

# VISUAL REPRESENTATION

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THE UNIVERSITY  
*of* EDINBURGH

# Summary

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Presentation - Video

Graphic facilitation and recording

Formats

colours

The basic of sketching: Shapes and lettering - exercise

practice

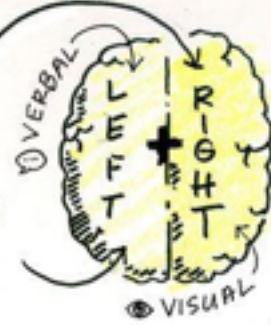
Group discussion

# Why Visual Representation?

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## WHY SKETCHNOTE?

USE  
**BOTH**  
SIDES  
OF YOUR  
BRAIN



Writing...  
+ LETTERING  
+ DRAWING  
+ FOCUS

ALL ABOUT 2  
**IDEAS**  
NOT ART



APPLICATIONS

① MEETINGS

② IDEA MAPPING

③ PROCESS DOCUMENTATION

④ LISTENING  
EXPERIMENT

④ TRAVEL

⑤ FOOD

★ APPLY to ANYTHING!

→ PROGRESS NOT PERFECTION

# IN few words!

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@pilardeleaniz

# Visual Representation

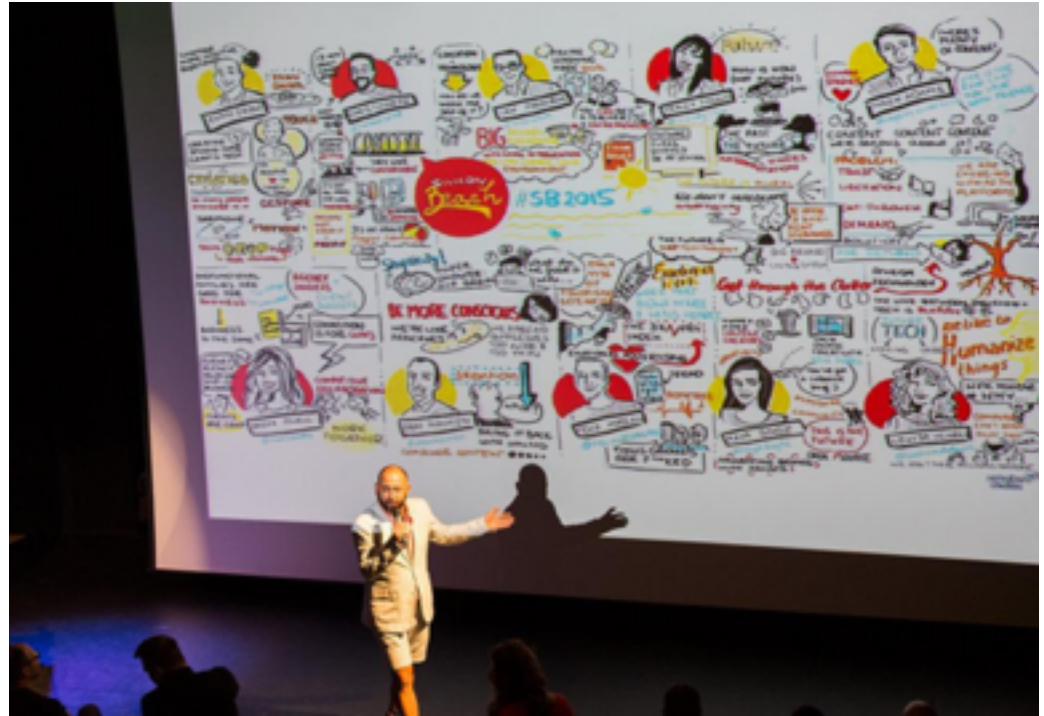
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★ Research says that **87%** of the population are **VISUAL THINKERS.**



★ Retain: **65%** of what you see, **15%** of what you hear.

★ **64%** of participants make decisions after seeing visual displays.



