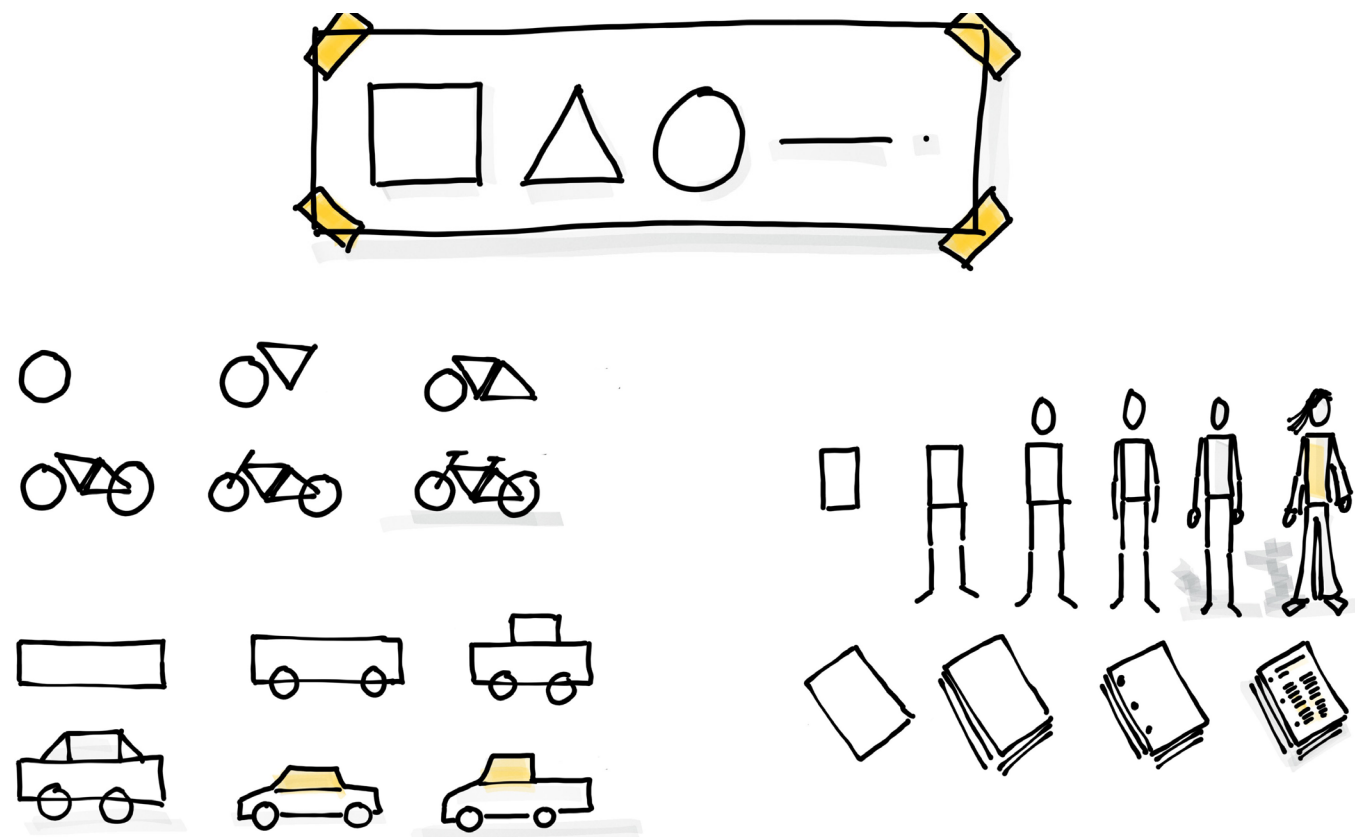


Enhancing Creative Confidence

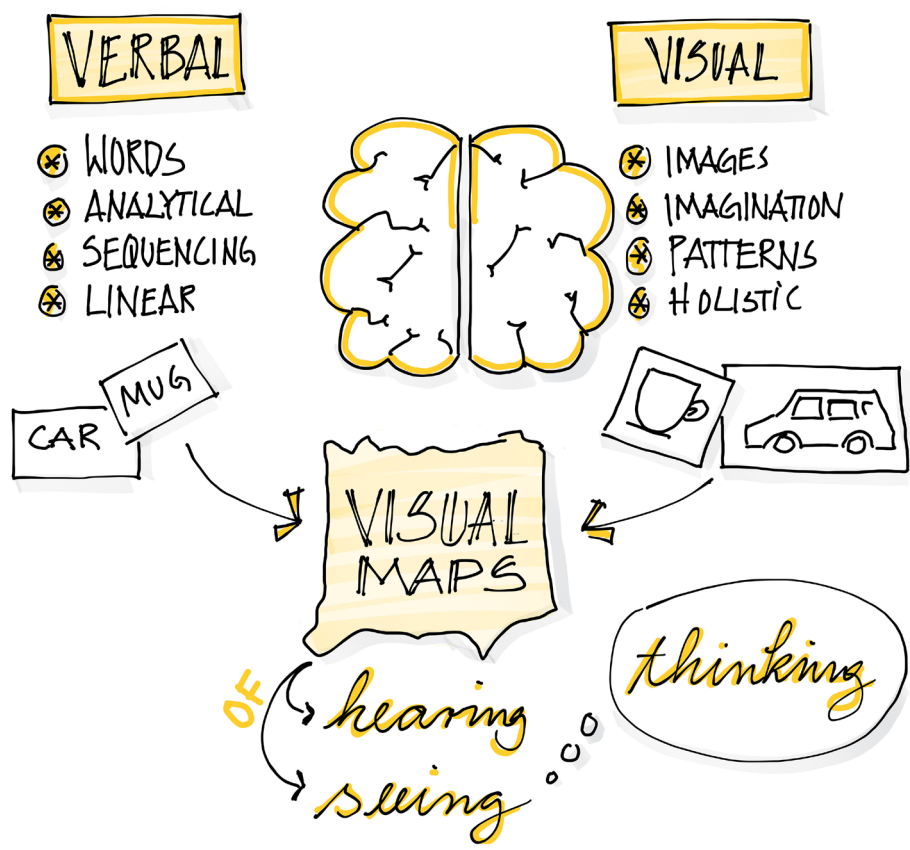
Ames, Iowa

Through Sketchnoting

