



the SKETCHNOTE HANDBOOK

→ THE ILLUSTRATED *guide* ←
to VISUAL NOTE TAKING



by MIKE ROHDE
the illustrator of REWORK

PRAISE FOR *THE SKETCHNOTE HANDBOOK*

.. ————— ..

“Entertaining and memorable (just like sketchnotes), this fast-reading, fact-packed book by the godfather of sketchnoting provides everything you and your team need to know about the creative, mnemonic, and business benefits of this brilliant new method of note taking.”

—Jeffrey Zeldman, author of *Designing with Web Standards*

“Mike Rohde has taken his original, fun, and smart approach to note taking and broken it down into simple, clear steps.

—Chris Guillebeau, author of *The \$100 Startup*

“Sketchnotes are a great way to capture the highlights of an idea in a way that will naturally work for your brain.

Nobody will teach you how to do it better than Mike.”

—David Heinemeier Hansson, co-author of *REWORK*

“*The Sketchnote Handbook* is an informative, hands-on book designed to quickly share the principles of sketchnoting so you can get right to creating sketchnotes for yourself. Mike’s fun, illustrative style energizes you to pick up a pen and sketchnote!”

—Nancy Duarte, CEO Duarte Inc.,

and best-selling author of *Resonate* and *Slide:ology*

“Never fear note taking again. Mike Rohde demystifies the practice and makes it accessible to everyone. Your brain will thank him later.”

—Sunni Brown, co-author of *Gamestorming* and leader of the Doodle Revolution

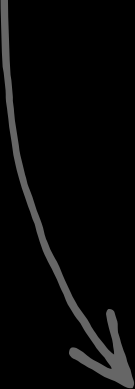
“This book is not really a book. It’s a tool kit for learning a new and better way of capturing and understanding information, and it’s perfectly aligned with the way our brains actually work. If you’re a student, teacher, or businessperson, this book has the potential to change the way you learn, and the way you think.”

—Daniel Coyle, *The New York Times* best-selling author of *The Talent Code* and *The Little Book of Talent*

“The perfect introduction to visual note taking and the most useful how-to guide I’ve ever read, no contest.”

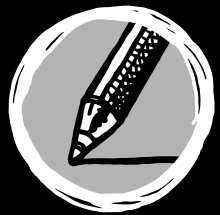
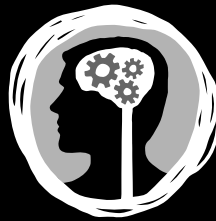
—Josh Kaufman, author of *The Personal MBA: Master the Art of Business*

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by MIKE ROHDE
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THE SKETCHNOTE HANDBOOK:

The illustrated guide to visual note taking

Mike Rohde

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*To Gail, Nathan, Linnea, and Landon,
thank you for your support on this
long and challenging journey.*

*You are the reason I work so hard
to create things and share my ideas.*

I love you.



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Your typefaces have saved me many long hours of drawing every letter by hand.

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FRIENDS AND COLLEAGUES, thanks for your reviews and feedback about the book in production. This is a better book because of your help.

TO THE SKETCHNOTING COMMUNITY, thanks for your support through the years. I'm excited to see where our community will go and how it will grow once this book reaches new readers and viewers.



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ABOUT THE AUTHOR

MIKE RHODE has a passion for simple and usable design solutions. That passion, along with his lifelong habit of recording concepts and observations through sketching and doodling, inspired him to develop sketchnotes—a practical art that translates simple and complex ideas into easily recalled bits of information.



Professionally, Mike focuses on user interface, user experience, visual design, and icon design for mobile and web applications at *Gomoll Research + Design* in Milwaukee, Wisconsin.

As a sketchnoter, Mike provides live, real-time sketchnotes of events, meetings, and experiences in venues across the United States.

In his illustration practice, Mike uses his unique drawing style to amplify and clarify ideas. His work has been featured in *REWORK*, the best-selling book by Jason Fried and David Heinemeier Hansson; *The \$100 Startup*, a best-selling book by Chris Guillebeau; and *The Little Book of Talent* by Daniel Coyle.

Community and sharing are important cornerstones of Mike's philosophy, as evidenced by the creation of *The Sketchnote Army*, a website dedicated to finding and showcasing sketchnotes and sketchnoters from around the world.

Mike has also shared his thinking, design process, and samples of his design and illustration work at his personal website, rohdesign.com, since 2003.

Mike lives with his wife, Gail, and children, Nathan, Linnea, and Landon, just outside of Milwaukee. He's an avid Green Bay Packers fan.

Learn more about Mike at rohdesign.com.

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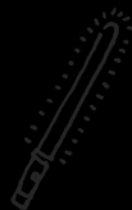
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INTRODUCTION

IT WAS THE WINTER OF 2006 AND I COULDN'T TAKE IT ANYMORE.

I was done. Fed up. I vowed not to take another note with a mechanical pencil or with a giant notebook until I'd found a better way to take notes.

Thinking back, I'm not sure how note taking had become such a burden. In high school and college, I enjoyed expressing ideas visually—easily blending words with drawings, diagrams, and typography in my notebooks.

Somewhere in the process of growing up and getting a job, I lost my way. The relaxed, visual note-taking approach from my college days had morphed into a fanatically detailed, text-only death march. Ironically, I became a great note taker who couldn't stand taking notes.

The solution to my note-taking problem was a blank pocket Moleskine, stacked neatly on my bookshelf. I'd bought it on a whim a few months before and I realized that its small size, paired with an unerasable pen, could be a perfect way to challenge my overly detailed, note-taking mind-set.

In January 2007, I brought my Moleskine and a gel pen to Chicago for a conference to try sketchnoting. Could I take fewer but better notes? If I focused on quality, could I live with seeing my mistakes in pen? Would adding drawings to my notes bring back my joy of note taking? Could taking notes become fun again?

The answer to these questions was a resounding yes! As I captured my first sketchnotes, I was able to slow down and listen for big ideas. I loved the no-turning-back attitude of using a pen. Best of all, I had a great time taking notes again.

