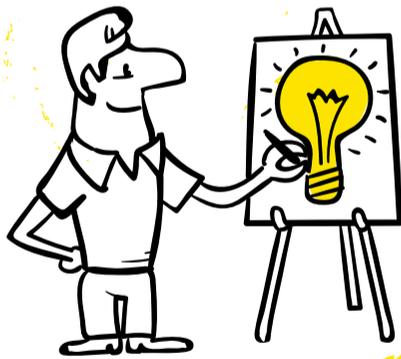


HOW TO DRAW YOUR IDEA

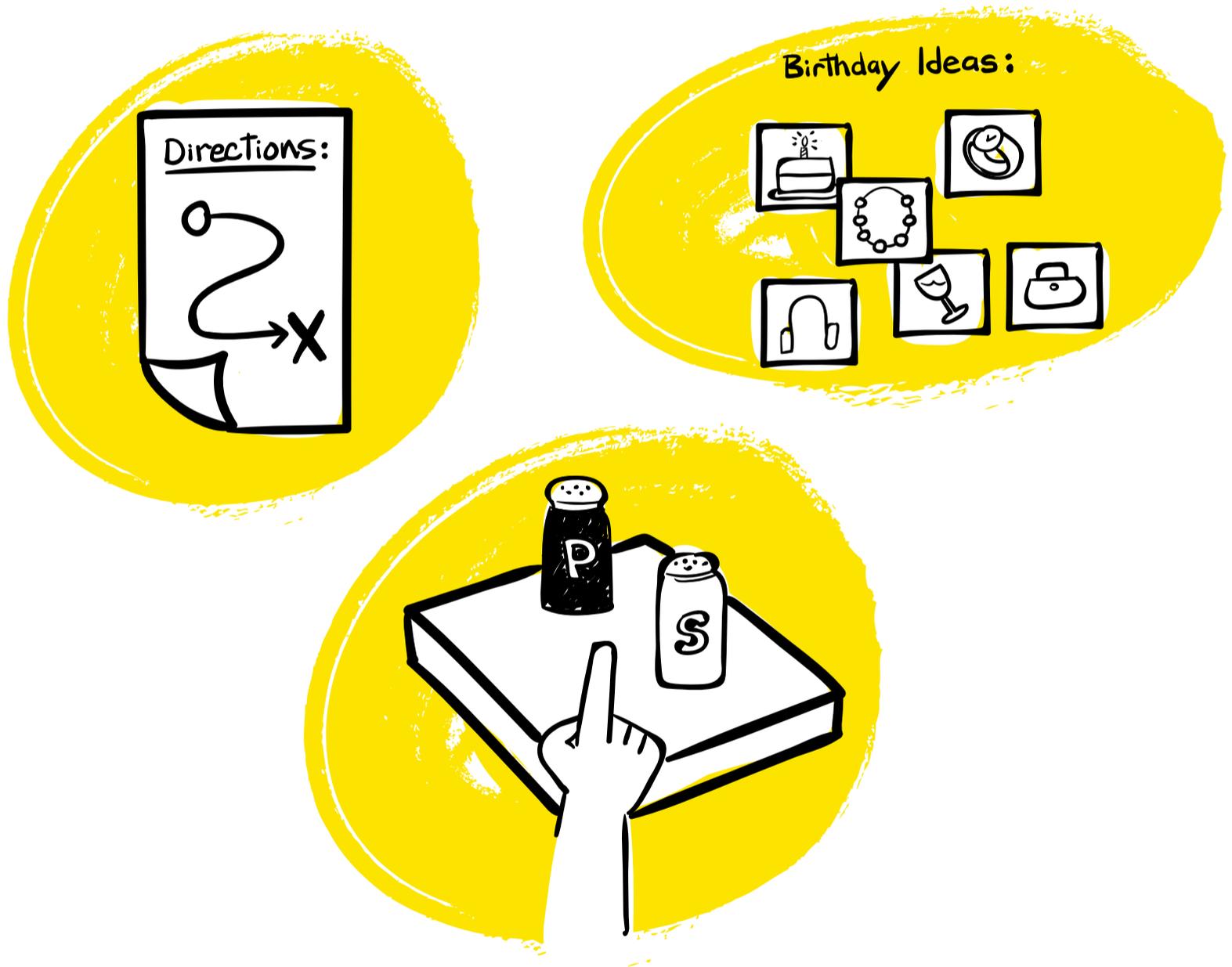
(AN EXERCISE IN VISUAL THINKING)

SPONSORED BY

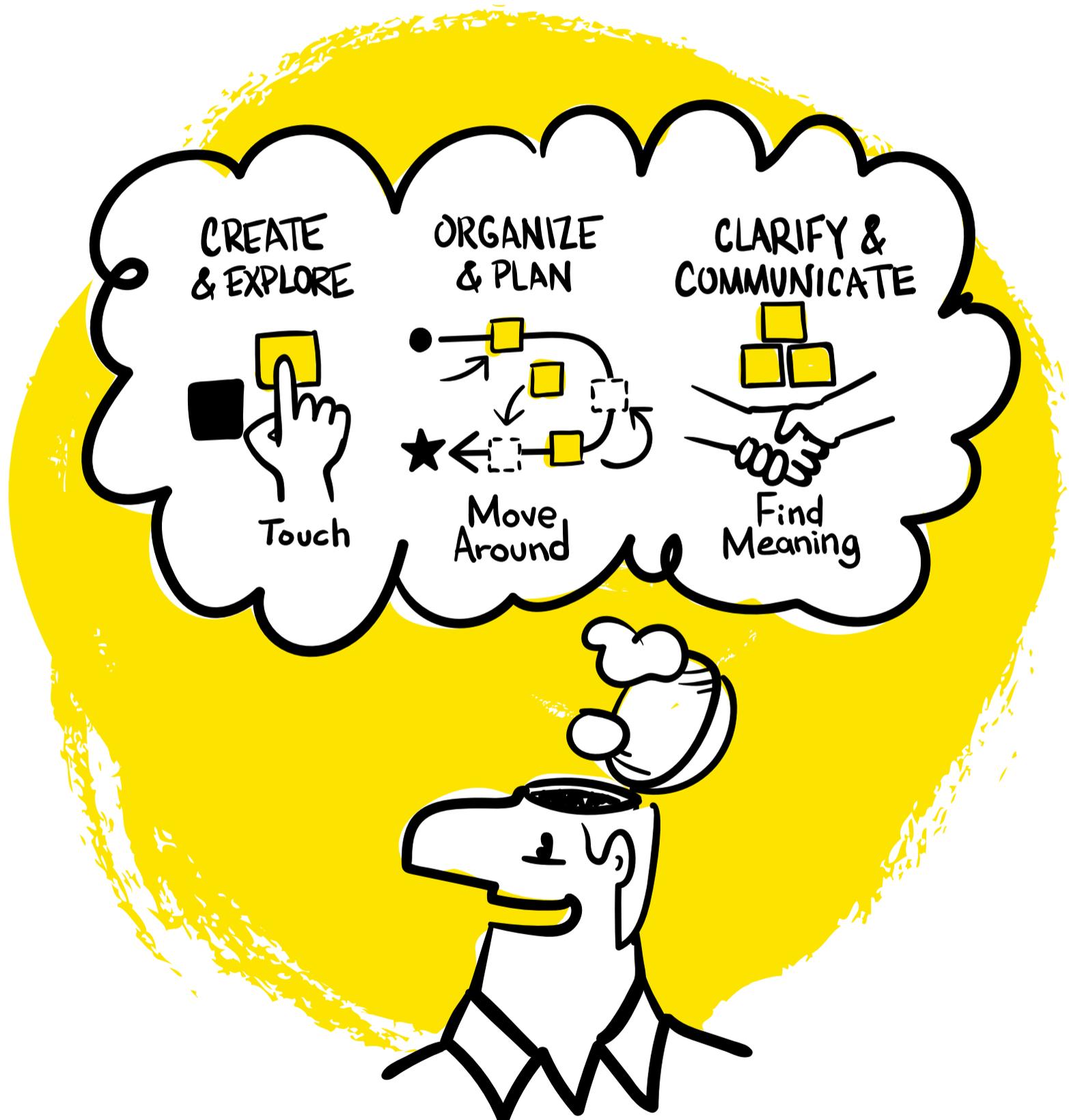
BAMBOO[™]
Making Ideas



If you've ever drawn a picture to explain what you're talking about, used Post-it notes to brainstorm ideas, or moved salt and pepper shakers around a table to tell a story, you've used visual thinking.



