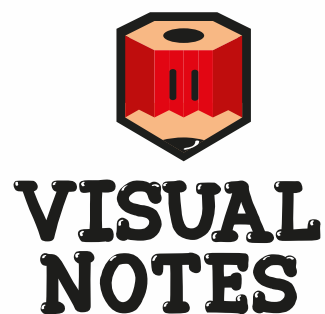


Special World Sketchnote Day 2018 edition
(see back)



**THIS LITTLE WORKBOOK CELEBRATES
THE ACT OF WORKING VISUALLY. SO
WITHOUT FURTHER DELAY....**

let's get visual!



**VISUAL
NOTES**

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① 1. DRAW AN EGG.

①

EGGACTLY!!

CONGRATULATIONS

②

YOU CAN DRAW. GO TO STEP ②

②. DRAW TWO EGGS.

③

WOW! THERE'S NO STOPPING YOU! ④
DETN'T LET ME HOLD YOU DOWN.
TRY TO CONNECT THE TWO EGGS.

③ NOW VISUALIZE
FEMALE EQUITY PROBLEM. ⑤

BRAINFREEZE?

TRY THREE EGGS AND A SQUARE.

NO PROBLEM.

⑥

④ TRY TO MAKE [REDACTED] ⑦
TREE. [REDACTED]
AN UGLY

① WHICH COWBOY IS FASTER TO DRAW?



GO BACK ONE PAGE AND PUT ⑧
"ART" UNDER YOUR TREE.

ASK 2 PEOPLE WHAT THEY THINK IT
IS? IF THEY SAY "TREE" YOU'RE STILL
GOOD. IF THEY SAY "ART" ALSO
GOOD!

⑤. DRAW THE FIRST LETTER ⑨
OF THE ALPHABET

GO BACK ONE PAGE AND PUT ⑩
A CIRCLE ABOVE YOUR
LETTER.

-DIFFICULT- DRAW A SOCCER

6. FIELD FROM A HELICOPTER

(FROM MEMORY)

11

YEAH! YOUR FIRST MODEL*
DRAWING!!

(12)

* SMALL REPRESENTATION OF
SOMETHING

⑦ PUT YOUR NAME DOWN IN ⑬
BIG LETTERS.

GIVE THEM SOME COLOR IF (14)
YOU WANT. OR SHADOW.

WHAT YOU MADE THEM BLACK
ALREADY??? just kidding
DO SOMETHING LIKE A 3D
VERSION.

put a Bookmark ↑

⑧ GO TO PAGE 1 AND PUT ⑮
A BLACK CIRCLE IN YOUR EYES
SO IT LOOKS LIKE AN EYE.

↗
DRAW AN APPLE HERE

GO BACK TO assignments AND
GIVE YOUR PERSON ARMS

16

CENSOR

DOES IT LOOK LIKE THIS?
NO? NO PROBLEM!!
THERE'S NO WRONG IN THIS BOOK!

* SCARY * FRAME
DON'T WORRY. JUST NEED TO HANG IT

17

1.

