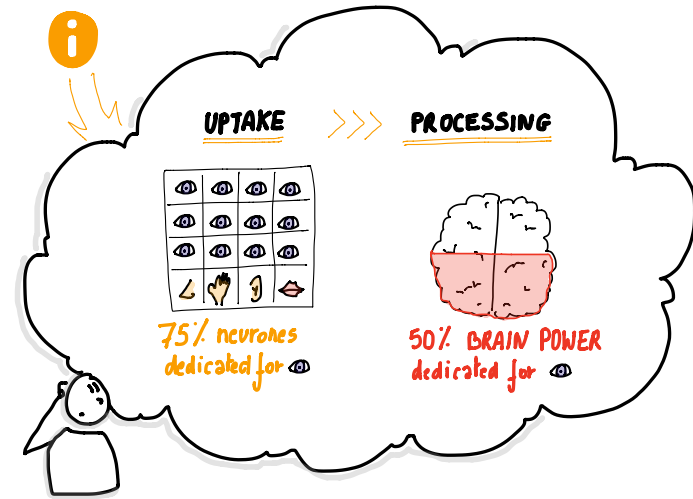
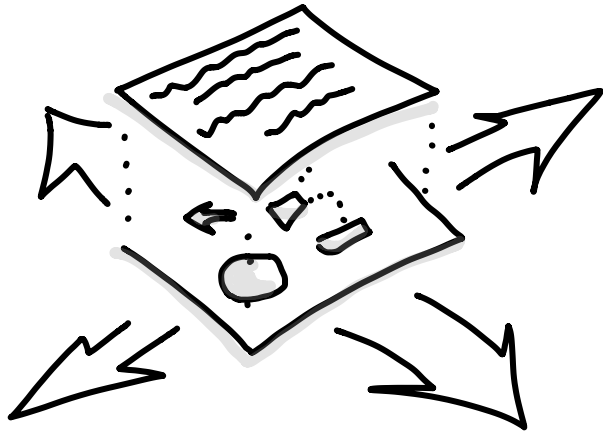


# Visual thinking





classic note



**IMAGES**

**TEXT**

**STRUCTURE**

**BIG IDEAS**

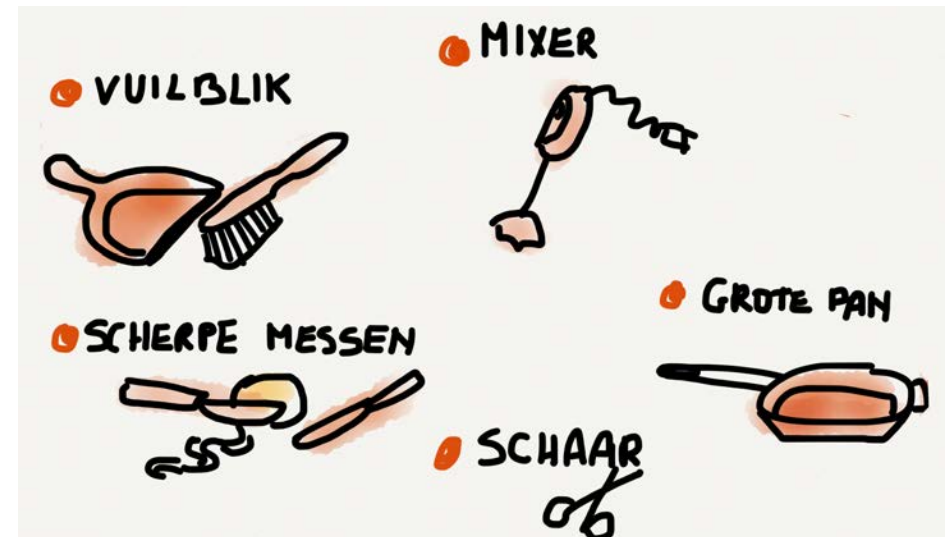
## Meeting / conferences



# Design process

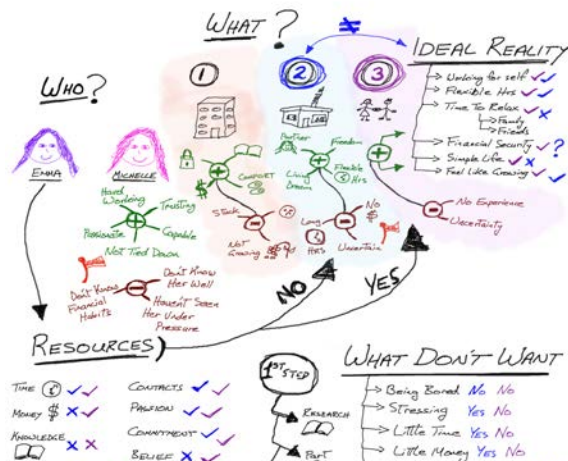


# Idea mapping

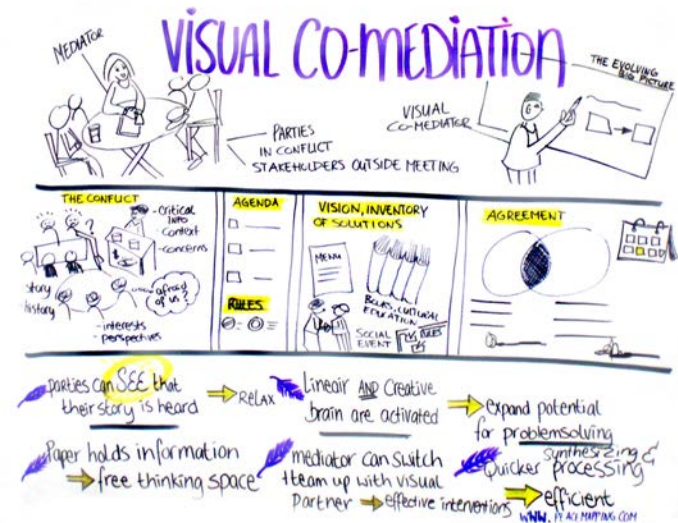


# Coaching

SHOULD I ENTER THE RESTAURANT BUSINESS?