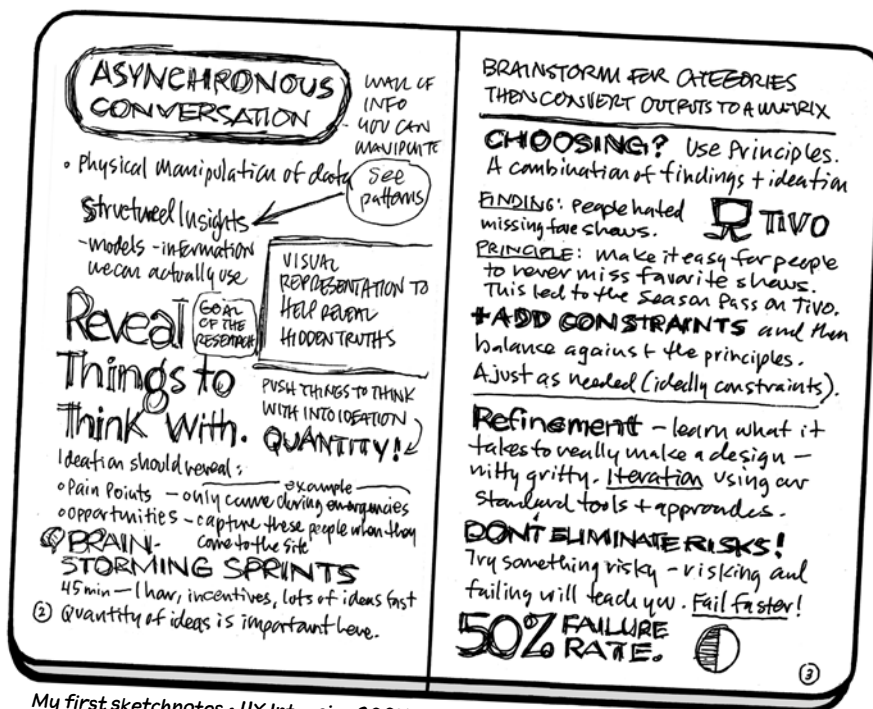
Ever since that mind-altering experience, I've been working hard through my blog, *The Sketchnote Army*, and at live presentations and workshops to share my passion for sketchnoting. I take great pleasure in talking about why sketchnoting enables you to take better notes, explaining how to create sketchnotes, and persuading people to give sketchnoting a try. This passion for sketchnoting is

what drove me to spend hundreds of hours writing, illustrating, and designing this book. I want you to enjoy taking notes as much as I do, and I hope that by the end of this book you will.

WHO IS THIS BOOK FOR?

Whether you believe you can or can't draw, I'm here to tell you that anyone who can make marks on paper can benefit from this book. Sketchnotes are about hearing and capturing meaningful ideas, not how well you draw.

Take it from me, you can create sketchnotes. In this book, I will show you how to draw simple objects, create custom lettering, and use other hand-drawn elements to help you express your thoughts visually. Even if you can't draw a straight line, you can learn to sketchnote with a little practice.



My first sketchnotes • UX Intensive 2007

WHAT IS THE SKETCHNOTE HANDBOOK?

The Sketchnote Handbook is a simple, visual manual designed to teach you basic sketchnoting concepts, approaches, and techniques quickly, so you can start creating sketchnotes immediately.

Each page of this book has been lovingly hand-sketched to show you how much fun it is to learn from notes that incorporate pictures and words equally. Rather than write a lot of words about sketchnoting, I decided that if I was going to talk the talk, I'd better walk the walk (or, maybe, sketch the sketch?). So, I created the entire book as one, long, fun—hopefully inspiring—illustration.

4 CREATE A TITLE



A completed title page, ready to go.

ONCE I'VE SETTLED IN, I check the topic and the speaker's name, verify spellings, and sometimes find a photo on my phone to create a visually interesting title page for the speaker or the topic.

I complete my title before the speaker begins, so I can focus on the talk rather than rushing to create a title at the start of the presentation.



I like to use my iPhone to find photos of the speaker for reference on my title page.

5 SKETCHNOTE

When the talk begins, I listen, synthesize the ideas I'm hearing, and start drawing what I'm thinking about as sketchnotes in my sketchbook.



A completed sketchnote.



6 PHOTOGRAPH

When I'm done sketchnoting, I shoot photos of my sketchnotes. This is a great way to immediately share what you've created via social media, and photos serve as a good backup of your sketchnotes.



I like to shoot each page as a single image. Photos of single pages provide more detail and are easy to view on mobile devices.

THE SKETCHNOTE COMMUNITY

Of course, I'm not the only person in the world who sketchnotes. I'm amazed and energized by the wide variety of people all over the world who create and actively share their sketchnotes. I love the sense of community that has sprung up around this process, and I've made a great many friends through sharing and discussing sketchnotes online and at conferences.

I invited 15 of these friends—leading sketchnoters from around the world—to each create a two-page spread for this book that shares a bit about who they are, how they came to sketchnoting, and a tip or two to help you take better notes.

What I hope you'll notice from looking at their work at the end of each chapter is that everyone sees the world differently; everyone processes information differently; everyone has their own, unique style, and that's part of what makes sketchnoting so much fun! There's no right way or wrong way to do it.

I will teach you the basic principles of sketchnoting, but the real joy will come when you start creating sketchnotes and discover how taking notes can unleash your creativity and make paying attention, even at the most boring meetings, something you look forward to doing.

REACH OUT

As you learn from this book, I encourage you to share your own sketchnotes at *The Sketchnote Handbook* Flickr group (www.flickr.com/groups/thesketchnotehandbook). I plan on hanging out there a lot, and I'd love to see how you've taken this process and made it your own.

You can view more of my work and contact me through my personal website at rohdesign.com or on Twitter at twitter.com/rohdesign. I look forward to hearing what you think of the book and learning about your sketchnoting experiences.

**IT'S TIME TO GET STARTED. GRAB A NOTEBOOK AND A PEN.
LET'S GO TAKE SOME NOTES!**



LET'S GO!



CHAPTER 4

the Sketchnoting PROCESS

AFTER YEARS OF EXPERIENCE
I'VE DEVELOPED MY OWN
SKETCHNOTING PROCESS
THAT WORKS WELL FOR
ME AND CAN HELP YOU
CREATE A PROCESS OF YOUR OWN.



HERE ARE THE STEPS I FOLLOW WHEN SKETCHNOTING EVENTS:

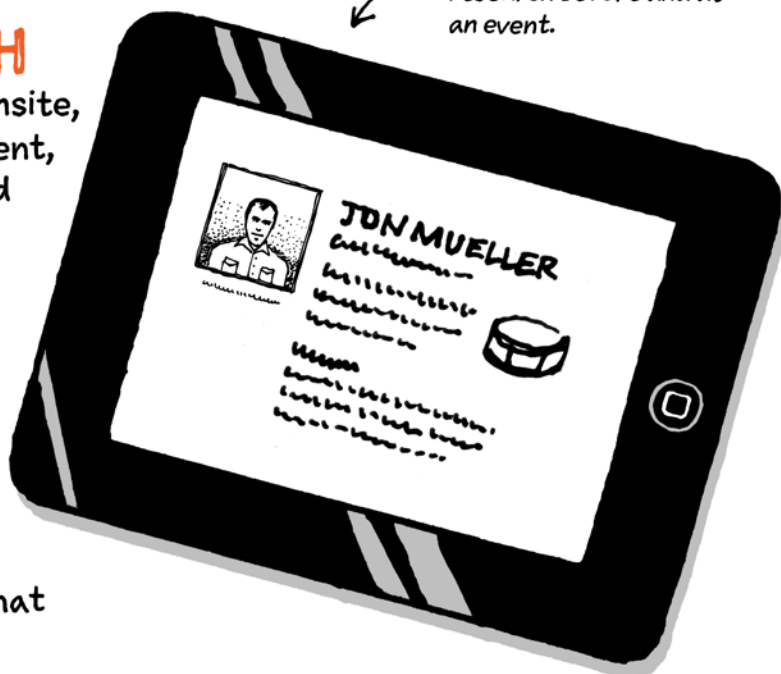
1 RESEARCH

Before I arrive onsite, I research the event, the speakers, and the topic.

