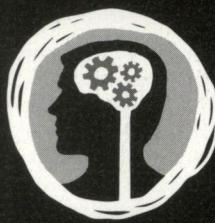


the Sketchnote HANDBOOK

→ THE ILLUSTRATED *guide* ←
to VISUAL NOTE TAKING



by MIKE ROHDE
the illustrator of REWORK

THE SKETCHNOTE HANDBOOK:

The illustrated guide to visual note taking

Mike Rohde

Peachpit Press

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To Gail, Nathan, Linnea, and Landon,
thank you for your support on this
long and challenging journey.

You are the reason I work so hard
to create things and share my ideas.

I love you.



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NATHAN, LINNEA AND, LANDON, thanks for supporting me during the creation of the book. As your dad, I hope my work makes you proud.

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Your typefaces have saved me many long hours of drawing every letter by hand.

FEATURED SKETCHNOTERS: Binaebi Akah, Crighton Berman, Boon Chew,
Veronica Erb, Jessica Esch, Alexis Finch, Michelle George, Eva-Lotta Lamm,
Gerren Lamson, Matthew Magain, Timothy Reynolds, Francis Rowland,
Chris Shipton, Paul Souplet, and Kyle Steed, thanks for your contributions.

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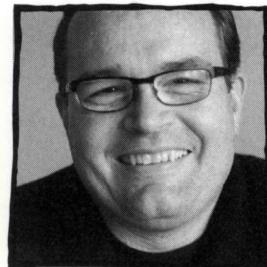
FRIENDS AND COLLEAGUES, thanks for your reviews and feedback about the book in production. This is a better book because of your help.

TO THE SKETCHNOTING COMMUNITY, thanks for your support through the years. I'm excited to see where our community will go and how it will grow once this book reaches new readers and viewers.



ABOUT THE AUTHOR

MIKE ROHDE has a passion for simple and usable design solutions. That passion, along with his lifelong habit of recording concepts and observations through sketching and doodling, inspired him to develop sketchnotes—a practical art that translates simple and complex ideas into easily recalled bits of information.



Professionally, Mike focuses on user interface, user experience, visual design, and icon design for mobile and web applications at *Gomoll Research + Design* in Milwaukee, Wisconsin.

As a sketchnoter, Mike provides live, real-time sketchnotes of events, meetings, and experiences in venues across the United States.

In his illustration practice, Mike uses his unique drawing style to amplify and clarify ideas. His work has been featured in *REWORK*, the best-selling book by Jason Fried and David Heinemeier Hansson; *The \$100 Startup*, a best-selling book by Chris Guillebeau; and *The Little Book of Talent* by Daniel Coyle.

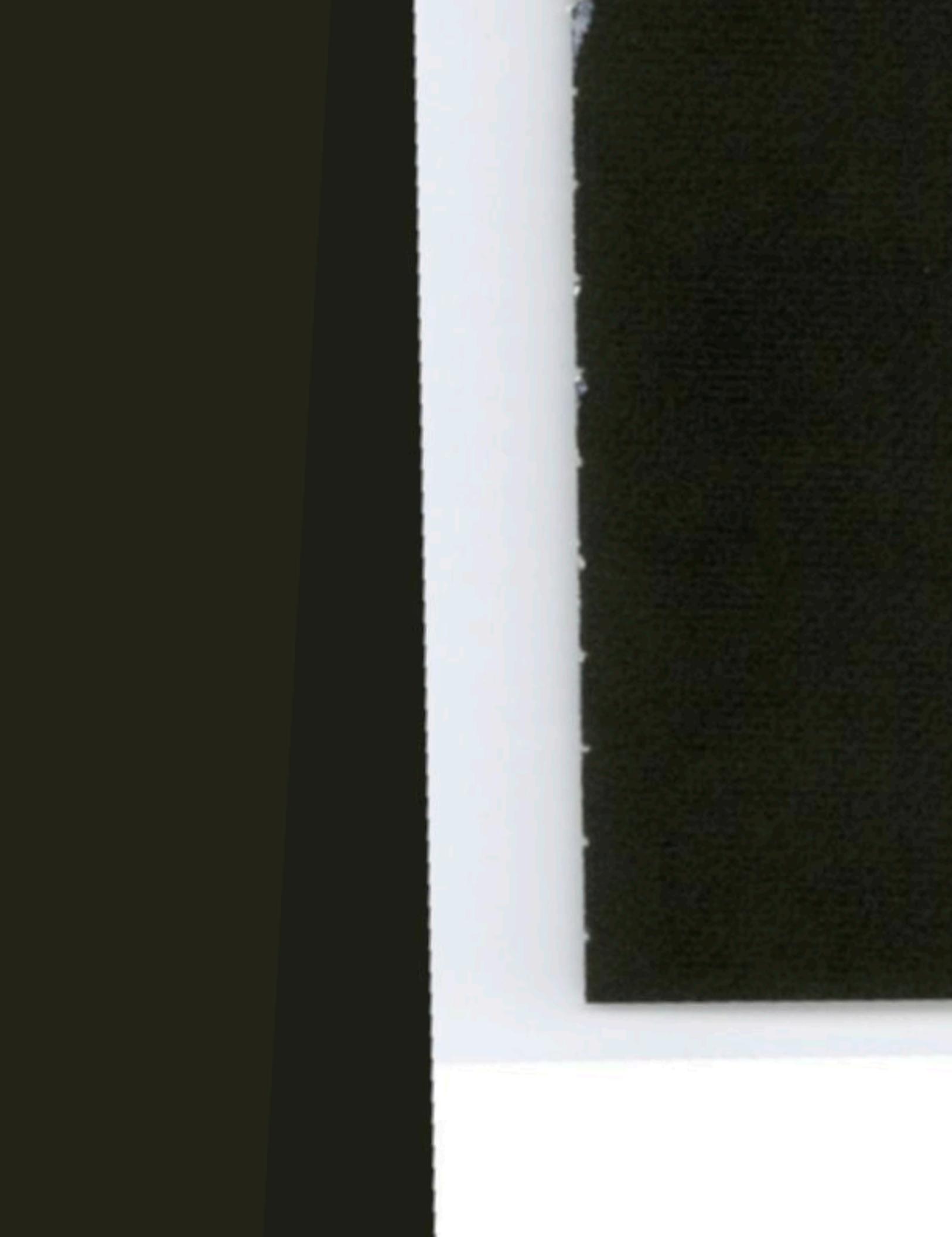
Community and sharing are important cornerstones of Mike's philosophy, as evidenced by the creation of *The Sketchnote Army*, a website dedicated to finding and showcasing sketchnotes and sketchnoters from around the world.

Mike has also shared his thinking, design process, and samples of his design and illustration work at his personal website, rohdesign.com, since 2003.

Mike lives with his wife, Gail, and children, Nathan, Linnea, and Landon, just outside of Milwaukee. He's an avid Green Bay Packers fan.

Learn more about Mike at rohdesign.com.

• Pra



INTRODUCTION

IT WAS THE WINTER OF 2006 AND I COULDN'T TAKE IT ANYMORE.

I was done. Fed up. I vowed not to take another note with a mechanical pencil or with a giant notebook until I'd found a better way to take notes.

Thinking back, I'm not sure how note taking had become such a burden. In high school and college, I enjoyed expressing ideas visually—easily blending words with drawings, diagrams, and typography in my notebooks.

Somewhere in the process of growing up and getting a job, I lost my way. The relaxed, visual note-taking approach from my college days had morphed into a fanatically detailed, text-only death march. Ironically, I became a great note taker who couldn't stand taking notes.

The solution to my note-taking problem was a blank pocket Moleskine, stacked neatly on my bookshelf. I'd bought it on a whim a few months before and I realized that its small size, paired with an unerasable pen, could be a perfect way to challenge my overly detailed, note-taking mind-set.

In January 2007, I brought my Moleskine and a gel pen to Chicago for a conference to try sketchnoting. Could I take fewer but better notes? If I focused on quality, could I live with seeing my mistakes in pen? Would adding drawings to my notes bring back my joy of note taking? Could taking notes become fun again?

The answer to these questions was a resounding yes! As I captured my first sketchnotes, I was able to slow down and listen for big ideas. I loved the no-turning-back attitude of using a pen. Best of all, I had a great time taking notes again.

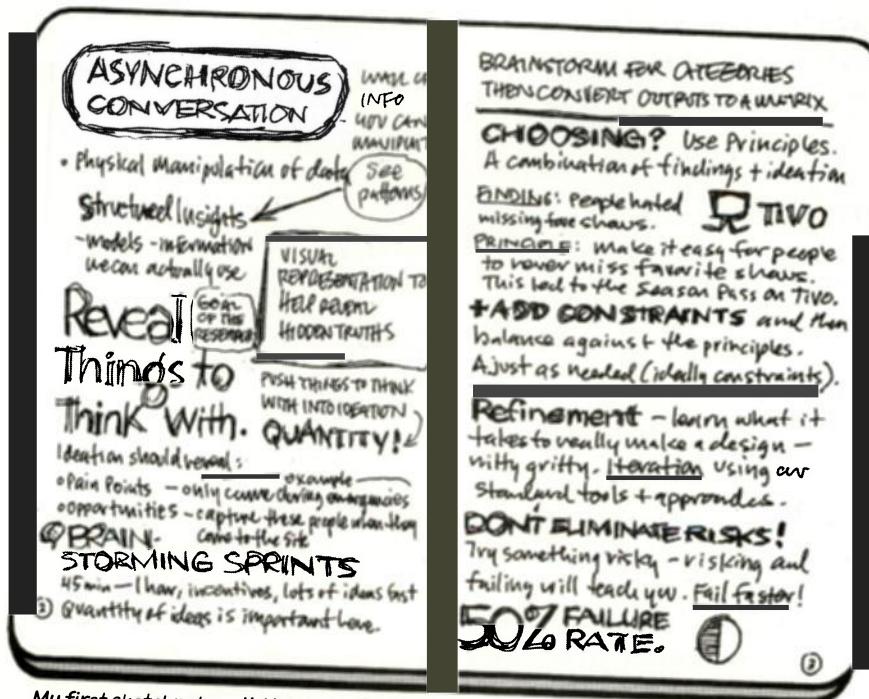
Ever since that mind-altering experience, I've been working hard through my blog, *The Sketchnote Army*, and at live presentations and workshops to share my passion for sketchnoting. I take great pleasure in talking about why sketchnoting enables you to take better notes, explaining how to create sketchnotes, and persuading people to give sketchnoting a try. This passion for sketchnoting is

what drove me to spend hundreds of hours writing, illustrating, and designing this book. I want you to enjoy taking notes as much as I do, and I hope that by the end of this book you will.

WHO IS THIS BOOK FOR?

Whether you believe you can or can't draw, I'm here to tell you that anyone who can make marks on paper can benefit from this book. Sketchnotes are about hearing and capturing meaningful ideas, not how well you draw.

Take it from me, you can create sketchnotes. In this book, I will show you how to draw simple objects, create custom lettering, and use other hand-drawn elements to help you express your thoughts visually. Even if you can't draw a straight line, you can learn to sketchnote with a little practice.

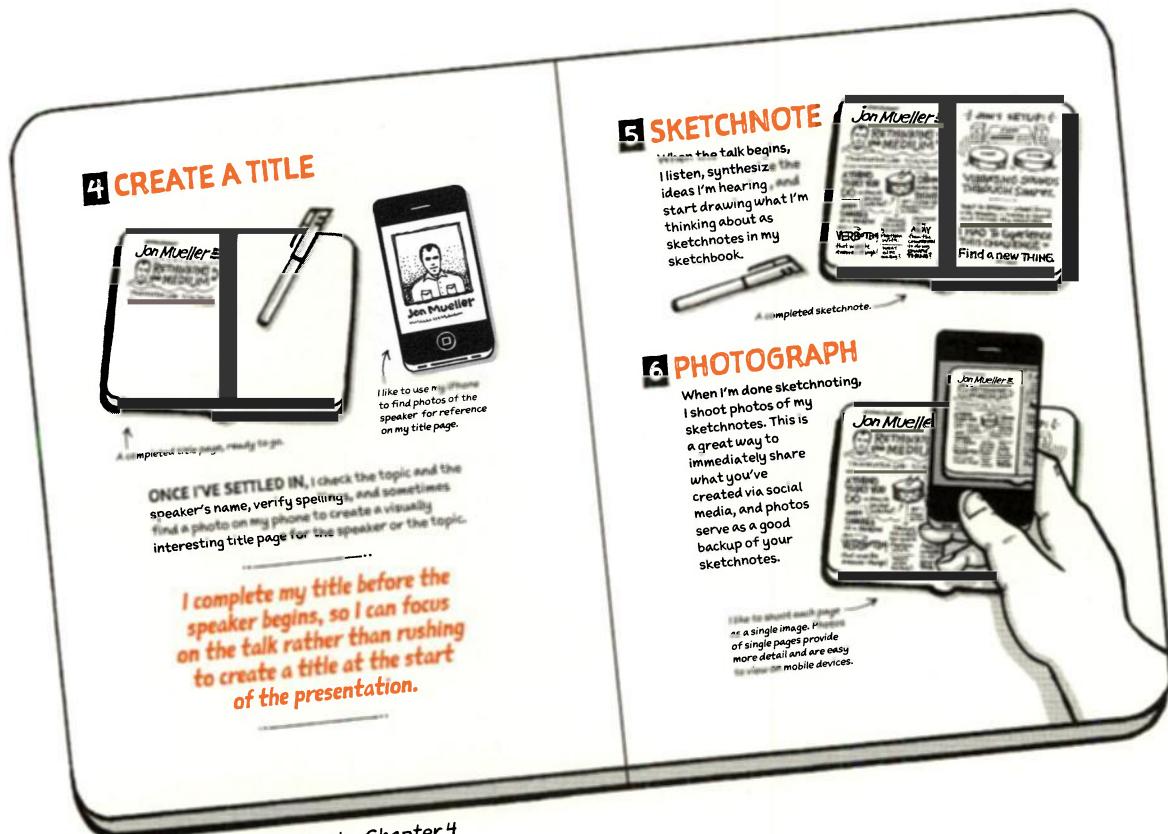


My first sketchnotes • UX Intensive 2007

WHAT IS THE SKETCHNOTE HANDBOOK?

The Sketchnote Handbook is a simple, visual manual designed to teach you basic sketchnoting concepts, approaches, and techniques quickly, so you can start creating sketchnotes immediately.

Each page of this book has been lovingly hand-sketched to show you how much fun it is to learn from notes that incorporate pictures and words equally. Rather than write a lot of words about sketchnoting, I decided that if I was going to talk the talk, I'd better walk the walk (or, maybe, sketch the sketch?). So, I created the entire book as one, long, fun—hopefully inspiring—illustration.



THE SKETCHNOTE COMMUNITY

Of course, I'm not the only person in the world who sketchnotes. I'm amazed and energized by the wide variety of people all over the world who create and actively share their sketchnotes. I love the sense of community that has sprung up around this process, and I've made a great many friends through sharing and discussing sketchnotes online and at conferences.

I invited 15 of these friends—leading sketchnoters from around the world—to each create a two-page spread for this book that shares a bit about who they are, how they came to sketchnoting, and a tip or two to help you take better notes.

What I hope you'll notice from looking at their work at the end of each chapter is that everyone sees the world differently; everyone processes information differently; everyone has their own, unique style, and that's part of what makes sketchnoting so much fun! There's no right way or wrong way to do it.

I will teach you the basic principles of sketchnoting, but the real joy will come when you start creating sketchnotes and discover how taking notes can unleash your creativity and make paying attention, even at the most boring meetings, something you look forward to doing.

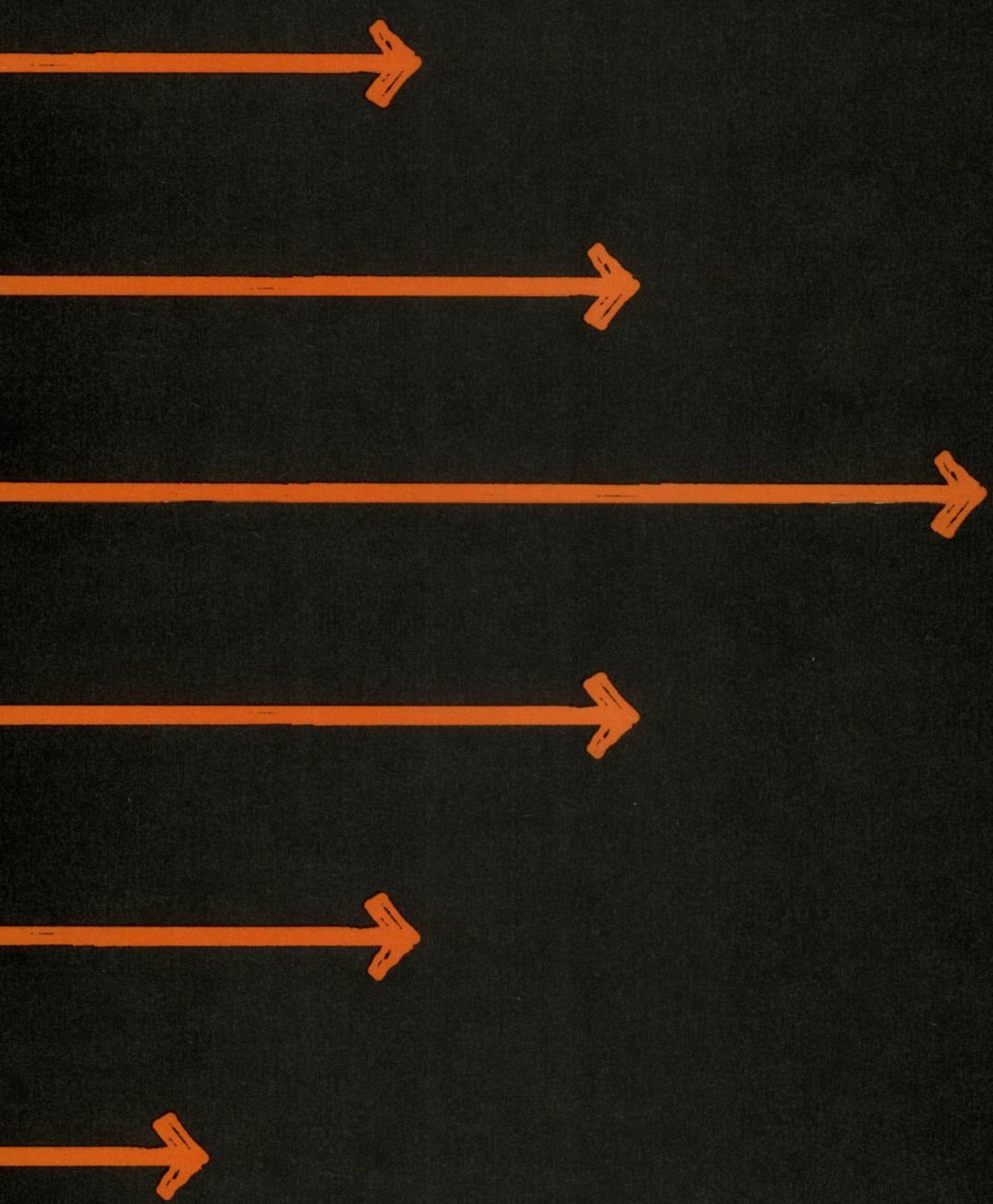
REACH OUT

As you learn from this book, I encourage you to share your own sketchnotes at The Sketchnote Handbook Flickr group (www.flickr.com/groups/thesketchnotehandbook). I plan on hanging out there a lot, and I'd love to see how you've taken this process and made it your own.

You can view more of my work and contact me through my personal website at rohdesign.com or on Twitter at twitter.com/rohdesign. I look forward to hearing what you think of the book and learning about your sketchnoting experiences.

**IT'S TIME TO GET STARTED. GRAB A NOTEBOOK AND A PEN.
LET'S GO TAKE SOME NOTES!**

LET'S GO!



what are SKETCHNOTES?

SKETCHNOTES ARE RICH VISUAL NOTES CREATED FROM A MIX OF HANDWRITING, DRAWINGS, HAND-DRAWN TYPOGRAPHY, SHAPES, AND VISUAL ELEMENTS LIKE ARROWS, BOXES & LINES.



SKETCHNOTES WERE BORN of

frustration!

I WAS FRUSTRATED by the highly detailed, text-only notes I was taking at conferences and in meetings. The stress escalated as I worked hard to capture every last detail in very large, lined notebooks. Worse, I never looked at my notes after their completion.

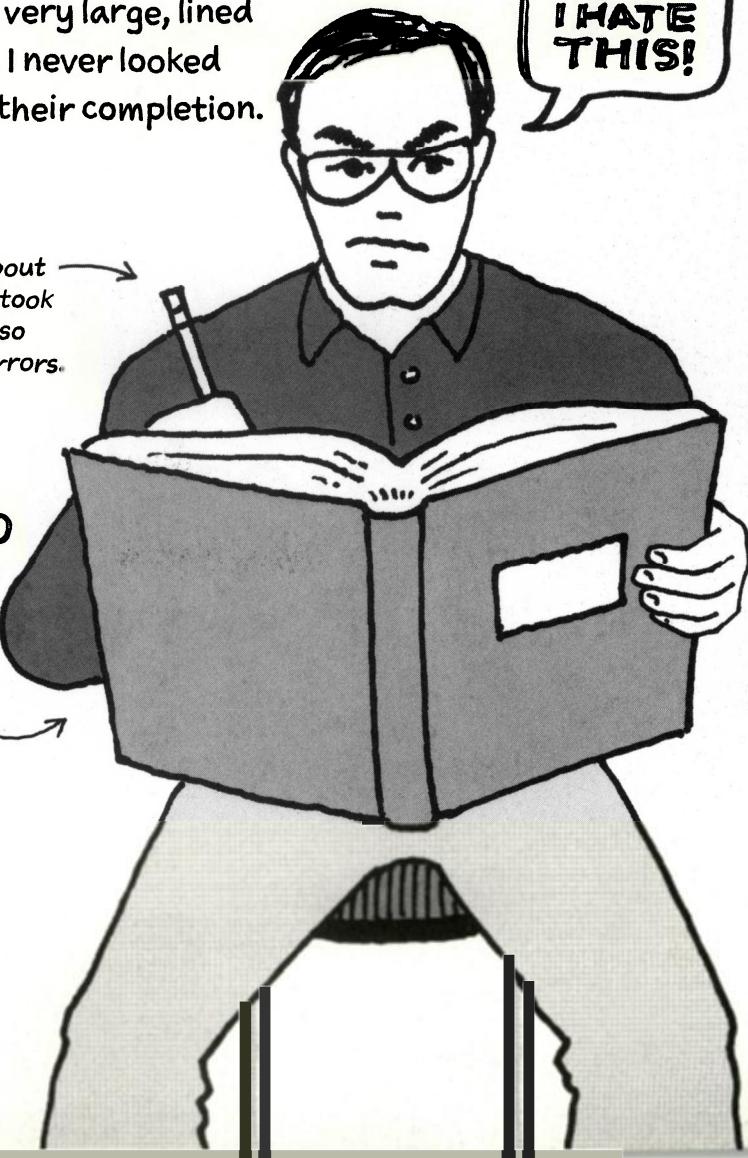
A PENCIL

I was so worried about making mistakes, I took my notes in pencil, so I could erase any errors.

A LARGE, LINED NOTEBOOK

Because I tried to capture every detail, I needed large pages to store all of that information.

ARG!
I HATE
THIS!

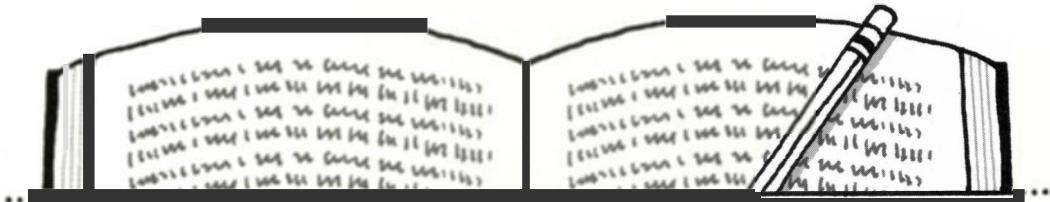




I decided to
GIVE UP
— and —
TRY
Something
NEW.

RATHER

than worrying about every last detail



I relaxed a bit,



LISTENED

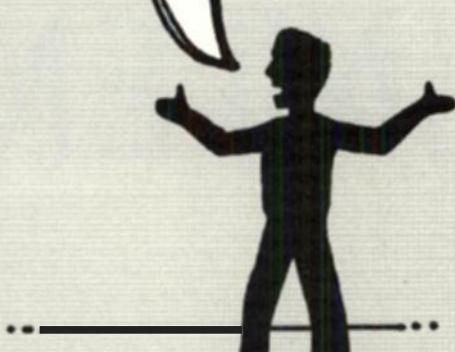
→ more ←

INTENTLY,

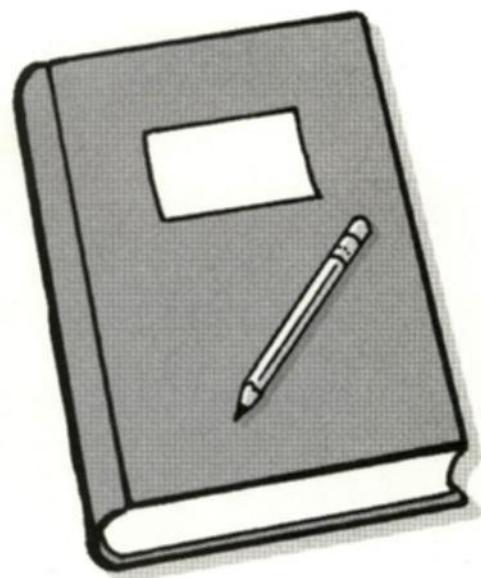


And
FOCUSED
ON CAPTURING

the BIG IDEAS.



**INSTEAD
of using a
PENCIL &
LARGE
NOTEBOOK**



I Limited
MYSELF
TO A PEN &
A POCKET
MOLESKINE
SKETCHBOOK.



I CHALLENGED MYSELF

to write and draw notes more

deliberately.



THIS NEW WAY OF NOTE TAKING
was enjoyable AND

FUN!



I was able to focus on the BIGGER PICTURE,
expressing CONCEPTS with drawings, type, and text.

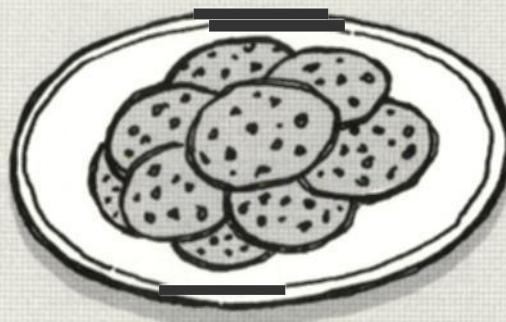


* I COINED a NAME *
for THIS PROCESS:

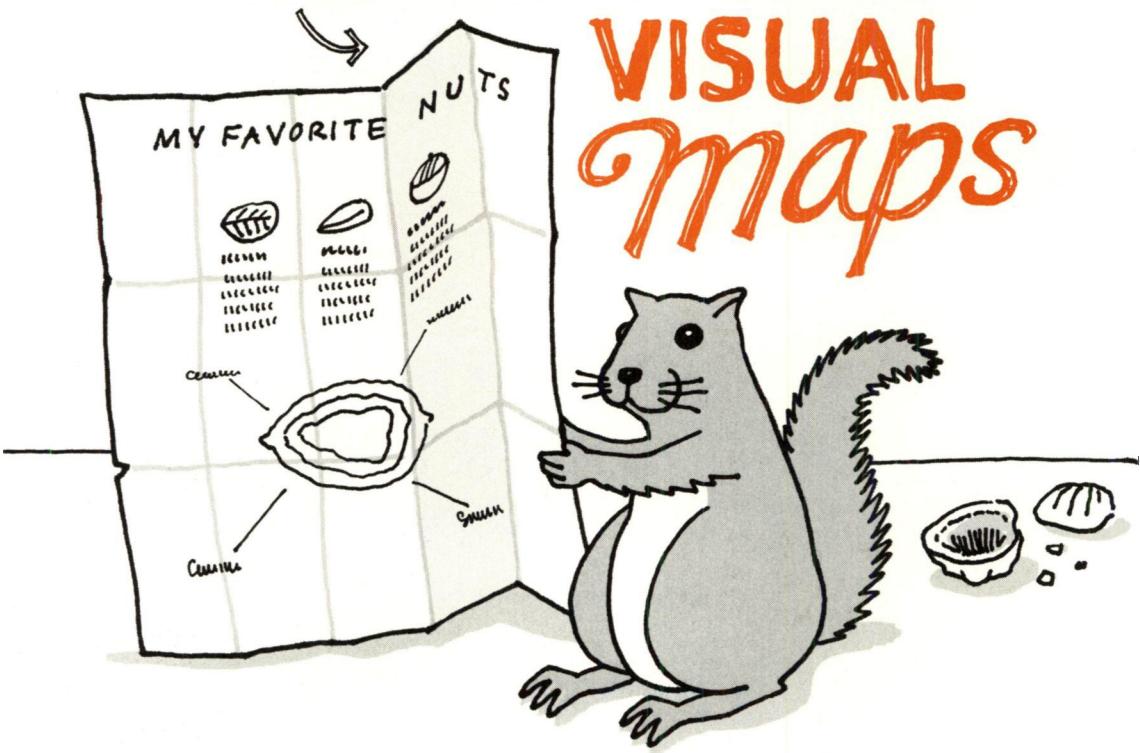
Sketchnotes.

SKETCHNOTES AREN'T DRY AND
DETAILED BUT ARE *Simple and Clear*.

My personality
WAS BAKED INTO MY SKETCHNOTES
LIKE CHOCOLATE CHIPS IN A BATCH OF
chocolate chip cookies.

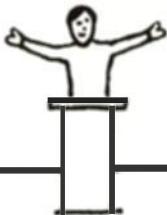


SKETCHNOTES are VISUAL maps

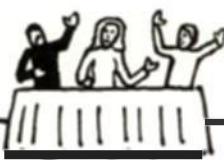


They're built from meaningful thoughts and ideas
your mind collects and squirrels away during:

TALKS



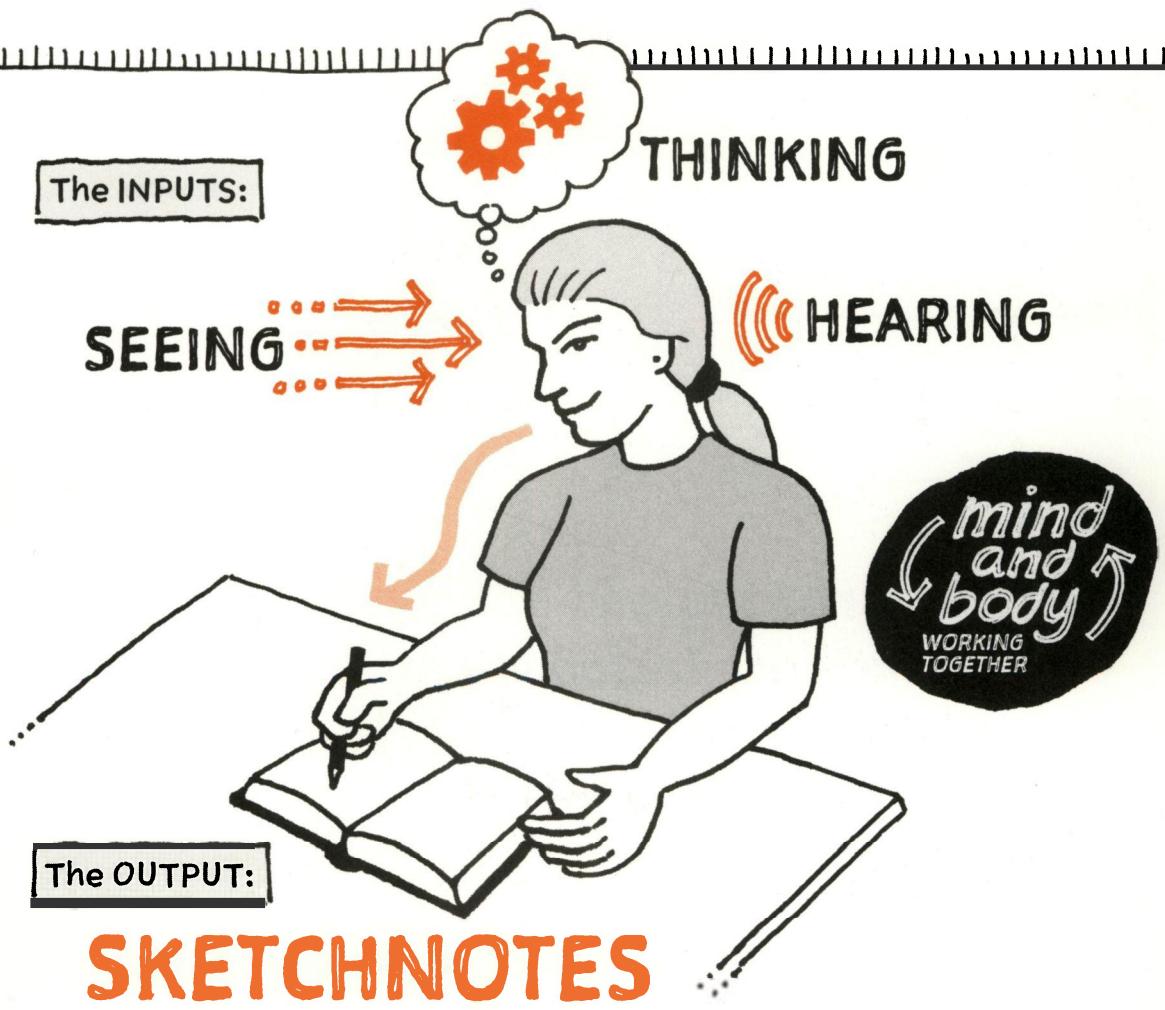
PANELS



Experiences



THIS VISUAL and HOLISTIC APPROACH
to note taking engages your mind so you can understand
the ideas you're hearing while activating your hand
to turn those ideas into concrete, **VISUAL NOTES**.



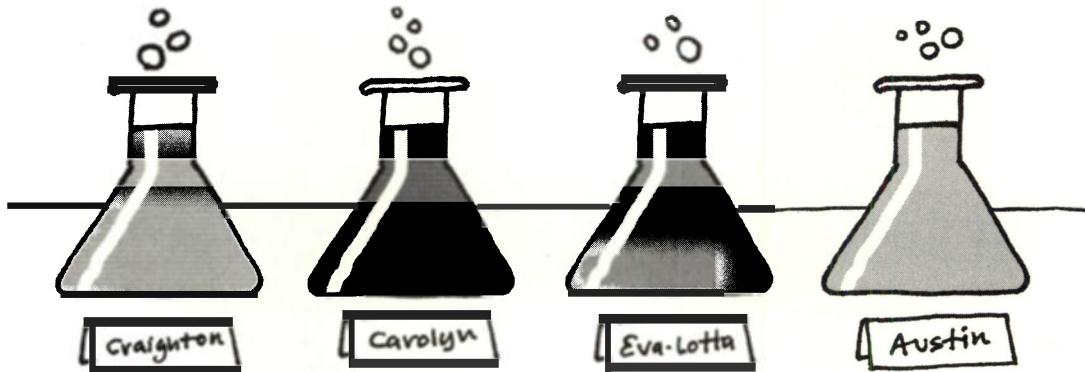
BECAUSE YOUR MIND AND BODY ACT TOGETHER, YOU
CAN RECALL MORE OF WHAT YOU HEAR AND DRAW.

★

SKETCHNOTERS INFUSE THEIR OWN

SKETCHNOTES

WITH UNIQUE PERSONALITY



From drawing and handwriting style
to the ideas included and how those
ideas are expressed on the page.

—v—

THE RESULT?

EACH SKETCHNOTE IS UNIQUE,
EVEN THOUGH THE UNDERLYING PRINCIPLES
OF SKETCHNOTING REMAIN THE SAME.



How are sketchnotes CREATED?



SKETCHNOTES are created in real time while listening to a presentation, talk, or panel discussion.

To sketchnote, you listen closely to meaningful ideas, consider what they mean, and then create a visual map of them. The goal is to forgo the details and instead listen for big ideas that resonate, converting those ideas into visual notes that include both words and pictures.

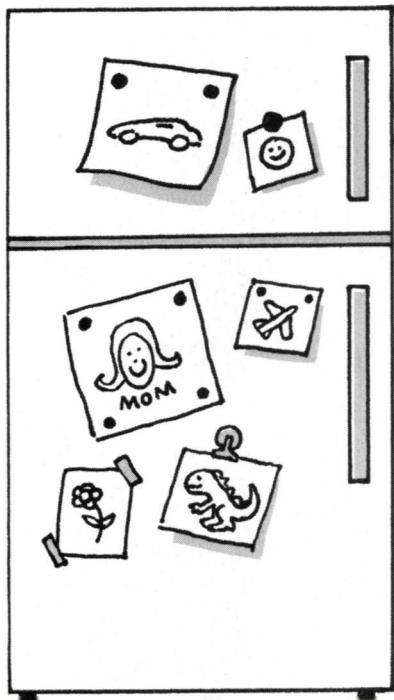


Whether you create sketchnotes with pen and paper or digitally, the approach is the same.



THE BIG QUESTION:

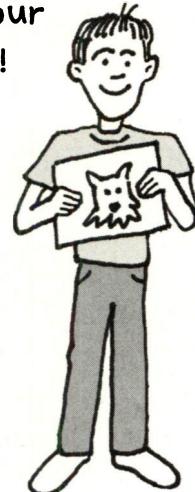
Can you create sketchnotes? YES. YOU. CAN!



MANY PEOPLE tell me they can't create sketchnotes because they can't draw. You can draw; you just need to awaken your grade school skills!

KIDS draw constantly!

They doodle ideas with ease and will draw what they imagine without a second thought.



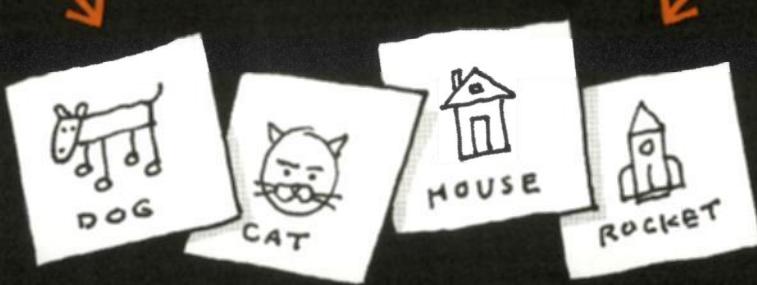
GUESS WHAT?
You were a kid once:
I bet you drew like crazy.



KIDS DRAW TO EXPRESS IDEAS.

They don't worry about how perfect their drawings are, as long as their

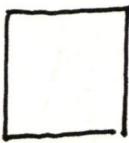
IDEAS ARE CONVEYED.



