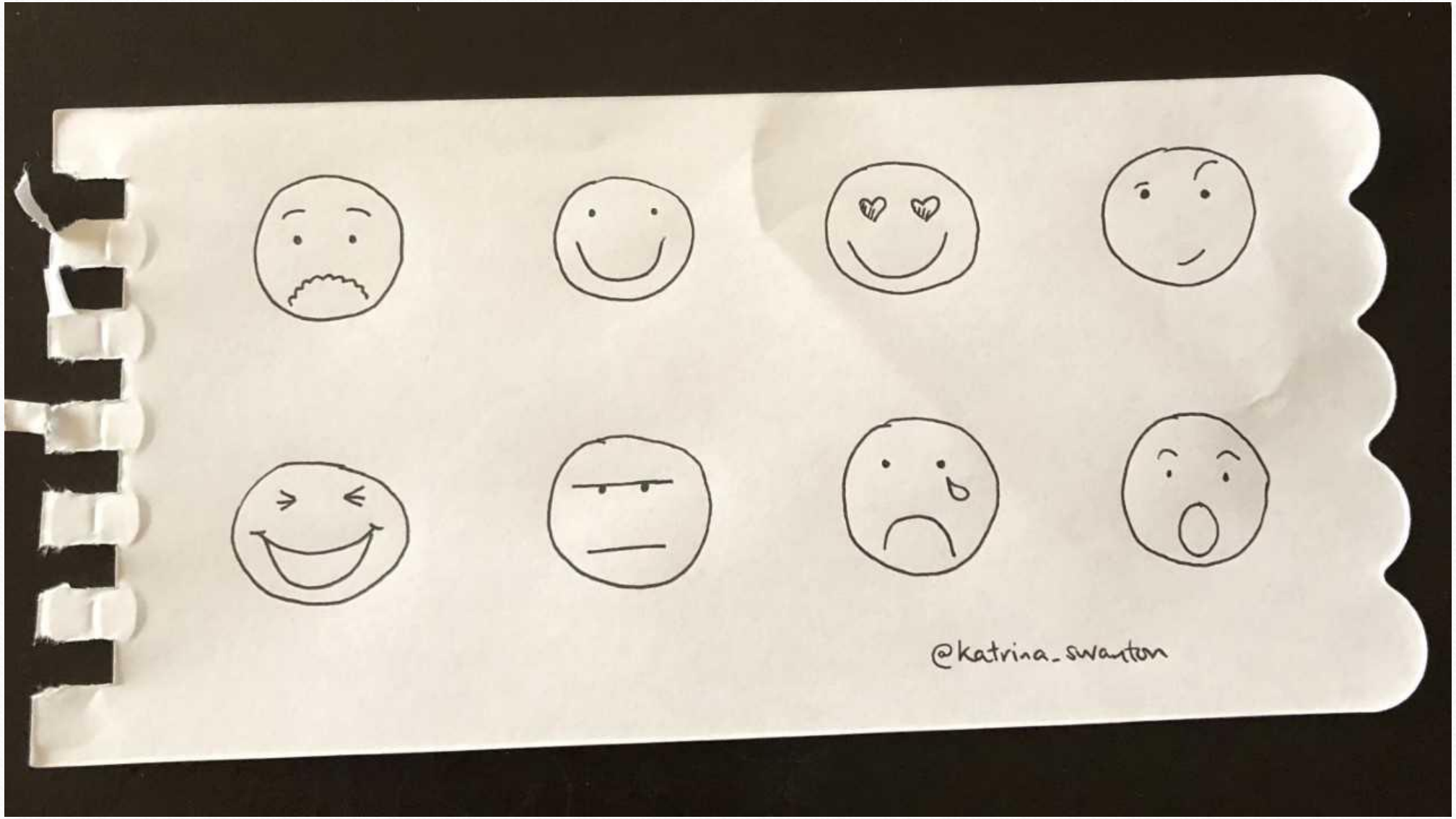
Sketchnoting: creating impactful conference notes