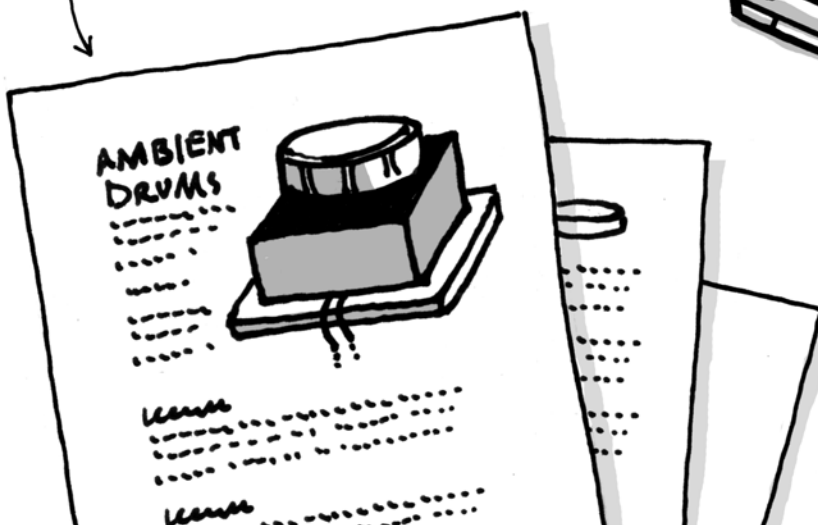
RESEARCH GIVES ME INSIGHT

and confidence, especially when I'm sketchnoting people or ideas that I'm new to.

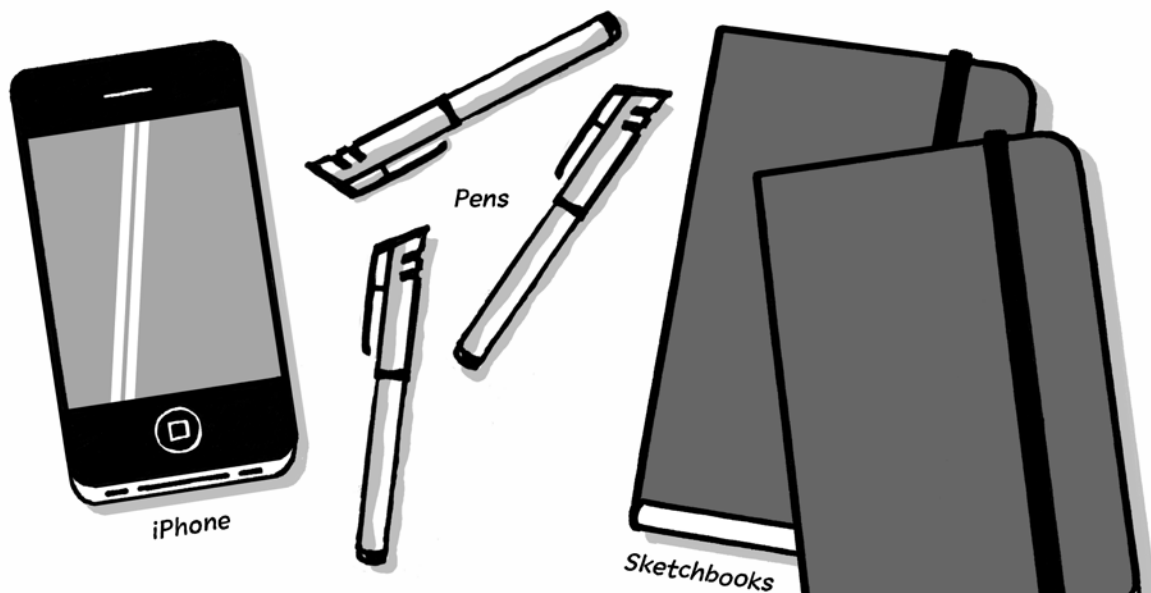
iPads are great tools for research before and at an event.



Sometimes I'll bring my research along as printed pages as a backup in addition to my electronic research tools.



2 GATHER MATERIALS



GATHERING KEY MATERIALS

before arriving at an event is critical. I like to bring two or three Moleskine sketchbooks; multiple pens; and my iPhone to access photos and research materials, and to act as a flashlight in a pinch. A book light is useful if the venue is dark.

A few years ago, I was at an event in Chicago when my sketchbook literally came apart at the seams. Now I always carry at least one spare sketchbook, just in case.

ALWAYS BRING BACKUPS

You never know when a pen might run out of ink or a sketchbook might get damaged. Bring spares along to be safe.

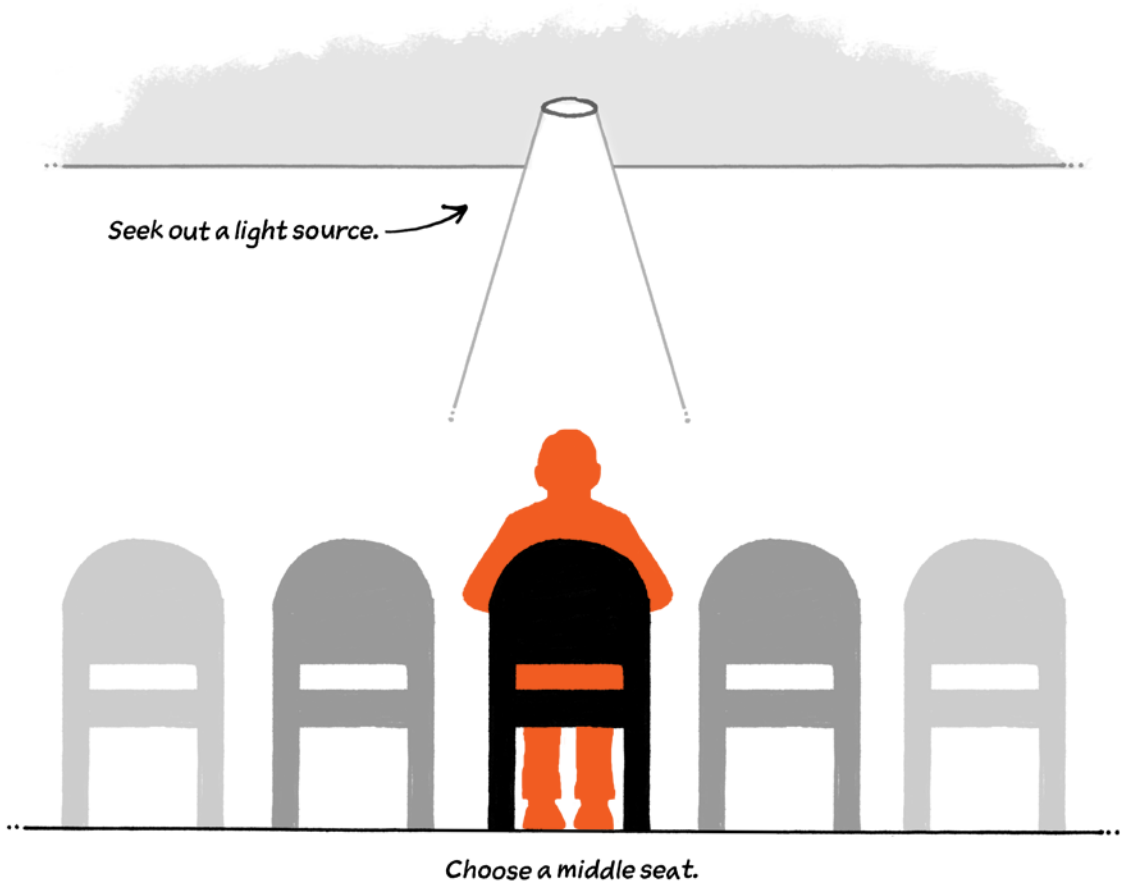


3 ARRIVE EARLY

I arrive at a presentation early and scout out the best seating. Spots underneath lights and close to the front allow me to hear and see the speaker.



