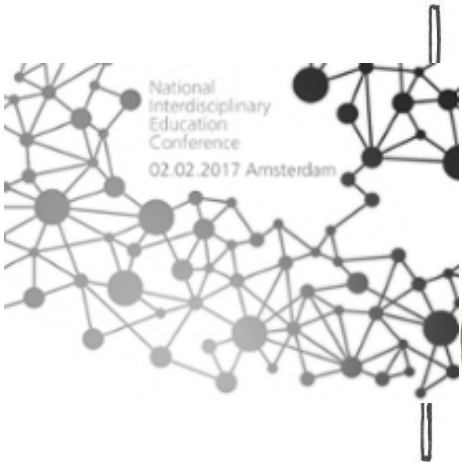


# DRAWING AS A WAY TO THINK



# GERMAINE SANDERS urbanist artist engineer



UNIVERSITY OF AMSTERDAM

**TU Delft**

Delft University of Technology



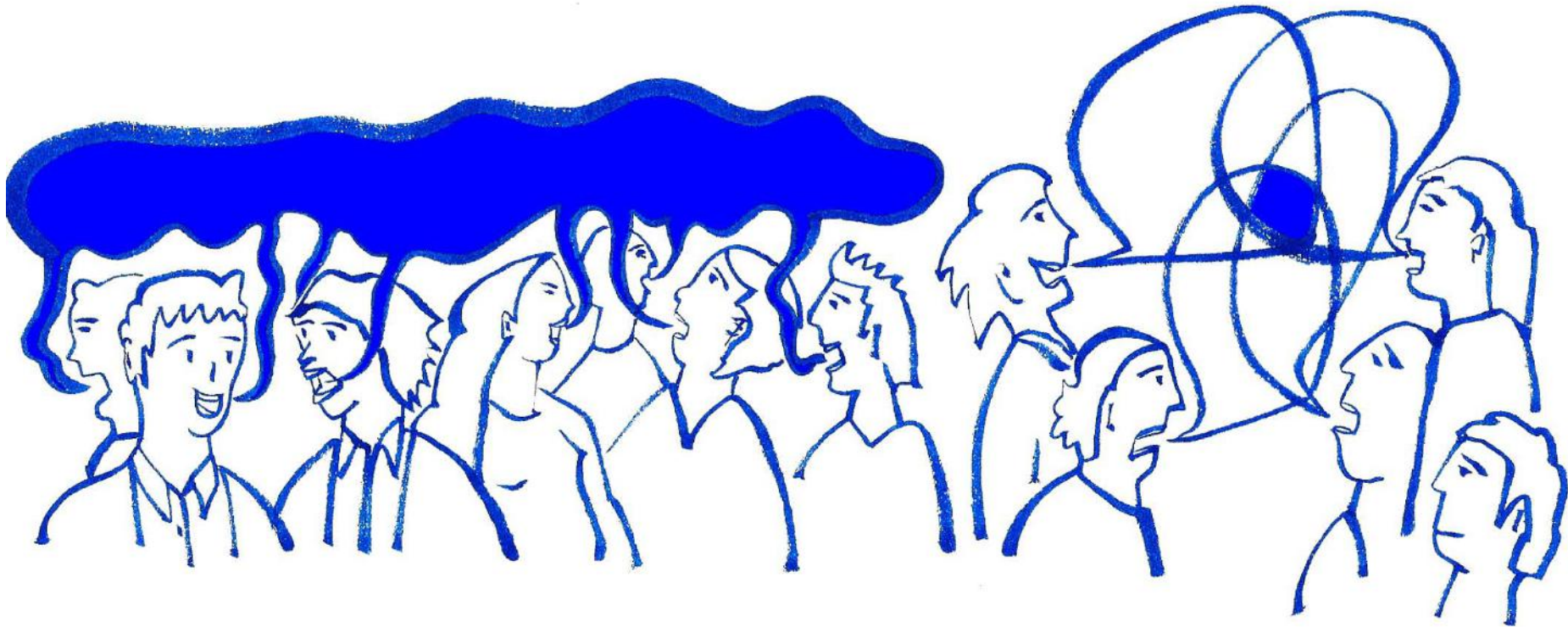
**PICTURE  
YOUR  
BUSINESS**

A stylized white rabbit logo holding a pencil, positioned to the right of the text.

research and training

[www.pyb-rotterdam.com](http://www.pyb-rotterdam.com)

# INTERDISCIPLINARY work

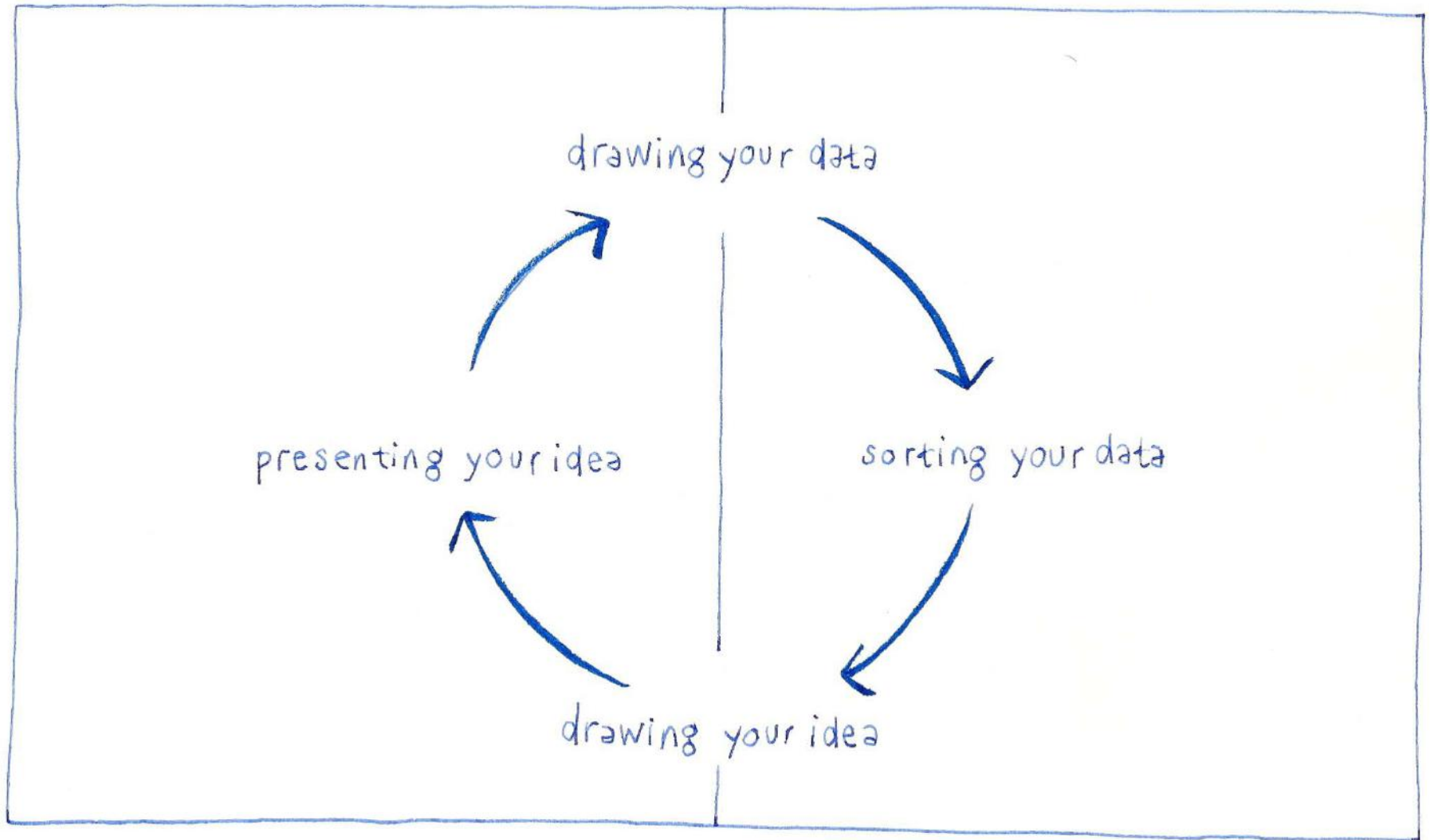


SHARE EVERYTHING?

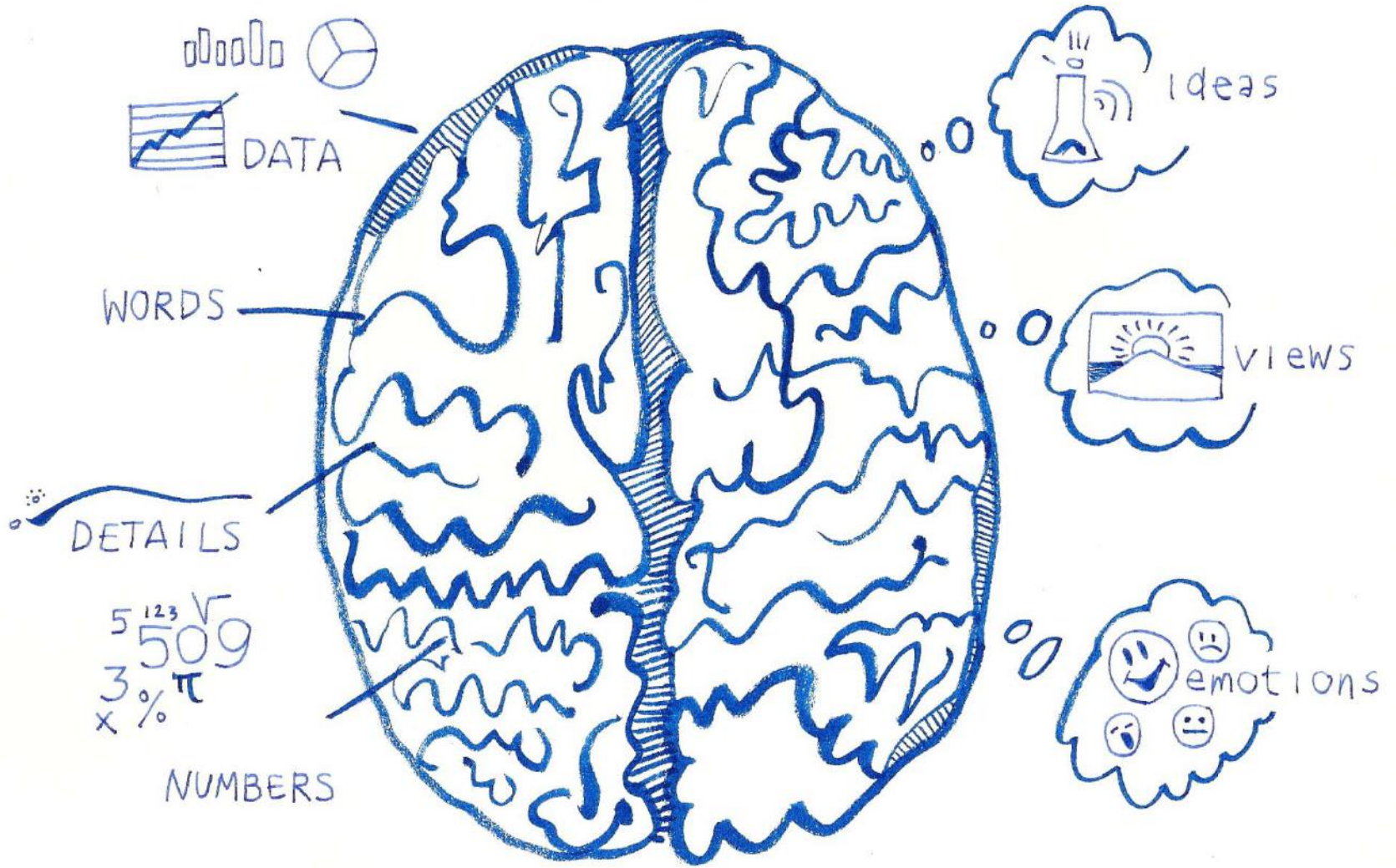
Only share  
what makes you stronger!



