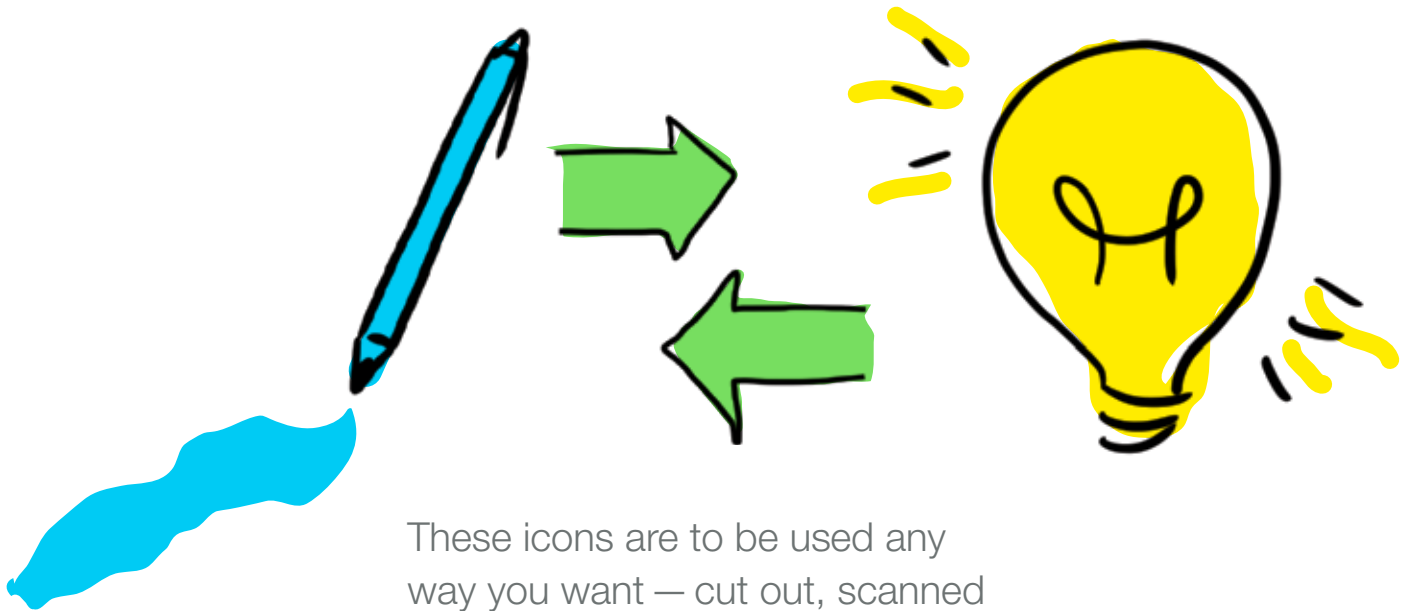

VISUAL LANGUAGE

ICONS TO INSPIRE



These icons are to be used any way you want — cut out, scanned in, drawn on, coloured in — or as reference for your own doodles.

Visual language is a tool that can make ideas come to life. It can inspire engagement. And it can build a shared understanding by making concepts visible.

You don't need drawing skills to use visual language, anyone can do it. Just pick up a pen and see where it takes you!

Sam Bradd



GAP / DISCONNECT /
FAILURE



BRIDGE / CONNECTION /
SUCCESS



ROADMAP / NAVIGATE /
TREASURE



BUILDING / COMMUNITY /
HOME / CITY



EYES / WATCHING /
ATTENTION / ALERT



HANDS AND HEART /
HELPING / CARING



COMPLETE / CHECKLIST /
VERIFIED / APPROVED



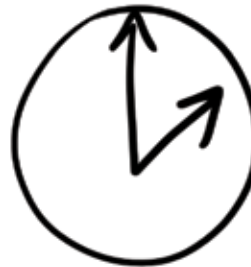
COMPUTER / TECH /
INTERNET / COMMUNICATE