# Mediation



# Visualisation

drawing / painting / sculpturing

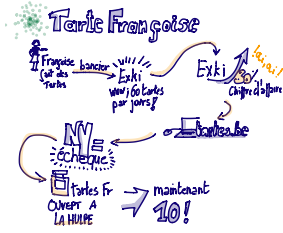
**Visual notes**

"sketching"

**Art**



**Personal**



**Group**



graphic recording  
visual facilitation  
visual harvesting

realistic -----> abstract



portrait -----> idea

*Understanding Comics: The Invisible Art* is a 1993 non-fiction work of comics by American cartoonist Scott McCloud.

## MARKERS

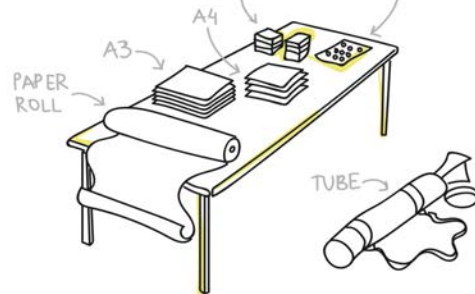


ULTRA THIN THIN THICK MEGA BOARD CHALK

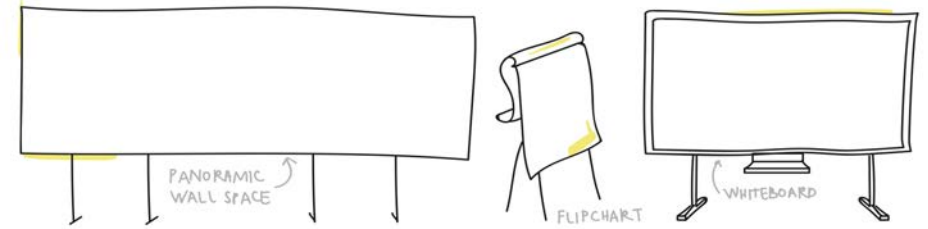
[eu.neuland.com](http://eu.neuland.com)

## PAPER

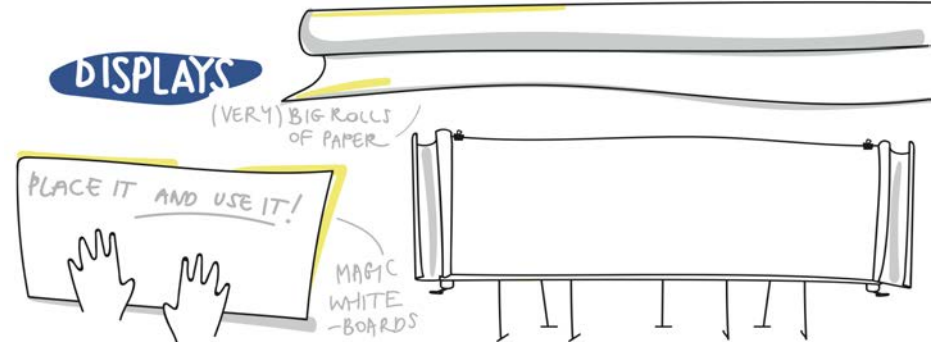
POST-IT NOTES STICKERS



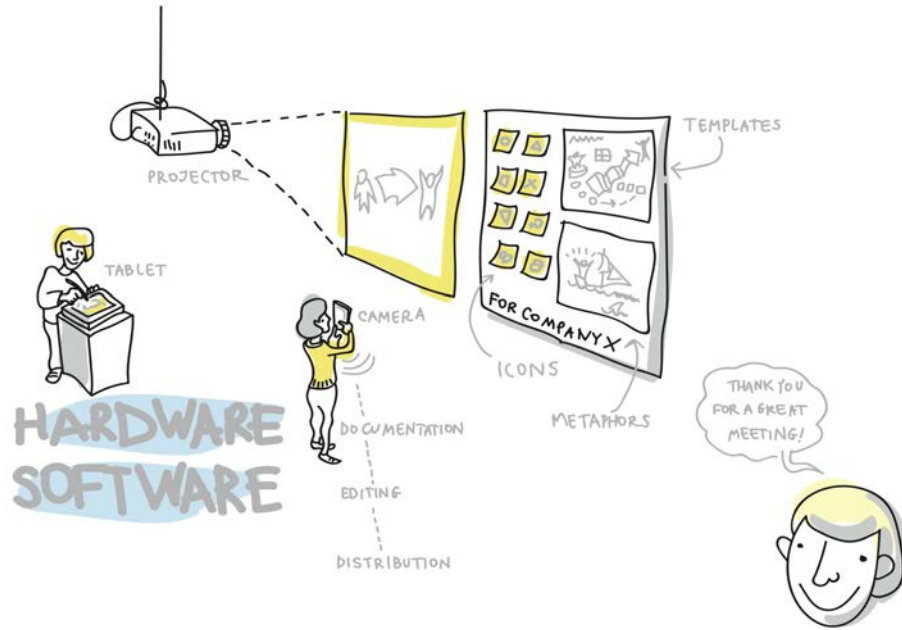
## TOOLBOX



## DISPLAYS



[www.magicwhiteboard.co.uk](http://www.magicwhiteboard.co.uk)



**Ambassador Kit Visuality's Choices**

PROducts in this bundle are recommended by Neuland Ambassador Mara Callaert / Visuality You may choose between 3 different choices.

Item no.: 9100.0304

€49.00 \*

\* plus VAT / plus shipping costs

Select choice:

Starter

1

Add to shopping cart

Add to wishlist

Shipping type: Parcel shipment

Availability: in stock

OUR SELECTED #VISUALNINJAS TOOLKITS ARE AVAILABLE at a SPECIAL PRICE on NEULAND'S WEB SHOP <https://eu.neuland.com/Ambassador-Kit-Visuality-s-Choices>



**Ambassador Kit Visuality's Choices**

PROducts in this bundle are recommended by Neuland Ambassador Mara Callaert / Visuality You may choose between 3 different choices.