# PICTURE YOUR BUSINESS® BASIC drawing as a way to think



If you draw



DATA

Icons: bar chart, pie chart, line graph

WORDS

DETAILS

NUMBERS

Icons:  $5^{123}$ ,  $\sqrt{509}$ ,  $3\%$ ,  $x\%$ ,  $\pi$

ideas

Icon: beaker with a flame

views

Icon: landscape with sun and mountains

emotions

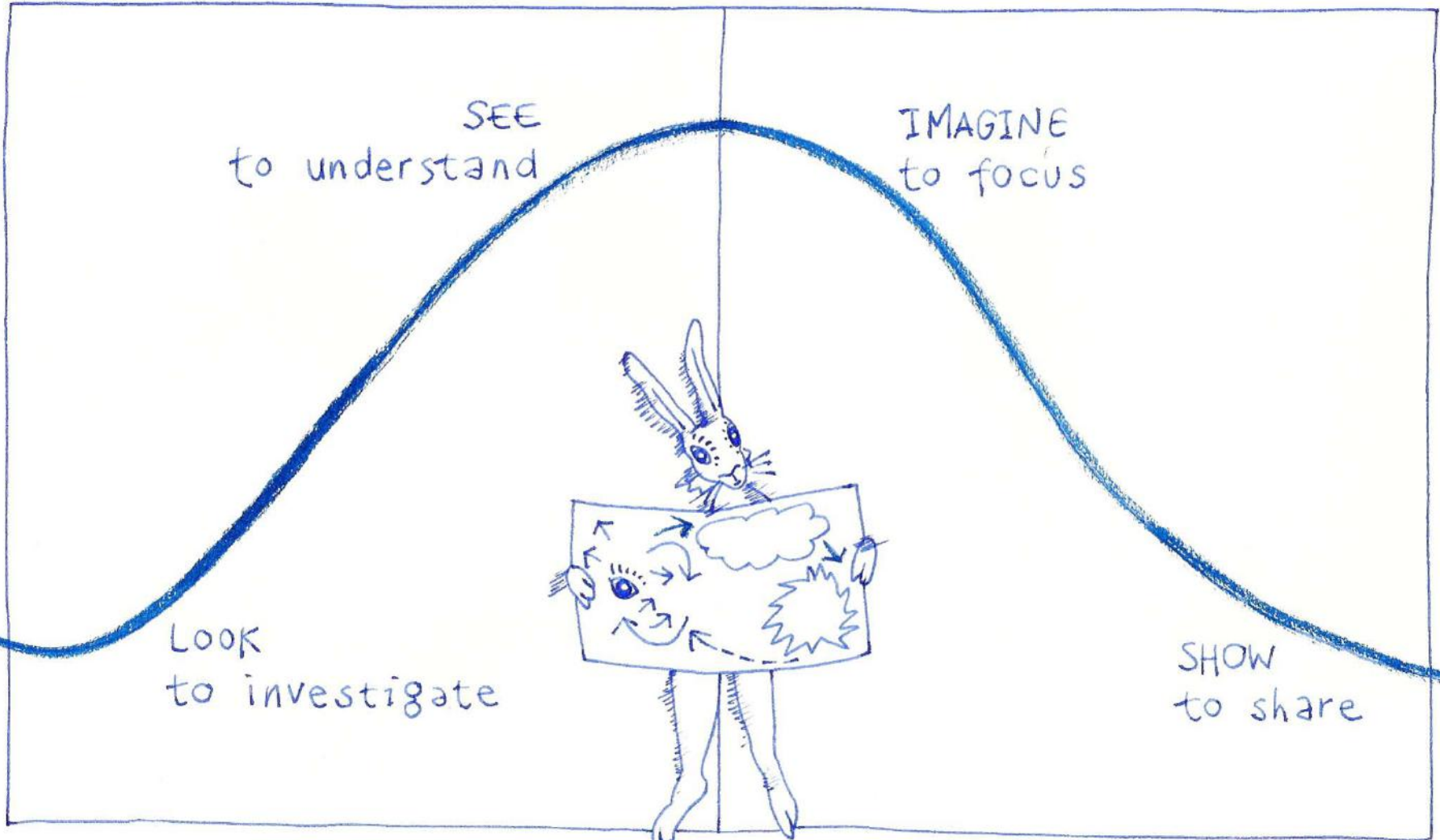
Icons: four different facial expressions (happy, sad, surprised, neutral)

you use both sides of your brain



visual THINKING

visual COMMUNICATION



SEE  
to understand

IMAGINE  
to focus

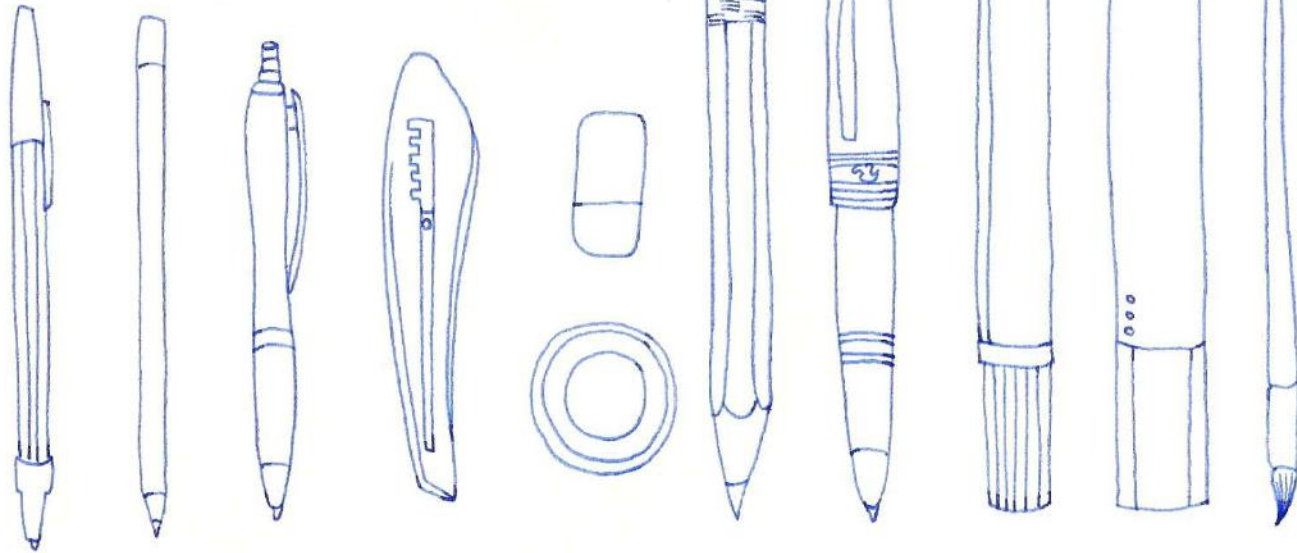
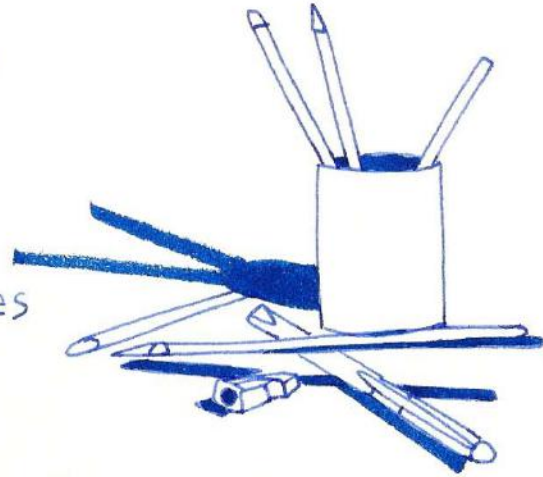
LOOK  
to investigate

SHOW  
to share



# Tools & tricks

4 steps  
6 questions  
9 drawing types



The dynamic balance of a fox and a hare



analytical clever calm →



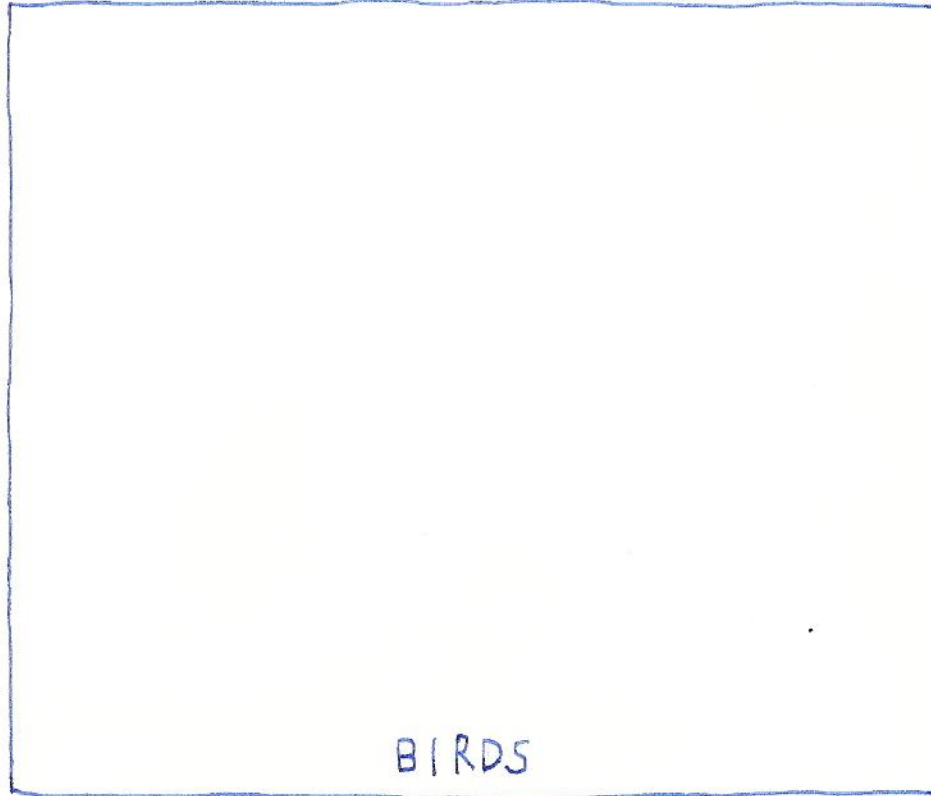
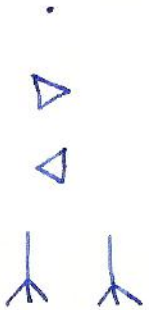
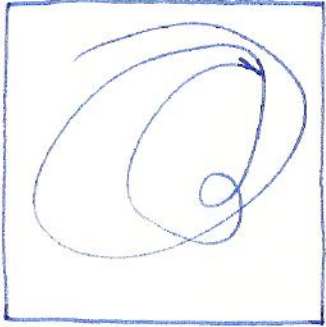
← creative impulsive fast



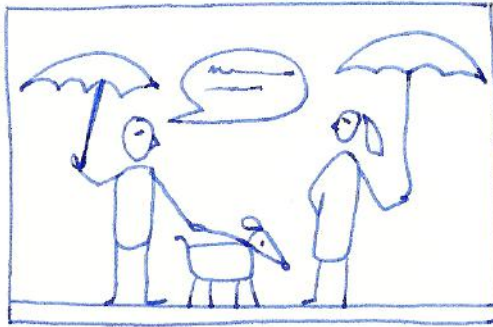


# EXERCISE

The mindfills in / does the work.



