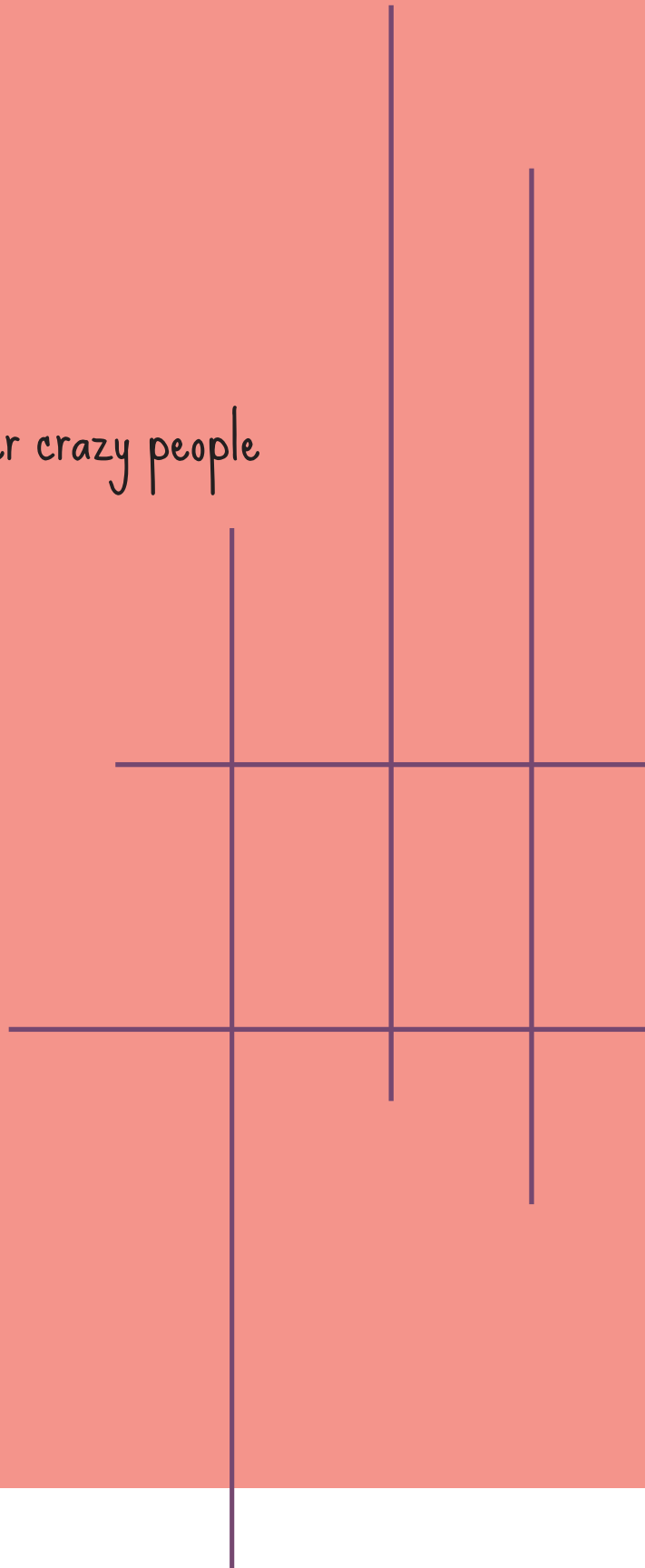


# VISUAL MAGIC