EARS / LISTEN /
RECEIVE / DIALOGUE



HANDS / VOLUNTEER /
CHEER / PARTICIPATE



CLOCK / TIME / TIMING /
TIMELINESS / SHORT TERM



PROCESS / ORDER /
CHECKLIST / RANKING



CALENDAR / SEASONS /
LONG TERM / PLANNING



PAPERWORK / RESEARCH /
DOCUMENTATION / PUBLISHING



BALANCE / JUSTICE /
DECISION MAKING



WRITING / DRAWING /
SKETCH / COMMUNICATE



SCHOOL / HOSPITAL /
FACTORY / CENTRE



IDEA / INSPIRATION



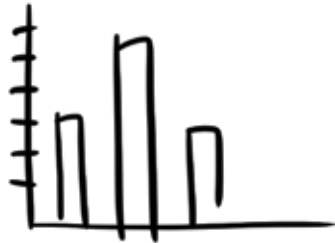
STOP / ALERT



MEDICAL CARE /
HOSPITAL / HEALTH /
EMERGENCY



SPEED



DATA / CHARTS /
RESEARCH / SCIENCE



SHAKING HANDS /
AGREEMENT / ACCORD /
COMING TOGETHER



DOCTOR / NURSE /
PRIMARY CARE



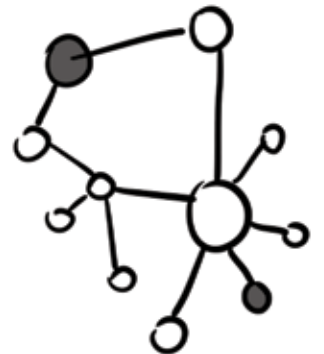
WINDING PATH /
CONNECTOR



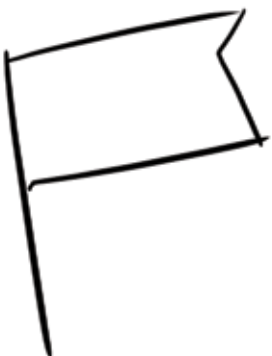
STOPLIGHTS / DECISION /
WAITING



STARS / IMPORTANCE /
SUCCESS



NETWORK / CONNECTION /
MULTIPLE FACTORS



FLAG / BANNER /