Katrina Swanton

Edinburgh Napier University

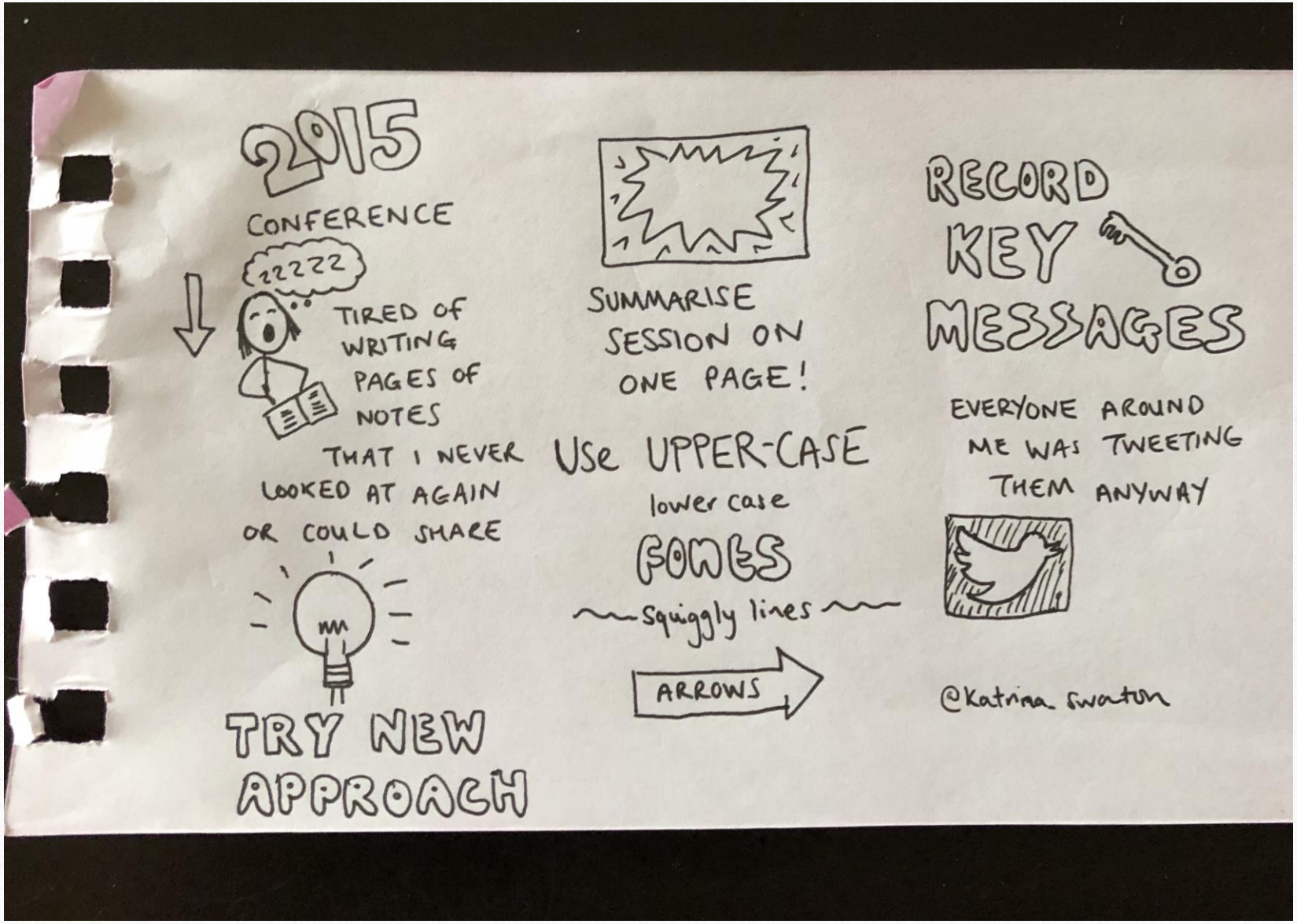

@katrina_swanton

Aims of the Workshop

- To understand what sketchnoting is…
- To consider the benefits of sketchnoting (in a conference context)
- To introduce you to the 'craft' of sketchnoting… We will be drawing!
- To have some fun!

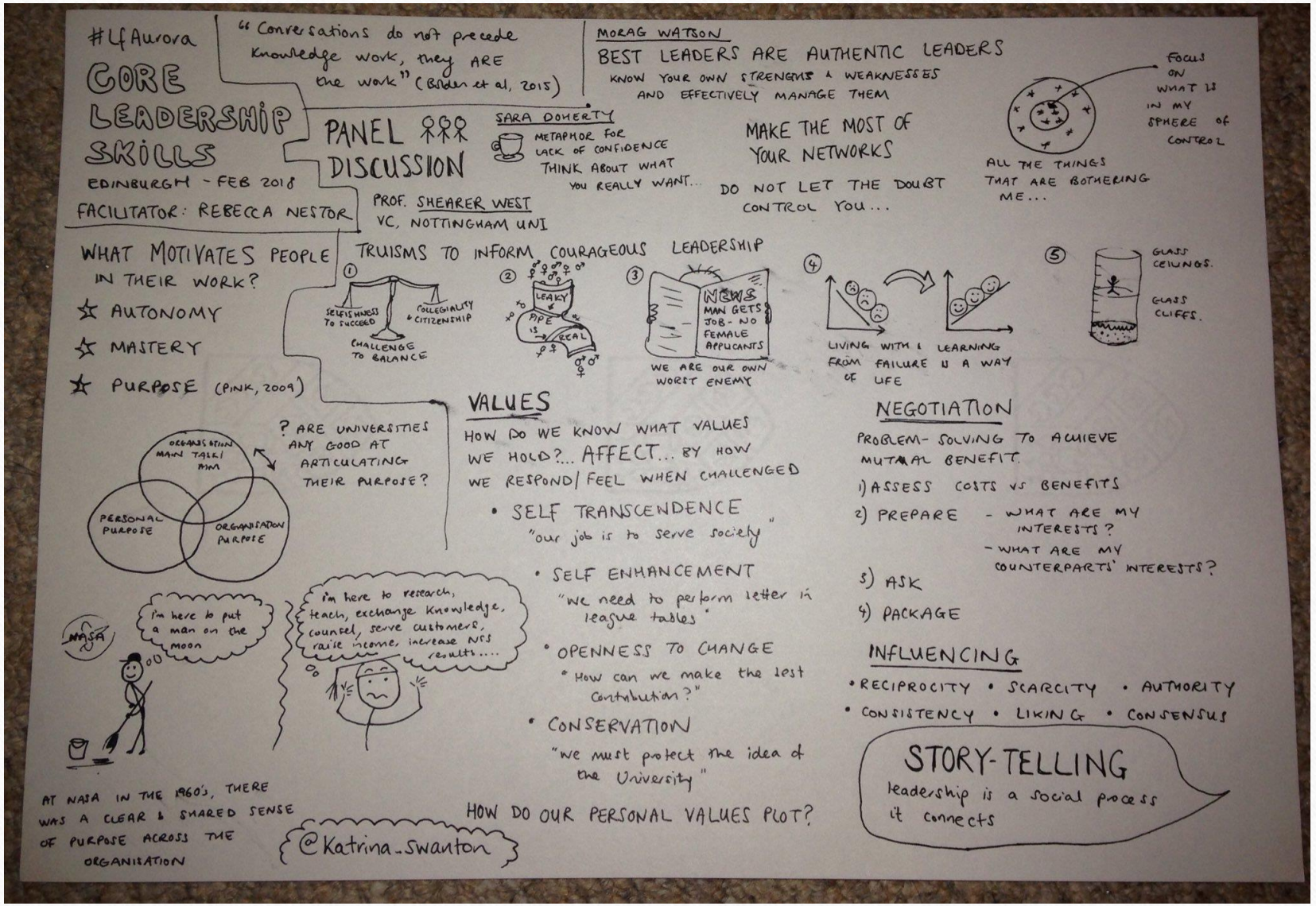
- But first I am going to share how I discovered sketchnoting and why I am so passionate about the approach…

