

THE BASIC DOODLE ASSESSMENT



- **SUSPENDING JUDGMENT ABOUT DOODLING**
Moving past personal and cultural biases to explore this tool.
- **OVERCOMING YOUR OWN CRITICISM ABOUT YOUR STYLE**
You know what I mean.
- **DOODLING STRAIGHT LINES**
Just straight enough so viewers don't think they're curved.
- **DOODLING BASIC**
Making forms recognizable as circles, squares, triangles, etc.
- **DOODLING FACES AND FACIAL EXPRESSIONS**
Being able to show a variety of human emotions.
- **DOODLING BASIC FIGURES**
Generating the most simplistic forms of humans and animals.
- **SEEING THE OUTLINES & STRUCTURE OF OBJECTS**
Deconstructing a form with your mind's eye.
- **SHARING YOUR WORK WITH OTHERS**
Moving past concern about others' opinions in order to learn.

SUNNIBROWNINK.COM



The purpose of **PROCESS MAPS** is to show pictures of verbs. These maps display ways to see the world through mechanism and motion, process and dynamics, cause and effect, explanation and narrative. Process maps are often used to reach conclusions and make decisions, so these are particularly valuable in organizations working to optimize, align, streamline, etc. Outside of a work context, process maps illuminate endless interesting topics like how cupcakes make your buns fat or how a bill becomes a law. (You know you saw that last one in school.)

Because I know you're paying close attention, I'd like to acknowledge something that may be puzzling you: Yes, these maps are often inclusive of each other. In the real world, you'll necessarily encounter what we can call "combination maps," which are maps that visualize and intertwine both systems and processes. Fun, huh?



THE INFO- DOODLE ASSESSMENT



- **MASTERING ILLEGIBLE HANDWRITING**
Writing *just* clearly enough to be understood.
- **FORGIVING YOURSELF FOR SPELLINK ERRORS**
Laughing them off & moving on. *Aaaand* realizing that no one else can spell either.
- **BELIEVING THAT INFO-DOODLING $\neq$ ART**
Knowing you'll never need "art" to Infodoodle.
- **WORKING w/TYPOGRAPHY**
Exploring letter forms to support communication.
- **DOODLING WORD PICTURES**
Creating words using pictures.
- **IMAGINING METAPHORS TO SHOW CONCEPTS**
Using your mind's eye to find shared ways to represent an idea.

SUNNIBROWNINK.COM

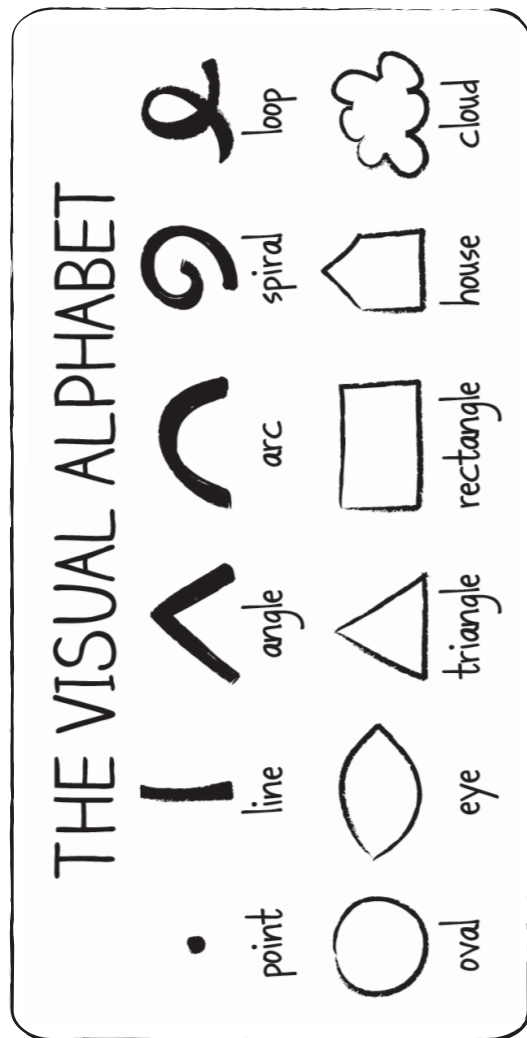
THE INFO- DOODLE ASSESSMENT (CONT.)