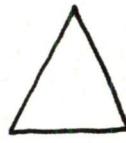
the 5 Basic Elements



CIRCLE



SQUARE



TRIANGLE



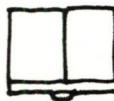
LINE



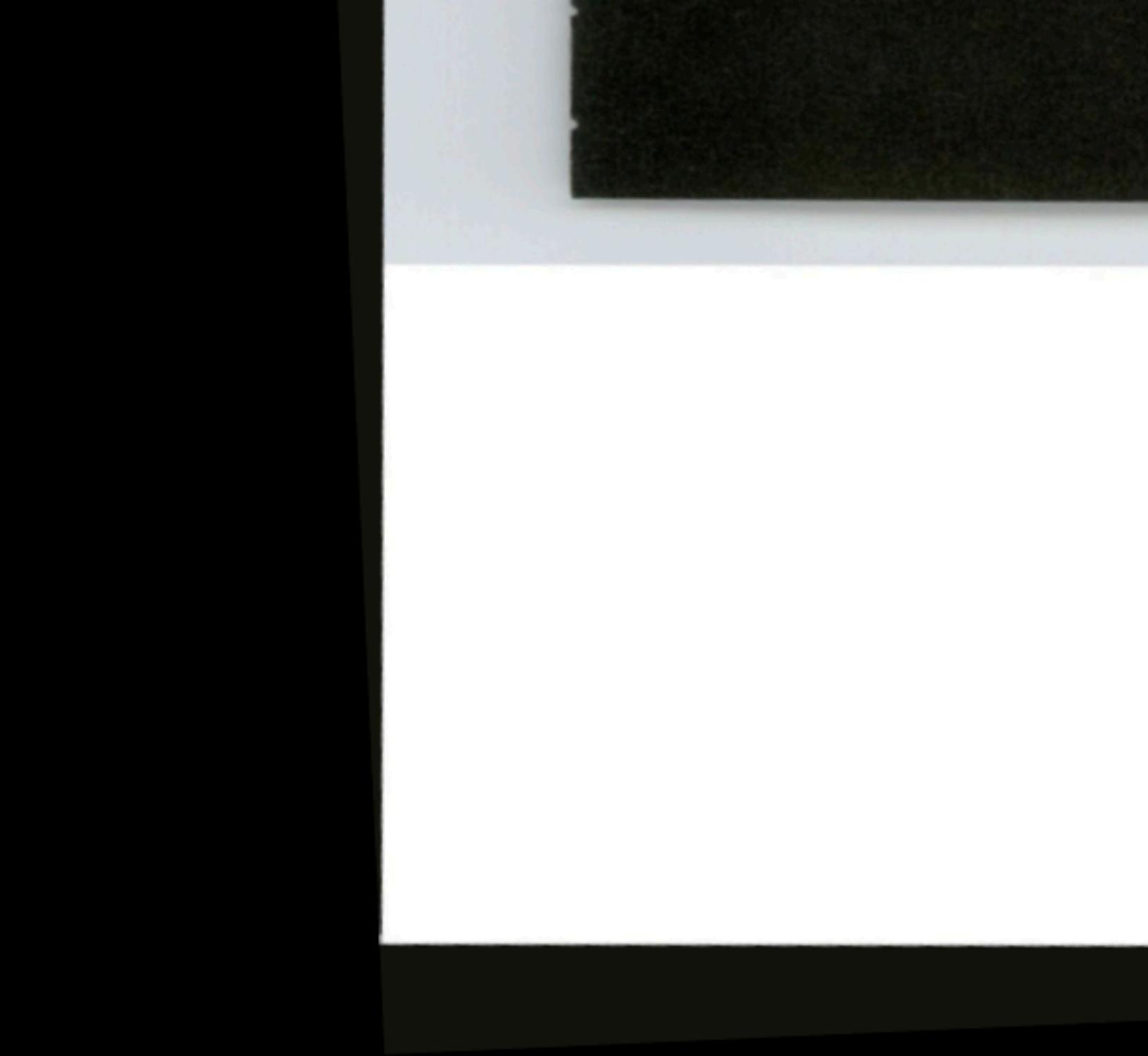
DOT

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

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



ONCE YOU REALIZE how the objects around you are made from these 5 elements, it becomes easier to draw all sorts of things.



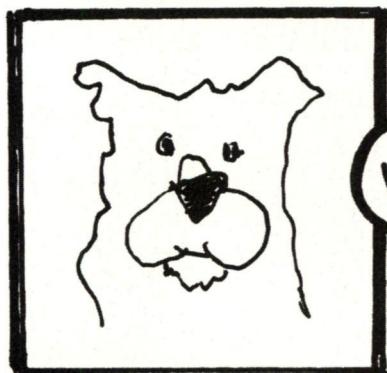
IDEAS, NOT ART!

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

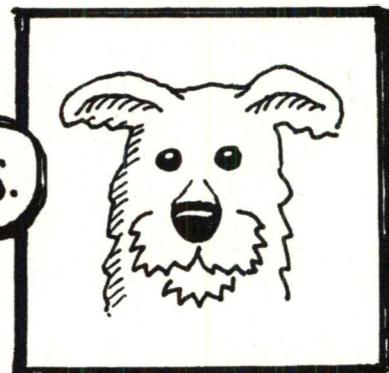


**SKETCHNOTES
ARE A WAY TO
THINK ON PAPER
USING IMAGES & WORDS.**

BAD DRAWING



GOOD DRAWING



VS.

Either way it's still a dog.

*Even the roughest
drawings can express
ideas effectively.*



INSTEAD OF WORRYING ABOUT WHAT
YOU CAN'T DRAW,
START WITH SIMPLE ITEMS
YOU CAN DRAW.



The chapters that follow and lots of practice
will help you build your drawing skills.

ONE STEP AT A TIME.

WHEN YOU'RE STARTING
ANYTHING NEW, IT MAKES SENSE
TO TAKE IT SLOW & BUILD ON SUCCESS.



Take the first step: Reserve a small area in your regular notes to try some sketchnote techniques — even if it's a drawing of the speaker.

As you experiment and try out the simple techniques in this book, you can add more tools to your visual-thinking toolbox, and as a result, add more richness to your notes, one step at a time.

R E C A P

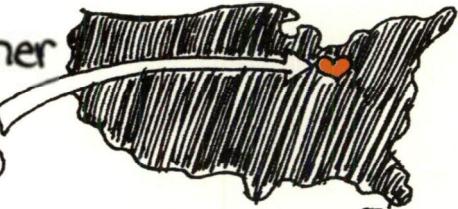


- Regular notes were frustrating, so I used drawings to help express the big ideas.
- Setting limitations helped me become more deliberate with what I captured.
- Sketchnotes are rich, visual notes that act as a map of the ideas you see and hear.
- Keeping an active mind and body helps you engage and recall more detail later on.
- Sketchnotes let you add your own personality, creating richer notes.
- You can draw nearly anything using just a square, circle, triangle, line, and dot.
- Sketchnotes are about ideas, not art!
- One step at a time. Build on success.

★ NEXT: WHY SKETCHNOTE?



UX designer
living in
OHIO



@siriomi

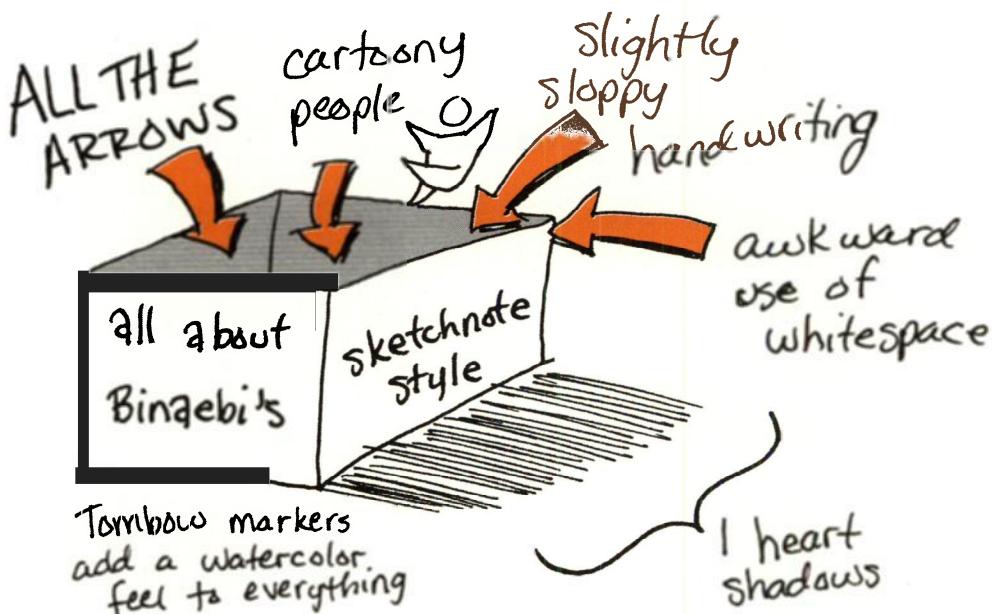
Binaebi Akah

Siriomi.com



Began sketchnoting
in a **DESPERATE**
attempt staying
awake during
a grad school
lecture

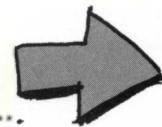
But now I love it
because it engages
my mind and
triggers my memory



Tips & Tricks



Listen for the things that make you nod, frown, smile...



that means something resonated!



always draw the head first when drawing people

it gives you a scale to work with!



the **CANSON** wire-bound hardcover sketchbook

1. Can draw in my lap
2. Easy to flip pages



Le Pen is my current favorite

- micron
- ball point
- Sharpie pen
- prismacolor pen

doesn't bleed

smooth writing

quickly dries



I draw heart balloons over my "unfixable" mistakes

JUST KEEP DRAWING!
all your mistakes

CRAIGTON BERMAN

I'M PRIMARILY
INTERESTED IN

IDEAS

VISUAL
THINKING

INVENTION

INNOVATION
CONSULTANT

DESIGN
ENTRE-
PRENEUR

ILLUSTRATOR

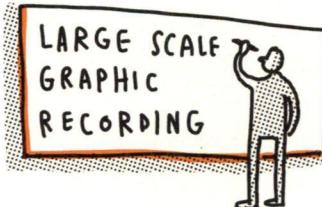
IDEA-DRIVEN
PRODUCTS



FIRST SKETCHNOTE:

1986

BUSTED for
DOODLING on
MY DESK in
FIRST GRADE



AND of
course
in A
SKETCH
BOOK!

THERE ARE 3
KEY CONCEPTS:
1. mm
2. mm
3. mm

1. mm

2. mm
3. mm



EXERCISE YOUR
"MENTAL CACHE"

FUNNEL the
INFORMATION to
the ESSENTIALS

USE ICONIC
DRAWINGS
to ANCHOR
IDEAS and
METAPHORS

LISTEN

SYNTHESIZE

VISUALIZE

THIS IS A
CONTINUOUS
PROCESS

ALL OF THESE
PHASES ARE
of EQUAL
IMPORTANCE

THESE ARE THE SAME SKILLS YOU
USE in a BRAINSTORM SESSION:

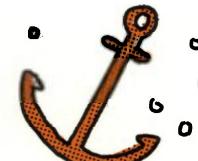
BUILD on
THOSE IDEAS

LISTEN to
OTHER'S IDEAS



VISUALIZE a
NEW IDEA

SO...
SKETCHNOTING CAN MAKE YOU
A BETTER BRAINSTORMER!



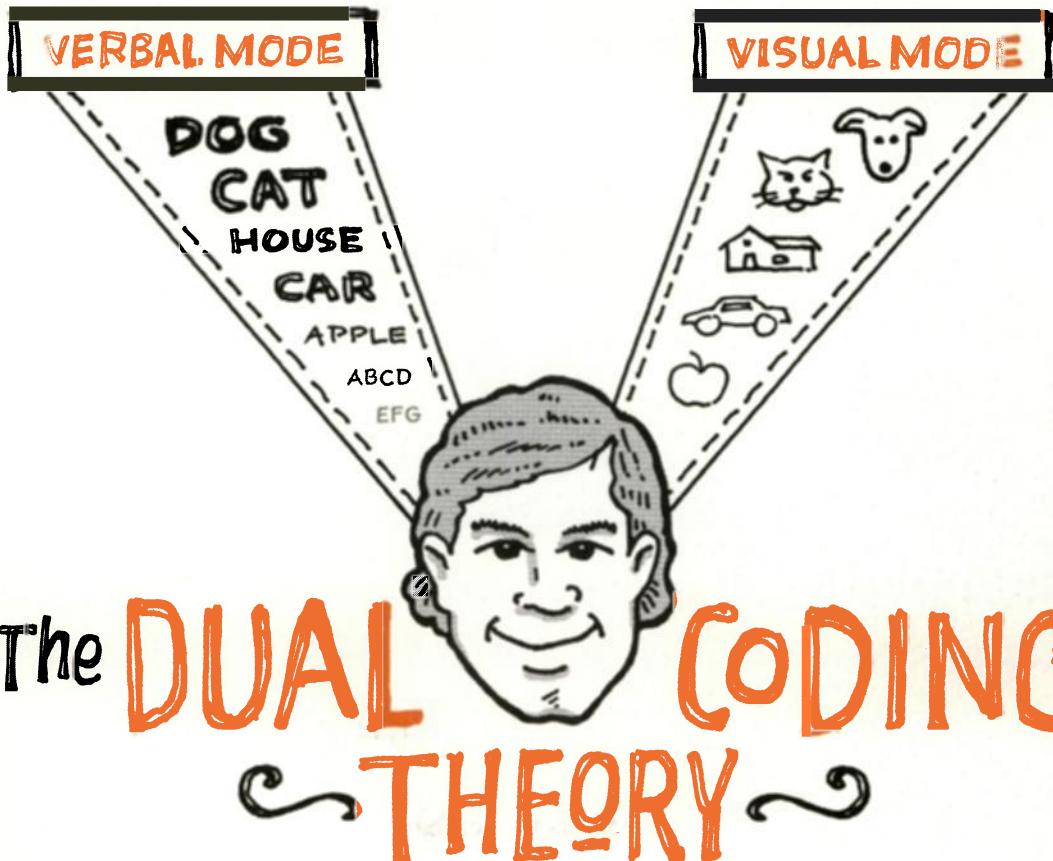
WHY SKETCHNOTE?

WHY SPEND EXTRA EFFORT
CREATING SKETCHNOTES IF
PLAIN OL' TEXT NOTES
ARE GOOD ENOUGH?

BECAUSE SKETCHNOTING
ENGAGES YOUR BRAIN IN MORE
WAYS THAN PLAIN NOTES CAN,
AND THEY HELP YOU
REMEMBER MORE DETAIL.

70%

**SKETCHNOTING Engages
→ YOUR WHOLE MIND ←**



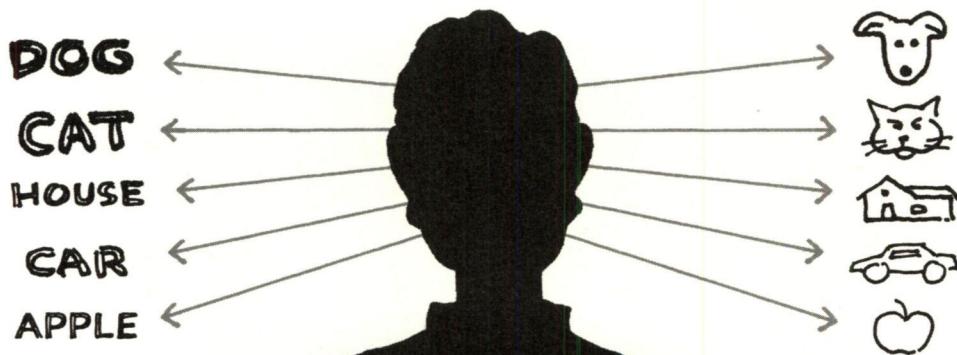
The DUAL CODING THEORY

THE DUAL CODING THEORY,
proposed in the 1970s by Allan Paivio,
suggests that the brain processes information
using two primary channels: verbal and visual.

★ VERBAL ★
Concepts as words

★ VISUAL ★
Concepts as images

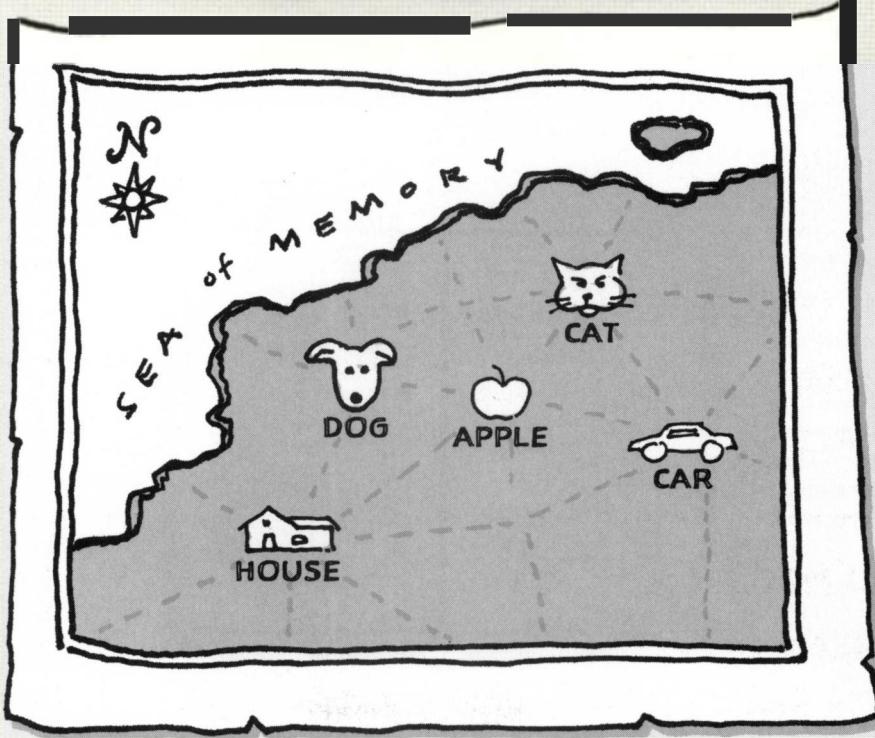
**WHEN BOTH MODES are ACTIVE,
YOUR BRAIN CREATES AN ASSOCIATIVE
LIBRARY of WORDS and IMAGES with MENTAL
CROSS-REFERENCES BETWEEN THEM.**



SKETCHNOTING activates verbal and visual modes to capture concepts. **YOUR WHOLE BRAIN** is absorbed in hearing, synthesizing, and seizing ideas.



SKETCHNOTING CREATES A VISUAL MAP



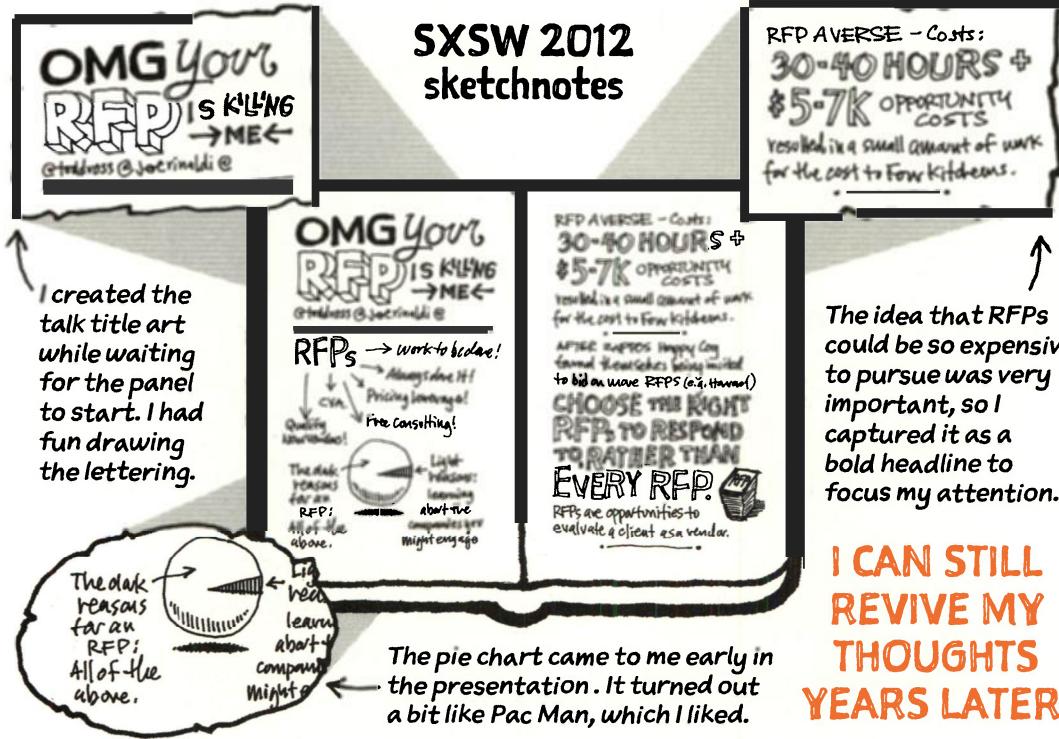
When your brain codes verbal and visual concepts together, it's also building a visual map of what you are hearing, seeing, and thinking.



ENGAGING your whole brain has other positive effects, like improving your memory and recall.

THE VISUAL MAP YOU CREATE

can help you recall the details of a presentation. I often recall thoughts, feelings, and other details when viewing my sketchnotes.



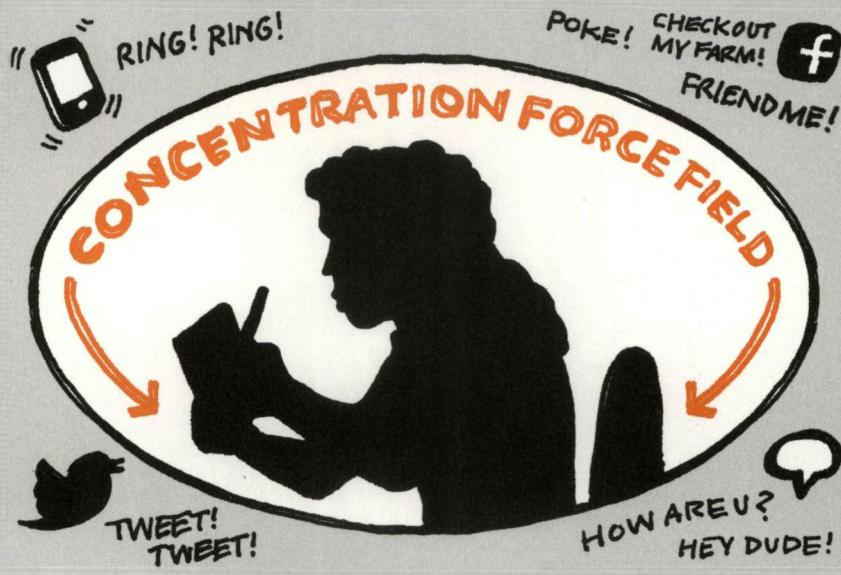
IN AN EXAMPLE STUDY, a group of 40 volunteers listened to a monotonous 2-minute phone message. 20 of the participants shaded boxes while listening, the other 20 simply listened.



IN A SURPRISE QUIZ THAT FOLLOWED, THE GROUP OF 20 DOODLERS RECALLED 29% MORE THAN THE NON-DOODLERS.

Source: *The Guardian*, Feb 26, 2009

SKETCHNOTING HELPS your CONCENTRATION.



CREATING SKETCHNOTES from the ideas you are hearing helps focus your mind on the present moment.

When your mind and body are working in tandem, there is little room left for distractions.

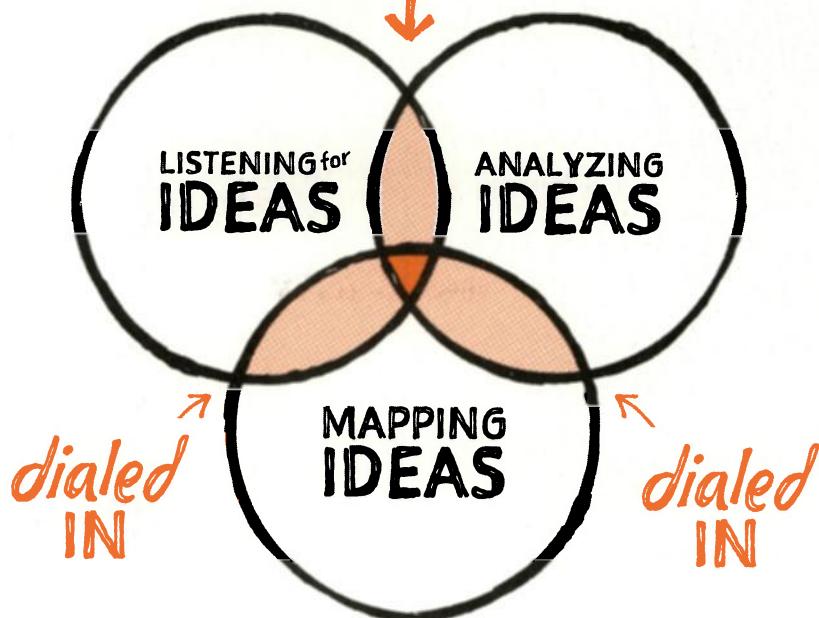
As you practice
and improve
your sketchnoting
techniques,
LISTENING
and **DRAWING**
at the same time
will feel more
natural.

WHEN I SKETCHNOTE,
I'm completely engaged with what
I'm listening to and turning into

Sketchnotes.

The focused activity of listening, analyzing ideas,
and mapping those ideas on paper puts me

→ IN A ZONE ←



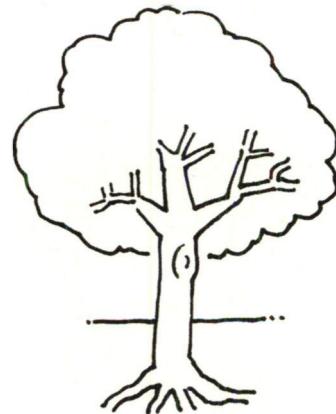
SKETCHNOTING TAPS *your* VISUAL LANGUAGE

A DETAILED DESCRIPTION



A SIMPLE DRAWING

A TREE is a woody perennial plant, typically having a single stem or trunk growing to a considerable height and bearing lateral branches at some distance from the ground.

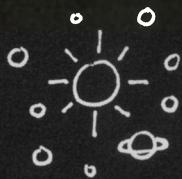


Complex ideas can often be expressed more effectively as drawings.

Drawing an idea can often take just a fraction of the time needed to describe the same idea in verbal detail.



THE PYRAMIDS



THE SOLAR SYSTEM



ROCKY MOUNTAINS



KANSAS TORNADO

This is especially important when you're processing ideas in real time, and ideas are coming in fast.



Relaxing

○—+—○

WHEN I TOOK
PLAIN OL' NOTES,
I WAS ALWAYS

→ **WORRIED** ←

ABOUT MISSING
IMPORTANT DETAILS.

○—+—○

SWITCHING TO SKETCHNOTES

freed me

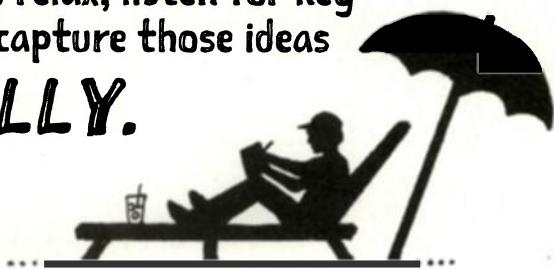
to FOCUS ON

LARGER THEMES

and IDEAS

I was able to relax, listen for key
points, and capture those ideas

VISUALLY.



Creating Sketchnotes is

* DYNAMIC and FUN! *

The feeling I get from being completely connected while using my full verbal and visual thinking skills keeps me sketchnoting.

.. — — — ..

SKETCHNOTING allows you to relax, engage in the speaker's points, and have fun turning what's in your head into visual notes you'll want to share and refer to again and again.

.. — — — ..

R E C A P

- Dual coding theory suggests our brains process concepts in verbal and visual modes.
 - Using both modes creates cross-references, forming a visual map of what you capture.
 - Your visual map can help you recall details days, months, and even years later.
 - Sketchnoting improves your concentration because when you're engaged there's little room for distraction.
 - Practicing your sketchnoting technique again and again helps it feel more natural.
 - Sketchnoting can help you get into a zone.
 - Simple drawings can be quicker to create and more effective than detailed verbal descriptions.
 - Sketchnoting relaxes you; you let go of details in favor of large ideas.
- ★ NEXT: LISTEN UP!

Hi there!

Here are some
sketchnote tips
I think you'll
find useful

BOON YEW CHOW

interaction designer
↳ problem solver

ALL

ALL

TIP
#1

Let your
sketches
do the
listening!

TIP
#2

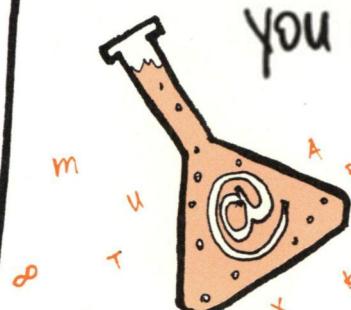
Start

SMALL + SIMPLE

add finish
as you
go...

TIP
#3

Experiment
with TYPE
as much as
you can.



TIP
#4

while ... and
Break have a
once out to
convention fun iiii
of t

some random bits about Beon...

MUJI

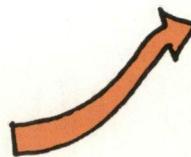
My favorite pens come from here

0.38
GEL
INK
PEN



ABCDE

"The cheap & cheerful standard"



HEX
DOUBLE
ENDED
PEN

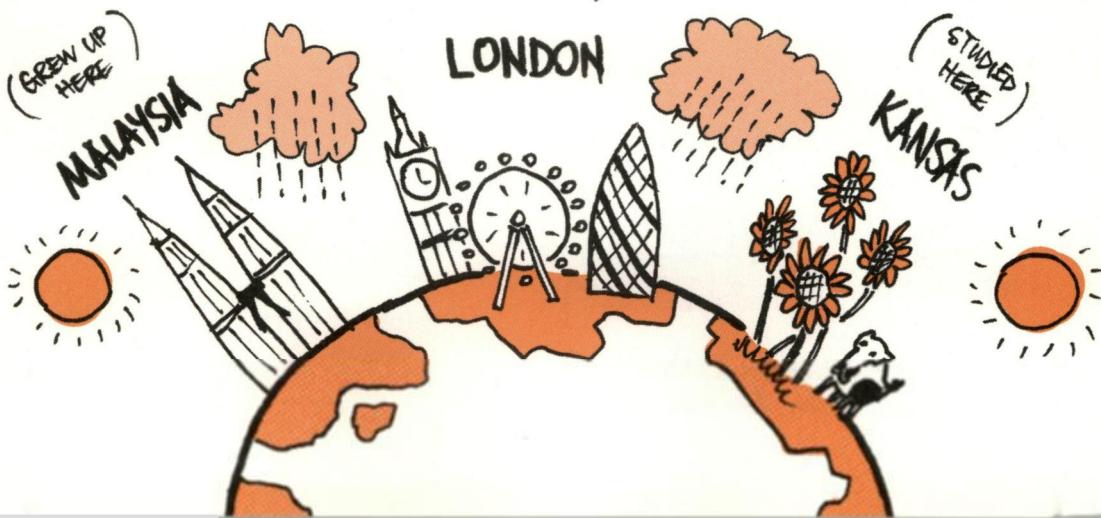
"Great for thick & thin marker lines"



ABC ABC



(LIVE HERE)





My name is
VERONICA ERB.

I'm a UX Designer
in Washington, DC.



STEP

1

During the
introduction.

STEP

2

The majority
of the talk!

PLAN. CAPTURE.

Look for clues to give you
an idea of what's coming.

First things first.

TITLE

💡: the subject and structure
of a talk. Fairly reliable.

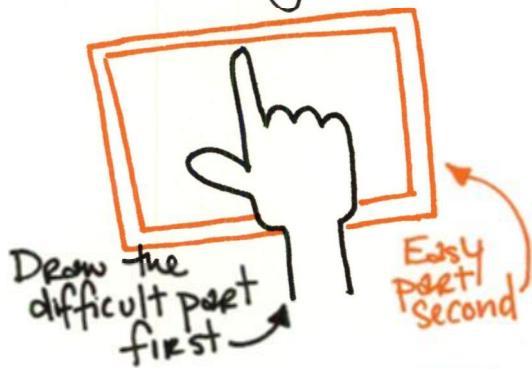
DESCRIPTION

💡: just the overall idea of
a talk. Often unreliable due
to speaker's polishing of talk.

SPEAKER STYLE

💡: hints of structure & pacing.

(This 2-page spread had WAY
more planning than any note should.)



Draw the
difficult part
first

Easy part
second

• Discoverable

→ Get the first two letters
down quickly; add the
rest when you have time.

I STARTED sketchnoting to practice committing ideas to paper. Because I had a visual vocabulary from years

of drawing for **FUN**, I have focused on creating efficient and communicative notes. Now, I have a **PROCESS**:



REFINE TRY AGAIN.

Connect ideas
WITH ARROWS

fix mistakes
WITH TEXTURE

add pizazz
WITH FRAMES

and CORRECT
→ HIERARCHY WITH
[all these.]

Sketchnoting is a
→ SKILL ←

that you can improve each time you practice it. Give yourself enough space to...

★ LEARN
↳ FROM
✓ EACH NOTE
↳ YOU MAKE.
Good luck, and have **FUN!**
-V.

LISTEN UP!

CAPTURING & CREATING SKETCHNOTES BEGINS WITH ACTIVE LISTENING SKILLS. AFTER ALL, IF YOU AREN'T HEARING IDEAS ACCURATELY, YOU CAN'T TURN THOSE IDEAS INTO EFFECTIVE SKETCHNOTES.





the KEYS to **LISTENING:**



→ **FOCUS**
your attention on the speaker.

→ **ELIMINATE**
the distractions around you.

→ **IMMERSE**
yourself in the presentation.



When
you're 
listening
actively,
YOUR MIND can
CACHE IDEAS
and → SPOT
PATTERNS.

ACTIVE LISTENING can help you synthesize
and capture big ideas as sketchnotes.

.. — — ..

MY LISTENING APPROACH



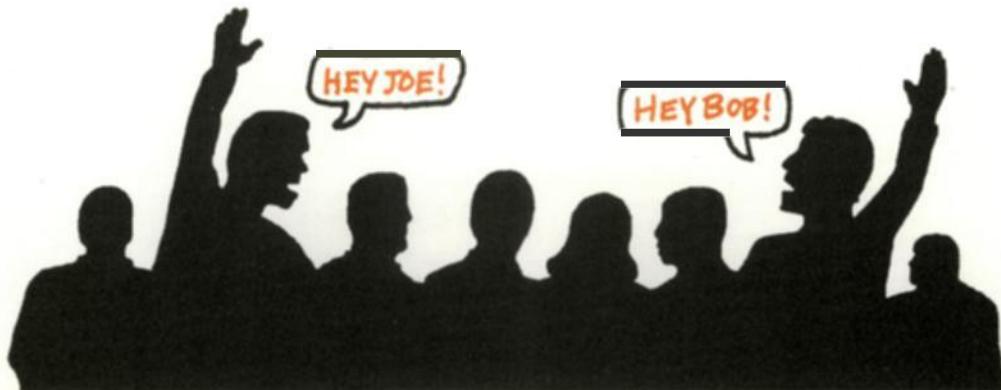
DIRECT My Attention

By focusing on the speaker's words and the ideas being communicated, as well as reading the speaker's body language, I set aside other thoughts as I work.



ELIMINATE and Filter Distractions

I'm proactive about eliminating the distractions I can and filtering out the distractions I can't eliminate. For example, I turn off alerts on my phone but must filter out noisy neighbors.





IMMERSE My Mind IN THE Presentation

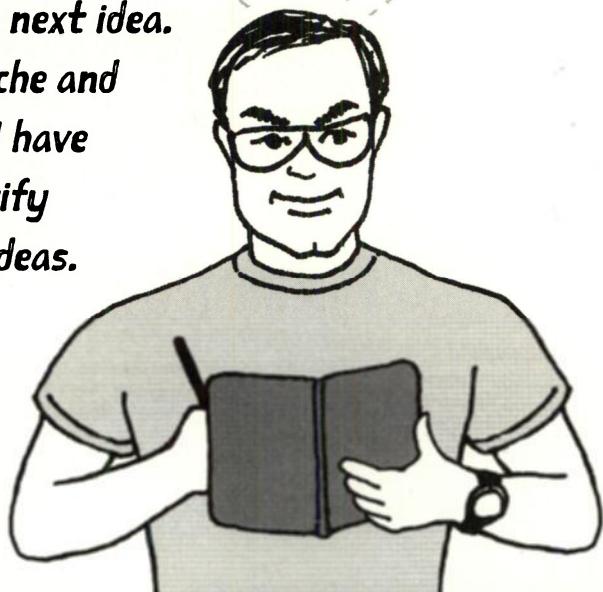
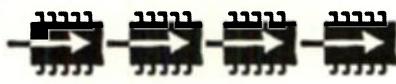
Giving my undivided attention and managing distractions allows me to concentrate completely on the message being shared. When I'm successful, I'm absorbed in the ideas I'm hearing and I'm able to synthesize them and process the information on paper.



CACHE Ideas

Through practice I've learned to hold an idea in my brain's cache area — a temporary space where I store thoughts while listening for the next idea.

I sometimes use my cache and combine it with ideas I have on paper to help identify connections between ideas.

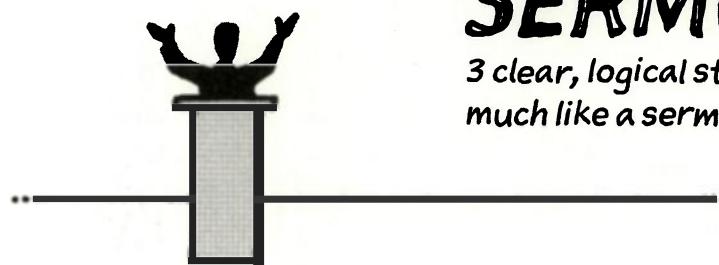




RECOGNIZE Patterns

When I'm listening actively, I can often pick up patterns in a speaker's presentation. Listening for patterns helps me illustrate those patterns in my sketchnotes, like these:

1 → 2 → 3



the 3 POINT SERMON

3 clear, logical steps —
much like a sermon.

MEANDERING STORYTELLING

3 seemingly unrelated stories that connect at the end of a presentation.



PRACTICE your LISTENING SKILLS!



**LISTENING SKILLS
STRENGTHEN WITH USE.**

Find opportunities to apply these listening techniques at meetings and conferences, and while watching video presentations online.

*As you train your ears and mind,
your ability to listen and to capture
ideas will keep improving.*

R E C A P

- Capturing sketchnotes begins with hearing accurate information.
- When you listen actively, your mind can spot patterns and cache ideas.
- Give your undivided attention.
- Eliminate and filter distractions.
- Immerse your mind in the presentation.
- Cache ideas.
- Recognize patterns.
- Practice to improve your listening skills at every opportunity.