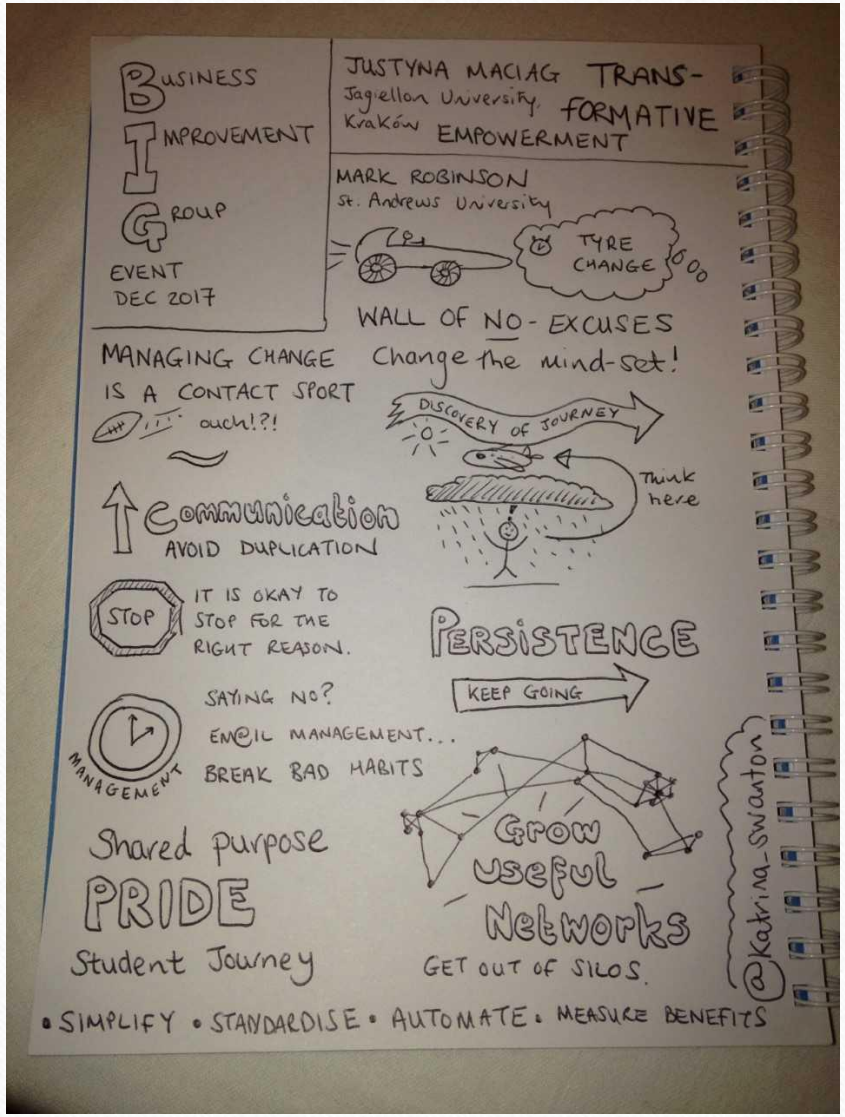
My discovery of sketch-notes…

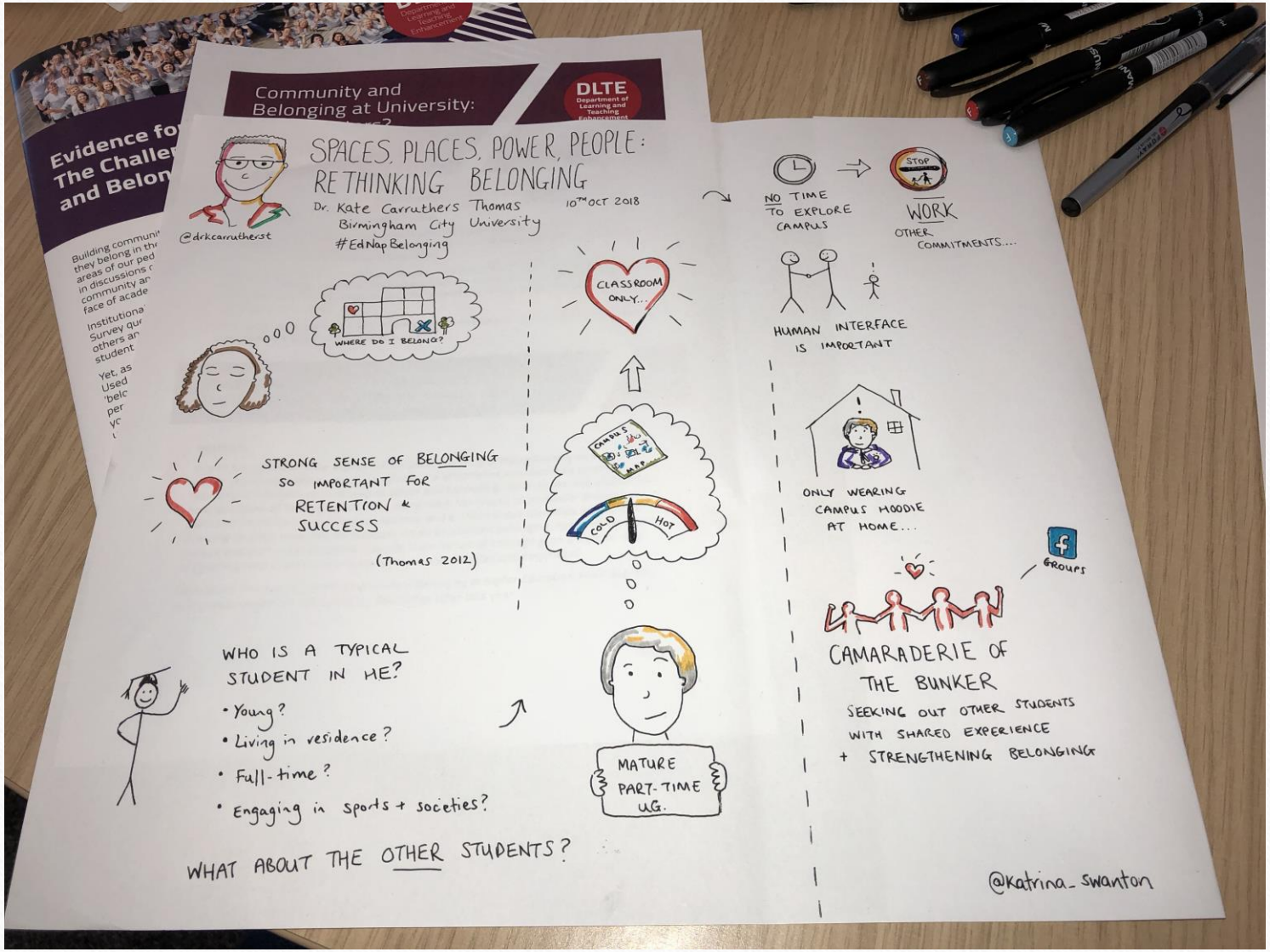


This was my first conference sketchnote

(though I did not know that was what it was called then…I called them my doodles!)