DRAWING ATTENTION



NEWS / PUBLISH /
RESEARCH / MEDIA



TARGET / AIMING / GOAL



DATA / CHARTS /
RESEARCH / SCIENCE



SMILING / RECEPTIVE /
OPTIMISTIC



SPEAKING / SHOUTING /
AH-HA MOMENT



LISTENING



THINKING



SAD / DOUBTING /
UNCERTAIN



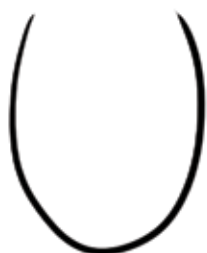
ANGRY / UNRECEPTIVE



SURPRISED / SCARED



LAUGHING



face
shapes



hair



mouths



key features—
glasses



ages

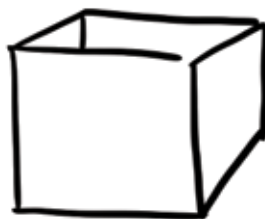




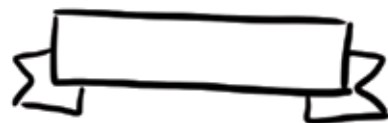
MAP / JOURNEY /
TREASURE



SUN / GOAL /
HOPE /



BOX / STORAGE



TEXT BANNER



CYCLE / PROCESS /
REFLECTION



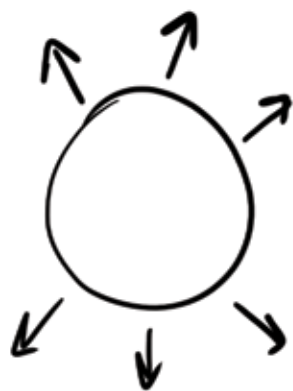
EMPHASIS / EXCITEMENT



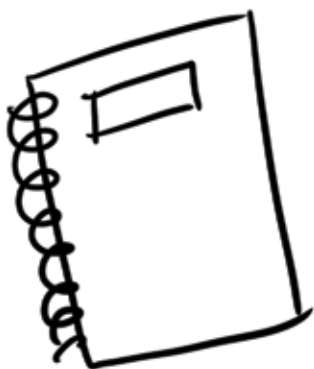
IDEAS / THOUGHTS



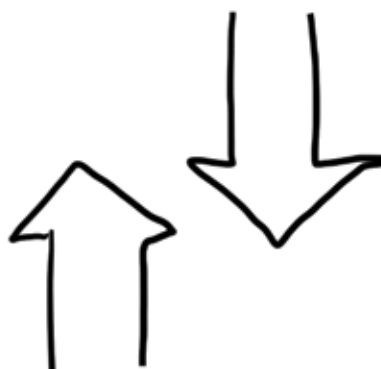
WORDS



EXPANDING CONCEPT



PUBLICATION / RESEARCH /
RECORDS



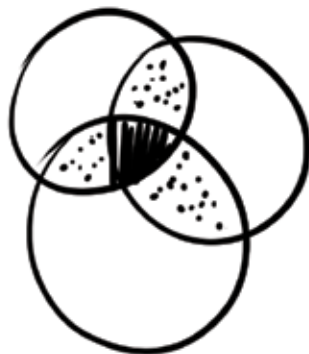