★ NEXT: THE SKETCHNOTING PROCESS

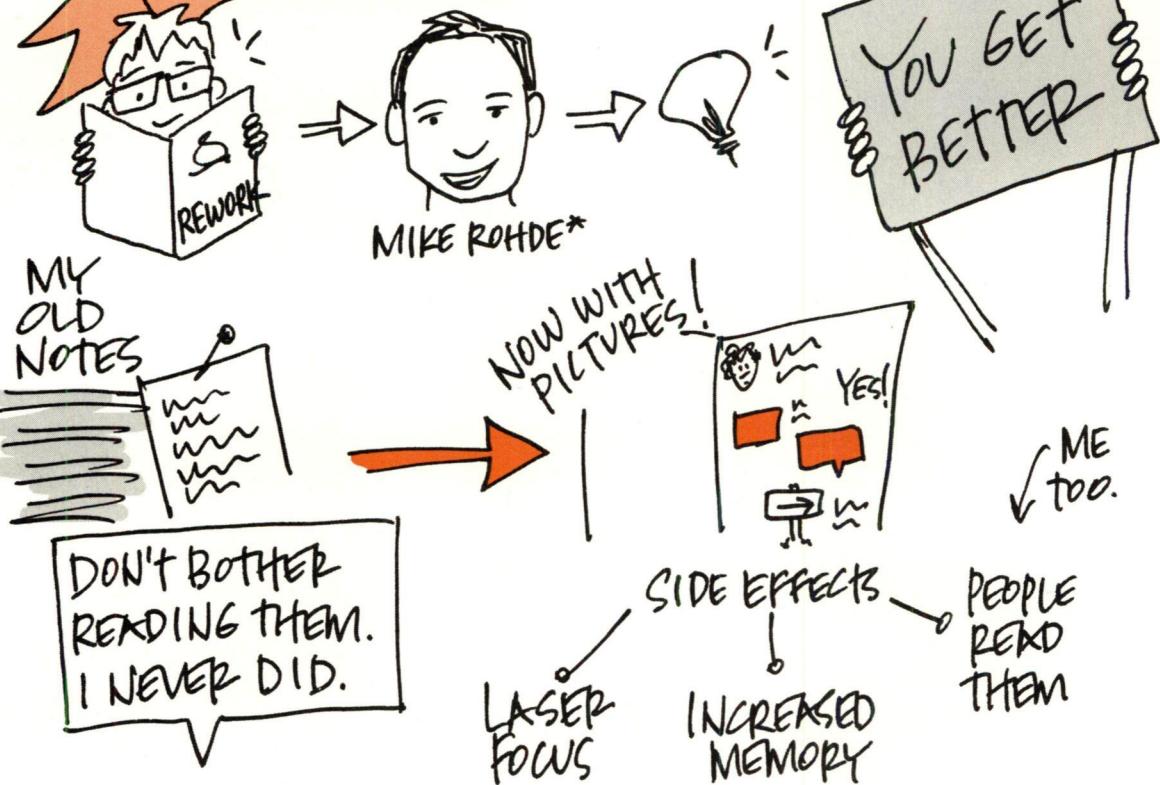


JESSICA
ESCH

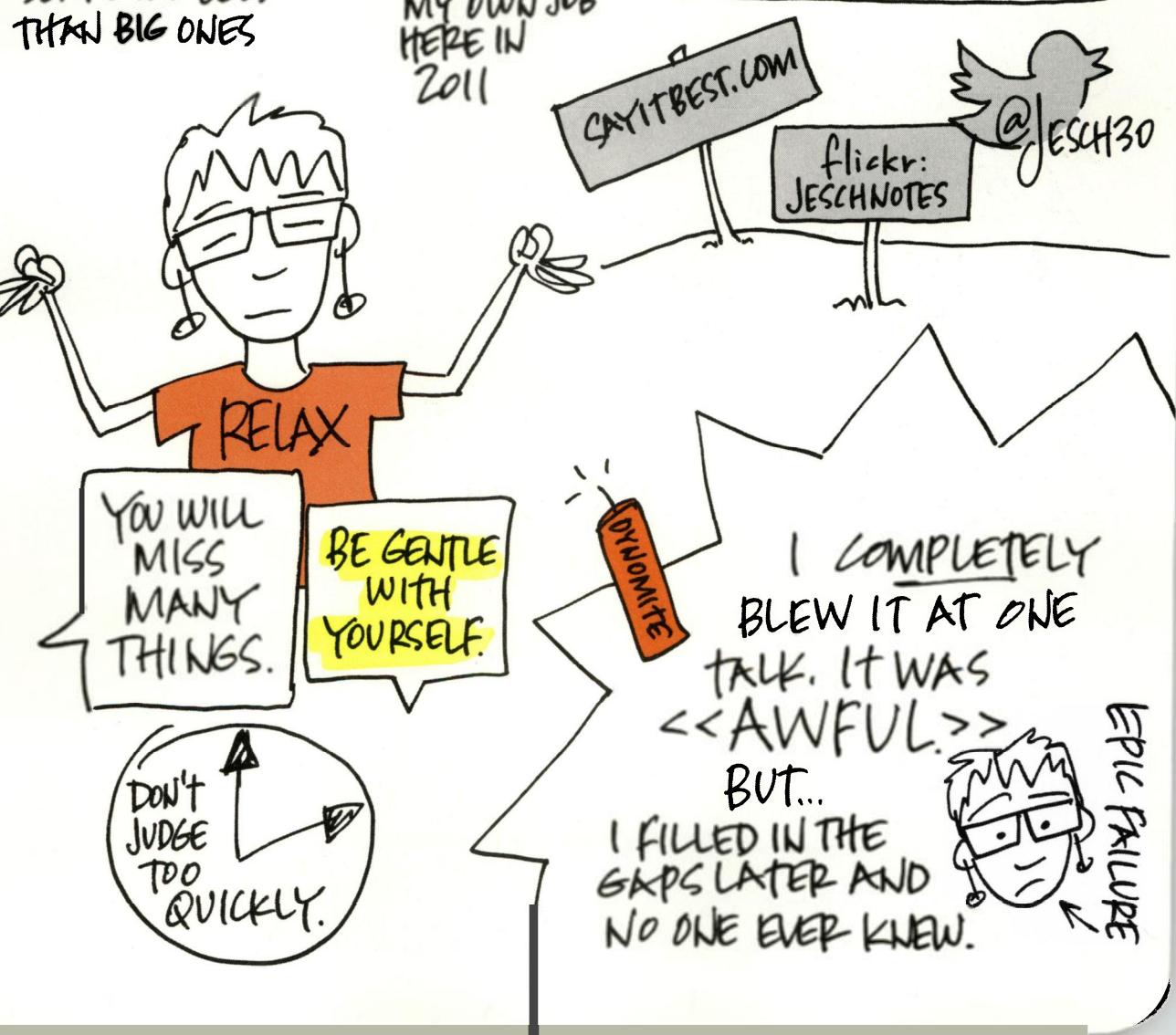
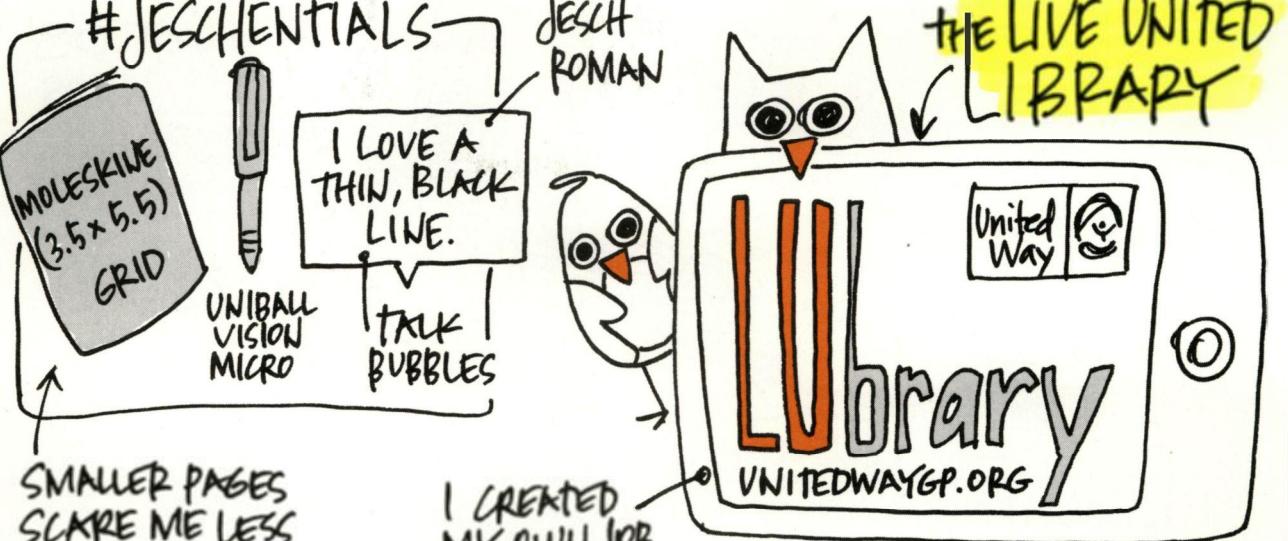


PORTLAND,
MAINE
USA

THE ORIGINS OF JESCHNOTES



* AND NOT JUST BECAUSE THIS IS HIS BOOK



CHARLIE FINCH

ONCE UPON A TIME...



I LIKED TO DRAW DINOSAURS...



KIDS DRAW WHATEVER IS IN THEIR HEAD...



THEN I

DISCOVERED BOOKS

WORDS WORDS WORDS

WORDSON THE PAGE...

PICTURES STAY IN MY HEAD



SO IF THE GREEKS WERE...

I THINK IT WAS MORE

BUT FIRST IT WAS

EVERYONE CAN SKETCH!



NO HAND RAISING IN CLASSES...

IF THAT'S WHAT ABOUT HOW CAN

TOO MANY THREADS

REDISCOVER LOVE OF ART

FOLLOW THE PATH OF DISCUSSION

IDEA COMMENT... THOUGHT

HOW TO KEEP TRACK AND CONTRIBUTE?



MORE COLORS + FLOW CHART STYLE WITH

PLUS

BUT EMAIL

SOME DRAWINGS

... Cool

To: JIM@AO.COM
From: MECIT.CO
Subject: CAN WE MEET?
JIM
I'D LIKE TO

JOBBY-JOB... NO PICTURES THERE

KEYBOARD INTERFACE

WORDS WORDS WORDS

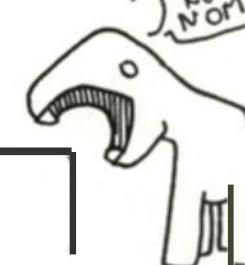
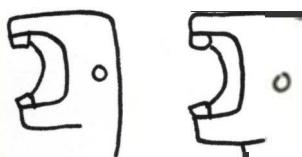
A GOOD PLACE TO START IS:
**HOW TO DRAW
A
DINOSAUR**



DON'T
FEAR

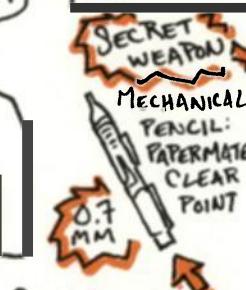
TO ADDRESS...

WHITE
SPACE



SINCE NO ONE
CAN SAY THEY
KNOW EVERY
DINOSAUR,

WHO'S TO SAY YOU'RE DRAWING ONE
WRONG!



ERASER:
STAEDLER
MARS PLASTIC

INKING:
PIGMA
MICRON



RED IS FOR ARROWS
2 PHASE
PROCESS
OPEN PENCIL
INK & EDIT



AND THAT'S WHY I DO
SKETCHNOTES!

PERMISSION

TO
SEE



CHILDHOOD



THOSE DATA POINTS
SEEM FISHY...

METAPHOR

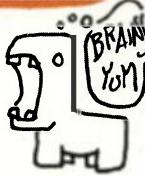
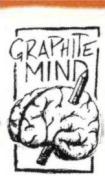


THE INTERNET



WE ARE ALL

VISUAL
THINKERS



NO!
WE MUST HAVE
WORDS
PICTURES
FOR ALL

- SO -

TEACH
+
TALK



ARTISTS HAVE
A HARD TIME TOO!



GRAPHITEMIND.COM
@ACIENTFIN

the Sketchnoting PROCESS

AFTER YEARS OF EXPERIENCE
I'VE DEVELOPED MY OWN
SKETCHNOTING PROCESS
THAT WORKS WELL FOR
ME AND CAN HELP YOU
CREATE A PROCESS OF YOUR OWN.

70%

HERE ARE THE STEPS I FOLLOW WHEN SKETCHNOTING EVENTS:

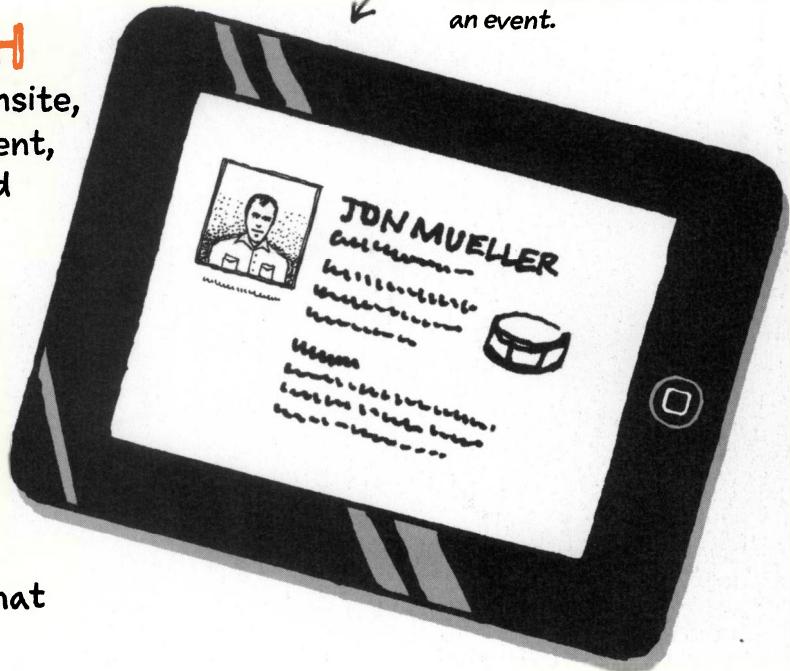
1 RESEARCH

Before I arrive onsite, I research the event, the speakers, and the topic.

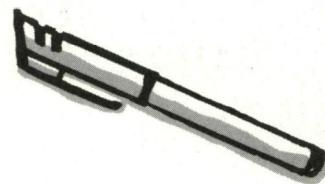
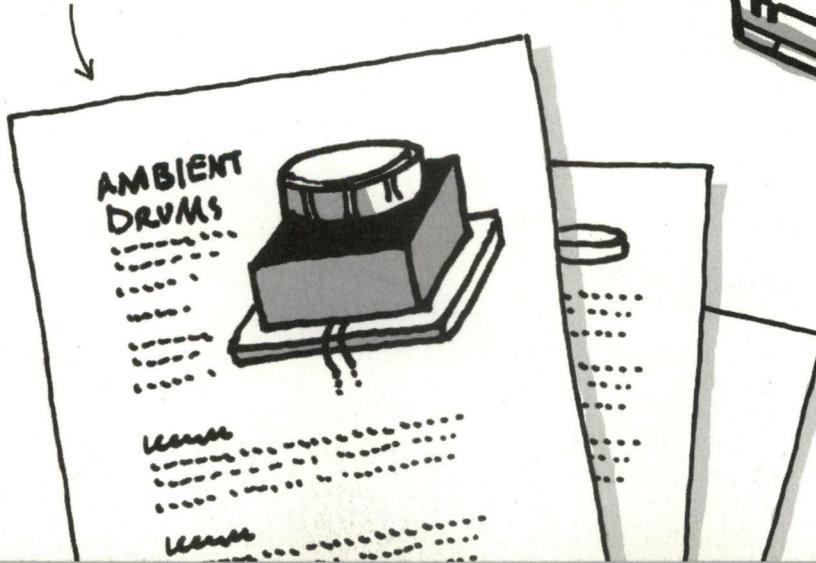
RESEARCH GIVES ME INSIGHT

and confidence, especially when I'm sketchnoting people or ideas that I'm new to.

iPads are great tools for research before and at an event.



Sometimes I'll bring my research along as printed pages as a backup in addition to my electronic research tools.



2 GATHER MATERIALS



GATHERING KEY MATERIALS

before arriving at an event is critical.

I like to bring two or three Moleskine sketchbooks; multiple pens; and my iPhone to access photos and research materials, and to act as a flashlight in a pinch. A book light is useful if the venue is dark.



A few years ago, I was at an event in Chicago when my sketchbook literally came apart at the seams. Now I always carry at least one spare sketchbook, just in case.

ALWAYS BRING BACKUPS

You never know when a pen might run out of ink or a sketchbook might get damaged. Bring spares along to be safe.

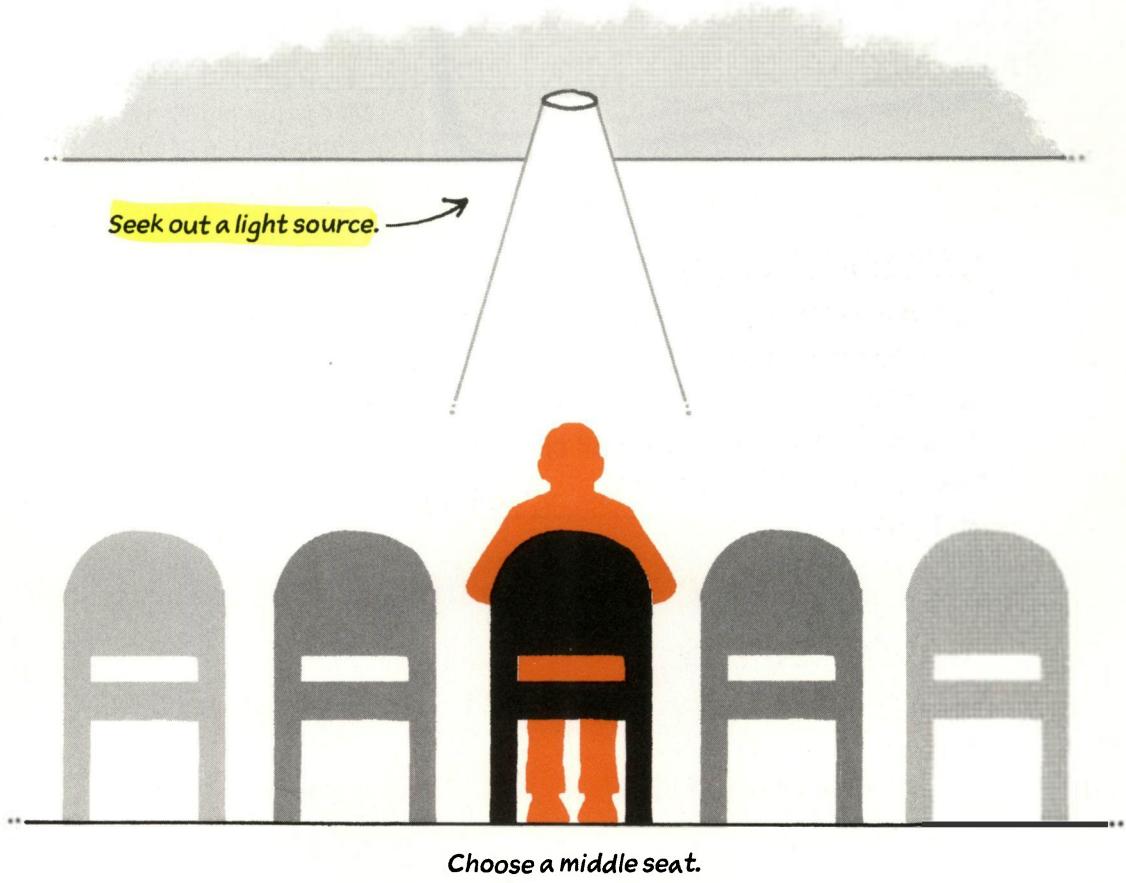


3 ARRIVE EARLY

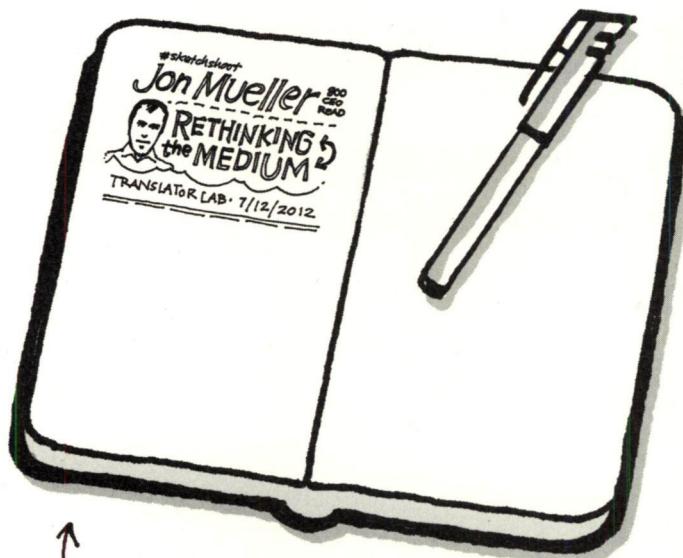
I arrive at a presentation early and scout out the best seating. Spots underneath lights and close to the front allow me to hear and see the speaker.



SITTING IN THE MIDDLE OF A ROW can reduce annoyances or disruptions if others are coming in late or leaving early.



4 CREATE A TITLE



A completed title page, ready to go.



I like to use my iPhone to find photos of the speaker for reference on my title page.

ONCE I'VE SETTLED IN, I check the topic and the speaker's name, verify spellings, and sometimes find a photo on my phone to create a visually interesting title page for the speaker or the topic.

I complete my title before the speaker begins, so I can focus on the talk rather than rushing to create a title at the start of the presentation.

5 SKETCHNOTE

When the talk begins, I listen, synthesize the ideas I'm hearing, and start drawing what I'm thinking about as sketchnotes in my sketchbook.

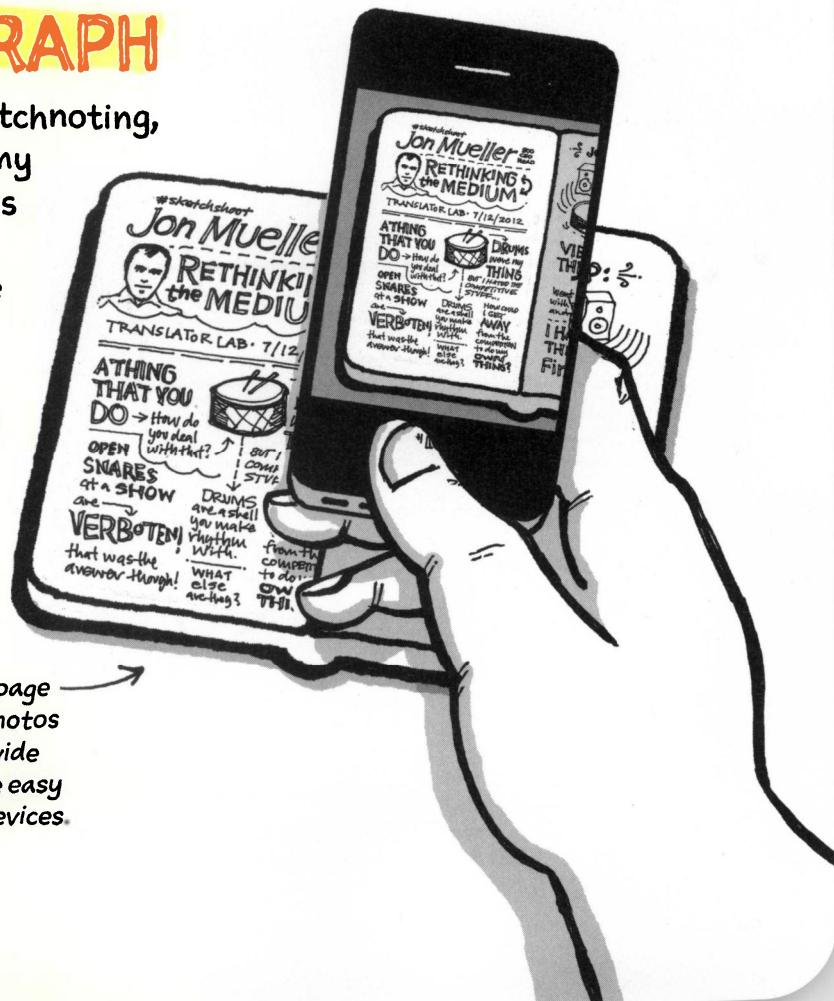


A completed sketchnote. →



6 PHOTOGRAPH

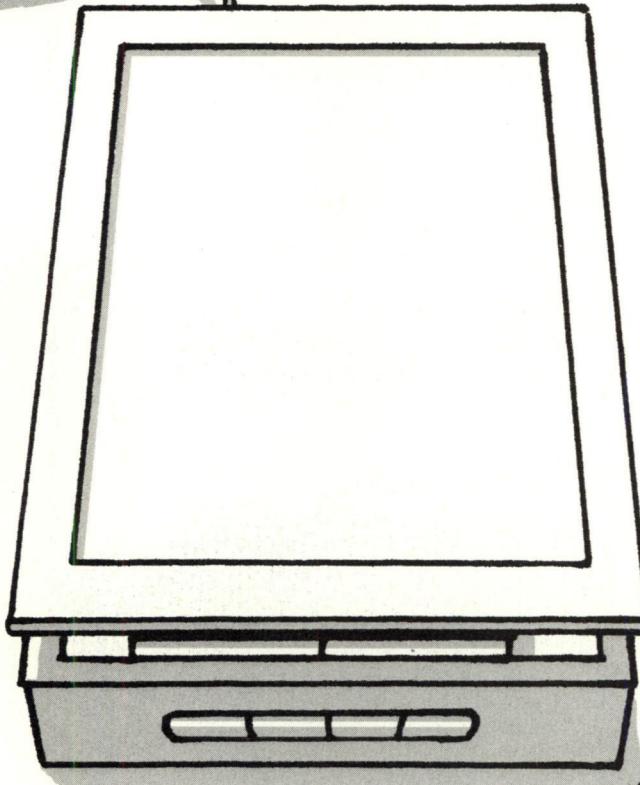
When I'm done sketchnoting, I shoot photos of my sketchnotes. This is a great way to immediately share what you've created via social media, and photos serve as a good backup of your sketchnotes.



I like to shoot each page as a single image. Photos of single pages provide more detail and are easy to view on mobile devices. →

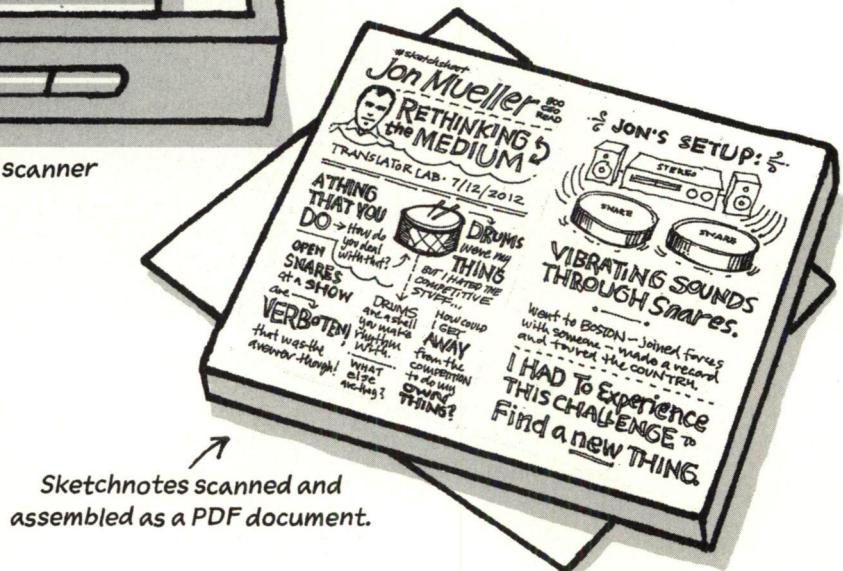
7 SCAN, TUNE & POST

When I get home, I scan my sketchnotes at high resolution, adjust the contrast, and fix any typos or errors in Photoshop. Final scans are exported to PNG formatted files for sharing online.



USB powered scanner

*I use the same
PNG files of my
sketchnote scans
to create a
letter-sized,
printable PDF
document.*



CONFERENCE ORGANIZERS

share sketchnotes to promote their upcoming events to potential attendees because they capture the event simply and visually.



Organizers often like to give away copies of the sketchnotes as PDF documents or printed booklets to their attendees. These after-event documents work well as handy offline references.

This printed booklet was created as a gift for the attendees of Summit Basecamp by the organizers. Booklets can also work great as a promotional item for the organizers.

SUMMIT BASECAMP



SKETCHNOTES
and INSPIRATION

captured in
SQUAW VALLEY, CA
JAN 27-30, 2012



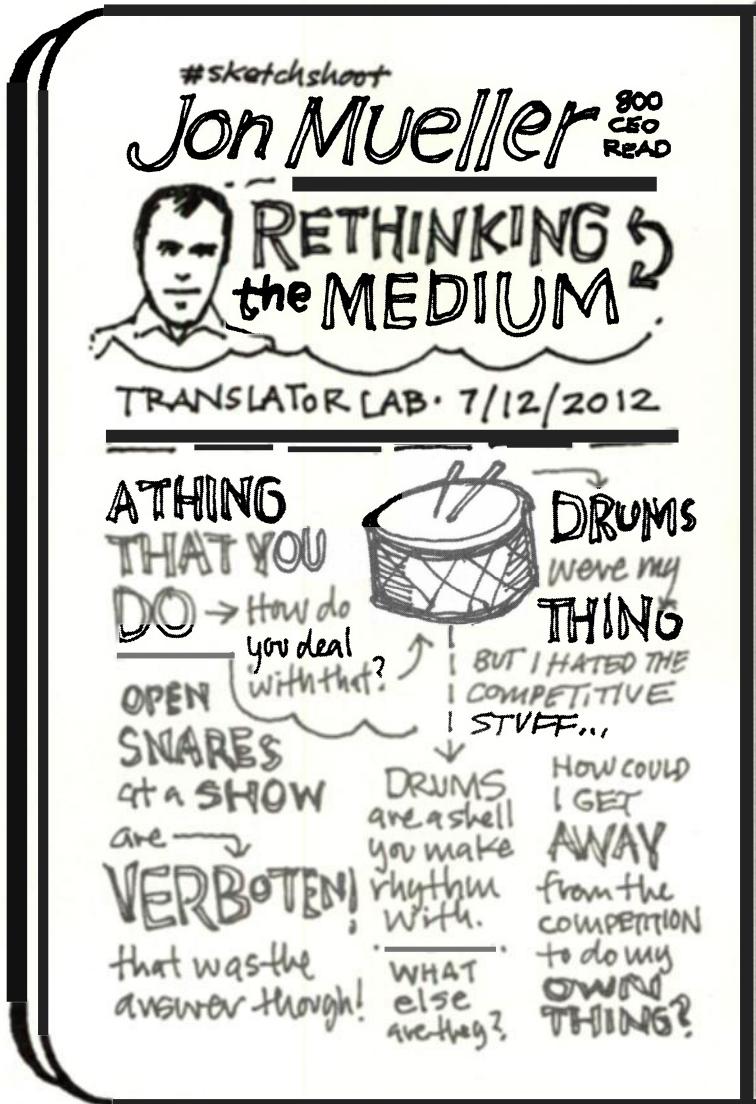
ANATOMY OF A SKETCHNOTE

I've created a map of sketchnote elements from an existing sketchnote so you can see and better understand each element.

★ TITLES

Titles are ideal for defining sketchnotes. They can include an event name, speaker names, date, location, and topic. Multiple talks at the same event can follow a consistent design for unity, or each speaker's title can be fun and unique.

**TAKE TIME TO
CREATE A TITLE
BEFORE YOU
BEGIN YOUR
SKETCHNOTES.**



★ TYPOGRAPHY

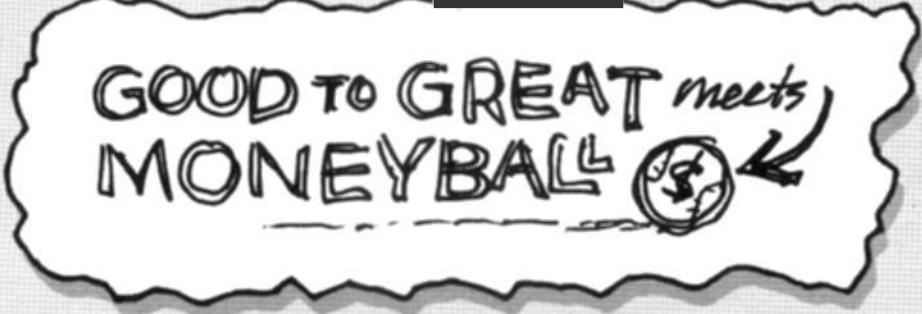
Typography is useful to emphasize ideas, create a hierarchy and structure, and even establish a mood.



OMG Your
RFP IS KILLING →ME←



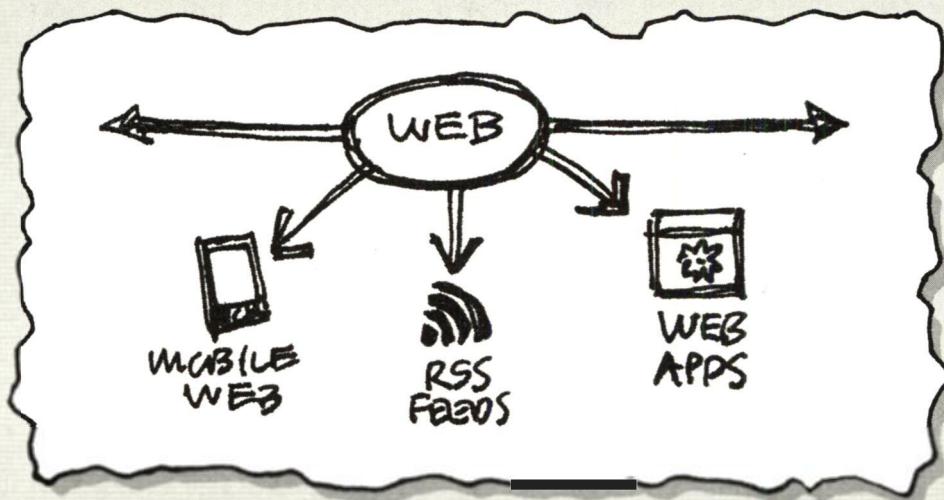
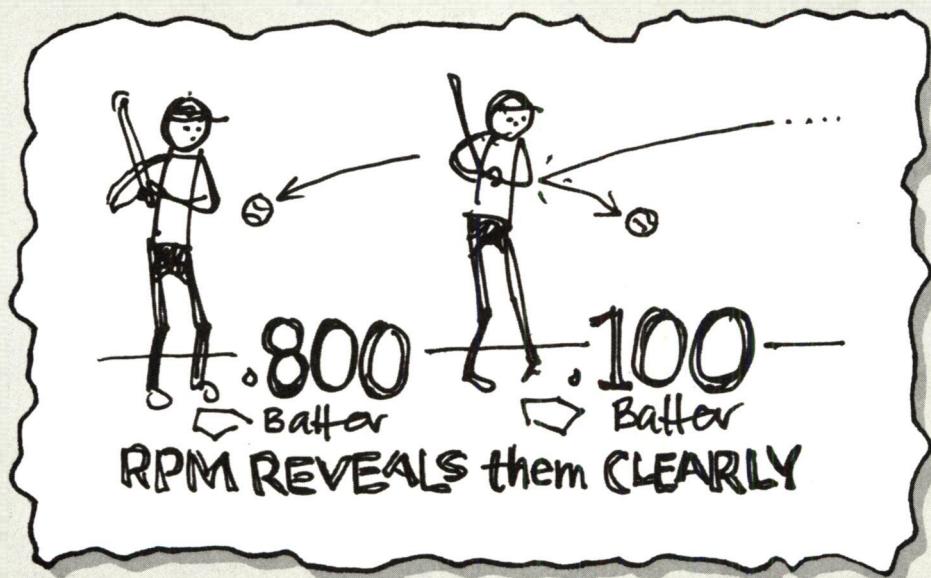
Light

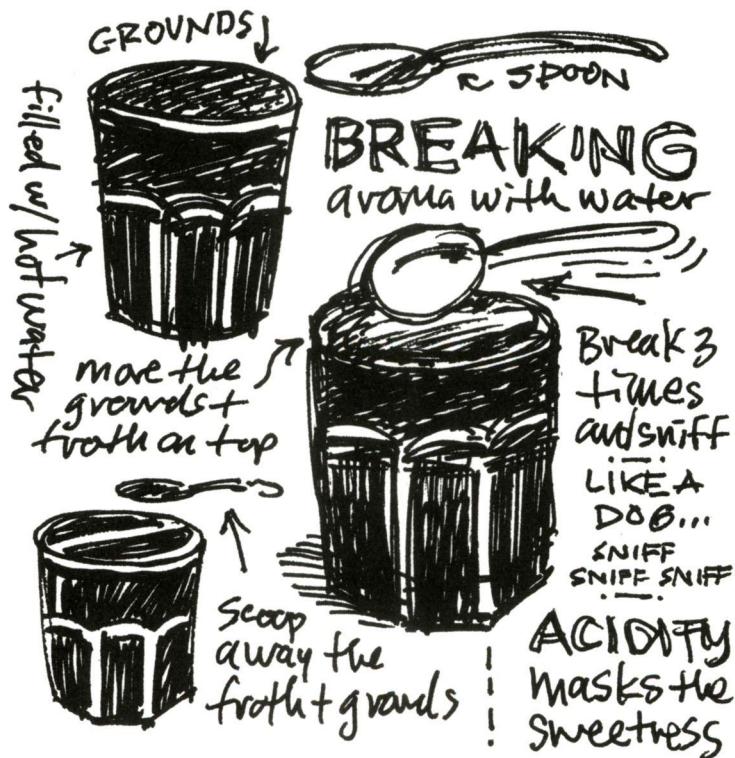
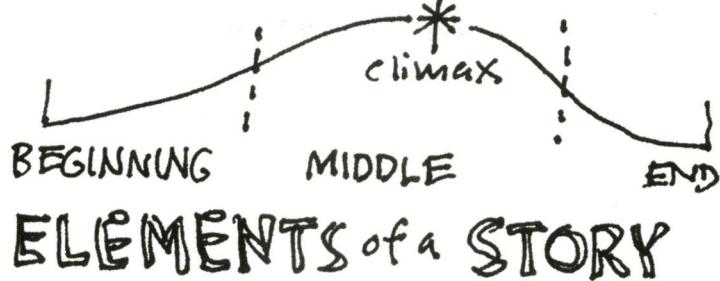


GOOD TO GREAT meets
MONEYBALL

★ DIAGRAMS & DRAWINGS

Diagrams and drawings make for more interesting elements.
A few pen strokes can illustrate complex ideas quickly.





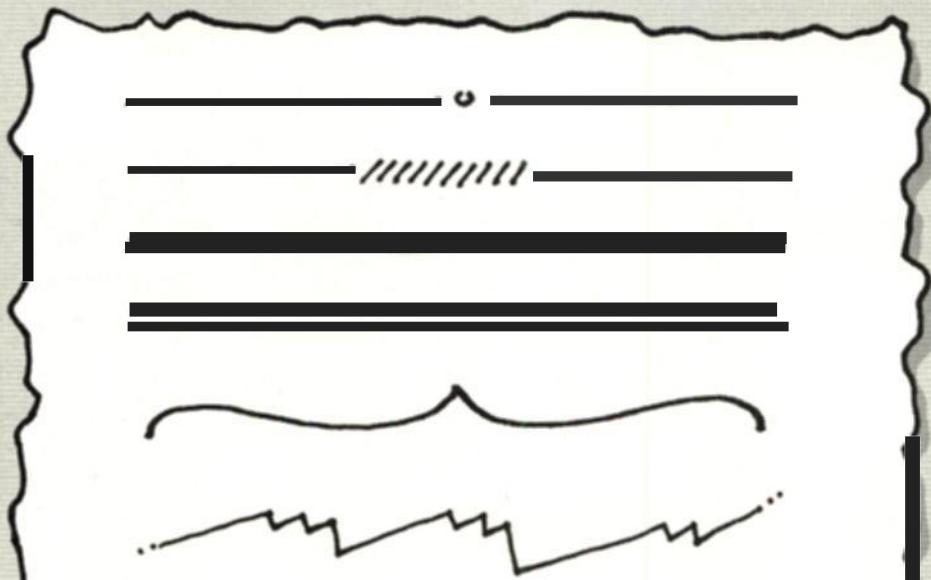
★HANDWRITING

Handwriting is helpful for adding a detailed description if a diagram or information is needed.