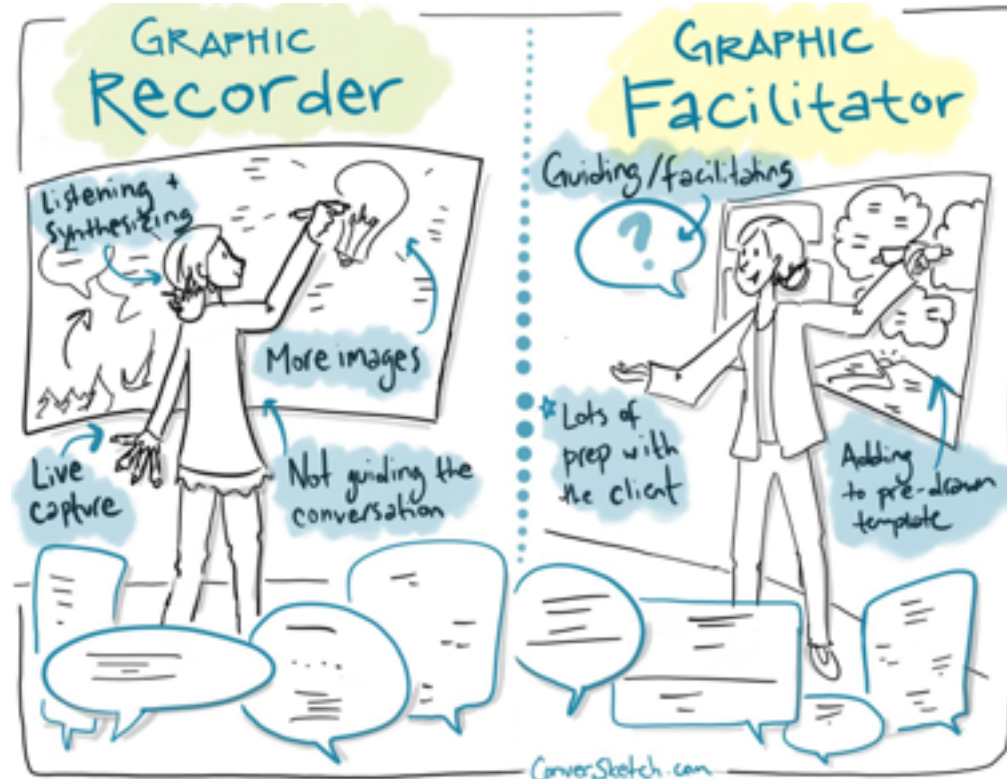
# Visual Representation

working visually - **benefits:**

- ★ Engagement
- ★ Enhances retention
- ★ Increases comprehension and clarity
- ★ Makes sessions more enjoyable and interesting
- ★ Helps resolve conflicts



# Graphic facilitation and recording



# Graphic facilitation and recording

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## How to use. Graphic Facilitation Visuals after a meeting





# Formats:

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Plan, plan, plan! - sketch

Divide the space beforehand.

