How to Sketchnote Your Meetings and Workshops

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Poynter: Eye Track Tablet Research
    #poynterlab

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 photogalleries.
- 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

Printnets (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

SXSW 2014

- 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 YEAR

PARENTS DIDN'T BELIEVE IN PUBLIC EDUCATION, MEDICAL CARE

SELF-TAUGHT FROM BOOKS

GREW UP IN IDAHO

MANY AWARDS, DEGREES

EDUCATION IS ABOUT BUILDING A PERSON, NOT A CAREER

RESPECTING OTHERS IS THE 1ST STEP TO SELF-RESPECT

"YOU DON'T HAVE TO BELIEVE WHAT SOMEONE SAYS ABOUT YOU." — EVEN FAMILY, FRIENDS

COLLEGE: LEARN DEPTHS OF OWN — HOLOCAUST — CIVIL RIGHTS ERA — IGNORANCE

CURIOSITY IS A LUXURY FOR THE FINANCIALLY SECURE.
↳ SCHOLARSHIP ALLOWED TO WORK FEWER JOBS, EXPLORE DIFFERENT CLASSES

LOVE CAN BE REAL + NOT ENOUGH
↳ TENSION OF INTENTION + EFFECT

LET GO TO MOVE FORWARD

ADVICE FROM OPRAH: THE BEST WORD IS "UNABLE"
→ PRACTICE SELF CARE!
DEFINING YOURSELF IS A PROCESS + JOURNEY

EDUCATION IS GIVING THE GIFT OF FAITH

BE CAUTIOUS IN STAMPING OUT PASSIONS IN A CHILD–

STUDENTS HAVE A RIGHT TO BE + TO OWN THEIR EDUCATION

YOU NEVER KNOW WHERE IT LEADS
LOVE MUSIC > BYU > HISTORY/PHILOSOPHY > CAMBRIDGE > LANGUAGE

EASIER TO ASK FORGIVENESS THAN PERMISSION?
→ GIVE YOURSELF PERMISSION

EDUCATION: THE GATEWAY TO SOME, THE GATE TO OTHERS

FIND YOUR TRUTH + WALK YOUR PATH.

NOTES BY @KKELLYMSU

LIFE CHANGING MOMENT: ONE TEACHER WHO CARED AND HELPED HIM TO SUCCEED.

IT TAKES A VILLAGE! OUR WORK HELPS SO MANY YOUTH TO ACHIEVE DREAMS

TEAM ROOMMATE TAUGHT HIM HOW TO STUDY

BOUGHT RADIO STATION + HIRED MSU PROF. HIRE GOOD, SMART, TALENTED PEOPLE TO HELD YOU SUCCESS

MAGIC JOHNSON

MENTORS
MINORITY BUSINESS LEADERS MADE SURE HE WAS IN BUSINESS CLASSES + GAVE FIRST JOB

1ST NON-STARBUCKS OWNED STORE
STARBUCKS ↓

MOVIE THEATRES
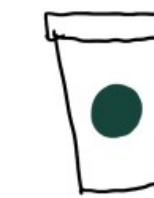
KEYNOTE

INVESTS IN URBAN AMERICA
KNOW YOUR CUSTOMER!

WE ALL SHOULD WORK TO MAKE OUR TEAM BETTER

"YOU CAN DO WELL AND DO GOOD AT THE SAME TIME."

NOTES BY: @KKELLYMSU

DO YOU ACTUALLY KNOW HOW TO
ENGAGE MILLENIALS?
MARCH 11, 2014 12:30 PM   #BigChange
BRIAN REICH; KARI DUNN SARATOVSKY @brianreich @KDS
"Meet the Millenial Day"
INFORMATION STRATEGY   Love this!

Ages 20-30

TALK ABOUT
Need to segment further
OFF-LINE
CAUSE DRIVEN

EXCITES THEM
Routinely skeptical
Not much
Have to experience things on own
Make orgs work hard
Cause competition

ABOUT MILLENIALS

REACH THEM
VALUES
SHOW IMPACT
FACE-TO-FACE CONNECTION
VIDEO
Most Diverse Generation