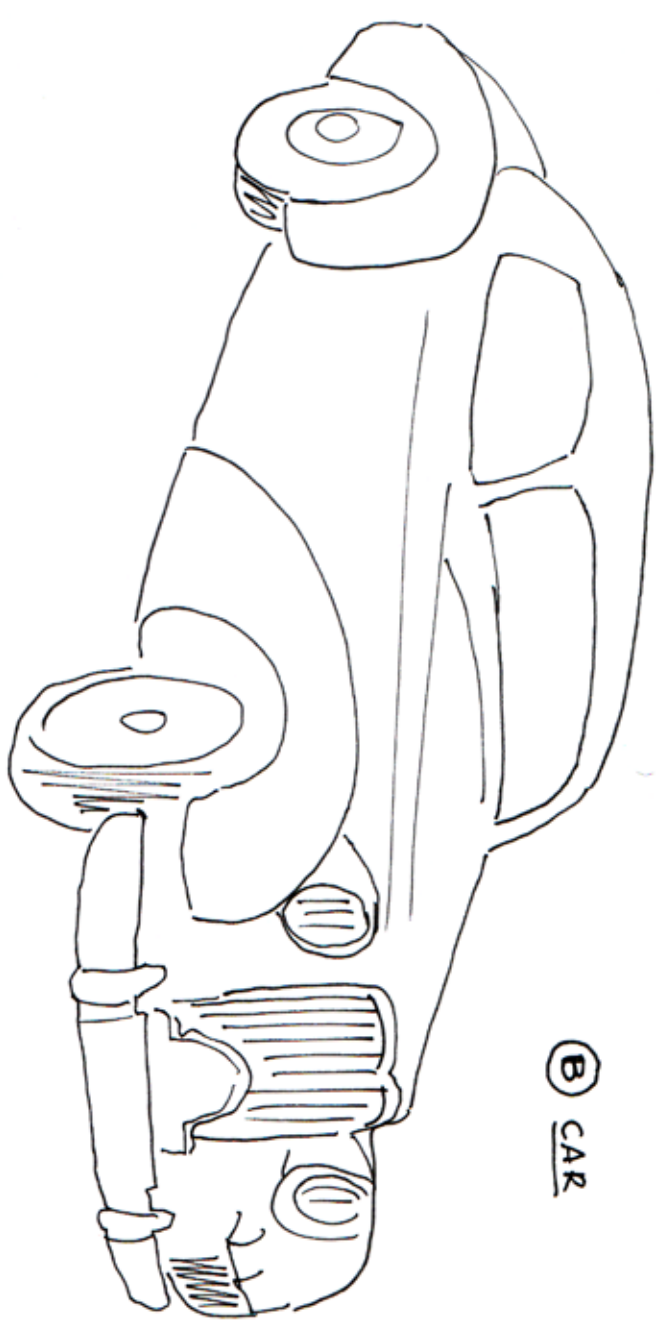


DRAW SOMETHING HERE: →

JUST PUT THE 'FIRST' WORD* (18)
THAT COMES TO MIND IN THE
FRAME ↴

[REDACTED]

Ⓐ  CAR



Ⓑ CAR

WHICH CAR IS FASTER ?

GO BACK TO ASS 2 AND (19)
MAKE AN ANIMAL (OR BIRD
EXISTING)
FROM THE EGGS.

DRAW A SMALL SQUARE HERE:



CALL YOUR MOTHER AND
ASK HER ABOUT HER DAY
DOODLE HERE →

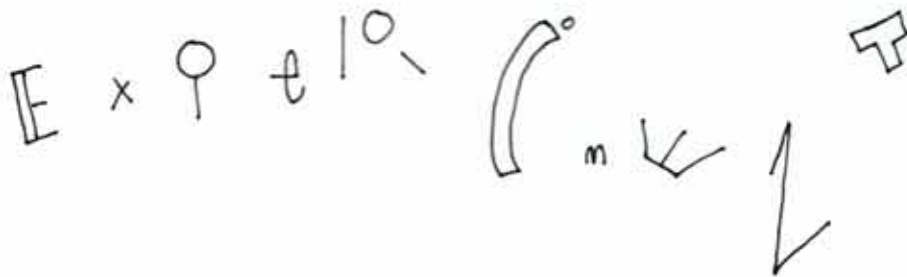
(20)

AFTER ABOUT 15 MIN. SAY YOU FORGOT
ABOUT A MEETING AND YOU HAVE TO GO.
GOODBYE!

WHAT IS
- DOODLE - ~~EVERYTHING~~ IS ALLOWED? (21)

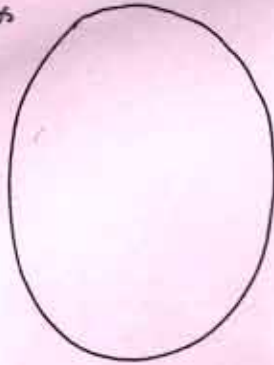
Lines, words, curls, swirls, strokes,
scratching, crosshatch, shadow, shade
letters, circles, boxes, tracing, copying,
deforming, all pens are allowed, pencils
squares, flags, hands, arrows, color
underlining, cartoon, speech bubble,
exclamation, mark, 3D style art
dots.....> fancy first letter
stuff can go words

ANYWHERE IMPROVISE
Yo!
DON'T THINK ABOUT IT!