#LfAurora
CORE LEADERSHIP SKILLS
EDINBURGH - FEB 2018
FACILITATOR: REBECCA NESTOR
"Conversations do not precede knowledge work, they ARE the work" (Bolden et al, 2015)
PANEL DISCUSSION
PROF. SHEARER WEST
VC, NOTTINGHAM UNI
SARA DOHERTY
METAPHOR FOR LACK OF CONFIDENCE
THINK ABOUT WHAT YOU REALLY WANT...
MORAG WATSON
BEST LEADERS ARE AUTHENTIC LEADERS
KNOW YOUR OWN STRENGTHS & WEAKNESSES AND EFFECTIVELY MANAGE THEM
MAKE THE MOST OF YOUR NETWORKS
DO NOT LET THE DOUBT CONTROL YOU...
FOCUS ON WHAT IS IN MY SPHERE OF CONTROL
ALL THE THINGS THAT ARE BOTHERING ME...
WHAT MOTIVATES PEOPLE IN THEIR WORK?
AUTONOMY
MASTERY
PURPOSE (PINK, 2009)
TRUISMS TO INFORM COURAGEOUS LEADERSHIP
1
SELFISHNESS TO SUCCEED
COLLEGIALITY & CITIZENSHIP
CHALLENGE TO BALANCE
2
LEAKY PIPE IS REAL
3
NEWS
MAN GETS JOB - NO FEMALE APPLICANTS
WE ARE OUR OWN WORST ENEMY
4
LIVING WITH & LEARNING FROM FAILURE IS A WAY OF LIFE
5
GLASS CEILINGS.
GLASS CLIFFS.
? ARE UNIVERSITIES ANY GOOD AT ARTICULATING THEIR PURPOSE?
ORGANISATION MAIN TASK/ AIM
PERSONAL PURPOSE
ORGANISATION PURPOSE
VALUES
HOW DO WE KNOW WHAT VALUES WE HOLD?... AFFECT... BY HOW WE RESPOND/ FEEL WHEN CHALLENGED
• SELF TRANSCENDENCE
"our job is to serve society"
• SELF ENHANCEMENT
"we need to perform better in league tables"
• OPENNESS TO CHANGE
"How can we make the best contribution?"
• CONSERVATION
"we must protect the idea of the University"
NASA
i'm here to put a man on the moon
i'm here to research, teach, exchange knowledge, counsel, serve customers, raise income, increase NSS results....
AT NASA IN THE 1960's, THERE WAS A CLEAR & SHARED SENSE OF PURPOSE ACROSS THE ORGANIZATION
HOW DO OUR PERSONAL VALUES PLOT?
@Katrina_Swanton
NEGOTIATION
PROBLEM-SOLVING TO ACHIEVE MUTUAL BENEFIT
1) ASSESS COSTS VS BENEFITS
2) PREPARE - WHAT ARE MY INTERESTS?
- WHAT ARE MY COUNTERPARTS' INTERESTS?
3) ASK
4) PACKAGE
INFLUENCING
• RECIPROCITY • SCARCITY • AUTHORITY
• CONSISTENCY • LIKING • CONSENSUS
STORY-TELLING
leadership is a social process
it connects


BUSINESS
IMPROVEMENT
GROUP
EVENT
DEC 2017
JUSTYNA MACIAG
Jagiellon University, Kraków
TRANS-FORMATIVE EMPOWERMENT
MARK ROBINSON
St. Andrews University
TYRE CHANGE
WALL OF NO-EXCUSES
Change the mind-set!
MANAGING CHANGE IS A CONTACT SPORT
ouch!?!
DISCOVERY OF JOURNEY
Think here
Communication
AVOID DUPLICATION
STOP
IT IS OKAY TO STOP FOR THE RIGHT REASON.
PERSISTENCE
KEEP GOING
SAYING NO?
EMAIL MANAGEMENT...
BREAK BAD HABITS
MANAGEMENT
Shared purpose
PRIDE
Student Journey
Grow useful Networks
GET OUT OF SILOS.
@Katrina_Swanton
• SIMPLIFY • STANDARDISE • AUTOMATE • MEASURE BENEFITS


Community and Belonging at University:
DLTE
Department of Learning and Teaching Enhancement
SPACES, PLACES, POWER, PEOPLE: RETHINKING BELONGING
Dr. Kate Carruthers Thomas
Birmingham City University
10TH OCT 2018
@drkcarrutherst
#EdNapBelonging
WHERE DO I BELONG?
CLASSROOM ONLY...
STRONG SENSE OF BELONGING SO IMPORTANT FOR RETENTION & SUCCESS
(Thomas 2012)
CAMPUS
MAP
COLD
HOT
WHO IS A TYPICAL STUDENT IN HE?
• Young?
• Living in residence?
• Full-time?
• Engaging in sports + societies?
MATURE PART-TIME UG.
WHAT ABOUT THE OTHER STUDENTS?
NO TIME TO EXPLORE CAMPUS
STOP
WORK
OTHER COMMITMENTS...
HUMAN INTERFACE IS IMPORTANT
ONLY WEARING CAMPUS HOODIE AT HOME...
Groups
CAMARADERIE OF THE BUNKER
SEEKING OUT OTHER STUDENTS WITH SHARED EXPERIENCE + STRENGTHENING BELONGING
@katrina_swanton

I kept practicing…I discovered my own benefits

- I enjoyed doing them…
- Greater focus/greater retention
- Growing/strengthening my professional network
- It raised my profile

So what are sketchnotes?