# HOW TO KNOW WHAT TO DRAW?

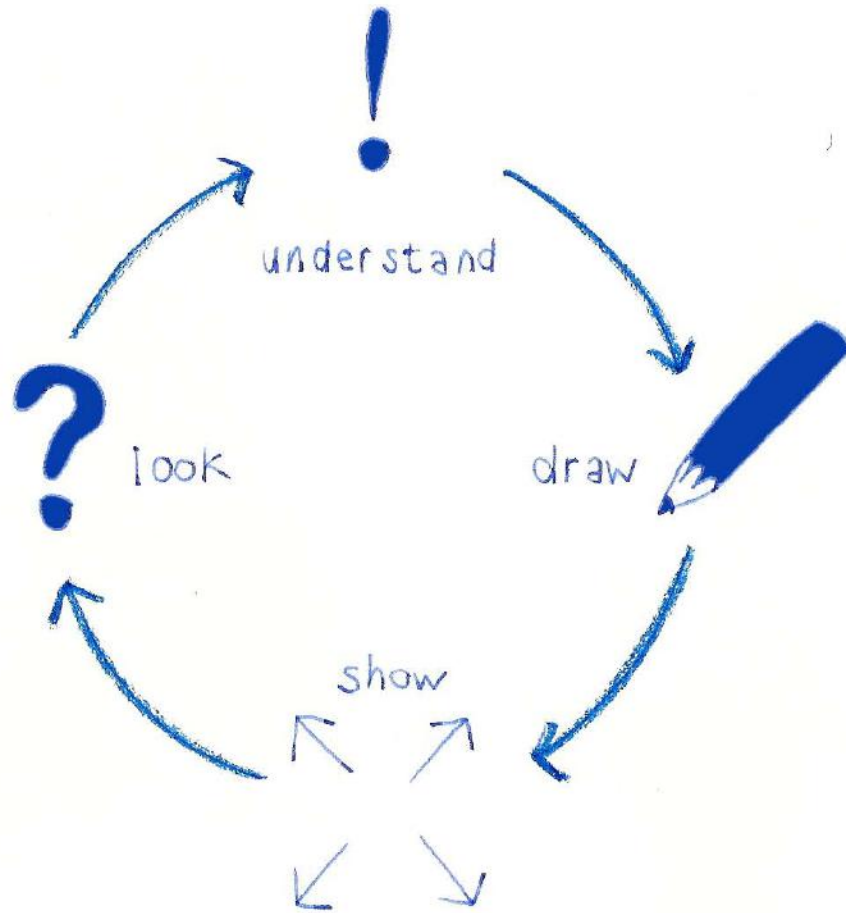


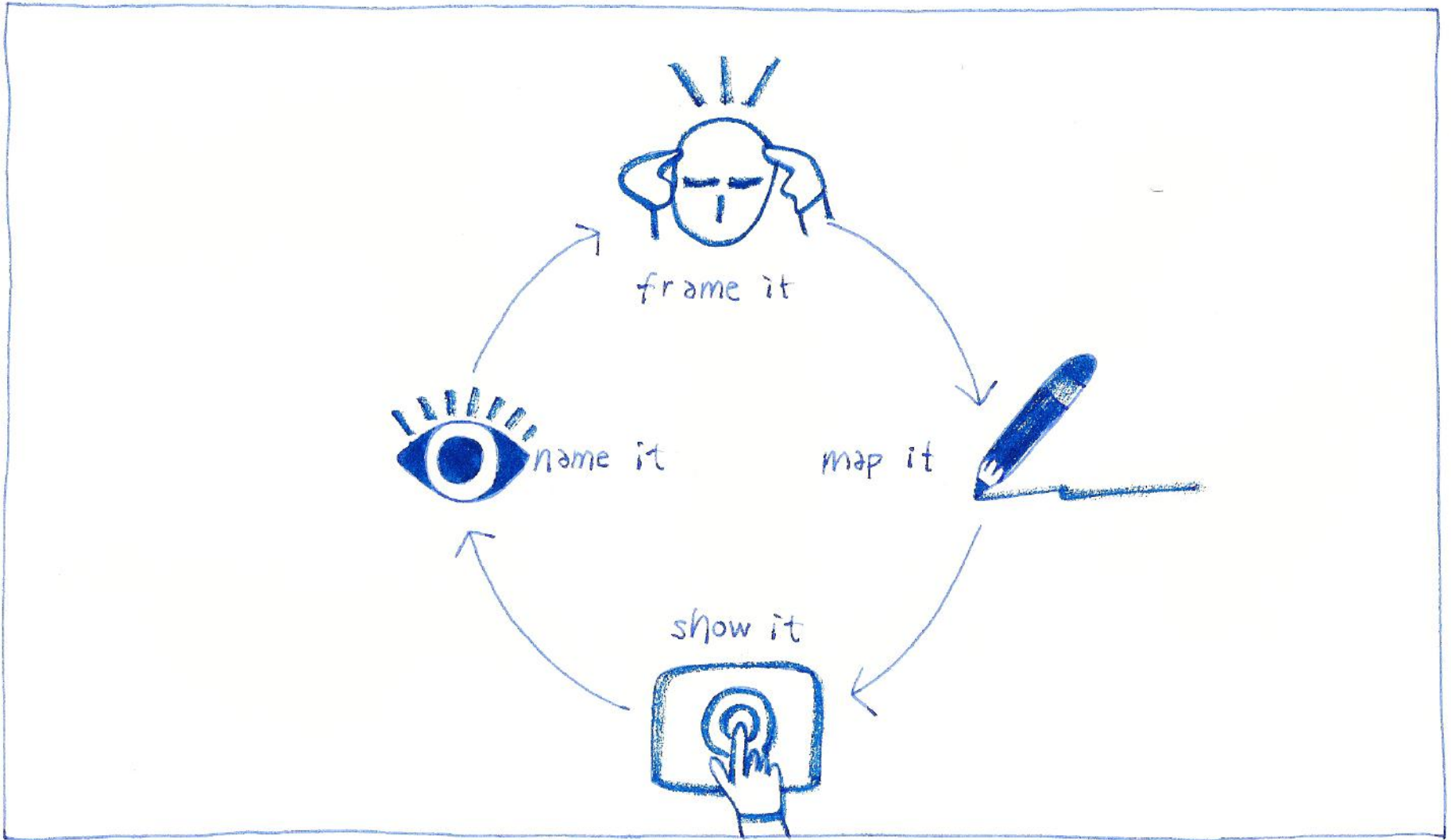
VISUAL THINKING BASICS



# The VISUAL CIRCLE

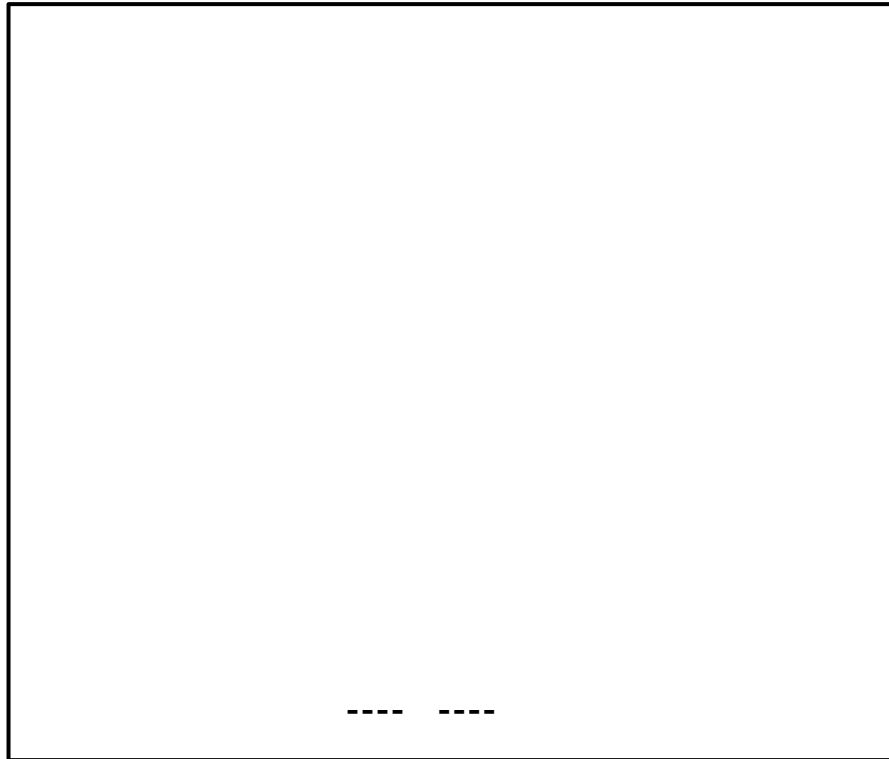
drawing your idea





# EXERCISE 1

-----? Draw it.



# Let's draw

WONDERFUL



after Picasso

To touch

NICE



artistic

To move

FUNCTIONAL



fast and clear

To explain



# RECOLLECT YOUR THOUGHTS



if you listen most of your thoughts go with the wind,



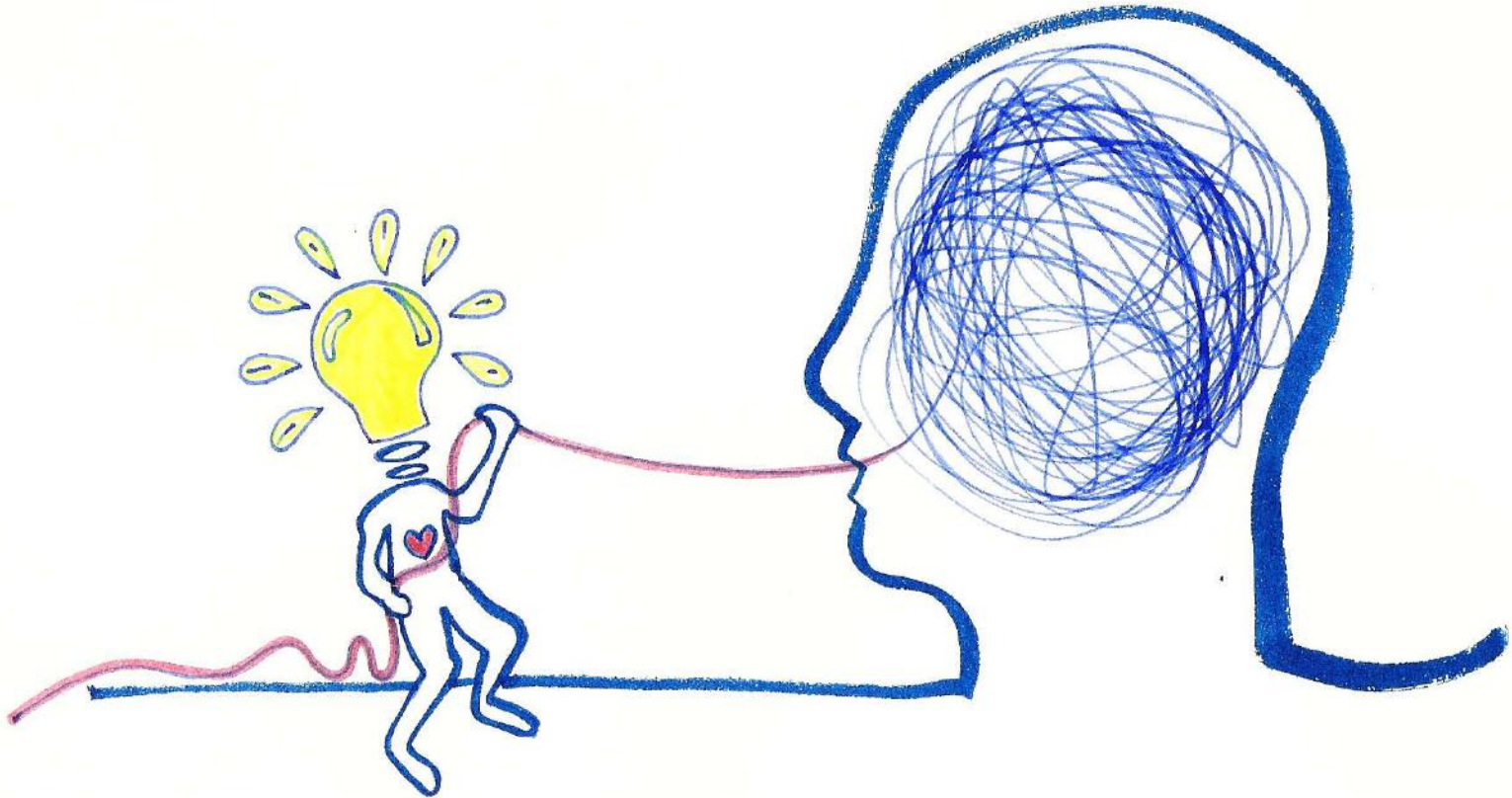
if you actually see something it makes you think,



but questions will activate everything and everybody to get an idea.



