How to Sketchnote Your Meetings and Workshops

Katie Kelly, University Communications
Types of navigation
- Traditional (New York Times)
- Carousel (NPR)
- Tile (Flipboard)

Types of stories
- Text with still photo
- Text with still graphic
- Text with photo gallery
- Photo gallery
- Text with video
- Video
- Pop-up graphics

Results
- 70% prefer landscape orientation
- 83% prefer traditional, 13% prefer carousel, 4% prefer tile in what they currently use.
- If they could choose, 50% would use carousel, 35% would use traditional, 15% would use tile

Tiles are tidy and fast, but require more clicks and it can be hard to tell what the image represents.

Traditional designs have hierarchy
Carousel leads to image-based decisions but this can be misleading. It can be overwhelming.

Behaviors
- People enter through a dominant element.
- If no dominant element, faces draw attention.
- People fixate 18 times before choosing a first story. If they only fixated 9 times then they didn't finish reading the story.
- The bail out point is after 78.3 seconds of reading. Put a "gold coin" at this point of your story to keep readers engaged. Also could include a quick summary of key points.
- 67% use native controls (like a back button) to navigate.

Swiping
- Apps swipe horizontal between stories and vertically through stories.
- Instinctive to swipe horizontally through photo galleries.
- Most use advance buttons instead of image thumbnails.

Reading
- 48% methodical: In sequence; top to bottom, read captions
- 52% scan: headlines, lists, display elements, but little text; part of story, jump to multimedia, etc., then leave

Print Nets (45-55)
- 76% methodical
- 24% scan

Digital Natives (18-28)
- 75% scan
- 25% methodical

Both read deeply when they found what they wanted.

- 39% detached; hands off, touch deliberately to adjust, or choose, then sit back to read.
- 61% intimate; constant contact with screen, move text to field of vision rather than moving eyes
• 224 pages of handwritten notes
• Really great presentations!
• I don’t remember any of the content.
• I do remember the hand cramps from writing.
EDUCATED
TARA WESTOVER
KEYNOTE
TODAY NAMED THE
2019 TIME
PERSON OF THE YEAR

Parents didn’t believe in public education, medical care
Self-taught from books
Many awards, degrees

Education is about building a person, not a career

Respecting others is the 1st step to self-respect

Curiosity is a luxury for the financially secure.
Scholarships allow to work fewer jobs, explore different careers

You don’t have to believe what someone says about you.
Even family, friends

Love can be real + not enough
Tension of intention + effect

Let go to move forward

Students have a right to be + to own their education

Be cautious in stamping out passions in a child-

You never know where it leads

You must find your truth + walk your path.

Easier to ask for forgiveness than permission.

GIVE YOURSELF PERMISSION

EDUCATION IS GIVING THE GIFT OF FAITH

EQUITY = REACH + EQUAL + INCLUDE = REACH

Bryan Forch: Kori Darnell Saratovsky“Reds” “Meet the Millennials Day”

Don’t have the same concentration, but names are bigger.
One can experience things on their own.

MAKE A LEGACY IN THE WORLD

IMPROVEMENT OF HAPPINESS

Mentors
Minority business leaders made sure he was in business classes.

Magic Johnson

It takes a village
Our work needs so many youth to achieve dreams

Team roommate taught him how to study

Magic Johnson

We all should work to make our team better

You can do well and do good at the same time.

Invests in urban America
Know your customer!

Notes by: @kkellymku

Images: K-SquaredCreative.com
Why Sketchnoting?

- Put things into your own words and way of communicating
- Focus on distilling the big ideas, not capturing words verbatim
- Activates both sides of the brain - better retention of information
- Reduces distractions during presentations and improves listening
Five Basic Elements

You can draw anything by combining circles, squares, triangles, lines and dots.
Lettering Style Tips

1. Write bigger or with a thicker pen.
2. Bubble letters
3. Write letters twice, then fill in between.
Tools & Resources

• Something to write on
  Blank paper, scrap paper, fancy notebook, iPad - whatever!

• Something to write with
  Pen, pencil, iPad Pencil...
  Try to find something that won’t bleed through or smear.

• BONUS: Different colored things to write with
  Colored pencils, pens, markers.

• DIGITAL: iPad/tablet, a camera phone or a scanner
  Take notes digitally, or scan/photograph them after the fact.
  You can clean them up in a photo editing app.

• Learn more: The Sketchnote Handbook by Mike Rohde
Things I’ve Learned

• Don’t be too particular about where you take your notes.
• Start by adding the event/session name.
• Note the presenter names/handles so you can refer back to them.
• Keep your color palette simple, but having accent color can be nice.
• Color should make things more clear, not more confusing.
• Develop your own system of symbols and icons.
Things I’ve Learned

• If you’re sharing on social media, be sure to write your handle on the page for attribution.

• Tag presenters, and use the conference hashtag!

• It’s okay to change your style and methods over time!

• Apps: Procreate, Linea Sketch, Paper by WeTransfer, Adobe Illustrator Draw (CC), Adobe Fresco (CC)
Questions?