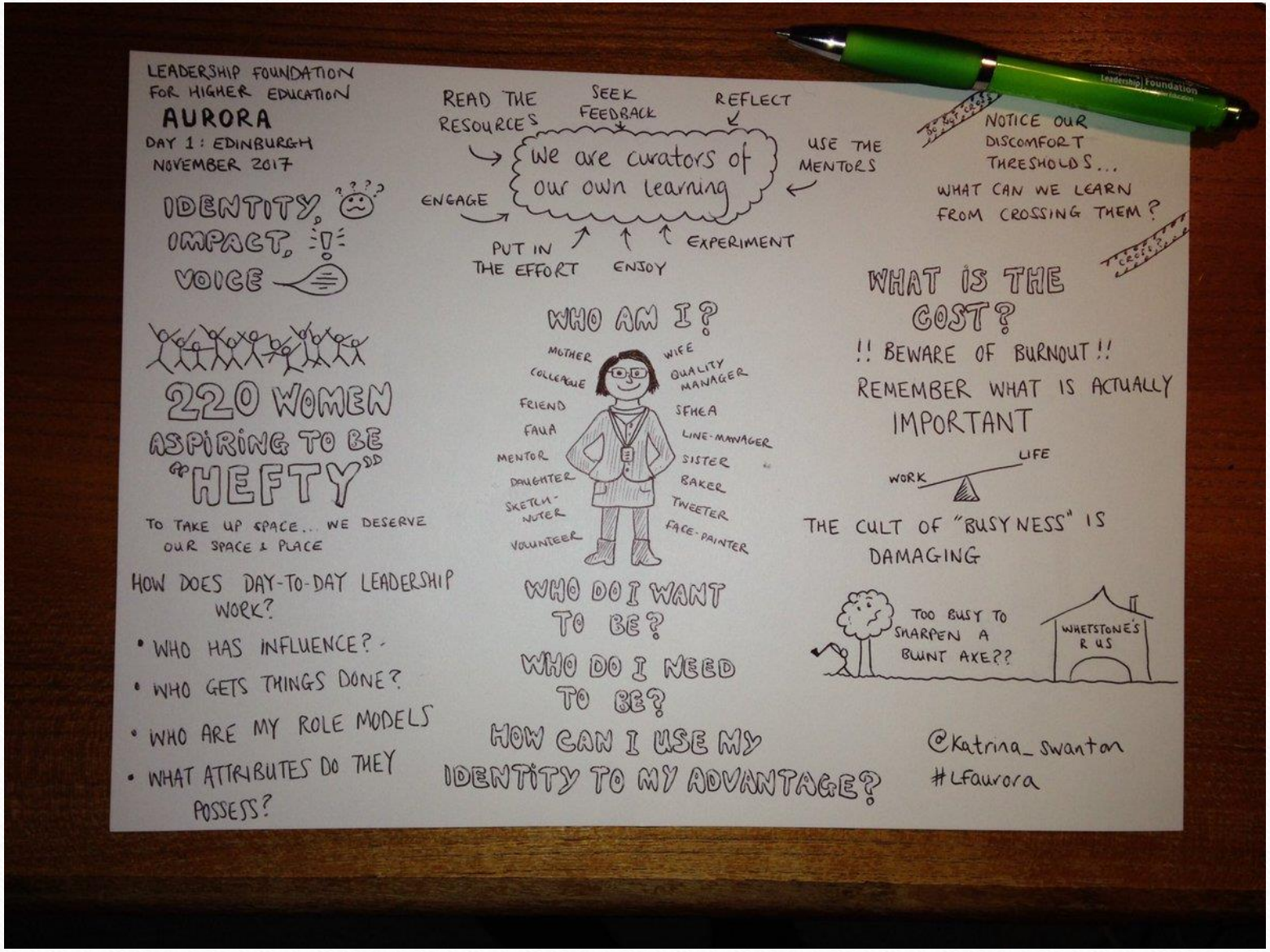
"Rich visual notes created from a mix of handwriting, drawings, hand-drawn typography, shapes and visual elements like arrows, boxes and lines"

Mike Rohde (2013)

So what are sketchnotes?

They are usually created in real-time while listening to a speaker, presentation or panel discussion

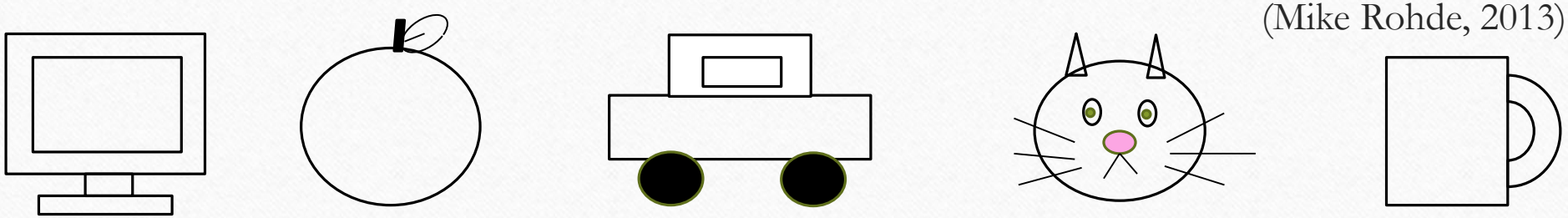
However, they are also useful to create afterwards to reflect on what are the main take-aways from the session. My most polished sketchnotes are ones I have produced after the event…


LEADERSHIP FOUNDATION FOR HIGHER EDUCATION
AURORA
DAY 1 : EDINBURGH
NOVEMBER 2017
IDENTITY, IMPACT, VOICE
220 WOMEN ASPIRING TO BE "HEFTY"
TO TAKE UP SPACE.. WE DESERVE OUR SPACE & PLACE
HOW DOES DAY-TO-DAY LEADERSHIP WORK?
• WHO HAS INFLUENCE?
• WHO GETS THINGS DONE?
• WHO ARE MY ROLE MODELS
• WHAT ATTRIBUTES DO THEY POSSESS?
READ THE RESOURCES
SEEK FEEDBACK
REFLECT
USE THE MENTORS
ENGAGE
We are curators of our own learning
PUT IN THE EFFORT
ENJOY
EXPERIMENT
WHO AM I?
MOTHER
WIFE
COLLEAGUE
QUALITY MANAGER
FRIEND
SFHEA
FAUA
LINE-MANAGER
MENTOR
SISTER
DAUGHTER
BAKER
SKETCH-NOTER
TWEETER
VOLUNTEER
FACE-PAINTER
WHO DO I WANT TO BE?
WHO DO I NEED TO BE?
HOW CAN I USE MY IDENTITY TO MY ADVANTAGE?
NOTICE OUR DISCOMFORT THRESHOLDS...
WHAT CAN WE LEARN FROM CROSSING THEM?
WHAT IS THE COST?
!! BEWARE OF BURNOUT !!
REMEMBER WHAT IS ACTUALLY IMPORTANT
WORK
LIFE
THE CULT OF "BUSYNESS" IS DAMAGING
TOO BUSY TO SHARPEN A BLUNT AXE??
WHETSTONE'S R US
@Katrina_Swanton
#LFaurora