BACK AND FORTH /
INCREASE AND DECREASE



FUNDING / RESOURCES



VENN DIAGRAM
2 FACTORS



VENN DIAGRAM
3 FACTORS



GLOBAL PERSPECTIVE



STRIVING / IMPROVING /
CLIMBING

SMILING / RECEPTIVE /
OPTIMISTIC



LOOKING / JOURNEYING /
CHANGING



DEMONSTRATING /
OFFERING / EXPLAINING



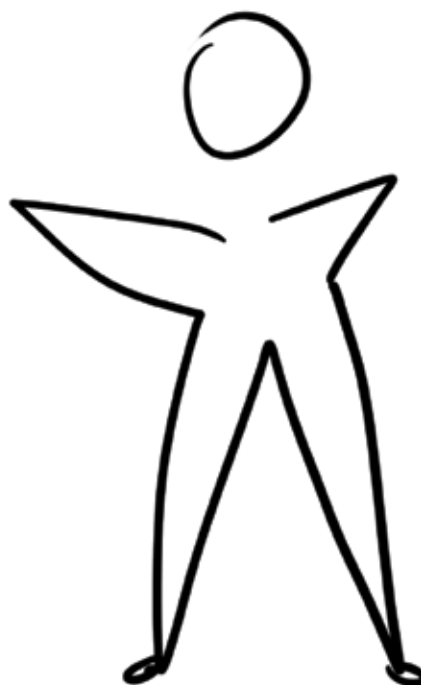
JOY / CELEBRATION /
EXCITEMENT



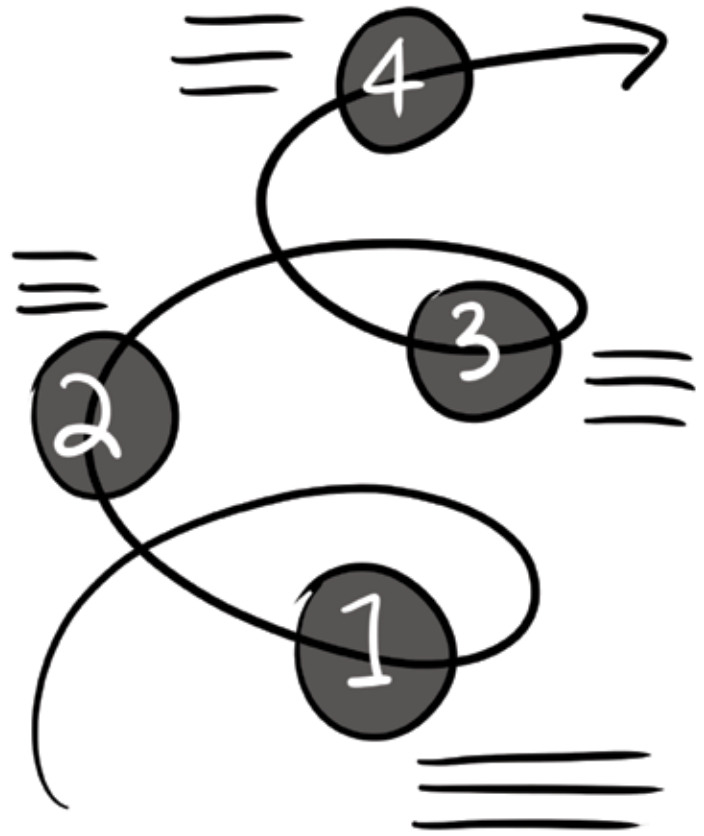
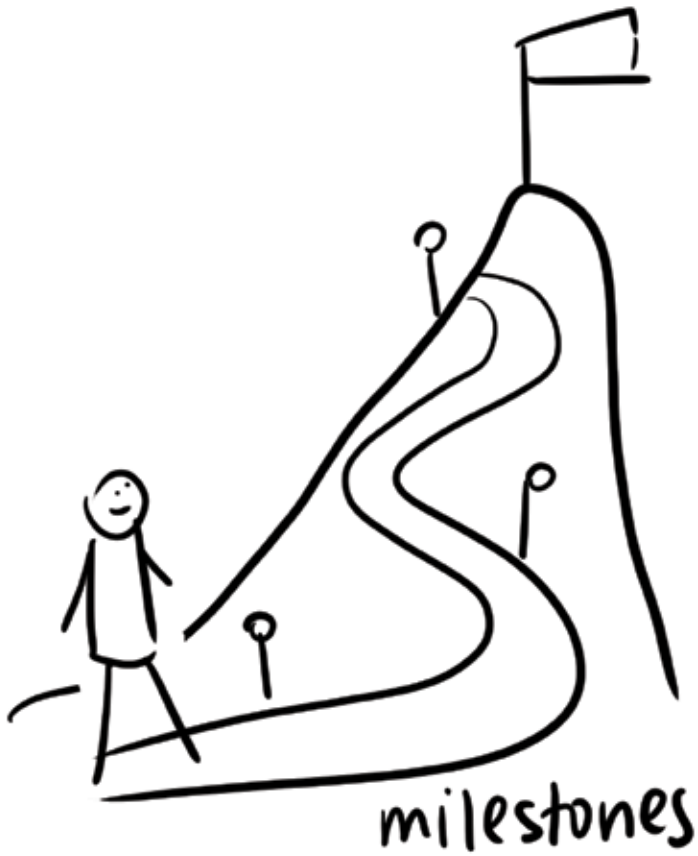
different
body
shapes



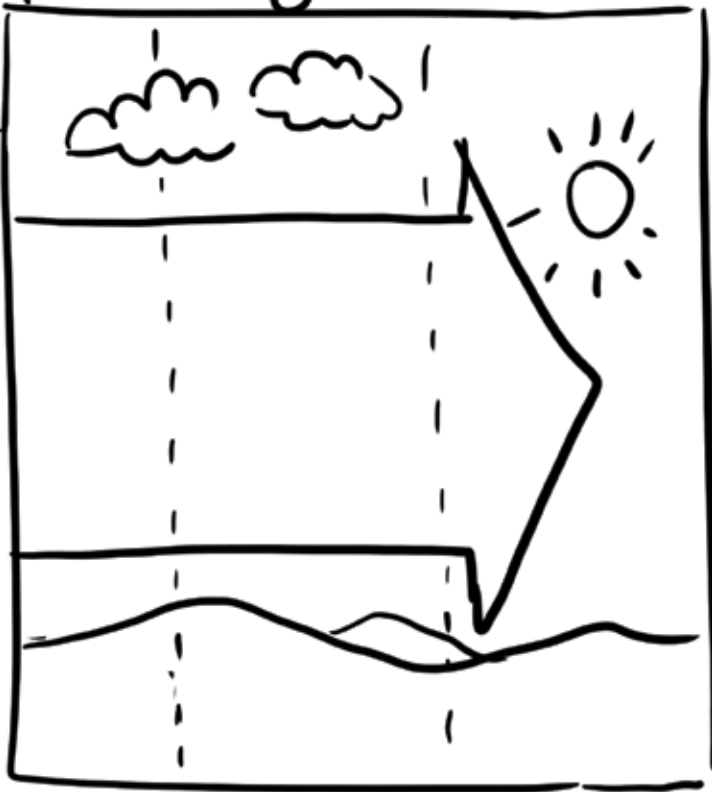
Head
+
body
+
legs



star
shape
+
feet



planning



Resources To Get You Started

TOOLS AND SUPPLIES

ROLLS OF PAPER

I buy my paper in very large rolls from Island Blue in Victoria, BC. I like the **non-coated, 20lb bond** paper. If there is a teaching supply store near you, they will have something similar. Dick Blick in the States and also The Grove sell rolls of paper.

