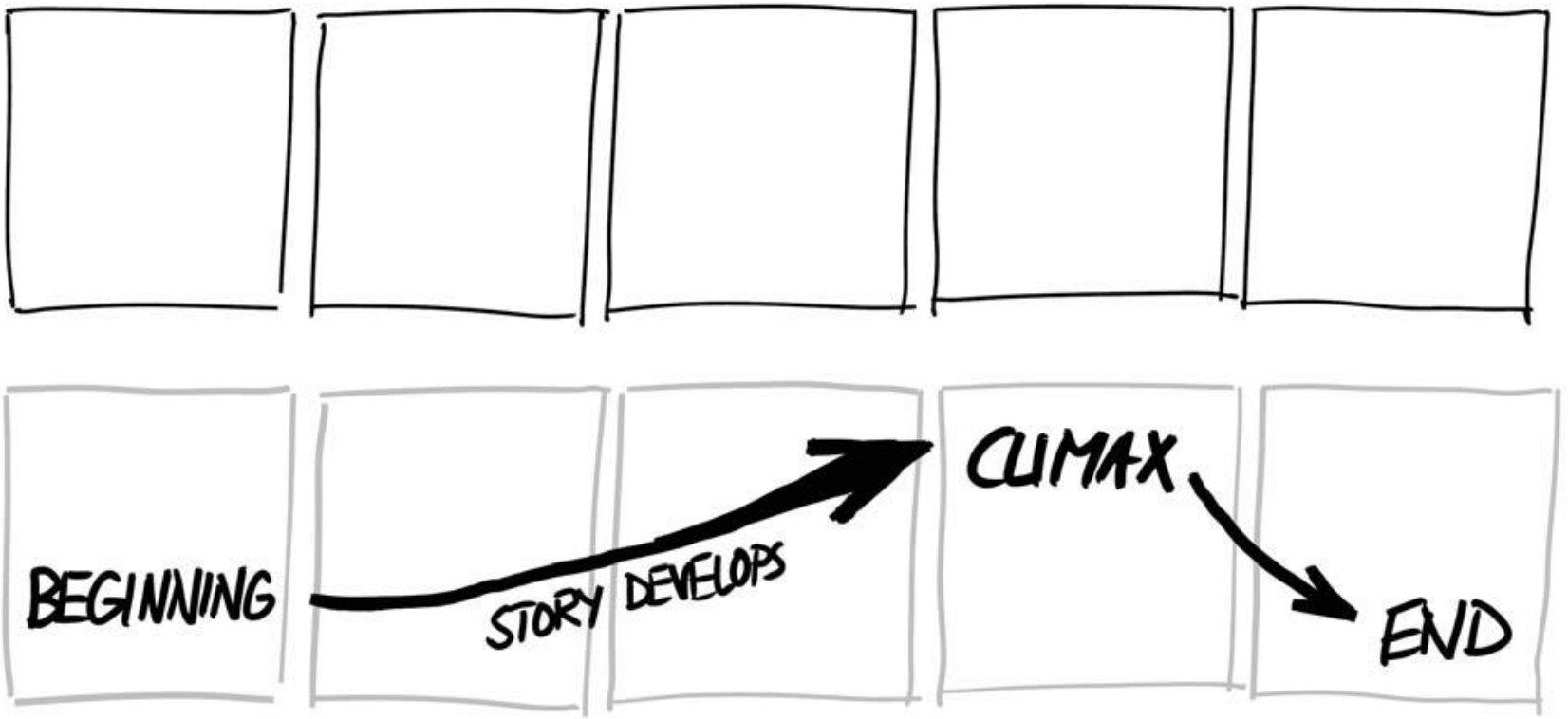
Medium shot
Shows a person's head and shoulders.

Over-the-shoulder shot
Looking over the shoulder of a person.

Point of view shot (POV)
Seeing everything a person sees.



Close-up
such as showing details of a user interface on a device the person is holding.