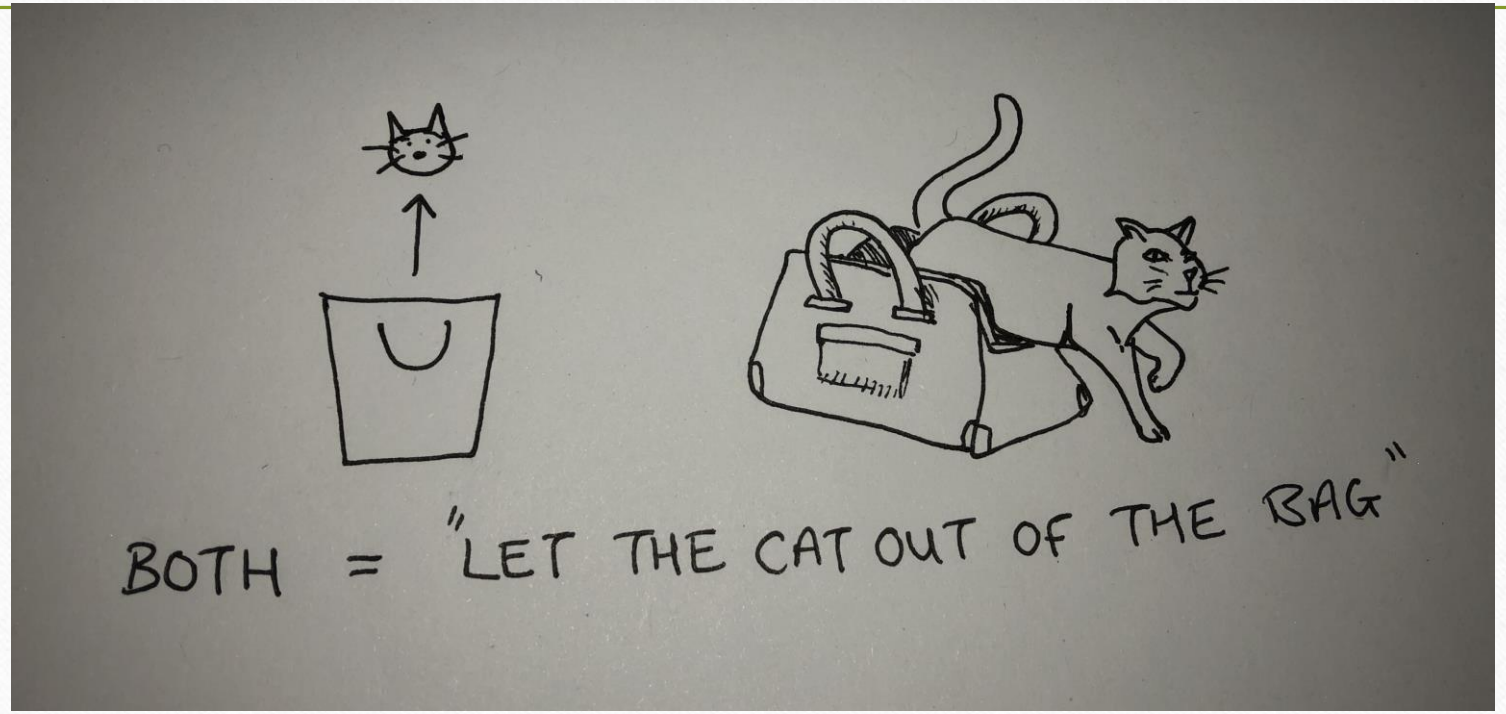
Ideas not Art

- Everyone who can draw a circle, square, triangle, dot or line CAN sketch-note
- Sketchnotes are about capturing and sharing ideas, not about art

(Mike Rohde, 2013)



Ideas not Art



Developing your graphic dictionary

Together we will draw 5 random objects

- HOUSE
- LAPTOP
- HEART
- TREE
- MOUNTAIN

Developing your graphic dictionary

- Now let's consider how we might express concepts…

  eg. SUCCESS

  - we could draw a trophy
  - we could draw a rosette
  - we could draw a triumphant person…

Developing your graphic dictionary

- How about CHALLENGE?

  - we could draw someone climbing a mountain?

  - we could draw someone walking a tight-rope?

    ….both quite tricky…so let's not panic

  - we could write the word challenge in an eye-catching way…

Developing your graphic dictionary

- HINTS & TIPS
  - Type the word into a search engine, and select image tab for ideas
  - Think about word associations – what is meaningful to YOU about the concepts, LEO (Longitudinal Education Outcomes – a measure used in the TEF) … is represented in my sketchnotes as a lion
  - Be patient, your graphic dictionary develops slowly over time…