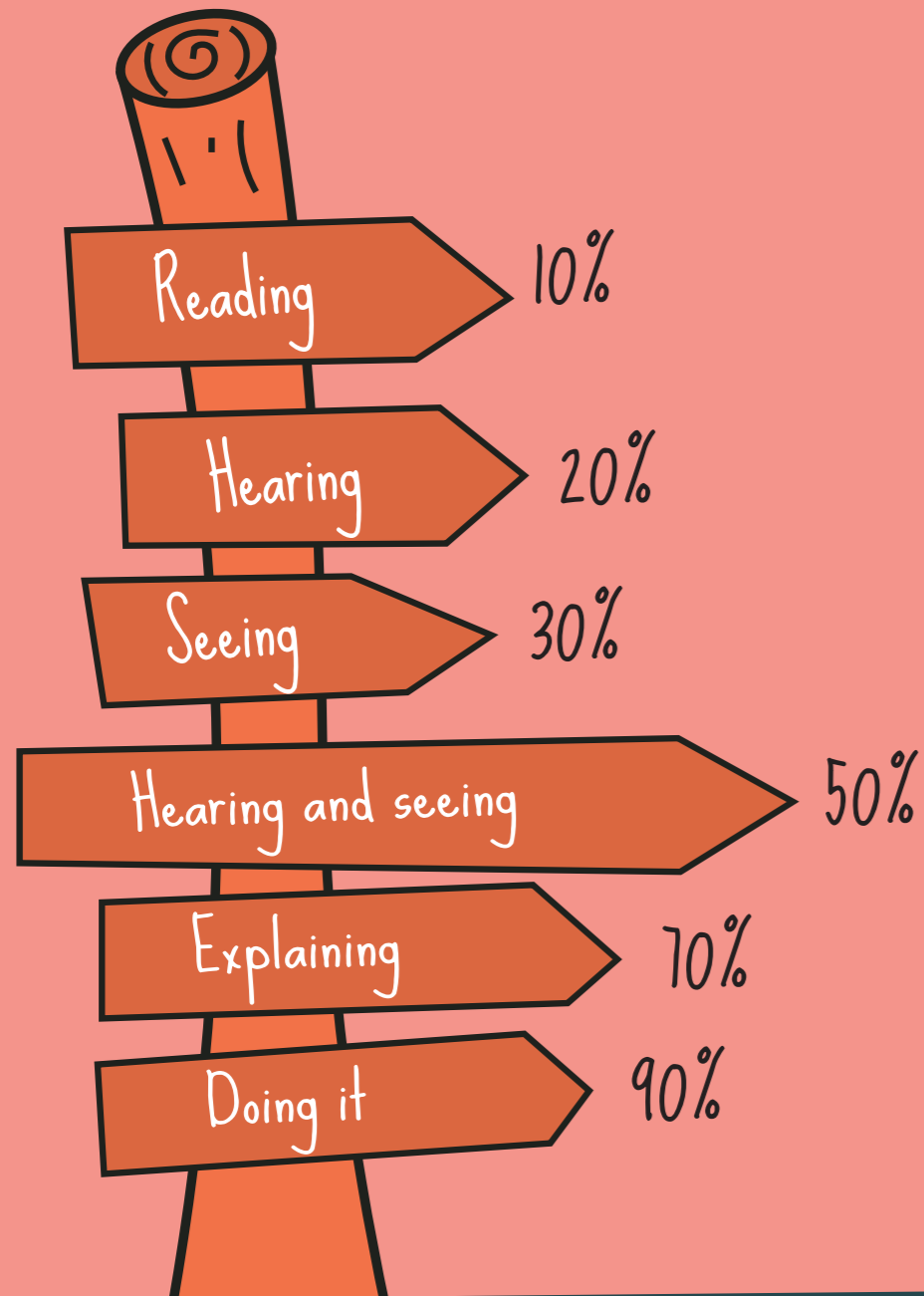
The Bible for youth-workers and other crazy people