**List**

**Scatter**

**Cluster**

**Landscape**

**Metaphor**

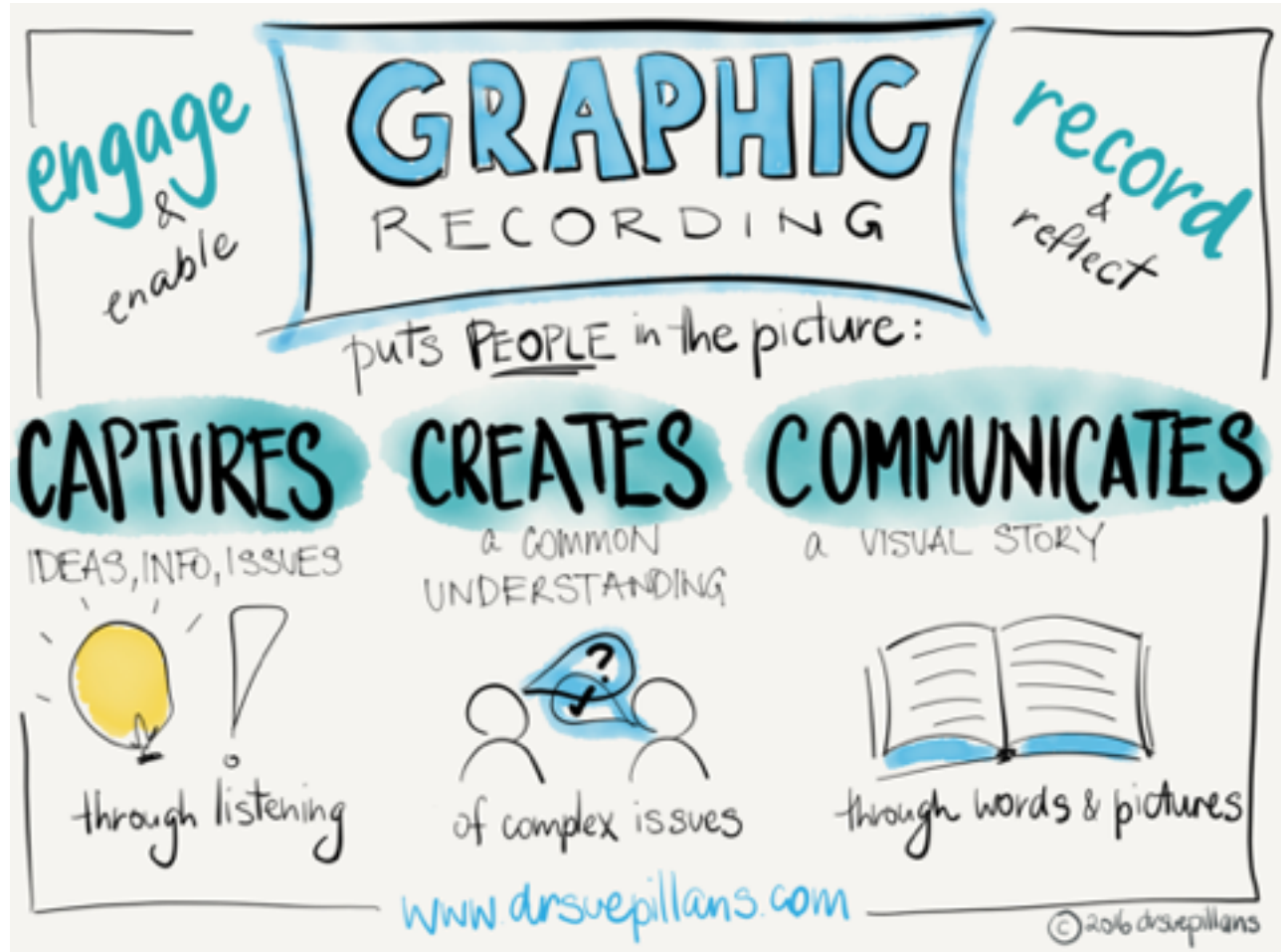
**Combos**

# Formats: List



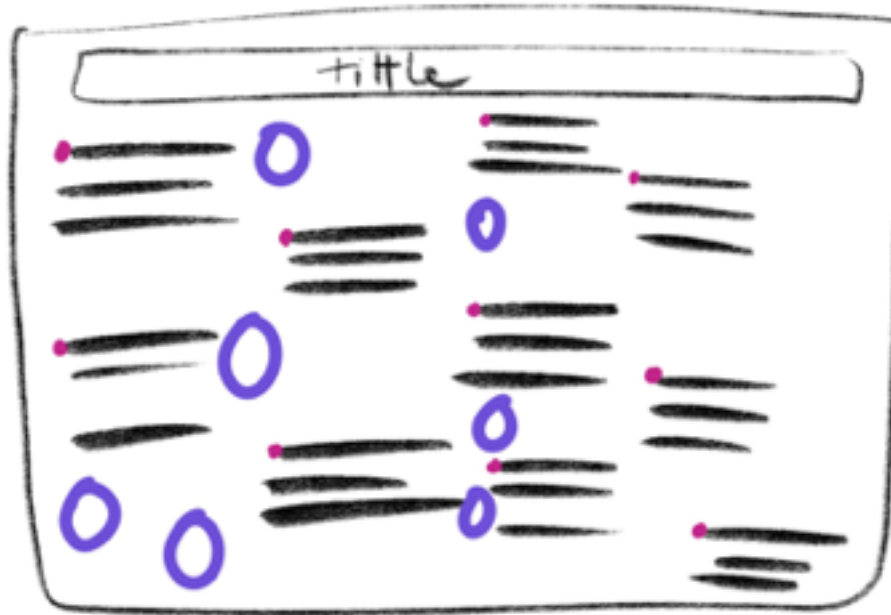