Item no.: 9100.0305

€413.00 \*

\* plus VAT / plus shipping costs

Select choice:

Experienced

1

Add to shopping cart

Add to wishlis

Shipping type: Parcel shipment

Availability: in stock

<https://eu.neuland.com/Ambassador-Kit-Visuality-s-Choices>

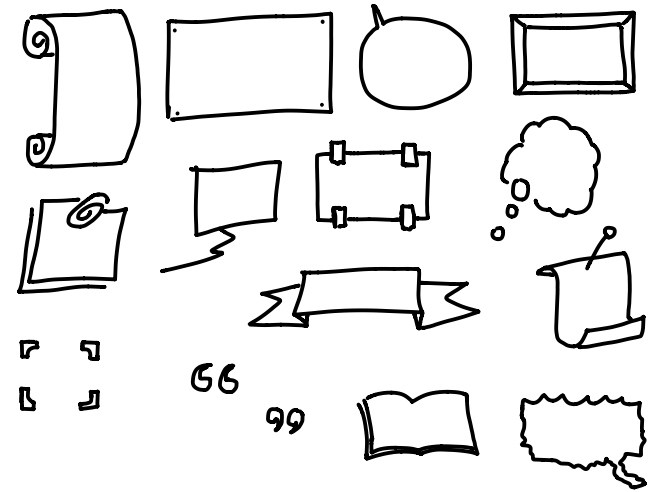
Warm up

mmmm eepp

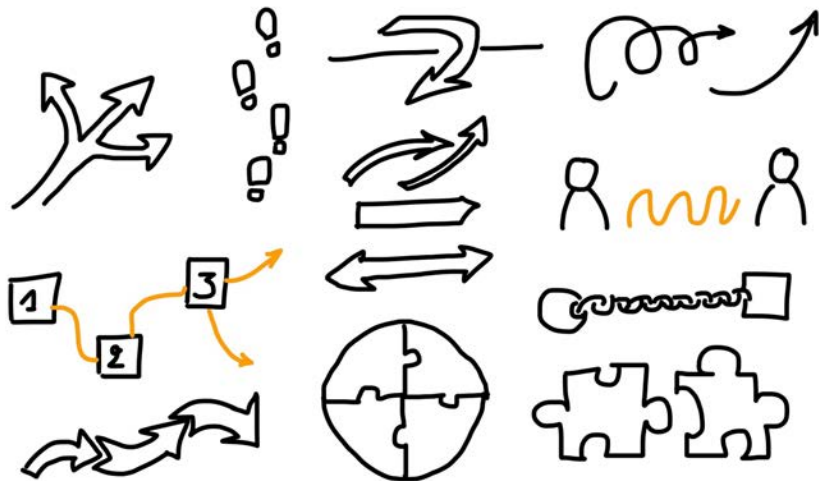


y3LCDS VWU

## Frames & speech bubbles



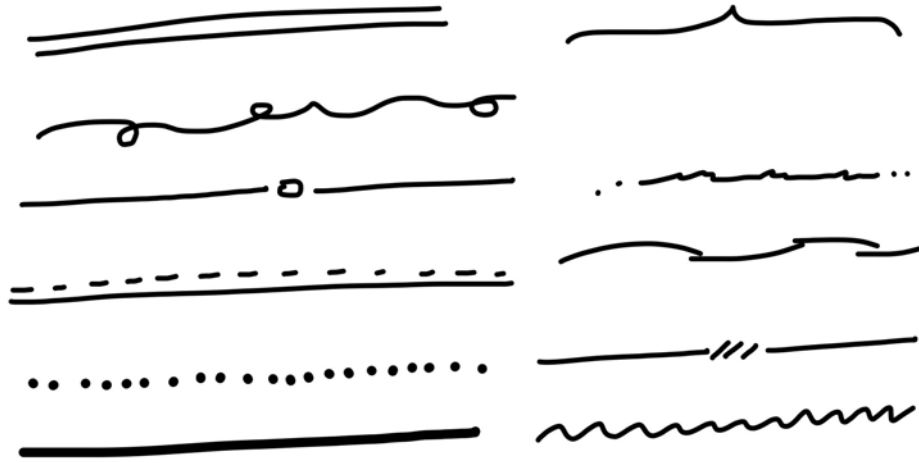
## Connectors



## Lists



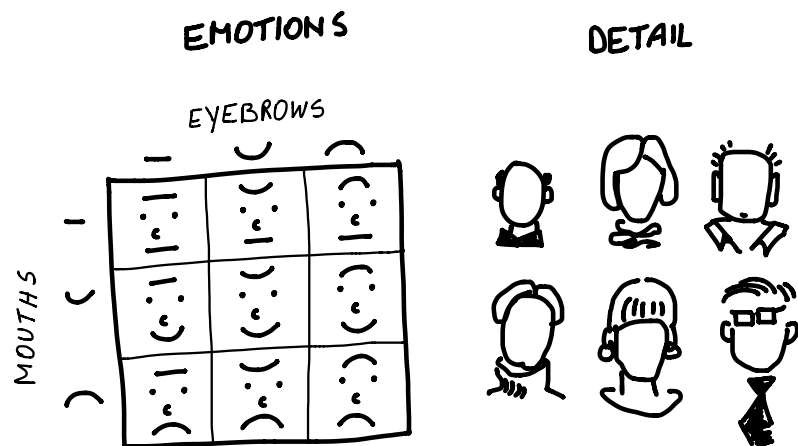
# Separators



# People



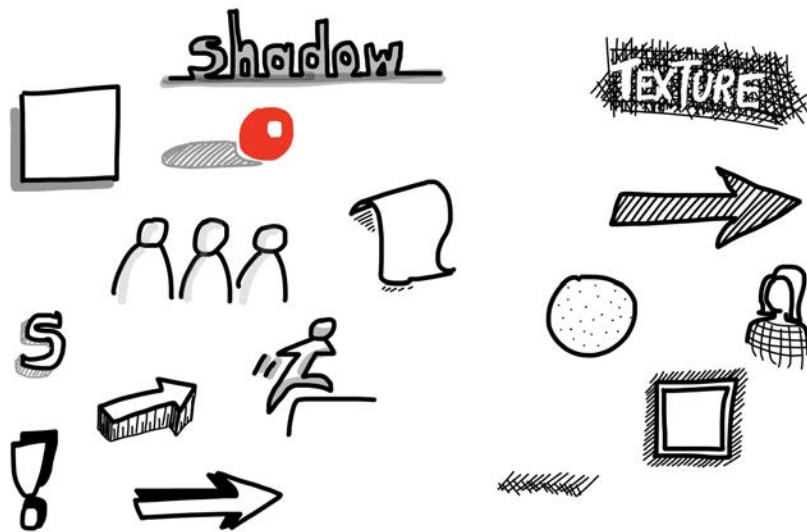
# Faces



# Icons



## Shadow & texture

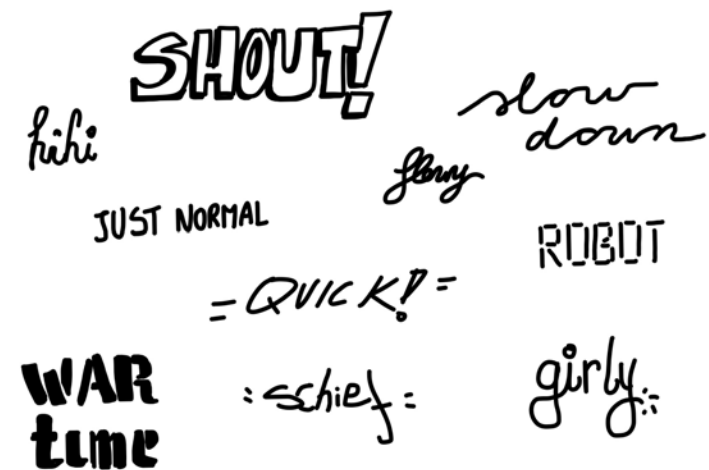


## Colours



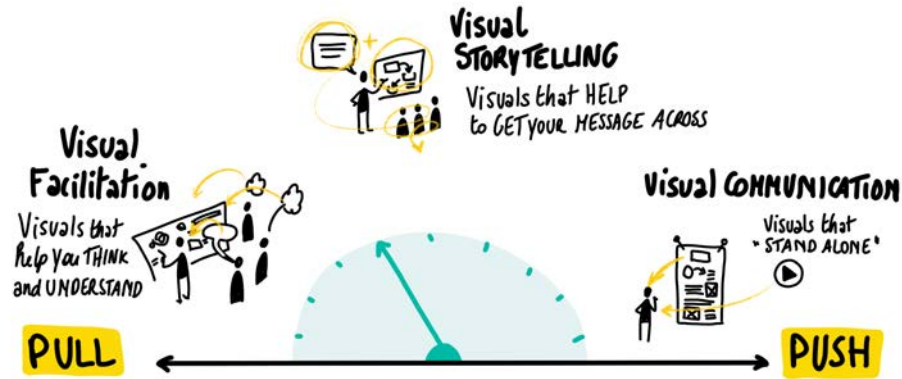
**The quick brown  
fox jumped over  
the lazy dogs**