# Why use graphics?

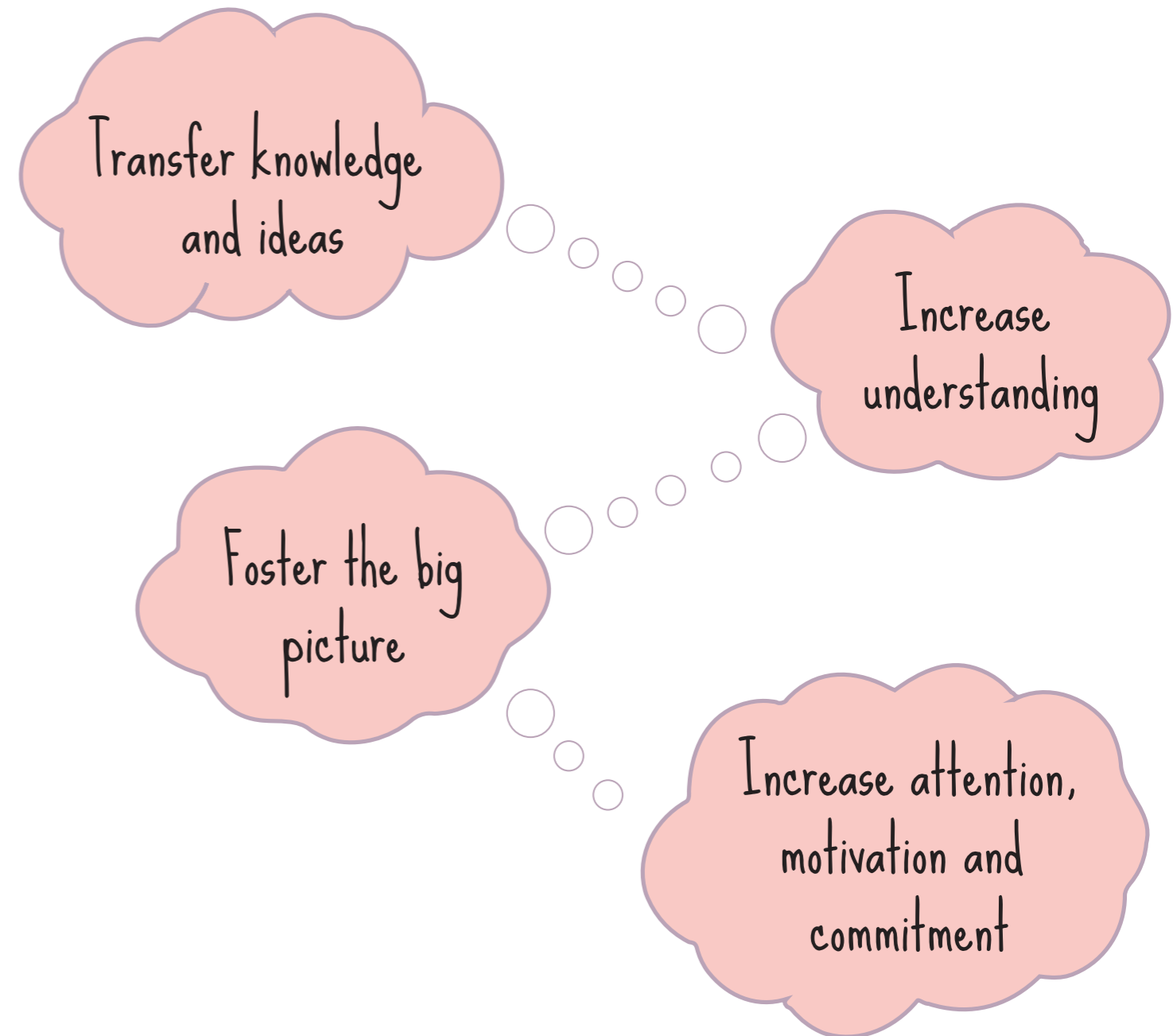
It is scientifically proved that we learn effectively when we use as much senses as possible. Graphic facilitation combines hearing and seeing.

## How much we remember?



As another benefits, visual graphics helps you with concentration as well as keeping you in the present moment. Drawing keeps your creativity alive and helps you generate ideas. Last but not least - it improves your productivity.

You can apply this method when you want to transfer knowledge and ideas and increase understanding. It is also useful to foster the big picture or increase attention, motivation and commitment.



# Graphic recording

Graphic recording is the art of listening, picking the most important points, organizing them and putting them into the visual form. It is simply communication through drawing.

The main goal of visual facilitator is to lead people towards their goal of the meetings, conferences, seminars, etc. He creates visual notes / hand – drawn representations. He summarizes the content through combination of graphics such as diagrams, symbols and writing. He does all of that in real time during the event.

**"It was also dance, and story telling, since the facilitator was constantly in physical motion, miming the group and its communication with movement, as well as commenting on the displays, suggesting processes and the like."**

(the article "A Graphic Facilitation Retrospective, David Sibbet, 2001).



## Tips and tricks

Just start drawing. You need only one pen and paper.

Keep it simple & Less is more!

Use colour to highlight content.

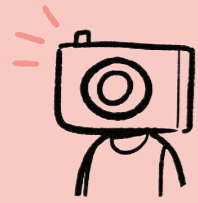
Don't be afraid to take inspiration from other artists.

Combine symbols to create a definition.

Build up your own picture library.

Practice makes it perfect!

# Different tools and techniques



## Graphic snapshots

If graphic recording is more a visual summary of the whole event then graphic snapshots are more a way to capture visually some of the ideas of the event. Graphic snapshot don't aim to give an overall picture of all the main key ideas. The advantage of graphic snapshot is that they allow you to focus on capturing more funny moments, crazy ideas and excellent metaphors.