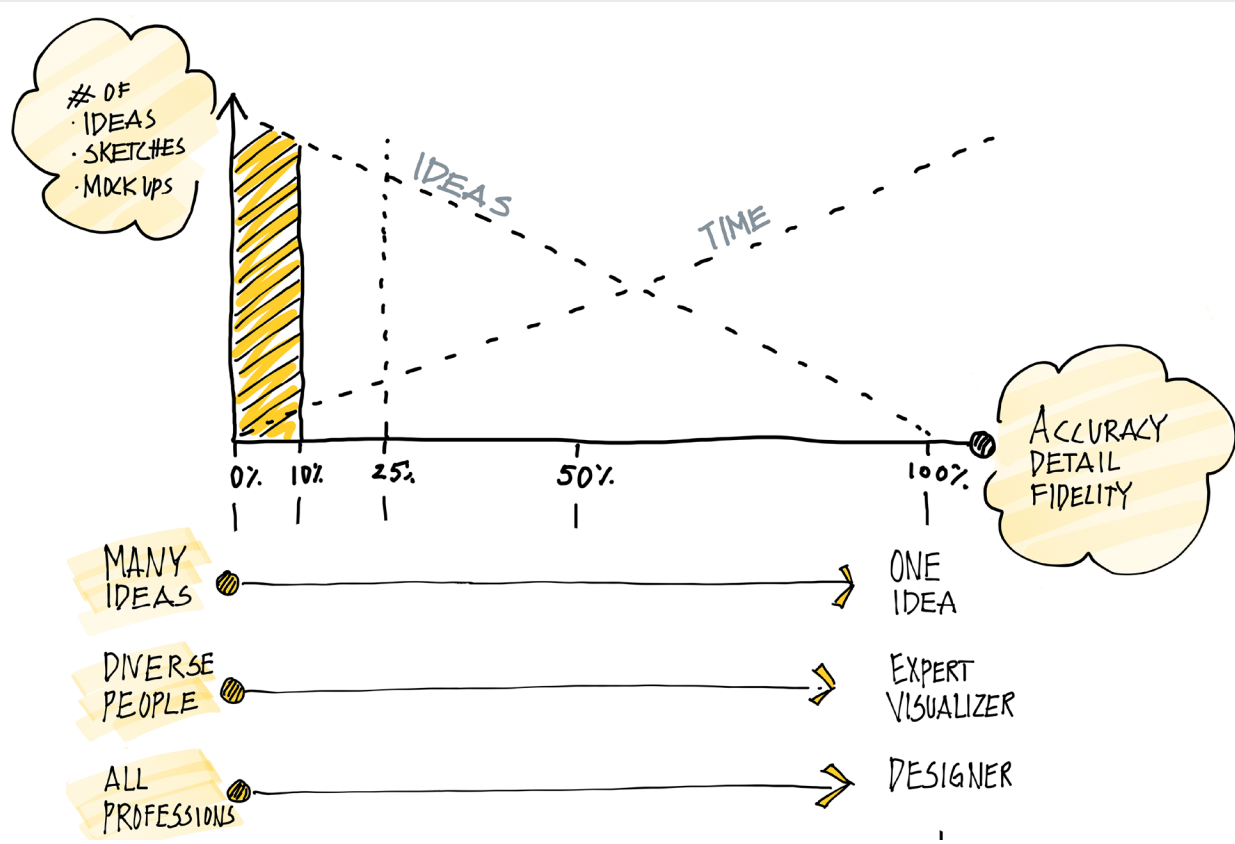
Sketchnoting, if seen as a methodology, exhibits potential for systematic and methodical research.