Use your many thoughts in effective ways  
by active association

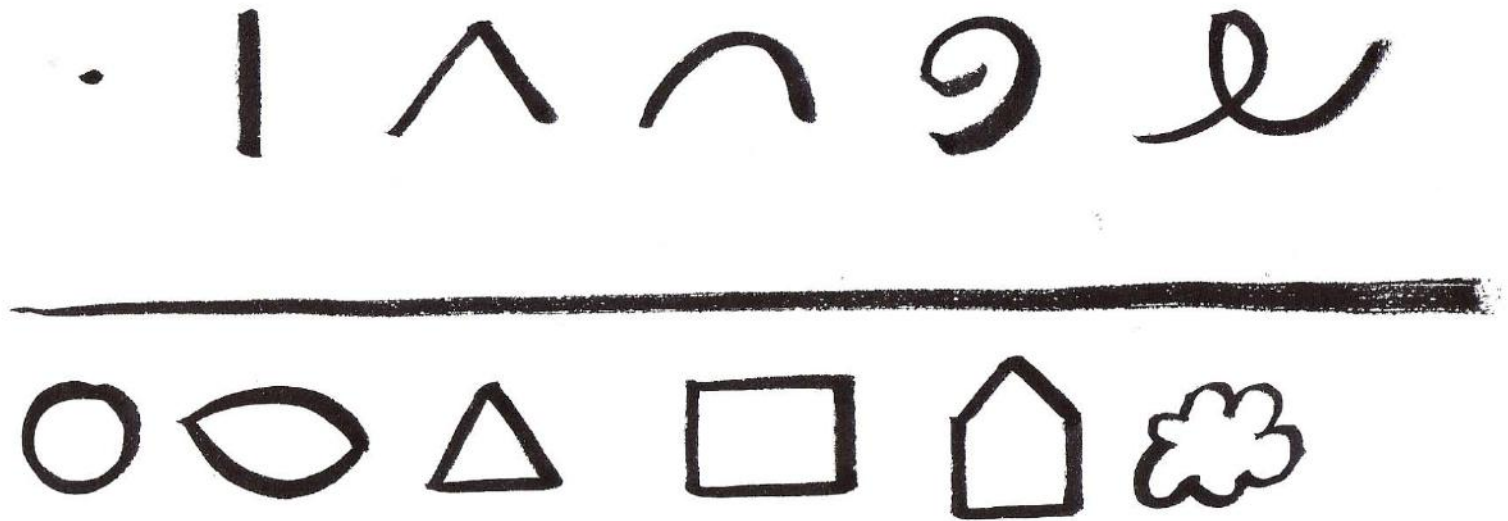


-This is what it is about





# VISUAL THINKING

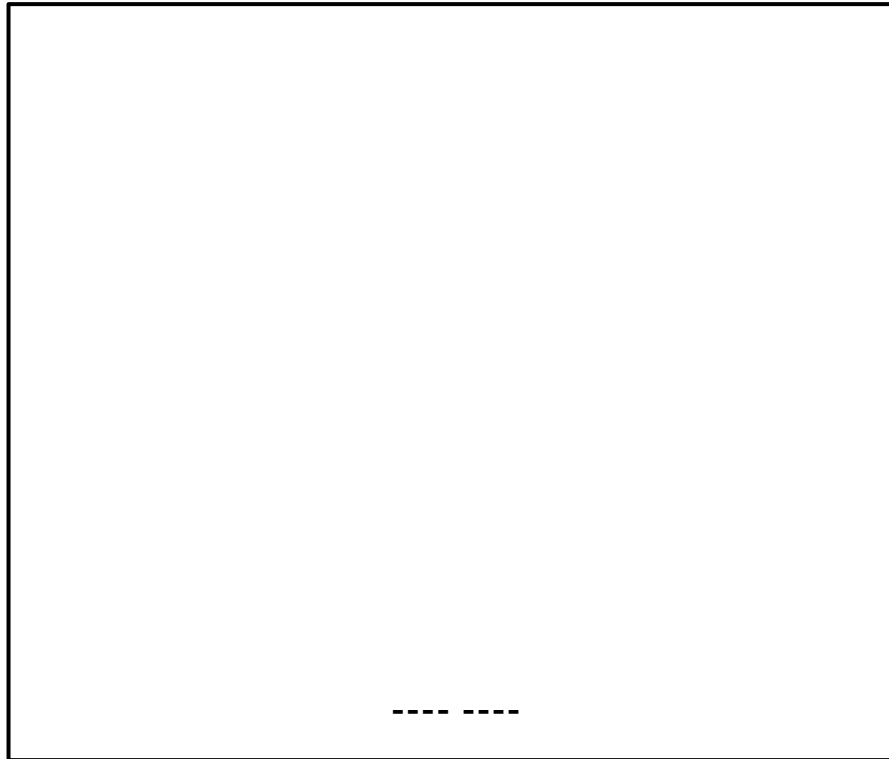


The visual alphabet



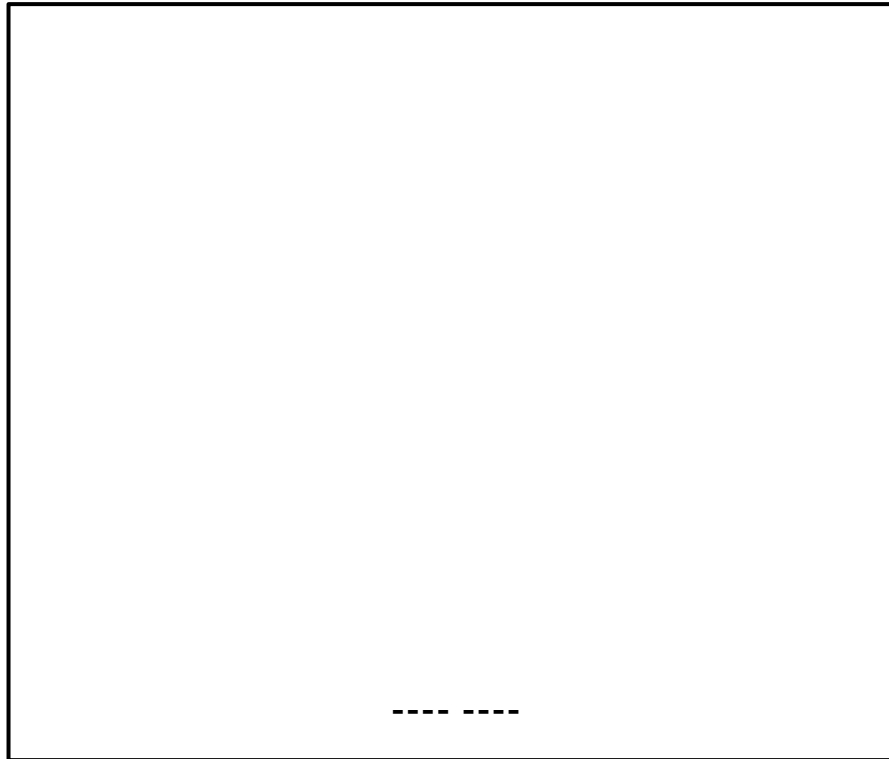
# EXERCISE 2

----- Draw -----.



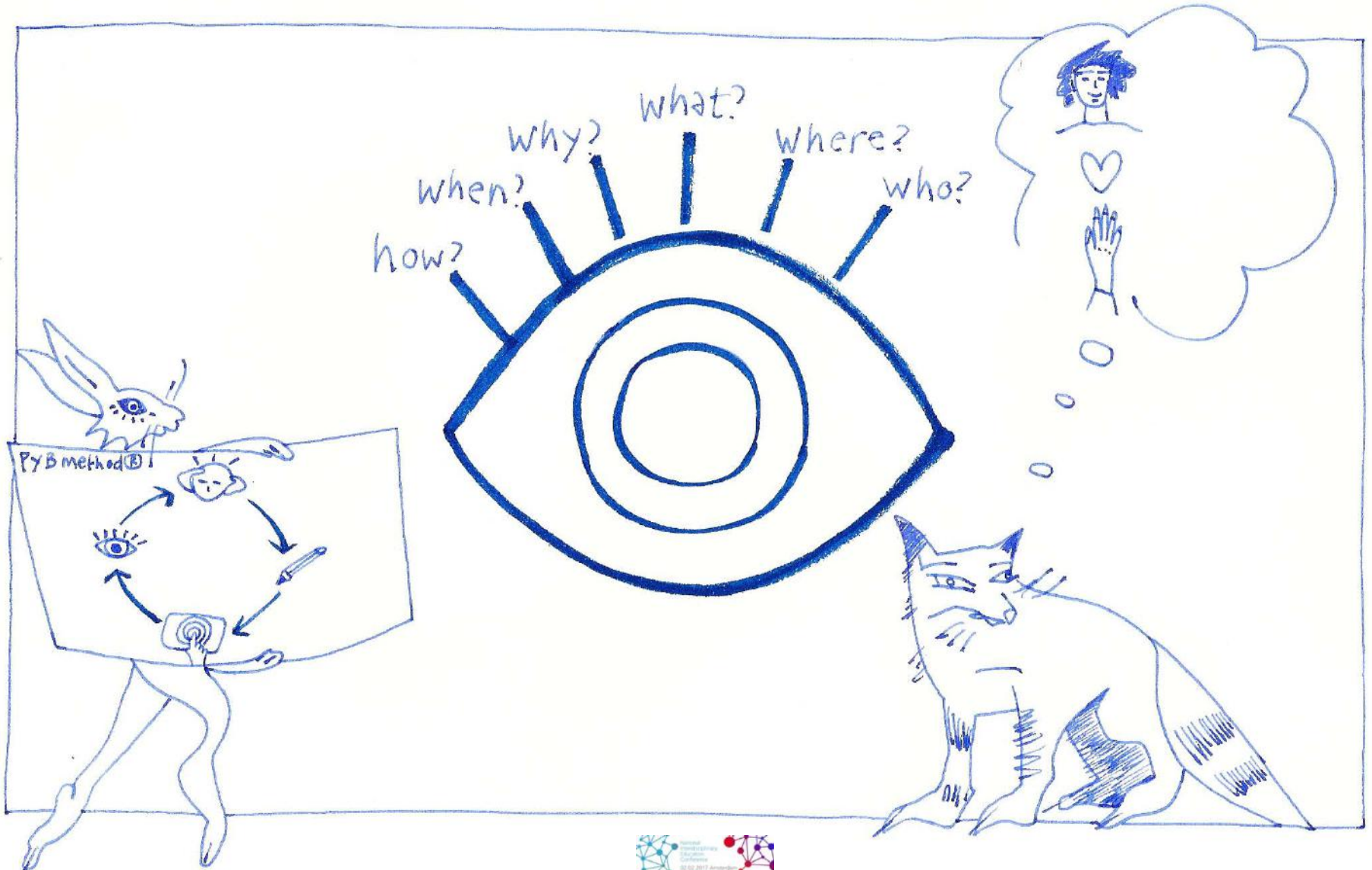
# EXERCISE 3

----- . Draw ----- .