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

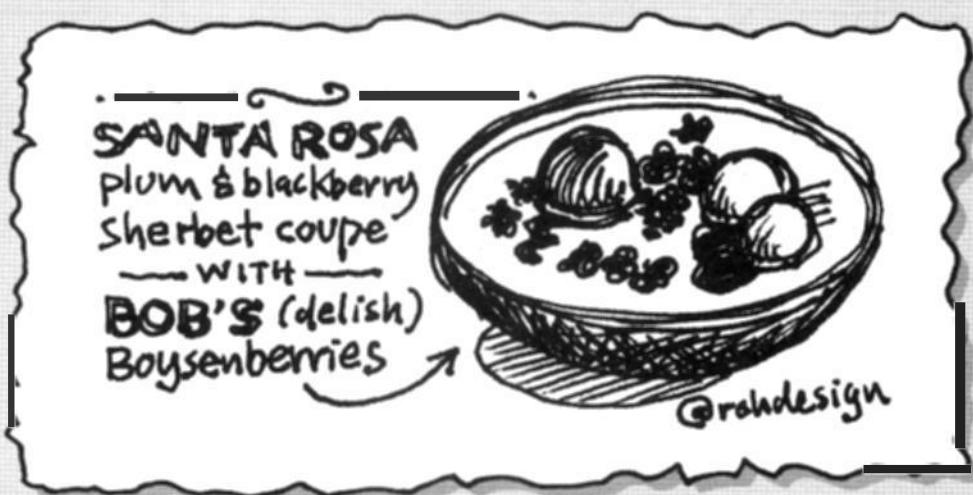
★DIVIDERS

Dividers like rules, dotted lines, and so on can help separate ideas from each other visually, creating order and structure.



★ARROWS

Arrows point out details and can help focus attention on specific drawings, typography, or text, and they can provide a connection between multiple ideas.



★ BULLETS

Bullets are useful for identifying a series of ideas or highlighting a single idea among drawings or text. Different types of bullet icons can further define ideas.

- * RYANAIR - tricky
- * HOTELS.com - Shifty
- * REGISTER.COM - Add
- * PHILIPS - Forced spam

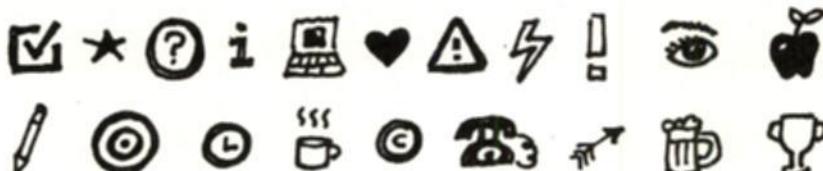
- IS IT READABLE?
- is it legible?
- HOW DID THIS HAPPEN ANYWAY?

- ★ UNDERSTAND CONTEXT
- ★ LOOK AT THE ENTIRETY OF A TYPEFACE
- ★ HEADLINE + BODY

- Gas prices rose
- President forced
- First year for

★ ICONS

Icons are handy to use throughout a sketchnote document to identify ideas visually as repeating elements.



★ CONTAINERS

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



★ SIGNATURES

Signatures are an optional way to identify sketchnotes. If you're creating sketchnotes for your own use, no signature is required.



#sketchshoot

Jon Mueller

800
CEO
READ



RETHINKING the MEDIUM

TRANSLATOR LAB · 7/12/2012

A THING
THAT YOU
DO → How do
you deal
with that?
OPEN
SNARES
at a SHOW
are →
VERBOTEN!

that was the
answer though!



DRUMS

were my

THING

BUT I HATED THE
COMPETITIVE
STUFF...

DRUMS
are a shell
you make
rhythm
with.

WHAT
else
are they?

HOW COULD
I GET

AWAY

from the
COMPETITION
to do my
OWN
THING?

A SKETCHNOTE from START to FINISH

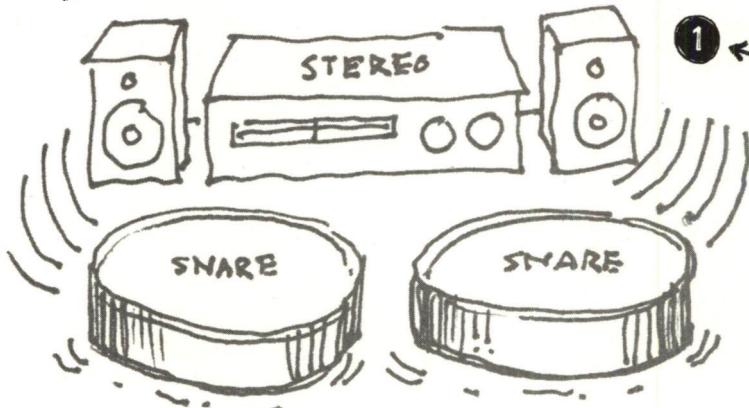


To help you see the progression of a sketchnote from start to finish, I've labeled each section with a number and provided a brief description to show why and in which order each area was drawn.

- 1 The title creation was done before the event, using a photo of the speaker, Jon Mueller, on my iPhone.
- 2 For the first idea, I captured "A THING THAT YOU DO."
- 3 Jon talked about a snare drum, so my first drawing was of a drum.
- 4 Here I've fitted "DRUMS WERE MY THING" into this snug space on the right side of the snare drum drawing.
- 5 An arrow points to another idea lower on the page.
- 6 I added a "DO MY OWN THING" concept in the lower-right area.
- 7 Here I emphasized the idea of snare drums being verboten.

With this first page of sketchnotes, I've used a radial pattern to organize the talk information. I'll talk about sketchnote patterns in Chapter 5.

•½ JON'S SETUP: ½•



VIBRATING SOUNDS ② ←
THROUGH SnareS.

Went to BOSTON - joined forces ④ ←
with someone - made a record
and toured the COUNTRY.

I HAD To Experience
THIS CHALLENGE ⑥ ↑
Find a new THING.

A SKETCHNOTE from START to FINISH



- 1 Here I added a drawing of Jon's drum setup as I pictured it in my mind's eye. I added the title after drawing the image.
- 2 This description of Jon's approach to sending sounds through snare drums was key to the presentation, so I gave it focus with large, ALL CAPS typography.
- 3 I used a separator to create a break between the top and bottom.
- 4 Jon mentioned driving to Boston, creating a record, and touring the country, so I added it just below the separator.
- 5 Here's another separator using dashed lines.
- 6 To wrap up my sketchnotes, I used bold type to emphasize the speaker's final thought.

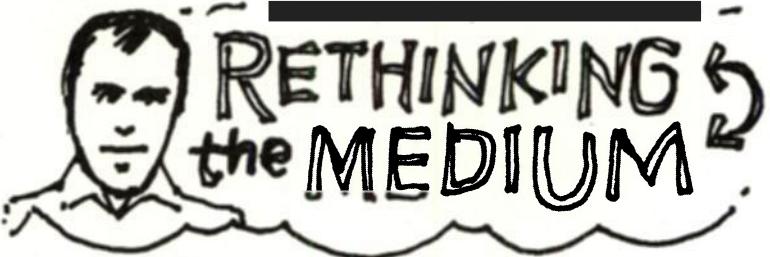
On the second page of my sketchnotes, I used a linear pattern for the information with heavier emphasis on drawings and typography.

THE FINAL SKETCHNOTE

#sketchshoot

Jon Mueller

800
CEO
READ

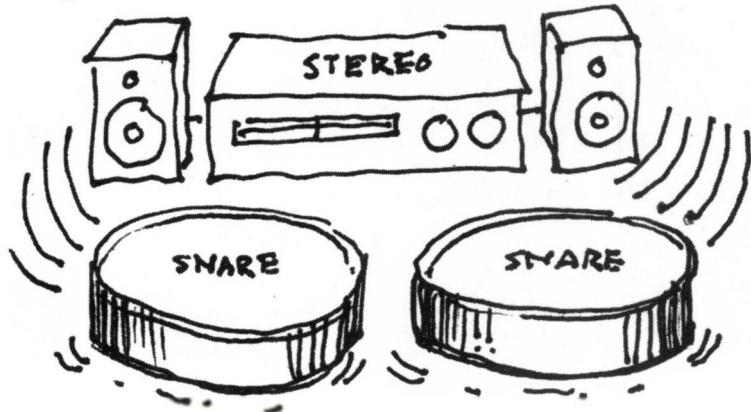


TRANSLATOR LAB • 7/12/2012

A THING THAT YOU DO → How do you deal with that?
OPEN SNARES at a SHOW are → VERBOTEN!
that was the answer though!

DRUMS were my THING BUT I HATED THE COMPETITIVE STUFF...
DRUMS are a shell you make rhythm with.
WHAT else are they?
HOW COULD I GET AWAY from the COMPETITION to do my OWN THING?

•½ JON'S SETUP: ½•



VIBRATING SOUNDS
THROUGH SnareS.

Went to BOSTON - joined forces
with someone - made a record
and toured the COUNTRY.

I HAD TO Experience
THIS CHALLENGE TO
Find a new THING.



DO YOUR
RESEARCH
— *and* —

ARRIVE A
BIT EARLY!



*Being prepared helps you relax
when the time comes to listen,
cache ideas, and draw them.*

R E C A P



- Use my process as a starting point, and then make it your own.
- Research speakers and topics to gain insight and confidence.
- Backups are key to being prepared when you're sketchnoting.
- Arrive early, scout your location, and use the extra time to create a title *before* the event.
- Photograph your sketchnotes right after the event to share them, and to have a backup.
- Shared sketchnotes are great resources for attendees and work well as PR tools.
- The anatomy of a sketchnote includes the title, typography, diagrams & drawings, handwriting, dividers, arrows, bullets, icons, containers, and signatures.

★ NEXT: TYPES OF SKETCHNOTES

Michelle George

Michelle George

about.me/michellegeorge

FIND ME HERE

DON'T forget TO
REMEMBER

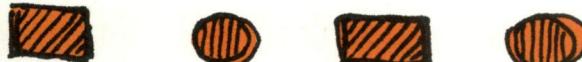
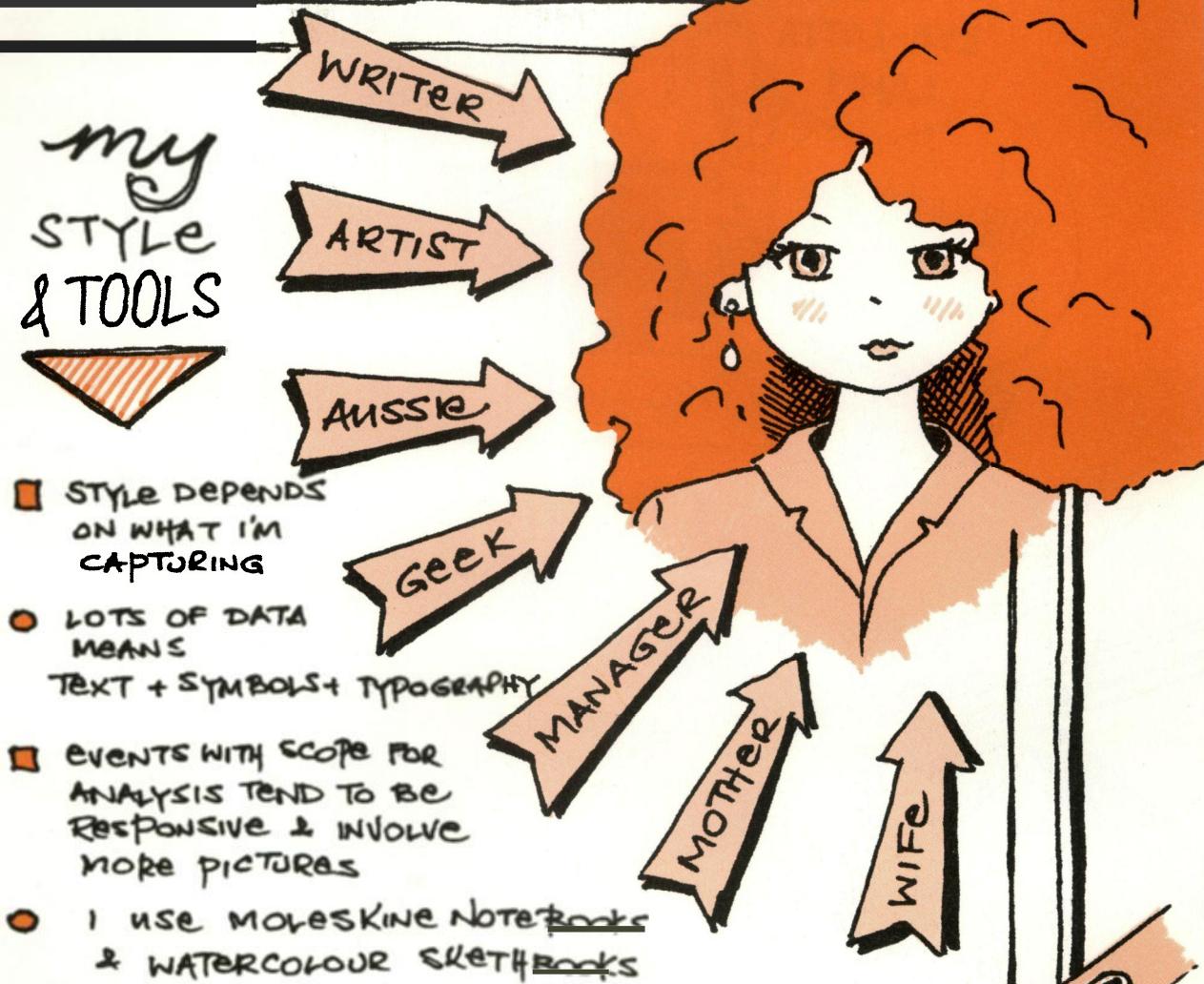
- THINK ABOUT LAYOUT BEFOREHAND
- HAVE A STANDARD SET OF SYMBOLS & FONTS
- KEEP IT SIMPLE!
- CAPTURE WHAT'S MEANINGFUL TO YOU
- IT DOESN'T HAVE TO BE PERFECT

MY biggest
CHALLENGE

... LISTENING & DRAWING
AT THE SAME TIME!

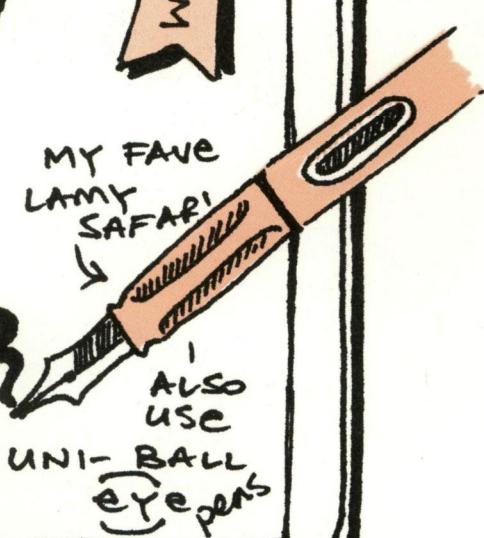
I GET LOST IN THE PICTURES.

my style & tools



I LIKE PENS THAT

flow
SOMETIMES I ADD
WATERCOLOUR



EVA-LOTTA
LAMM

I'M A
DESIGNER
LIVING IN
LONDON



SKETCHNOTES
BOOK.COM

Sketch
notes
2011

my book
:-)
one year of
conference
notes

@evalottcher

TOMBOW ABT
BRUSH Pen

PILOT G-TEC-C4
GEL PEN

COLOURED
MUJI GEL Pen

I like
Spiral-bound
sketchbooks,

because they fold
over into a nice

Solid block

BUT

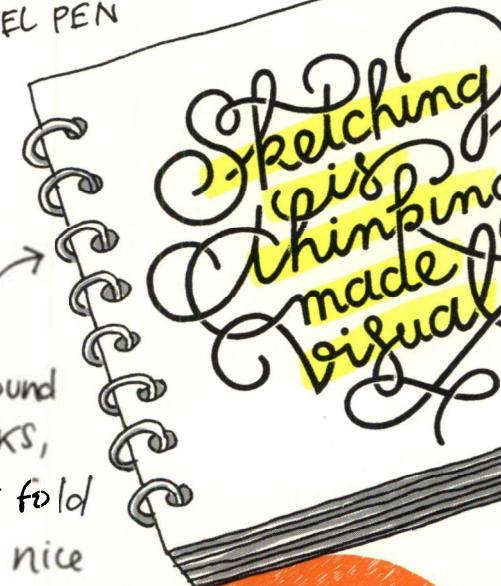
the best sketchbook
is the one you have

Any Pen

is better than

No Pen

ALWAYS WITH YOU.



 Sketching ≠ drawing

sketchnotes

≠
≠

illustration

QUICK EXPLORING IDEAS
IMPROVISED

PLANNED + LAYED OUT DETAILED
FINISHED

(this piece is more of an illustration.)

&
playful



develop your own
VISUAL VOCABULARY & STYLE

SKETCH AN OBJECT

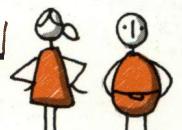
50 TIMES

TO MAKE

IT YOURS...



PRO-
PORT-
IONS



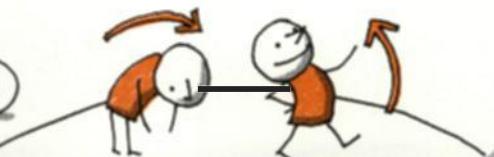
surprise yourself



DIRECTION +
DYNAMICS

CELEBRATE

**HAPPY
ACCIDENTS**



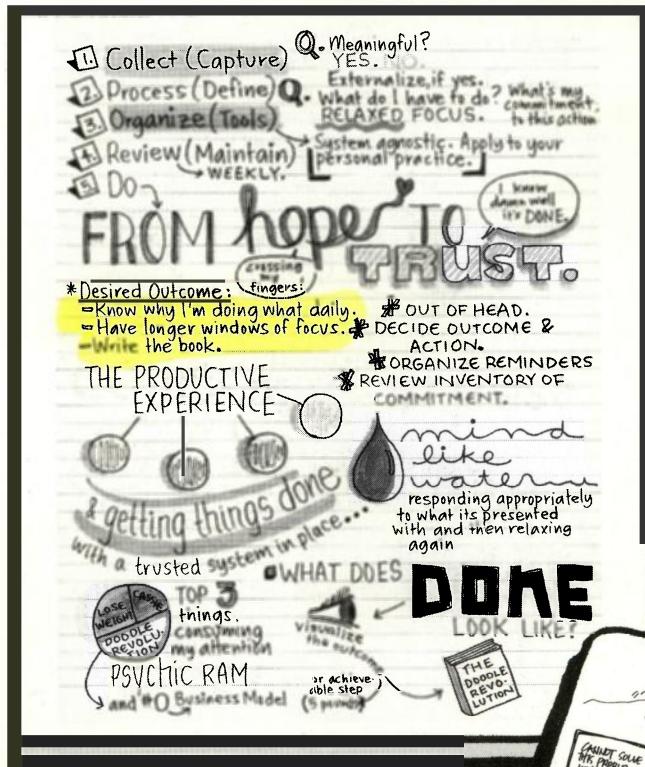
TYPES of Sketchnotes

SKETCHNOTES ARE A BLEND
OF PERSONAL STYLE AND
THE IDEAS YOU HEAR,
ANALYZE, AND CAPTURE.
LET'S LOOK AT BLENDING
STYLE WITH THINKING,
STRUCTURE, AND
SKETCHNOTING PATTERNS.



STYLE PLUS THINKING

Sketchnotes are beautiful because of their variety and personality. Each sketchnote is created in a distinct, individual style, reflecting the person who creates it.



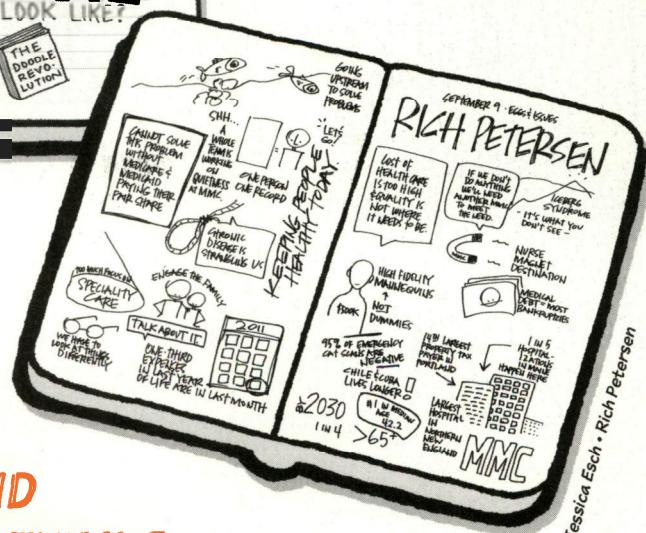
Sunni Brown • Getting Things Done

BY LOOKING AT SKETCHNOTES – THEIR STYLE AND STRUCTURE – I CAN BETTER UNDERSTAND HOW THEIR AUTHOR THINKS.

BUT MORE

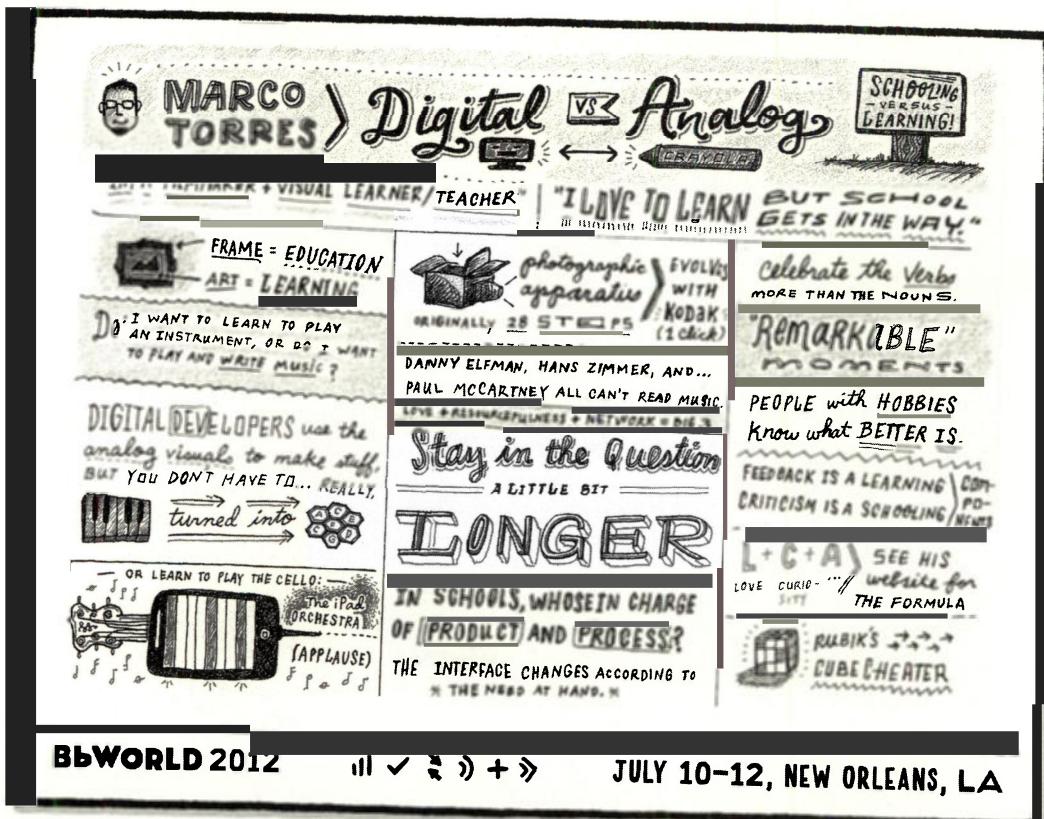
than just style, sketchnotes reveal the thinking processes of their creator.

Sketchnotes convey what the person is hearing, how that person analyzes and processes information, and what is most relevant in that person's view.



LIT STYLE INSPIRE YOU

You may notice that many of the sketchnotes in this book are beautifully illustrated. Professional illustrators and designers, with years of visual experience, have created them.



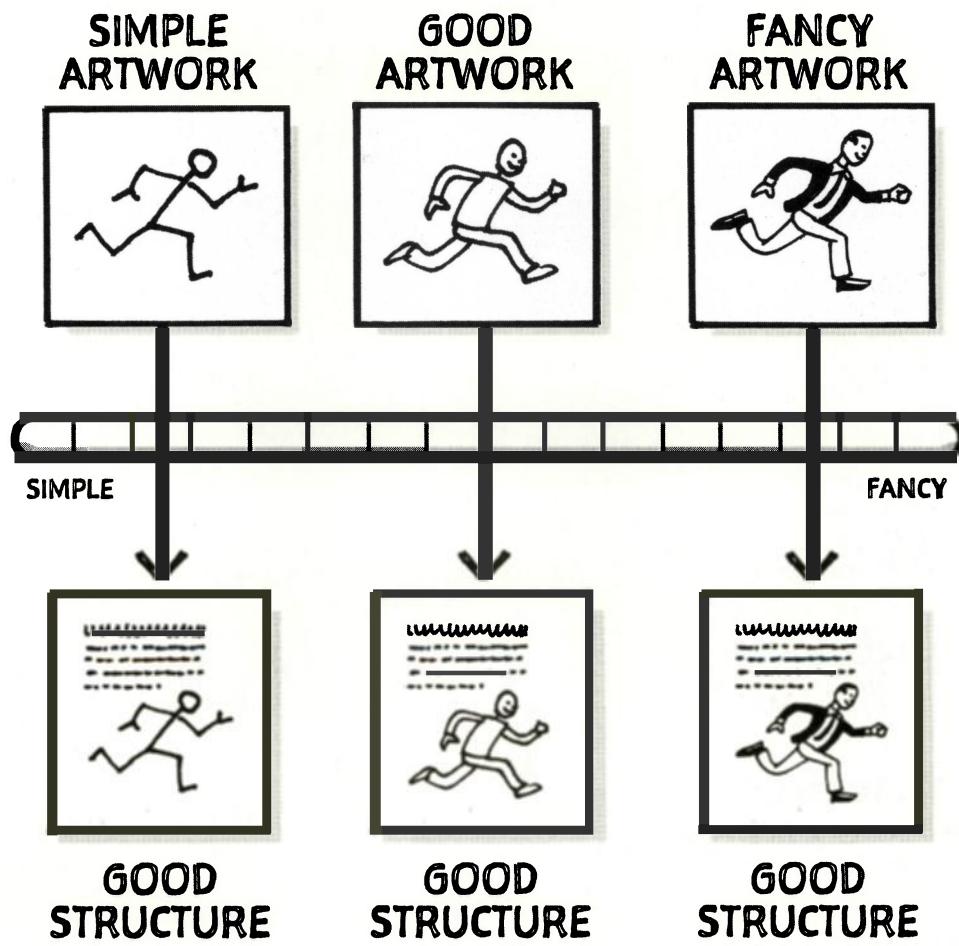
Gerren Lamson • BbWorld 2012

IF YOU'RE NOT AN ARTIST, don't let these sketchnotes discourage you. Instead, look to them for inspiration and ideas, and keep in mind that you're just starting as a sketchnoter.

Whatever your skill level, be happy with where you are. Create sketchnotes and have fun, and work to improve your skills.

The ART & STRUCTURE SCALE

A helpful way to keep your current skills in perspective is to view sketchnotes that progress across a continuum:



**ALWAYS GOOD STRUCTURE
REGARDLESS of ART QUALITY.**



AT ONE END OF THE SCALE

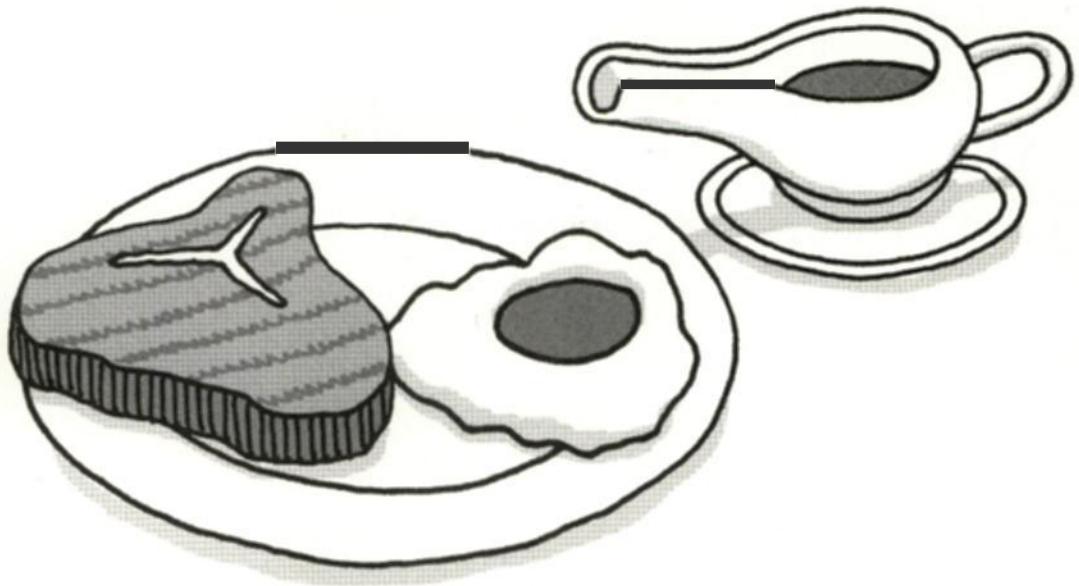
you'll see ideas represented as rough drawings by regular people. Even using simple drawings, these sketchnotes use structure to capture ideas effectively on the page.



AT THE OTHER END

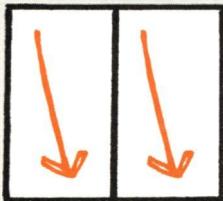
you'll see beautiful illustrations created by experienced professionals. Although the art may be more refined, the key to a sketchnote is a logical organization that makes sense and captures the ideas.

THINK OF
GOOD
STRUCTURE
as MEAT and
POTATOES,
AND **FANCY ART** as the
GRAVY ON TOP.

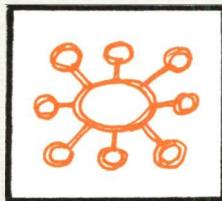


SKETCHNOTING PATTERNS

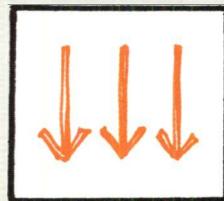
In the last five years I've reviewed many sketchnotes and have found that most fall into a few patterns:



LINEAR



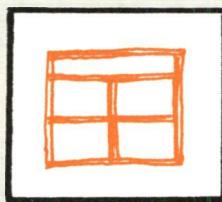
RADIAL



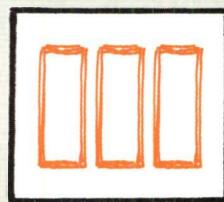
VERTICAL



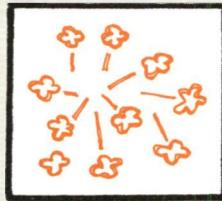
PATH



MODULAR



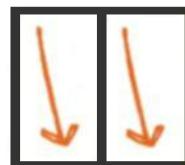
SKYSCRAPER



POPCORN

LINEAR

Following the pattern of a printed book, the linear sketchnote format shows information diagonally from the top left to the bottom right of a page or spread of two pages.



**GEOFFREY
BOWERS**
UNSW

Uni of NSW
producing video
uploading it to
YouTube, iTunes

→ Rather technical talk.
Didn't get many images
of the info in my head.
It wasn't you
Geoff, it was me!



Metadata
Suitcase

Joji Mori



CRAP!
Portraits
are getting
WORSE

Audience
Based
Navigation?

Targeting nav
to particular
audience members

PROBLEM: many audience groups
have overlapping needs
Duplicate content?

CAREFUL: wording must be
accurate so right
audience clicks right

Melbourne Convention Centre

ADVANTAGE: Tailor content very
heavily to specific
audiences.

USE:

- if audience is clearly defined
- if audience has clear needs

Test with real users || Don't dupe || Can user
paths || i.e. thornt

simplechangebigimpact.com

→ for world usability day
simple usability changes that
have had a big impact on
the environment & sustainability

THE LINEAR PATTERN is what I typically use for my sketchnotes for two reasons: I like the story-like, linear flow of information on the page, and it works well in the two-page spreads I use in hardcover sketchbooks.



Get Stoked on Web Typography

#getyourglyphon

SAMANTHA warren

R Samantha has a thing for the capital letter R

@SAMANTHAWARREN ←TWITTER

Typography is Everywhere!

and it can change your life.

HOW CAN WE AS

WEB DESIGNERS
MAKE TYPE A LARGER
PART OF OUR CRAFT?

COMMUNITY

free yourself
from WEB design
SAMPLES - SEEK
OTHER RESOURCES!

- QUESTIONS: Ask yourself
- How will users be affected by type?
 - What is the budget for web fonts?

FONTS AS SHOES:



SKETCHNOTING in a linear pattern frees you to use as many pages as needed to capture ideas. It's also easy to read, because it follows standard book structure that's been used for hundreds of years.

JUST DON'T RUN OUT OF PAGES!

12:30pm

Collabo- ration NATION

PHIL NOAH

FRVNT
M&C

- MANY PEOPLE HAVE DONE
- SIDE PROJECTS & SOME
- HAVE MADE

(But do one mainly for the passion of it.)

#SIDEPROJECTS =
[meet people + freedom]
+ filling needs
MOTIVATIONS = MANY

← I WANT THIS mixed
with ← relevance

ALSO:

"Don't just go home and...
CRUSH IT!"

Gerren Lamson • SXSW Interactive 2011

HOWEVER, the rigid flow of linear sketchnotes can limit layout options, whereas the free-form radial sketchnote pattern, discussed next, provides more flexibility.



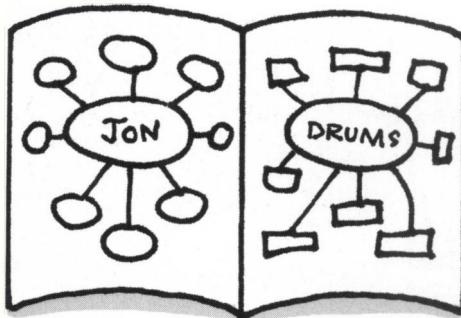
Carolyn Sewell • TypeCon 2011

RADIAL

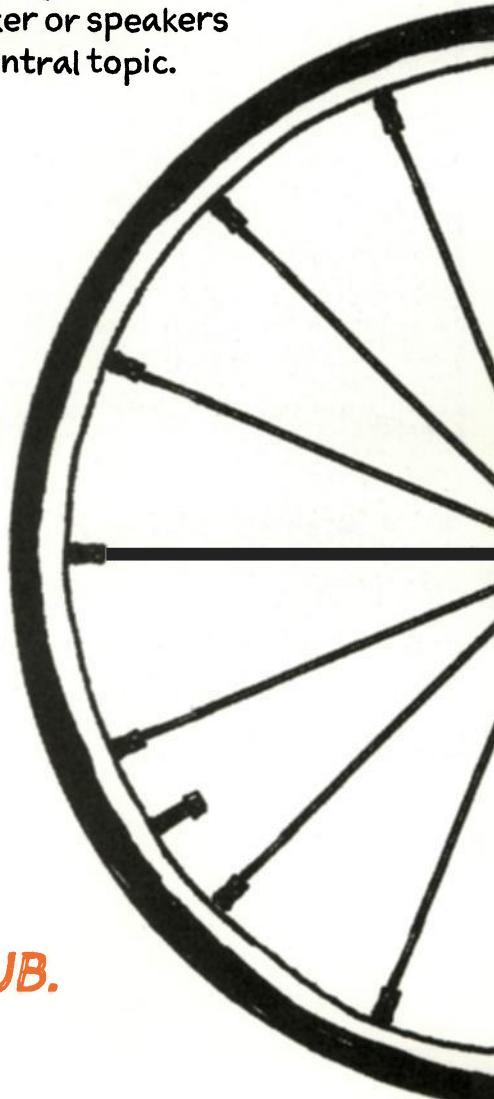
The radial pattern roughly follows the structure of a bicycle wheel with the hub at the center and spokes radiating outward.



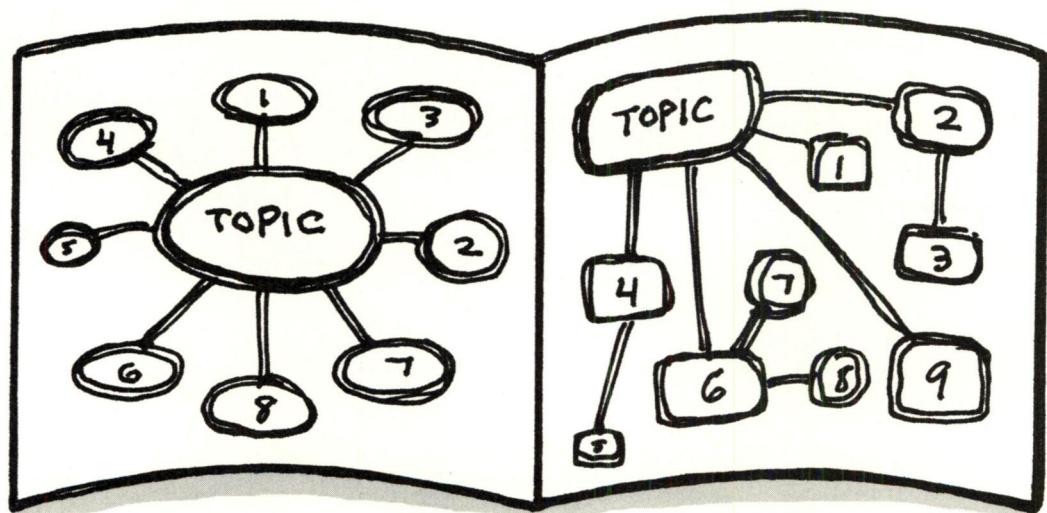
The center of a radial sketchnote may feature the name and drawing of the speaker or speakers who are presenting ideas, or the central topic.



THE CENTRAL HUB ESTABLISHES THE OVERALL CONCEPT, AND IDEAS CREATE A RADIATING PATTERN MOVING OUTWARD FROM THE CENTRAL HUB.



A RADIAL SKETCHNOTE doesn't have to be a perfect circle, and the hub doesn't need to be in the center of the page. This pattern can appear as an organic shape and still follow a hub-and-spoke structure.



SYMMETRIC

CIRCULAR and
EQUALIZED

ASYMMETRIC

ORGANIC and
UNEQUAL

→ **RADIAL
SKETCHNOTE** ←

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



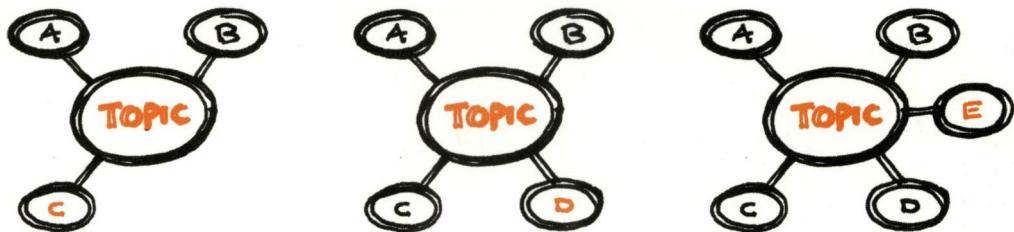
Eva-Lotta Lamm • Jessica Hische

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

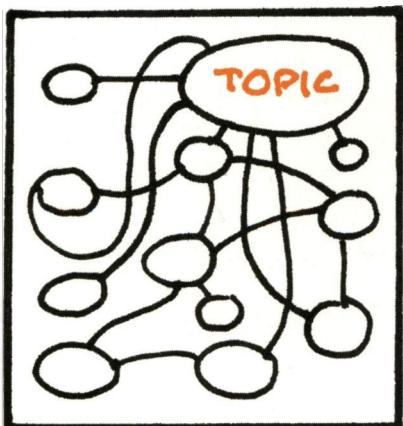


Amanda Wright • dConstruct 2011

THE ADVANTAGE of a radial format is the freedom to add information wherever it fits in an outer spoke.