# Examples

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# Formats: Scatter

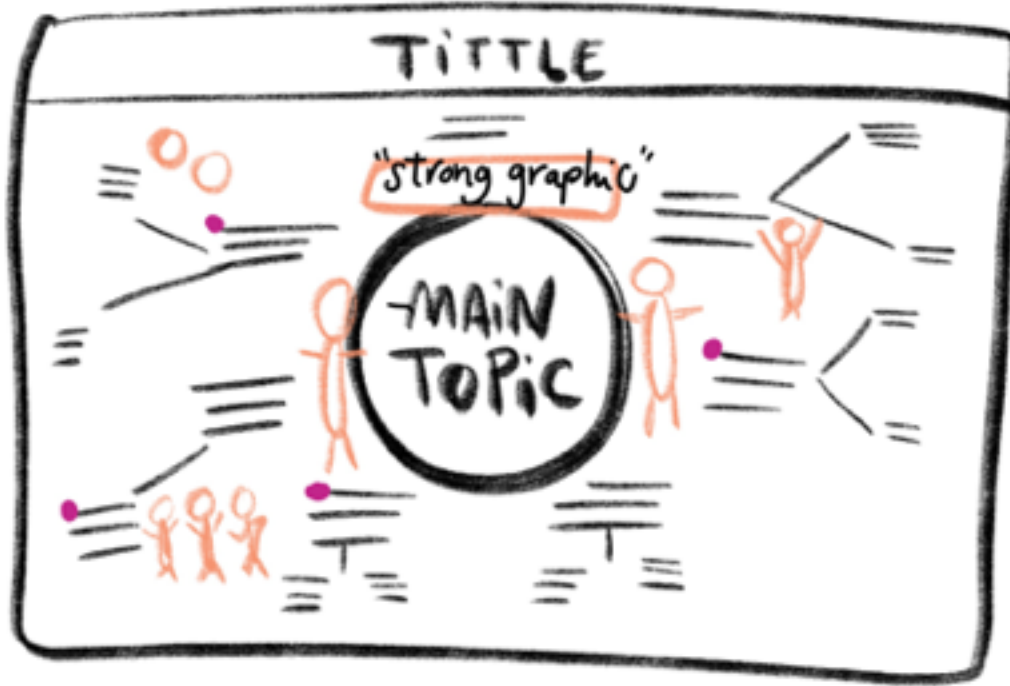
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# Examples