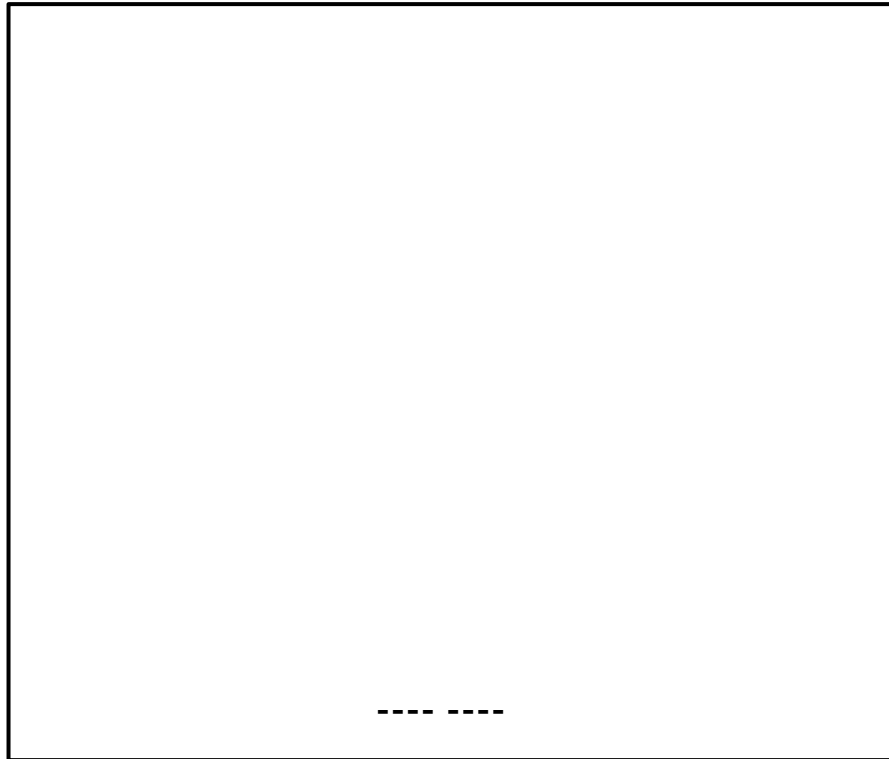
6 questions

THATS'IT!



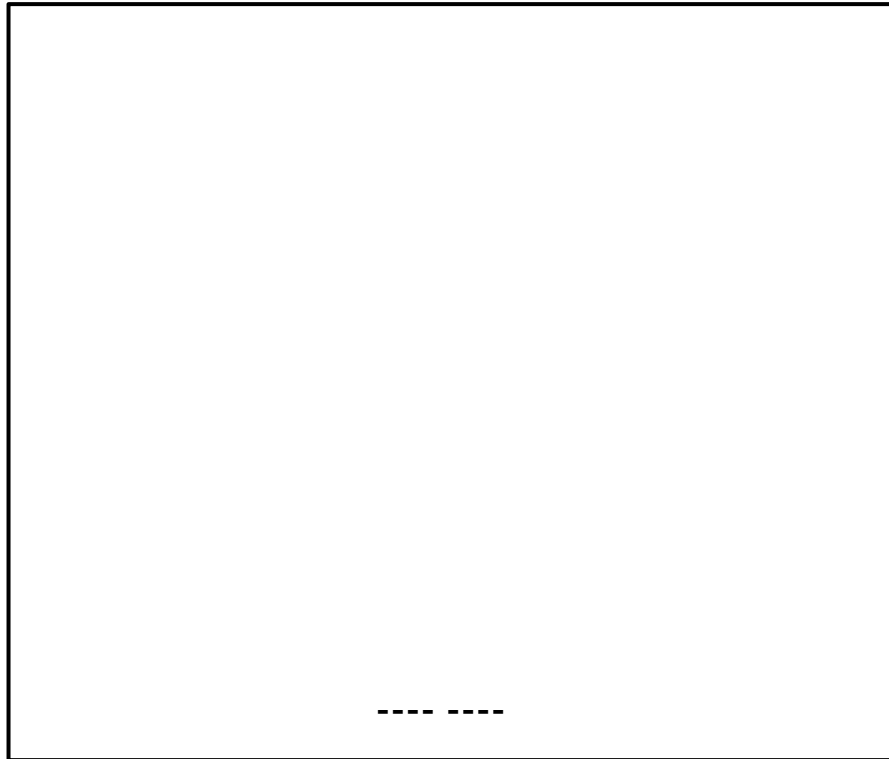
# EXERCISE 4

-----... Draw -----.



# EXERCISE 5


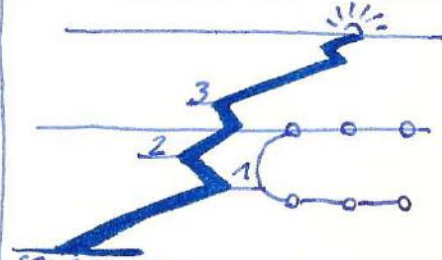

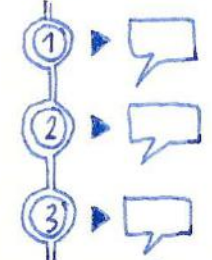

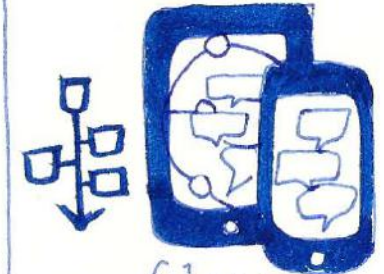
-----? Draw -----.



# 6 TYPE OF QUESTIONS

WHAT	WHEN
WHERE	HOW
WHY	WHO

# 6 TYPE OF DRAWINGS

 <p>portret</p>	 <p>line</p>
 <p>map</p>	 <p>manual</p>
 <p>symbol</p>	 <p>flow</p>



## 6 TYPE OF DRAWINGS

WHAT?

**A PORTRAIT** is a picture of something or somebody.

WHEN?

**A (time)LINE** is a clear following with a beginning and end.

WHERE?

**A MAP** is a structural image of place, route and space arrangement

HOW?

**A MANUAL** is a practical range of steps to take from start to finish

WHY?

**A DIAGRAM** is an image of idea, it is a symbol of thought

WHO?

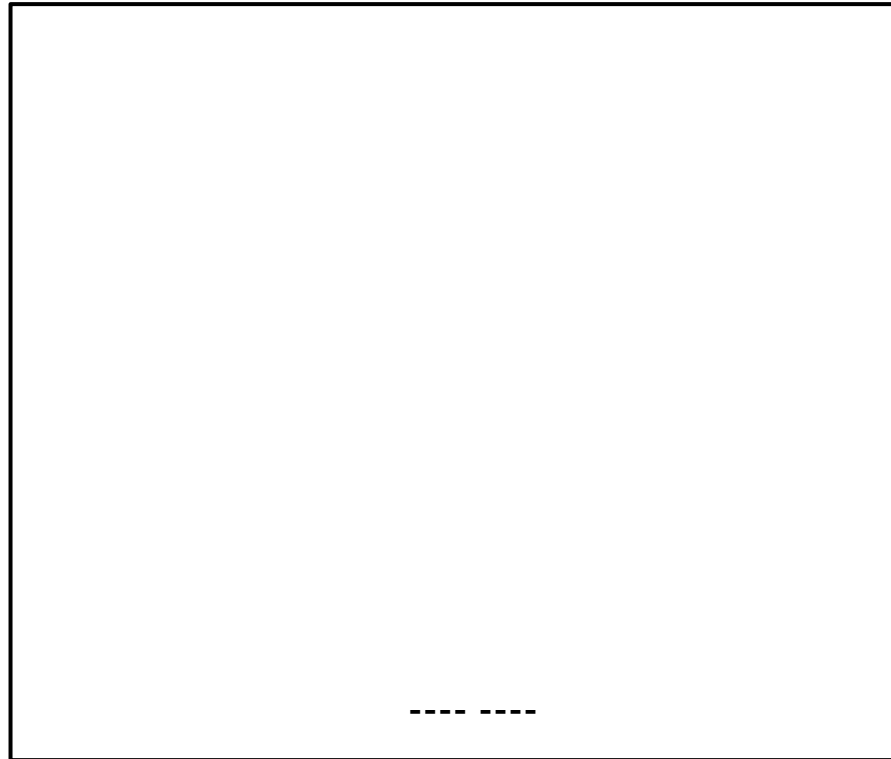
**A SCHEME** is a drawing of structural connection





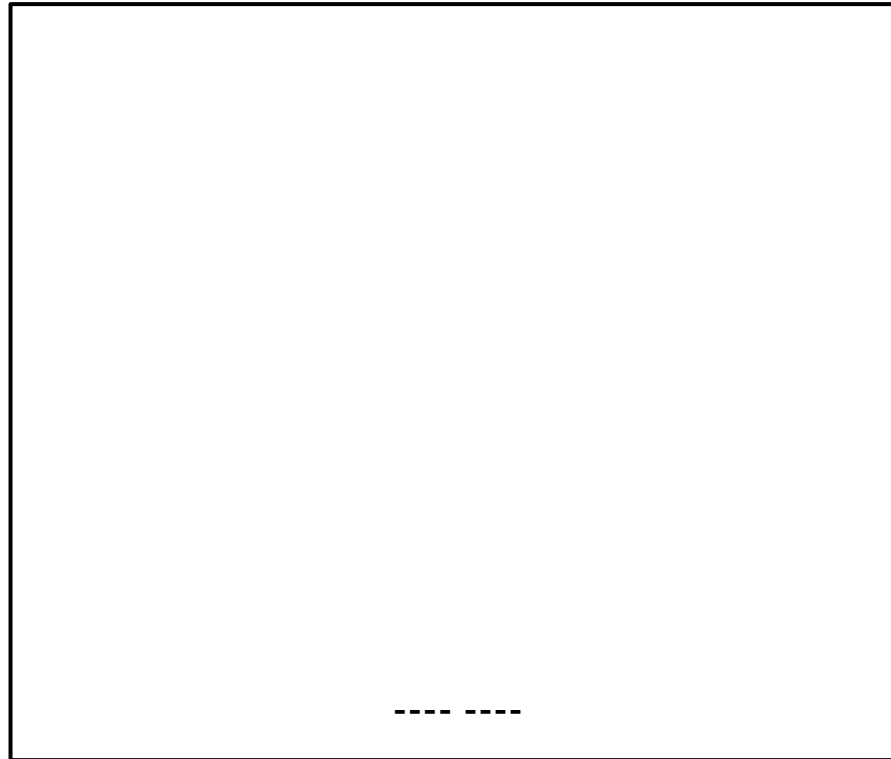
# EXERCISE 6

-----? Draw -----.