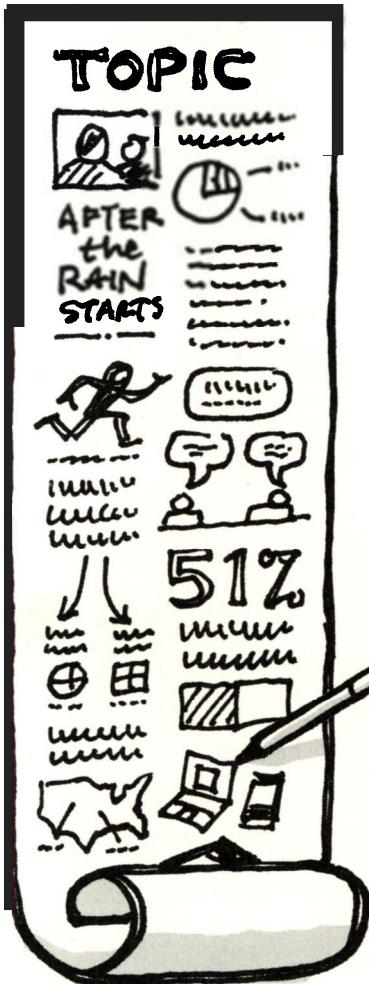
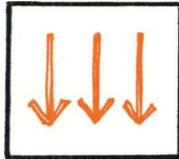
Because all of the spokes are connected to the central hub, clockwise, counterclockwise, or random patterns can work well with the radial sketchnote format.



Radial sketchnotes can sometimes make a reader work a bit harder to comprehend the pattern of ideas, because the information is structured in a complex, nonlinear way.

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.

WHAT ANGEL INVESTORS LOOK FOR...

SKETCH NOTES FROM A TALK GIVEN BY ANGEL INVESTOR DALE MURRAY...

1 THE USP

THE PRODUCT:
MUST SOLVE A PROBLEM
BE BETTER AND CHEAPER
CAN FIX A PAIN POINT
AND IS SCALABLE
HAS HIGH BARRIERS TO ENTRY AND THE ANGEL HAS TO GET IT

THE VC MODEL IS STUFFED!

ALWAYS HAVE AT LEAST 12 MONTHS MONEY RAISED > 5YEAR FORECASTS DOWNHILL

GET AN ANGEL IN YOUR BUSINESS THAT CAN OPEN DOORS FOR YOU...

WHAT ANGEL INVESTORS LOOK FOR...



1 THE USP

THE PRODUCT'S MUST SOLVE A PROBLEM BE BETTER AND CHEAPER AND IS SCALABLE THE NEW BUSINESS IS IN THE ANGEL HAS TO GET IT

THE USP MUST BE STUFFED!

2 THE BUSINESS MODEL

THE ECONOMICS NOT CAPITAL INTENSIVE

A HOCKEY STICK TRAJECTORY QUICK SALES

3 THE DEAL

NOT TO CLEAR A BALANCE SHEET HAS TO BE SPENT TO DEVELOP AN ASSET

ANGEL INVESTING IS RISKY EVERYONE HAS TO GET RICH! 1 OF 30 INVESTORS WIN THERE ARE ONLY 4-5 YEARS OF FUNDING

4 THE PEOPLE

ULTRA-AMBITIOUS OVER ACHIEVERS GETTING UP AT 4:30AM FOR TRAINING A STRONG LEADER WHO COMMUNICATES RESPECT OF THEIR STAFF IT'S AN 18-20 YEAR RELATIONSHIP SO BE INNOVATIVE AND ENTREPRENEURIAL BETTER R. GOTTLIEB,

TOP TIPS

- 1. UNDERSTAND YOUR PRODUCT
- 2. CONVEY YOUR PASSION
- 3. MAKE A GOOD DEAL
- 4. BE NICE

SOURCE: BY CHRIS SHIPTON

2 THE BUSINESS MODEL

THE ECONOMICS

NOT CAPITAL INTENSIVE

A HOCKEY STICK

TRAJECTORY
QUICK SALES

THE PEOPLE THAT WIN BIG ARE PEOPLE WHO CAN BE AND ARE BOLD

3 THE DEAL

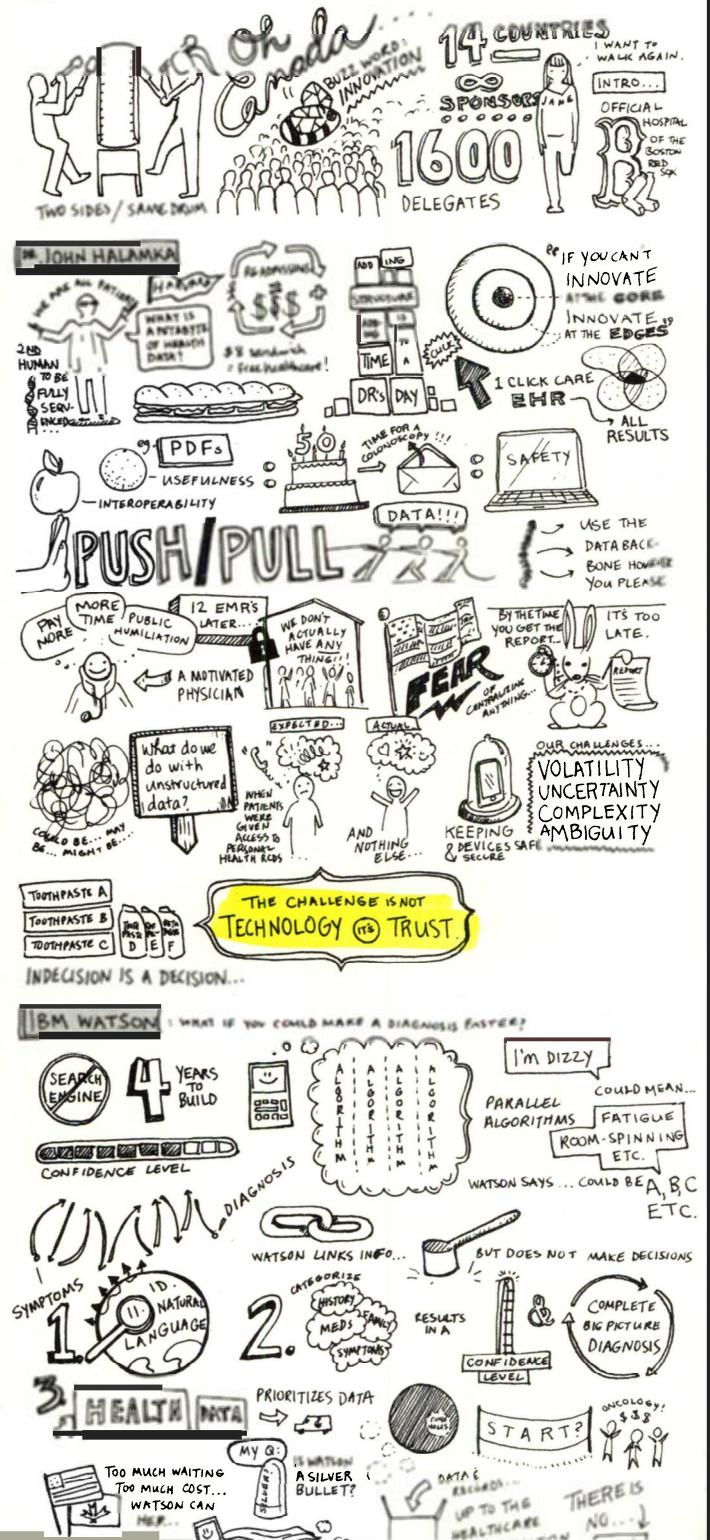
NOT TO CLEAR A BALANCE SHEET HAS TO BE SPENT TO DEVELOP AN ASSET

ANGELS WANT 10 TIMES THEIR MONEY BACK !!

Chris Shipton • Angel Investors

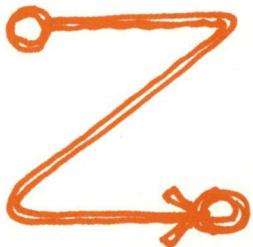
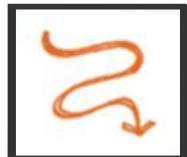


Cassie McDaniel • eHealth 2012



PATH

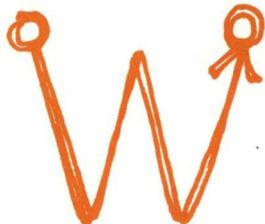
The path sketchnote pattern creates a path of information across the page vertically, horizontally, or diagonally. The path pattern can appear as a zigzag, c-shape, w-shape, or any organic path shape you can imagine.



Z-Shape Path



C-Shape Path

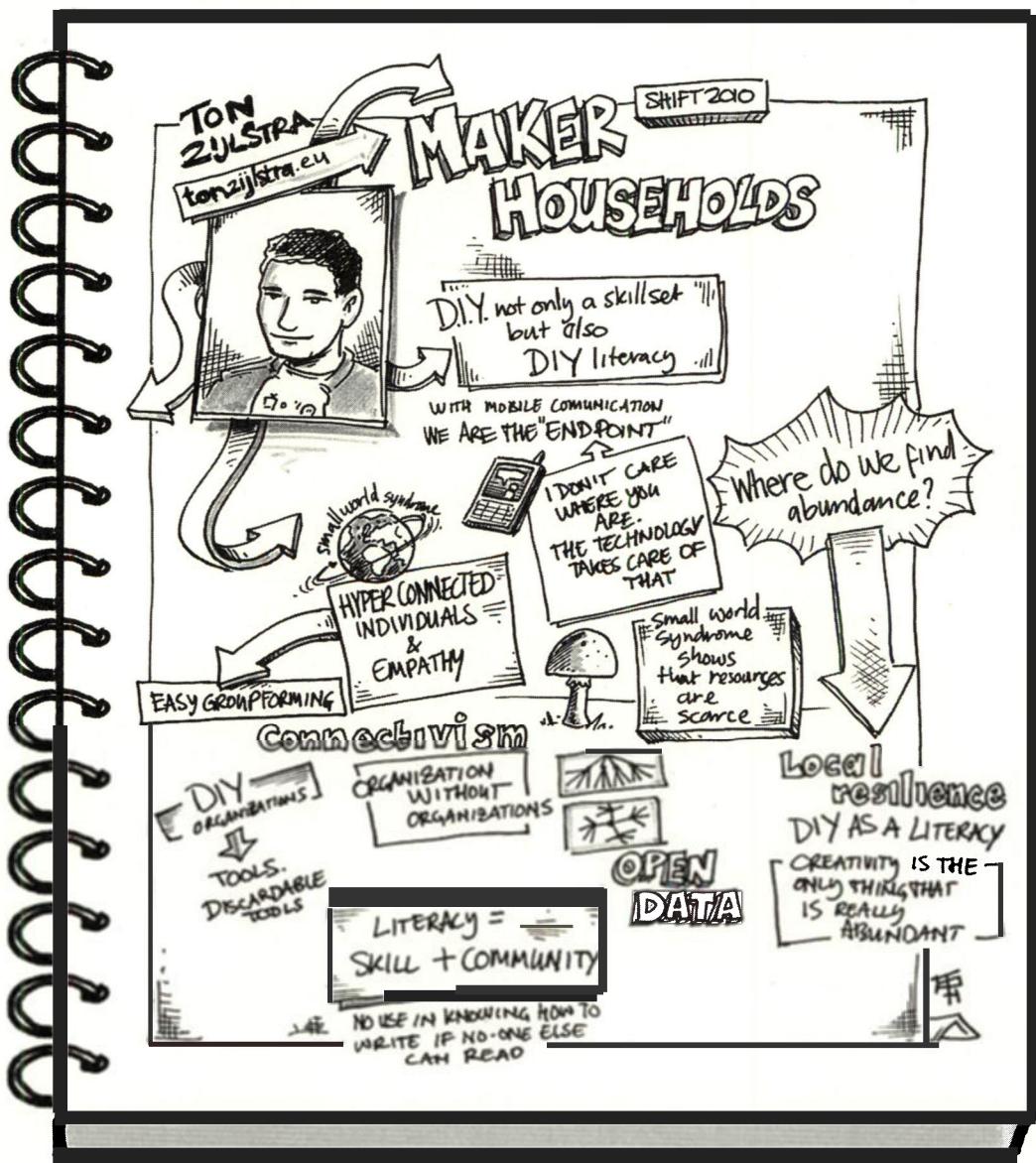


W-Shape Path



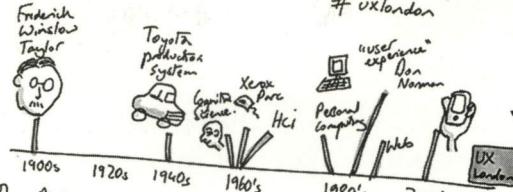
Organic Path

USING A PATH PATTERN can be perfect for telling about an event or thought process using a series of steps that work well when following an organic shape.



Bauke Schildt • Ton Zijlstra

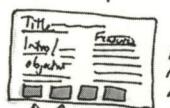
LEAH BULEY



The Philosophy of UX :

1. UX is good
2. The World needs more of it
3. We can make that happen.
4. We need tools to do it

1. Project Brief:



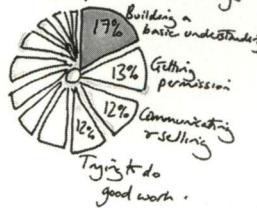
Invite the team to review as a poster

design principles / strategy

2. Five Second Test:

1. Show user a design for 5s.
2. Take it away
3. Ask what they remember

Building support is a challenge



Elevator pitch
Create your own.

Storytelling
Use examples of good products

UX Team of one Bootcamp
uxlondon

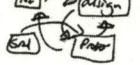
20 APRIL

The story of UX...

UX process



Team of one process



UX Team of 1
Roles:
User researchers
Interaction designers
Content Strategists
Design Prototypists
Visual Design

3. Heuristic Walk-up:



Think about how to make things self-documenting.
TIP:

4. Internal Survey:

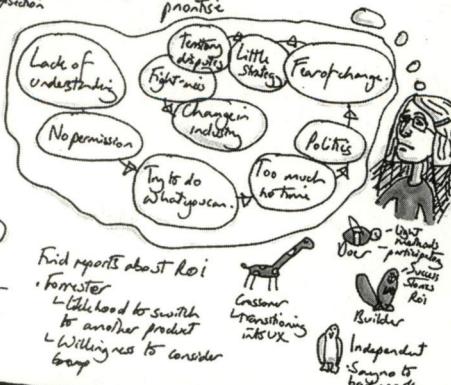
Find out how the team feel about the project.

5. UX Health Checkup:

Area	Best	Front	Team	Office
feature	High	70	40	30

Benchmark
Position

Meet regularly to review the project's progress over time - prioritize

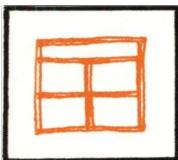


Michele Ide-Smith • Leah Buley

PATH PATTERNS do require a little planning, and if the information you're sketchnoting is more extensive than you've planned for, you may run out of room.

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

"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 visual to make stuff, BUT YOU DONT HAVE TO... REALLY,

photographic apparatus EVOLVES WITH KODAKS (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 X THE NEED AT HAND X

SCHOOLING VERSUS LEARNING!

Celebrate the Verbs MORE THAN THE NOUNS.

"REMARKABLE" MOMENTS

PEOPLE with HOBBIES Know what BETTER IS.
FEEDBACK IS A LEARNING CRITICISM IS A SCHOOLING

L + C + A > SEE HIS website for THE FORMULA

RUBIK'S CUBE CHEATER

BbWORLD 2012

☰ ✓ ⌂ ⌂ + ⌂

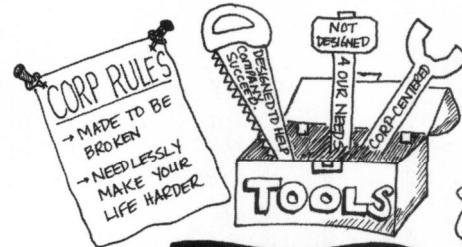
JULY 10-12, NEW ORLEANS, LA

Gerren Lamson • BbWorld 2012

what's new what's not

CH. 3 OF HACKING WORK
by Bill Jensen & Joshua Klein

INNOVATION



MAINTAIN YOUR OWN VIEW OF

PERSONAL PRODUCTIVITY

LEAST AMOUNT OF EFFORT WITH MOST VALUE IN RETURN.



HACKING HAS A DARK SIDE
RESPECT IT'S POWER TO DO HARM. USE IT FOR GOOD.

LOW TECH + LOW RISK = BIG Results

Hacktling

= SAVING YOU AT EXPENSE OF COMPANY.

= SAVING YOU AND COMPANY.

Hacker Types

WHITE HAT - ETHICAL HACKERS.

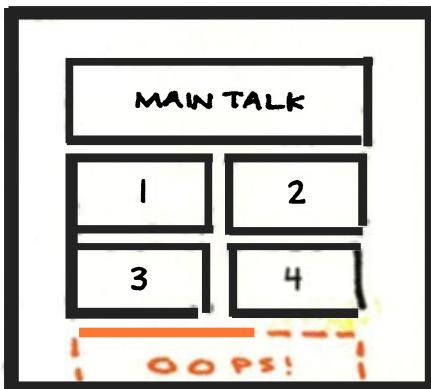
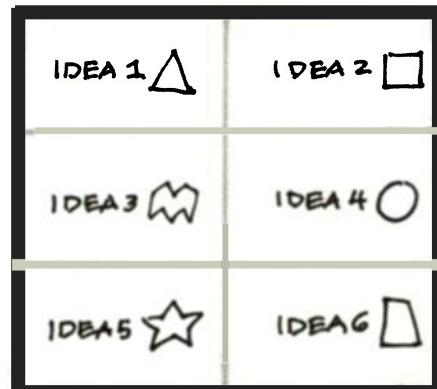
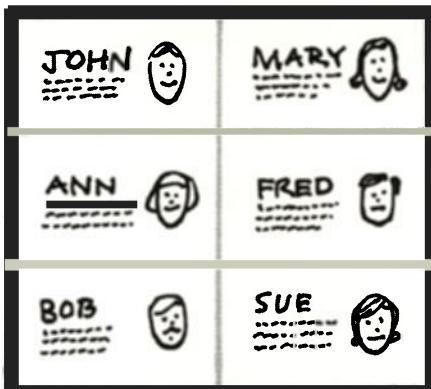
GRAY HAT - EXPOSE PROBLEMS TO MAKE THINGS BETTER.

BLACK HAT - ATTACK FOR PROFIT & FUN AT EXPENSE OF OTHERS.

HACKING

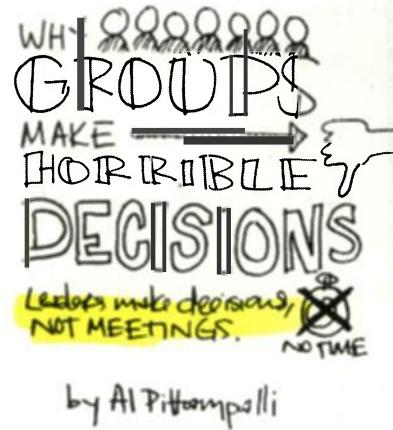
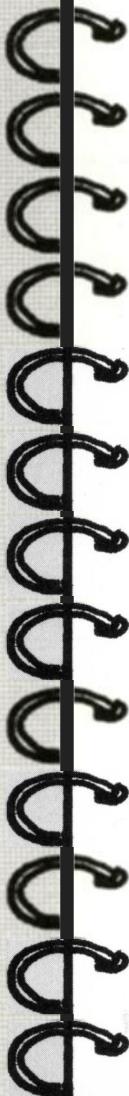
- IS NOT NEW.
- IS OPENLY EMBRACING IT AS SOLUTION TO A BUSINESS'S CHRONIC PROBLEMS.
- IS NOT JUST FOR TECHIES.

A MODULAR PATTERN can work well if your goal is to organize information in a grid-like pattern or if you have many presentations to capture in a limited area.



HOWEVER, USING MODULAR PATTERNS CAN LIMIT THE AMOUNT OF INFORMATION YOU CAN SKETCHNOTE, PARTICULARLY IF YOU'RE CAPTURING SEVERAL TALKS WITHIN A SINGLE MODULAR STRUCTURE.

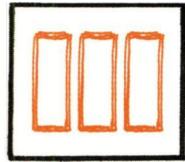
Avoid running out of room with a modular sketchnote by establishing the module spaces before you begin. You can base them on the number of speakers or topics being covered at the event.



Veronica Erb • Ignite DC 2011

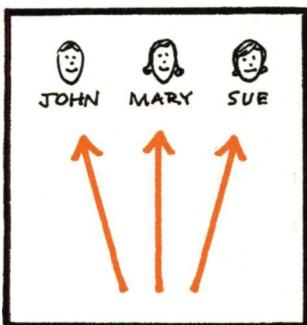
SKYSCRAPER

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.

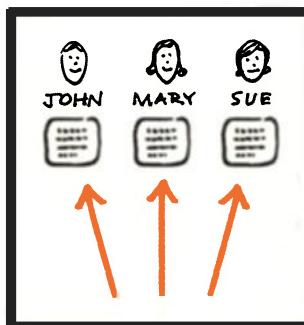


This pattern can work great for panel discussions where multiple people are speaking at different times.

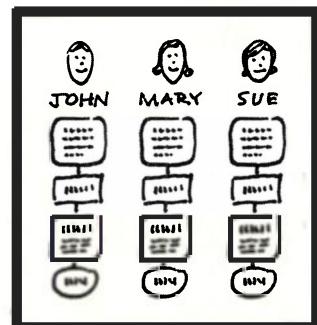
TO CREATE A SKYSCRAPER SKETCHNOTE, use a vertical column for each speaker and add the person's name or portrait. When the panel discussion begins, simply add each person's comments into the appropriate column.



1. Names & Faces



2. Capture comments

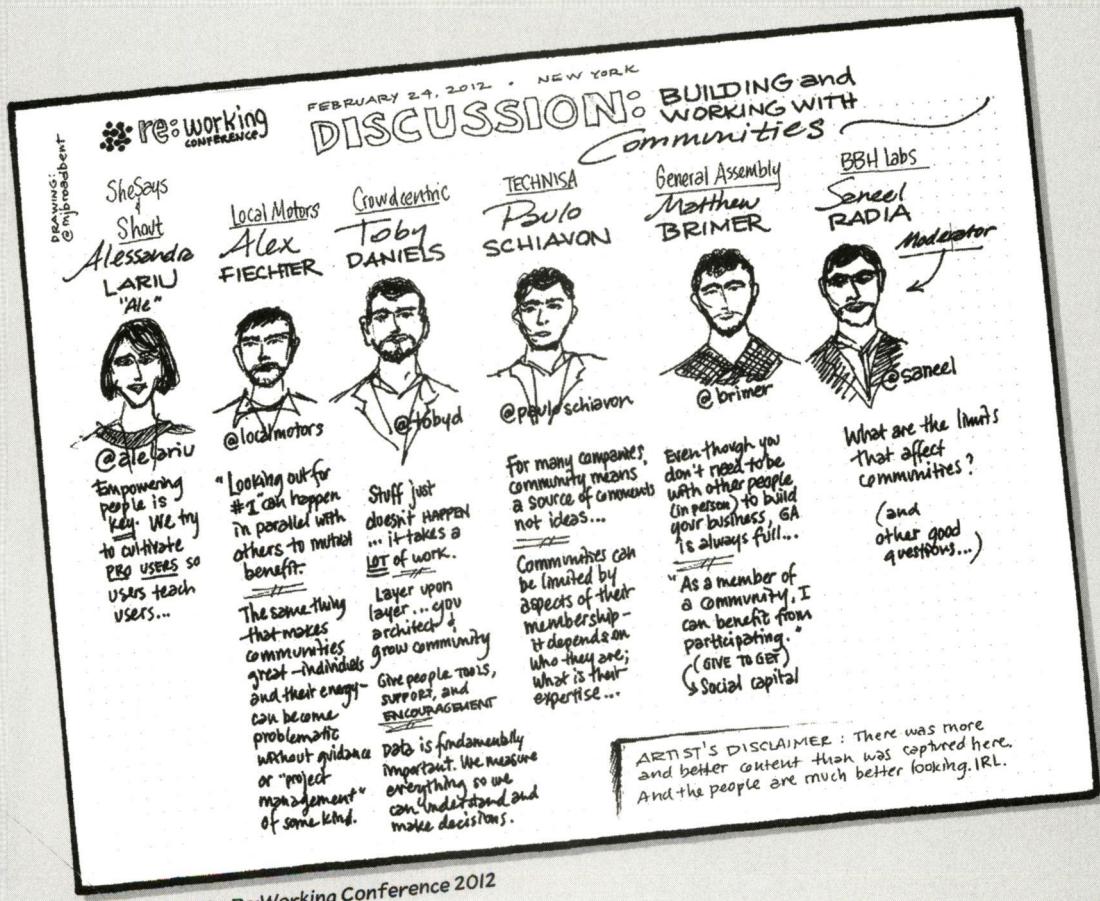


3. Fill out the page

MANAGING A SKYSCRAPER SKETCHNOTE

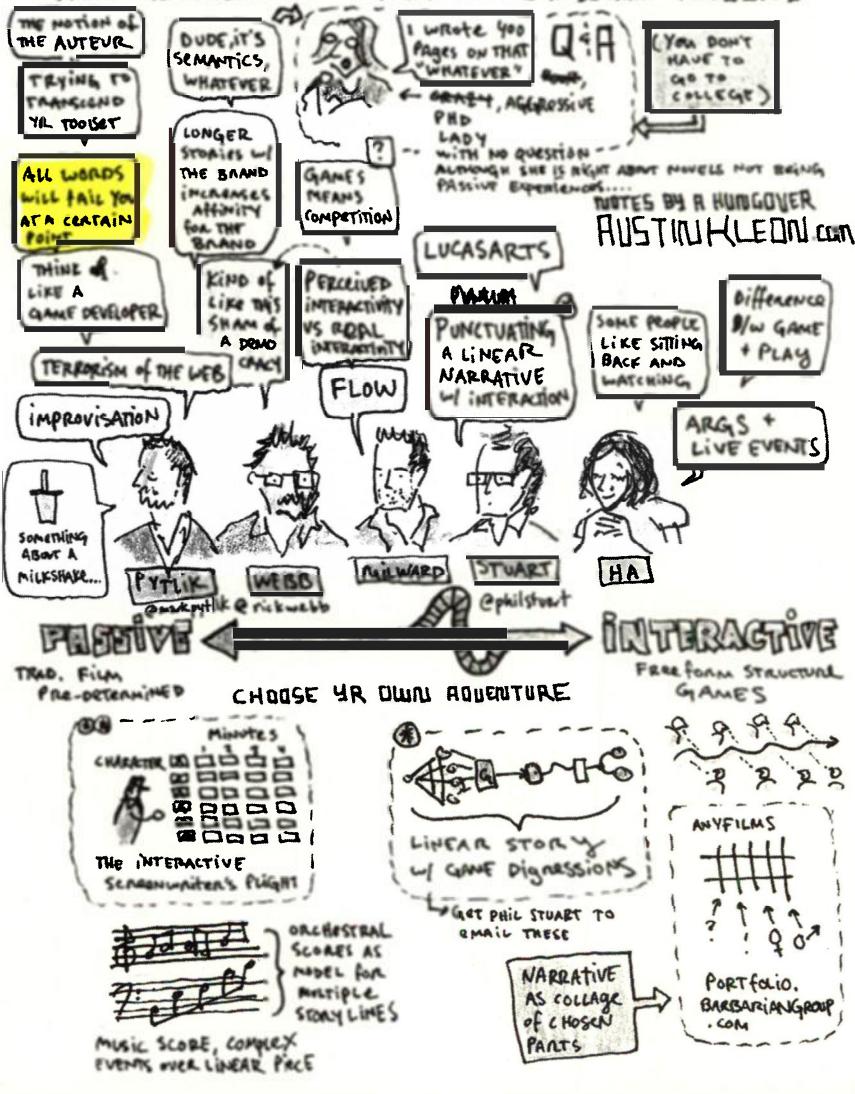
Remember to pace yourself with the limited space of a skyscraper sketchnote. Focus on the key phrases and words that are meaningful. Work on boiling down the idea you're hearing to its purest essence.

SKYSCRAPER SKETCHNOTES, LIKE OTHER TIGHTLY STRUCTURED PATTERNS, HAVE THE DISADVANTAGE OF LIMITED SPACE, REQUIRING MORE SELECTIVE QUOTE CAPTURE.



THE FUTURE OF VISUAL STORYTELLING

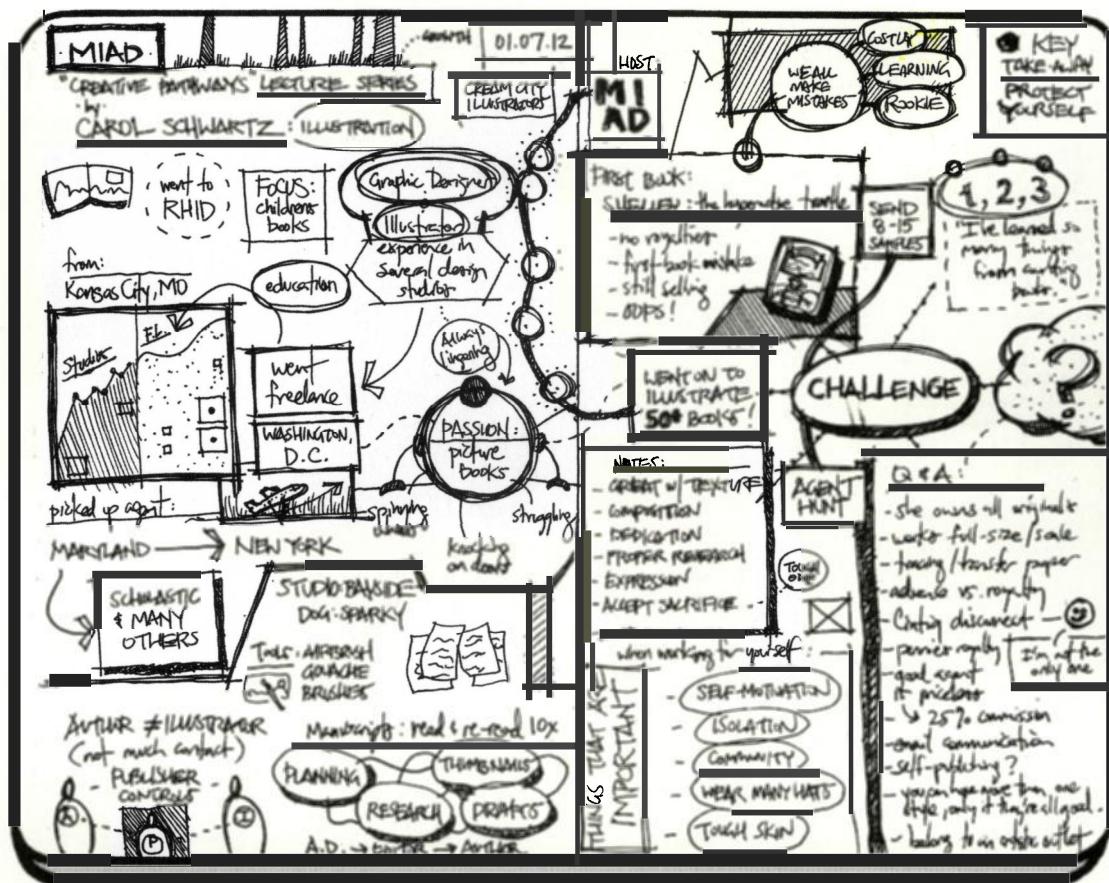
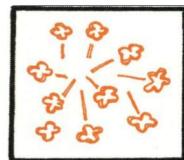
SXSW INTERACTIVE • MARCH 17TH @ 11:30 A.M. TUESDAY



Austin Kleon • SXSW Interactive 2009

POPCORN

The popcorn pattern has the flexibility of placing information you're capturing in a free, random pattern. The topic, speaker name, and information tidbits can appear anywhere on the page.



Timothy J. Reynolds • Carol Schwartz

BROWSER TESTING IN THE MODERN AGE

by JENNIFER SISSON @INTERPUNCT



YOU CAN START WITH:

GRACEFUL DEGRADATION

<!--[if lt IE 7]-->

POLYFILL
BUT NOT
ALLOVER THE
PLACE... SLOW

PROGRESSIVE ENHANCEMENT

MOBILE 1st
AND
CONTENT FIRST

T
E
S
T



MAKE SITES CONSUMABLE

LESS HOSTILE
"OPTIMIZED FOR..."

EASY TO ADD TO A WEBSITE



HOW WILL THIS IMPACT YOUR BUSINESS?

by eAGENT1EN GRAPHITEMIND.COM

REFRESH CHI CA GO...

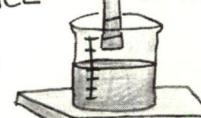
Jennifer Sisson

IE8 OH NO... IE6!

HAPPY 10th BIRTHDAY

I AM SO USEFUL

LITMUS TEST



WHERE ARE YOUR USERS?



IF IT DOESN'T SOCK

HERE OLD HARDWARE CLICK

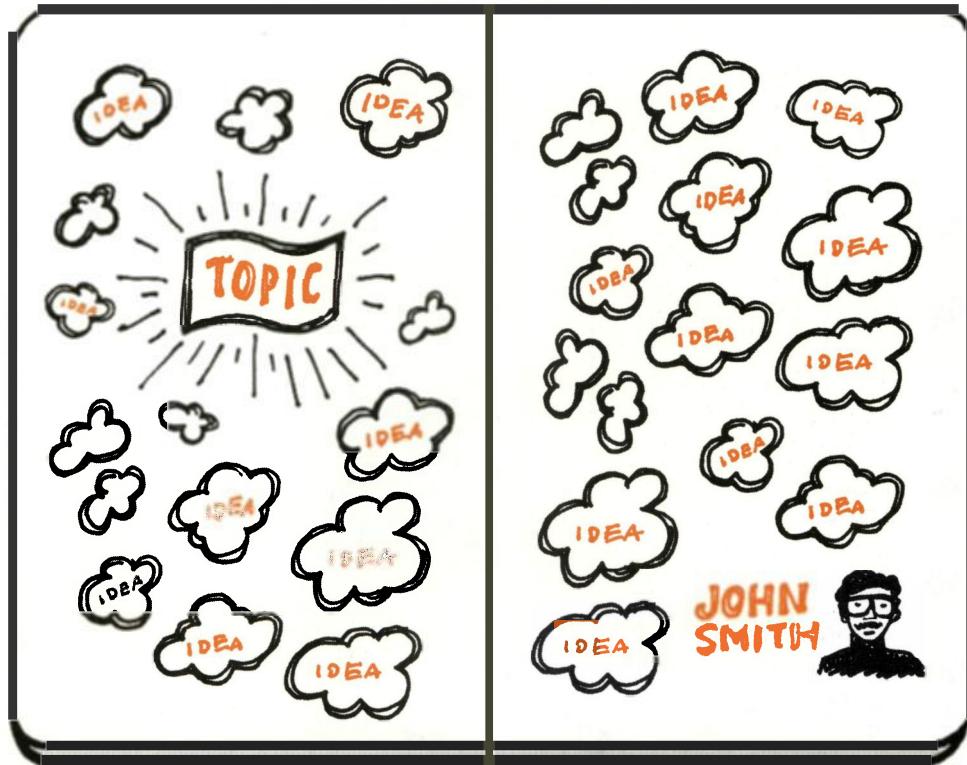
AND WAIT FOR IT...

THIS IS ALL YOU GET...

SOME MAKE IT COUNT.

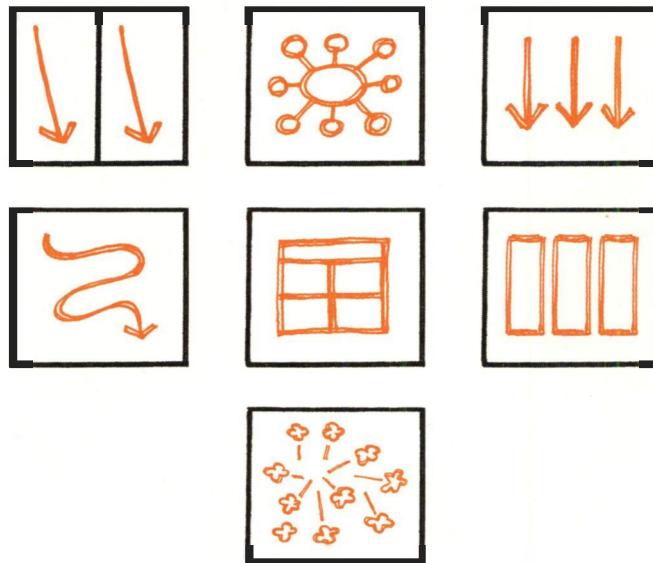
MY BOSS WON'T LET ME UPGRADE

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.

PATTERNS ARE STARTING POINTS



The patterns I've described are just some of the main ways you can structure your sketchnotes. These seven are starting points to help kick-start your sketchnoting skills.

TRY OUT EACH PATTERN TO FIND YOUR FAVORITES AND TO SUIT PARTICULAR SITUATIONS. EXPERIMENT, MIX, MATCH, AND DEVELOP YOUR OWN PATTERNS.

R E C A P

- Sketchnotes blend style and thinking, expressing the creator's personality.
 - If you're not an artist, use professionally illustrated sketchnotes as a model to inspire your own sketchnotes.
 - Always sketchnote with good structure regardless of your artistic skills.
 - Even if you're just starting to draw, you can make great sketchnotes with simple drawings and a good framework.
 - The seven common sketchnoting patterns are Linear, Radial, Vertical, Path, Modular, Skyscraper, and Popcorn.
 - Each pattern has benefits and drawbacks. Try each one to learn how different patterns work in different situations.
- ★ NEXT: SKETCHNOTING APPROACHES, HIERARCHY, AND PERSONALIZATION



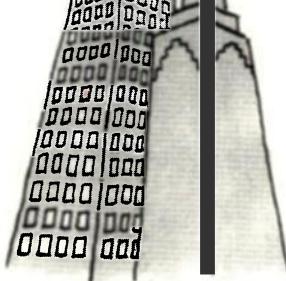
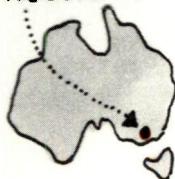


MATTHEW MAGAIN

I DREW A LOT AS A KID, BUT
BECAME A SOFTWARE ENGINEER AND
IGNORED MY VISUAL MUSCLES
FOR A FEW YEARS.

Freelance UX Designer

MELBOURNE
AUSTRALIA



I LEFT A
LARGE

CONSULTING
COMPANY
BEFORE IT

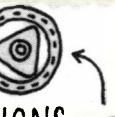
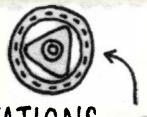
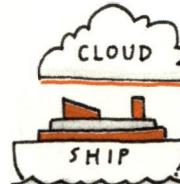
ERODED
MY SOUL.

TRAVEL
REIGNITED
MY PASSION
FOR DESIGN



TIPS

MASTER
SKETCHING
COMMON WORDS
USED IN PRESENTATIONS.



PRACTICE
BY WATCHING
RECORDINGS

TED
.com

UX
WEEK
.com



coursera
.org



WANKEL ROTARY ENGINE
NOT ALL THAT COMMON
BUT IT SOUNDS FUNNY!

AIM FOR
CURATION
NOT COMPLETENESS



ON WHAT
RESONATES
WITH YOU.



YOU'RE CREATING
A MEMENTO
NOT A
REFERENCE



MICHAEL, FROM **Microsoft**
SAW MY SKETCHNOTES, AND HE
ASKED ME TO LIVE-SKETCHNOTE THE
REMIX 2011 KEYNOTE ON A 1m x 1m CANVAS

I ALSO WROTE & ILLUSTRATED
A CHILDREN'S BOOK ABOUT A
MATHEMATICIAN WHO ATTEMPTS
SOLO FLIGHT  CHARLIEWEATHERBURN.COM



IN FRONT OF
500 PEOPLE



IT WAS PRETTY
AWESOME!