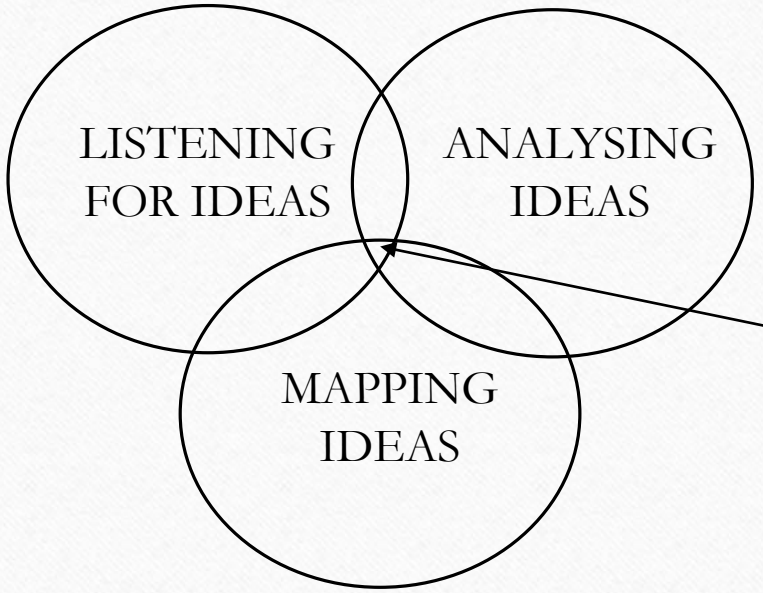
Developing your graphic dictionary

- Individually try drawing some of these objects/concepts/words…

ATOM	**BARRIER**	**QUESTION**
SHARING	**OCEAN**	**TIME**
BUILD	**IDEA**	**LABORATORY**
NATURE	**MAGIC**	**UNIVERSITY**

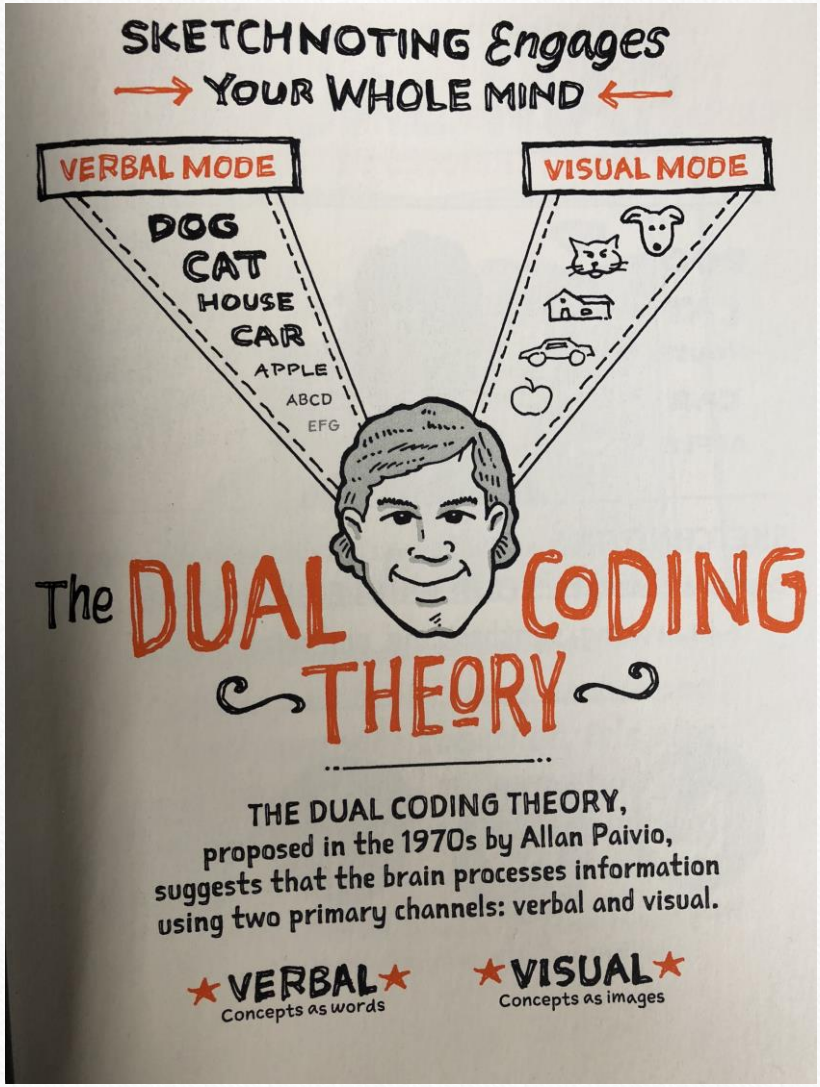
- Or perhaps think about what objects/concepts might arise in your own discipline and have a go at drawing some of those?

Benefits of Sketchnoting: Greater Focus



IN THE SKETCHNOTE ZONE!!!!

Adapted from Mike Rohde (2013)



Page taken from Sketchnote Handbook (M.Rohde 2013)

Dual coding is a theory [coined by Allan Paivio in the 1970s] that makes predictions about how individuals process and encode sensory information. The basic premise is that there are two separate pathways for encoding information into memory, one verbal and one visual, and that these are interconnected yet functionally independent

(Cuevas & Dawson, 2018)

Benefits of Sketchnoting: Greater Retention

Research suggests that prompts that engage dual coding produce higher levels of retention because two representations of the stimuli (visual and verbal) are stored in long-term memory

(Hodes, 1998; Cuevas & Dawson, 2018)

Sketchnoting live: approaches

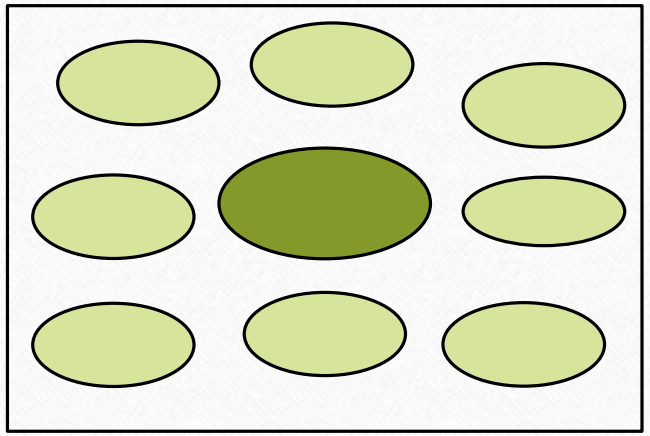
- Preparation & Planning
- Structure & Timing
- Practice, practice, practice…

Sketchnoting live: planning & preparation

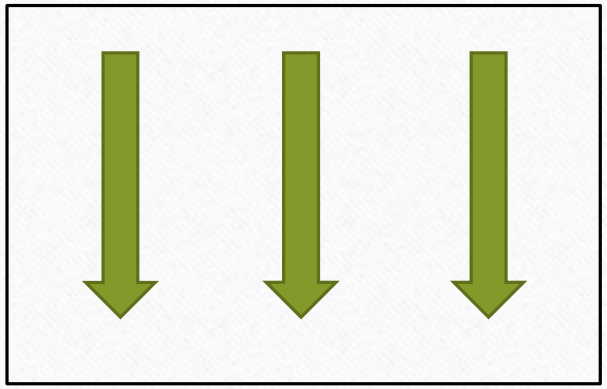
- What can you find out about the session before it even starts?
- You will know the speaker and the title – so you can draw this in…
- You can read the abstract from the programme or proceedings – and use this to predict what might arise in the talk and plan/research what images you may wish to draw
- You know how long has been allocated for the session

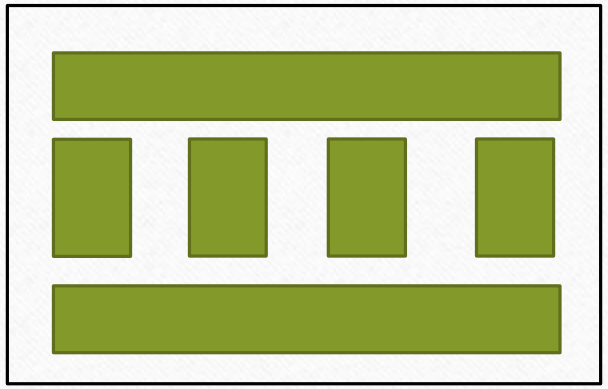
Sketchnoting live: structure & timing

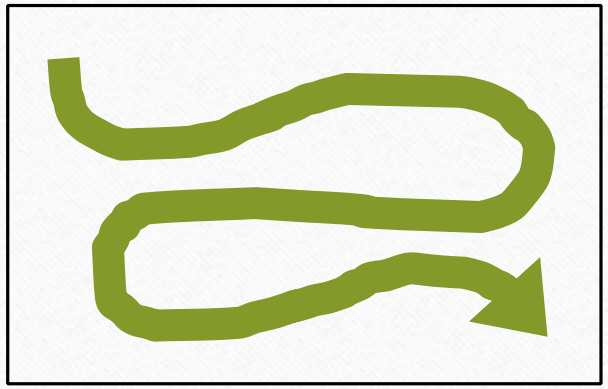
- There are many different ways to structure the sketchnote
- When I first started to sketchnote – I wrote the title and name of the speaker in the centre and then added the key messages in a radial fashion around this.