# Formats: Cluster or mandala

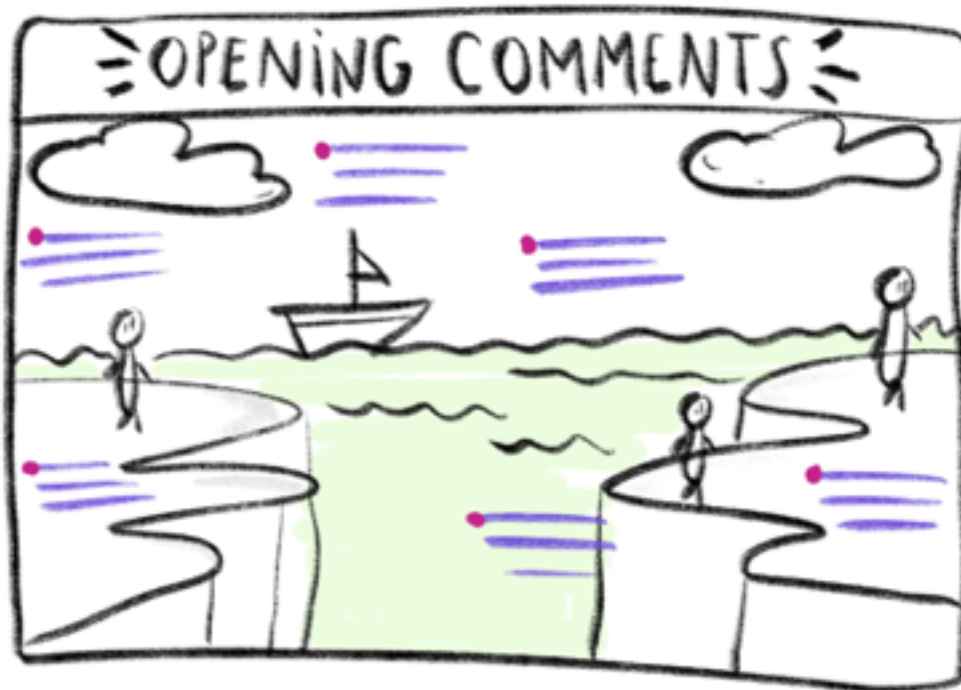


# Examples



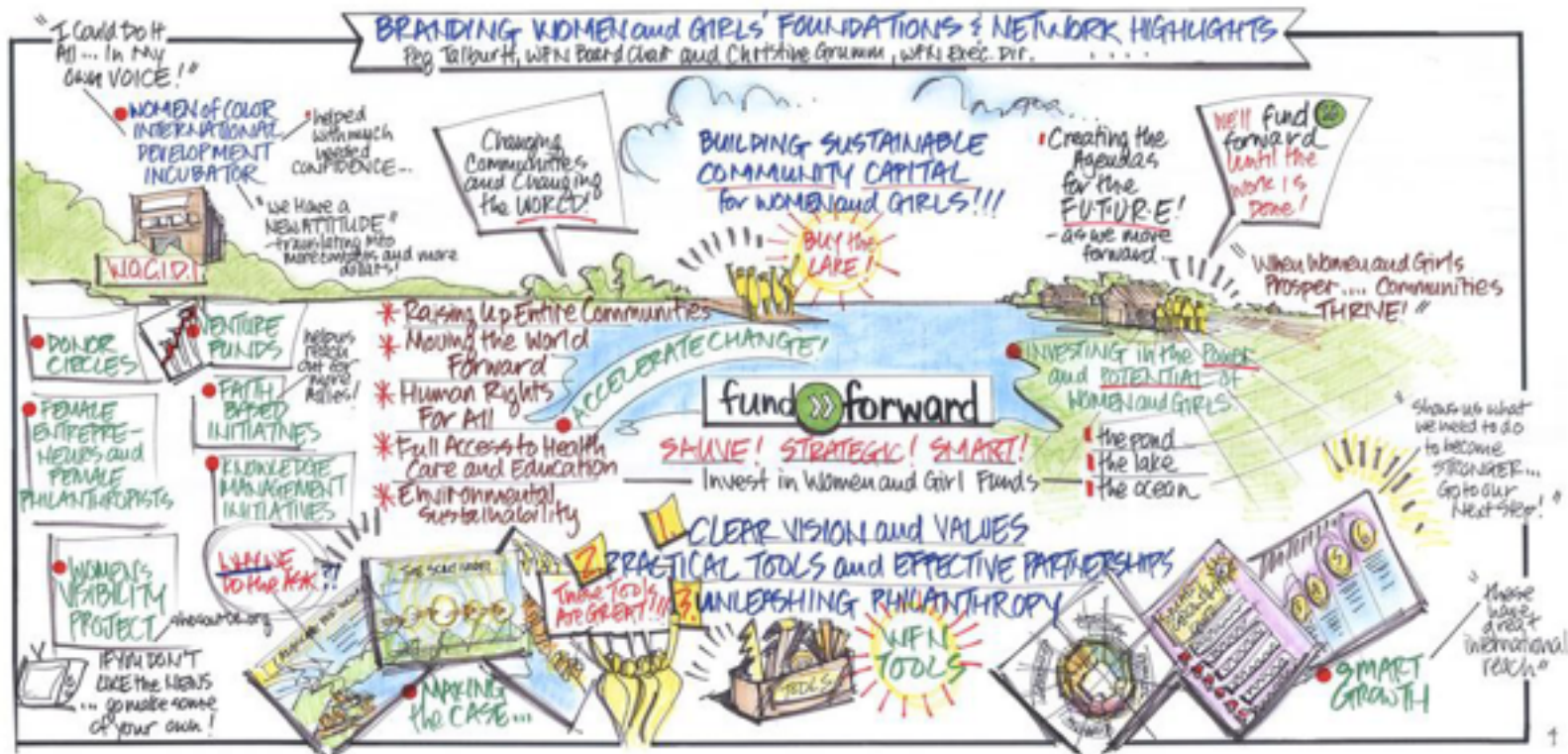
# Formats: Landscape

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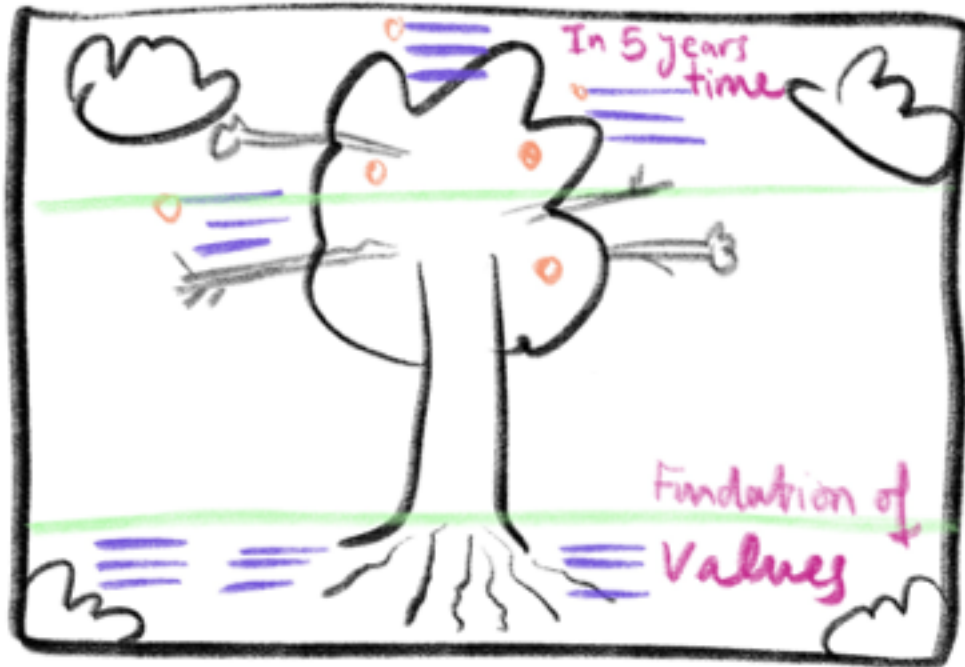