VISUAL THINKING IS ALL ABOUT GETTING THOUGHTS OUT OF OUR HEADS IN ORDER TO:



Visual thinking is most often associated with drawing, but it's not limited to that. You can also use Post-its, objects, even people role-playing to work visually.

But today we're going to focus on drawing—especially drawing *your* idea.



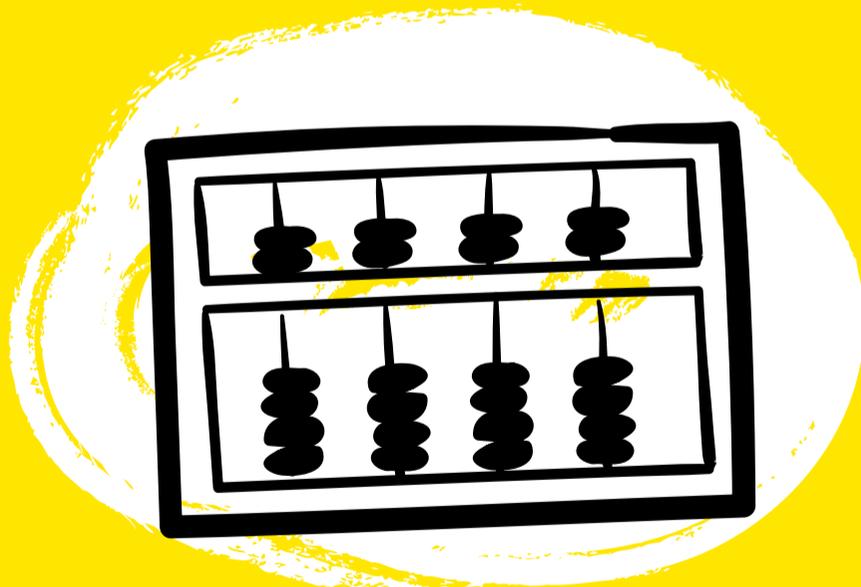
VISUAL THINKING HAS BEEN AROUND FOR
A VERY LONG TIME...



Cave Painting

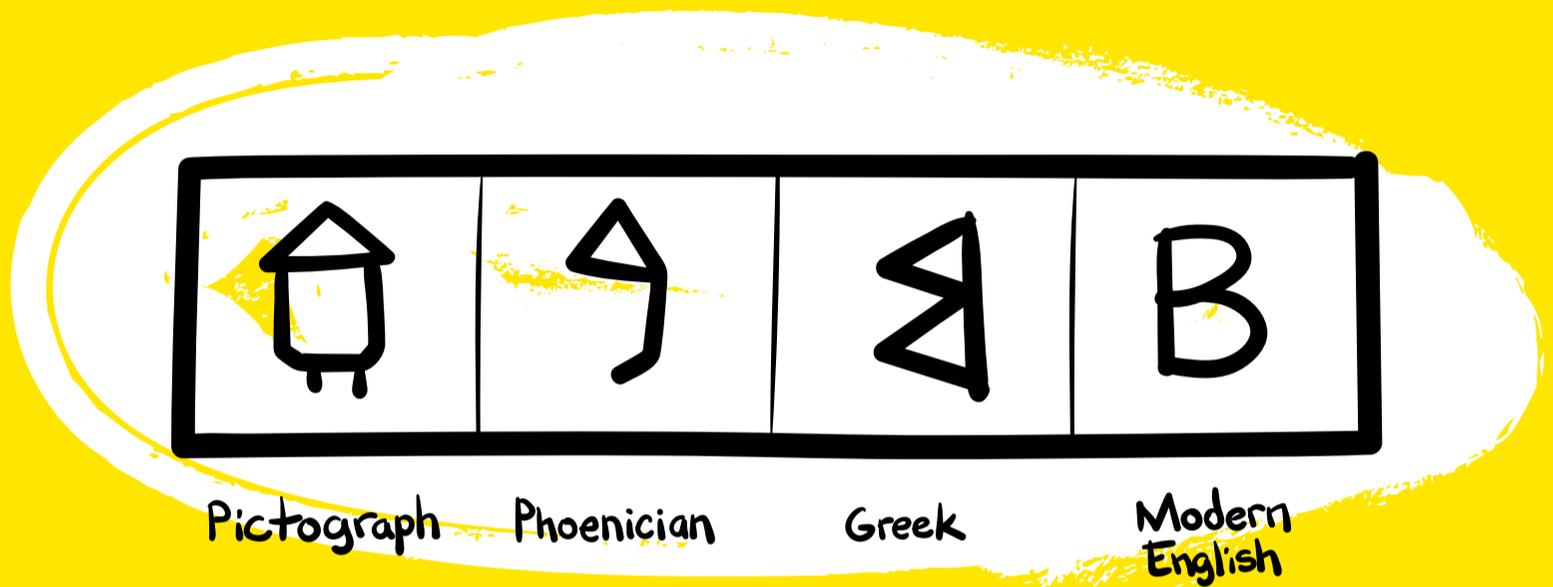


Sundial



Abacus

...AND MOST OF US USE IT EVERY DAY.
(WE JUST DON'T CALL IT VISUAL THINKING.)



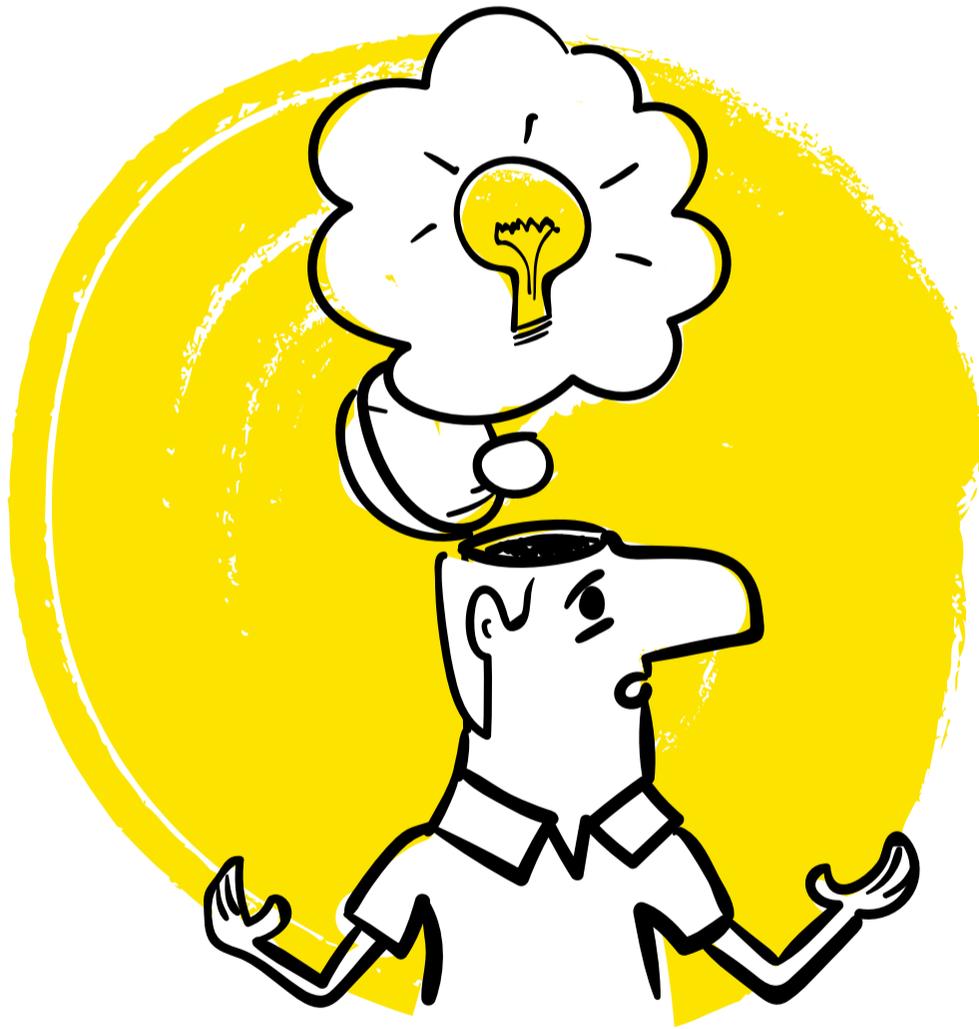
Written Alphabet



Graphic Interface

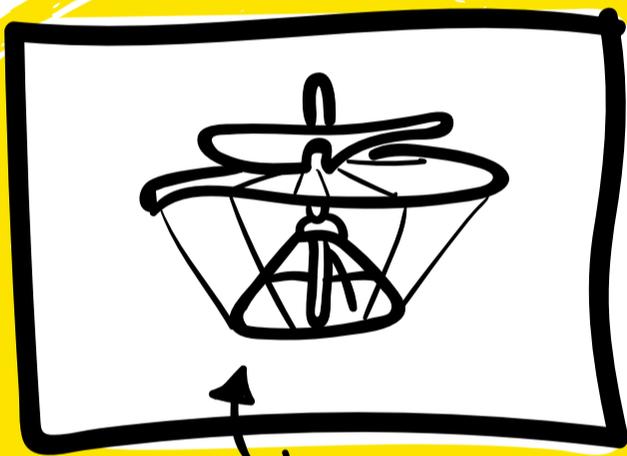
SO WHY SHOULD I DRAW MY IDEA?