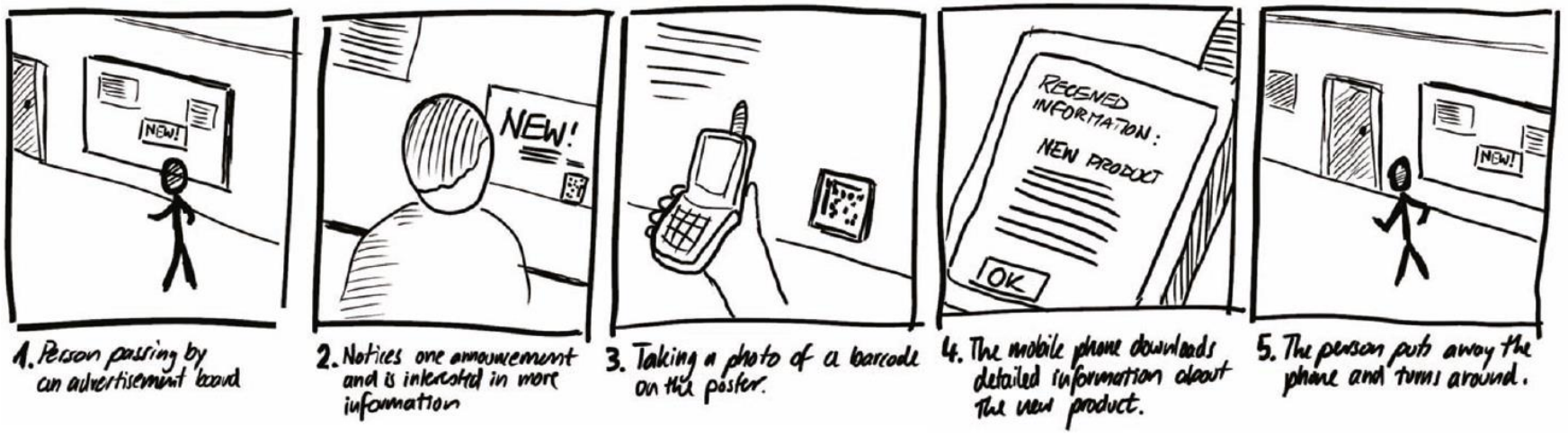
1. Person passing by an advertisement board