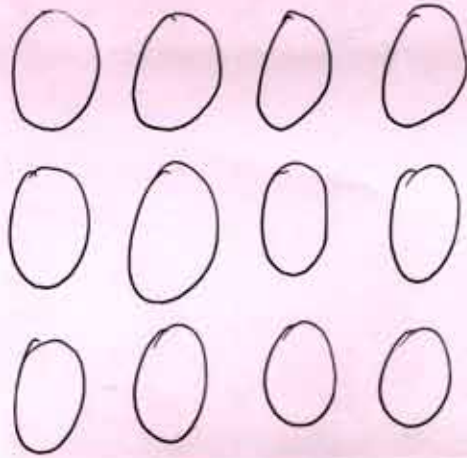


22

YOU HAVE 4X2
MAKE A FACE ↓
IN 0.5 SECONDS



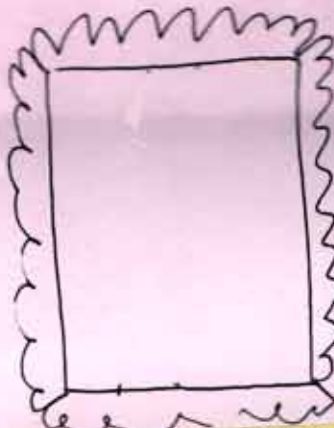
NOW USE ☐ ☐ ☐ ☐ ☐ (23)
OR SOMETHING ELSE ☐



→ COPY
PASTE

Lunch

24



THEY
SAID
HE
HAD
A BIG...
X NOSE
X MUSTACHE
X EYE
X HAT

DRAW YOUR GREAT-GREAT-GRAND
FATHER. THERE ARE ONLY 4
DESCRIPTIONS OF THE MAN.

13. TAKE THIS BOOK PUT IT UPRIGHT ⁽²⁵⁾
SOMEWHERE. TAKE 4 BIG STEPS BACK.
NOW COME BACK AND WRITE "HELLO".
TAKE ~~10~~ 70 STEPS BACK. CAN YOU READ IT?
TAKE 10 STEPS BACK

HELLO?

assignment 9

26

GO TO . AND DRAW
SOMETHING THAT GOES WELL
WITH THE WORD.
TAKE 10 MINUTES MAX.

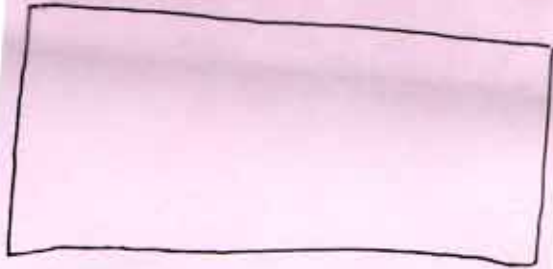
26A

— BREAK —

READ 1 comic

14. CROSS HATCH ~~THIS~~ THIS
SQUARE

(27)