The world is a complex, busy place. Visualizing your idea can help you communicate quickly and with more clarity, so people understand your idea and are more likely to be inspired by it. (And it's more fun too.)

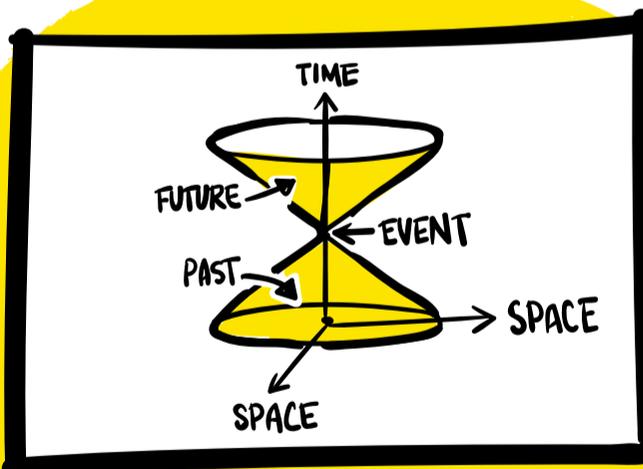


SO YOU'RE READY TO DRAW YOUR IDEA?

You're in good company.
Great minds—from Leonardo Da Vinci to
Stephen Hawking—have used drawing to
communicate their ideas.



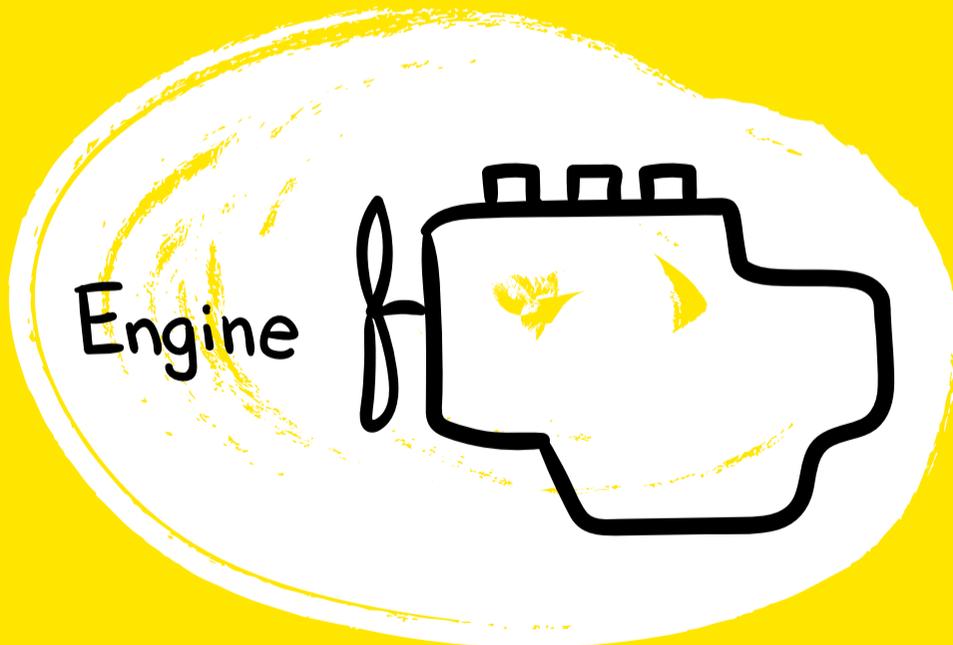
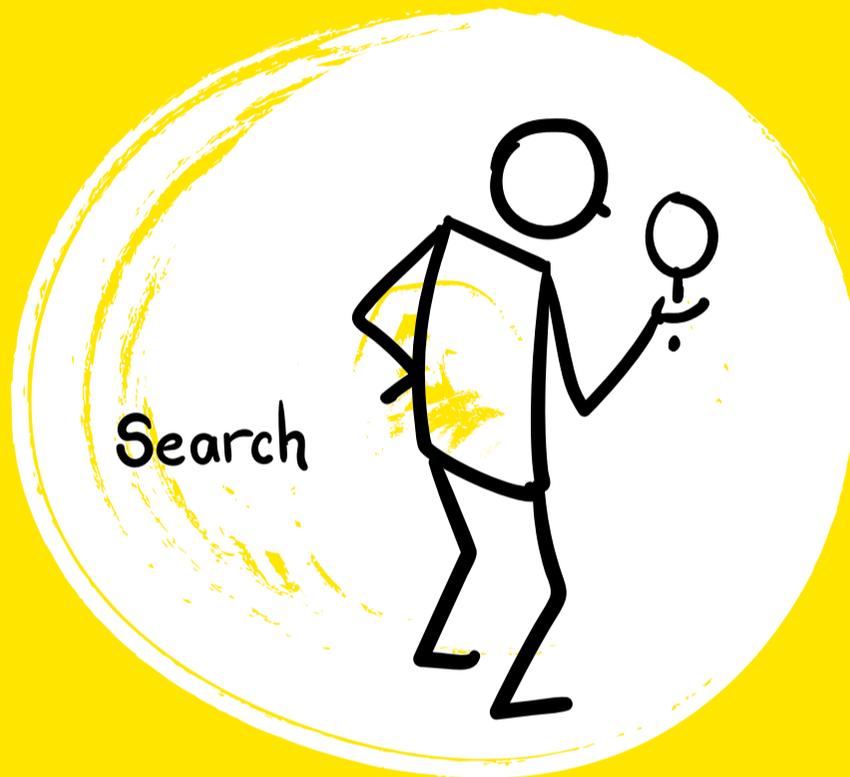
Leonardo Da Vinci's
Flying Machine