SITTING IN THE MIDDLE OF A ROW can reduce annoyances or disruptions if others are coming in late or leaving early.



4 CREATE A TITLE



↑
A completed title page, ready to go.



↑
I like to use my iPhone to find photos of the speaker for reference on my title page.

ONCE I'VE SETTLED IN, I check the topic and the speaker's name, verify spellings, and sometimes find a photo on my phone to create a visually interesting title page for the speaker or the topic.

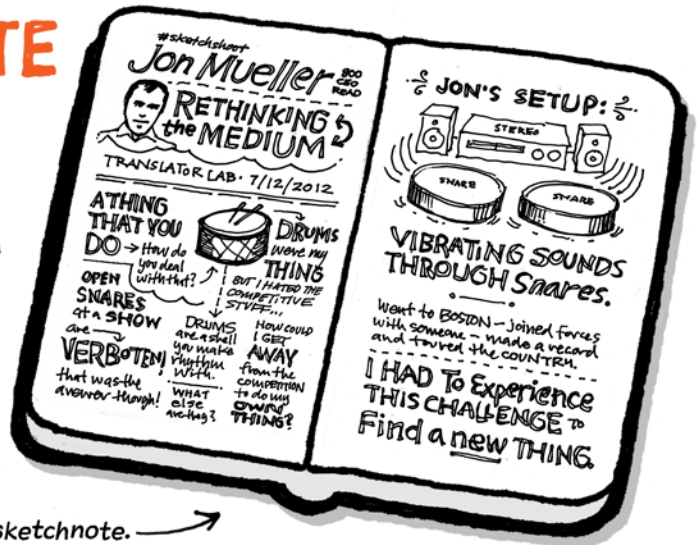
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I complete my title before the speaker begins, so I can focus on the talk rather than rushing to create a title at the start of the presentation.

.. ————— ..

5 SKETCHNOTE

When the talk begins, I listen, synthesize the ideas I'm hearing, and start drawing what I'm thinking about as sketchnotes in my sketchbook.



A completed sketchnote. →

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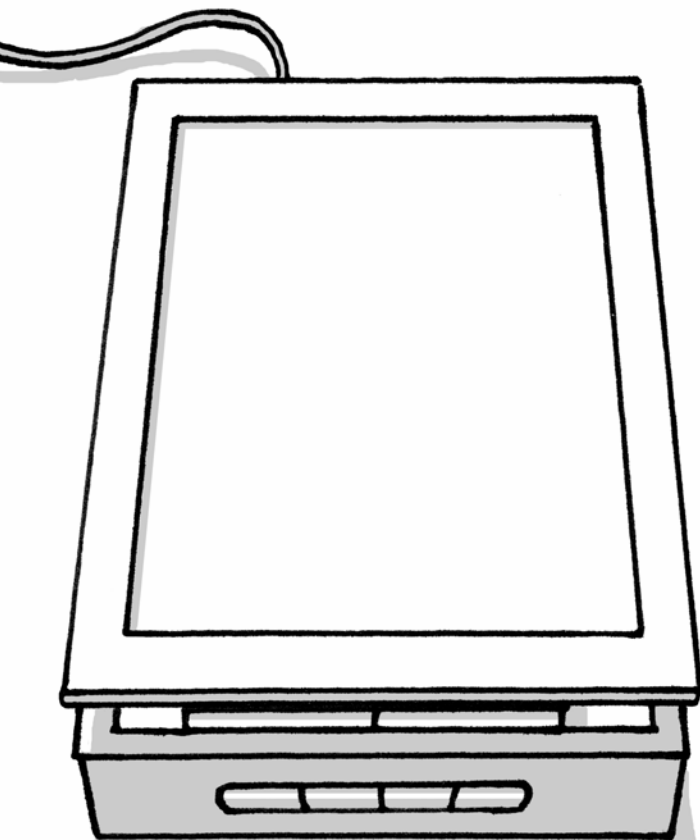
When I'm done sketchnoting, I shoot photos of my sketchnotes. This is a great way to immediately share what you've created via social media, and photos serve as a good backup of your sketchnotes.



I like to shoot each page as a single image. Photos of single pages provide more detail and are easy to view on mobile devices. →

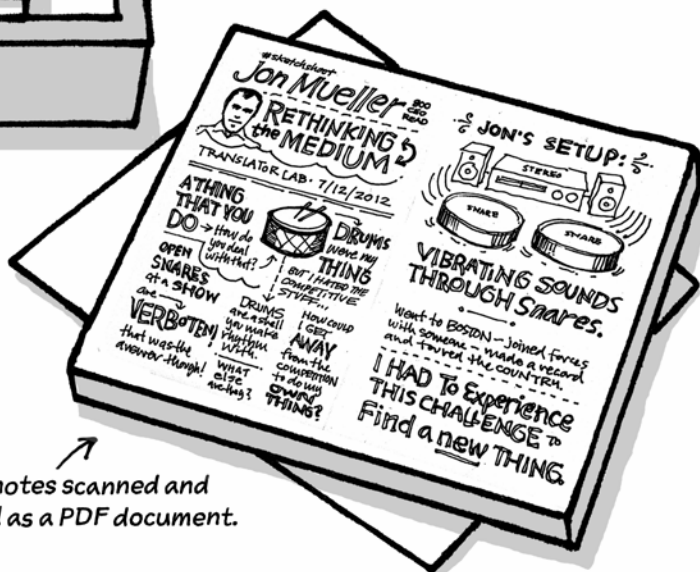
7 SCAN, TUNE & POST

When I get home, I scan my sketchnotes at high resolution, adjust the contrast, and fix any typos or errors in Photoshop. Final scans are exported to PNG formatted files for sharing online.



USB powered scanner

*I use the same
PNG files of my
sketchnote scans
to create a
letter-sized,
printable PDF
document.*



Sketchnotes scanned and
assembled as a PDF document.