AND THIS ONE

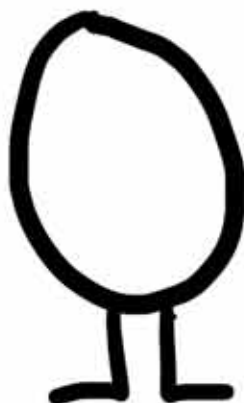
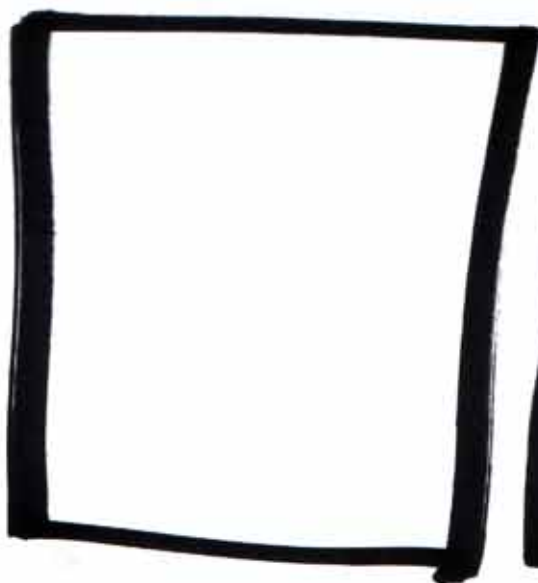
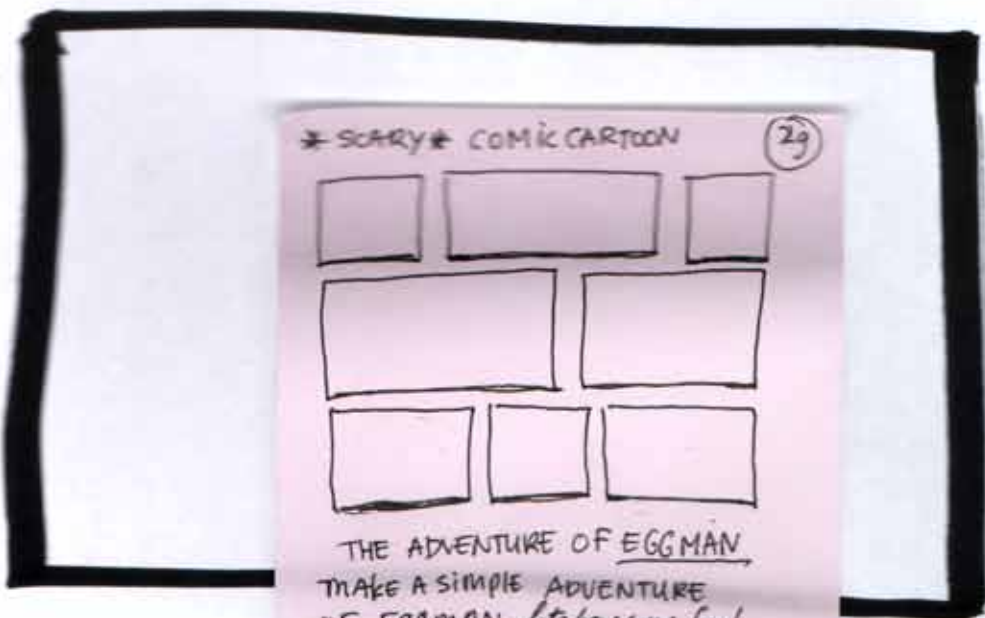
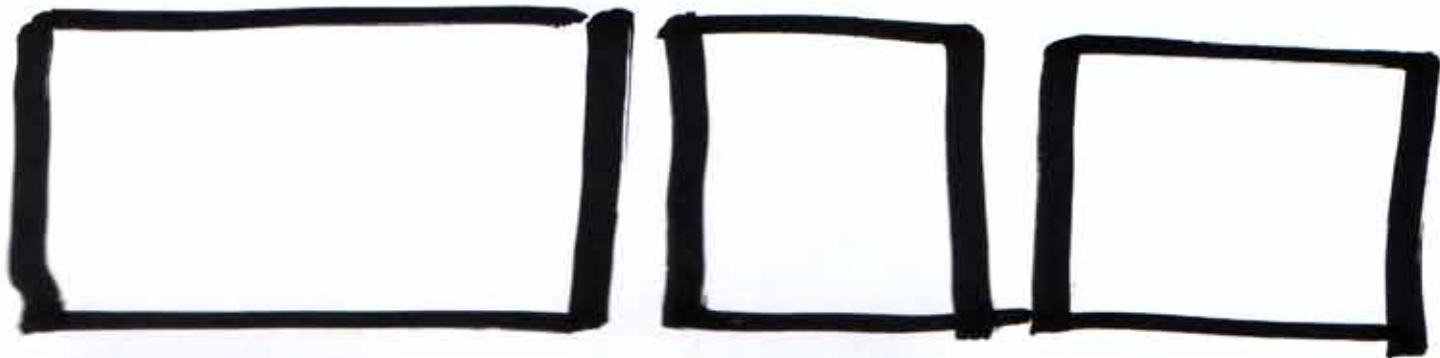


? WHICH ONE IS EASIER?