## Lettering

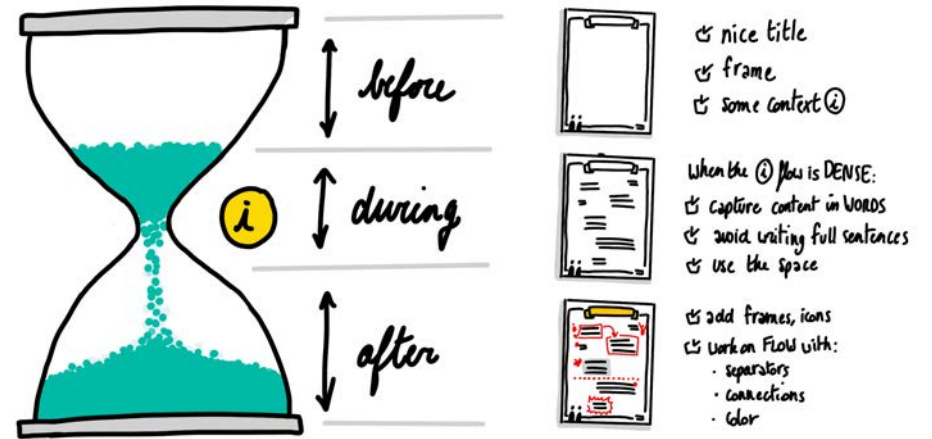




# Visualisation: END in MIND

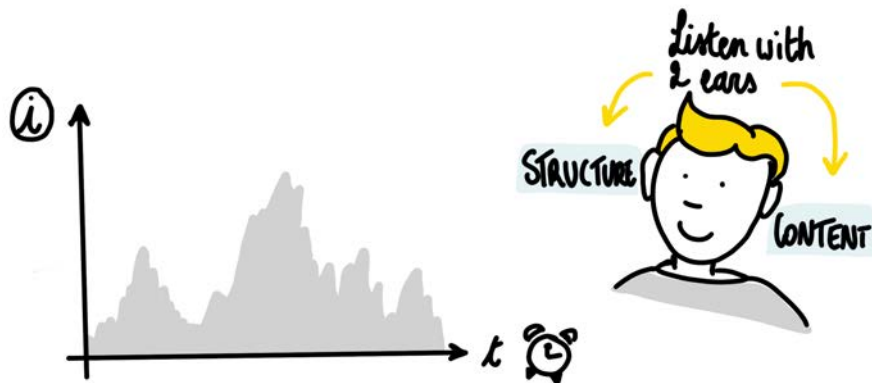


# Visualisation: process



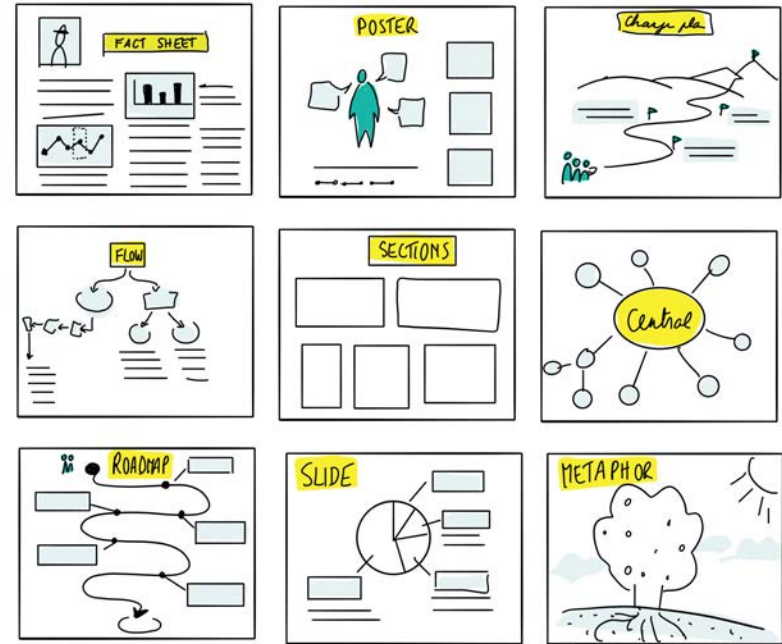
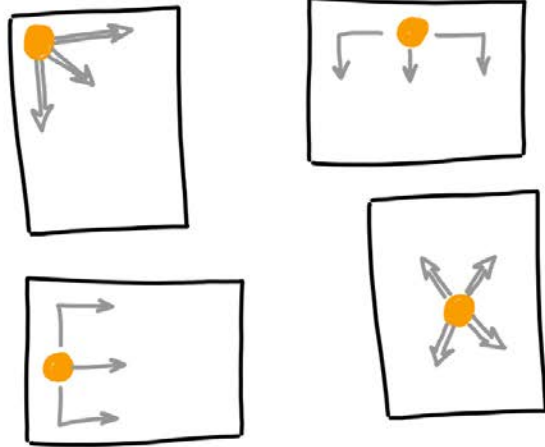
# Visualisation: process