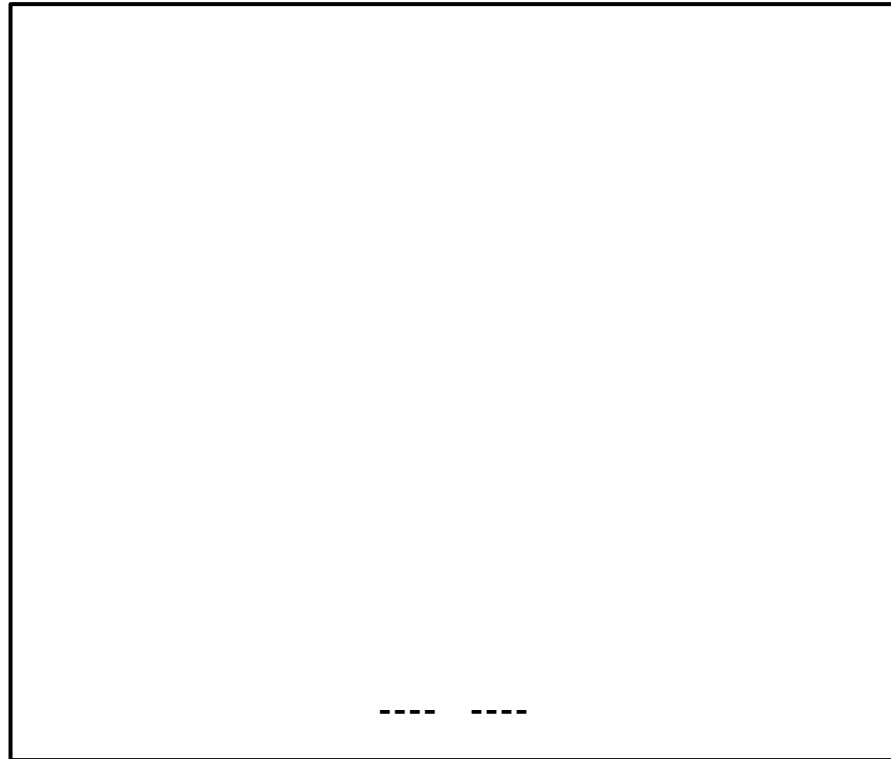
# EXERCISE 7

-----? Draw -----.



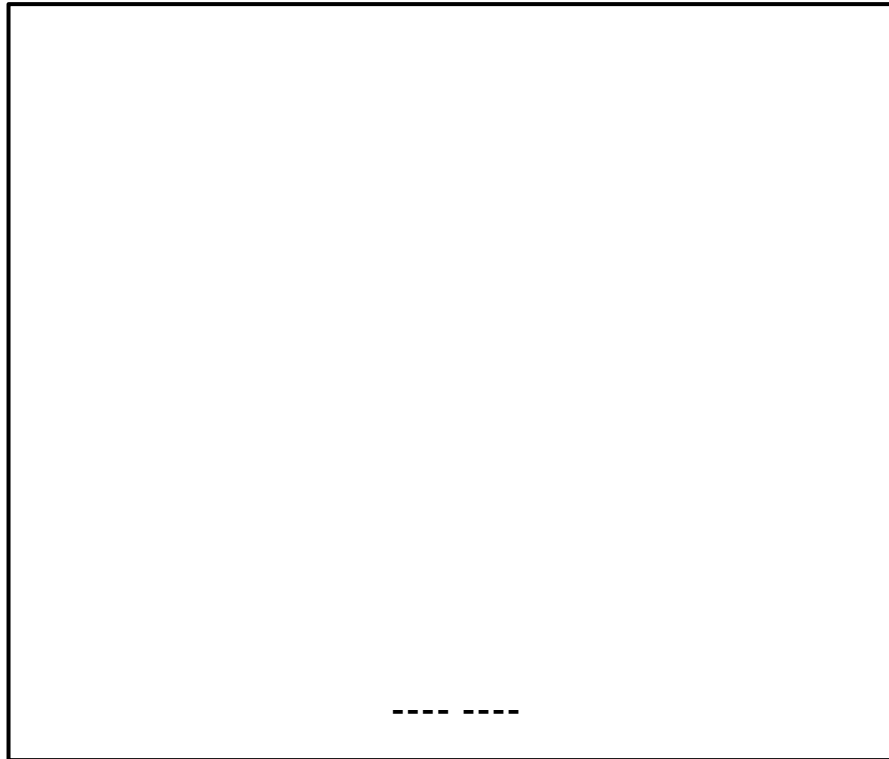
# EXERCISE 8

-----? Draw -----.



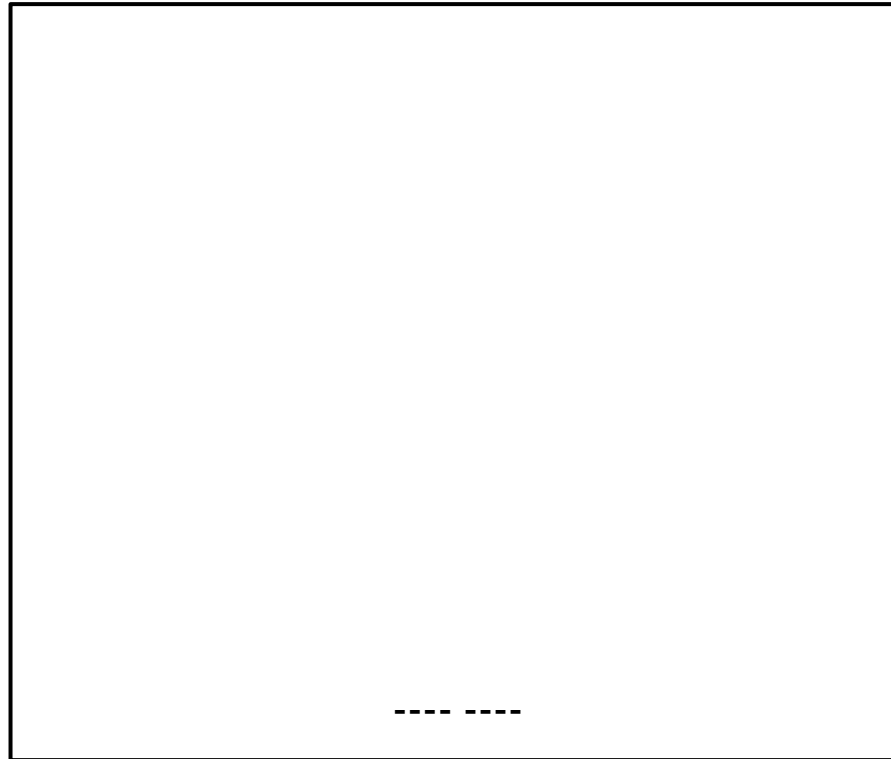
# EXERCISE 9

-----? Draw -----.



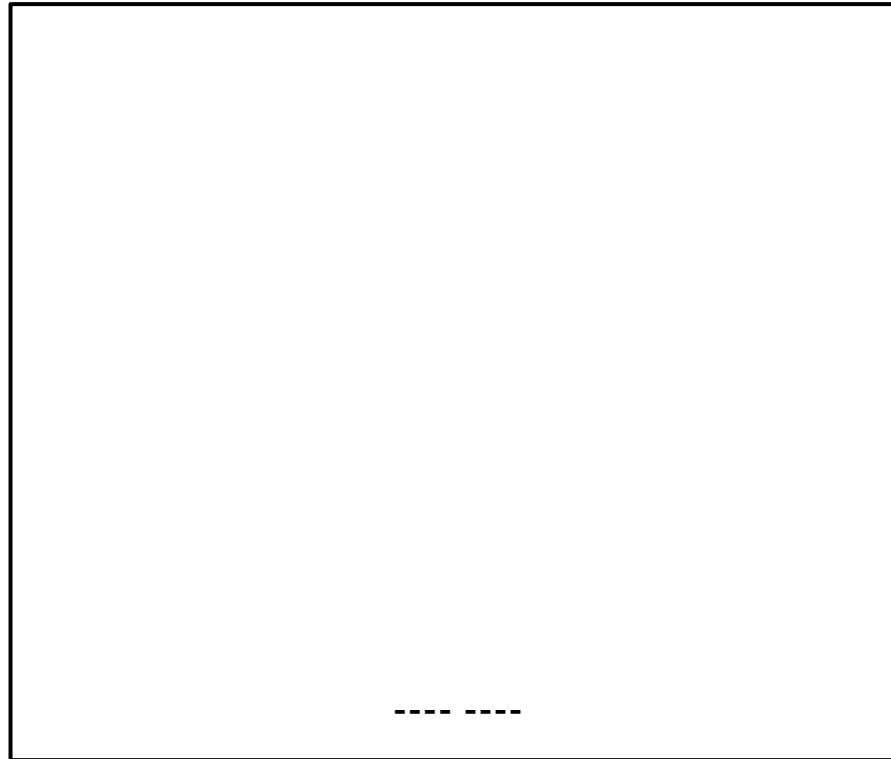
# EXERCISE 10

-----? Draw -----.



# EXERCISE 11

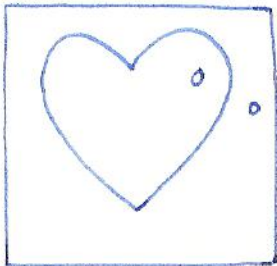
-----? Draw -----.



HEAD HEART HAND



ANALYSE DATA



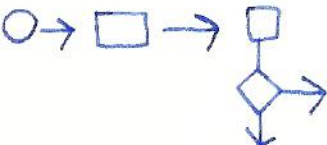

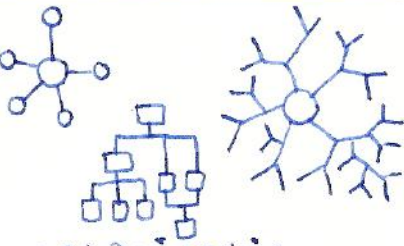

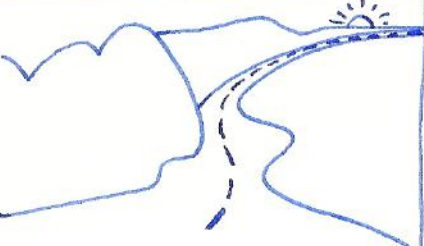
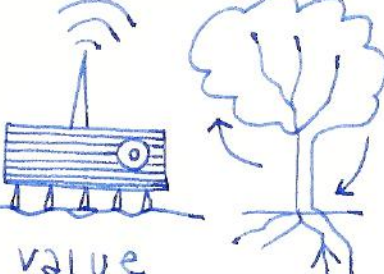
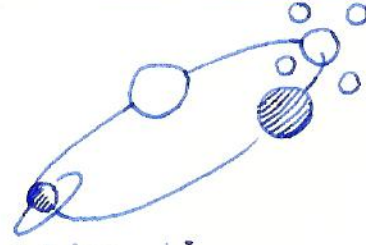


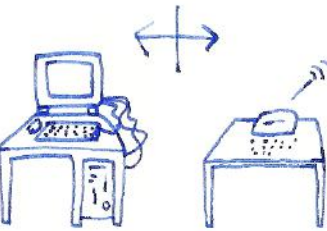
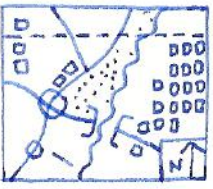