DRAW A TRIANGLE

(28)





OK. SMALL BREAK. NOT EVERYBODY⁽³⁰⁾
IS A CARTOON GENIUS. IF YOU LIKE IT
PRACTISE AND GET BETTER!
OUR GOAL IS TO MAKE DRAWINGS
THAT COMMUNICATE

- * AN IDEA
- * A PLAN
- * A SITUATION

* DRAW A MAP FROM
YOUR CITY OR COUNTRY OR
NEIGHBORHOOD.

(31)

PRESENT THE MAP TO SOMEBODY (32)
ELSE. IS THERE SOMETHING
MISSING? FOR EXAMPLE A NAME
OF THE NEIGHBORHOOD OR RIVER?
PUT IT IN.

2 CAN YOU MAKE THIS
FEEL 3D? *THREE DIMENSIONAL

33



* BYY A NEWSPAPER
LOOK AT THE FRONTPAGE.
COPY IT WITHOUT CONTENT.
SO IT BECOMES A BOX MODEL ↓

(34)

PEAK 3

A TEMPLATE IS A FRAMEWORK (35)
THAT CAN BE FILLED WITH CONTENT

IT IS
A BIT
META.

BUT IT
HELPS TO
THINK
ABOUT

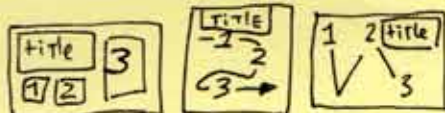
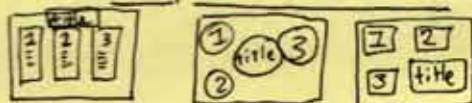
INFORMATION

STRUCTURE



START
→

LAYOUT EXAMPLES



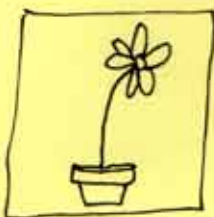
DEPENDS ON CANVAS
PAPER, ROLL, BOOK?

Look for INSPIRATION!
EVERYWHERE!!

ROADS, SIGNS, MAPS, BOOKS, NEWSPAPER, ADS, MAGAZINE

LAY OUT

WHERE
TO PUT
WHAT?



END

MAKE TEMPLATE FROM
YOUR MORNING ROUTINE

36

SOMETIMES IT'S EASIER
TO BE VERY CONCRETE FIRST
AND AFTER THAT TRANSLATE IT
INTO A TEMPLATE / MODEL.

37

MILK	=	x
BREAD	=	y
CHEESE	=	1

CUT OUT 4 LETTER FROM A (38)
MAGAZINE. PASTE ON A PAPER →
AND COPY BY HAND.

~~NOW INVENT THE
NEXT LETTER.~~

A A A A A
B B B B B

~~AND COPY 8 TIMES AGAIN.~~

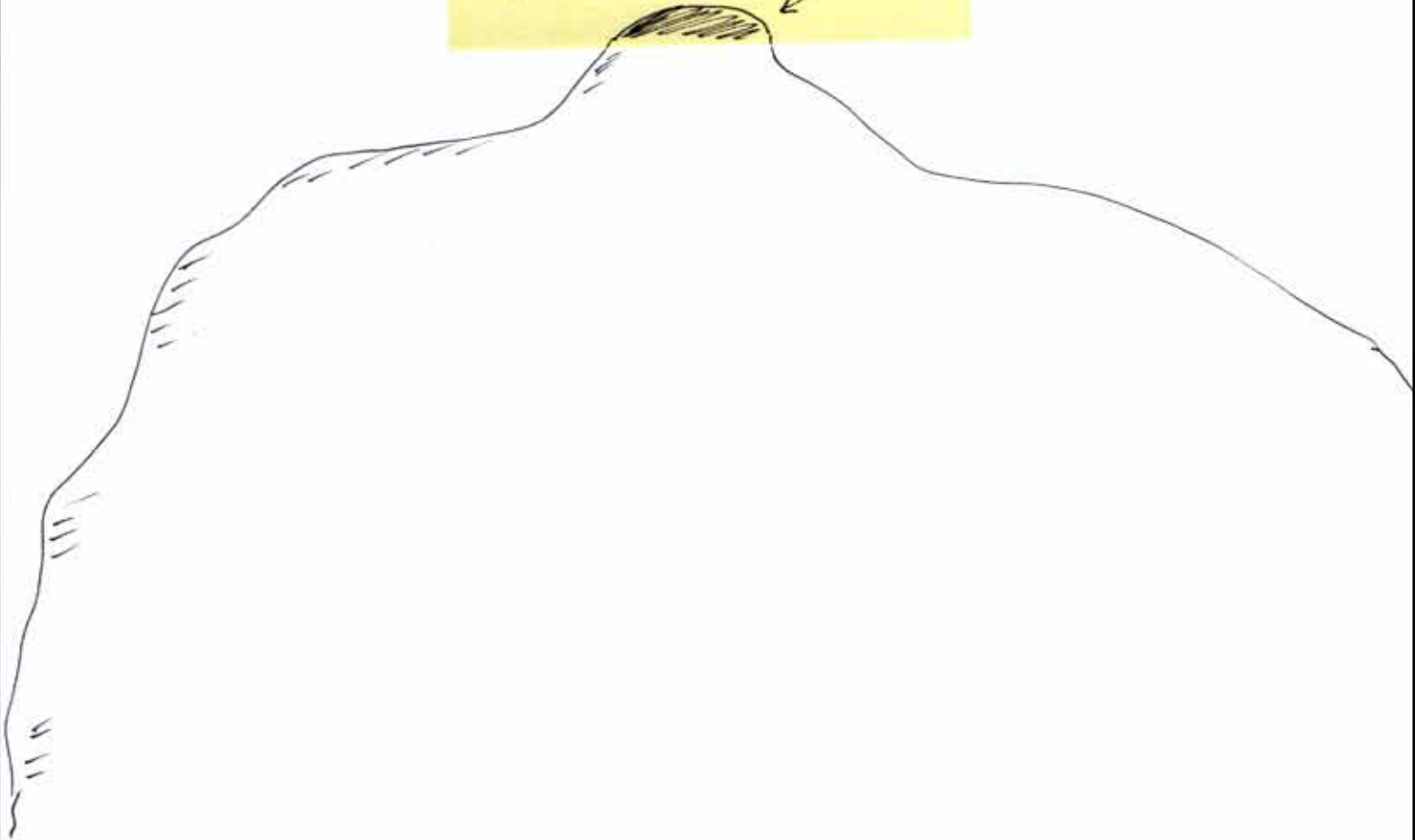
STeAl⁽³⁹⁾

FROM ART, CARTOONS FASHION
ADVERTISING®, NEWS

handwriting: COLLEAGUES,

SIGNS

BRING BACK TO THE CAVE



MORE ROOM FOR STOLEN STUFF! (40)

FOR EXAMPLE:- SKATEBOARD LOGO

- DRAWING OF A BEAR

- MOUNTAIN ICON  FROM A BEER
BOTTLE

TRY TO MAKE THIS ↓

(43)



Congratulations!

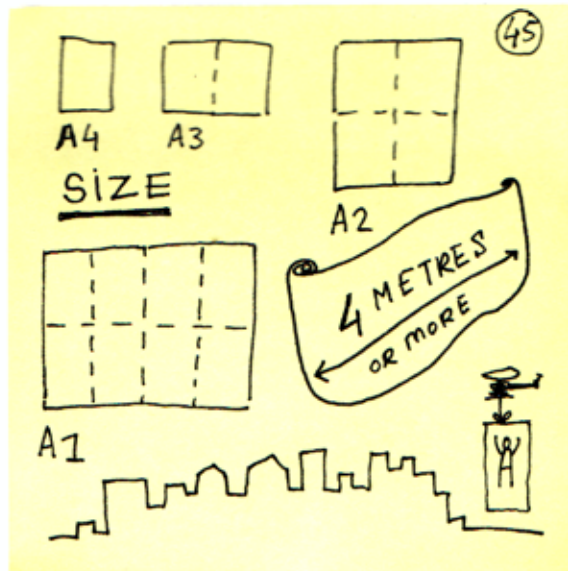
(44)

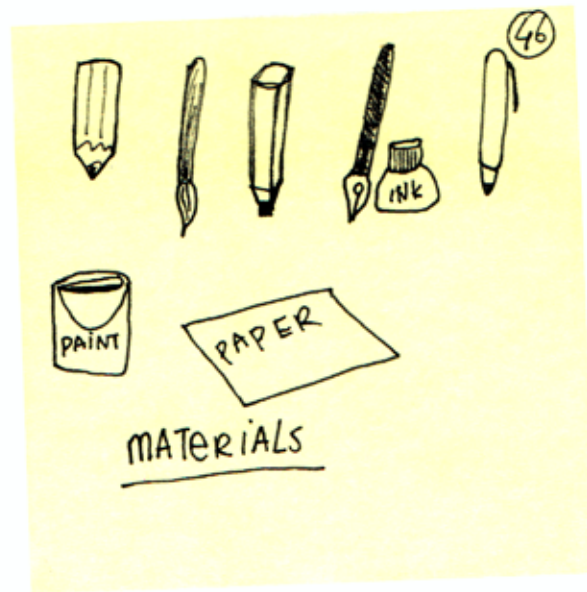
You made a visual NOTE



I am so proud of you

BUT THERE'S SO MUCH
TO LEARN. IF you (44A)
want to.





(47)

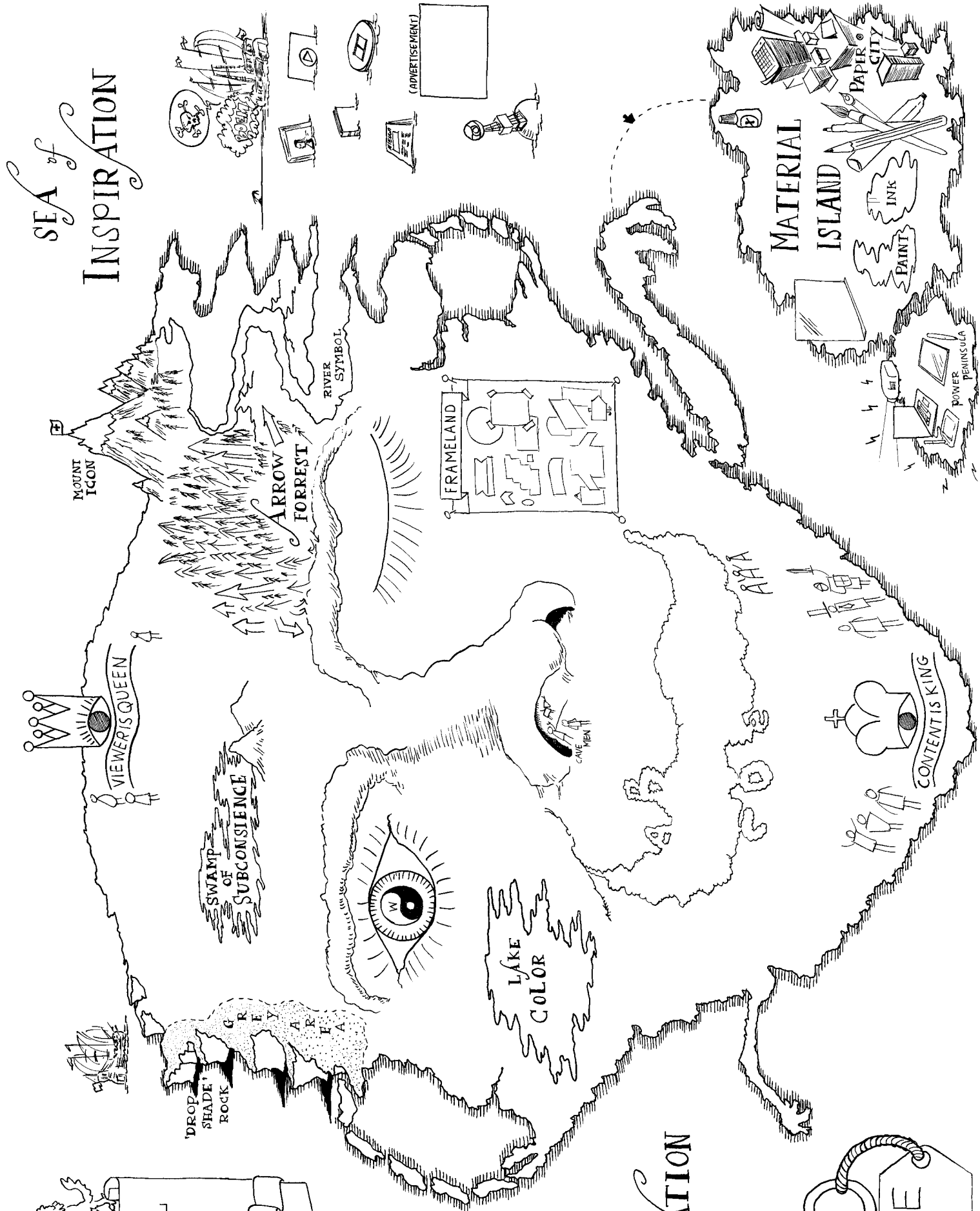
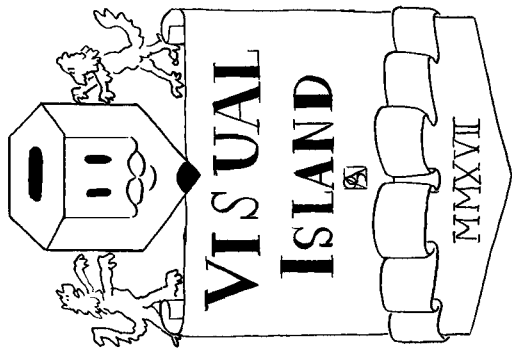
HOW TO
WORK?

AAAAAAAAAAAAA!

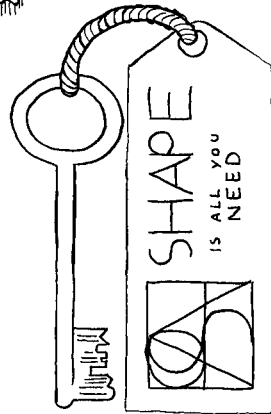


(48)

CONTENT
IS
KING 

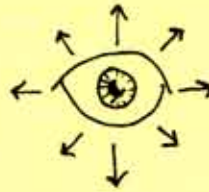


SEA of
INFORMATION



INSPIRATION IS
EVERYWHERE
YOU LOOK FOR IT

(49)



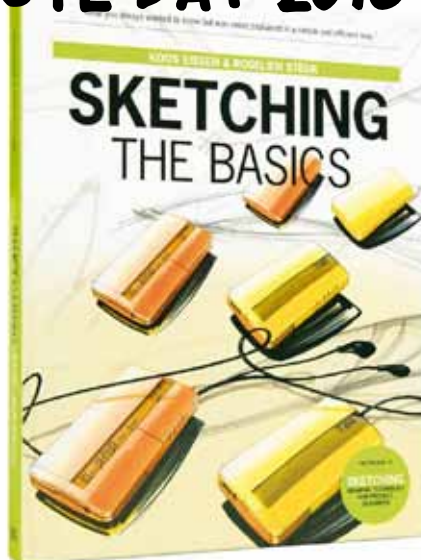
END

WORLD SKETCHNOTE DAY 2018 PROMOTION

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Please do so before 31th of January 2018.



**VISUAL
NOTES**

PLEASE Fill in BELOW
FOR EXPERIMENTAL PURPOSES

NAME : _____

JOB : _____

MAN
OR
WOMAN : _____

AGE : _____

E-MAIL : _____  : _____

HOW MUCH TIME DID IT TAKE
TO FILL THE BOOK ? : _____

ANY REMARKS, QUESTIONS
ANYTHING : _____



**VISUAL
NOTES**

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THANK YOU!