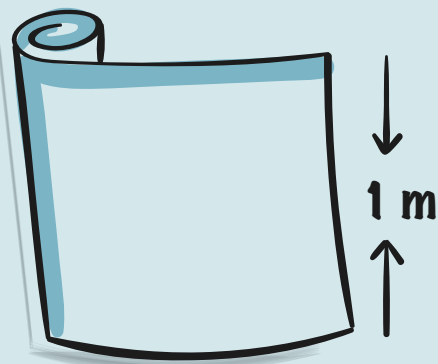


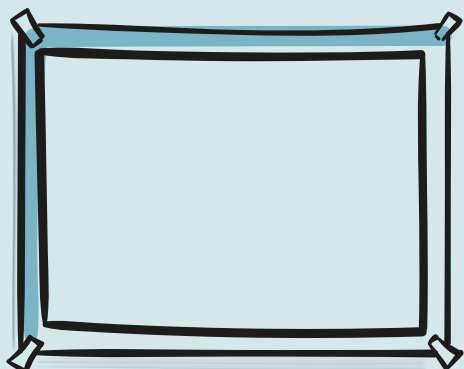
# VISUAL GUIDELINES



## 1. CHOOSING YOUR PAPER SIZE

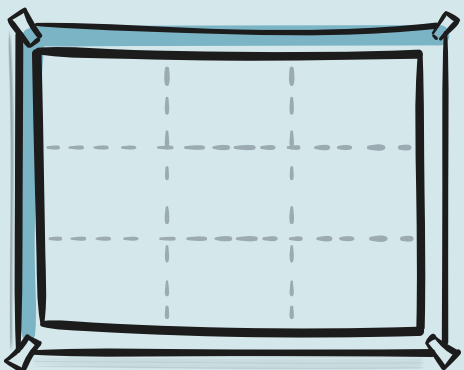
The size of paper you choose depends on what is available and what you are going to use it for; template, presentation or notes. Consider whether you are going to copy or scan the final product. Standard A4 and A3 work well when you work alone or in small groups. If you intend to share it with larger groups we recommend that you find a flip chart or cut a piece from a roll of paper, depending on the required size. Fix the large piece of paper to a flat wall in such a way that you draw while being able to reach all the edges of the paper.

If you're drawing digitally (e.g. with a tablet or digital whiteboard), the same principles apply. The final presentation format will help inform a suitable drawing format.



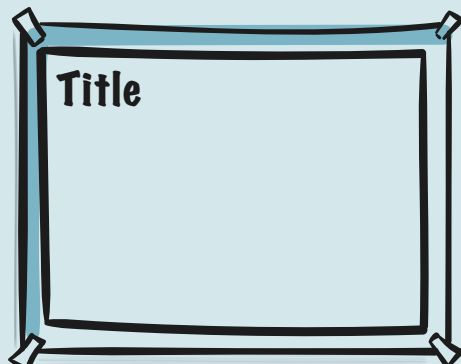
## 2. FRAME

A frame helps viewers to focus on the content of your visual. A frame can be a simple line drawn along the edge of the paper. Frames can be both straight or wavy – choose depending on your target group and what suits your message best. When you start by drawing the frame, it also helps you avoid drawing on the wall.



## 3. GRID

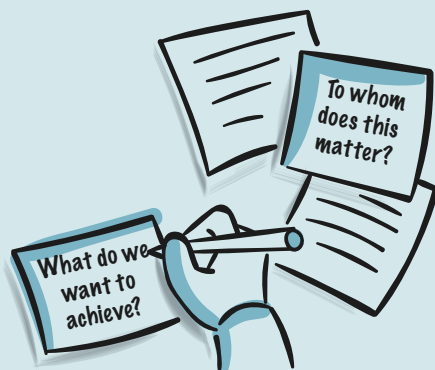
Divide the paper in 9 or 12 equal sized squares with a pencil. Use these squares to organise and space the content. You can erase the pencil grid when you are done with your drawing.



## 4. TITLE

The title is the overall description that ties all the content of the drawing together. It helps the reader understand what they are about to read or learn about. Choose a title that says something about the content of your drawing. Instead of writing, "reading assignment" or "planning meeting" as your title, you could write, for example, "fantastic stories" or "inspiring class meeting".

Place the title at the top of the drawing. Write it in big letters so it stands out from the other text. When you step back and look at the image the title has to be the first thing that catches your eye. If you are working on a large piece of paper it can help to sketch out guide-lines with a pencil to ensure the title is straight. Use a dark colour.



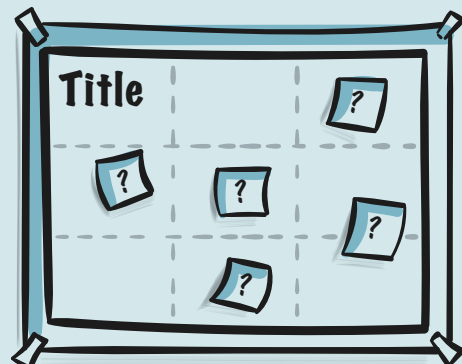
## 5. QUESTIONS ON POST-ITS

When you make a presentation or a template it is because you either want to answer or find answers to a set of questions. Write down all your questions – one question per post-it. In the beginning it can be helpful to choose a maximum of six headlines so you practise prioritising your material.