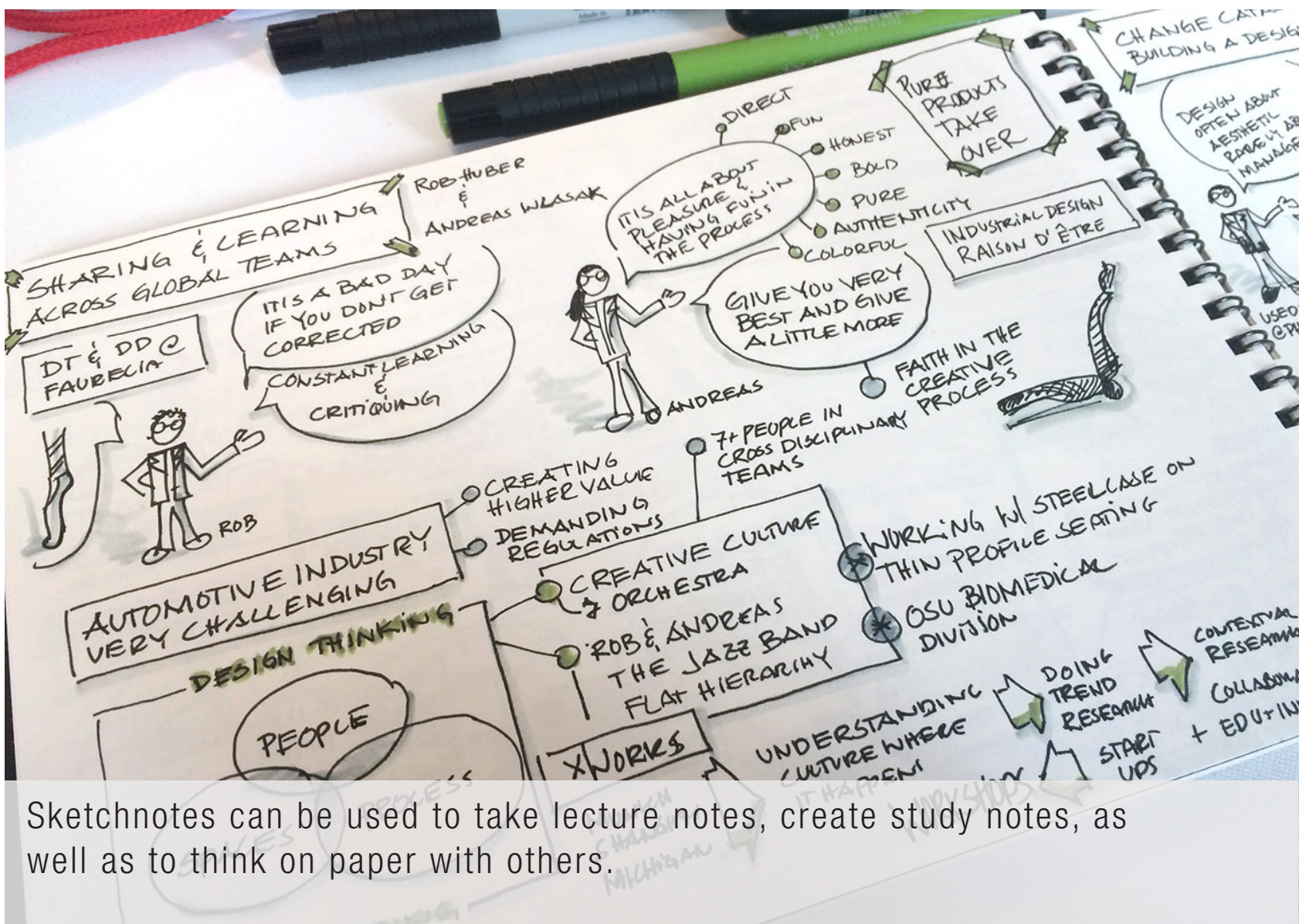
It provides a framework to communicate visually through simple shapes, breaking complex forms down into combinations of dots, lines, squares, triangles, and circles.