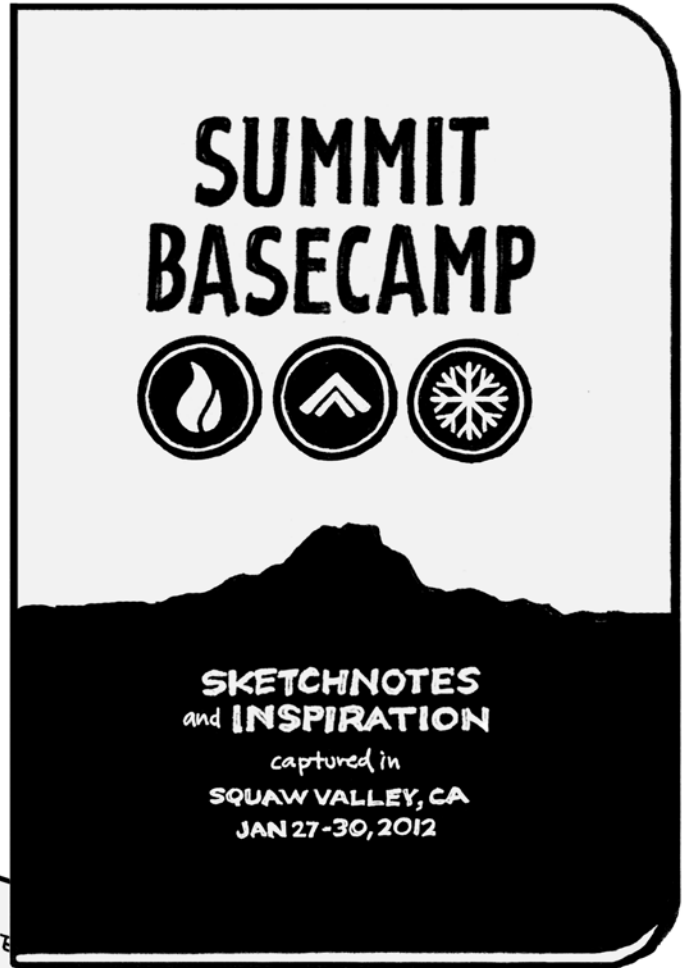
CONFERENCE ORGANIZERS

share sketchnotes to promote their upcoming events to potential attendees because they capture the event simply and visually.



Organizers often like to give away copies of the sketchnotes as PDF documents or printed booklets to their attendees. These after-event documents work well as handy offline references.

This printed booklet was created as a gift for the attendees of Summit Basecamp by the organizers. Booklets can also work great as a promotional item for the organizers.



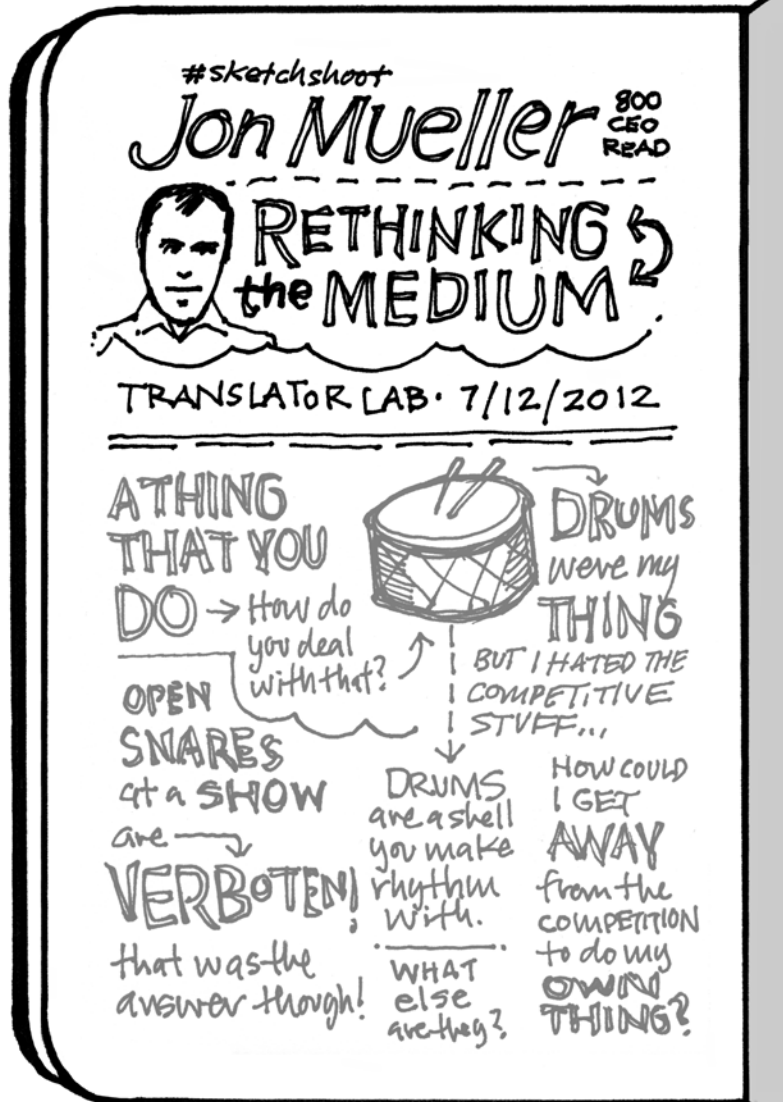
ANATOMY OF A SKETCHNOTE

I've created a map of sketchnote elements from an existing sketchnote so you can see and better understand each element.

★ TITLES

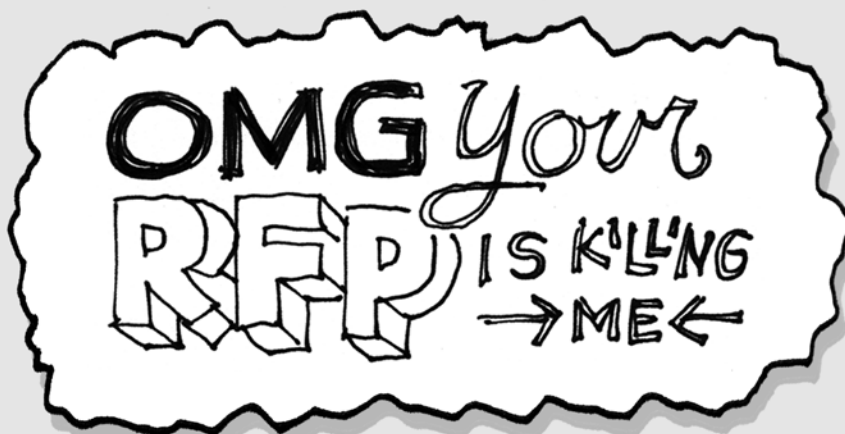
Titles are ideal for defining sketchnotes. They can include an event name, speaker names, date, location, and topic. Multiple talks at the same event can follow a consistent design for unity, or each speaker's title can be fun and unique.

TAKE TIME TO
CREATE A TITLE
BEFORE YOU
BEGIN YOUR
SKETCHNOTES.



