the Sketchnote Workshop Masterclass with Mike Rohde
WERE YOU TOLD COULDN'T OR SHOULDN'T DRAW?
I think you can and should!
ten years ago...
Notes Became a Burden
SKETCHNOTES: A PEN AND A SKETCHBOOK
SXSW 2008

Design is in the details

Not tips and tricks here

Critical thinking

"Design is in the details" - from Mies van der Rohe's "God is in the details"

LISTEN

What does it look like? Visually compelling + unique.

Egg-styled salt shaker for a pinch of salt.
Sketchnotes changed my life
What are Sketchnotes?
NOTES

→ WRITING

→ LETTERING

→ drawing

→ FOCUS on BIG ideas
A Lesson in Being Great

Mark 10:35-45

Jesus teaches the Sons of Thunder and His disciples what greatness means.

Living with the idea that we are important leads us to making outrageous requests. We are called to be servants.

The Reason

The disciples believe Jesus will claim and fight for the Kingdom — and James & John want positions of power ahead of the fight.

James & John are fixated on power — and seek to use Jesus for their own gain.

The Reaction

Jesus has other ideas.

Jesus loves through outrageous requests and ideas.

The Servant of others.

The remaining 10 disciples wanted to ask the same thing too... All 12 wanted worldly power, not sacrifice or servanthood.

We too are often more interested in our own glory over God's glory.

The Reaction of Jesus

Jesus humbly engages his audacious disciples' request.

Not what can I get...

But what can I give? How can I serve?
Some Ideas for a New
APPLE Pencil².0

- Lightning port for a cable.
- Rotring-style flat sides.
- Longer screw-on cap so it won't get lost.
- Thicker and shorter barrel for better pocketability.
- Same height as a normal pen.
- New height fits in pockets nicely.
- Same great pencil tip.
- Gnarled texture here for better grip.

Pocket clip keeps the pencil from getting lost.

IDEA MAPPING
STONE CREEK Coffee
LATTE ART THROWDOWN
May the best cup win.

PULLING HOT MILK UNDER PRESSURE IS NO TIME FOR THE SHAKE!

JUDGING CRITERIA

1. CONTRAST at the EDGES
2. SYMMETRY
3. COOL DESIGN
4. CENTERED
5. COSTUMED DEGREE of DIFFICULTY
6. 2 cups are created and presented to the judging panel of 3 to choose a winner:
7. Best 2 out of 3 fingers takes it.

SATURDAY, OCT 29TH 1 and two other judges watched a latte art throwdown at Stone Creek Coffee Factory in Milwaukee.

CORTADO CHAMP OF THE THROWDOWN

DOMINIC

STONE CREEK COFFEE FACTORY MILWAUKEE

@rohdesign

DOCUMENTATION
Air & Space Museum

Was my favorite visit of the week. I've been a fan of WWII aircraft for a long time—so to see actual Spitfires, Sleek Mustang P51s and German Messerschmitt 109s was a blast.

Sputnik

Hangs at the Air & Space Museum too. This early Russian Satellite launched on October 4th, 1957 by the Soviet Union. Sputnik started the “SPACE RACE” which eventually put a man on the moon with US Apollo missions in 1969.

Amelia Earhart’s Lockheed Vega

Was also kept at A & E’s along with other artifacts of Amelia's flying career. Amelia was lost while flying a silver Lockhead Electra near Howland Island—a tiny Pacific island. Amelia was the first woman to receive the US Flying Cross, solo fly across the Atlantic and more.

US Distinguished Flying Cross

Awarded for heroism or extraordinary achievement in aerial flight. Space stuff was everywhere! And included capsules, space suits, rockets, and more. Amazing.

Smithsonian Museum of Natural History

Was our goal for the last full day in Washington D.C. We met with friends made on our Alaskan cruise 2 years before (Wendy and Lindsey). This was one of the sites from “NIGHT AT THE MUSEUM II - THE BATTLE FOR THE SMITHSONIAN” Nathan loves to watch from time to time. We saw dinosaurs, mammals, and exhibits on the ocean. The museum was swarming with grade school kids, which made maneuvering the stroller interesting. Dinosaurs were very cool—they captured Nathan’s attention.

The mammals exhibit was also interesting—some very strange animals there.

Capitol Building Tour

Wrapped up our Friday activity and was interesting, we had no idea how many statues it contained.

Travel Experiences
**Rin Thai**

*23rd St*

*77th Ave*

Found on Yelp and recommended by our hotel concierge - Rin was a pleasant walk Sunday night from The Holiday Inn in Chelsea, NYC.

**BeerLao** had a slightly citrus finish, tasty!

*Served in Singha glass*

**This dark lager was very clean, smooth.**

**Crispy Dumplings**

Super fresh w/ sweat-dipping sauce on the side, with chicken on the inside.