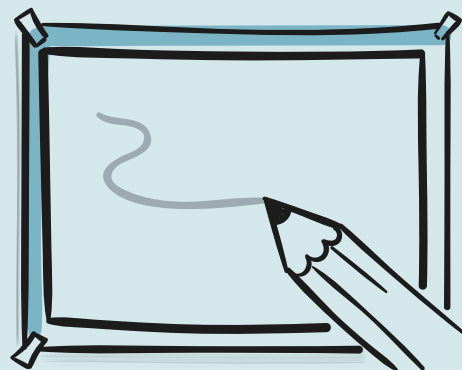
## 6. QUESTIONS ARE MADE INTO HEADLINES ON POST-ITS

The questions can act as headlines in and of themselves, or they can be reformulated into words or smaller sentences. For example, it could be that the question, "why are we working with this project" becomes "the purpose of this project" or "purpose". Write a maximum of one headline per post-it.



## 7. HEADLINES ORGANISED ON THE PAPER

The headlines will help the reader navigate the content of the visual. Use the grid to organise your headlines so you create a balance in your drawing. Place one headline per space. Make sure the headlines are placed logically in relation to one another and that there is white space between them. Think about whether your image is built from the middle or from left to right.



## 8. SKETCHING THE VISUAL CONCEPT WITH PENCIL

It is a good idea to sketch visual concepts such as roads, horizons, the ocean, big arrows, mountains and sky with a pencil. The visual concept is often placed behind icons and text and should only be drawn up with a pen at the end. However it can be a good idea to sketch it with a pencil to begin with so you can navigate from the visual concept when you place your headlines.



## 9. DRAW ICONS AND WRITE YOUR BODY OF TEXT ON POST-ITS

Choose icons that say something about each headline and what the headline is communicating. Icons help the reader remember the content of your visual. Do not make it into a riddle but choose one or two icons per headline and draw them in a size that can be seen from a distance. Pay attention to the size when you work on a big piece of paper. The final result will be more interesting to engage with if there is variation, so make sure all icons are not the same size. Remember that what you draw in front should be bigger than what goes at the back. Use short sentences or small text boxes to contain the information you wish to communicate. Think about key words and consider whether the template or the presentation will support a verbal presentation. If so, it does not need to contain all the details. When you work on a big piece of paper, it is important that your text is visible from a distance. You can begin by drawing sketches of text and icons on post-its; this way you can move them around until you find the right place for each of them.



## 10. CHOOSE COLOUR-CODING AND PEN SIZE WITH CARE

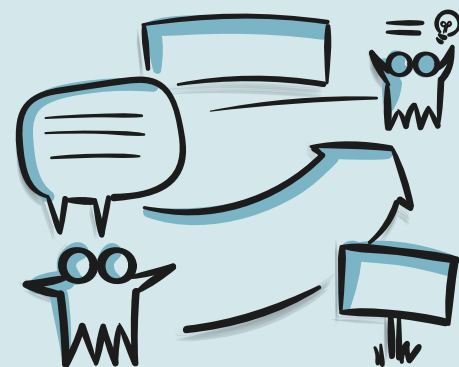
Use a minimal colour-palette if possible. Let the colour support the organisation of content so it is easy for the reader to navigate. Choose four to five different colours and practise simplicity. If you are new to Graphic Facilitation we recommend that you write and draw with darker colours. The lighter colours can be used as highlighters and fillers. Use one colour for titles, another for headlines and a third colour for bodies of text and drawing up icons. When you are colouring your icons, you should consider how colours can be used to highlight the content you are communicating.

If you use the same colour for different icons it means that those icons are connected. If you use different colours for different icons it means that those communicate different things. Pay attention to the size of your pen nib. Thick pens are good for big pieces of paper and thin pens go well for A4 and A3. You can read more about colour-coding in Chapter 9 and at [toolsforschools.dk](http://toolsforschools.dk).



## 11. WHITE SPACE

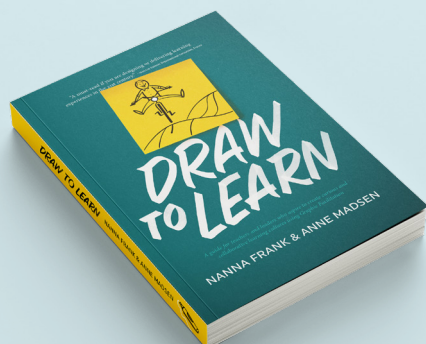
Only include the most important elements to ensure that the piece of paper is not packed full of drawings. It is important to have white space between the elements in order to demonstrate what belongs together. Do not worry about there being too few icons or colours. Never draw something that does not have a function just because the drawing looks empty.



## 12. DRAWING HEADLINES, ICONS AND BODIES OF TEXT

When all your building blocks are in place you can draw up the whole image. Start with headlines, icons and bodies of text. Finish by drawing up the visual concept. If you wish to use pastels for colouring larger spaces we recommend you do it at the very end.

Make sure that the headlines are the same colour and size so it is easy to tell them apart from the body text. As a general rule of thumb, the size of the headlines should be half the size of the title. You can read more about text size in Chapter 9 and at [toolsforschools.dk](http://toolsforschools.dk)



For more inspiration, visit the website and take a closer look at the book "Draw To Learn" by Nanna Frank & Anne Madsen.