Used for:

- capturing great ideas, funny moments and things which attracted your attention,
- practicing before doing a full graphic recording.



## Sketchnoting

Sketchnoting is a way of enhancing memory of the material presented through text and visuals in the form of various hand-made drawings, sketches and doodling.

As proclaimed by definition by Mike Rohde, author of the book "The Sketchnote Handbook", it is a mix of handwriting, drawings, hand typography, shapes, visual elements such as arrows, boxes, lines).



## Visual message

The main components of a visual message are words, colours, patterns and shapes. These main components may be used in many different ways to design, produce, transmit and interpret messages. Principles of visual message design are unity, harmony, hierarchy, proportion, similarity and contrast.

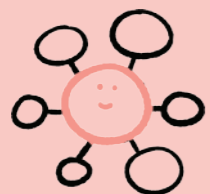


## Visual minutes

A form of sketchnoting or graphic recording used during meetings to capture the essence of a meeting, also what people said and agreed on. The final visual minute is then photographed and sent to the participants of the meeting to share the outcomes and planned actions.

Used for:

- capturing the essence of a meeting,
- documenting what people said and agreed upon,
- tracking outcomes and tasks to be done.



## Mind maps

Mind Map is a highly effective way of getting information in and out of your brain. It is also a tool to visually organize information or to generate, visualize, structure, and classify ideas. Some tips: use colours, symbols, emphases, associations. Mind maps can be drawn in different shapes, such as a tree, fish, octopus, jellyfish etc.

Used for:

- note taking,
- memorizing,
- brainstorming,
- problem solving and
- decision making.



## Graphic recording

It is a visual interpretation of conversations, where the graphic recorder emphasizes the relations among certain qualities. By using drawings and images we can document a process and outcomes of meetings, trainings or conferences. At the end we get a large scale colourful image, that can be shared as a handout.

Used for:

- encouraging active participation (listening),
- increase the amount of memorised data,
- establishing relations between certain qualities,
- recognise main points,
- help cross language and learning barriers,
- understanding complex systems.



## Templates

A template is a form or pattern that serves as a starting point for a new document, it is used as a model. It has already some components in place, that can be filled-in or adapted. Templates are general and reusable. Thus, they can simplify our work by saving time (instead of creating a new document every time you need it, we can reuse the template and simply change the desired information) and reducing risk of missing some essential information.

Used for:

- making visual facilitation easier,
- planning, recording processes and documenting an outcome.



## Mandala

With mandala anyone can create beautiful images from repetitive patterns. It is easy to learn and easy to do. It provides artistic satisfaction along with an increased sense of personal well being.

Some benefits and uses of mandalas for graphic recorders:

- relaxation,
- simple and quick access to mindfulness,
- inspiration,
- nurture and develop creative abilities,
- improve eye / hand coordination,
- increase attention span and ability to concentrate,
- etc.



## Doodling

A doodle is a drawing made while a person's attention is otherwise occupied. Doodles are simple drawings that can have concrete representational meaning or may just be composed of random and abstract lines, generally without ever lifting the drawing device off of the paper, in which case it is usually called a "scribble".

Used for:

- learning to draw,
- stimulating creativities.

# Visual ABC

The most important thing while using graphic facilitation is simplicity. During workshop you don't have time for drawing very detailed and complicated elements so the doodles have to be simple and quick but still clear enough so people can recognise it. To learn how to write, you firstly need to know the alphabet. And here is the same.

"Visual alphabet is a set of simple shapes which we use, when we are learning to draw. It's one of the first steps we can take. It helps us make the process of drawing easier. As letters are one of the basics for writing, these shapes are the basis for doodling. It was first introduced by Dave Gray who is one of the early pioneers of the modern visual thinking movement. The basic alphabet consist of 5 shapes: dot, line, triangle, square and circle. The extended version can include: angle, arch, spiral, loop, house, blob, eye, star and moon."