CHOOSE DATA



USE DATA



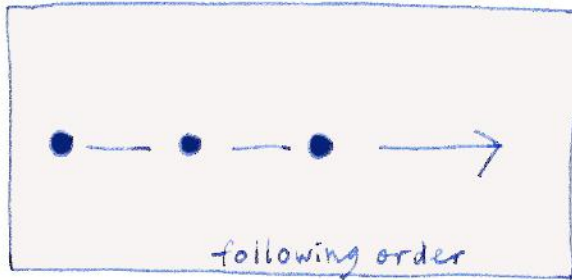
# DRAWING YOUR IDEA

NAME it	FRAME it	MAP it	SHOW it
 <p>process &amp; result</p>	 <p>difference</p>	 <p>organisation</p>	
 <p>symbolic road</p>	 <p>value</p>	 <p>attraction</p>	
 <p>1 2 3 4</p> <p>start to finish</p>	 <p>before / after</p>	 <p>overview</p>	

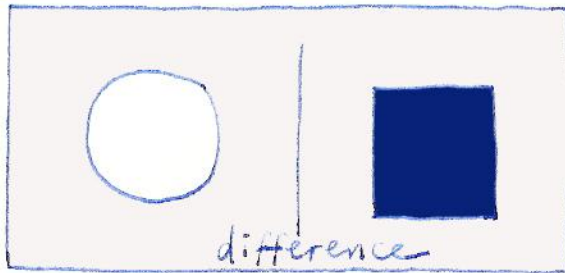




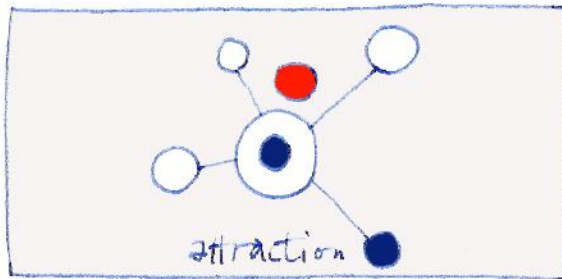
# IDEA



TIME  
through line/flowchart



CONTRAST  
through comparison



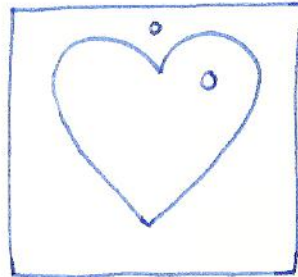
STRUCTURE  
through system/pattern



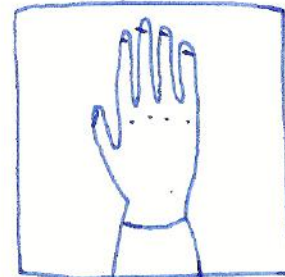
# VISUAL COMMUNICATION



UNDERSTAND?



AGREE?



JOIN IN?

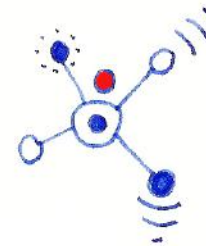
one step after another



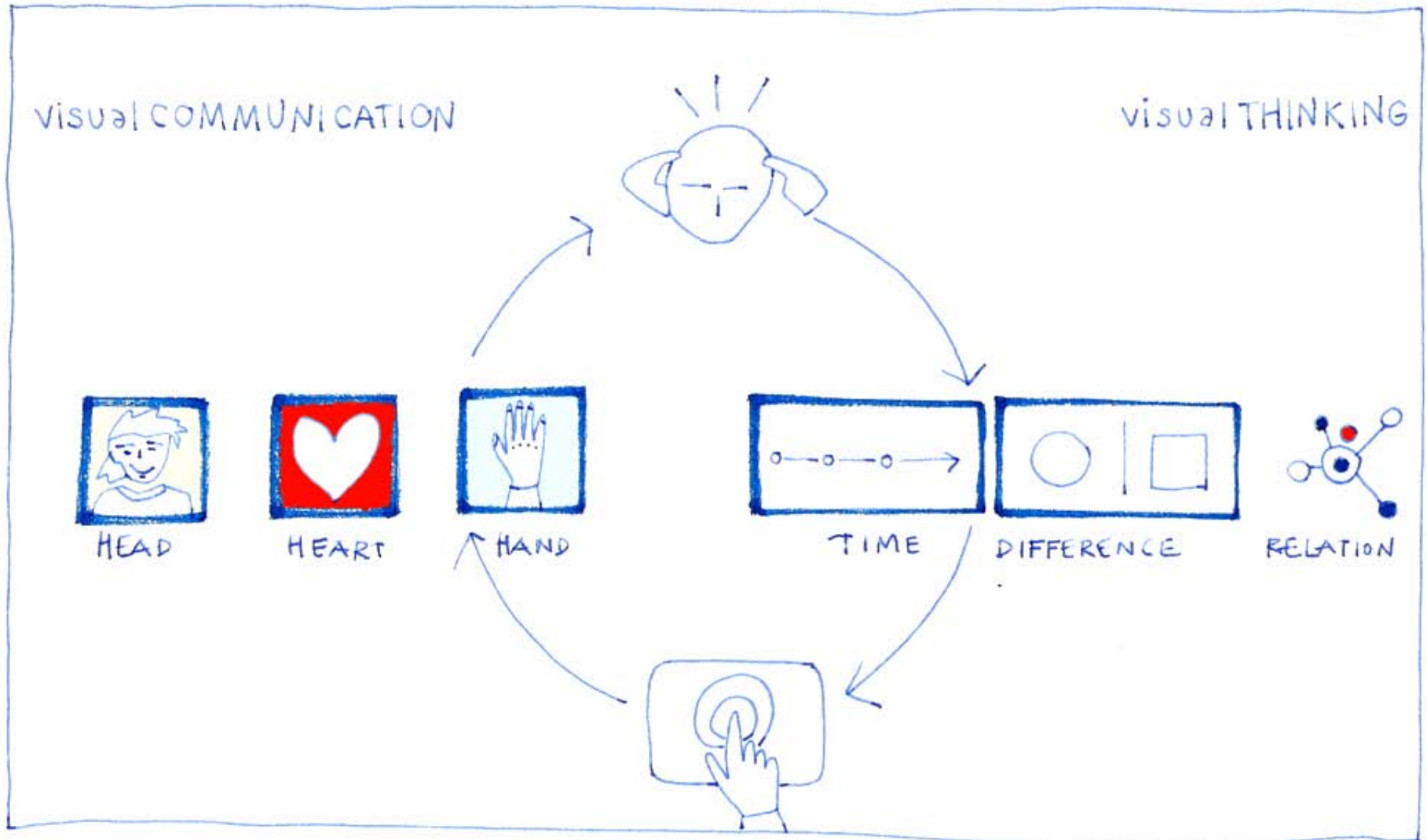
Better or worse



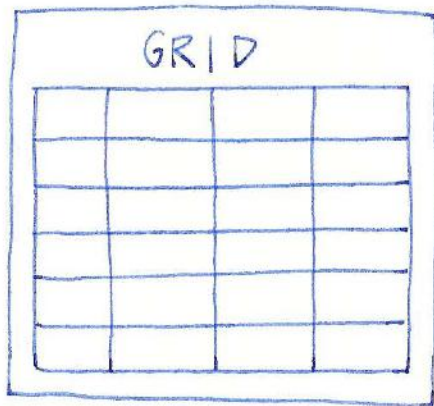
stronger or weaker



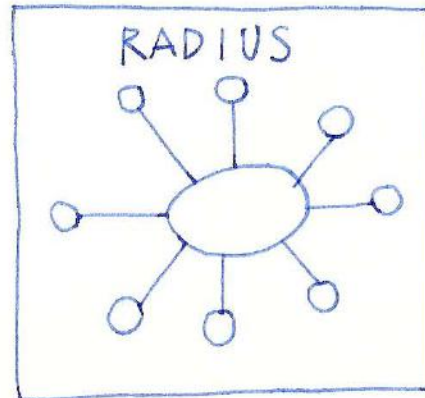
# PICTURE YOUR BUSINESS @ BASIC drawing as a way to think



# 3 FORMATS



open overview



prime topic

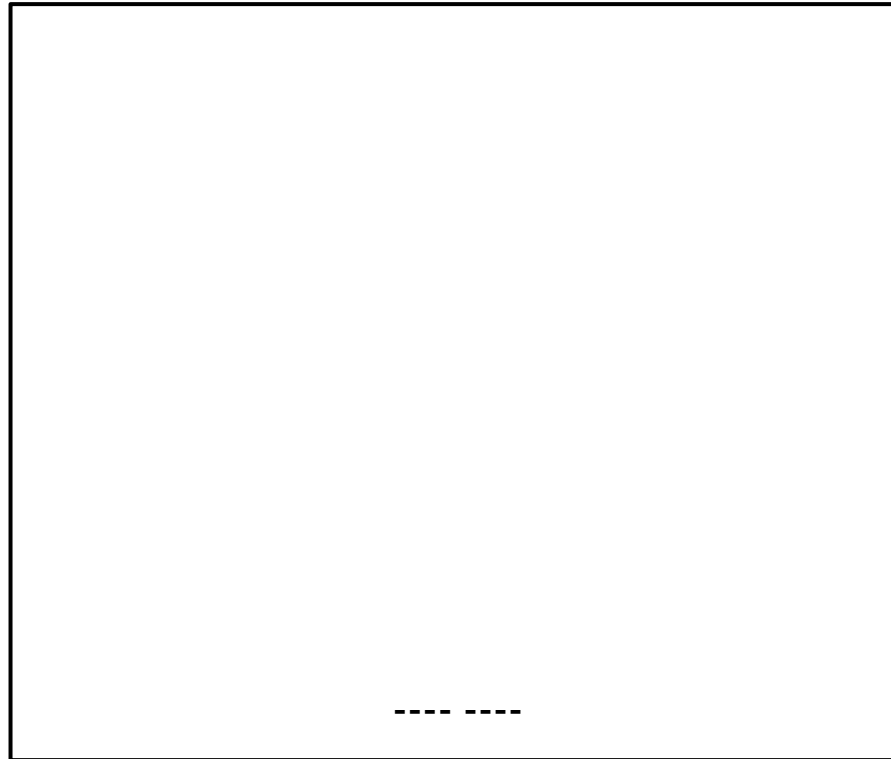


story line

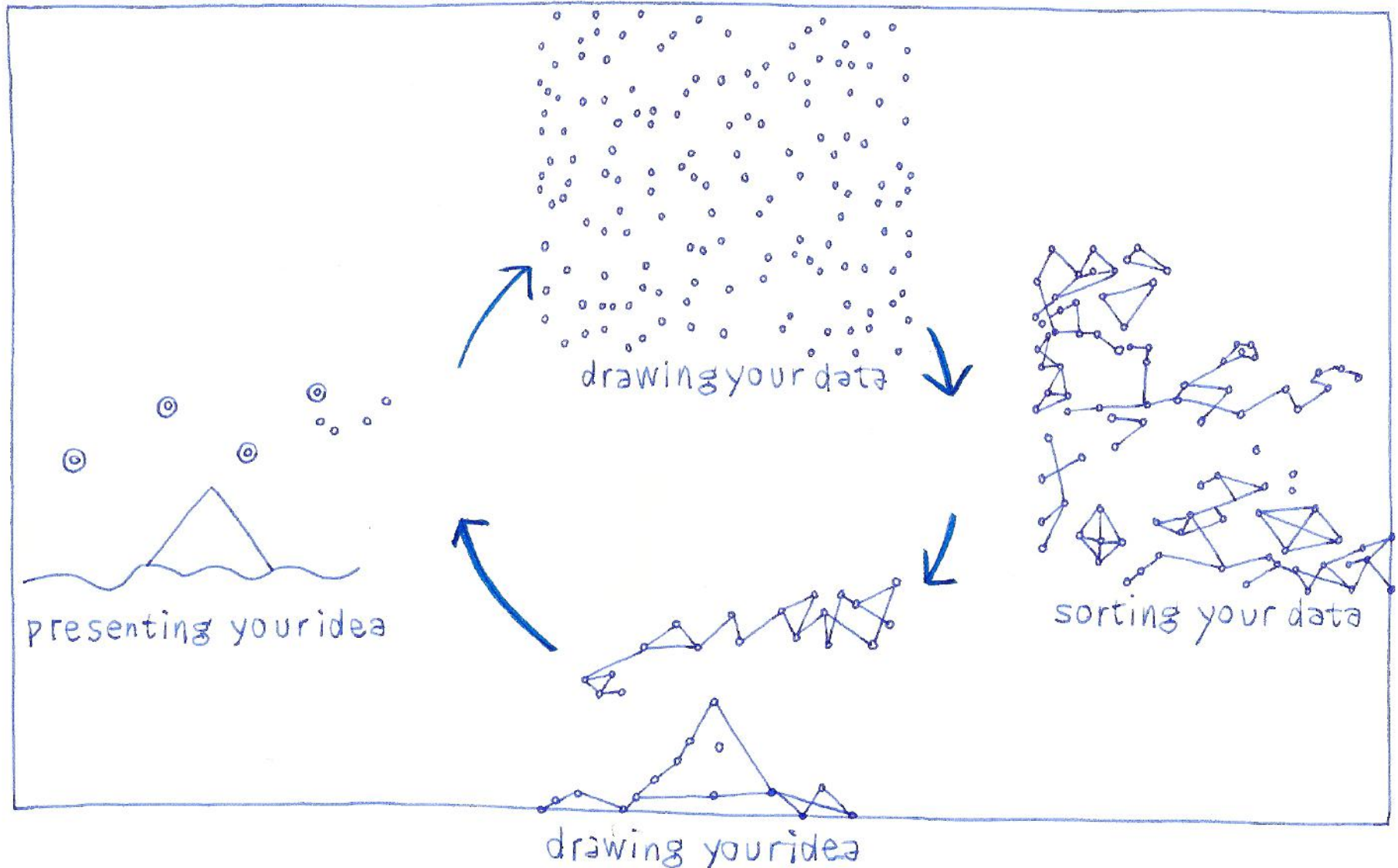


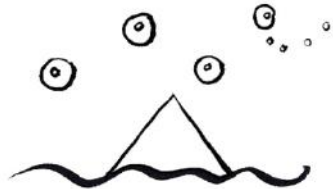
# EXERCISE 12

-----drew.

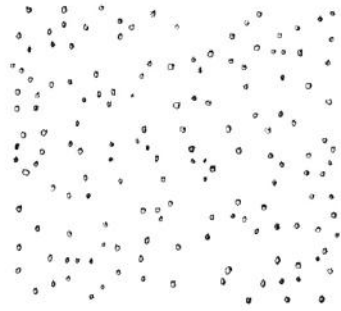


# PICTURE YOUR BUSINESS® BASIC drawing as a way to think

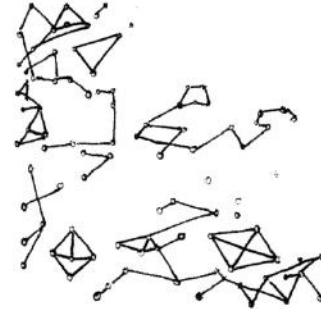




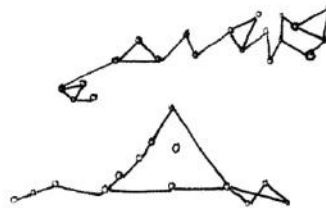
SHOW it



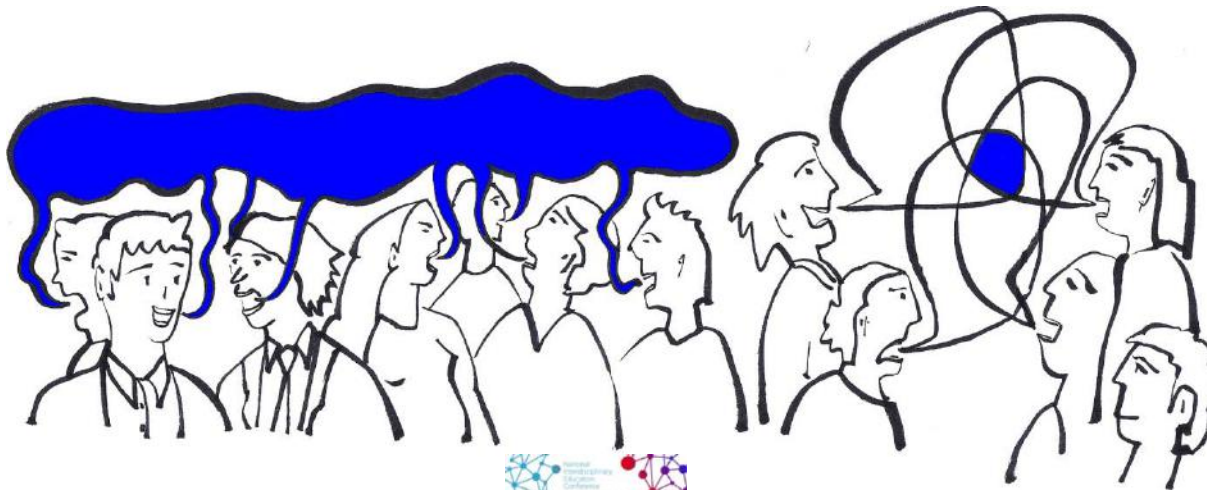
NAME it



FRAME it

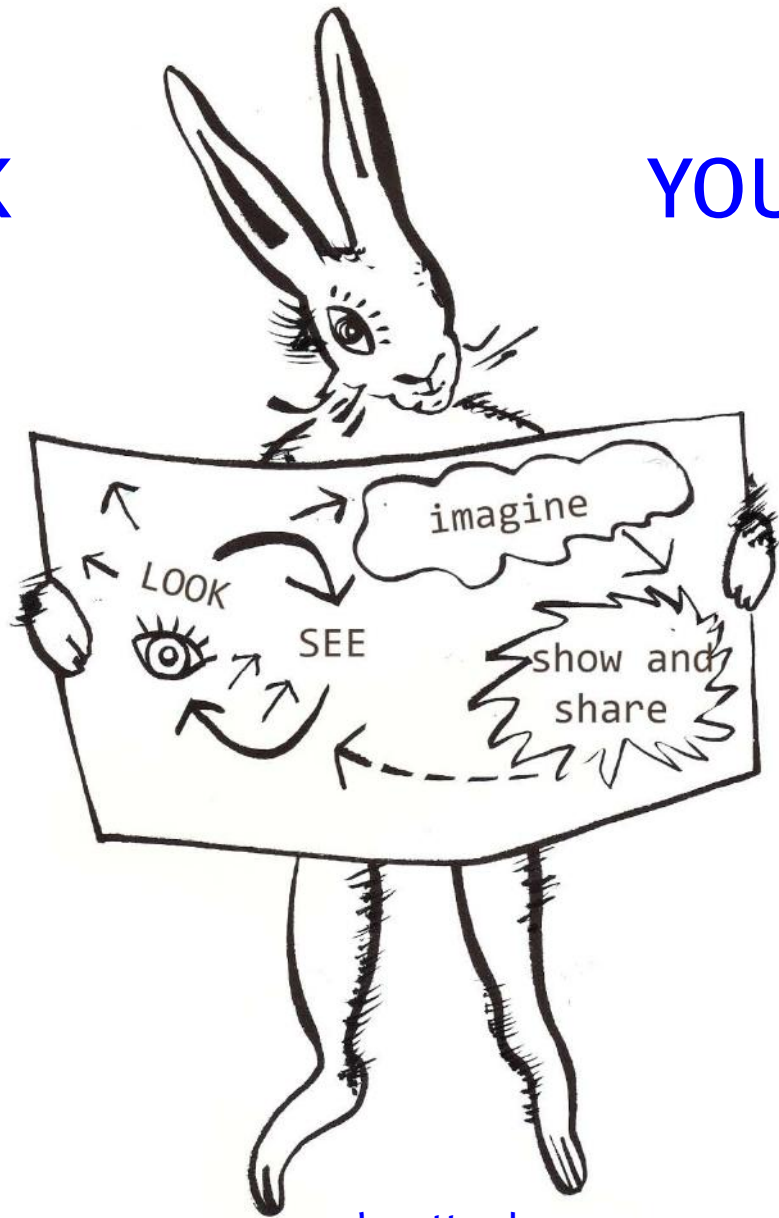


MAP it



THANK

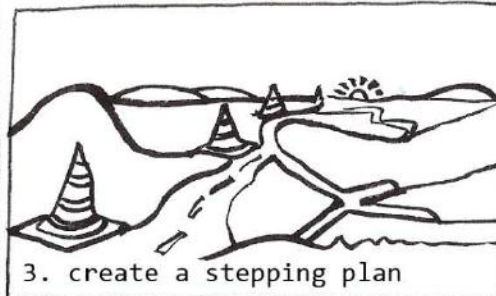
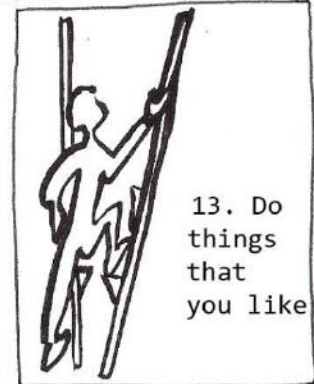
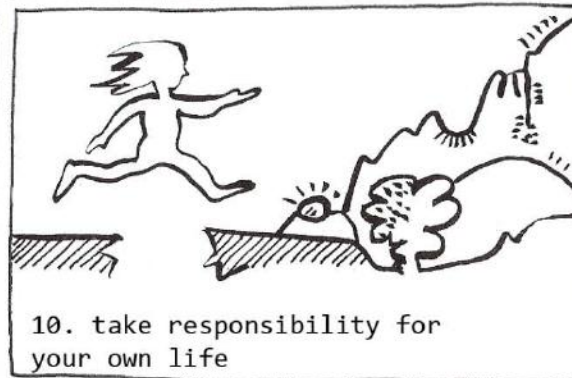
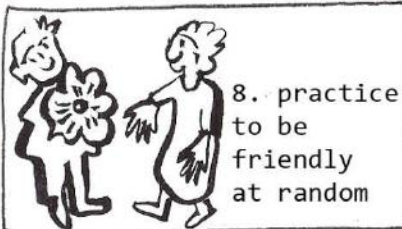
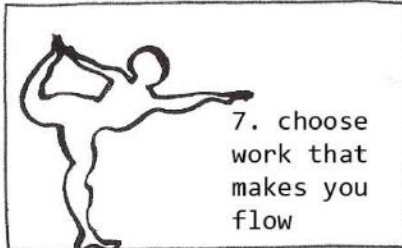
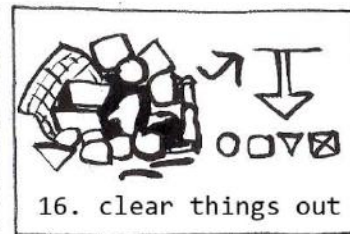
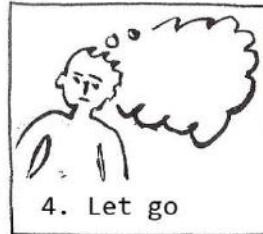
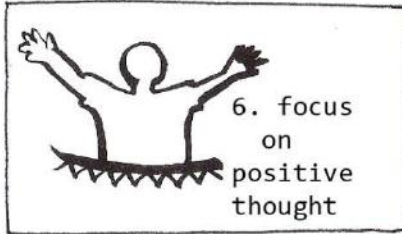
YOU !





example

# How to be happy?



PICTURE YOUR BUSINESS