2. Notices one announcement and is interested in more information

3. Taking a photo of a barcode on the poster.

4. The mobile phone downloads detailed information about the new product.

5. The person puts away the phone and turns around.



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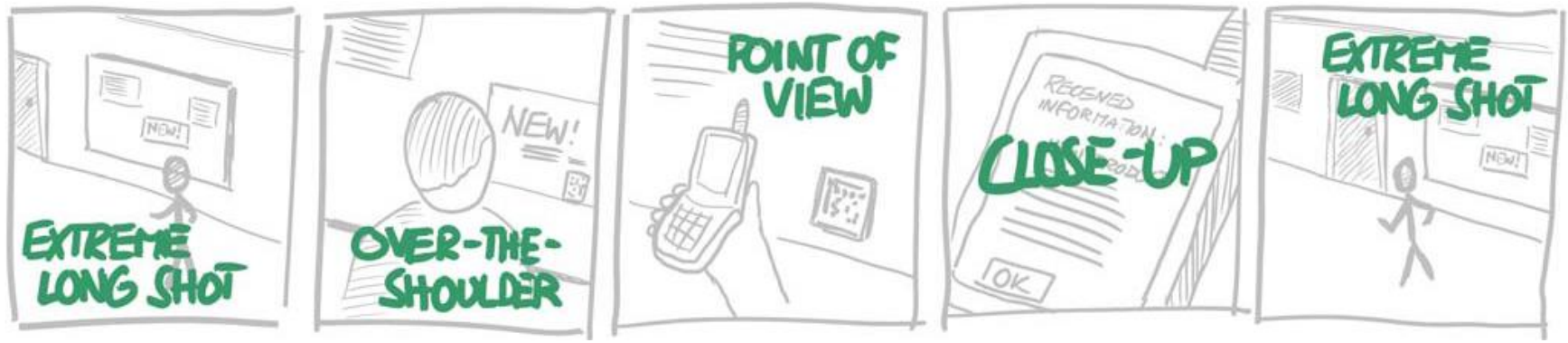
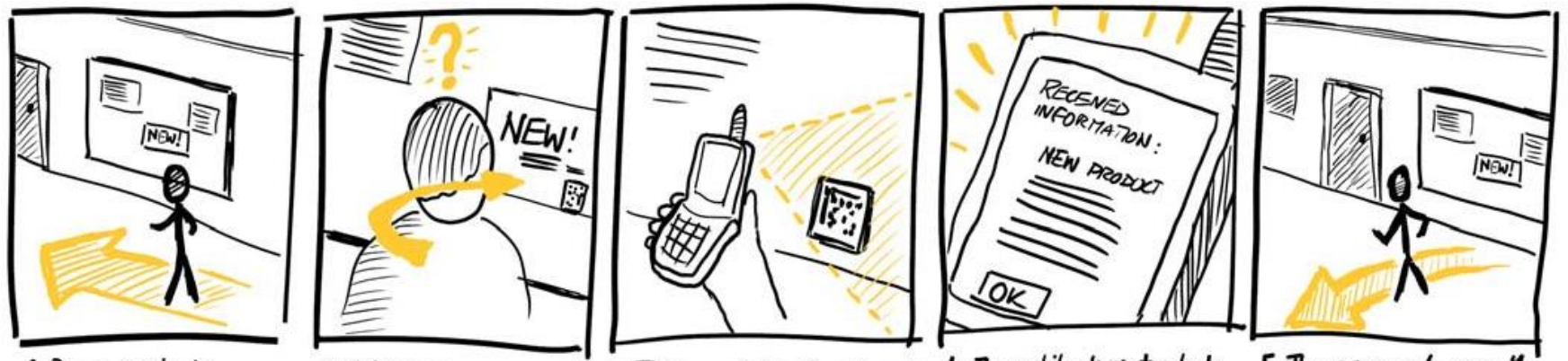
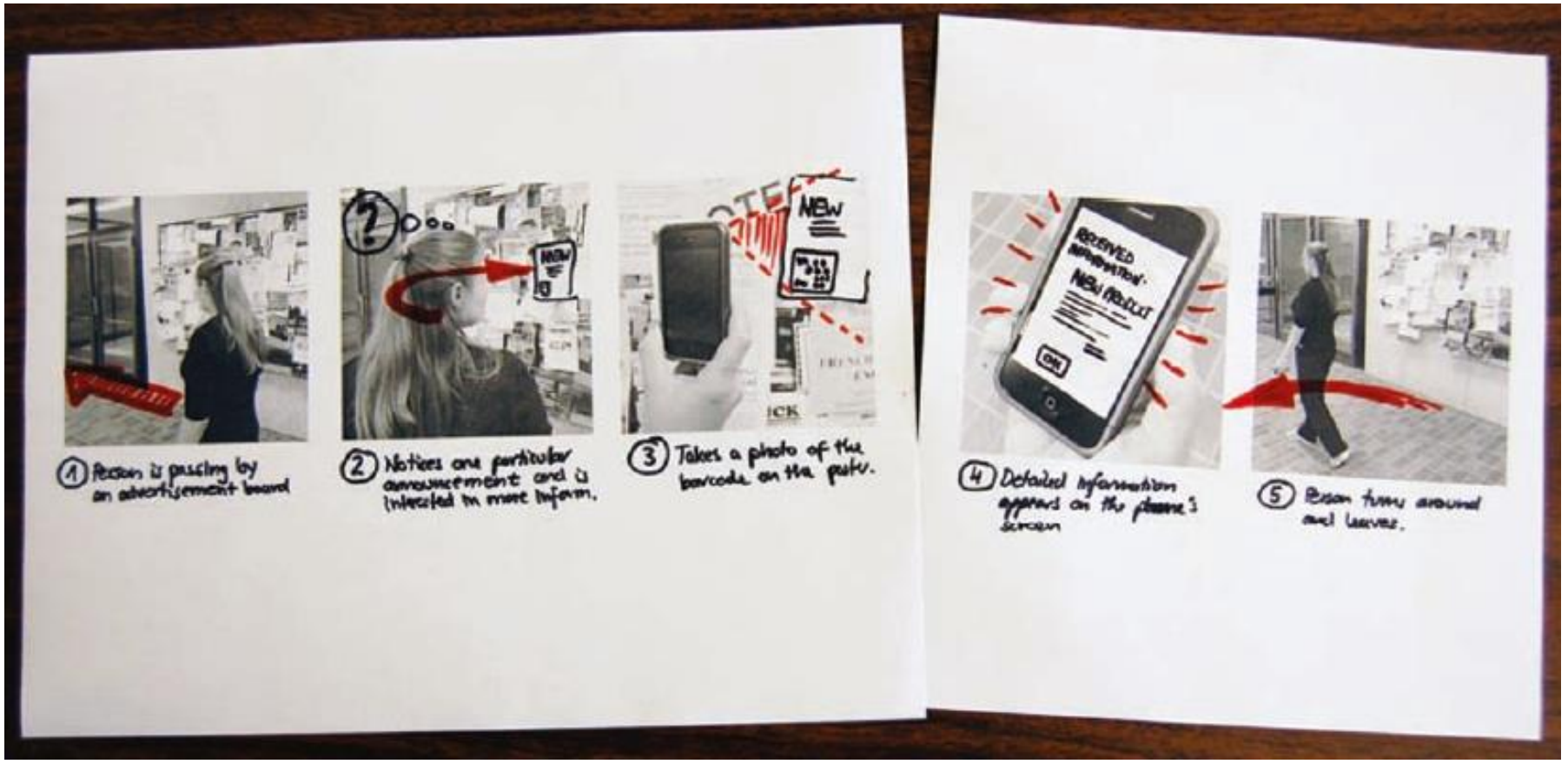




1. Person passing by an advertisement board
2. Notices one announcement and is interested in more information
3. Taking a photo of a barcode on the poster.
4. The mobile phone downloads detailed information about the new product.
5. The person puts away the phone and turns around.


1 Person is passing by an advertisement board
2 Notices one particular announcement and is interested in more inform.
3 Takes a photo of the barcode on the poster.
4 Detailed information appears on the phone's screen
5 Person turns around and leaves.

brunobrites.wordpress.com/2011/03/07/task06-personas-and-scenarios/