(Source: <https://socialna-akademija.si/makeitvisual/en/visual-vocabulary/>)



## Tips and tricks

When you are starting to complicate or you just have no idea how to draw something, think about how would you draw that with using only the shapes from visual vocabulary

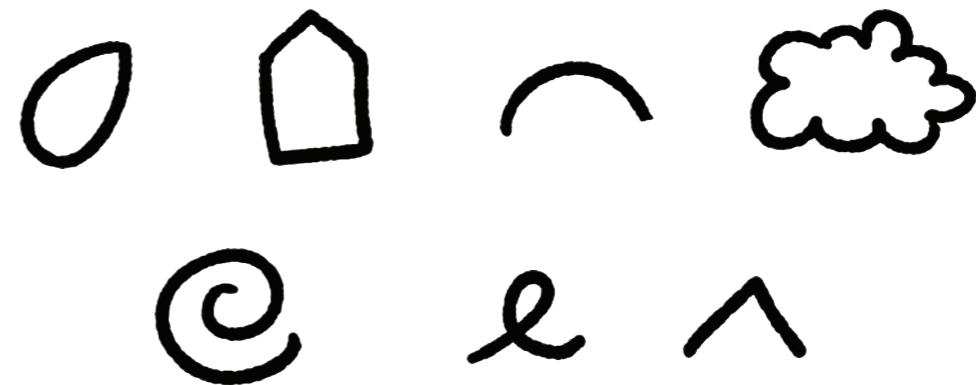
You can play an online game by Google "Quick, draw!" where you have 20 seconds to draw a random demand prompt and AI has to guess it. Or you can play pictictionary with your friends

## Examples:

Main elements:



Extra:



Knowing these elements, you can draw anything:



# Handwriting

Visuals are great, but without words to accompany them they can become very puzzling. Don't overuse your visual vocabulary – if necessary, write things down. The two most important things are to make your writing legible and embellish it when you have time. But also - use the words wisely.



## Tips and tricks

Don't forget to combine uppercase and lowercase letters and make them big enough to read from a distance.

Use a variety of lettering styles: Experiment with different lettering styles to add visual interest and variety to your notes. You can try bubble letters, block letters, or even calligraphy.

Use a thick marker to make your letters bold and easy to read.

Make your letters big enough to read from a distance

## Examples:

Single Line → ABC

Double Line → ABC

Triple Line → ABC

Cartoon Letters → ABC

3D Letters → RUT  
OJF

# Arrows and connectors

Arrows and connectors are used to indicate sequences of steps. They can show us the start of the action, lead us through the process to the final end or final result.

Also we can use them to connect related ideas.



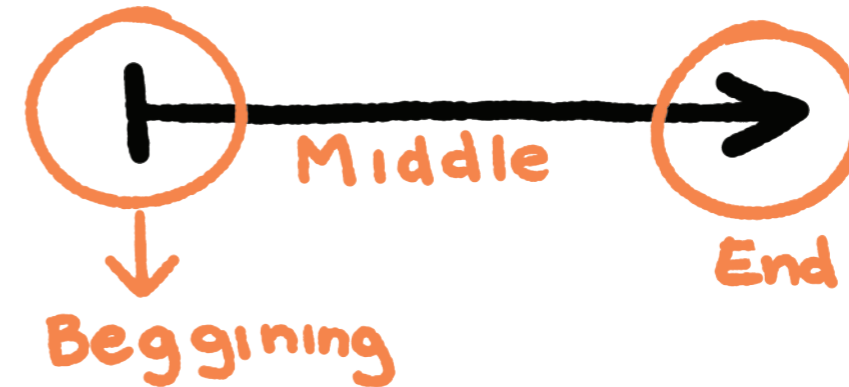
## Tips and tricks

Experiment with different arrow styles to add visual interest to your notes. You can use curved arrows, straight arrows, or arrows with different line weights.

Adding labels to your arrows can make your notes easier to understand. Label your arrows with short phrases or keywords to indicate the relationship between ideas.

While arrows can be a great tool for visual communication, it's important not to overuse them. Too many arrows can make your notes look cluttered and confusing.

## Examples:



# Bullet Points

Bullet points are used to simplify and summarize the main points of statement. Bullet points are overview. We can use them in a form of a list, check list, thematic points etc.



## Tips and tricks

Avoid using overly complicated symbols or designs that may distract from the main ideas.

Use the same bullet point style throughout your notes to create consistency and make it easier for your audience to follow along.

Use sub-bullet points to break down complex ideas into smaller, more manageable pieces.

## Examples:



# The Color



Photo source: <https://www.provenwinners.com/learn/basic-design-principles-using-color-garden>

If we talk about color in the design, it must be easy to read and pleasing to the eye. It means not adding color to every detail, neutral tones like black or white can help balance a design, so when you use another color, it stands out.