① density DURING MEETINGS

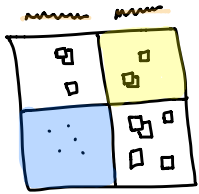


# Visual JAM

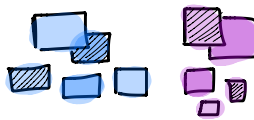
# Structure



MATRIX



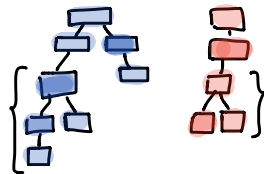
CLUSTERING



MINDMAP



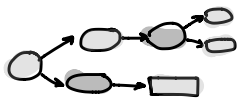
ROOT DIAGRAM



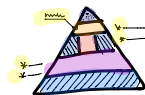
LISTS



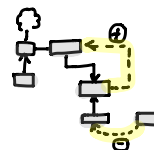
FLOWCHART



PIRAMID



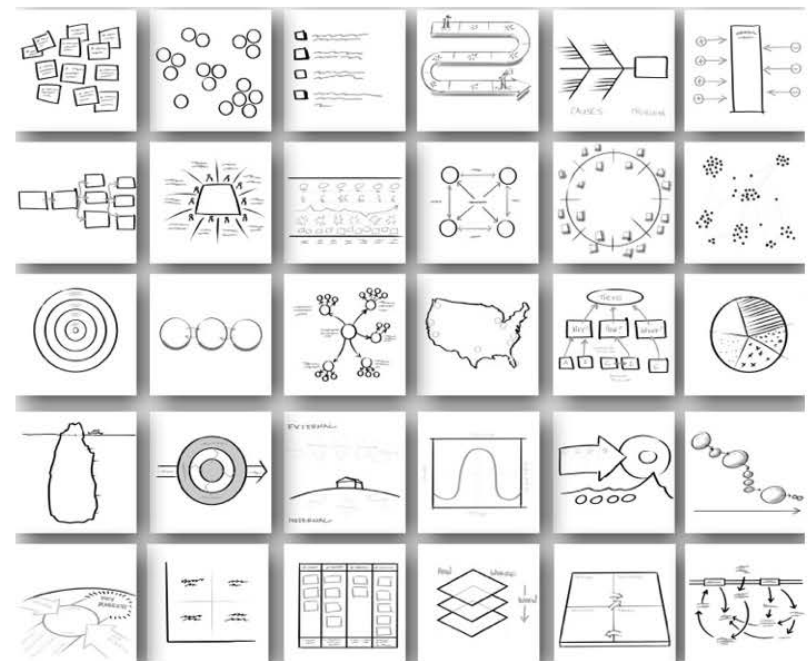
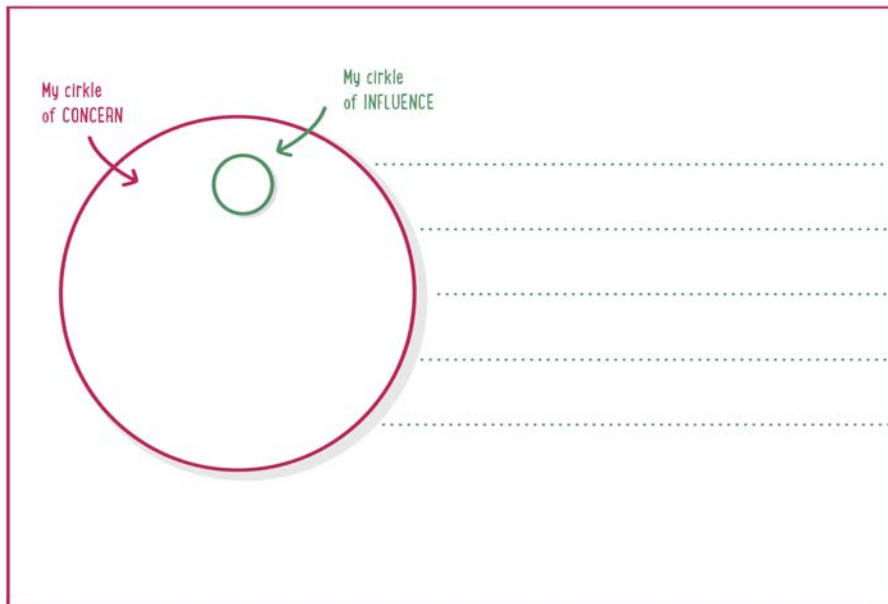
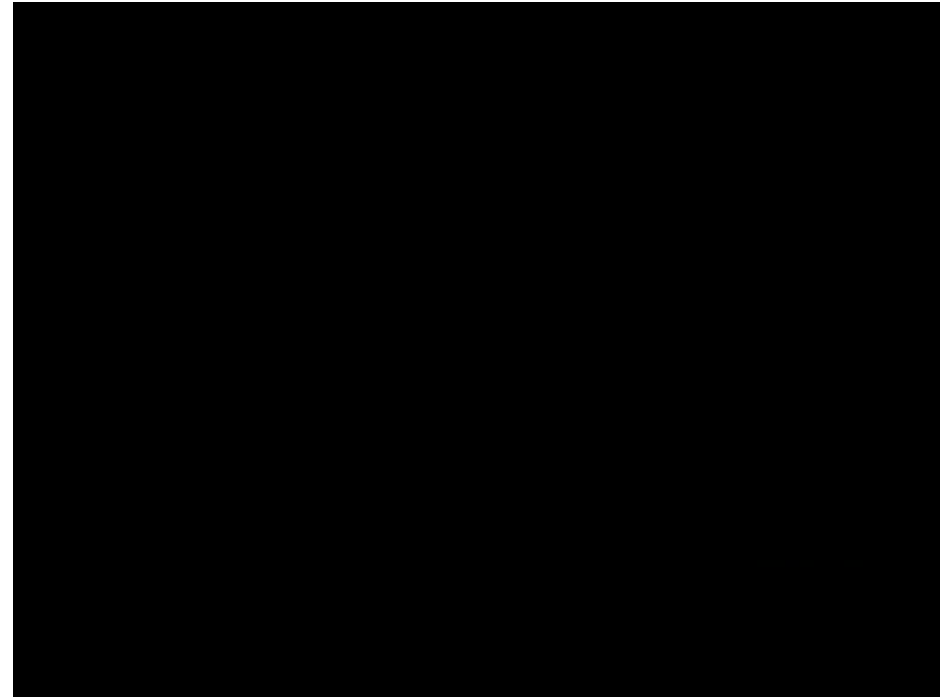
SYSTEM



# Visual CV

# How to make TOAST

- [https://www.ted.com/talks/tom\\_wujec\\_got\\_a\\_wicked\\_problem\\_first\\_tell\\_me\\_how\\_you\\_make\\_toast](https://www.ted.com/talks/tom_wujec_got_a_wicked_problem_first_tell_me_how_you_make_toast)



# The Culture Map Beta

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Iteration: \_\_\_\_\_

Use the Culture Map to explore and understand your organization's readiness for change or growth. You can also use the Culture Map to design new incentives and structures that will increase your initiative's chances of success.

## Outcomes

The outcome is the goal (or problem) you want to work on.  
 If a problem (Current state, change is needed):  
 - What is the outcome we are seeing?  
 - How do we know it's a problem?  
 If a goal (Desired state):  
 - What is the outcome we want?  
 - How would we know we succeeded??