- **DOODLING SHADOWS & SHADING**
Giving volume and dimension to objects.
- **USING COLOR APPROPRIATELY**
Adding emphasis and meaning through color.
- **SHOWING RELATIONSHIPS BETWEEN INFO**
Mapping interactions & indicating relationship types.
- **DISCERNING RELEVANT CONTENT**
Discarding linguistic fluff and homing in on what matters.
- **DISTILLING VERBAL CONTENT IN REAL TIME ***
Taking accurate notes of the core of a conversation as it happens.

* This one is not relevant for Off-Air Personal Infodoodling.

SUNNIBROWNINK.COM

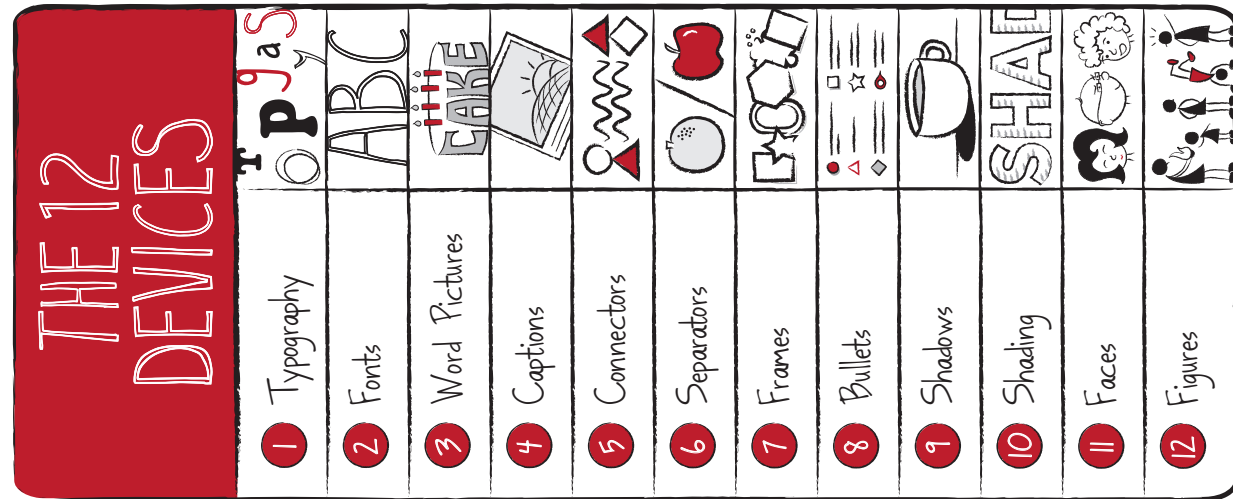


Behold, the **VISUAL ALPHABET**—a 12-letter alphabet that allows even the most hopeless of artists to visually articulate anything with minimal practice. I want to bestow this gift upon you because you'll need it on your rise to visual-thinking greatness. The Visual

Alphabet is composed of twelve "letters," which are the visual equivalent of alphabetic letters. The top row of these letters are what we call "forms," meaning that they're visual marks that do not close in on themselves. The bottom row are called "fields," meaning that they fold back in on themselves, forming a closed visual field. This alphabet (native to you, by the way) includes every simple mark you need to produce a visual representation of some idea, object, or concept in the world. Literally everything in your wildest dreams can be reproduced with these 12 letters.

Here you see another important set of tools for your kit known as **THE 12 DEVICES**.

These devices form the basis for more elaborate visual displays. They require more practice than the Visual Alphabet, but once you get the hang of them, the applications are endless. Depending on the type of display you're building—a system map, process map, or comparison map—you'll likely end up needing most if not all of the Big 12. Start with the ones you feel comfortable adopting and gradually embed the more sophisticated devices over time. Like the Visual Alphabet, the 12 Devices are also instinctive, so they'll often emerge naturally as the need arises.



From SUNNIBROWNINK.COM