Sketchnoting is visual sense-making, by combing what we see, hear and think into visual maps using both visual and verbal cues. (Rohde, 2013)



Situated at the lower end of the visualization spectrum, which ranges from napkin style sketching to photo-realistic rendering, it has low barriers to putting pen on paper.



Sketchnotes can be used to take lecture notes, create study notes, as well as to think on paper with others.

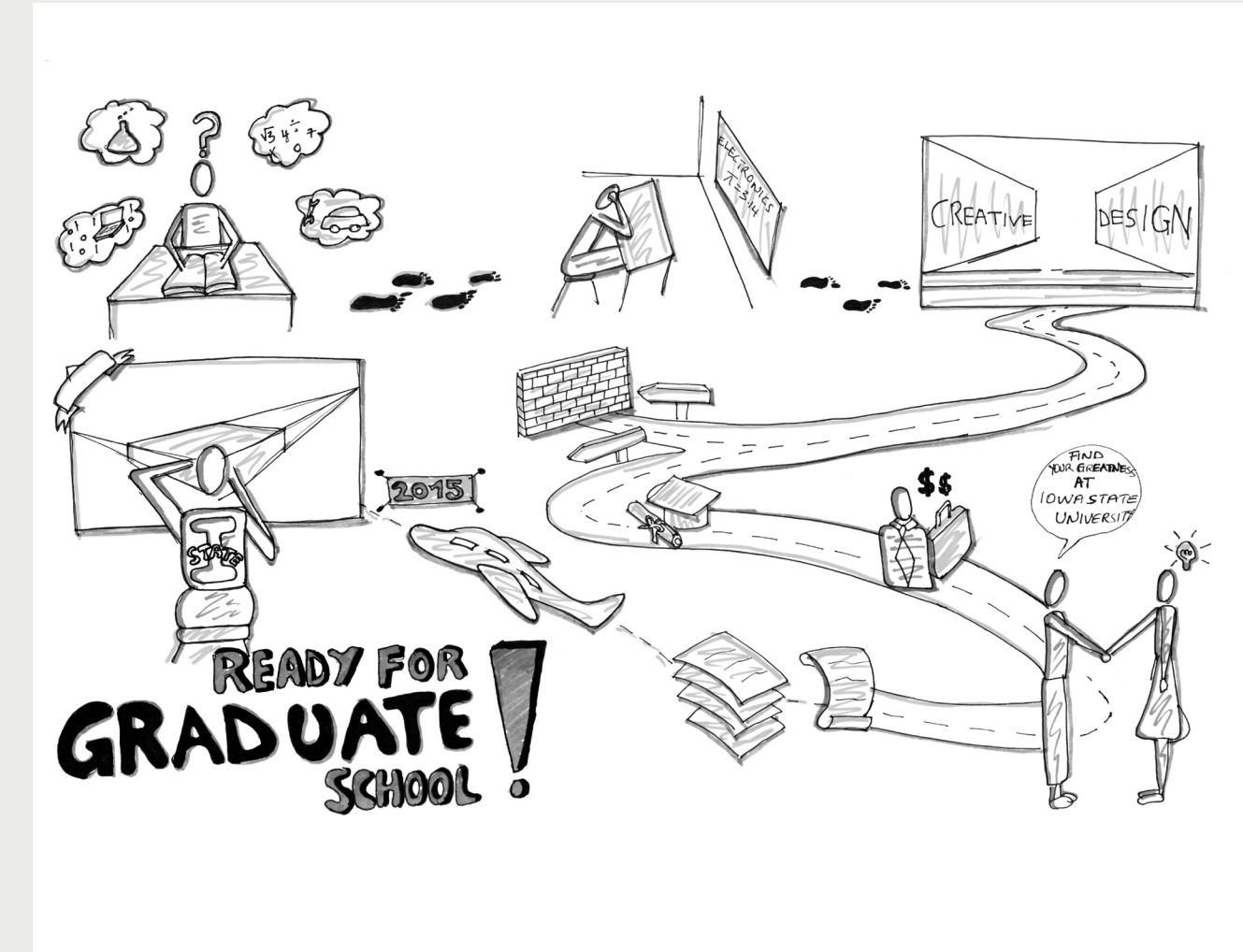
A Foundational Research Exploration

In the context of an industrial design graduate course, students were tasked to develop a visual library that pertained to their personal environment.

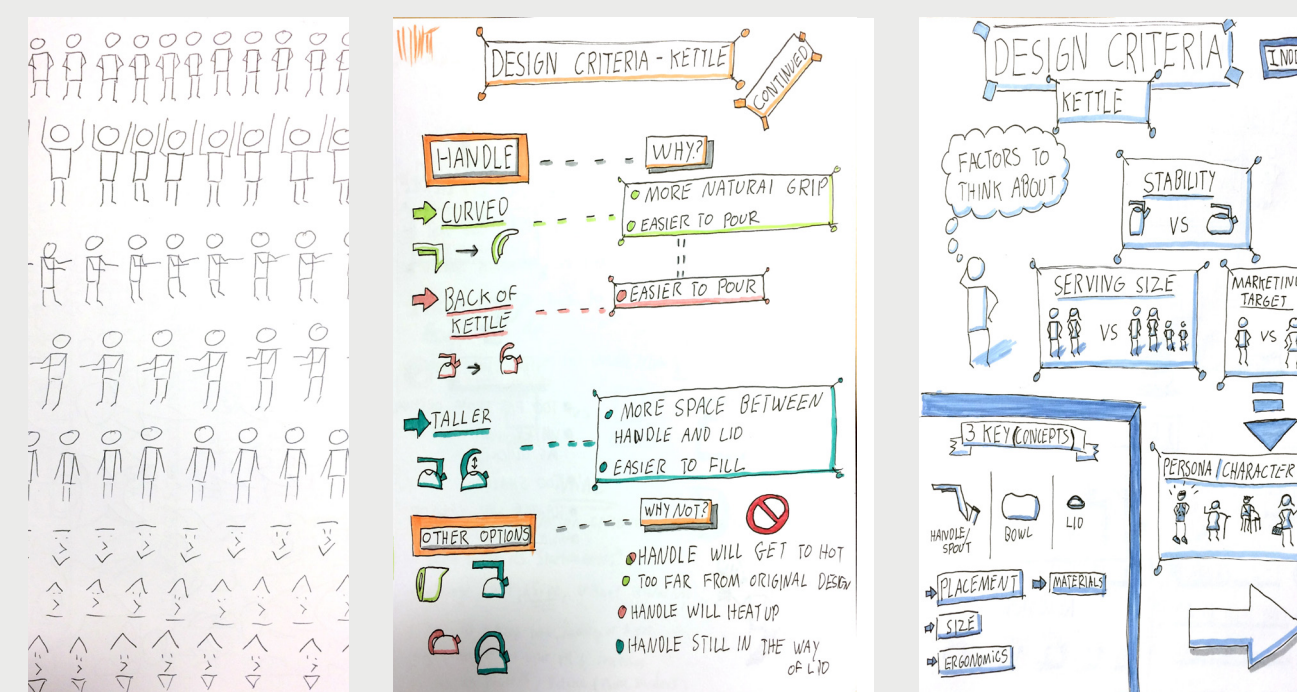


These elements would become the backbone of a narrative story pertaining to their educational path. Some students took faster to this process than others. However, almost all