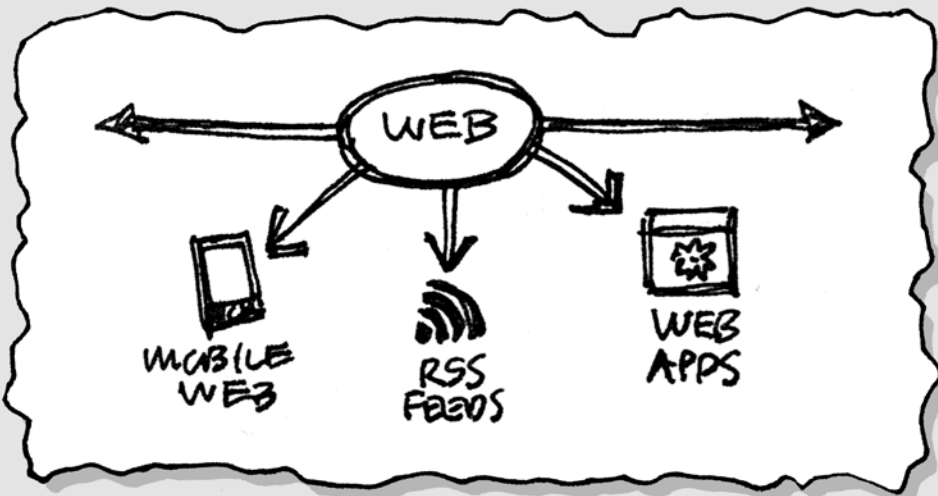
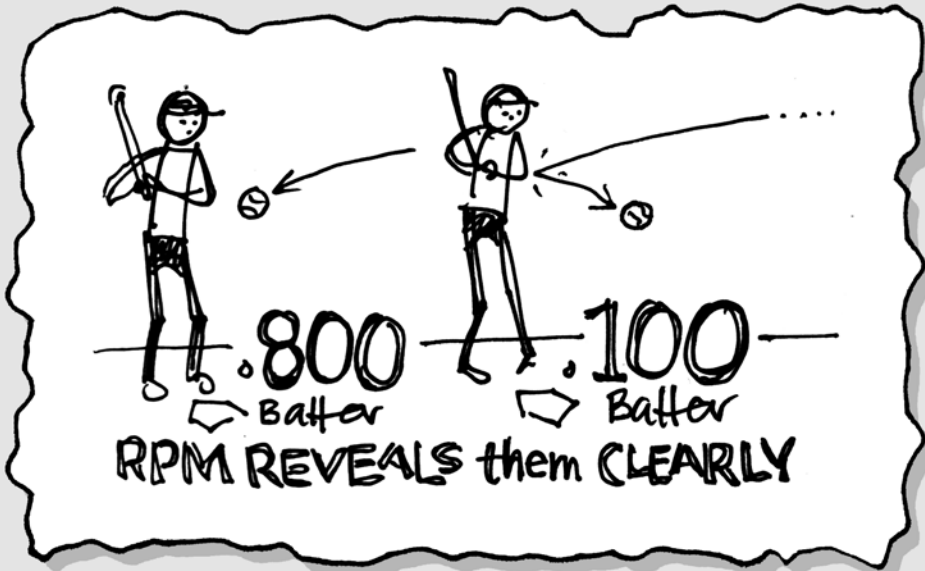
★ TYPOGRAPHY

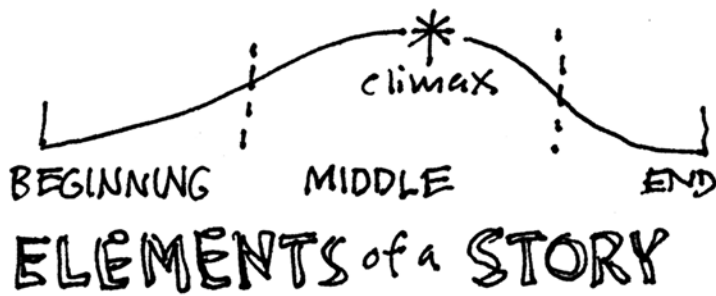
Typography is useful to emphasize ideas, create a hierarchy and structure, and even establish a mood.



★ DIAGRAMS & DRAWINGS

Diagrams and drawings make for more interesting elements.
A few pen strokes can illustrate complex ideas quickly.





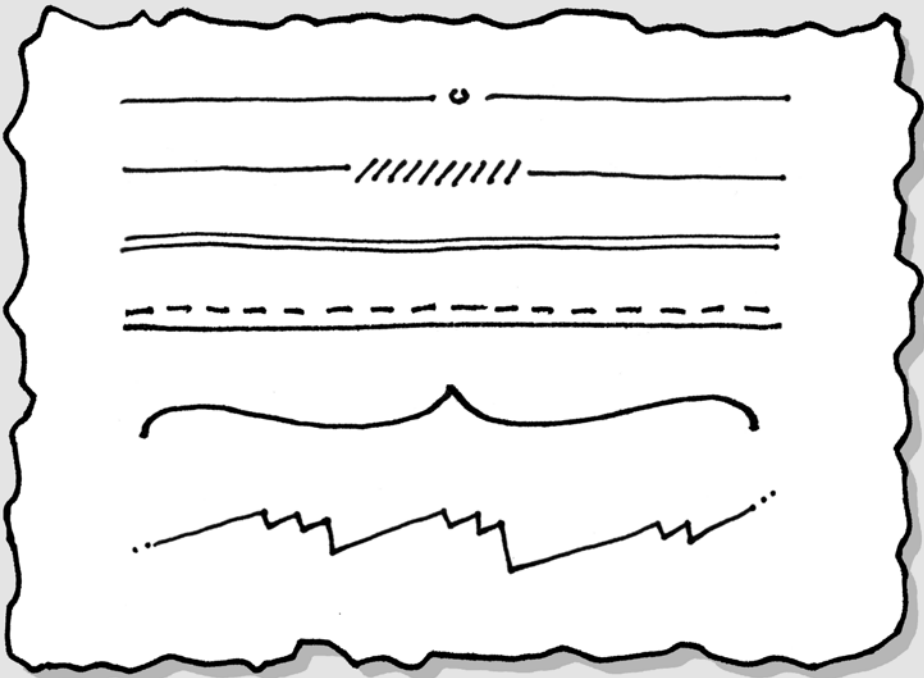
★ HANDWRITING

Handwriting is helpful for adding a detailed description if a diagram or information is needed.

IVON led the University of Alabama in the creation of an official Mobile app for the university.

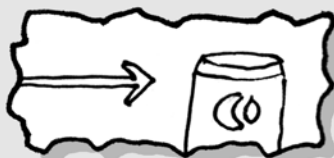
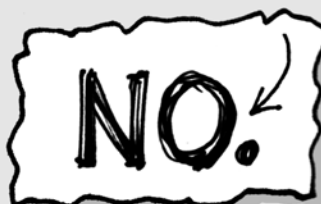
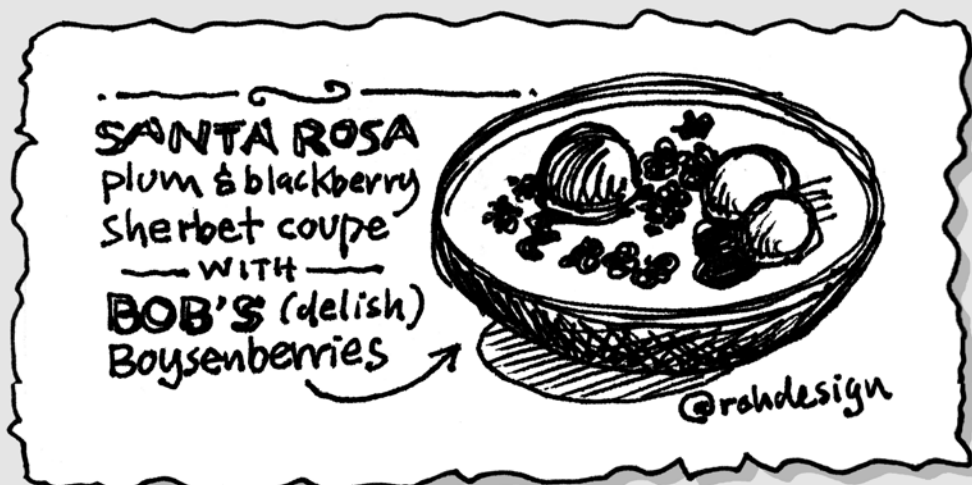
★ DIVIDERS

Dividers like rules, dotted lines, and so on can help separate ideas from each other visually, creating order and structure.