## Behaviour

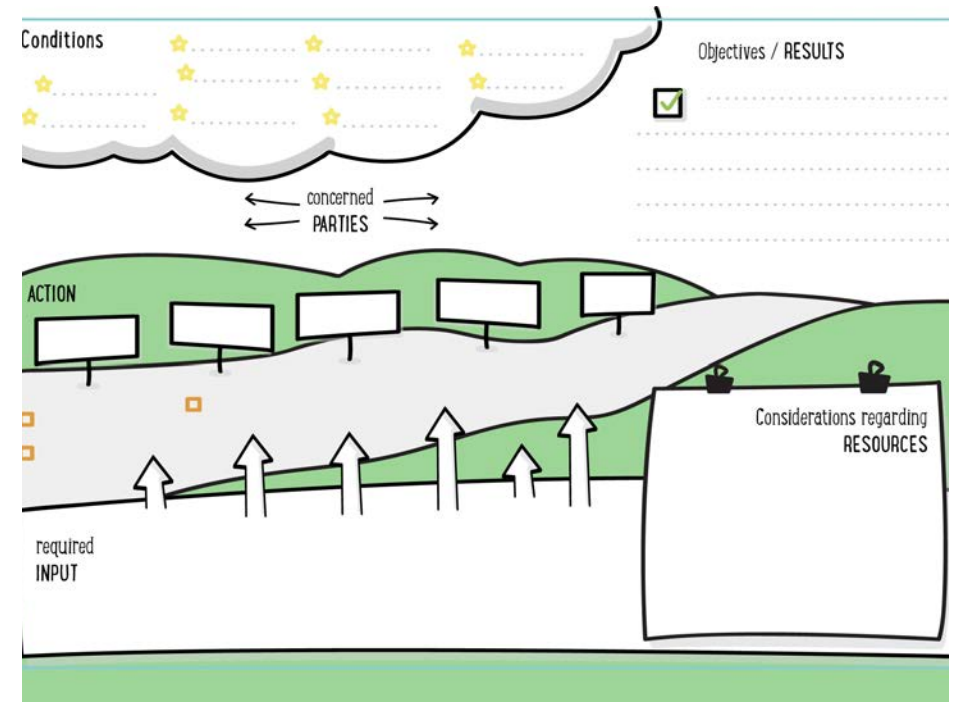
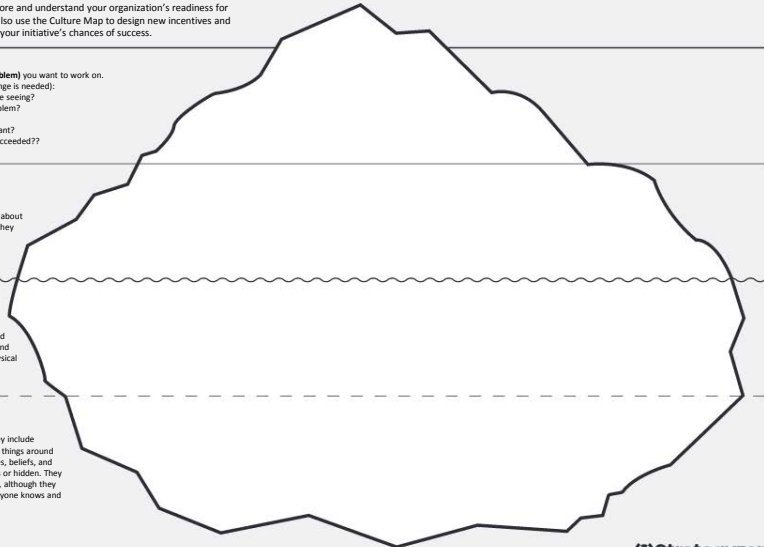
Behaviors are activities that are observable.  
 - Ask people to share stories about good (or bad) experiences they have had with the culture.  
 - Look for concrete, tangible examples.

## Lever (stated)

Stated levers are explicit. They include how people are rewarded and punished, rules, resources and budgets, policies, processes, physical office layout or distribution, and organizational structure.

## Lever (unstated)

Unstated levers are implicit. They include unwritten rules, "the way we do things around here," routines and habits, values, beliefs, and politics that may be unconscious or hidden. They are not usually discussed openly, although they may be "open secrets" that everyone knows and discusses in private.



What is the PURPOSE?

What are the CHALLENGES?

Who are the STAKEHOLDERS?