MARKERS AND PENS

I use **Neuland markers** because they are non toxic and refillable, and the tips are replaceable. I also use the chisel tip markers from the Grove, brush pens, and have a wide range of fine tip markers that I use for my own sketchnotes and art in my studio. I've used other markers, but please don't use the smelly kind — like Sharpies or whiteboard markers — you may give yourself or the folks around you headaches.

ca.neuland.com

POST PRODUCTION TIPS

Use a **high resolution camera**, either a digital SLR or a medium format camera.

Or, you can **scan the images** — ask someone who makes maps, or a printing shop.

Always ask the client about **logo use**.

EDITING THE IMAGES

Size your images to be **300 dpi at minimum**, to preserve detail. But producing a web-friendly, 72 dpi image alongside is often a good idea.

Use **“levels” in Photoshop** to boost the black and hide wrinkles on the white.

Some practitioners use **CamScanner** as an app on their phone to clean up the images, but I prefer Photoshop for greater control.

Resources To Get You Started

ASSOCIATIONS AND GROUPS

The Grove International is a pioneer in the field. Founded in 1977 by David Sibbet, they provide trainings, templates, resources and classes in San Francisco. **www.grove.com**

The professional association is the **International Forum of Visual Practitioners**. You can create a portfolio online and connect with others. **www.ifvp.org**

Annual IFVP conference: the highlight of the year! It's a fantastic place to network. It usually occurs in July or August, and the location moves around North America.

The IFVP social media team will retweet and share your content online if you are a member and tag them. They're active on Pinterest, LinkedIn, Facebook, Twitter and Instagram.

There's a very active Facebook community (independent of IFVP) called **Graphic Facilitation**, open globally and with over 5,000 members.

There is also an active **Linkedin group** (also independent of IFVP) for Graphic Facilitation.

Resources To Get You Started

BOOKS TO READ

Brandy Agerbeck's first book is ***The Graphic Faciliator's Guide***.
Her second book is coming out soon. www.loosetooth.com

Michelle Winkel's ***Graphic Facilitation and Art Therapy: Imagery and Metaphor in Organizational Development***

David Horn's ***Visual Language***

Sunny Brown's ***The Doodle Revolution***

David Sibbet's ***Visual Leaders***

The IAF Handbook of Facilitation from the International Association of Facilitators. www.iaf-world.org

AND STAY TUNED FOR A NEW ANTHOLOGY

Edited by Brandy Agerbeck, Jennifer Shepherd, Kelvy Bird and myself, this anthology will feature over 20 contributors sharing their thoughts on visual practice and deepening their process.

To be published in the summer of 2016.

Resources To Get You Started

CLASSES TO TAKE

Dozens of classes are available! This is only a small sample of classes, taught by folks I know and like:

Brandy Agerbeck teaches The Lab, a hands-on experience in Chicago.

Stina Brown teaches various classes in Vancouver, BC.

Michelle Boos-Stone teaches boot camps and Graphic Recording 101 classes in California.

Sophia Liang and **Lynn Carruthers** (past president of IFVP) are active in teaching as well.

FREE DOWNLOADS FROM SAM / DRAWING CHANGE

A free **Creativity Planner** for goal setting:

drawingchange.com/a-free-visual-creative-planning-tool-for-goal-setting

Tips on **how to Sketchnote**:

drawingchange.com/free-download-tips-for-great-sketchnotes-in-school

Visual Note Taking

LETTERING

- ① TITLES
- ② UPPER CASE
- ③ lower case

Just use
3

LISTEN

- What's the main idea?
- identify sub-points



VISUAL VOCABULARY

practice and grow
your own icon
library

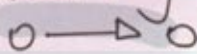


ideas out
now project.com



Organize

- are there patterns?
- are there metaphors?
- connect key points



find your own style!
paper or tablets work!
drawing IS learning!

Colour

- for contrast
- pick just a few

Sambradd

FOR
JUMP
START



2014