★ARROWS

Arrows point out details and can help focus attention on specific drawings, typography, or text, and they can provide a connection between multiple ideas.



★ BULLETS

Bullets are useful for identifying a series of ideas or highlighting a single idea among drawings or text. Different types of bullet icons can further define ideas.

- * RYANAIR - tricky
- * HOTELS.com - Shifty
- * REGISTER.COM - Add
- * PHILIPS - Forced spam

→ IS IT READABLE?

→ is it legible?

→ HOW DID THIS
HAPPEN ANYWAY?

★ UNDERSTAND CONTE

★ LOOK AT THE ENTIRETY
A TYPEFACE

★ HEADLINE + BODY

◦ Gas prices rose

◦ President forced

◦ First year for

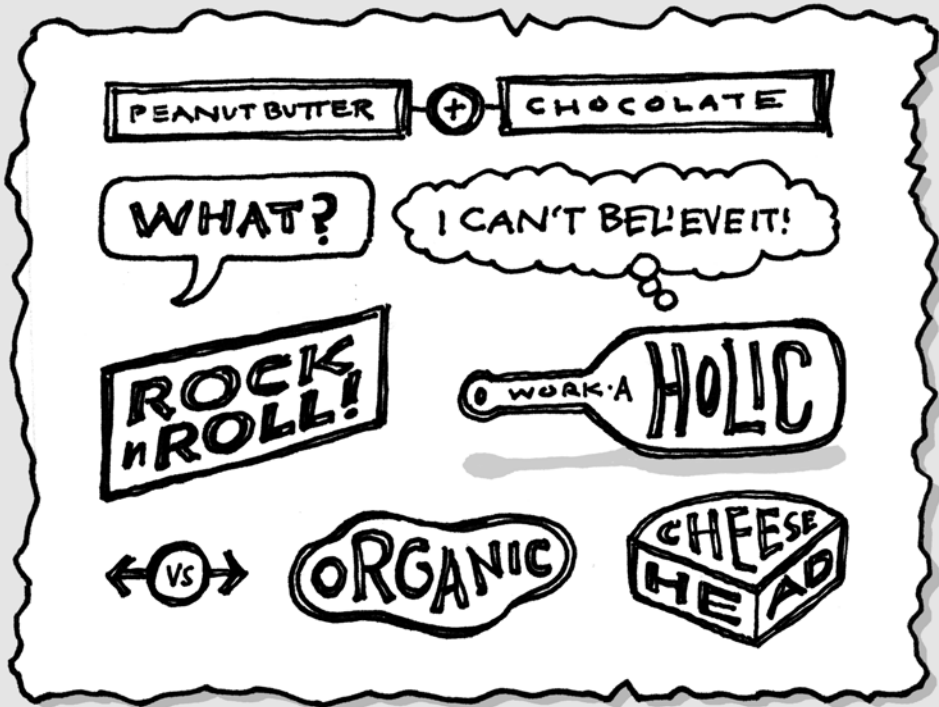
★ ICONS

Icons are handy to use throughout a sketchnote document to identify ideas visually as repeating elements.



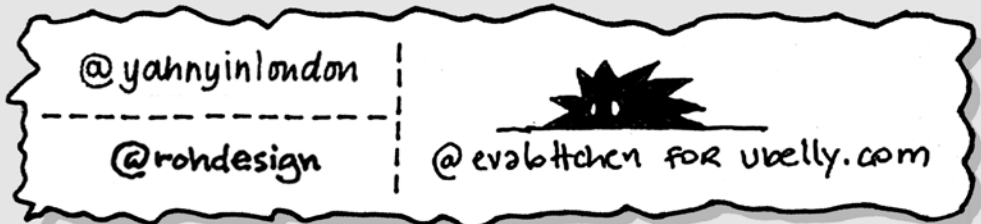
★ CONTAINERS

Containers connect various elements together in a single grouping to represent an overall idea or topic.



★ SIGNATURES

Signatures are an optional way to identify sketchnotes. If you're creating sketchnotes for your own use, no signature is required.



#sketchshoot

Jon Mueller

800
CEO
READ



RETHINKING
the MEDIUM

TRANSLATOR LAB · 7/12/2012

2
A THING
THAT YOU
DO

OPEN
SNARES
at a SHOW

are →
VERBOTEN!

that was the
answer though!

How do
you deal
with that?



DRUMS
are a shell
you make
rhythm
with.

7
WHAT
else
are they?

DRUMS
were my
THING

BUT I HATED THE
COMPETITIVE
STUFF...

5
HOW COULD
I GET
AWAY
from the
COMPETITION
to do my
OWN
THING?

A SKETCHNOTE

from START to FINISH

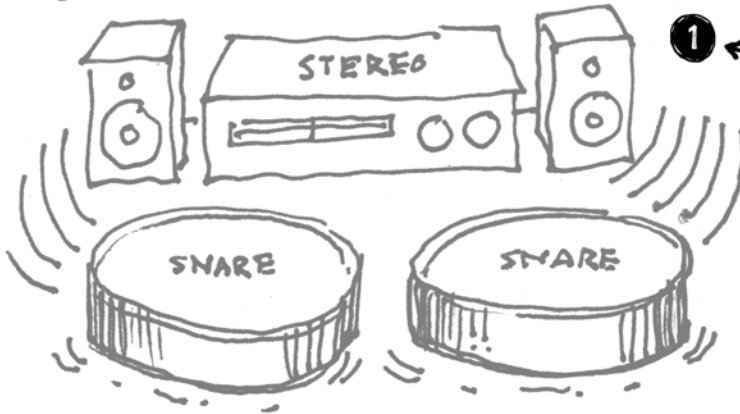
PAGE ONE

To help you see the progression of a sketchnote from start to finish, I've labeled each section with a number and provided a brief description to show why and in which order each area was drawn.

- 1 The title creation was done before the event, using a photo of the speaker, Jon Mueller, on my iPhone.
- 2 For the first idea, I captured "A THING THAT YOU DO."
- 3 Jon talked about a snare drum, so my first drawing was of a drum.
- 4 Here I've fitted "DRUMS WERE MY THING" into this snug space on the right side of the snare drum drawing.
- 5 An arrow points to another idea lower on the page.
- 6 I added a "DO MY OWN THING" concept in the lower-right area.
- 7 Here I emphasized the idea of snare drums being verboten.