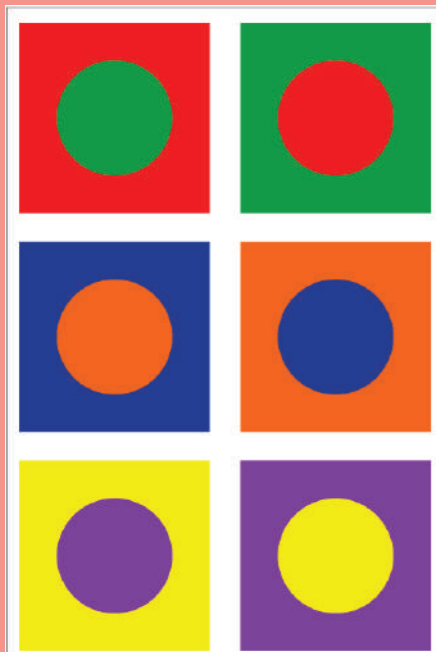


Photo source: [www.colorsexplained.com/complementary-colors/](http://www.colorsexplained.com/complementary-colors/)

Complementary colors are colors that sit opposite each other on what is known as the color wheel.

The primary colors (red, yellow and blue) each have their complementary / secondary color (orange, green and violet).

Secondary colors arise by mixing two primary colors. For example - red and yellow (primary) make orange (secondary).

They are especially useful to accentuate and highlight elements. However, it is recommended to apply them with measure and balance, since at 100% saturation they could transform your design into a total chaos.



## Tips and tricks

Stick to a limited color palette of 3-5 colors to create a cohesive and visually pleasing look.

Colors can also be used to create mood and evoke emotions. For example, use warm colors like red and orange to create a sense of energy and excitement, or cool colors like blue and green to create a sense of calm and relaxation.

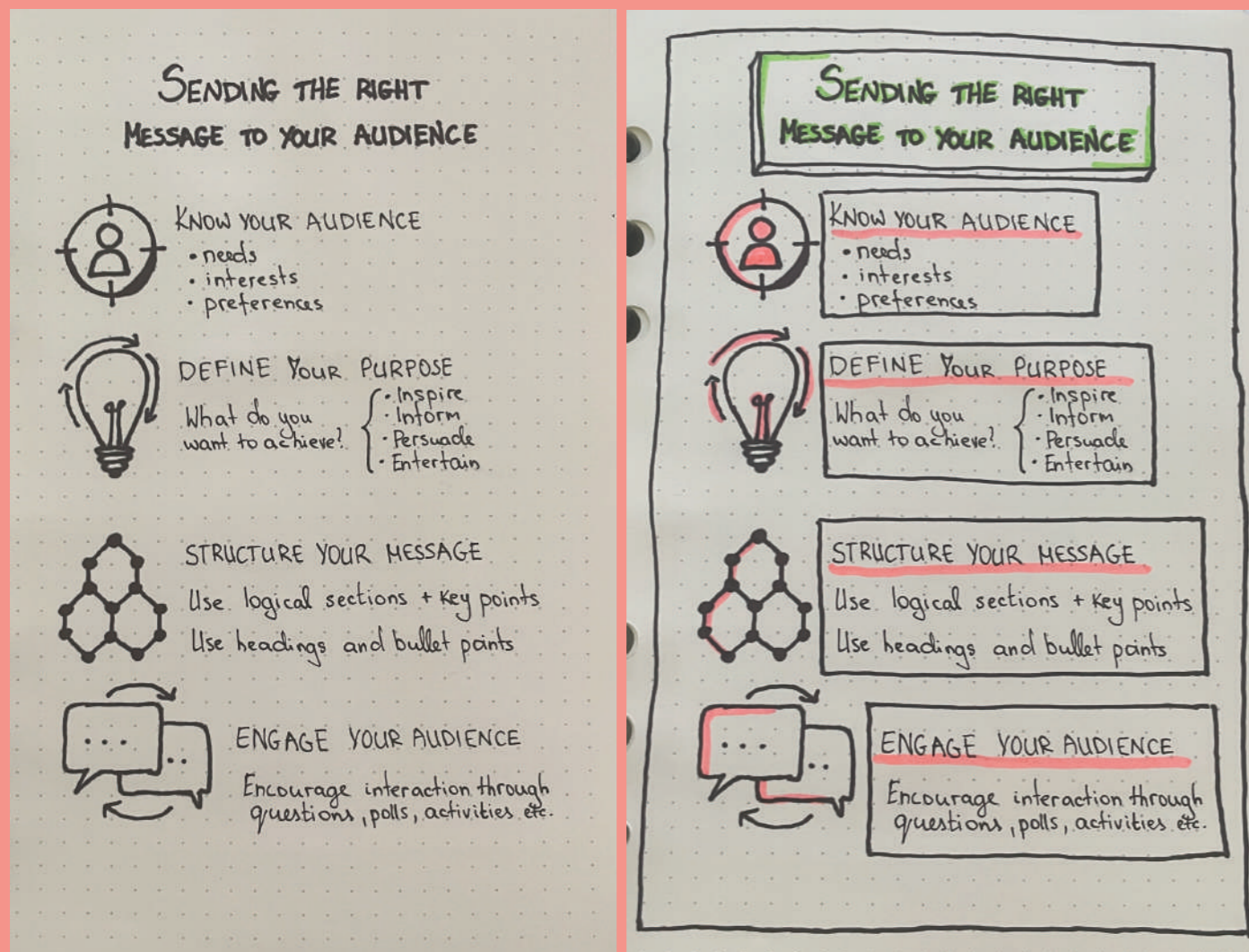
Use colors to visually connect related ideas and show how they are interconnected. For example, use the same color to indicate ideas that are related, or use complementary colors to create visual contrast and draw attention to important information.