**Pad See Ew Chicken**

**Food Experiences**
Sketchnotes are practical, like a pickup truck (not a Corvette).

Sketchnotes not fancy art. Fancy art.
Sketchnotes

Capturing Thinking
IDEAS,
NOT art.
Let's get started
5 BASIC ELEMENTS of DRAWING
1. Square
2. Circle
3. Triangle
4. Line
5. Dot
OK! Let's DRAW STUFF!

- House
- Book
- Coffee
- Dog
- Burger
VISUAL Library

FISH

BIRD

CAMERA

PIZZA

SUB
ICONS

HELP IDENTIFY IDEAS
OK! Let's draw icons!

Clock

Star

To-Dos

Lightbulb

Alert
OK! Let's DRAW LETTERS!

2 LINE

HOW

3 LINE

HH
DRAWING PEOPLE
OK! Let's DRAW PEOPLE!
DRAWING FACES
OK! Let's DRAW FACES!
Listening Concepts
EVERY DETAIL → KEY IDEAS

trust → enables → leadership

LISTEN FOR KEY WORDS AND PHRASES

Blah blah blah blah

trust

blah blah blah.

Blah blah

enables

leadership

Blah blah.

Blah blah.

Blah blah.

Blah blah.

Blah blah.

blah blah.

Blah blah.
The iPhone SE is powered by the A5 chip from the 6S in the case of the iPhone 5s.
ADD OPINION and ANALYSIS

FACTS
made of ice cream, chocolate sauce, milk and malt powder.

OPINION
Tastes fantastic on a hot summer day—it's a thick, delicious treat!

CHOCOLATE MALT
LISTEN BETWEEN THE LINES:

“*It's not you, it's me.*”

ACTUALLY, IT'S YOU.
Tips

- Listen for a few key ideas, let the rest go.
- Use the 5 Elements to draw simple images of ideas that resonate w/ you.
- Mix up writing words and drawing pictures.
Let's make stuff! Yes! Sketchnote time!
Sketchnote Exercise

Andy Brenits
BE PRODUCTIVE NOT JUST BUSY

ANDY BRENITS
Creative Management Consultant
and President of InSource
Too much to do
Over-loaded
Don't have enough time
There are lots of distractions in our day. Distractions that keep us busy but unproductive.
HOW TO GET TO "TO-DONE"
TOOLS YOU WILL NEED

**Analog Tools**
- Paper Notebook & Pen

**Digital Tools**
- Smart phone & PC (capture)
- Task management system (to-do’s)
- Notebook app (digital file cabinet)
SYSTEMS TO USE

Sketch Notes
GTD (Getting Things Done)
The Eisenhower Matrix
Bullet Journaling
#1 CAPTURE

CAPTURE STUFF (NOTES, IDEAS, NEW TO-DOS) TO A CENTRAL COLLECTION INBOX (NOT EMAIL)
#2 PRIORITIZE & FILE

PRIORITIZE PROJECTS AND TASKS, FILE AWAY REFERENCE ITEMS.

TAG THE ITEMS IN YOUR DIGITAL NOTEBOOK WITH KEYWORDS SUCH AS:

- TODAY
- TOMORROW
- SOMEDAY
- REFERENCE
- .RECEIPTS
- .MEETING
- .IDEA
- @(CLIENT NAME)
<table>
<thead>
<tr>
<th>Importance</th>
<th>Urgency</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH</td>
<td>IMPORTANT, URGENT</td>
</tr>
<tr>
<td>HIGH</td>
<td>NOT IMPORTANT, URGENT</td>
</tr>
<tr>
<td>LOW</td>
<td>IMPORTANT, BUT NOT URGENT</td>
</tr>
<tr>
<td>LOW</td>
<td>URGENT, BUT NOT IMPORTANT</td>
</tr>
</tbody>
</table>
#3 WRITE IT DOWN

WRITE YOUR DAILY TO-DOS AND EVENTS IN A NOTEBOOK.

USE **BULLET JOURNALING** FOR ACTION ITEMS, EVENTS, REFERENCE, IDEAS, AND...SKETCH NOTES.

- = TASK
X = COMPLETED TASK
> = MIGRATED TASK
< = SCHEDULED TASK
O = EVENT
- = NOTE
* = CANCELLED/REMOVED
Δ = APPOINTMENT
THE WORKFLOW
(PUTTING IT ALL TOGETHER)
THANK YOU

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FIND ME AT INSOURCE’S BOOTH

(#328)
TOOLS

NOTEBOOKS & JOURNALS
- Moleskin
- Piccadilly
- Leuchtturm
- Field Notes

DIGITAL NOTES
- Evernote
- OneNote
- Google Keep
- Bear

TASK MANAGEMENT
- Trello
- Any.Do
- Todoist
- Things
- Asana
- Wrike

OTHER APPS
- Airmail
- Easilydo
- Scannable
- Do Note
- IFTTT
RESOURCES

SKETCHNOTE
rohdesign.com/sketchnotes

THE SECRET WEAPON
thesecretweapon.org

BULLET JOURNAL
bulletjournal.com

GTD (Getting Things Done)
gettingthingsdone.com

Eisenhower Matrix
(google it)
QA