HATED BECAUSE
Rarely impulse buy
Traditional definitions of success
NOT
BUYING

Credentialed strangers
Parents
Homes
Cars
Their circle   YES   Friends
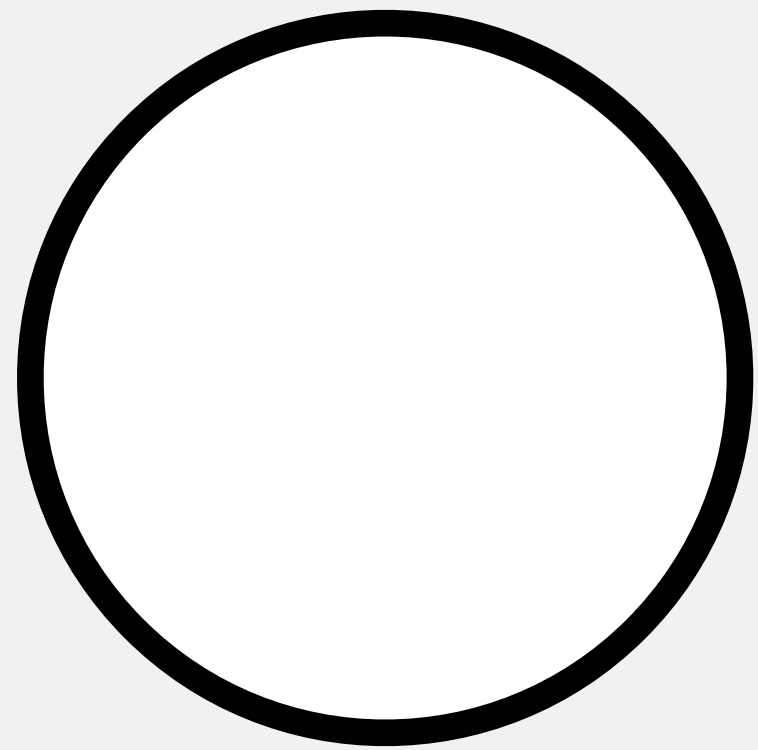Industry
TRUST ANYONE?
No
Don't...

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
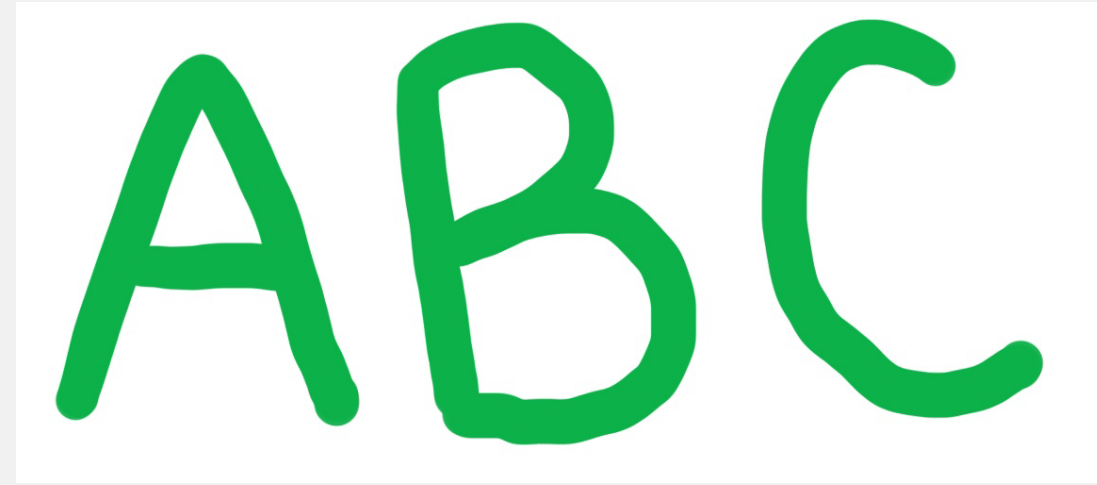