Stephen Hawking's
Space Time

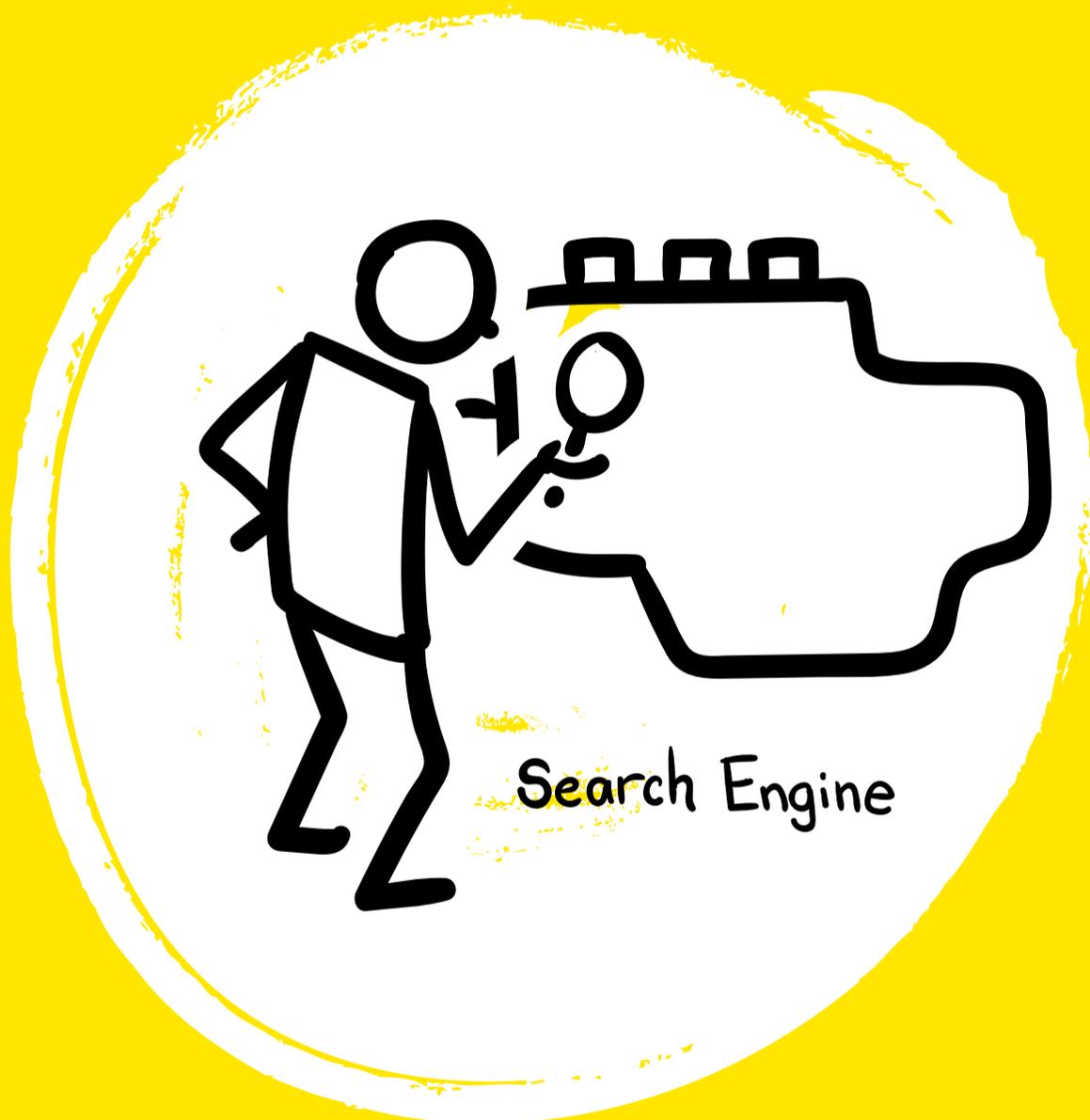
LEONARDO DA VINCI, STEPHEN HAWKING, AND
MANY OTHER GREAT MINDS HAVE USED VISUAL
THINKING TO SHARE THEIR IDEAS.

BEFORE WE START, YOU SHOULD KNOW THAT SOME IDEAS ARE EASY TO DRAW. THESE ARE MOST OFTEN VERY SIMPLE OR CONCRETE IDEAS.



Concrete

AND SOME ARE NOT SO EASY. AS YOU MIGHT
HAVE GUESSED, THESE ARE MORE COMPLEX
OR ABSTRACT IDEAS.



Abstract

WHETHER YOUR IDEA IS CONCRETE OR ABSTRACT, WITH A LITTLE PRACTICE, YOU'LL BE ABLE TO DRAW EVEN THE MOST CHALLENGING IDEAS. SO LET'S GET STARTED.