LILY
SERNA

PLUG ↗

A GAME SHOW
HOSTESS READ
A PAGE OUT
ON NATIONAL



BE A
C.R.A.P.
SKETCHER

CONTRAST

ALIGN-
MENT

PROXIMITY

REPETITION

flower
another one
look - another!

CHECK OUT
THE NON-
DESIGNER'S
BOOK.

WATCH THE CLOCK



IF THE
TALK IS
HALFWAY
DONE
AND YOU
HAVEN'T
FILLED
HALF THE
PAGE,

SPEED UP! 

MAKE USE OF

TYPE
EMPATHY
e.g.

THOUGHTFUL

EPIC NERVOUS
SAY HELLO!

LOUD

HEAVY

FLASHY

QUIET.

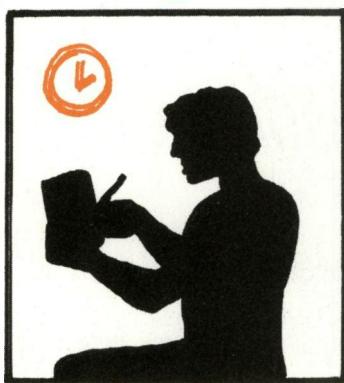
mattymcg
ON THE WEB:
UXmastery.com

APPROACHES, HIERARCHY, & personalization

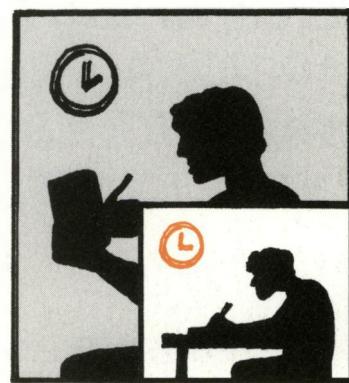
WAYS TO SKETCHNOTE,
STRUCTURE YOUR WORK,
AND MAKE IT YOUR OWN.

-9-

THERE ARE TWO DIFFERENT APPROACHES TO CAPTURING SKETCHNOTES



**REAL-TIME
SKETCHNOTES**



**TWO-STAGE
SKETCHNOTES**

BOTH APPROACHES
emphasize the use of visual elements
and stress the importance of baking
personality into your sketchnotes.

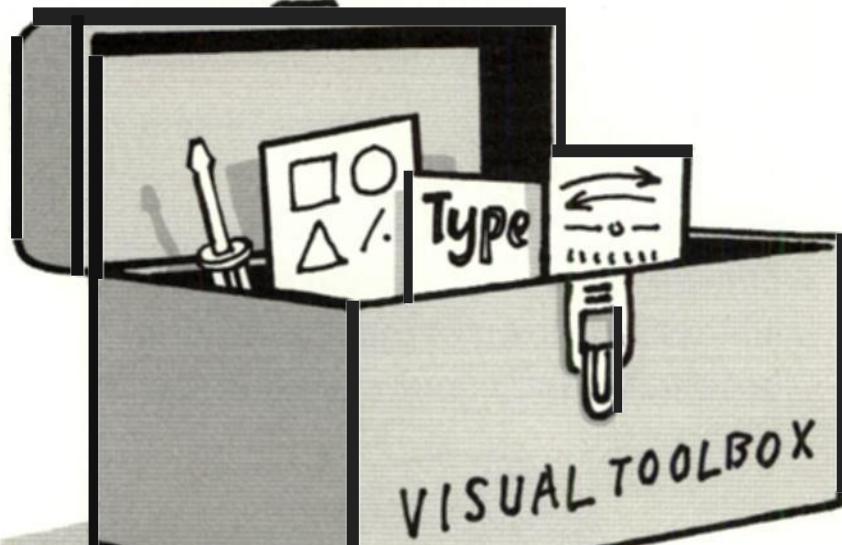


REAL-TIME SKETCHNOTING

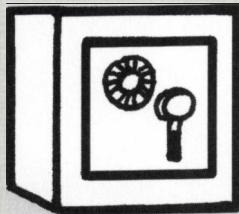
I, and many other sketchnoters, create sketchnotes live and in real time. When I'm working in the moment, I'm focused, tuned into the speaker, listening for big ideas, and synthesizing and converting what I'm hearing into visual notes.

SKETCHNOTING LIVE IS LIKE TAKING NOTES TRADITIONALLY, EXCEPT YOU'RE ADDING A WHOLE TOOLBOX OF VISUAL ELEMENTS TO YOUR NOTES, LIKE THESE:

- TYPOGRAPHY
- DRAWINGS
- HANDWRITING
- DIAGRAMS
- DIVIDERS
- ARROWS
- BULLETS
- ICONS
- CONTAINERS



**Working in
real time
means you're
listening for
big ideas as
you work.**



KEEP

REAL-TIME SKETCHNOTING
is not as hard as it may sound.
It does mean you must be fully
engaged in the presentation to
decide what key information
is worth capturing and what isn't.



TOSS

**LIVE SKETCHNOTING IS A PRACTICE
THAT IMPROVES WITH REPETITION.
THE MORE YOU DO IT, THE BETTER
YOUR LISTENING SKILLS,
PATTERN RECOGNITION, AND
DRAWING SKILLS WILL GET.**



THE BIGGEST BENEFIT
OF LIVE SKETCHNOTING:

when ^{THE} *event*
IS DONE,
YOU
ARE ↘ ↗
DONE.

TWO-STAGE SKETCHNOTING

Some sketchnoters use the second approach and create their notes in two stages — capturing rough sketchnotes first and then enhancing or re-creating them at a later time.

A TWO-STAGE, PENCIL TO INK APPROACH

This first variation of the two-stage approach to sketchnoting begins with real-time sketchnotes captured in pencil instead of ink.

At a later time, the sketchnoter inks over the original pencil lines, fine-tuning them and adding detail. This is a good time to add color with markers, pencil, or paint.

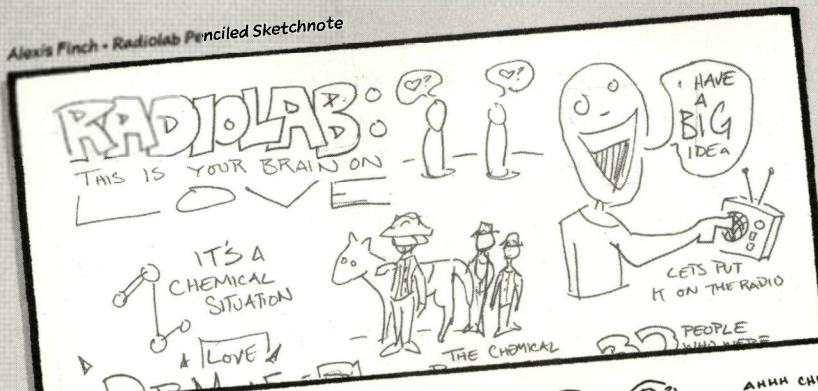


WITH THE PENCIL TO INK APPROACH,
you're working through your ideas twice, which means
they are reinforced in your memory.

You're still capturing notes in real time, but you have
the additional task of inking every pencil line again to
complete your sketchnotes.

**PENCILING SKETCHNOTES
MAY LET YOU CORRECT ERRORS,
BUT IT CAN ALSO TAKE
TWICE AS MUCH TIME
AS CREATING REAL-TIME,
INKED SKETCHNOTES.**





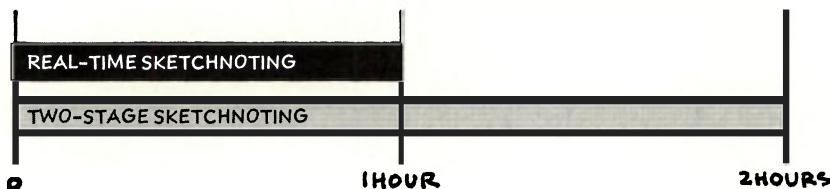
B TWO-STAGE, ROUGH TO REFINED APPROACH

A second variation of the two-stage sketchnoting approach uses rough notes of text and visual elements, which are redrawn as final sketchnotes at a later time.

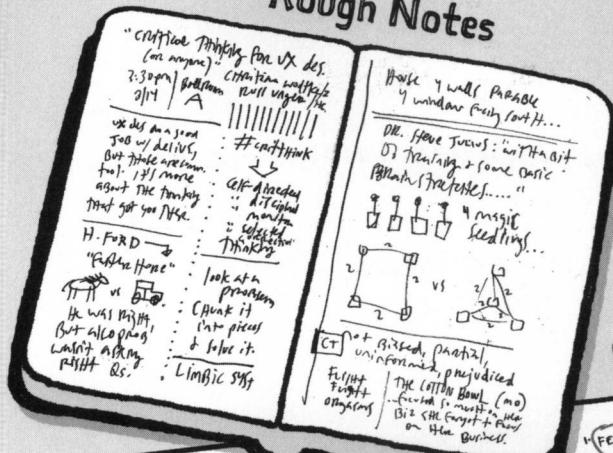
This approach puts less emphasis on making perfect sketchnotes on the spot. For some, this may be a good way to ease into sketchnoting.



YOU ARE PROCESSING NOTES TWICE, which may help your comprehension. However, like the pencil to ink method, this approach will likely take twice as much time as creating real-time, inked sketchnotes.



Rough Notes



Redrawn Notes



Bill Keaggy • Critical Thinking for UX Design / Design Across Disciplines

IT'S OK TO EXPERIMENT with two-stage sketchnoting if you're concerned about mistakes or you want to explore sketchnoting at a slower pace. But don't get stuck there. Real-time sketchnoting with ink is easier than you may think.



HOWEVER YOU
CREATE SKETCHNOTES,

remember:

**IT'S AN ACTIVE
PRACTICE**

**SKETCHNOTING
IS SOMETHING
YOU DO.**



CREATING A HIERARCHY

When you create sketchnotes, one of your key tasks is to construct a logical hierarchy of information. Defining a hierarchy helps you, and others reading your sketchnotes, to understand the importance of the information you've captured.

HIERARCHY CREATES FLOW →

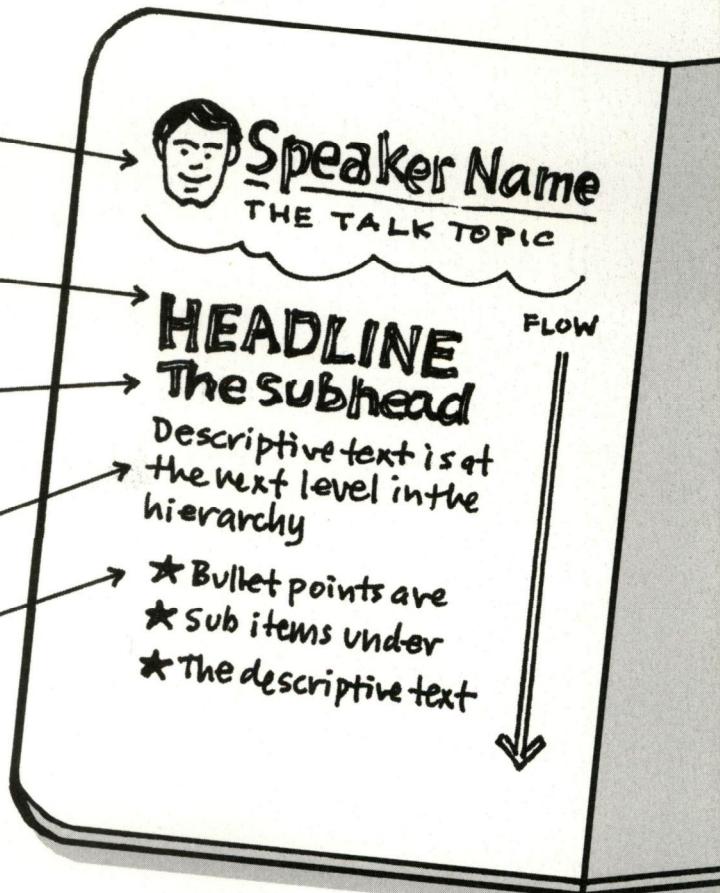
SPEAKER NAME
and topic name set
the overall context.

HEADLINES
describe the broad
subtopics.

SUBHEADS
add detail to the
headline's meaning.

DESCRIPTIVE TEXT
adds more detail.

BULLET POINTS
separate and
define detail.



HIERARCHY IN ACTION:

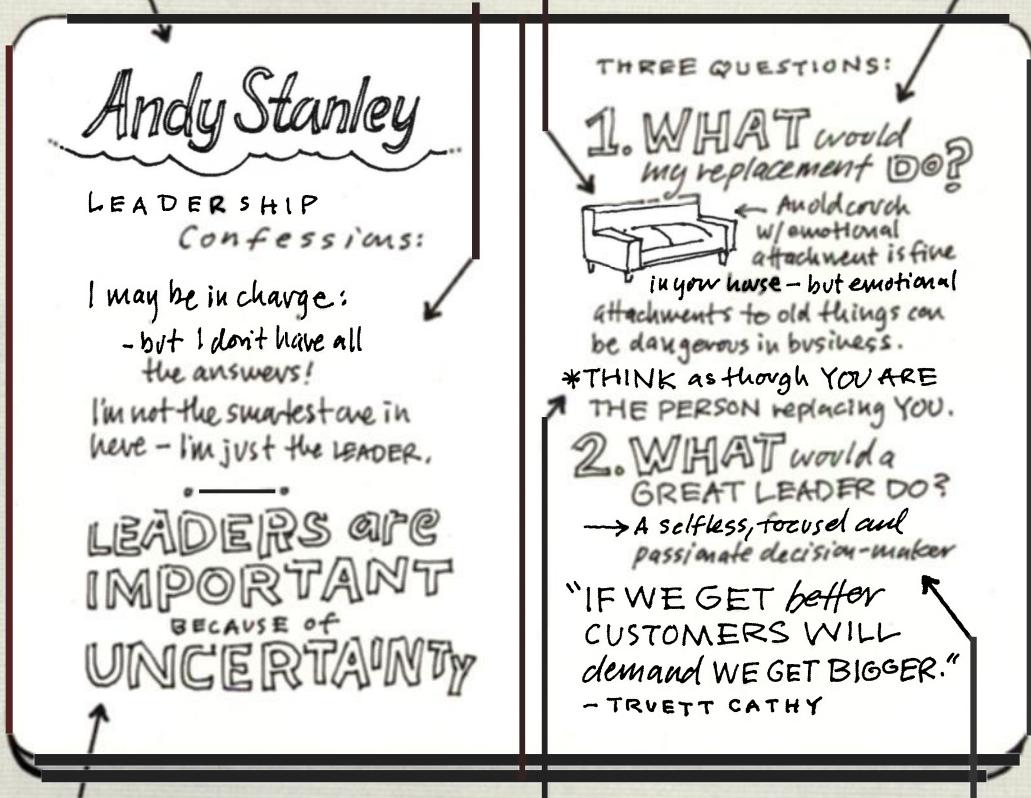
I use a variety of elements to indicate which bits of information are key points in a sketchnote hierarchy.

The top level in the hierarchy is the speaker's name and title.

Descriptive text establishes the talk.

The drawing of a couch emphasizes point no. 1.

Numbering of the points offers a clear hierarchy.



A main point is captured as a quote using larger type.

An asterisk provides emphasis to the detail under item no. 1.

An arrow provides contrasting emphasis to the detail under item no. 2.

ELEMENTS OF HIERARCHY

To help guide the reader's eye through the flow of your sketchnotes, here are some handy elements you can use to emphasize hierarchy.

Bold Type

Bold type helps draw the eye to important ideas.

ALL CAPS

Using ALL CAPS is another way to bring attention to important ideas.

1. The First Concept
2. The Second Concept
 - a. First sub item
 - b. Second sub item

Numbers work well for providing a more structured hierarchy.

* * → ★ • ▲ ! ?

Icons are great for marking key ideas on their own or in bulleted lists.

PERSONALIZATION

Sketchnotes are personal. When you're hearing and processing ideas, your opinion naturally comes into play.

Your personality determines the decisions you make about which ideas to capture and what those ideas mean to you.

IN SIGN LANGUAGE INTERPRETING, the interpreter is charged with staying neutral, passing along exactly what is said by the speaker — nothing more and nothing less.

Sketchnotes don't have to be neutral. In fact, personal opinions expressed and embedded in sketchnotes are intriguing, because they reveal what the sketchnoter was hearing and thinking during the creation process.



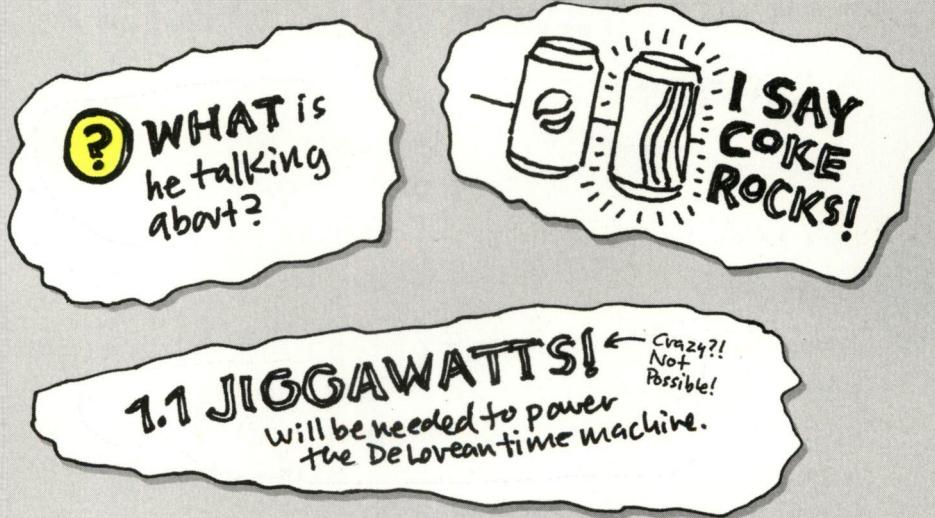
PERSONALIZATION TIPS

Here are a few ideas for injecting your personality into the sketchnotes you create:



COMMENTARY

If you agree, or better yet, if you disagree with an idea, capture your thoughts.

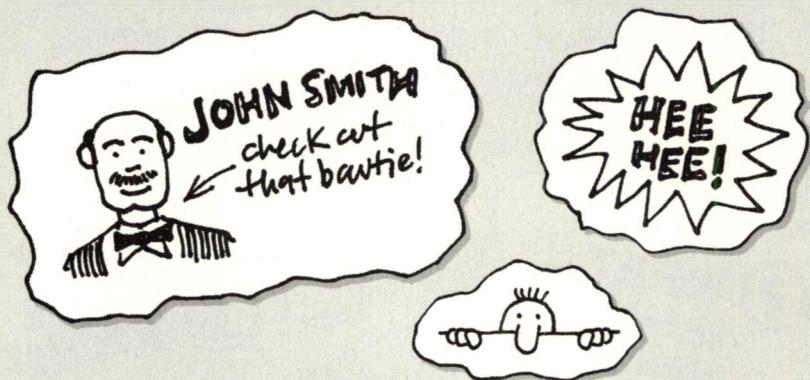


Opinions embedded in your sketchnotes can become a handy reference for remembering those thoughts later on.



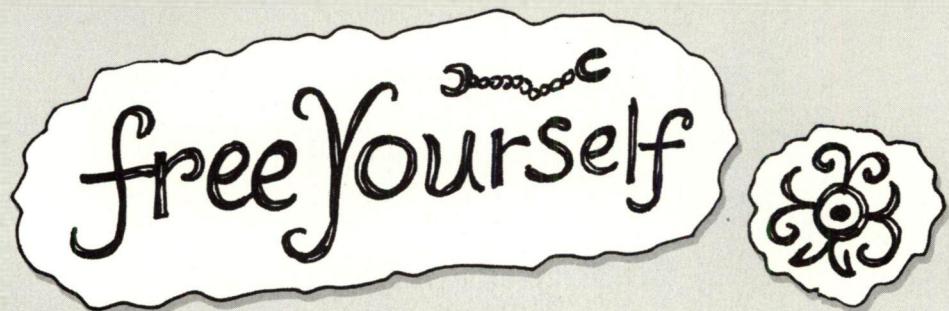
HUMOR

If you find something that you hear funny, share your thoughts in context with the idea. Include humorous people, cartoon characters, or objects along with your humorous comments. Have fun!



WHIMSY

Experiment with the style of type and elements you use as you sketchnote. You might use flourished script text and unusually shaped containers or icons; play with graphical elements like swirls, lines, or stars to emphasize ideas.



I LOVE THE HUMOROUS COMMENTS AND CARTOON STYLE OF THIS SKETCHNOTE.

Lessons Learned from Sketchnotes
SKETCH NOTE GUY • Gel-tip
MIKE ROHDE ROHDE



1st WORKSHOP

→ RSA
Qualifying
so many ideas.
PRESOF



REMEMBER
TO USE
WHITE SPACE

WHITEBOARD ANIMATION

101 "notes" \$\$
SEE ATTACHED

- HAVE THEY SEEN YOUR STYLE
- WHERE IS THE SCRIPT?
- Support?
- In their head?
- Does that script have down on what that message is.
- Project Manager
- or part of team.
- Ask about the budget.
- What time is worth
- What market will bear.

needs to be
"TIGHT"

Most Minimal:
Audio recording of
what you want to
say.



What is the intended action for the viewer?
Does it come across?

How much time to offer
for the initial offering?

Do you price your offering
for callbacks?

Pomodoro Technique
25,

An image for every sentence?
or
One image for a few sentences?



COME PLAY WITH US. SEED

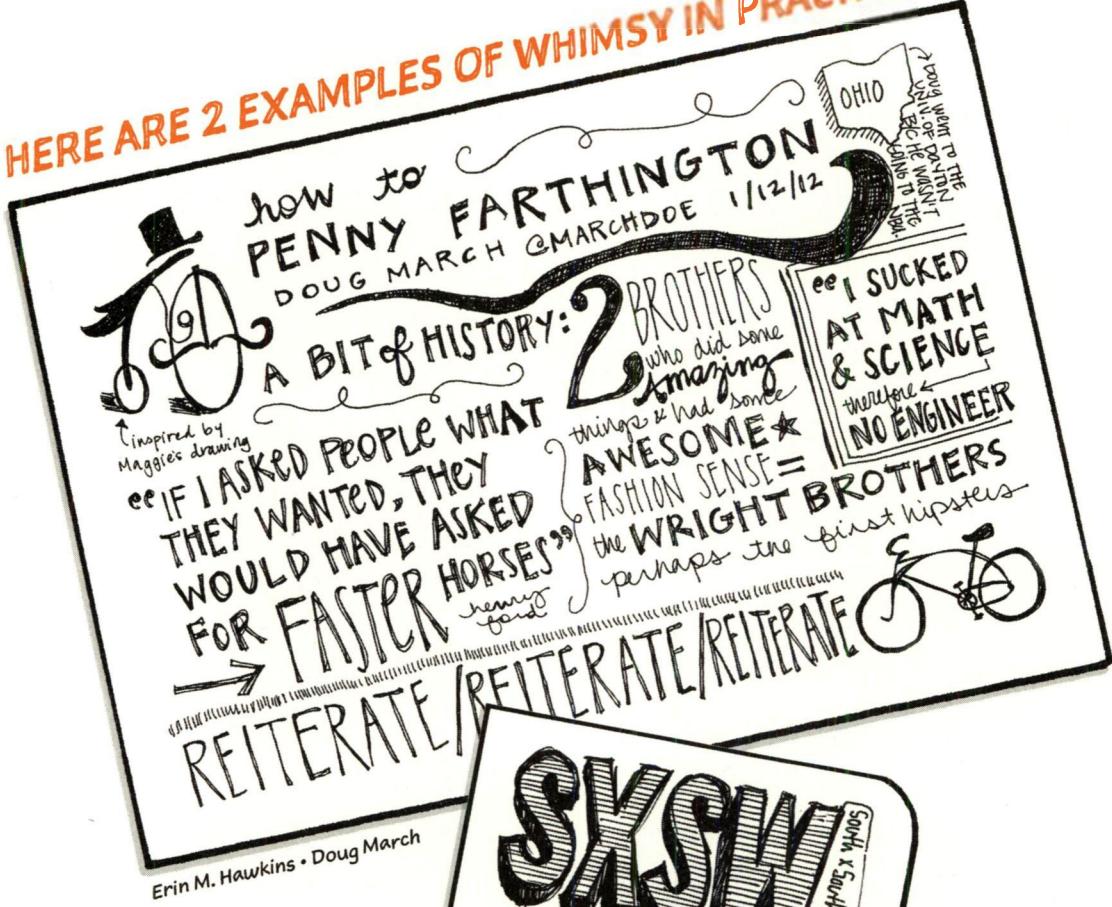
SXSW CAME & DID
INVITED & DID.

YO! YO! YO!
(US ARMY)



Mark Monlux • IFVP 2012

HERE ARE 2 EXAMPLES OF WHIMSY IN PRACTICE.



R E C A P

- Real-time sketchnoting focuses on capturing the big, relevant ideas you hear.
- Two-stage sketchnoting combines notes that are captured in a rough form first, and are either refined or re-created later on.
- Sketchnoting is founded on traditional note taking, but adds more detail through type, drawings, and other visual elements.
- Practice and repetition improve your real-time sketchnoting skills.
- Use hierarchy and personalization to make sketchnotes unique and interesting.
- Sketchnotes don't have to be neutral. Opinion, humor, and whimsy are great ways to personalize your sketchnotes.

★ NEXT: SKETCHNOTING SKILLS AND TECHNIQUES

TIMOTHY J. REYNOLDS

3D
ILLUSTRATOR

CURRENTLY
LIVING IN

MILWAUKEE,
WISCONSIN



favorite sketchbook:

Moleskine 'sketch' (large)



favorite pencil:

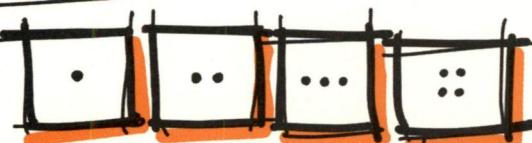
PRISMACOLOR
blue indigo,
'verithin'



favorite pen:

UNIBALL vision exact

PROCESS:



(see following)
PAGE

I've been drawing since I was a kid. I carry my moleskine with me everywhere. I've always doodled during school, class, work, etc but I just never made any cohesive 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.

WEBSITE

TURNISLEFTHOME.COM



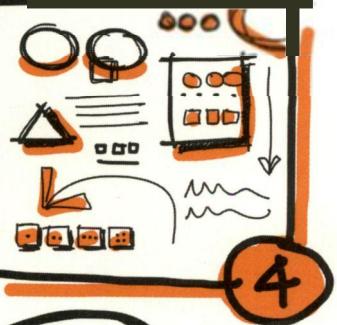
CAPTURE



CONNECT



FINALIZE



WITTER

@TURNISLEFTHOME

ALSO SEE:

Dribbble.com/TURNISLEFTHOME
(C Yes, 285!)

3D
WORK!

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.**

Draw | sketch / write as fast as possible. Quick and loose gestures to capture the true bulk of the message. Get ready for a sore wrist afterwards. 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 dots and shapes to help finalize the spread. Crosshatching is your friend.

[LAST, BUT NOT LEAST : SHARE]

FRANCIS ROWLAND



USER EXPERIENCE DESIGNER
AT THE EUROPEAN BIINFORMATICS

INSTITUTE



BIG DATA



COMPUTING



BIOLOGY,
TECHNOLOGY,

DESIGN &



DOODLING

PART OF A WEB DEVELOPMENT TEAM



WORKING WITH DEVELOPERS & SCIENTISTS, I DO A LOT OF SKETCHING:



* SYSTEMS,

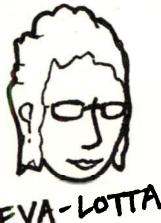
* PROCESSES,

* INTERFACES

... & TALKS

EARLY IN (2010) I SAT NEXT TO

EVA-Lotta Lamm AT A UX CONFERENCE ...



EVA-Lotta



SUNNI

THEN I HEARD JEFF ZELDMAN INTERVIEW SUNNI BROWN



SO THEN I
REALLY GOT
INTO MAKING
SKETCHNOTES

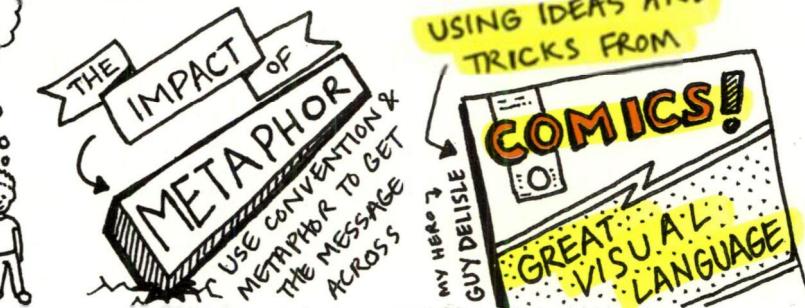
I STARTED TO THINK
ABOUT DESIGN &
LAYOUT IN MY NOTES

- INFORMATION HIERARCHY
- FLOW
- AESTHETICS
- ... HUMOUR!

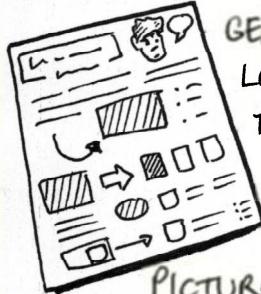
INSPIRED

+@yahnyinlondon
@chrisshipton
@minimon 23 ...

I GRADUALLY BECAME MORE CONFIDENT
AND STARTED SKETCHING A LOT...



SO I SEEM TO
HAVE DEVELOPED
A **STYLE**



GENERALLY 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!



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



... BEING INVITED ...
TO MAKE NOTES



PENS & PAPER



I USE 0.5 / 0.38 mm PENS FROM MUJI

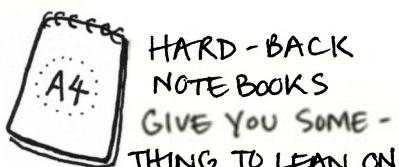


PILOT V SIGN PENS



TOMBOW DUAL BRUSH PENS FOR SHADING

(THANKS, EVA-LOTTA!)



HARD-BACK NOTEBOOKS

GIVE YOU SOMETHING TO LEAN ON

TIPS FOR DRAWING

USE A PEN
(NOT A PENCIL)

THINK ABOUT STRUCTURE AND USE ANY CUES FROM THE SPEAKER

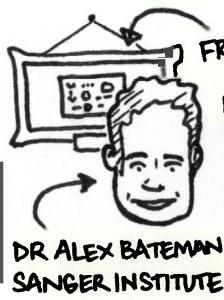
YOU CAN ADD THE COLOUR & SHADING LATER... IT'S OK!



IT DRIVES ME NUTS WHEN I HAVE TO START A NEW PAGE JUST FOR A SMALL BIT OF SKETCHING!



AND ONCE, I WAS AT A CONFERENCE WHERE THEY TURNED OFF ALL THE LIGHTS!



FRAMED COPY



GET IN TOUCH



francisrowland

DR ALEX BATEMAN
SANGER INSTITUTE

CHAPTER 7

SKETCHNOTING SKILLS *and* TECHNIQUES

IT'S TIME TO BUILD YOUR
VISUAL NOTE TAKING TOOLBOX.



SO FAR YOU'VE LEARNED:

- ☒ What sketchnotes are
- ☒ Why you should create them
- ☒ How to create sketchnotes
- ☒ How to personalize sketchnotes

SKILLS & TECHNIQUES

In this chapter, you'll learn:

- How to draw using the five basic shapes
- How to draw people simply and quickly
- How to draw faces and expressions
- How to create four different typefaces
- How to improve your penmanship
- How to draw various visual elements
- How to build your mind's visual library
- Which tools to use for sketchnoting
- Tips for sharing your sketchnotes



ideas ART.

BEFORE YOU LEARN TO DRAW VISUAL ELEMENTS
remember that sketchnotes are about capturing and sharing
ideas, not art. Even bad drawings can convey good ideas.

*If you're not an artist
or feel you can't draw well,*

**YOU CAN
CREATE
SKETCHNOTES!**

The following exercises are designed to help you start
slowly and build on your successes. You can do it!

the

FIVE

BASIC ←

Elements

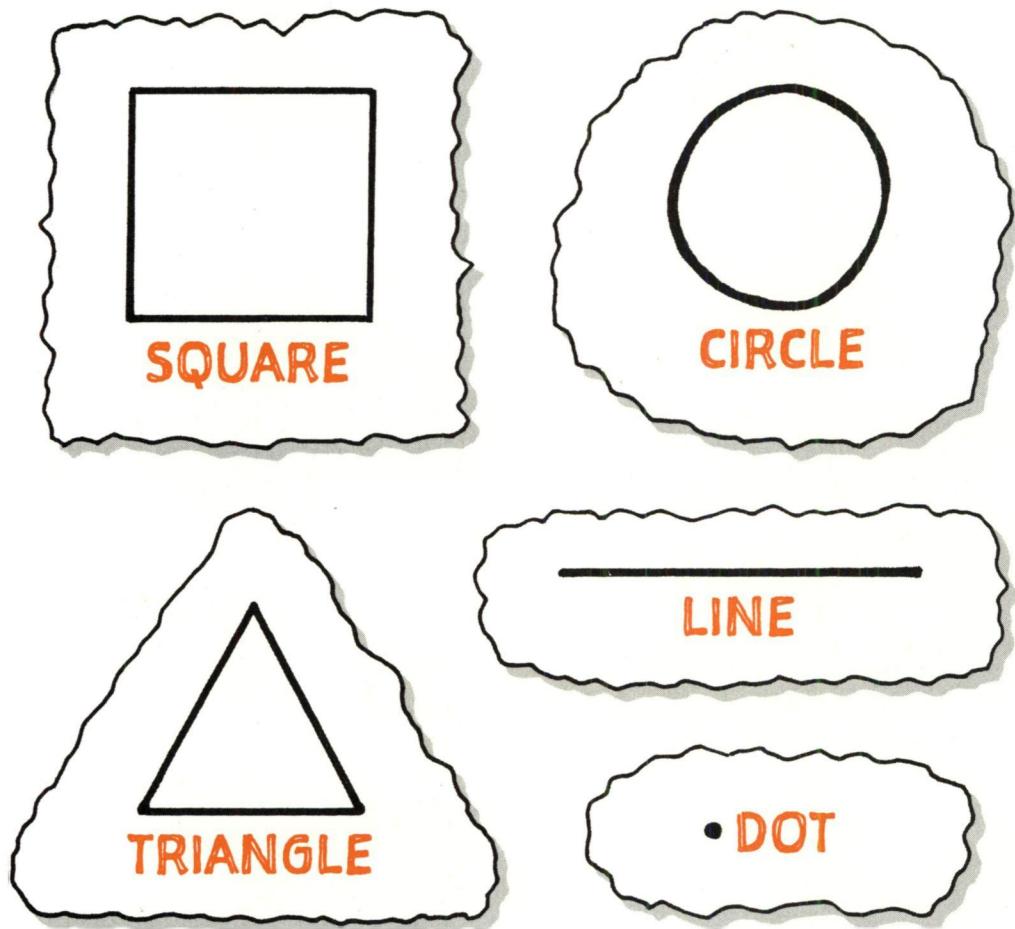
OF DRAWING



★ DRAW ALMOST ANYTHING ★
WITH THESE 5 ELEMENTS.

THAT'S RIGHT! You can draw pretty much anything you can imagine with just five basic drawing elements.

The **FIVE BASIC DRAWING ELEMENTS:**



THIS SIMPLER WAY of creating images is often a relief for non-artists who want to add drawings to their sketchnotes but think they can't draw.

FOR THE IDEA-FOCUSED DRAWINGS you want to add to sketchnotes, drawing complex ideas by building them with simple squares, triangles, circles, lines, and dots is a handy technique. Can you spot the five elements in each of the following figures?



House



Car



iPhone



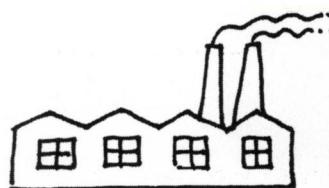
Book



Pencil



Laptop



Factory



Earth



Satellite



Radio



TV



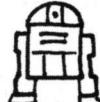
Cat



Dog



Lightsaber



Robot

↓

**RATHER
THAN CREATE
museum-quality
ILLUSTRATIONS,**

*focus INSTEAD on
QUICKLY CREATING
SIMPLE DRAWINGS
of the IDEAS
IN YOUR HEAD
using the 5 basic elements.*

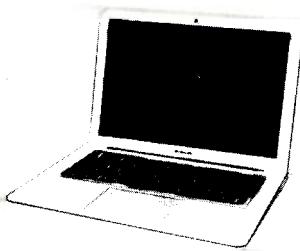


COMPARE THESE 10 ITEMS

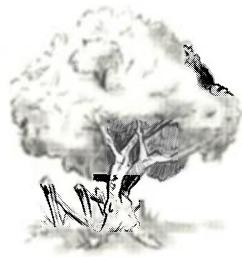
5 FANCY ILLUSTRATIONS



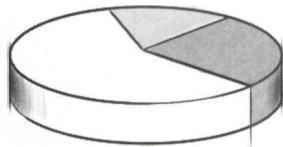
Woman



Laptop



Tree



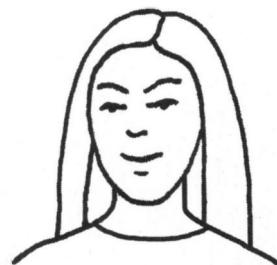
Pie Chart



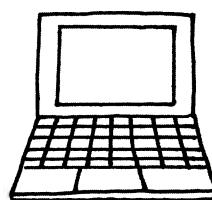
Book

Fancy illustrations by Greg Newman

5 SIMPLE DRAWINGS



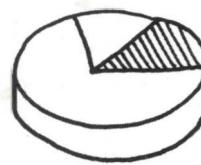
Woman



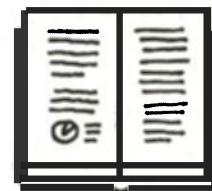
Laptop



Tree



Pie Chart



Book

Simple drawings by Mike Rohde

FANCY ILLUSTRATIONS AND SIMPLE DRAWINGS

convey the same ideas, but simpler drawings are quicker to create.
When you're working live, speed and effectiveness are critical.

FIVE BASIC ELEMENTS Exercise

Now it's time for you to draw! In the grid below, use the five basic elements—square, circle, triangle, line, and dot—to create drawings of each word in the grid. If you get stuck, skip to the next word.

HOUSE	CAR	CLOCK	BOOK
			
LAPTOP	COFFEE MUG	BOAT	IGLOO
CAT	DOG	TRUCK	TRAIN
TRACTOR	LIGHTBULB	EARTH	SATURN
MOUNTAIN	TREE	HAMMER	WRENCH

FISH

BIRD

BUG

ROBOT 

FLASHLIGHT

CAMERA

SUBMARINE

SANDWICH

HEADPHONES

MILK JUG

BATTERY

TV

DVD

TV REMOTE

MINIVAN

BIKE

BASEBALL CAP

T-SHIRT

SHOES

TRASH CAN

HAMBURGER

PEN

PENCIL

WATCH

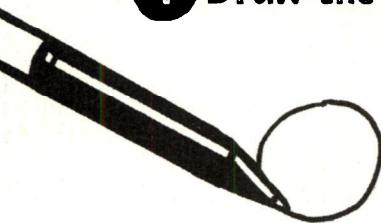
DRAWING PEOPLE

Drawing people quickly is a great skill to learn. There are many ways to draw people — I'll show you the two quickest ways.