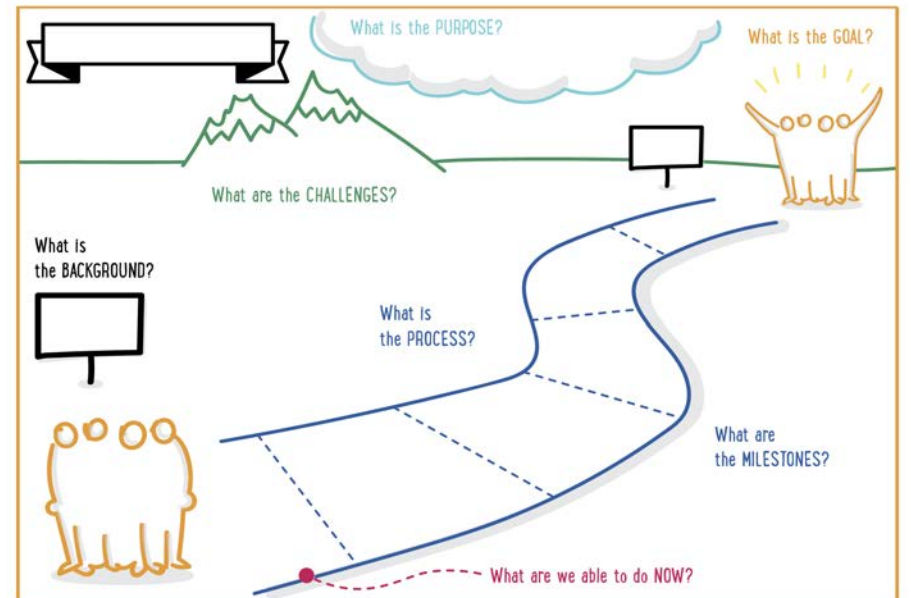


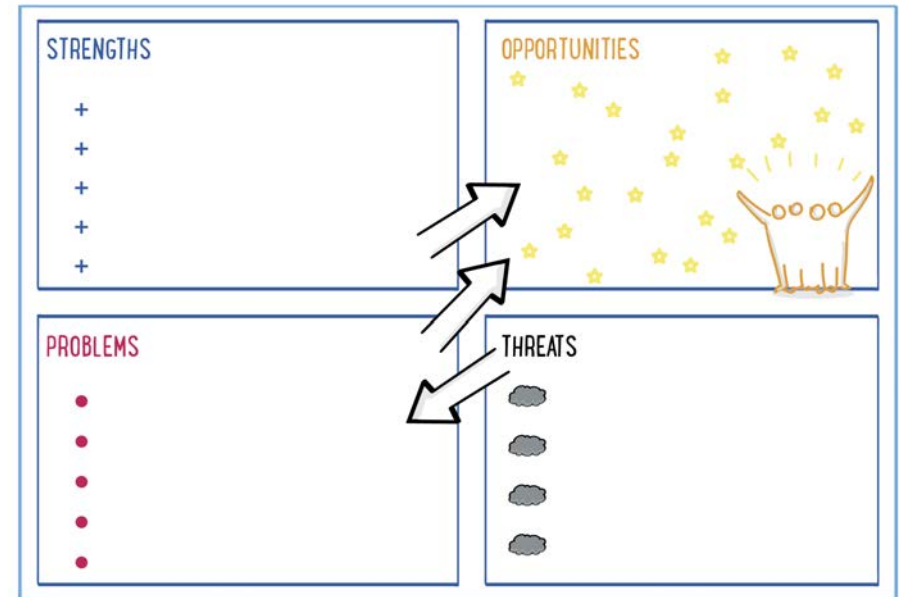
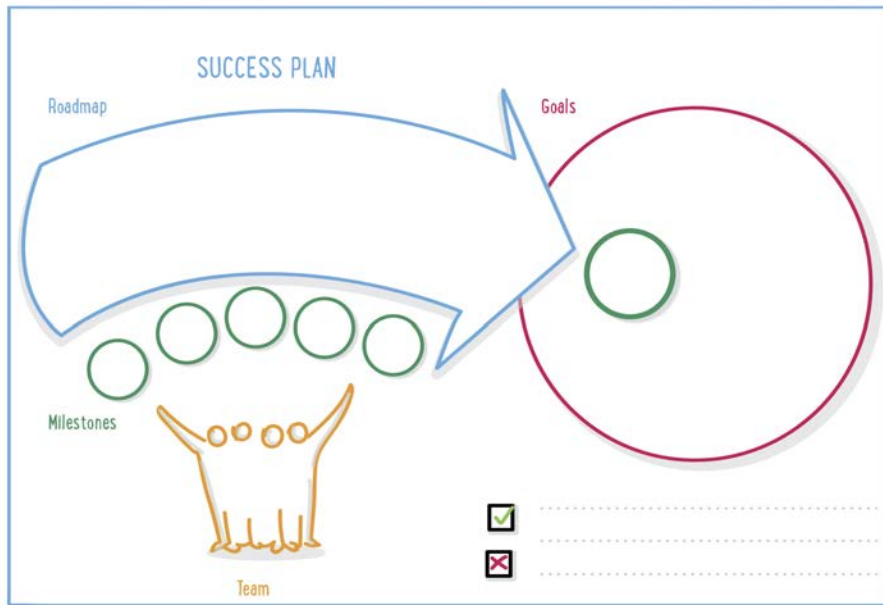
What is the PROCESS?

What is the BACKGROUND?



What is the goal?





## Tips & tricks

- Develop your listening skills
- Practice, practice, practice...
  - Ted talks
  - Book summaries

## Resources



# Apps



Paper 53



Notability



OneNote



Procreate

# Practice Practice Practice

## ENTWICKLUNGSLÄNDER

ENTWICKLUNGSPROBLEME DER DRIITTEN WELT

Zum Blatt „DER 188. PUTSCH“

Probleme in Bolivien

- NOT
- Politische Instabilität
- Schlechte Wirtschaftslage
- Gesellschaftliche Unterschiede

Industriearbeiter → moderne } Lebensform  
Bauern → veraltete

Dünne Oberschicht beherrscht das Land (Bunige Familien) → Bildung

Indios → Weiße → Wirtschaft

Bevölkerungswachstum groß

hohe Kindersterblichkeit → hohe Lebenserwartung

schlechte medizinische Versorgung (auf dem Land schlechter als in der Stadt) → Mangel an Ärzten

hoher landwirtschaftlicher Anteil am BIP

~ 1992

## LANDWIRTSCHAFT IN OST & WEST

vgl. Film: Farm in Wisconsin / USA  
LFG in Uganda

West	Ost
<ul style="list-style-type: none"> <li>→ Lebensumstände</li> <li>→ Abhängigkeit von Natur</li> <li>→ Abhängigkeit von zusammenarbeit mit anderen</li> </ul>	<ul style="list-style-type: none"> <li>→ kein Privateigentum an Produktionsmitteln (in 100% Staaten LFG oder Staatsbesitz)</li> <li>→ Privates Land zum Beispiel</li> <li>→ Änderung der Produktion durch die Planbehörde</li> <li>→ Ziel: Befriedigung im Grundnahrungsbereich</li> <li>→ Gefahr von Versorgungsengpässen</li> <li>→ Unvorhersagbare Ereignisse können wg. Unflexibilität aus schwer bewältigt werden</li> <li>→ Planwirtschaft lehnte die Eigeninitiative</li> <li>→ Planwirtschaftliches Planungssystem führte zu Misserfolg (vgl. „Goldene Siebziger“)</li> </ul>