# Examples



# Formats: metaphor

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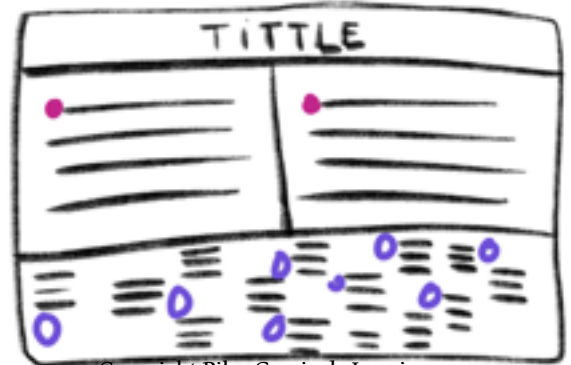
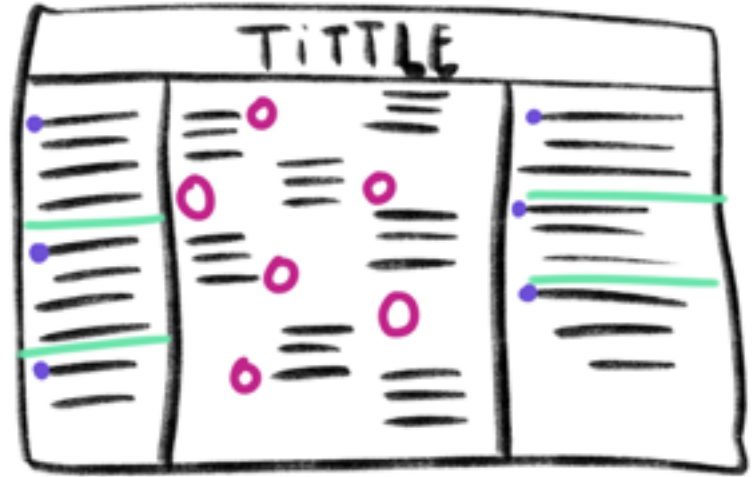
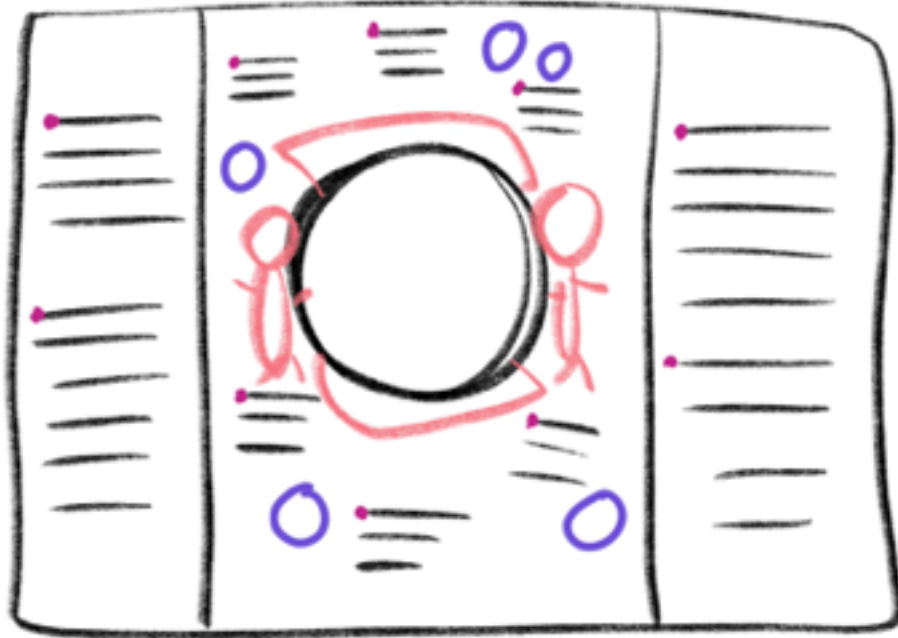