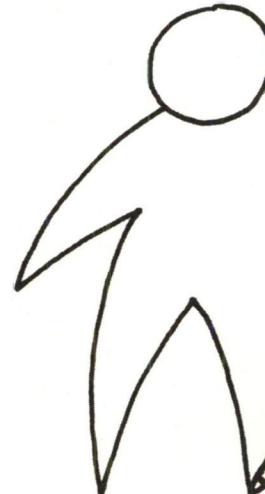
THE STAR METHOD

This method is used by professional graphic recorders for its speed and simplicity. Follow these four easy steps:

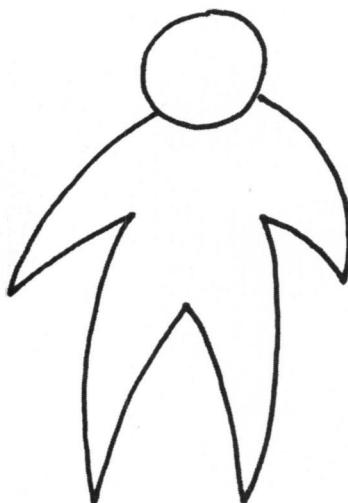
1 Draw the head



2 Draw a star-shaped body

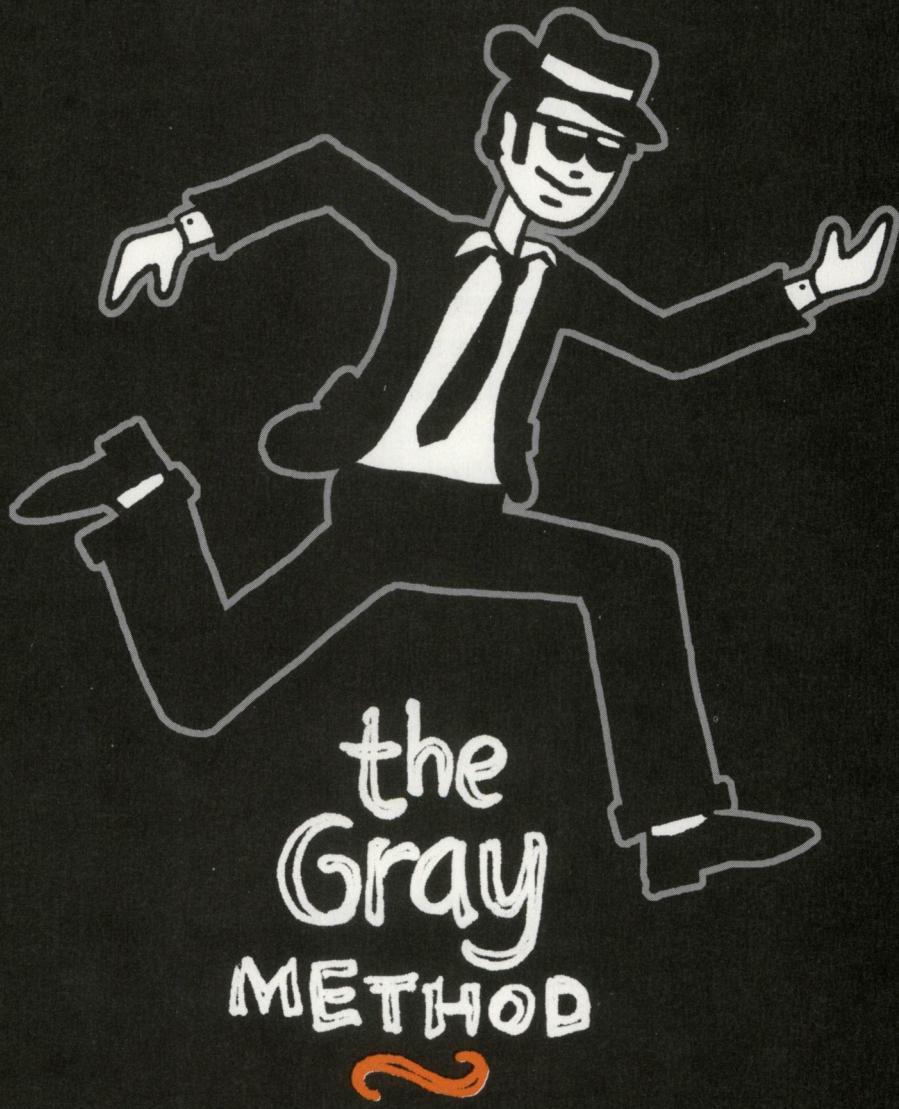


3 Complete the body



4 Add faces, hair, clothes, etc.



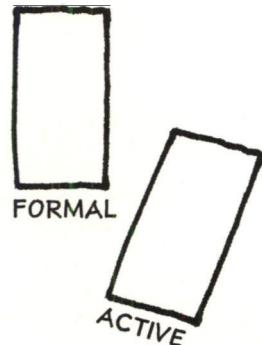


THE GRAY METHOD

Dave Gray taught me another way of drawing people using a rectangle, an oval, and several lines. I love this way of drawing people because it's quick and allows for embellishment if I have extra time. Follow these six easy steps:

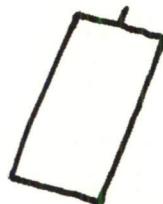
1 Draw a Body

Start by drawing the person's body as a rectangle, which can be straight up and down for a formal pose or at any angle for an active pose. The position of this rectangle sets much of the body's attitude and direction.



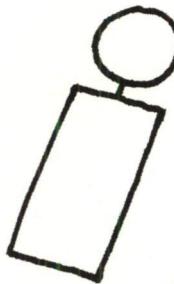
2 Draw a Neck

Next, draw a neck as a line at the top of the rectangle. Keep the neck short.



3 Draw a Head

Draw a head as a circle or an oval at the top of the neck line. Make sure there is enough room inside the head for a face.



4 Draw Legs

Using lines, add legs to the body because legs suggest the body's gesture more clearly than arms. Bend the legs at the knees as needed. Use simple lines for the feet.



5 Draw Arms

Next, draw arms in relation to the rest of the body, bending at the elbows. A simple line works well for hands.



6 Draw a Face

Finally, use simple lines and dots to draw eyes, a nose, and a mouth. For the nose, a simple line works well and can be pointed in the direction your person is looking.



★ EMBELLISH!

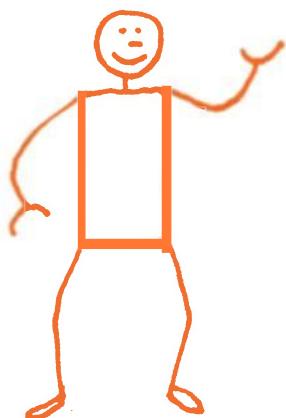
Have fun adding more details to your person once the basic structure has been created.



DRAWING STICK FIGURES

In the grid below, use the Gray Method to draw people. I've written some suggestions in the open grids to challenge you a bit. Try adding clothes, shoes, hats, and other details — have fun!

STANDING



RUNNING

WALKING

JUMPING

SITTING

ON THE PHONE

DANCING

DAD & SON WALKING

BACKPACKER

READING A BOOK

TENNIS PLAYER

KUNG FU MASTER

MASTER CHEF

DRAWING FACES

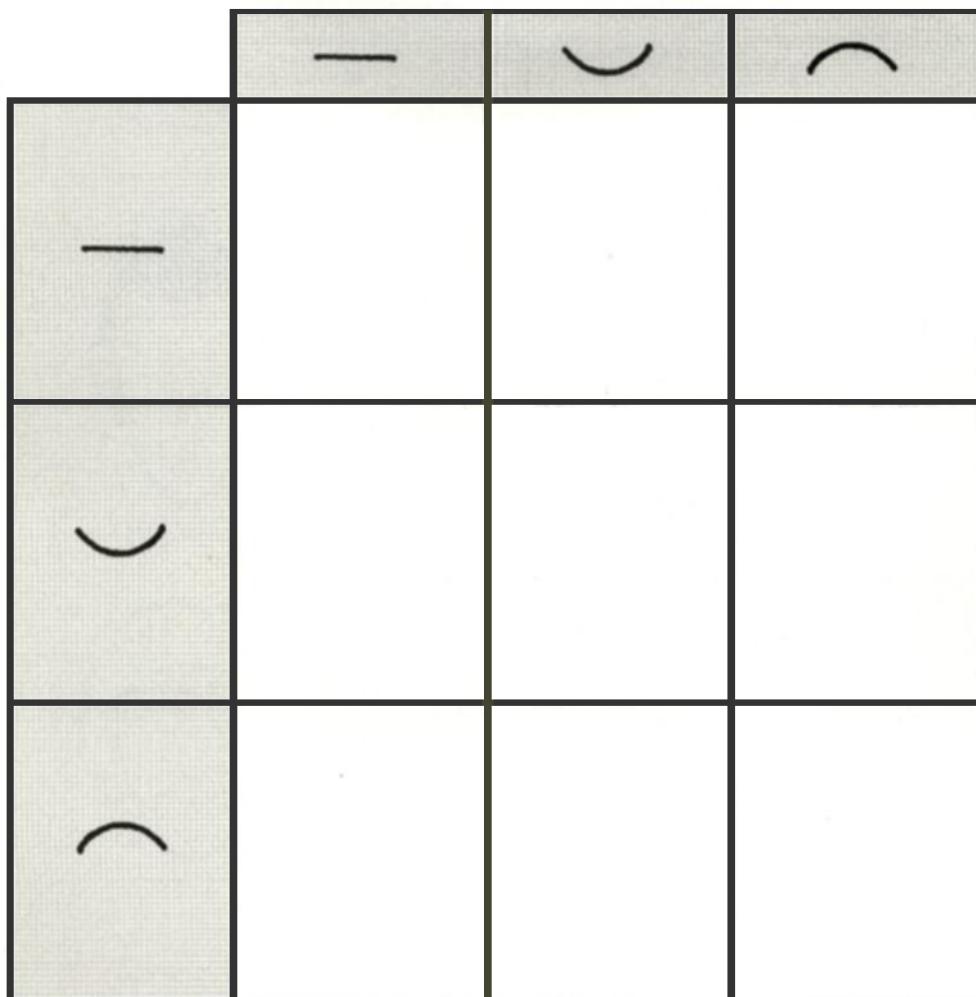
My friend Austin Kleon has a way of drawing faces using a few straight and curved lines for eyebrows and mouths, a triangular nose, and dots for eyes. Using these elements in a bingo grid, you can quickly create nine different facial expressions:

EYEBROWS

		—	()
		—	·\cdot	·\cdot
		—	—	—
MOUTHS	(—	·\cdot	·\cdot
	(—	·\cdot	·\cdot
)	—	·\cdot	·\cdot

DRAWING FACES Exercise

Now it's your turn to create faces using Austin's approach:



Next, try that same technique on some blank faces:



DRAW MORE FACES Exercise

Now it's time to create more faces. I've provided a few eye and mouth options, but feel free to make up your own.

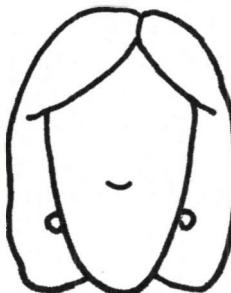
EYES



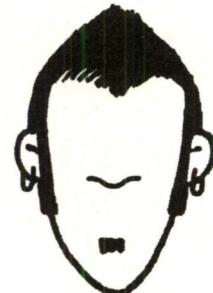
MOUTHS



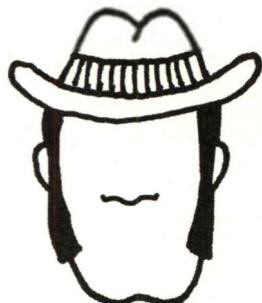
BIFF



BUFFY



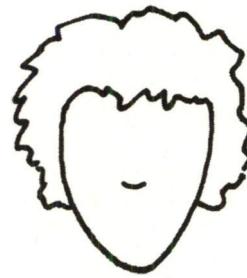
MOZZY



TEX



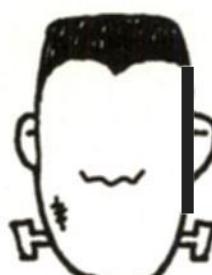
FRED



BIANCA



BOB



FRANKIE

WHAT OTHER
FACIAL
EXPRESSIONS
CAN YOU
CREATE?

Drawing

TYPE

TYPE

TYPE

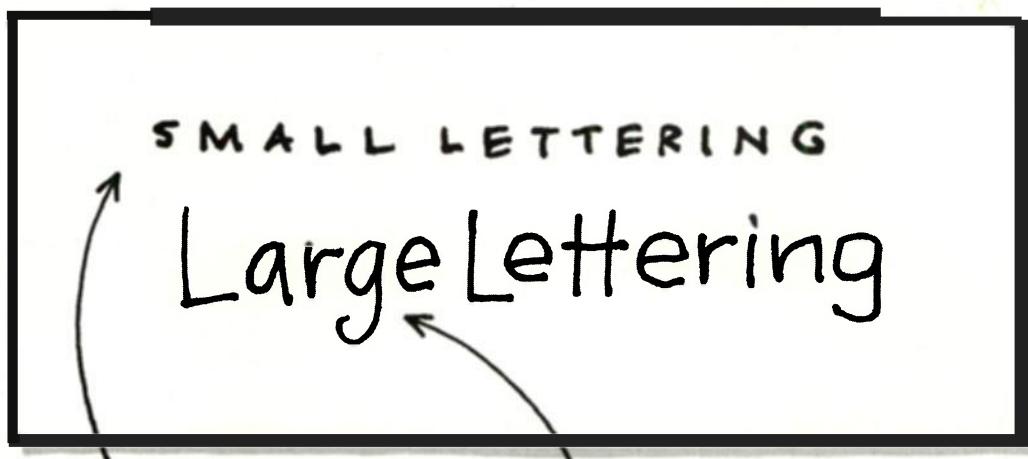
TYPE

DRAWING TYPE

A great way to immediately improve your plain text notes is to emphasize words with hand-drawn typography. In fact, you can create bolder or larger letterforms by hand in four easy ways:

SINGLE-LINE LETTERING

Using a single line, these clean headlines can draw attention to a section you'd like to emphasize in your sketchnotes. Plus, drawing single-line lettering is easy and quick.



All caps, small, single-line letters are great for establishing sections within a sketchnote.

Uppercase and lowercase single-line lettering is especially effective when used for headlines.

WHEN DRAWING TYPE, JUST RELAX, AND LET THE LETTERS FLOW ONTO THE PAGE.

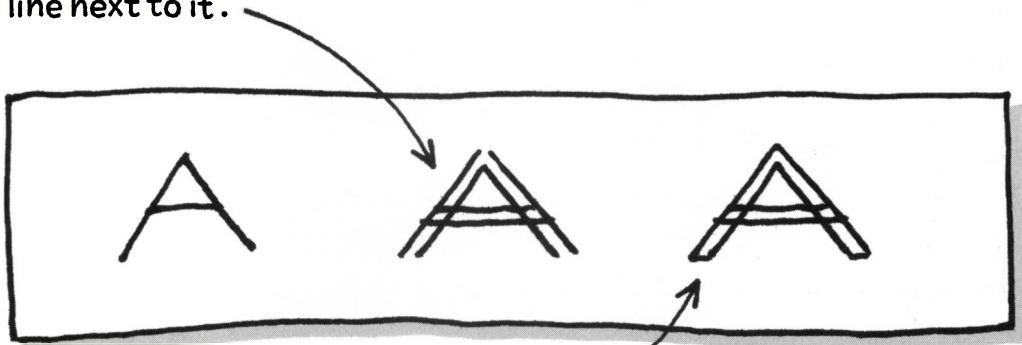
When creating single-line lettering, slow down and deliberately create each character:

A B C D E F G H I J K L M N O

The great thing about learning the single-line type method is that many of these type creation methods are based on it.

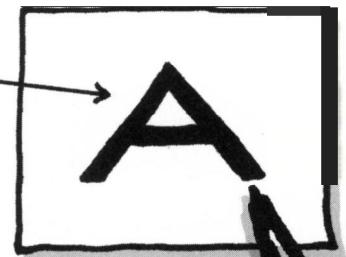
TWO-LINE LETTERING

By drawing two lines in parallel, you can create bolder type. You can also draw the type as a single line, adding a second line next to it.



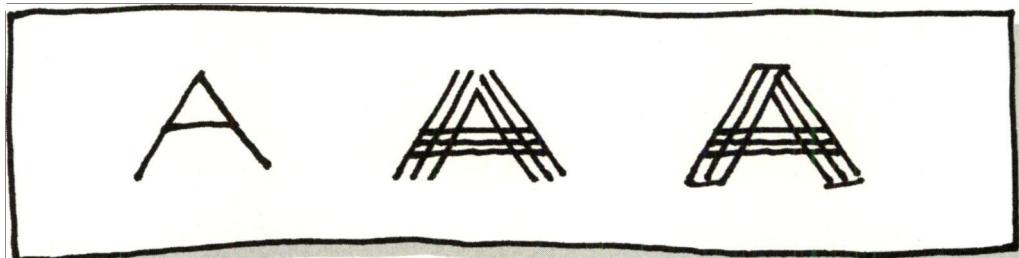
Next, you can close the ends of each character with a small line, and then fill in the gap with ink for bold, black letters.

DRAW YOUR LETTERS WITH CONFIDENCE. NEVER HURRY.

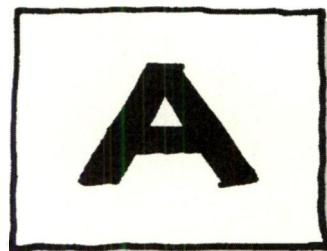


TRIPLE-LINE LETTERING

This bold lettering style begins with a single-lined letter, and then two lines are added on either side of the center line.

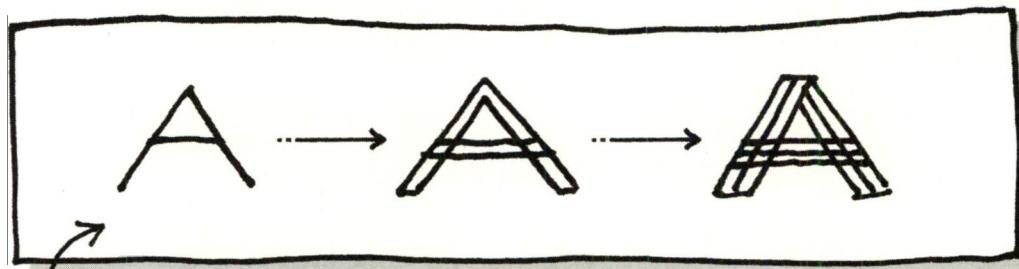


As with two-line lettering, you can close the ends of each character with a small line, and then fill in the gap with ink for very bold, black letters.



START SIMPLE & BUILD UP

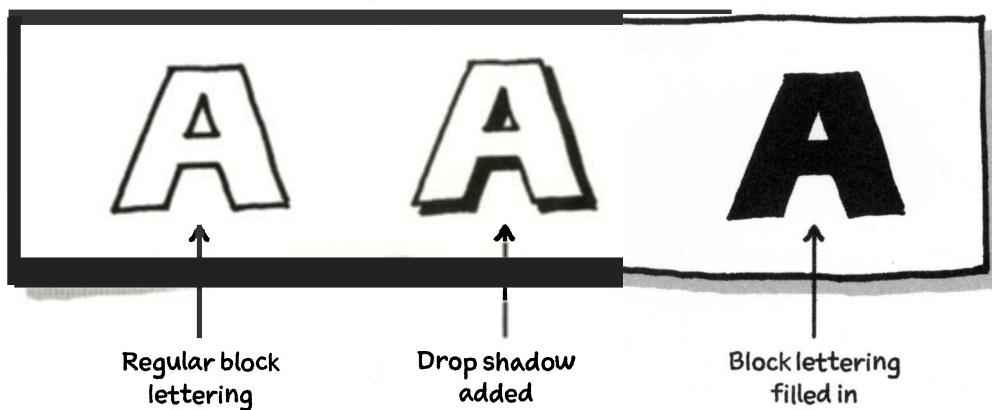
Using the single-line lettering method allows you to quickly convert your letters to two- or triple-line lettering, simply by adding more lines, even at a later time.



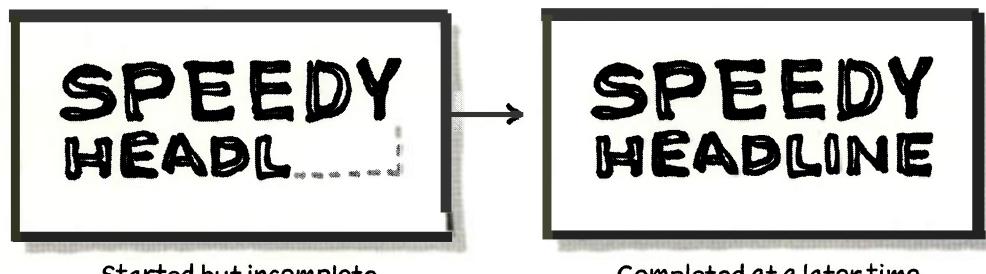
All three of these lettering methods start the same way.

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.



WITH ALL of these hand-drawn lettering approaches, you may need to start the first few letters and leave the rest for later. This is fine — just remember to finish the words you've started drawing when the sketchnote is completed.



Practicing hand-lettering techniques will help you quickly create type for your sketchnotes in a meeting. Use these pages to practice creating single-line, two-line, triple-line, and block lettering.

SINGLE-LINE LETTERING:

A B C a b c

Five sets of horizontal lines for practicing single-line lettering. Each set includes a top yellow line and four grey lines below it.

TWO-LINE LETTERING:

A B C a b c

Eight sets of horizontal lines for practicing two-line lettering. Each set includes a top yellow line, a middle grey line, and four grey lines below the middle line.

TRIPLE-LINE LETTERING:

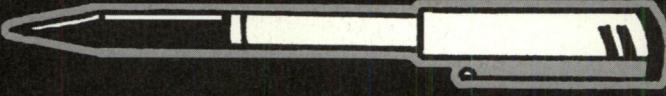
ABCabc

Handwriting practice lines for triple-line lettering, consisting of three horizontal lines (top, middle, and bottom) for each of the seven rows.

BLOCK LETTERING:

ABCabc

Handwriting practice lines for block lettering, consisting of three horizontal lines (top, middle, and bottom) for each of the seven rows.

the
PEN
IS MIGHTIER

THAN THE
Sword.


PENMANSHIP

Although large typographic elements work great for highlighting sections and ideas, you'll still need legible handwriting to capture detailed ideas in your sketchnotes.

10 YEARS AGO I wrote only in ALL CAPS block letters after abandoning lowercase handwriting. It took me months of practicing lowercase letter writing to get comfortable with it again. So, if your handwriting is rough and illegible, you can change it! Just take it slow and keep working on it.



MIKE'S PENMANSHIP TIPS:

Here are a few tips that help me when I need clear, legible writing:

1 Practice

Just a few minutes a day does the trick.

2 Slow Down

Focus on each letter, one at a time. Don't rush!

3 Relax

Loosen your grip and relax your arm tension as you write.

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:

ARROWS



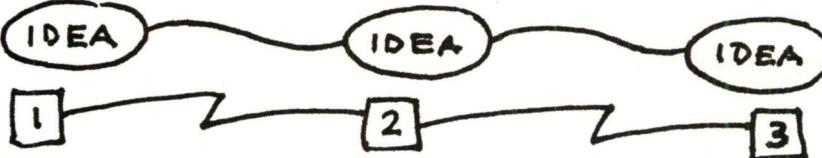
BULLETS



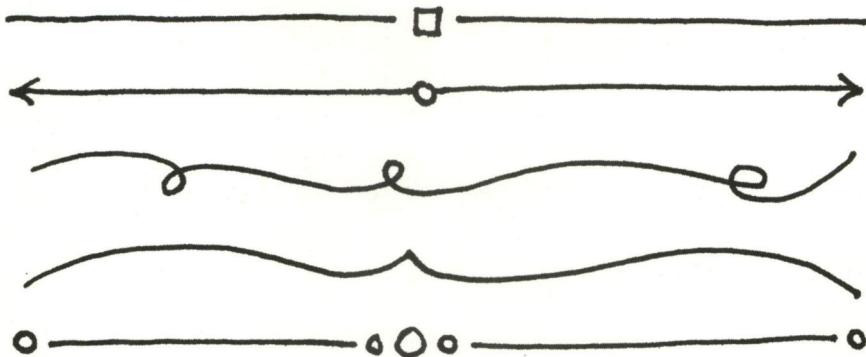
LINES



CONNECTORS



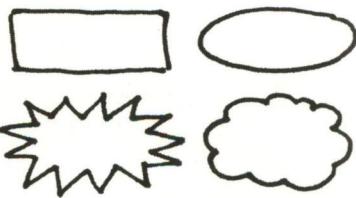
SEPARATORS



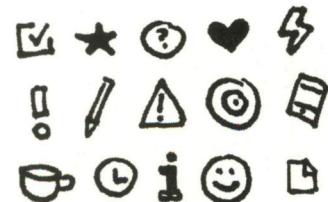
THOUGHT & SPEECH BUBBLES



CONTAINERS



ICONS



BUILD A VISUAL LIBRARY

As you learn and practice drawing all the visual elements you've explored in this chapter, you're actually building a visual library of items.



Learning these techniques is a great way to add selections to your visual library. Another activity is to challenge yourself to draw items from memory when you have some downtime.

FOR EXAMPLE, using the exercise sheets in this chapter, use your memory and draw objects from your kitchen and office. Imagine your toaster, coffee maker, computer, or stapler, and draw it.

Push your mind to think of small, obscure items and draw each one in the book using the five basic drawing elements. This visual exercise challenges you to imagine things in your mind's eye and then draw them as simple objects.

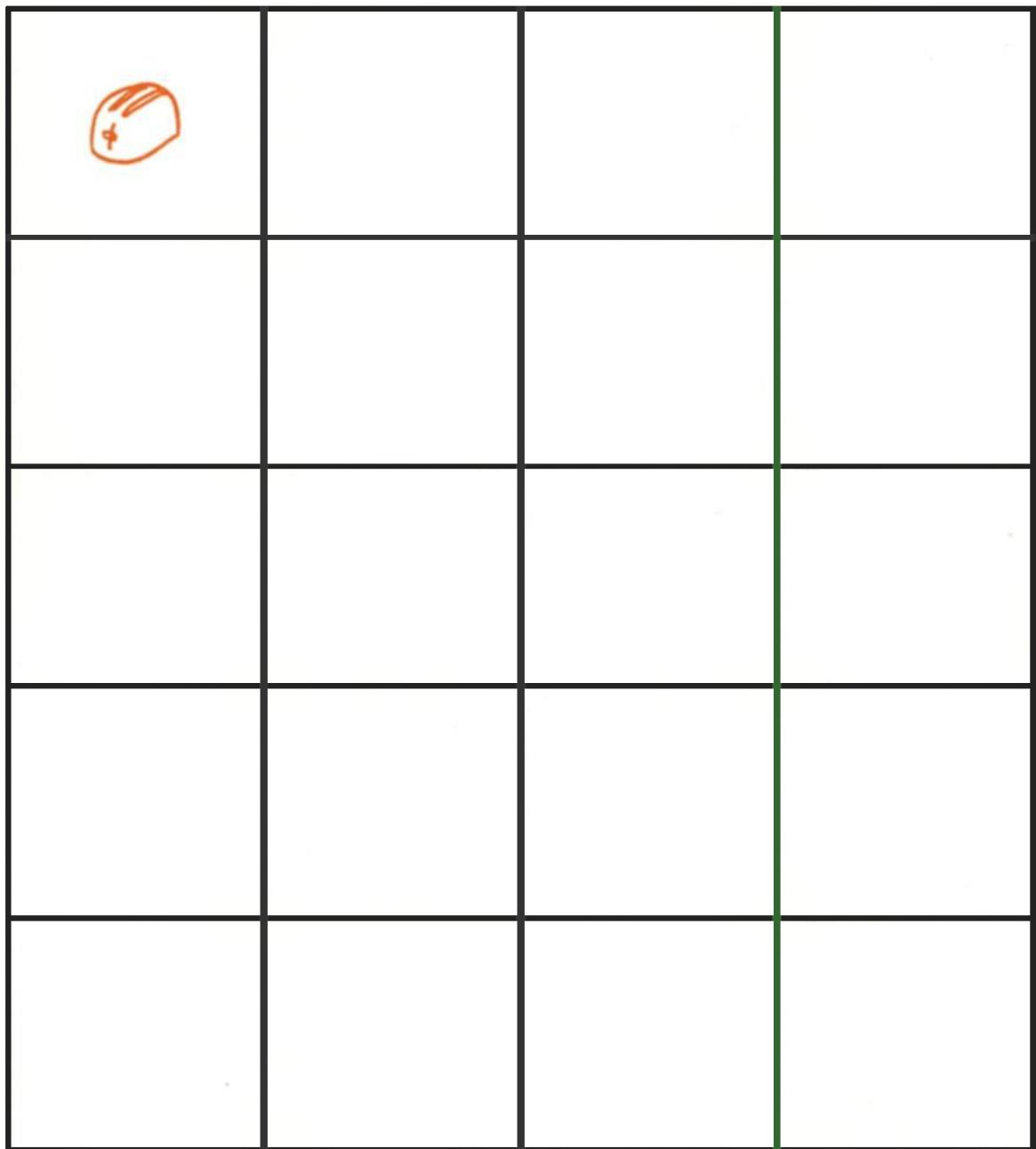


KEEP PRACTICING

Once you've filled the visual library exercises in this book, keep your mind in practice by creating new visual library objects using blank sheets of paper, sticky notes, a pocket notebook — even the back of junk mail envelopes.

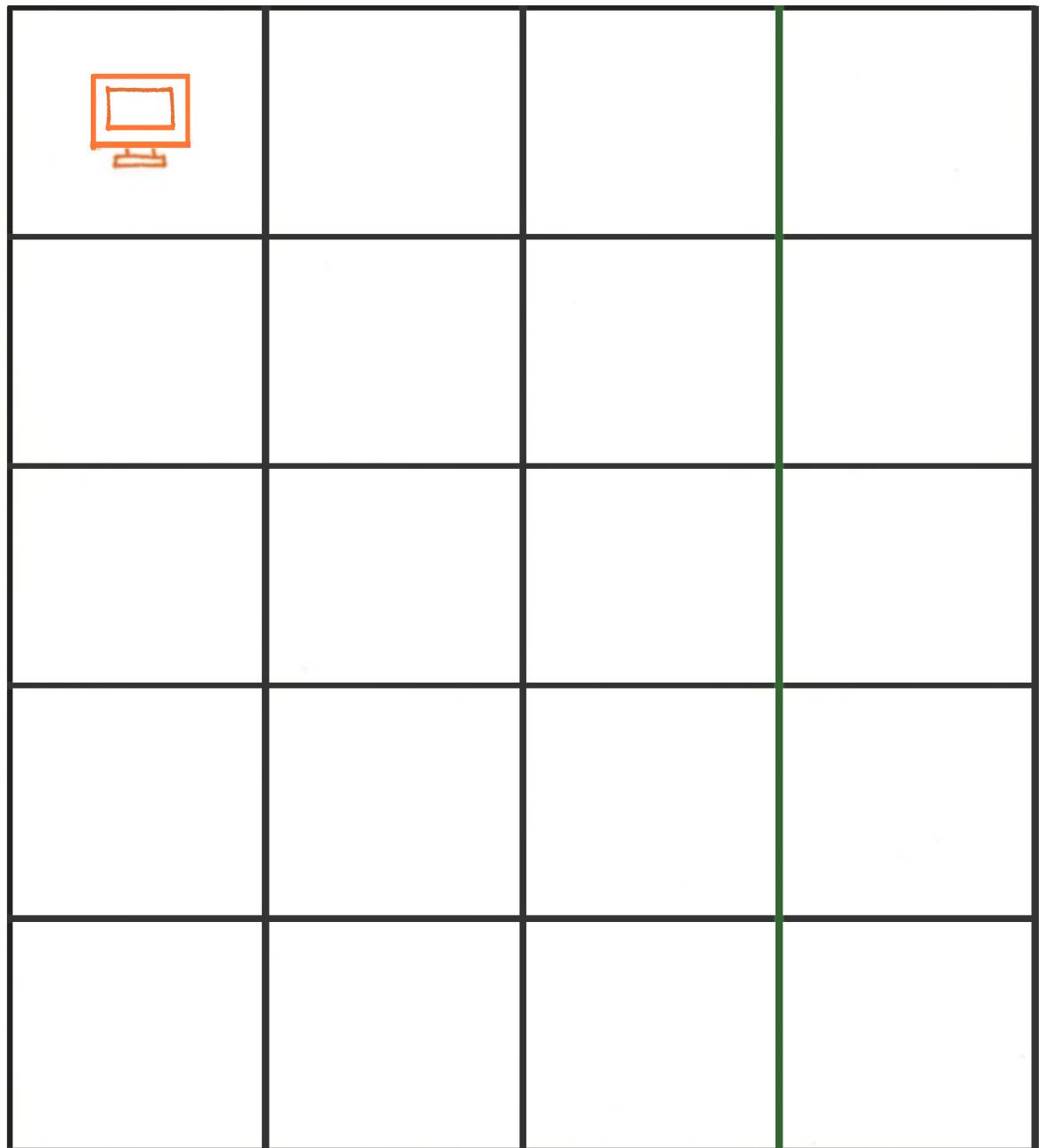
with a
WELL-STOCKED
VISUAL
LIBRARY
IN YOUR MEMORY,
drawing ideas
and objects
BECOMES EASIER.

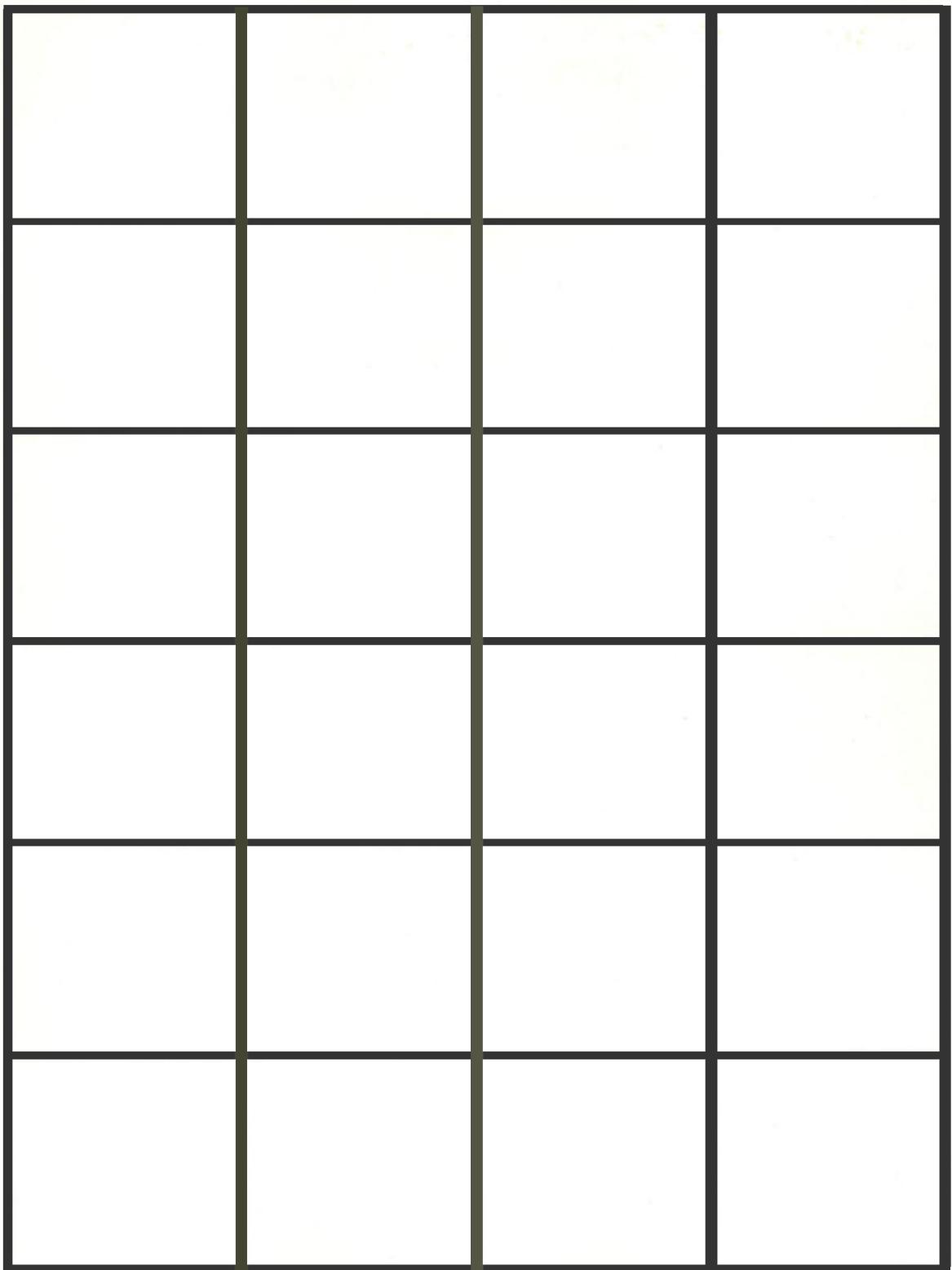
In the grid below, draw as many items from your kitchen from memory as you can recall. Remember to use the five basic elements to draw the images you're seeing in your head.



	中華人民共和國的行政區劃	中華人民共和國的行政區劃	中華人民共和國的行政區劃

In the grid below, draw as many items from your office from memory as you can recall. Remember to use the five basic elements to draw the images you're seeing in your head.



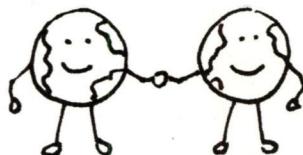


DRAWING METAPHORS

Metaphors are figures of speech that use the attributes of a known idea to describe another, apparently unrelated idea. Good metaphors lean on vivid imagery.

METAPHORS SHOULD BE BOLD & FUNNY

The most successful metaphors I've captured as sketchnotes have been bold and a bit over the top. I like to use humorous ideas for drawn metaphors because funny images are surprising and more likely to stick in your head.



WORLD PEACE



WORLD WIDE WEB



BUCKET LISTS

THE KEY TO CREATING METAPHORS

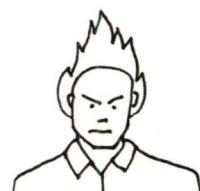
Let your imagination have free rein when you're sketching metaphors. Don't be afraid to use crazy, silly, or wild drawings for your metaphors. The most absurd drawings I've created for sketchnotes are often the most memorable.