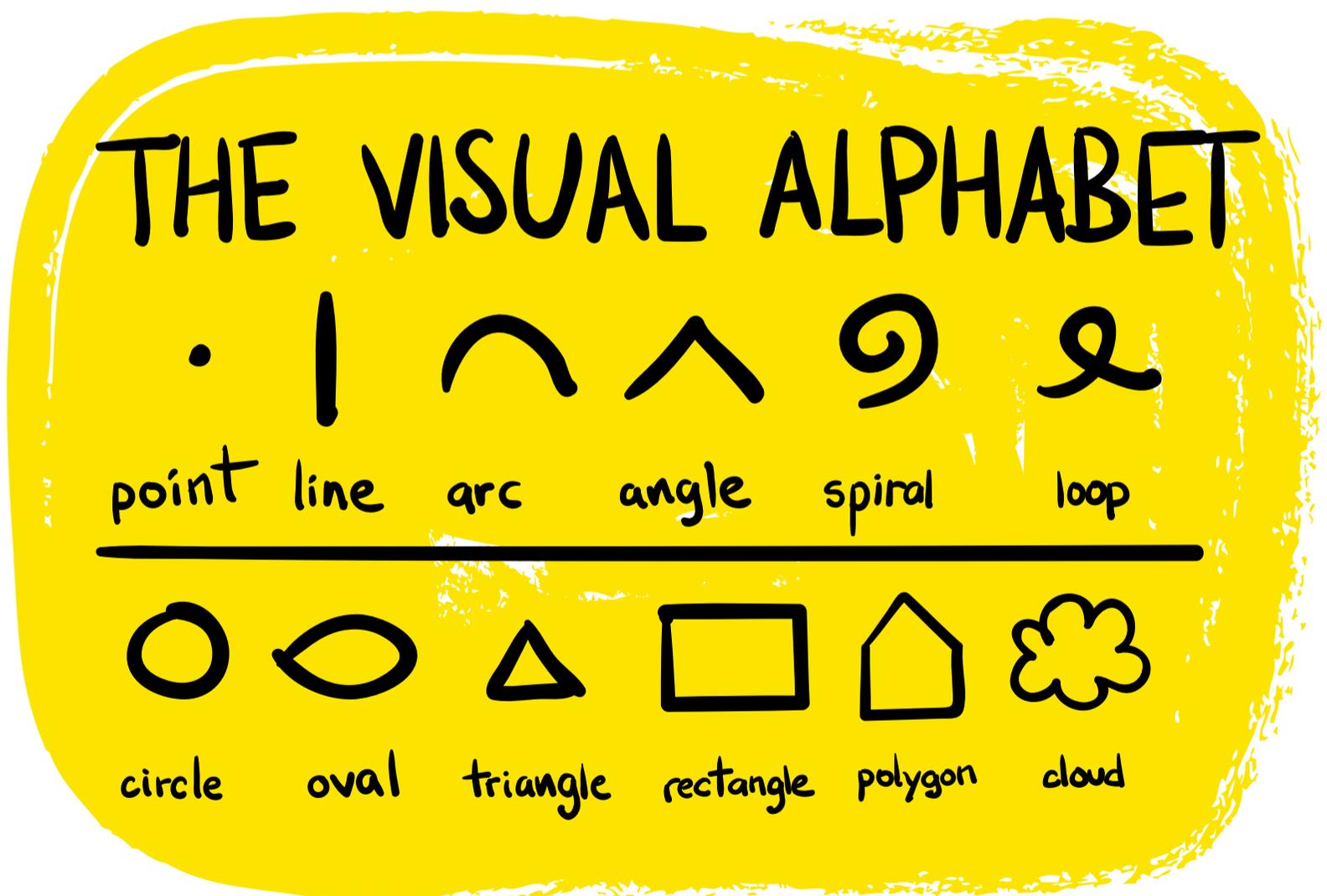


Search Engine

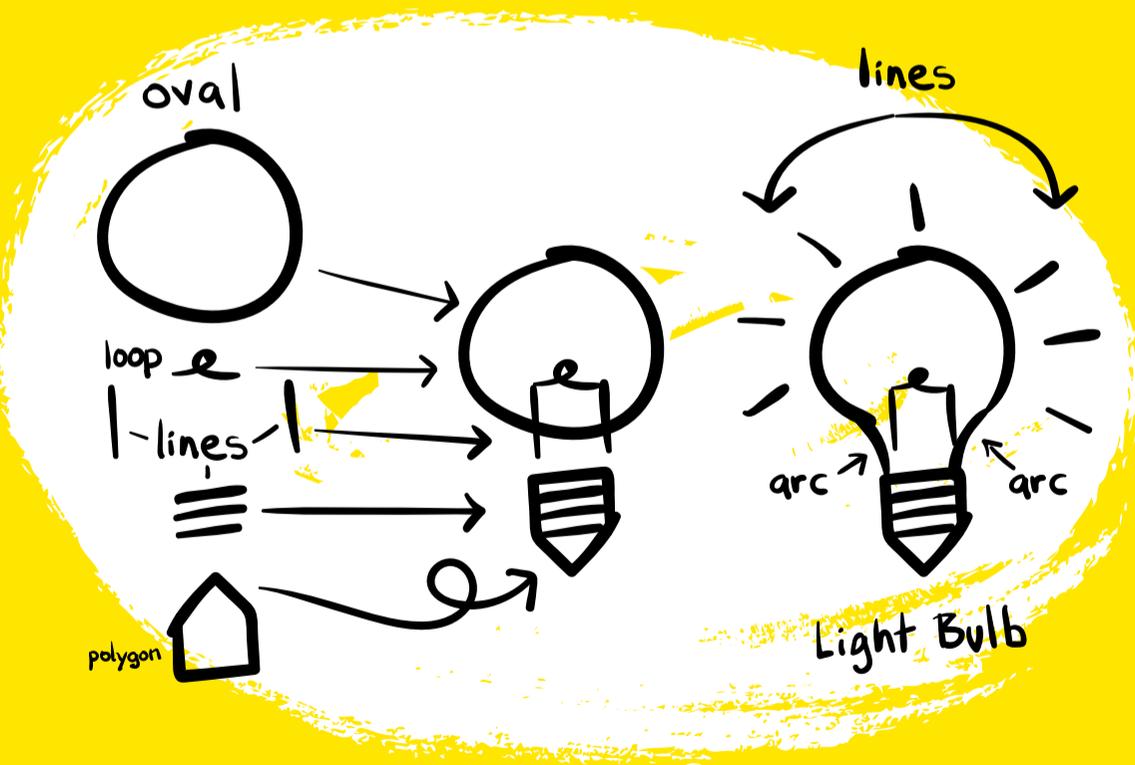
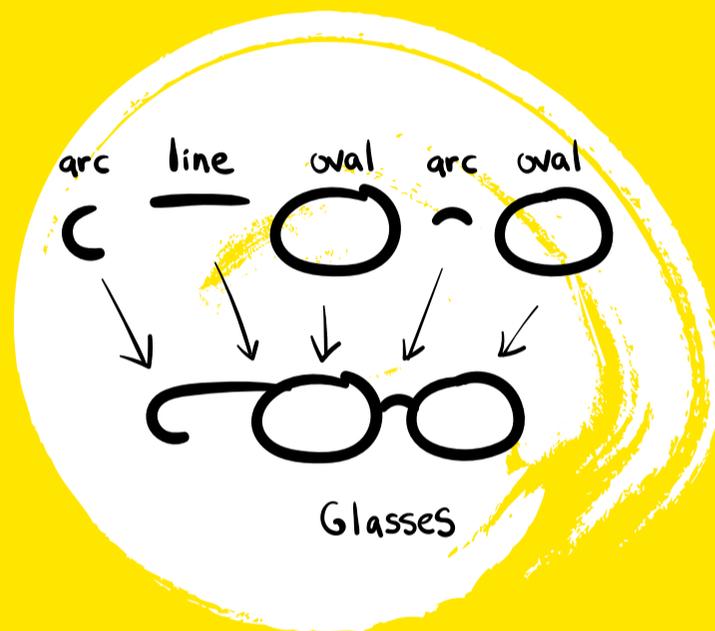
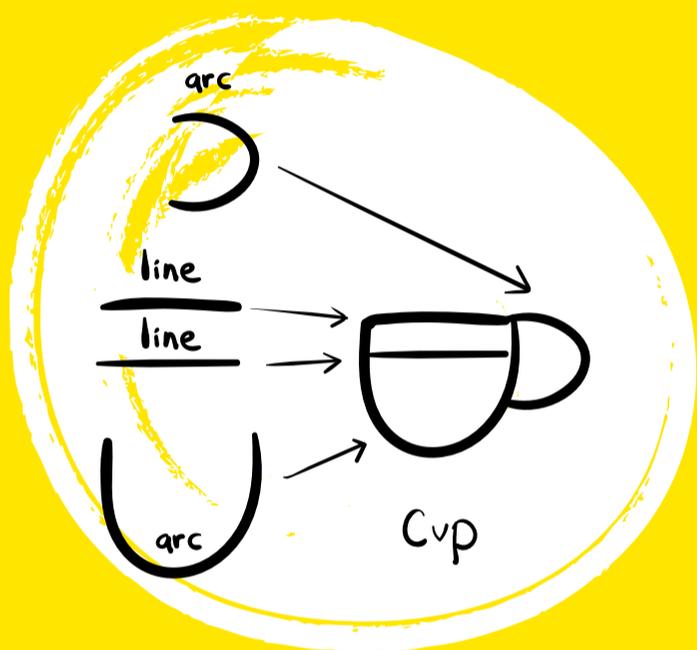
DRAWING BASICS:

Just like learning to write requires learning the 26 characters of the alphabet, learning to draw requires drawing some basic “characters.” Fortunately, there are only 12. Once you’ve mastered these (and it’s not hard), you can draw anything.

Practice drawing the “characters” below.

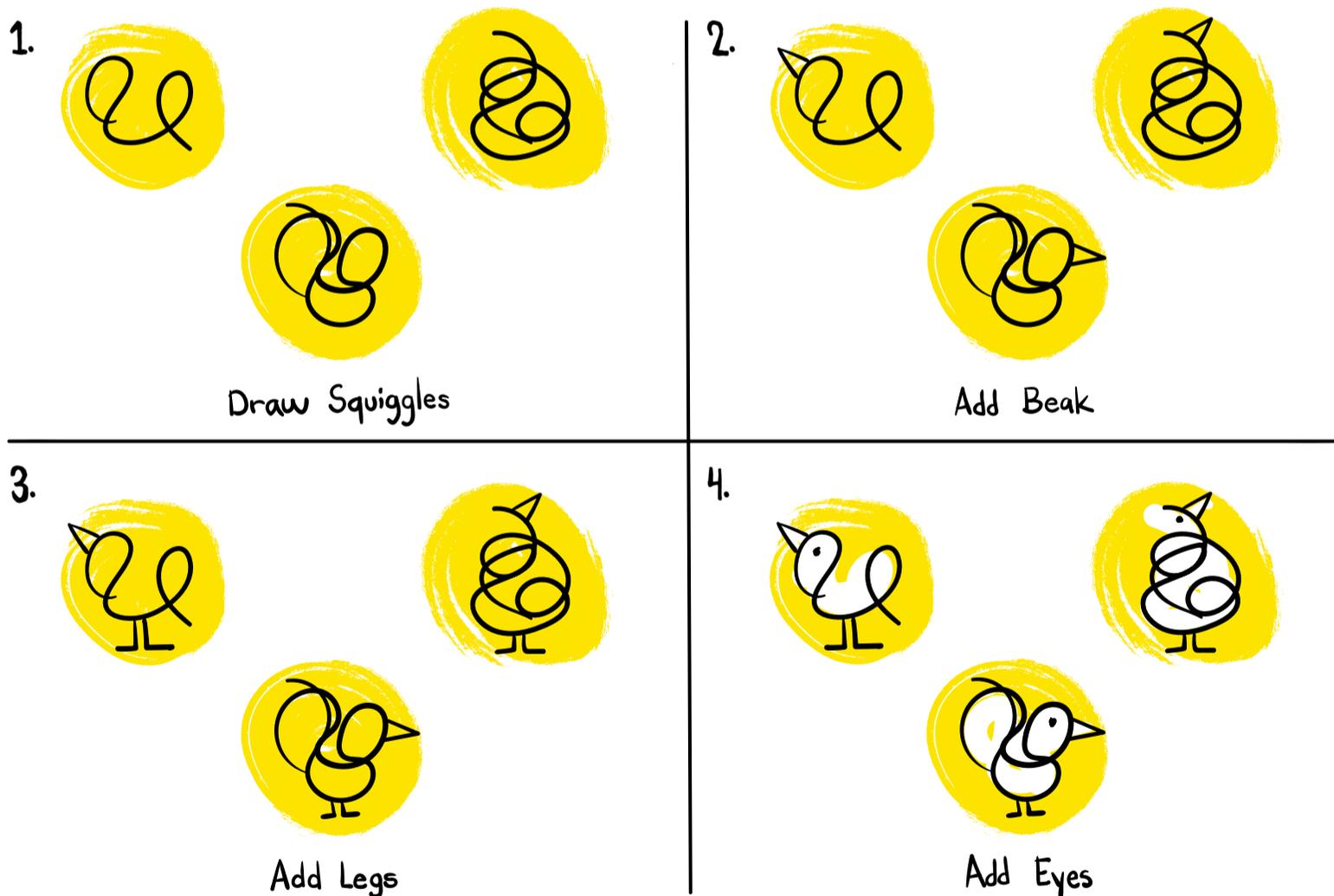


NOW THAT YOU'VE GOT THE BASICS, LET'S DRAW SOME OBJECTS. TRY TO SEE OBJECTS AS COMBINATIONS OF CHARACTERS IN THE VISUAL ALPHABET.