Sketchnoting live: structure & timing







Sketchnoting live: practice

We will use some of the tools learnt today to have a go at live sketch-noting a TED Talk…

But for the purposes of this workshop, lets imagine that we are attending the conference in Manchester…

Sketchnoting live: practice

- The speaker is Julian Treasure
- The title is “5 ways to listen better”
- The talk is scheduled to last around 8 minutes
- The programme states the following: In our louder and louder world, says sound expert Julian Treasure, "We are losing our listening." In this short, fascinating talk, Treasure shares five ways to re-tune your ears for conscious listening -- to other people and the world around you.

Sketchnoting live: practice

- https://www.youtube.com/watch?v=cSohjlYQI2A

Sketchnoting live: practice

…and breathe…

Sketchnoting live: practice

Tips…

- Make use of your phone – take photos of slides to enable you to reference detail once the slide has moved on

- Be brave, let the speaker talk without writing every second, listen and think – you will remember and capture the messages that are important to you

Sketchnoting live: practice

Tips…

- Be kind to yourself. Sometimes the notes don't always come out as you would want them to. That's okay.
- The primary audience for your notes is YOU.

Sketchnoting live: practice

Tips…

- If you do share your notes – the easiest way to do so is to take a photo on your phone and then upload to social media, such as twitter with the conference hashtag.
- Remember to put your name or social media tag on your note before you take a photograph it – this is your work…BUT

Sketchnoting live: practice

Tips…

- …Make sure that the name of the speaker(s) and the names of those they attribute are also prominent on the sketchnote, or better still tag them in your post. The sketchnote is yours, but the original ideas are not.

Sketchnoting live: practice

Time for another go? https://www.youtube.com/watch?v=iE9HMudybyc

Speaker: Nilofer Merchant

Title: Got a meeting? Take a walk

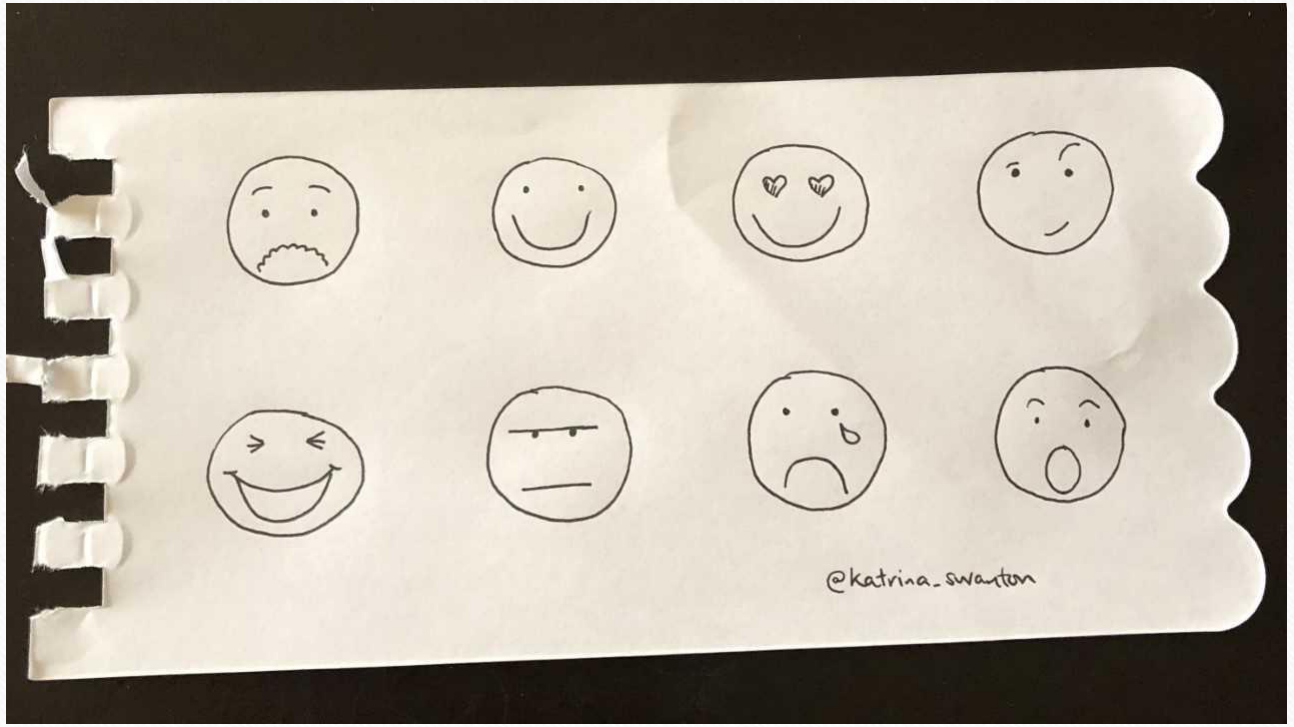
Abstract: Nilofer Merchant suggests a small idea that just might have a big impact on your life and health: Next time you have a one-on-one meeting, make it into a "walking meeting" -- and let ideas flow while you walk and talk.

Length: Three and a half minutes

Benefits of Sketchnoting: Growing your network

- Conferences are all about networking – meeting new people, forming new ideas
- Producing and sharing a sketch-note is a simple and easy way to strengthen and grow your professional network

Final Thoughts



References

- M Rohde (2013) the Sketchnote Handbook, Peachpit Press, Pearson
- Cuevas, J. & Dawson, B.L. (2018) A test of two alternative cognitive processing models: Learning styles and dual coding. Theory and Research in Education, Vol. 16(1) 40 –64
- Hodes CL (1998) Understanding visual literacy through visual informational processing. Journal of Visual Literacy Vol 18 (2) 131–136

Resources

If you would like to take a look at some great sketchnoters take a look at these resources/individuals:

Sketchnote Army: https://sketchnotearmy.com (brings together sketchnoters from across the World)

Sylvia Duckworth: www.sylviaduckworth.com (a Canadian sketchnoter (who uses ipad apps to create her notes) – focussed primarily on Education.

Search for #sketchnote on twitter

Contact details

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