JOHN LOST HIS HEAD



TIME FLIES



HOT HEAD

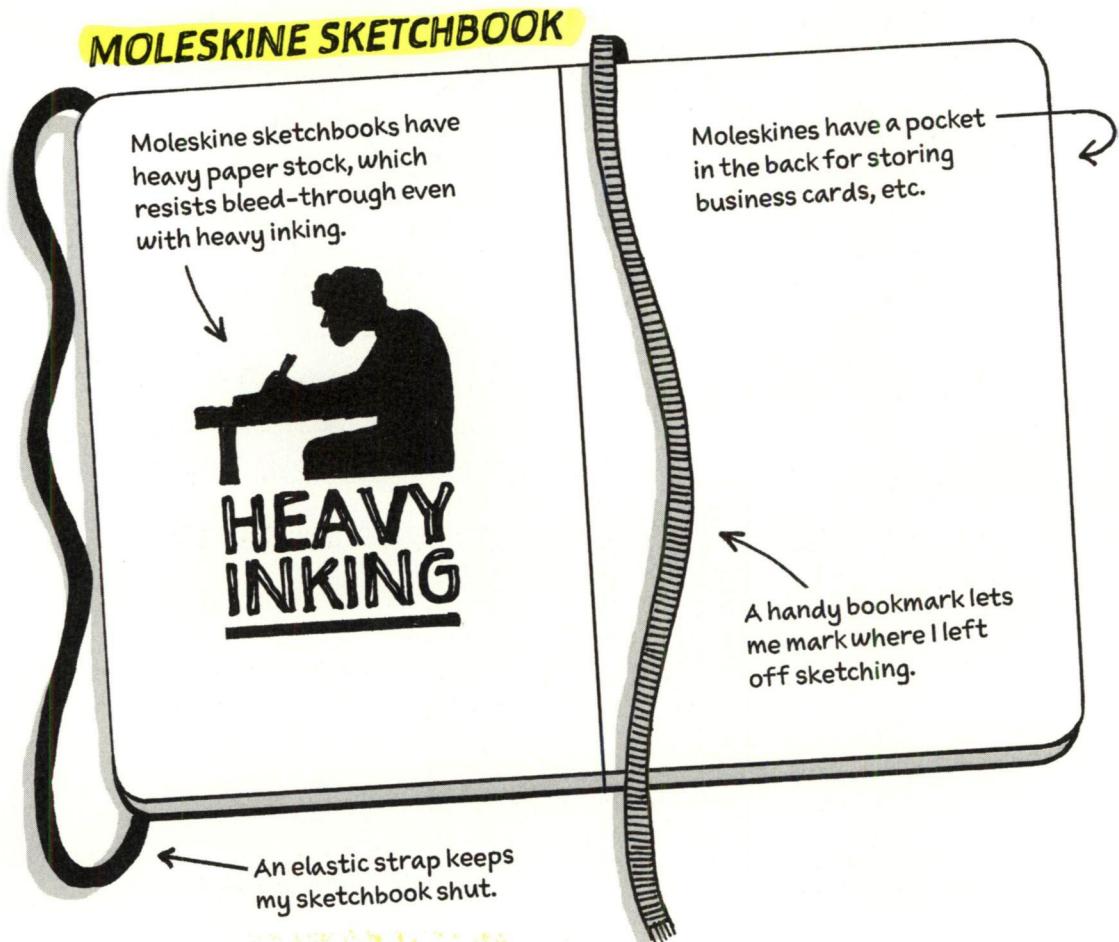
Seek out the
**SILLIEST,
CRAZIEST,
WILDEST
IDEAS
as METAPHORS.**

**THE MOST BIZARRE IDEAS
CAPTURE ATTENTION AND
ARE UNFORGETTABLE.**

TOOLS for SKETCHNOTING

Any paper or notebook, pencil or pen will work just fine for sketchnoting. However, there are pens and papers that work better for some than others.

I use pocket-sized Moleskine sketchbooks because they're small and can take a beating in my pocket or backpack.

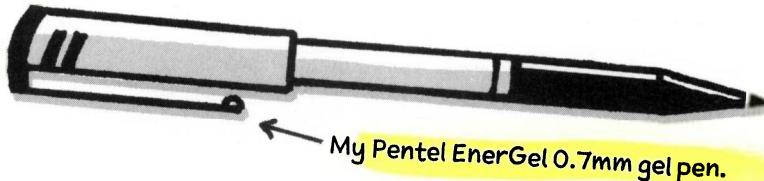


A Moleskine's two-page spreads work well for the linear sketchnotes I create. Here's a sample:

The image shows a two-page spread of hand-drawn sketchnotes from SXSW Interactive 2010. The left page is titled "What's the feeling & emotion?" and features a drawing of a person with glasses and a heart icon. Below it is a section titled "Tasteful Type: NOT MySpace Tacky!" followed by "THE LEAGUE OF MOVABLE TYPE!!". The right page is titled "SIMPLE STEPS to GREAT web design" by Matthew Smith. It includes a diagram showing "WEB" at the center with arrows pointing to "MOBILE WEB", "RSS FEEDS", and "WEB APPS". The bottom of the right page has the text "PATTERNTAP.COM" and "Focus on Good HIERARCHY".

Mike Rohde • SXSW Interactive 2010

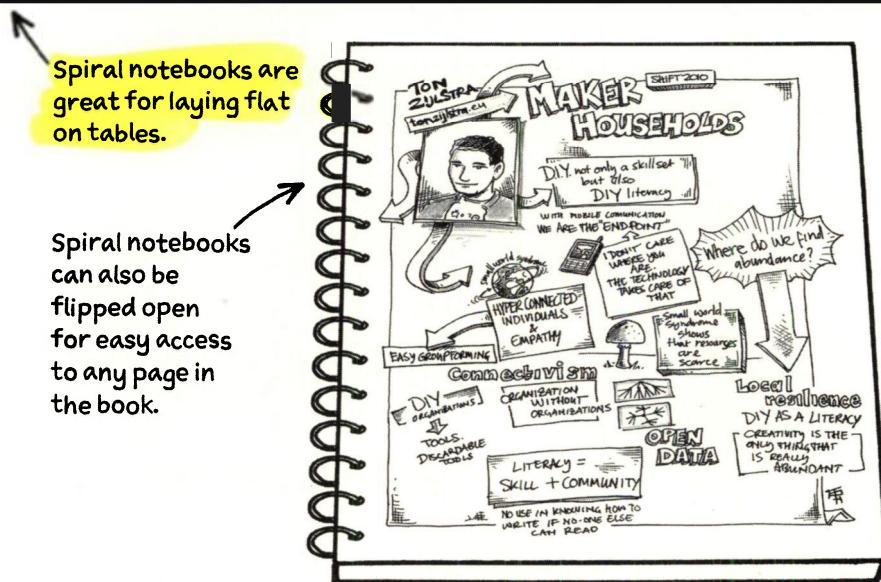
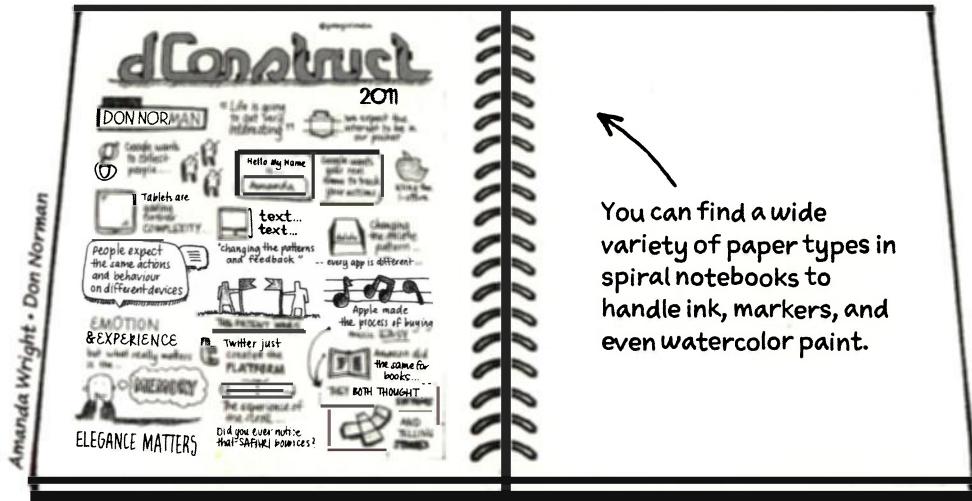
MY STYLE features high-contrast, black-and-white typography and drawings, so I use a bold, 0.7mm gel pen.



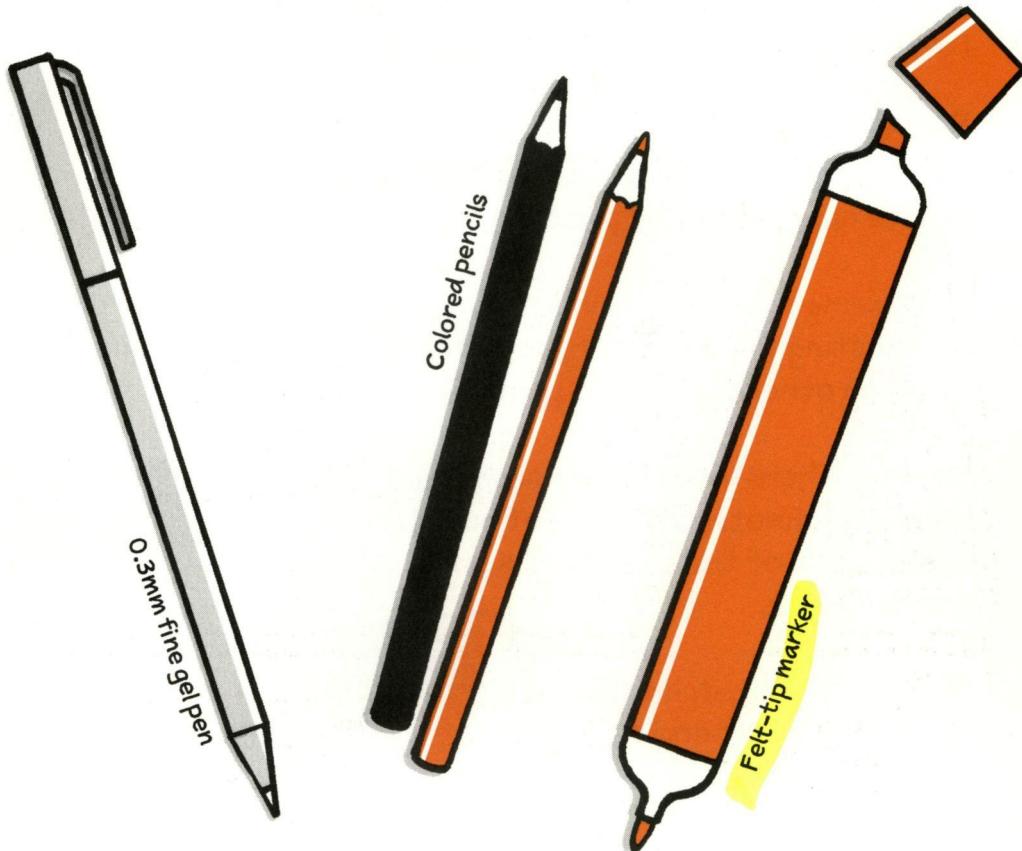
OTHER NOTEBOOK & PEN OPTIONS

Some sketchnoters prefer square or spiral notebooks. Others use finer black lines as a base and then amplify their sketchnotes afterward with colored markers, colored pencils, or even watercolor paints.

SPIRAL-BOUND SKETCHBOOK



PEN OPTIONS include gel, ball point, or felt tips (0.3 to 0.5mm fine point), which dry quickly. Highlight your sketchnotes with felt-tipped markers or colored pencils.



*The books and pens you choose are up to you.
Experiment with a variety of book styles,
pens, and markers until you find the right
combination that works best for you.*

SHARING SKETCHNOTES

Sharing sketchnotes can be as simple as shooting and posting a photo with your smartphone or as complex as making high-resolution scans on your desktop computer. I often share my work both ways.

SMARTPHONES

Smartphones are convenient to carry anywhere and can create highly detailed photos for backup and sharing.

By sharing your sketchnotes using the camera on your phone and posting them to your favorite social media site, you're drawing others in to enjoy your work right away.

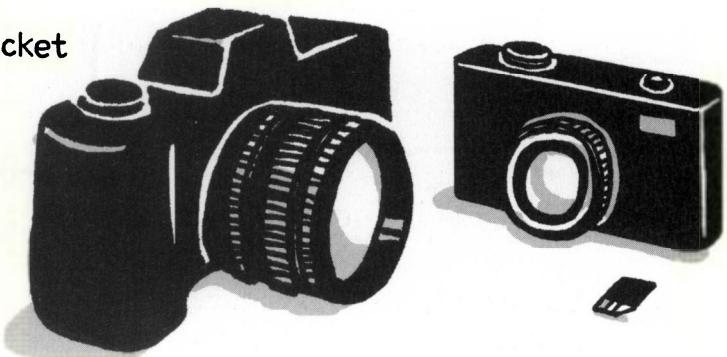
To help others understand and share your sketchnotes, add a brief but clear description of the event and a link to your work.

Making your sketchnotes easy to comprehend and share can make what you've created more attractive for readers to check out and even share with the world.



DIGITAL CAMERAS

Another option is to carry a high-end, point-and-shoot pocket or DSLR camera with you to capture photos of your work to share at a later time. I've found pocket point-and-shoot cameras have a good trade-off between quality and portability when I'm sketchnoting at an event.

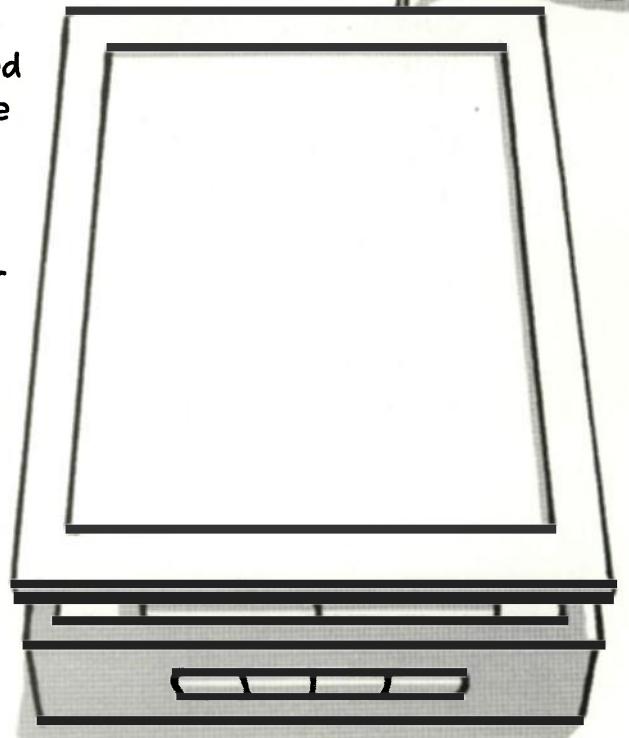


SCANNERS

A quality flatbed scanner produces the best images, especially if the end result of your sketchnotes is a PDF document or a printed booklet.

I prefer a small scanner powered from a USB cable. This allows me to carry it along to an event if needed. I scan my work as PNG files, which I can convert to PDF files or send to a printer for final print production.

I use Photoshop to tweak the contrast and levels, and save a final file with each spread of sketchnotes on a layer. This makes it easy to work with and export a large batch of sketchnotes.





CHRIS SHIPTON

CARTOONIST
OXFORD, UK CHRISSHIPTON.CO.UK

BUT AM GIVING LEUCHTTURM1917 A GO... AND FOR SKETCHNOTING I LIKE A PILOT V-SIGN BACKED UP WITH A FABER CASTELL PITT PEN(B) AND A FEW MARKERS...

ABOUT ME:

I HAVE ALWAYS DRAWN STUFF

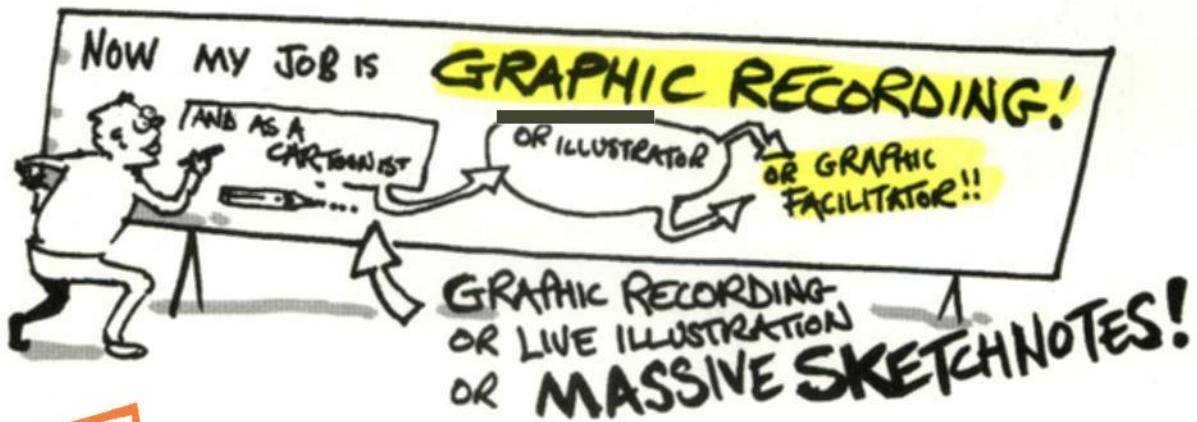
AND LIKE MANY WAS REGULARLY TOLD OFF FOR IT THROUGHOUT MY EDUCATION

AT ART SCHOOL...

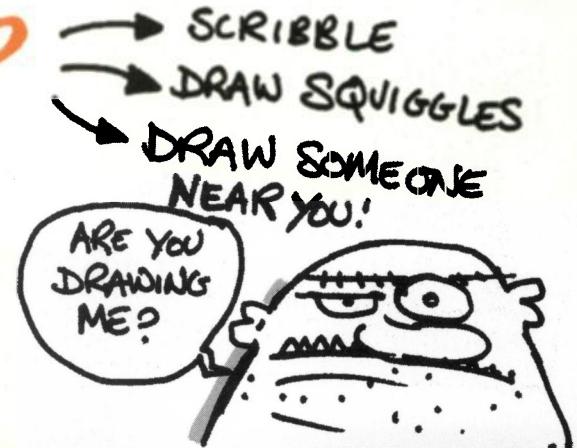




IMAGINE MY SURPRISE
WHEN ONE DAY, IDLY SURFING THE NET I DISCOVERED
SKETCHNOTES WERE AN ACTUAL THING!!



TOP TIP #1 BEFORE DOING ANY DRAWING WARM UP FIRST!



[www]

PAUL SOUPISSET

[dot com]

PRESENTATION
GETTING BOFFIN
EMBELLISH.

THIS space left intentionally blank

R

A A

LIVES IN
SAN ANTONIO, TEXAS, USA,
Y'ALL.

IN A HURRY? rough-in HEADLINES WITH A
SHARPIE, THEN GO BACK & OUTLINE

BY DAY, I'M THE
Creative Director &
a Graphic Designer at



TOOLBOX
STUDIOS

→ a branded content
marketing firm.

draw
alphabets

PLAY!

my sketchnote style probably echoes my
design work: geometric, typographic,
concerned with margins, but still...
lighthearted.

STUDY TYPE.

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.

TIP

waterPROOF!

STAEDTLER pigment liner 0.3

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

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 satisfyingly thick
paper with a nice tooth to it.

TIP

@soupiset

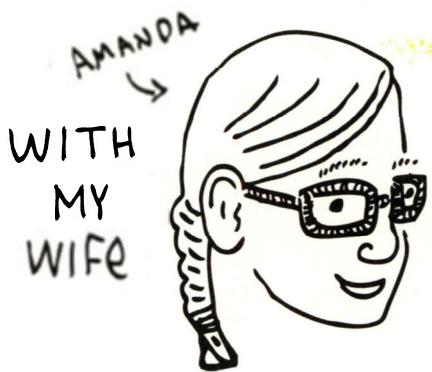
NEVER
UNDERSTAND
TECHNIQUE
WITHIN
THE
CROSS
OVER
POWER



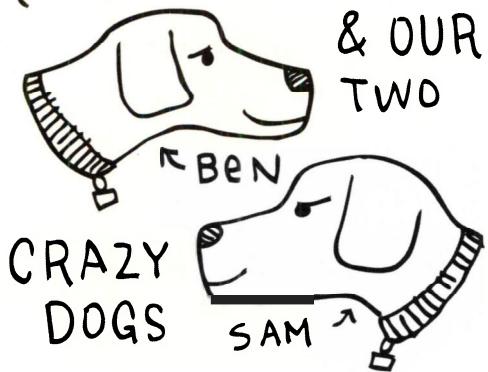
HELLO!

MY NAME IS **KYLE STEED**

I LIVE IN  **Texas**



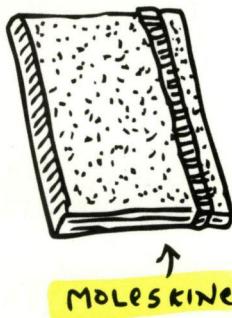
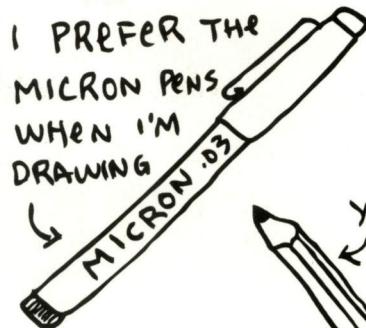
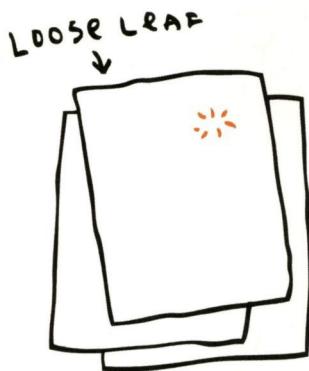
WITH
MY
WIFE



& OUR
TWO
**CRAZY
DOGS**



HAND-DRAWN
ILLUSTRATIONS ~~AND~~ DESIGN



JUST HAVE fun

↑ THE BEST
ADVICE I
CAN GIVE
SOMEONE

FIND ME ON TWITTER
@KYLESTEED

|| CHECK OUT MY WEBSITE
KYLESTEED.COM

CONGRATULATIONS!

You've made it to the end of *The Sketchnote Handbook*! Now you have a better idea of what sketchnotes are and how to create them.

Here are a few details to remember:

★ START SLOWLY

Use just a quarter of the page to start and expand as you improve your skills.

★ BUILD ON SUCCESS

Try a few techniques and be happy with your progress as you continue to improve. Go easy on yourself!

★ LISTEN UP

Manage distractions, listen closely, and concentrate. The more you practice listening, the better you'll get.

★ DRAW SIMPLY

Use the 5 basic elements to draw simple shapes, just like kids do. Bad drawings can still convey good ideas!

★ EXPLORE

Find your own way as you learn to sketchnote. Everyone has a unique way of forming ideas and capturing them.

★ SHARE

Share those sketchnotes! You're invited to share your work at *The Sketchnote Handbook* group on Flickr:

www.flickr.com/groups/thesketchnotehandbook

GUESS
WHAT?

✓
**YOU
CAN
DO
THIS.**

Yes, you really can!



★

SO
GET
Sketchnoting!
WE'RE ON THIS JOURNEY TOGETHER.

INDEX

A

- about this book, xiv
- active listening, 46
- Akah, Binaebi, 22–23
- ALL CAPS type, 135, 173
- anchoring ideas, 25
- arrows, 43, 69, 134, 174
- artwork
 - art & structure scale, 87–88
 - ideas emphasized over, 18–19, 148
 - See also* drawings
- asterisks, 134
- asymmetric radial sketchnote, 96
- attention, directing, 47

B

- backup supplies, 58, 79
- Balara, Matt, 91
- Berman, Craighton, 24–25
- big ideas, 6, 37
- block lettering, 169, 171
- bold type, 135, 167, 168
- book light, 58
- Boudwin, Marichiel & Dan, 107
- brain
 - dual coding theory and, 27–28
 - visual maps and, 29–30
- brainstorming, 25
- Broadbent, MJ, III
- Brown, Sunni, 85, 144
- bullet points, 133
- bullets, 70, 174

C

- caching ideas, 25, 46, 48
- cameras, digital, 189
- capturing ideas, 6, 18, 42
- cartoons, 138, 139
- Chew, Boon Yew, 40–41
- circles, 16, 150
- commentary, 137
- concentration, 31, 39
- concepts, describing, 8
- connectors, 174
- containers, 71, 175
- c-shape path, 103

D

- descriptive text, 133, 134
- diagrams, 66–67
- digital cameras, 189
- digital sketchnotes, 13
- distractions
 - effect of sketchnoting on, 31
 - eliminating and filtering, 47
- dividers, 68, 75
- doodling
 - drawing compared to, 14
 - study on memory and, 30
- dots, used in drawings, 16, 150
- drawing faces, 162–164
 - basic elements for, 162
 - exercises on, 163–164
- drawing metaphors, 182–183
- drawing people, 156–161

- exercise on, 160–161
Gray method of, 157–159
scaling tip for, 23
star method of, 156
- drawing type, 165–171
block lettering, 169
exercise on, 170–171
single-line lettering, 166–167
tips for quickly, 168, 169
triple-line lettering, 168
two-line lettering, 167
See also typography
- drawing visual elements, 174–175
- drawings
fancy vs. simple, 153
five basic elements of, 16, 149–152, 154–155
ideas conveyed through, 15, 18–19, 34–35, 151
including in sketchnotes, 66–67
skills for creating, 14
See also artwork
- drop shadows, 169
- dual coding theory, 27–28, 39
- dynamic note taking, 38
- E**
- Erb, Veronica, 42–43, 109
Esch, Jessica, 52–53, 85
- events, 57–62
arriving early to, 59, 78, 79
gathering materials for, 58
- making sketchnotes at, 61
researching beforehand, 57, 78, 79
sharing sketchnotes from, 62, 63
title page for, 60
- experimenting with sketchnotes, 20
- eyebrows, drawing, 162
eyes, drawing, 164
- F**
- faces
basic elements for, 162
exercises on drawing, 163–164
- facial expressions, 162, 164
- felt-tipped markers, 187
- Finch, Alexis, 54–55, 114, 129
- five basic drawing elements, 16, 149–152
exercise on using, 154–155
finding in drawings, 151
- fixing/tuning sketchnotes, 62
- Flickr site for book, xv, 196
- focusing attention, 47
- frames in sketchnotes, 43
- frustration with note taking, xii, 3
- funneling information, 25
- G**
- gel pens, 185, 187
- George, Michelle, 80–81
- grade school doodles, 14
- graphic recording, 191
- Gray, Dave, 158
- Gray drawing method, 157–159
- grid-like patterns, 108

H

- handwriting, 8, 68, 173
- hard-back notebooks, 145
- Hawkins, Erin M., 140
- headlines, 133
- hierarchies
 - creating, 133–134
 - elements of, 135
- holistic approach, 11
- hub-and-spoke structure, 95–96
- humor, 138, 139

I

- icons, 25, 70, 135, 175
- ideas
 - anchoring metaphors and, 25
 - caching through listening, 25, 46, 48
 - connecting with arrows, 43
 - conveyed through drawings, 15, 34–35
 - emphasized over artwork, 18–19, 148
 - focusing on larger themes and, 37
 - process for capturing, 42
 - sketchnotes built from, 10
- Ide-Smith, Michele, 105
- illustrations. *See* artwork; drawings
- immersion process, 48
- iPad and iPhone, 57, 58

K

- Keaggy, Bill, 131
- kitchen items drawing exercise, 178–179
- Kleon, Austin, 112, 118, 162

L

- Lamm, Eva-Lotta, 82–83, 97, 144
- Lamson, Gerren, 86, 93, 106, 118–119
- language, visual vs. verbal, 34–35
- larger themes/ideas, 37
- lettering
 - block, 169, 171
 - single-line, 166–167, 170
 - triple-line, 168, 171
 - two-line, 167, 170
- linear sketchnote pattern, 75, 91–94
- lines in drawings, 16, 150, 174
- listening, 44–51
 - active process of, 46
 - author's approach to, 47–49
 - caching ideas through, 25, 46, 48
 - keys to process of, 45
 - naturalness of drawing while, 32
 - practicing skills in, 50
 - summary points about, 51
- live sketchnoting, 124–126
- lowercase handwriting, 173

M

- Magain, Matthew, 120–121
- maps, visual, 10, 29–30, 39
- materials for sketchnoting, 58, 184–187
- McDaniel, Cassie, 102
- meandering storytelling, 49
- memory
 - drawing items from, 176
 - study on doodling and, 30
 - visual maps and, 30
- mental cache, 25, 48

- m**
- metaphors
 - anchoring ideas and, 25
 - tips on drawing, 182–183
 - mind
 - dual coding theory of, 27–28
 - holistic note taking and, 11
 - visual maps and, 29–30
 - modular sketchnote pattern, 106–109
 - Moleskine sketchbooks, 7, 58, 184–185
 - Monlux, Mark, 139
 - mouths, drawing, 162, 164
- N**
- Newman, Greg, 153
 - note taking
 - author's frustration with, xii, 3
 - feeling of sketchnoting vs., 36–38
 - visual and holistic approach to, 11
 - numbering points, 134, 135
- O**
- office items drawing exercise, 180–181
 - opinions in sketchnotes, 136, 137
 - organic path shapes, 103
- P**
- Paivio, Allan, 27
 - panel discussions, 110
 - path sketchnote pattern, 103–105
 - pattern recognition, 46, 49
 - patterns for sketchnotes, 90–116
 - linear pattern, 75, 91–94
 - modular pattern, 106–109
 - path pattern, 103–105
- R**
- popcorn pattern, 113–115
 - radial pattern, 73, 95–99
 - skyscraper pattern, 110–112
 - vertical pattern, 100–102
- PDF documents, 62
 - pencils
 - highlighting with colored, 187
 - pencil to ink approach, 127–129
 - text-only note taking using, 3
 - penmanship, 173
 - pens for sketchnoting, 185, 187
 - people
 - exercise on drawing, 160–161
 - methods for drawing, 156–159
 - scaling tip for drawing, 23
 - personality in sketchnotes, 9, 12, 136
 - personalization of sketchnotes, 136–140
 - photographing sketchnotes, 61, 79, 188–189
 - pie charts, 30
 - planning process, 42
 - PNG formatted files, 62
 - pocket-sized Moleskine sketchbook, 7, 184–185
 - popcorn sketchnote pattern, 113–115
 - practicing listening skills, 50
 - presentations
 - immersing your mind in, 48
 - recognizing patterns in, 46, 49
- R**
- radial sketchnote pattern, 73, 95–99
 - real-time sketchnoting, 123, 124–126, 141

recall. *See memory*
recognizing patterns, 46, 49
refining sketchnotes, 43
relaxed note taking, 36
researching events, 57, 79
Reynolds, Timothy J., 113, 142–143
Rohde, Mike, 92, 140, 153
rohdesign.com website, xv
rough-to-refined approach, 130–131
Rowland, Francis, 144–145

S

scanning sketchnotes, 62, 189
Schildt, Bauke, 104, 186
seating considerations, 59
separators, 68, 75, 175
Sewell, Carolyn, 94
sharing sketchnotes, 62, 63, 188–189
Shipton, Chris, 101, 190–191
sign language, 136
signatures in sketchnotes, 71
single-line lettering, 166–167, 170
sketchbooks
 Moleskine, 7, 58, 184–185
 spiral-bound, 23, 82, 186
Sketchnote Army blog, xii
sketchnoter community, xv
sketchnotes
 advantages of, 36–38
 anatomy of, 64–71
 arrows in, 43, 69
 artwork in, 87–88
 bullets and icons in, 70
 containers used in, 71
 creation process for, 57–62, 72–77

diagrams and drawings in, 66
dividers used in, 68
experimenting with, 20
handwriting in, 8, 68
hierarchy for, 133–135
holistic approach of, 11
how to create, 13
ideas over art in, 18–19, 148
key concepts for making, 25
patterns used for, 90–116
personalization of, 136–140
photographing and scanning, 61, 62, 188–189
planning process for, 42
real-time, 123, 124–126
refining the look of, 43
sharing, 62, 63, 188–189, 190
signatures for, 71
structure of, 87–89
style of, 85–86
titles for, 60, 64
tools for creating, 58, 184–187
two-stage, 123, 127–131
typography for, 65, 165–171
skyscraper sketchnote pattern, 110–112
smartphones, 188
social media, 61, 188
Soupiset, Paul, 192–193
speech bubbles, 53, 175
spiral-bound sketchbooks, 23, 82, 186
squares, 16, 150
star drawing method, 156
Steed, Kyle, 194–195
stories, connecting, 49
structure of sketchnotes, 87–89

S
style of sketchnotes, 85–86
subheads, 133
symmetric radial sketchnote, 96
synthesizing information, 25

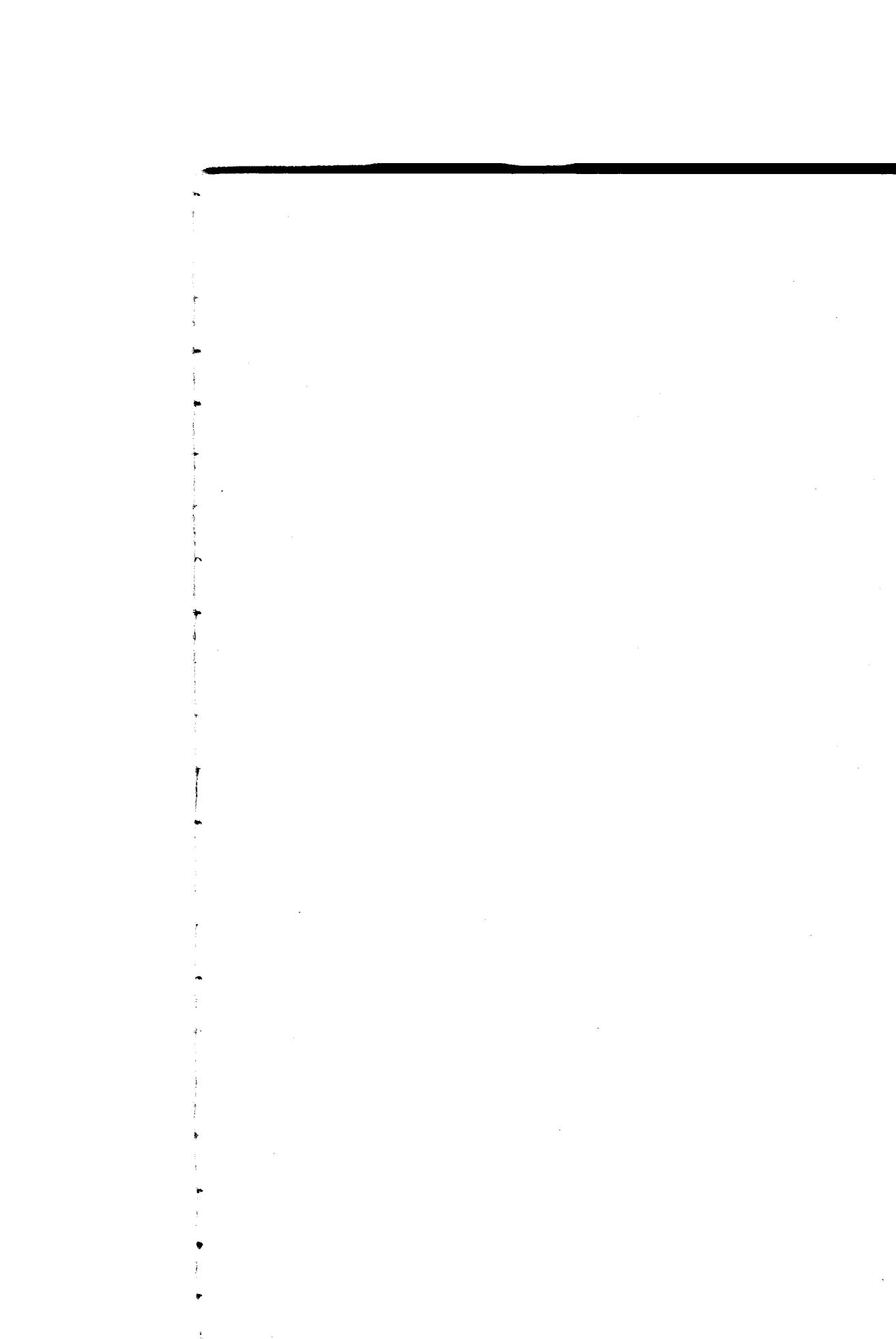
T
talk bubbles, 53, 175
text, descriptive, 133, 134
text-only note taking, 3
themes, focusing on larger, 37
thinking processes, 85
thought bubbles, 175
three-point sermons, 49
titles, 30, 60, 64
tools for sketchnoting, 58, 184–187
triangles, 16, 150
triple-line lettering, 168, 171
Twitter info for author, xv
two-line lettering, 167, 170
two-stage sketchnoting, 123, 127–131, 141
 pencil to ink approach, 127–129
 rough to refined approach, 130–131
typography, 165–171
 block lettering, 169
 exercise on drawing, 170–171
 hierarchy emphasized through, 135
 including in sketchnotes, 65
 single-line lettering, 166–167
 tips for adding to, 168, 169
 triple-line lettering, 168
 two-line lettering, 167

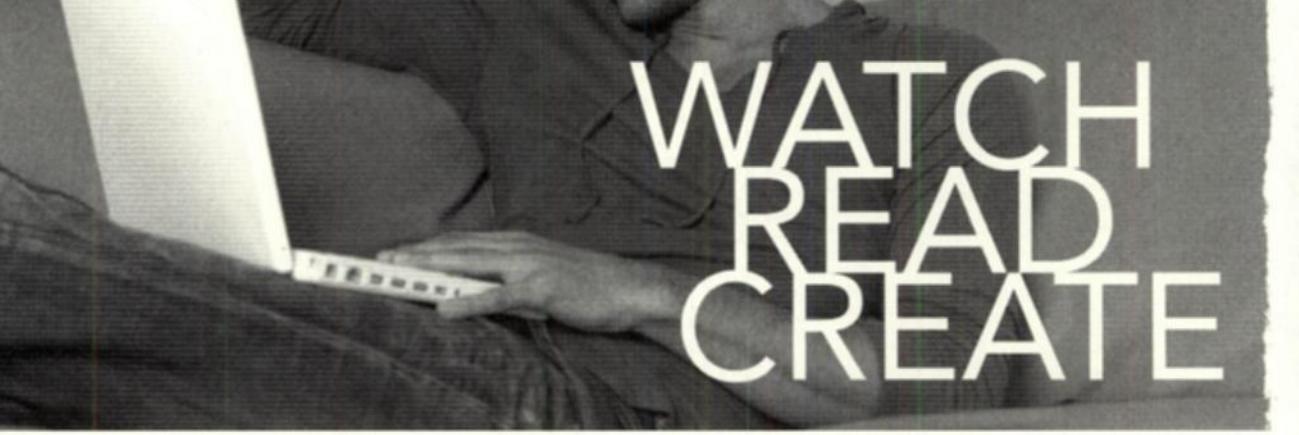
V
verbal mode, 27–28
vertical sketchnote pattern, 100–102
visual elements
 building a library of, 176
 drawing in sketchnotes, 174–175
visual language, 34–35
visual library, 176–181
 advice on building, 176
 kitchen items exercise, 178–179
 office items exercise, 180–181
visual maps, 10, 29–30, 39
visual mode, 27–28
visual notes, 11
visualizing ideas, 25

W
warming up, 191
website of author, xv
whimsy, 138, 140
Wright, Amanda, 98, 186
written sketchnotes, 13
w-shape path, 103

Z
zigzag path, 103
zone for sketchnoting, 33, 39
z-shape path, 103







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—Jeffrey Zeldman, author of *Designing with Web Standards*

"Mike Rohde has taken his original, fun, and smart approach to note taking and broken it down into simple, clear steps.

Now anyone can use sketchnotes to capture ideas—even you and me."

—Chris Guillebeau, author of *The \$100 Startup*

"Sketchnotes are a great way to capture the highlights of an idea in a way that will naturally work for your brain.

Nobody will teach you how to do it better than Mike."

—David Heinemeier Hansson, co-author of *REWORK*

"*The Sketchnote Handbook* is an informative, hands-on book designed to quickly share the principles of sketchnoting so you can get right to creating sketchnotes for yourself. Mike's fun, illustrative style energizes you to pick up a pen and sketchnote!"

—Nancy Duarte, CEO Duarte Inc., and best-selling author of *Resonate* and *Slide:ology*

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—Sunni Brown, co-author of *Gamestorming* and leader of the Doodle Revolution

"This book is not really a book. It's a tool kit for learning a new and better way of capturing and understanding information, and it's perfectly aligned with the way our brains actually work. If you're a student, teacher, or businessperson, this book has the potential to change the way you learn, and the way you think."

—Daniel Coyle, *The New York Times* best-selling author of *The Talent Code* and *The Little Book of Talent*

"The perfect introduction to visual note taking

and the most useful how-to guide I've ever read, no contest."

—Josh Kaufman, author of *The Personal MBA: Master the Art of Business*