A FEW WORDS OF ENCOURAGEMENT

So you're worried about how well you draw. It's only human to be concerned. But we're not launching a career as a professional artist. All you need to do is communicate your idea. And fortunately for all of us, we're wired to recognize objects. In fact, you only need to get your object about 20% correct to have it register. If you don't believe us, try the following exercise:



When did you start to see these as birds?

*SQUIGGLE BIRDS WAS CREATED BY CHRIS GLYNN

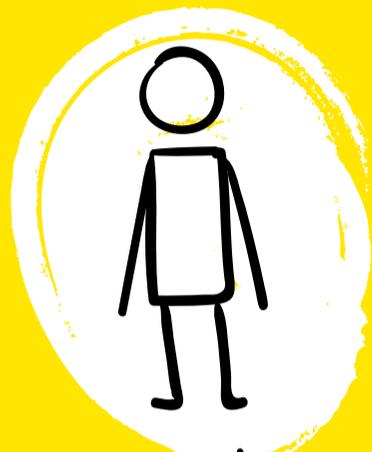
NOW TRY SOME PEOPLE



Man



Woman



Standing



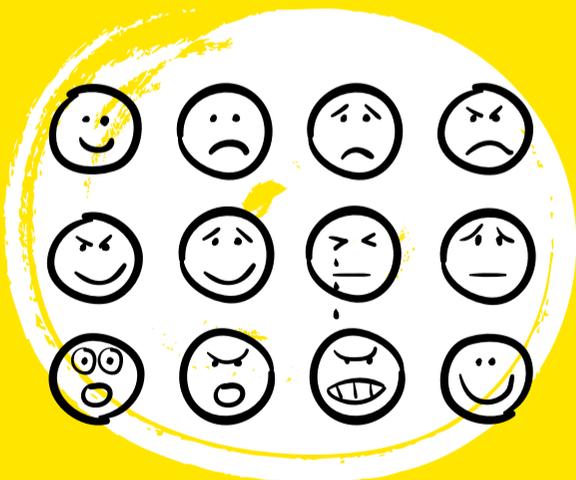
Running



Talking



Throwing



Emoticons



Direction

COMMON OBJECTS



Mobile Phone



Chair



Table



Car



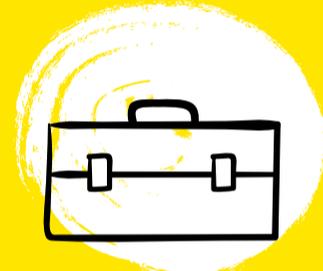
House



Store



Food



Toolbox



Tree



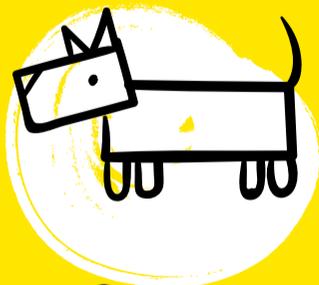
Cloud



Train



Airplane



Dog



Cat



TV



Coffee Maker

OFFICE OBJECTS



Laptop



Post-it
Note



Pencil



Whiteboard



Stacks of
Paper



Briefcase



Name Plate



Desk



Conference
Table

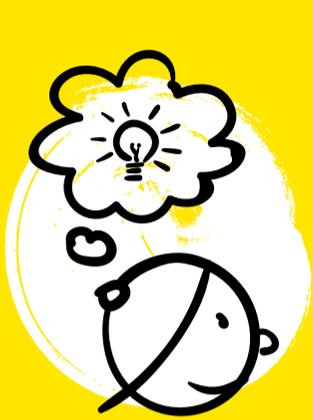


Projector



Lamp

BUSINESS CONCEPTS



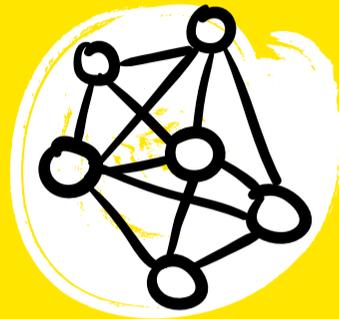
Innovation



Cloud Computing



Wireless



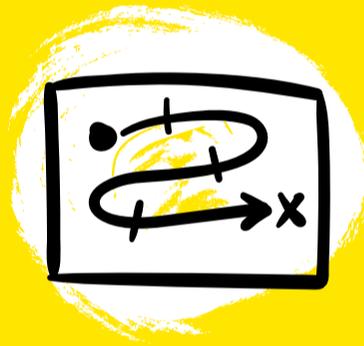
Network



Budget



Profit



Plan



Gantt Chart



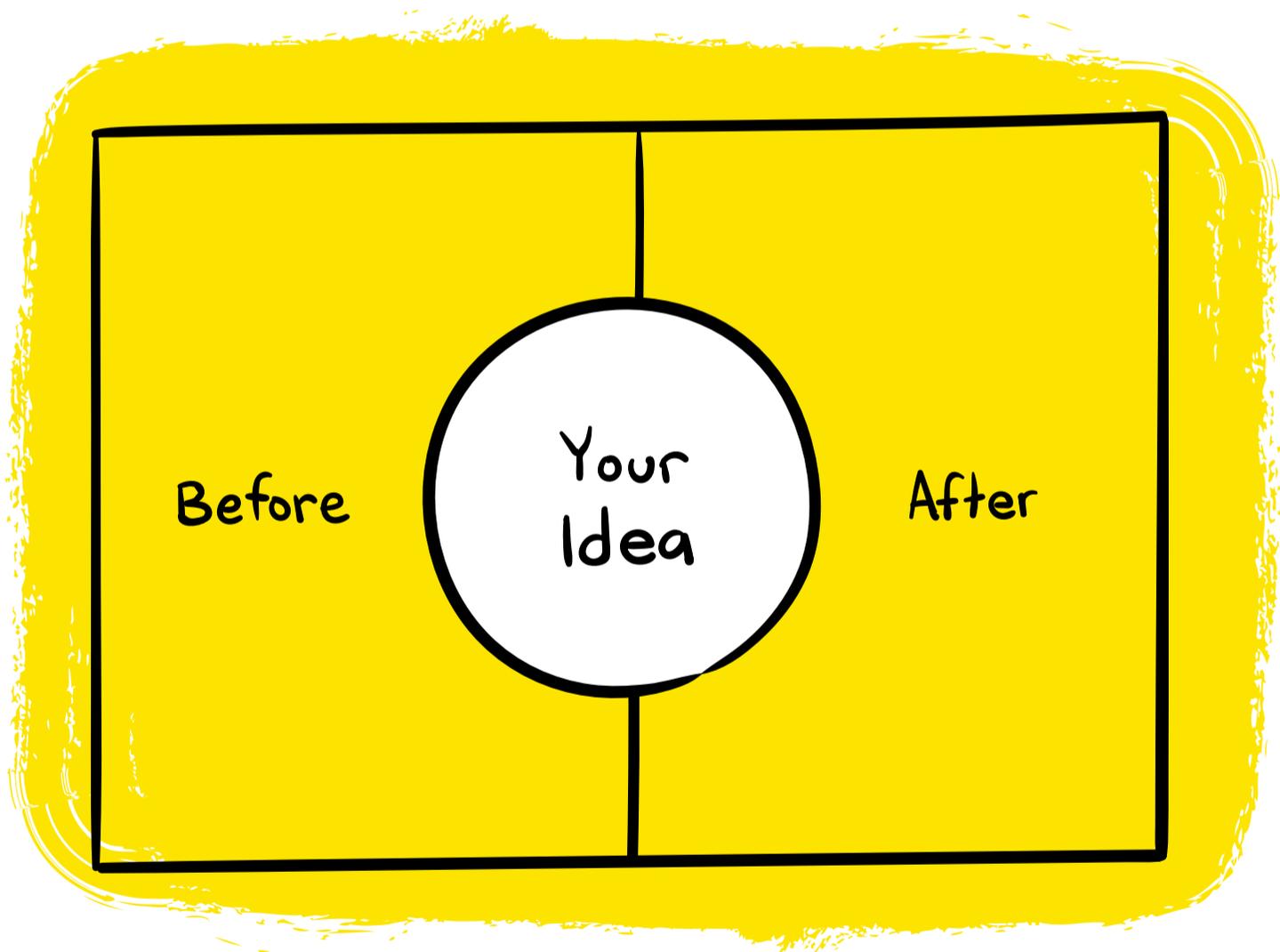
Conference Call



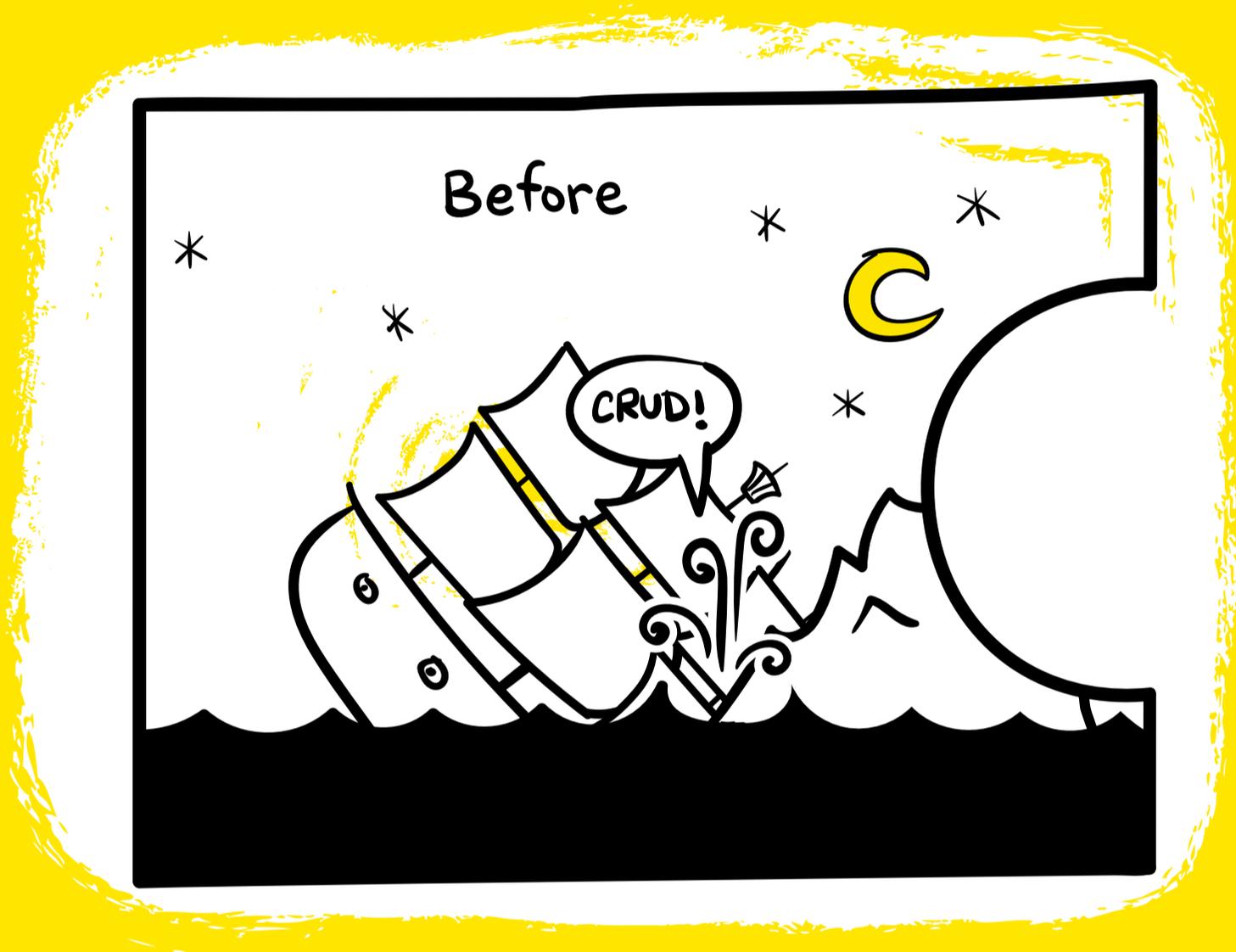
Presentation

OK, IT'S TIME TO FOCUS ON DRAWING YOUR IDEA.

To do this, we're going to create a simple before and after comparison to show the impact your idea will have.