# Examples

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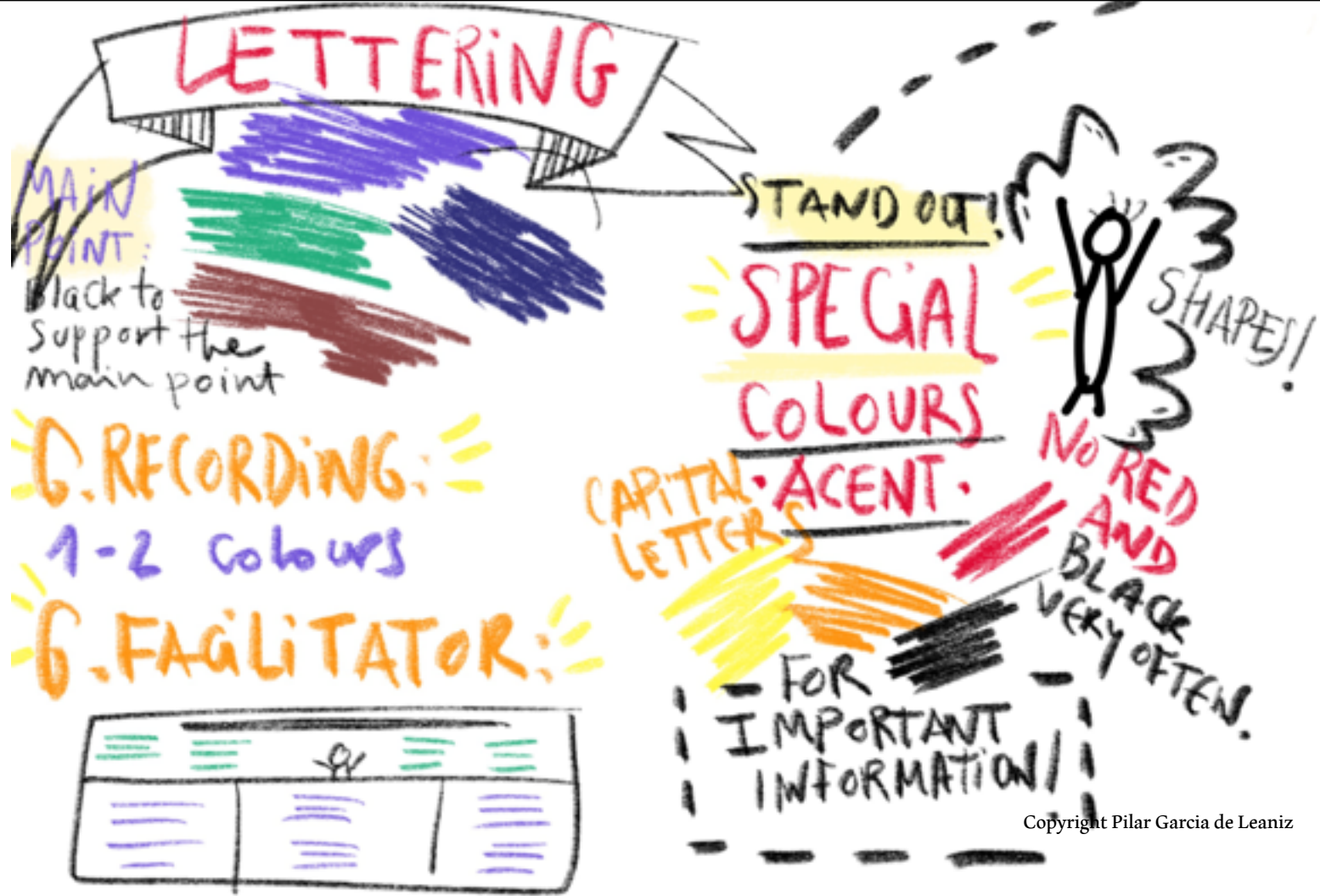
# Formats: Combos