Use colors purposefully and strategically to create notes that are visually appealing, informative, and easy to understand.

# Frames

There are 2 types of framing we use. One thing is the frame around the whole poster and the other thing are smaller frames which are used for dividing text on sections.

If possible, always make a frame around your poster. Why? Because it looks better. And why does it look better? Because with frames we are limiting the area of where our brains are putting attention so they can be more focused on the content of the poster. Look at the posters below - which one do you think looks better?



What to do if you don't have enough space to draw the whole frame? Sometimes it looks completely ok if some elements are breaking the frame, just make a pause and continue the line on the other side of this element. If it doesn't work this way, you can skip vertical frame lines. If you don't have enough space for the frame at all, then you can just make the lower line (this is mostly for smaller papers with not much text - look at the examples below).



The other type of framing is about dividing content on small sections. When you have a lot of different informations on a poster, use frames to make clear what goes together, to highlight the important informations and to create a structure. If there is a lot of content on the poster you can also use dividers or colours.

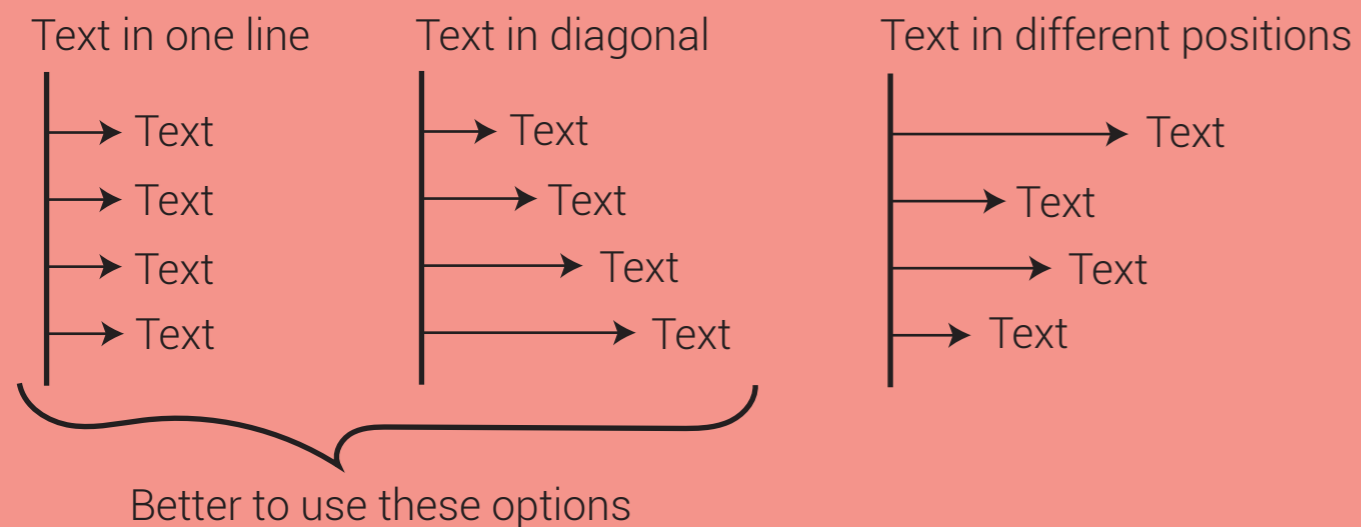
There are 4 types of frames - basic shapes, banners, signs and bubbles. You can make a basic circled, rectangled, triangeld, hatced or dotted frame. You can make your frame looks like a banner, you can make it like hanging on the wall, you can make edges shaped like a ribbon, you can draw it like a notebook or post-it paper, you can make an airplane driving a banner. You can make the text written on a wooden sign or a traffic sign. And bubbles are used for speech, thoughts or dreams, with the shape of the bubble you can show the emotions (if someone is angry, someone got an idea, ...). The difference between speach bubble and thoughts bubble is in the tail. The speach bubble has straight tail and the thoughts bubble is tail with the doths or small circles.