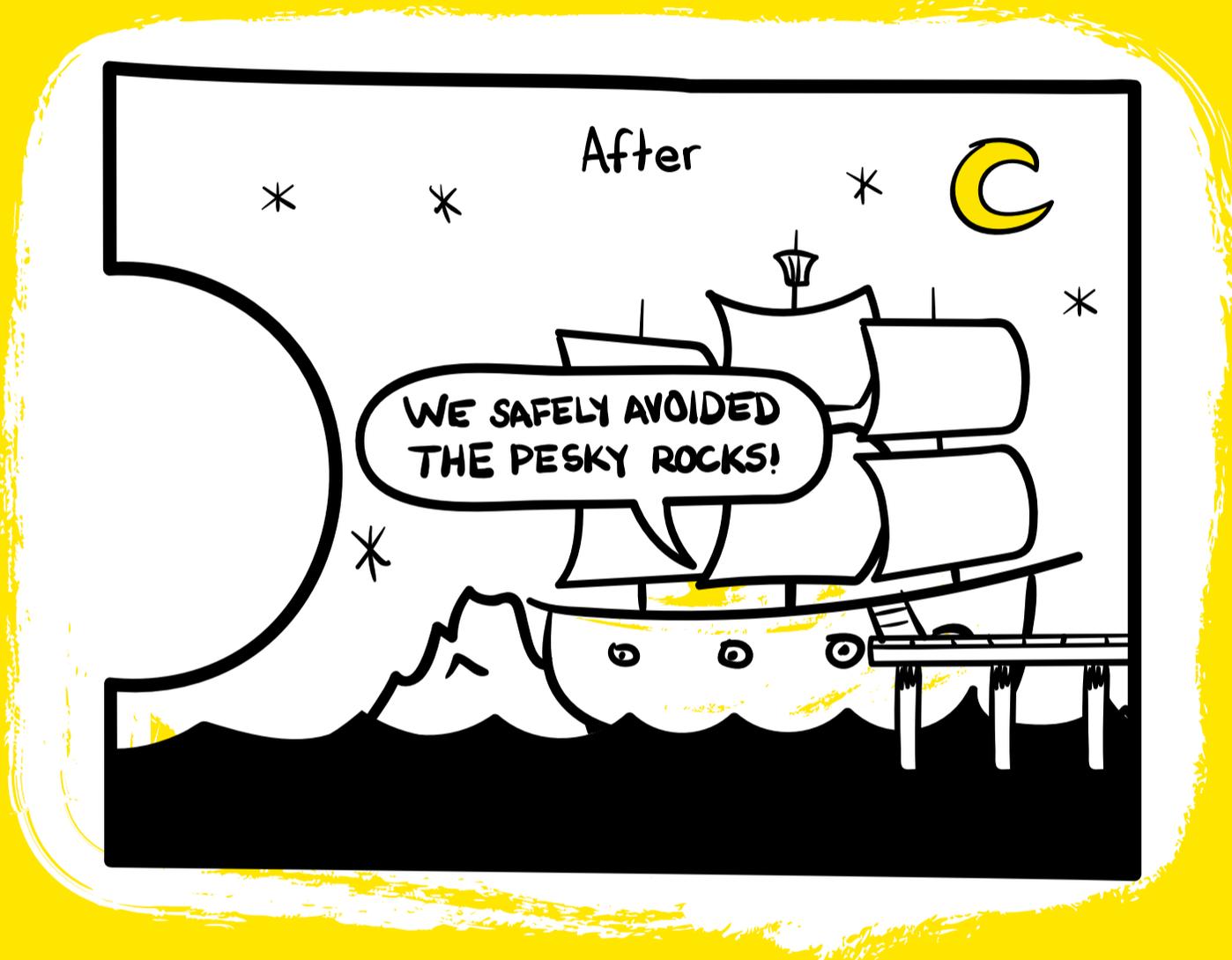


**BEFORE: START BY DRAWING THE PROBLEM(S)
YOUR IDEA WILL SOLVE.**



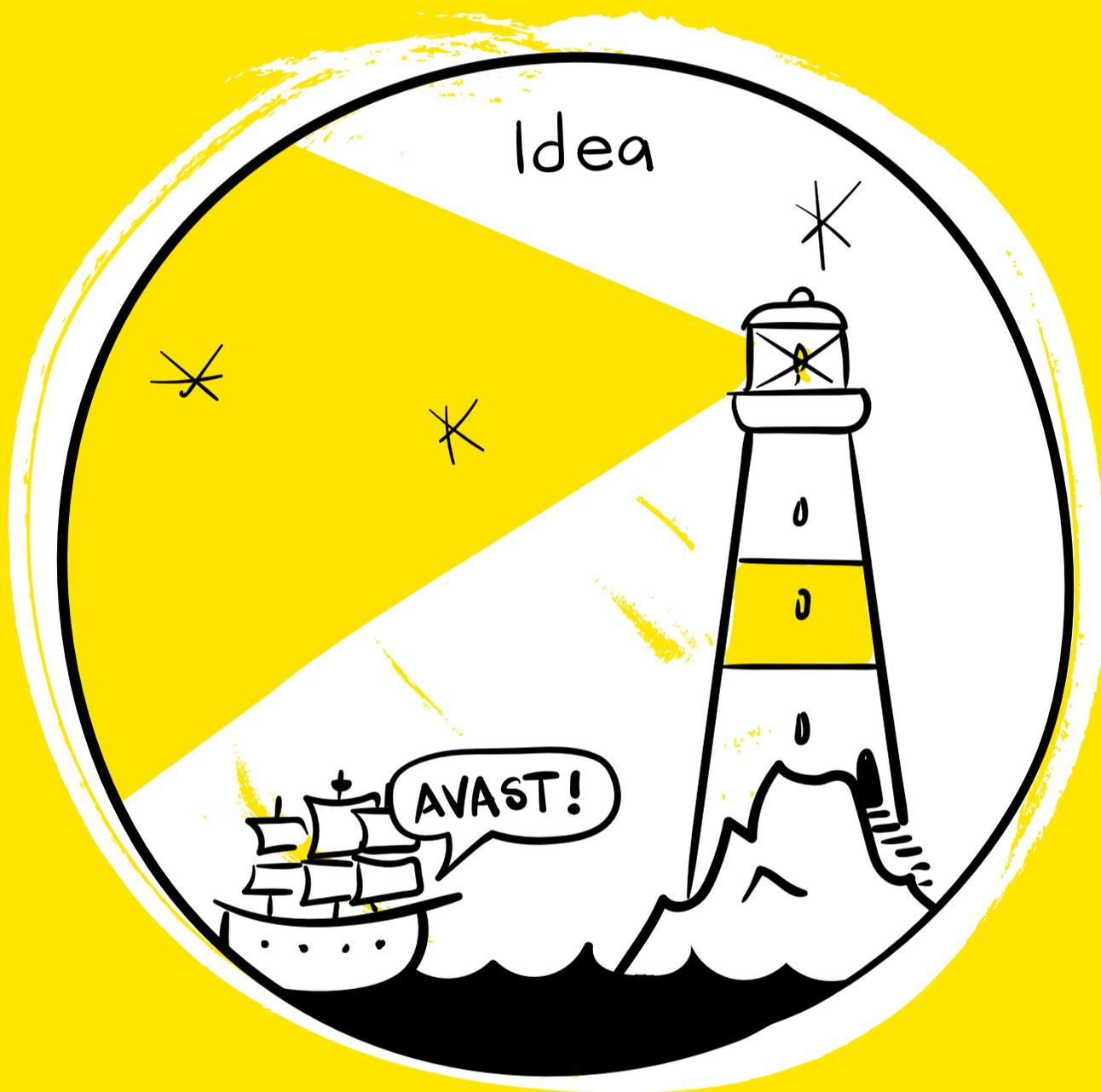
TIPS: TRY TO INCLUDE HOW PEOPLE REACT TO OR ARE IMPACTED BY THE PROBLEM.

AFTER: NEXT WE'RE GOING TO DRAW THE RESULTS OR OUTCOME YOUR IDEA WILL CREATE.



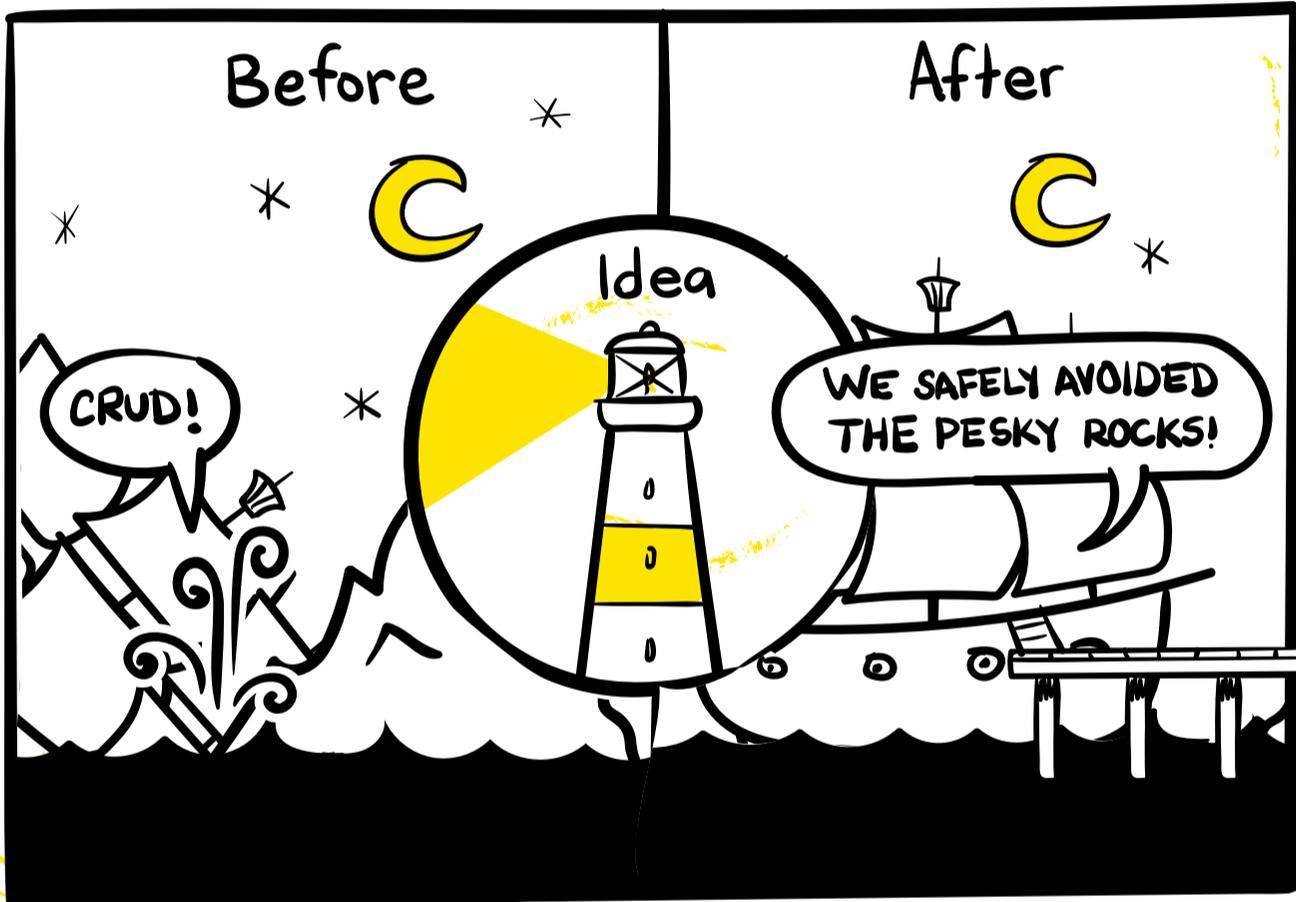
TIPS: THINK OF "AFTER" AS THE OPPOSITE OF THE "BEFORE" DRAWING. IF PEOPLE WERE FRUSTRATED, ARE THEY NOW HAPPY?

FINALLY, IT'S TIME TO DRAW YOUR IDEA—THE BRIDGE BETWEEN THE "BEFORE" AND "AFTER."



TIPS: DON'T FALL INTO THE TRAP OF TRYING TO DRAW "HOW" YOUR IDEA WORKS. TRY TO SIMPLY DRAW "WHAT" IT IS.

NOW WHEN WE COMBINE ALL OF THESE,
WE'VE GOT A VISUAL FOR YOUR IDEA!



GO SHARE YOUR IDEA.



TIPS: SHARE YOUR IDEA WITH FRIENDS AND ASK FOR FEEDBACK.
DON'T BE AFRAID TO REDRAW YOUR IDEA UNTIL IT WORKS FOR YOU.

XPLANE IS A STRATEGIC DESIGN CONSULTANCY
FOCUSED ON ADDRESSING COMPLEX CHALLENGES
ON THE INSIDE OF ORGANIZATIONS.