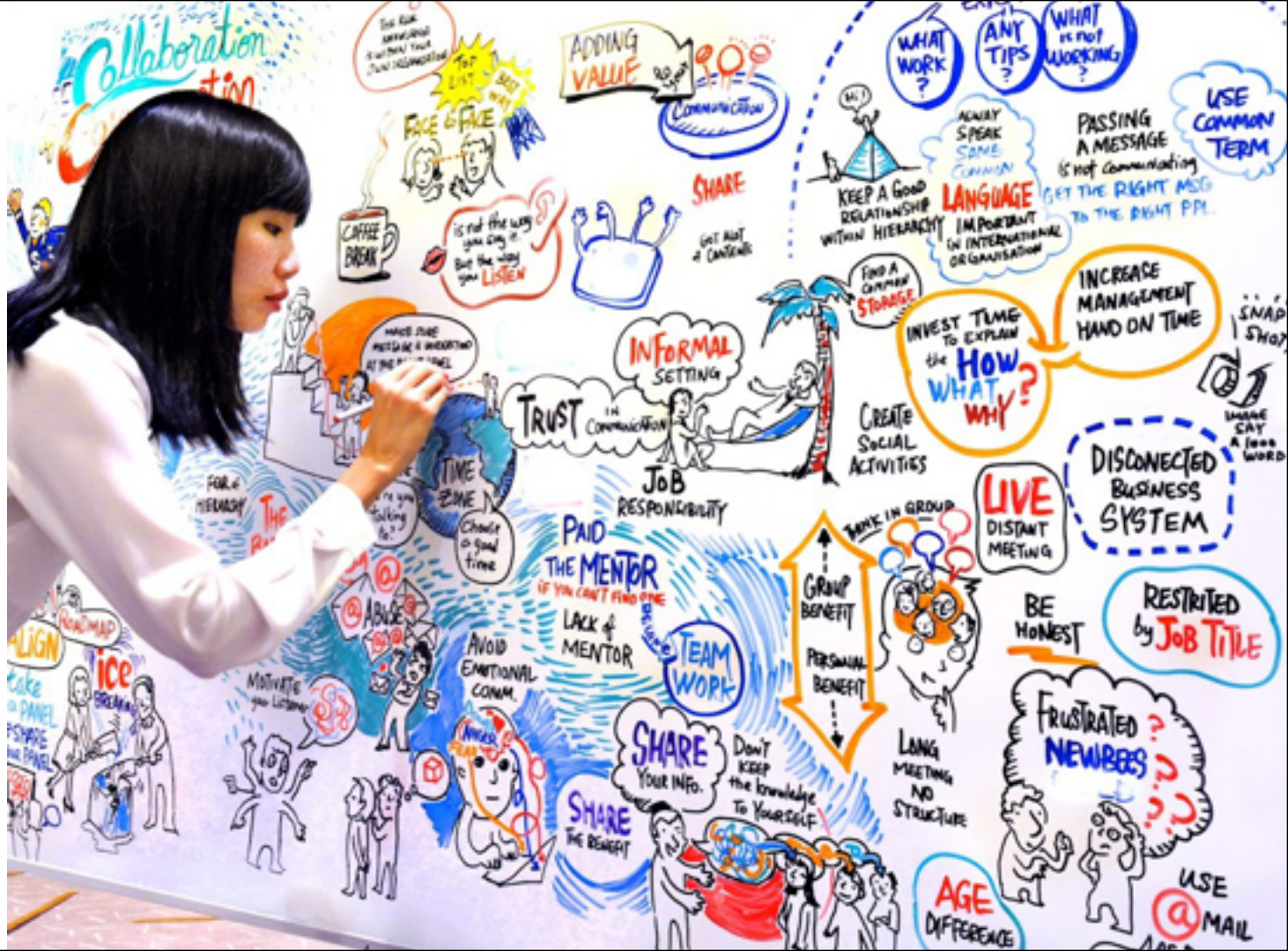
# Examples



# Colours



# Colours



# The basic of sketching: shapes, lettering and icons.

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Let's doodle!

It is **not** about **art**.

★ it's about **information capture**: The required skills are  
good listening, synthesizing and tracking of information. It is about process.



If you can move, you can draw: Let's move the body to make shapes!

Put the lines and circles together to form other shapes, letters and icons.

The key: practice, practice, and practice!



# The basic of sketching: shapes, lettering and icons - Exercise

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## the 5 Basic Elements



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

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



# SKETCH-NOTE BIBLE

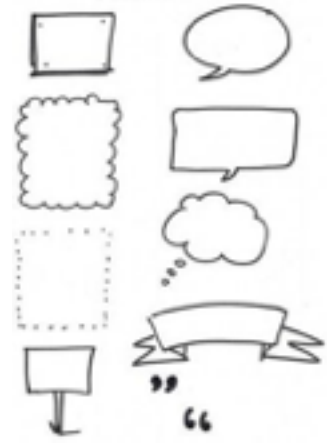
## VISUAL LIBRARY



## FOUNTS

FANCY  
SPACING  
TAIL CAPITALS  
BLOCK  
SCARY *Script*

## CONTAINERS



## CONNECTORS



# Practice -50 min

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TURN  
Group of 5 people-10 min each

★Listening for story

and **synthesis**★

2 MIN **PLANNING-** FORMAT



break things down to the most **simple basics**

# **DISCUSSION**