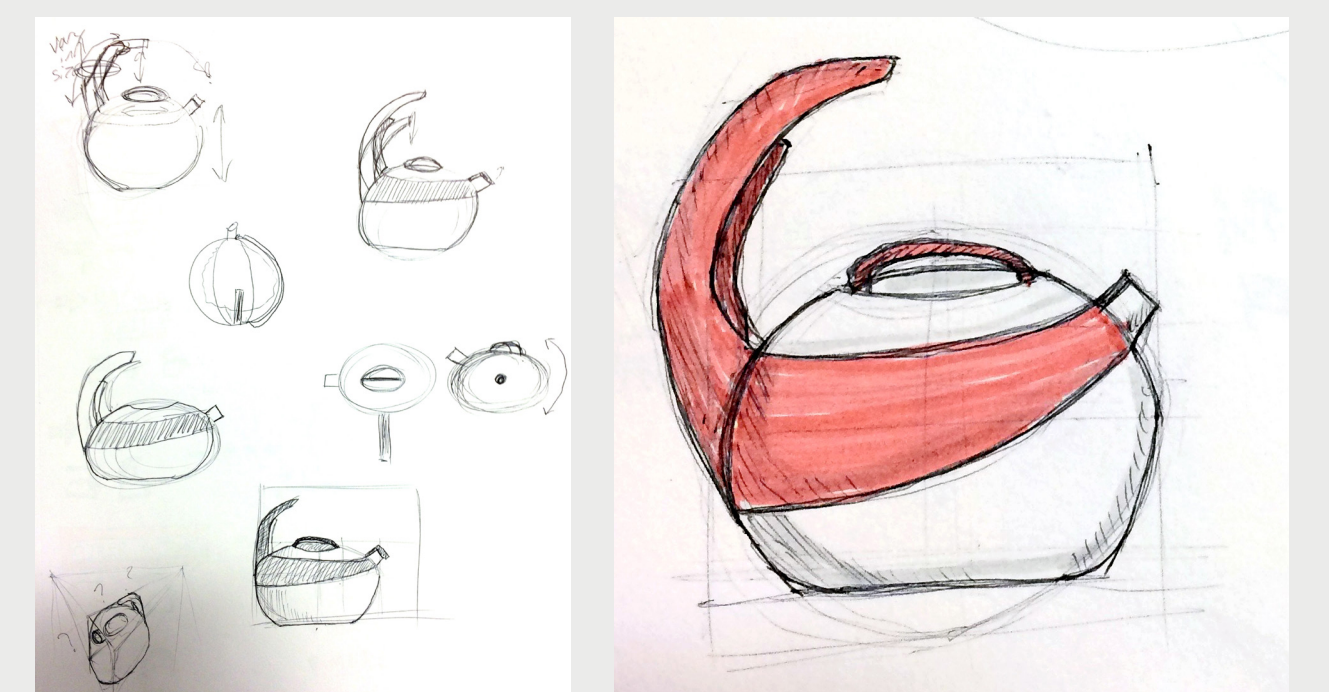
They had to choose visual elements, each had to be drawn at least 50 times to develop confidence in putting pen on paper and to develop fluid muscle-brain memory.



embraced the low fidelity sketching as an entry point for visual communication on many other levels. An example of a progression of sketch confidence can be seen below.



Progression of visual explorations from first round of visual library development, to visualizing design criteria, to form explorations. This student showed clear progression



throughout this process and seemed to have increased sketch and design confidence.

Avenues for Future Research

1. Fostering Sketch Confidence

Sketchnoting, seems to lower the inhibition threshold of putting pen on paper. It provides an almost immediate feeling of success of being able to communicate on paper. For design students in particular, but also for non-designers this could help to break the vicious cycle of avoiding practicing to sketch due to the positive feedback-loop.

2. Developing Creative Confidence

According to Kelley and Kelley not being able to sketch directly affects the perception of one owns creative confidence (Kelley, Kelley, 2015). Acquiring visualization skills to communicate ideas freely and easily without fear of imperfection and mistakes could be the first step to trusting ones own creative ability. Once sketch confidence would be established, the creative flow could happen seamlessly, encouraging collaboration and triggering unexpected and possibly disruptive ideas.

3. Growing Design Confidence

By promoting all modes of thought processing through it's dual coding approach, Sketchnoting could support to not only put more and diverse ideas on paper quicker, it could also support visual synthesis of complex information. Both could greatly aid in the design process and influence overall design confidence.

4. Positively Affecting Learning Behaviors

Exploring Sketchnoting through the practice of lecture note-taking and visual analysis of reading materials it could have potentially significant influence on student class engagement and learning behaviors.

References
Kelley, T., & Kelley, D. (2013). Creative Confidence, Unleashing the Creative Potential Within Us. Crown Business, New York, NY.
Rohde, M. (2013). The Sketchnote Handbook. Peachpit Press.