With this first page of sketchnotes, I've used a radial pattern to organize the talk information. I'll talk about sketchnote patterns in Chapter 5.

♩ JON'S SETUP: ♩



VIBRATING SOUNDS 2
THROUGH SnareS.

• — • 3 ←

Went to BOSTON - joined forces 4
with someone - made a record
and toured the COUNTRY.

----- 5
I HAD To Experience
THIS CHALLENGE To 6
Find a new THING.

A SKETCHNOTE

from START to FINISH

PAGE
TWO

- 1 Here I added a drawing of Jon's drum setup as I pictured it in my mind's eye. I added the title after drawing the image.
- 2 This description of Jon's approach to sending sounds through snare drums was key to the presentation, so I gave it focus with large, ALL CAPS typography.
- 3 I used a separator to create a break between the top and bottom.
- 4 Jon mentioned driving to Boston, creating a record, and touring the country, so I added it just below the separator.
- 5 Here's another separator using dashed lines.
- 6 To wrap up my sketchnotes, I used bold type to to emphasize the speaker's final thought.

On the second page of my sketchnotes, I used a linear pattern for the information with heavier emphasis on drawings and typography.

#sketchshoot

Jon Mueller <sup>800
CEO
READ</sup>



RETHINKING
the MEDIUM

TRANSLATOR LAB · 7/12/2012

ATHING
THAT YOU
DO →

How do
you deal
with that?

OPEN

SNARES
at a SHOW

are →
VERBOTEN!

that was the
answer though!



DRUMS
were my
THING

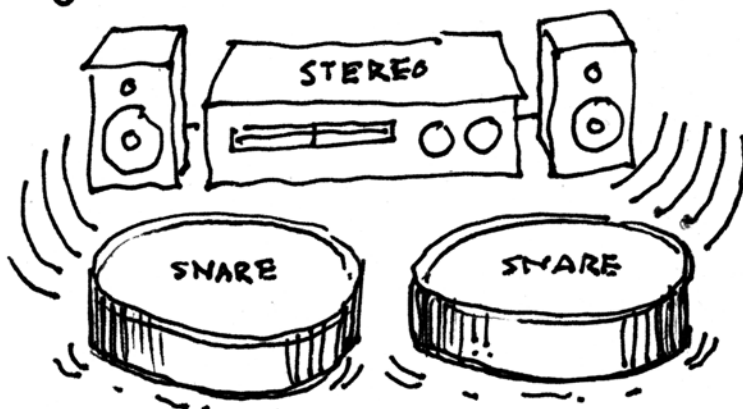
BUT I HATED THE
COMPETITIVE
STUFF...

DRUMS
are a shell
you make
rhythm
with.

WHAT
else
are they?

HOW COULD
I GET
AWAY
from the
COMPETITION
to do my
OWN
THING?

• JON'S SETUP: •



VIBRATING SOUNDS
THROUGH Snares.

• — •

Went to BOSTON - joined forces
with someone - made a record
and toured the COUNTRY.

I HAD To Experience
THIS CHALLENGE To
Find a new THING.



DO YOUR
RESEARCH

— and —

ARRIVE A
BIT EARLY!



*Being prepared helps you relax
when the time comes to listen,
cache ideas, and draw them.*

R E C A P



- Use my process as a starting point, and then make it your own.
- Research speakers and topics to gain insight and confidence.
- Backups are key to being prepared when you're sketchnoting.
- Arrive early, scout your location, and use the extra time to create a title *before* the event.
- Photograph your sketchnotes right after the event to share them, and to have a backup.
- Shared sketchnotes are great resources for attendees and work well as PR tools.
- The anatomy of a sketchnote includes the title, typography, diagrams & drawings, handwriting, dividers, arrows, bullets, icons, containers, and signatures.

★ NEXT: TYPES OF SKETCHNOTES

Michelle GEORGE

about.me/michellegeorge

FIND ME HERE

DON'T *forget* TO
REMEMBER

- THINK ABOUT LAYOUT
BEFOREHAND
- HAVE A STANDARD SET
OF SYMBOLS & FONTS
- KEEP IT SIMPLE!
- CAPTURE WHAT'S
MEANINGFUL TO YOU
- IT DOESN'T HAVE TO BE
PERFECT

MY *biggest*
CHALLENGE
... LISTENING & DRAWING
AT THE SAME TIME!

I GET LOST IN THE PICTURES.

my STYLE & TOOLS



WRITER

ARTIST

AUSSIE

Geek

MANAGER

MOTHER

WIFE

■ STYLE DEPENDS
ON WHAT I'M
CAPTURING

● LOTS OF DATA
MEANS
TEXT + SYMBOLS + TYPOGRAPHY

■ EVENTS WITH SCOPE FOR
ANALYSIS TEND TO BE
RESPONSIVE & INVOLVE
MORE PICTURES

● I USE MOLESKINE NOTEBOOKS
& WATERCOLOUR SKETCHBOOKS



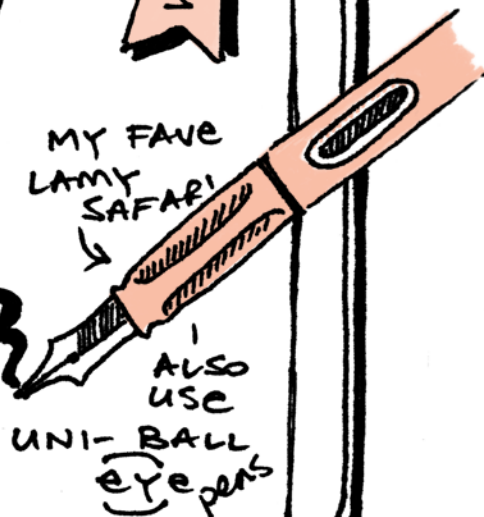
I LIKE PENS THAT

flow

SOMETIMES I ADD
WATERCOLOUR



MY FAVE
LAMY
SAFARI



ALSO
USE
UNI-BALL
eye pens

HI!
I'M
EVA-LOTTA
LAMM

I'M A
DESIGNER
LIVING IN
LONDON

WWW.
SKETCHNOTES
BOOK.COM

my book
😊
one year of
conference
notes



@evalottchen

TOMBOW ABT
BRUSH PEN

PILOT G-TEC-C4
GEL PEN

COLOURED
MUJI GEL PEN

Although I love pens, the
material you use doesn't
really matter that
much after all.

I like
spiral-bound
sketchbooks,
because they fold
over into a nice
solid block

BUT

the best sketchbook
is the one you have

ALWAYS WITH YOU.



Any Pen
is better than
No Pen

Sketching
is
thinking
made
visual





sketching

sketchnotes

QUICK

EXPLORING
IDEAS

IMPROVISED

&
playful

develop your own

VISUAL VOCABULARY & STYLE



drawing

illustration

PLANNED
+
LAYED OUT

DETAILED

FINISHED

(this piece is more of
an illustration)



PLAY WITH
SHAPES



PRO-
PORT-
IONS



DIRECTION +
DYNAMICS



SKETCH AN OBJECT

50 TIMES
TO MAKE
IT YOURS...



surprise yourself



CELEBRATE

HAPPY
ACCIDENTS



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