

# TOP TEN DOODLES — for — VISUAL COMMUNICATION

Drawing out concepts and ideas instead of writing down words is an effective way to communicate. Doodles are simple shapes and symbols that can be drawn in all kinds of situations, from a flip chart at the office to personal projects such as a desk calendar. Plus it's fun, and you don't need to be an "artist" to do it. In fact, it's better if you're *\*not\** an artist, since an artist tends to interpret the world around them with details shaped by their own unique vision, experience and lens. That should not necessarily be the case with **doodles for visual communication**.

For example, almost every meeting or event that I do drawings for will mention the word "idea" - and guess what I draw, every single time? That's right, a light bulb. Because I do not want to obscure the meaning of the words I hear. The opposite is true - I want as many people as possible, and as quickly as possible, to understand the meaning of what is being spoken.

Develop a picture library of the following, my favorite ten little icons - or develop your own! Practice drawing them on the fly, to reflect the content of any meeting, presentation, speech - or even while on the phone, or creating a to-do list. Happy doodling!

*Julia*

1



### talking / dialogue

Talk bubbles are versatile. Overlap them and you have a conversation. Use three little circles instead of the pointy end and you have thoughts.

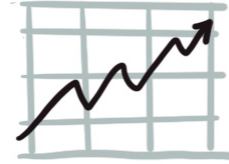
2



### checklist

Make a plan on a piece of paper. Check items off a list. Draw a little triangle on the top to indicate a dog-eared page, which adds some depth to the doodle.

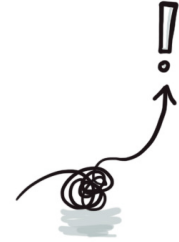
3



### growth

Shows economic growth, development, or any kind of business rise. Can also speak to data and metrics.

4



### inspiration / innovation

A tangle of chaos leads to clarity.

5



### idea

Every meeting generates ideas. Luckily, light bulbs - the old-fashioned kind - are really easy to draw.

6



### mountains

Mountains represent goals and aspirations - something to strive for. Or they just make a pretty background.

7



### person

Adding people brings an element of humanity to a drawing. Add facial expressions and pointing fingers, and you have a 'leader'. Put something in his/her hand.

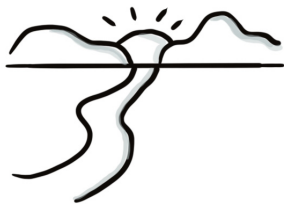
8



### signs

Where are we going? Moving forward and heading into the future, or looking back into the past, where we came from?

9



### sunset

A path leading into the sunrise or sunset shows a journey, a destination, or looking into the future.

10



### target

When you've established or reached your goals, you're on target.

★  
bonus!



### group

A group of three people can be a community, or they can represent a department at work. Add some wiggly lines for movement, short strokes for excitement and energy.