# The Composition

## Alignement

Alignment is an important aspect of graphic facilitation that helps to create a sense of order and hierarchy in your notes. By aligning your text, images, and other elements, you can create a clear visual structure that makes it easy for your audience to follow along and understand the main ideas.



## Contrast

Contrast is a powerful tool in graphic facilitation that helps to create visual interest, draw attention to important information, and make your notes stand out. By using contrasting colors, shapes, and sizes, you can create a sense of visual hierarchy and organize information in a meaningful way.

- use bold or larger fonts to emphasize key ideas
- use contrasting colors to create visual separation between different sections of your notes.

## Repetition

Repetition is an important element that helps to create a sense of consistency and organization in your notes. By repeating certain elements such as colors, shapes, or symbols, you can create a visual theme that ties your notes together and makes them easier to understand.

Choose and repeat:

- Colour palette;
- Fonts and writing;
- Symbols with the same meaning.

## Proximity

Proximity is a design principle that refers to the spatial relationships between different elements in your notes. By placing related elements close together and separating unrelated elements, you can create a clear visual hierarchy and make it easier for your audience to understand the relationships between different ideas.

For example, you can group related ideas into a cluster, or use a visual divider to separate different sections of your notes.

## White space

Space between the lines:

- The same size = content is connected
- Different size = content is sepperated

Remember about space around the objects - give the content enough space to breath.

# People

Meetings, conferences, trainings etc. Are always about people and their communication. Little figures are especially useful because they can easily present complex processes and situations. By using different postures, gestures, facial expressions or accessories you can make a simple figure alive.

In order to create your characters you can start with simple shapes: a stick, star, tooth, eight, simple lines and circles.



## Tips and tricks

Do not focus on details too much

Practice a lot (e.g. you can play a quick game with your friends asking them to hold position for 10 seconds and then sketch it)

To represent people in graphic facilitation, you can also use symbols and icons that represent different professions or activities.

## Examples:



LINE



SQUARE



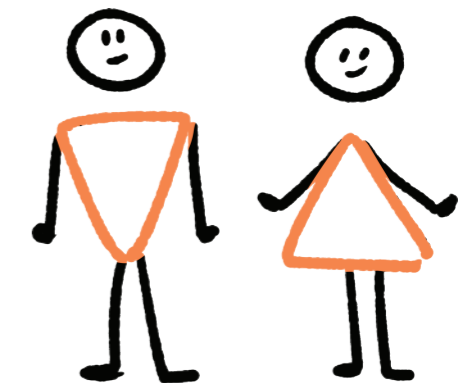
SPIRAL



STAR



TRIANGLE



PEARL



# Patterns

Patterns are repeating elements in your graphic designs. In order to have a pattern, you must have at least two elements working in concert with one another. You can have a pattern that takes up your entire design, which can emphasize continuity and repetition, or a pattern that simply occurs a couple of times over the whole design. With effective use of patterns, you can help draw the eye, emphasize specific elements of your design, or make it easier for viewers to see exactly what you're focusing on as you create and share your designs.

Patterns can also:

- Define surfaces
- Show or impact scale
- Convey a specific design style



## Tips and tricks

You can use a pattern to highlight a key point or to create a visual divider between different sections of your notes.

Use simple shapes such as dots, stripes, or squiggles to create a repeating pattern that can be used throughout your notes.

## Examples:

