



Visual Facilitation and Sketchnoting

1 Day

The use of illustrations applied in technical and linear environments allows the visualization of information in a global way; it helps avoid blockages to complex processes and create a positive impact on the team. Visual Thinking works because 75% of our brain is designed to process information better using images. When visual elements are applied correctly to explain something or to try to solve a problem, content is transmitted much quicker.

Visual Thinking is a methodology based on the use of simple drawings to explain complex concepts. It is applied through a series of basic visual resources such as: the drawing of people, facial expressions, arrows, text boxes, icons, banners, different uses of typography, and the application of color and shadow. The fundamental value of Visual Thinking is that drawing offers us the opportunity to represent complicated ideas by means of very simple lines.

The objective of this course is to teach participants the graphic techniques necessary for them to be able to express themselves and explain complex topics in a visually understandable manner.

Learning Objectives

At completion of this course, participants will be able to:

- See information from a global, not linear, viewpoint.
- Develop their creative side to help graphically solve complex problems.
- Explain complex topics in a visually understandable manner.
- Create visual material for presentations, proposals, reports, etc.

Intended Audience

Everyone

Prerequisites

None

Learning Topics

Topic
Introduction to Visual Facilitation
<ul style="list-style-type: none">• What is Visual Facilitation?• Why use it?• Context: origins/current day

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The Creative Process/Transformation with Visual Facilitation

- See (Notice)
- Look (Focus on)
- Imagine
- Demonstrate

Draw: Communication vs Creating Works of Art

- Visual Alphabet
- Geometric drawing

How do we draw? Frontal or Egyptian Perspective

Visual Toolkit

- Faces and expressions
- People
- Movement
- Text boxes
- Banners
- Arrows
- Bullets
- Icons
- Color and shade
- Hand-lettering
 - o What is it?
 - o Anatomy of letters
 - o How do we draw letters?

How do we use Visual Facilitation?

- Spatial representation
 - o Mind map
 - o Conceptual map
 - o Infographics
 - o Graphic facilitation – Graphic Recording
 - o Sketchnoting
 - What is it?
 - Advantages
 - Types of Sketchnoting
 - How do we structure information?
- Temporal Representation
 - o Journey Map
 - o Storytelling

Course Summary

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