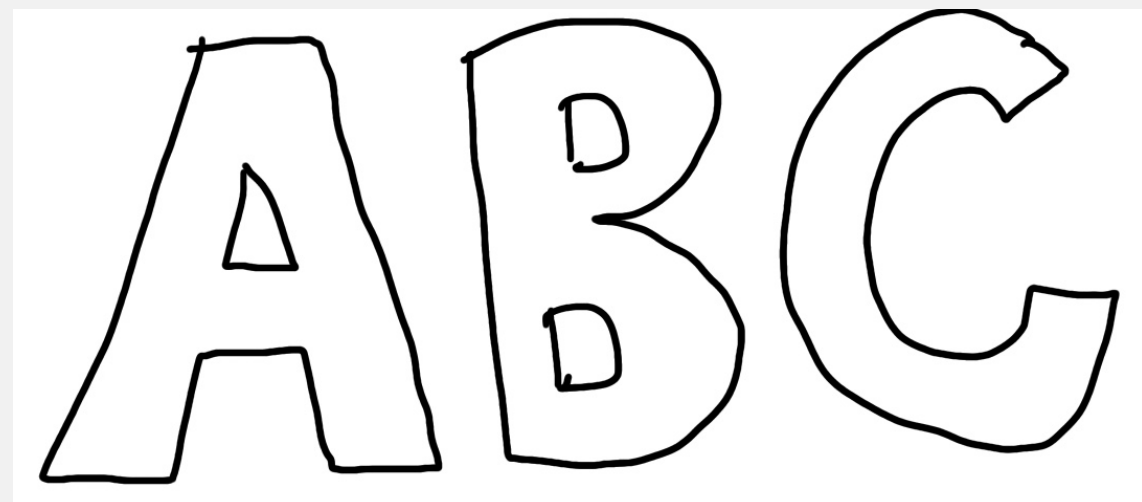Image: Pixabay

Five Basic Elements
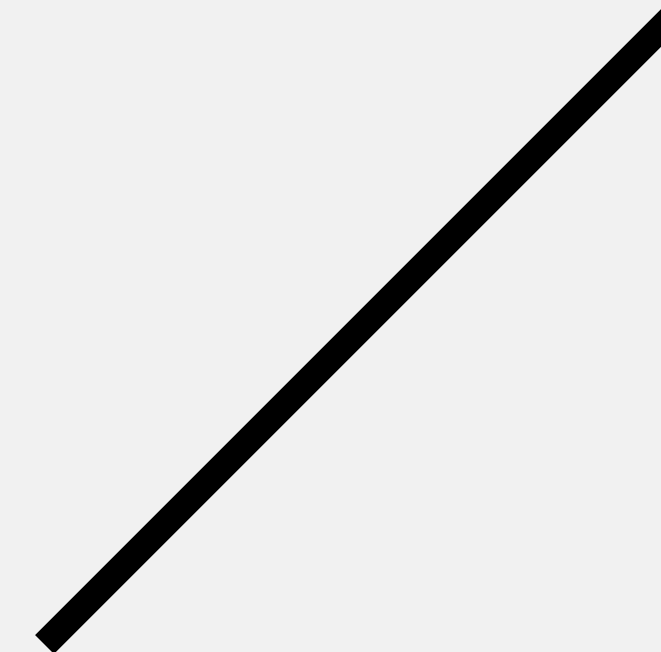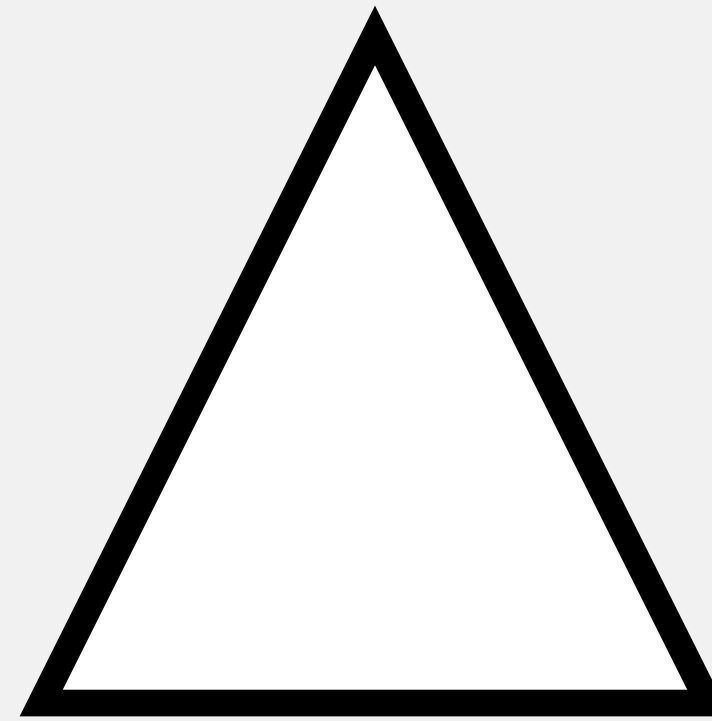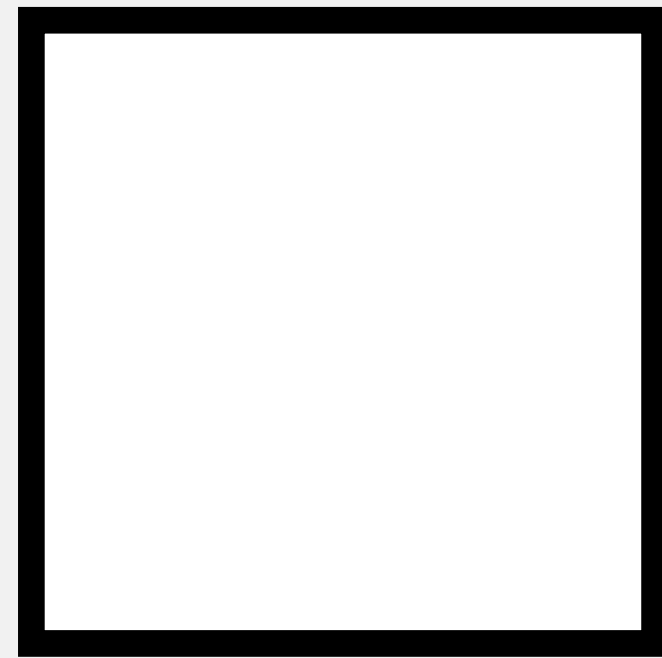
You can draw anything by combining circles, squares, triangles, lines and dots.

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?