Privateigentum an Produktionsmitteln → spricht über Produktion kein Besitz

Er arbeitet mit seinem PM

Ziel: Gewinn (maximierung) d.h. Risiko minimieren

hohe Verfügbarkeit über PM → Produktion muss möglichst hoch sein

Risiko: Überproduktion

Für den Verbraucher ist es günstiger Preis

Hohe Produktivität nicht Prod.

OE CLARK  
WHEN ACCESSIBILITY IS NOT YOUR PROBLEM

[clark.oeg/media7](http://clark.oeg/media7)

[bbc.co.uk/accessibility](http://bbc.co.uk/accessibility) (Explanation about how to use accessibility fixes in different browsers)

[wcag.samurdi.org](http://wcag.samurdi.org) (corrections to WCAG)

[samuraireviews.wordpress.com](http://samuraireviews.wordpress.com)

... going to pdf  
a brief = "... .pdf" title = "PDF: Title of the document" type = "application/pdf" > ... /as

CREATIVE SPONSING

Print & Pattern

Type/sunday T26 → Newsletter

DESIGN ON FLICKR

- Typophile
- Pictograms and Public Signs (US Elements)
- Ron Turner Cover Collection

Chris Macena (US Elements)

LeTab Design Patterns

2007

## dan (cederholm)

Pixelate image (Photoshop file) to fix color palette

(I often start playing around with color before doing the actual design)

Keep colour palette limited to a color palette

TOUPEEPA

old style, Palahno { nice impression

DELTA-TANGO-BRAVO (Fiction Sammlung)

SUGGEST THE BOX

do small things to the boxes with images (gradient, etc. → but simple!) rounded corner and just in some places

use similar elements in several places

heard creator @ microformats

