


Viz Notes: Visual Note-Taking

Behavioral
MIDDLE LEVEL PROCESSING
FEELING IN CONTROL
USABILITY - UNDERSTANDING

Reflective
PART OF THE BRAIN
LOOKS OVER YOUR SHOULDER
VOICE IN YOUR HEAD
DONE



DON NORMAN
3 WAYS GOOD DESIGN MAKES YOU HAPPY

Visceral
HOW SOMETHING LOOKS, FEELS, EMOTIONALLY
ADAPTED TO LIKE BRIGHT COLORS - CHOICE OF FONTS, COLOR, SHAPE, FEEL

Subconscious
ALMOST EVERYTHING WE DO IS UNDER CONSCIOUS CONTROL

DEADLINES - GET THINGS DONE

INTENSE FEAR AFFECTS THE WAY THE BRAINWORKS
CAUSES YOU TO FOCUS

NUERAL TRANSMITTERS
DOPAMINE

BRAINSTORMING
WHEN YOUR HAPPY - POSITIVE VALENCE

DEPTH FIRST PROCESSING
BREADTH FIRST PROCESSING

JOB COY
ALMOST EVERYTHING WE DO IS UNDER CONSCIOUS CONTROL

6 UNIVERSAL PRINCIPLES OF SOCIAL INFLUENCE

6 PSYCHOLOGICAL PRINCIPLES

EMOTION ON RESPONSE

RECIROCATION
STAVET (MAYBE?)
RETURN FAVOR?

AUTHORITY
LEARN TO EXPECT

COMMITMENT/CONSISTENCY
CONSISTENT BEHAVIOR

SCARCITY
EMOTION

Liking
OTHERS WHO WE LIKE

Social Proof
OTHERS WHO WE BELIEVE

Completeness - FILL IN GAPS
Positive Reinforcement
Loss Aversion

SHARING THE TRUTH
COMMIT TO TRUTH
THE POWER OF TRUTH

INSIGHTFUL
X-SELL & UP-SELL WHEN PEOPLE RECEIVES

PERSUASION IN DESIGN

DELIVER COMPELLING BRAND EXPERIENCES
MORE THAN JUST PRODUCT UNDERSTANDING EMOTIONS OR SERVICE

UNDERSTANDING THE USER
GOALS OBJECTIVES

INFLUENCE ON BEHAVIOR AND DECISION MAKING

USER RESEARCH
GAINS INSIGHT TO USER

PLACE INFLUENCE ON USER JOURNEY AT THE APPROPRIATE POINT - MOST RECEPTIVE

EMOTIONAL TOUCHPOINTS
MAKES TONE OF VOICE

TO MAKE COMPELLING USER INTERACTIONS

U I
CLICK IN ONE PLACE
PRESS

APPLIES PSYCHOLOGICAL PRINCIPLES OF INFLUENCE

DECISION-MAKING
CONSUMER CONTEXT
BUYER BEHAVIOR

NOT JUST
COMPRESSIVE
TOOL TO

ANY BRING
+ VC BEHAVIORAL CHANGE ENERGY METTER

INTRANETS
MOBILE
GAMING
SERVICES

Words and Images





tweeting on the weekend
Are we becoming socially anti-social?

WHEN ARE REALLY IN THE MOMENT?

many of us live to #overtweet



WE SHOULD BE RESPECTFUL OF OTHERS' TIME.

TIME KEEPS SLIPPING AWAY.

Where's the OFF button?



Where's the business model for establishing BALANCE?

We need to give tools a CONTEXT.

reading literature

sharing family history

Ask yourself: Would I say this to someone face-to-face?

Make appointments with yourself. Keep them.

We need to establish!

RULES

for us to direct technology rather than the other way around.



It's a FILTER PROBLEM, not information overload.

OFF-LINING is to create something

sacrosanct - an hour in your day where no-one can reach you.

Break silence if you have something interesting to say.

Choose the moment. Choose your topic. Remember your audience.

YOU ARE NOT A GADGET.

1010110010110

Break the CHAINS of being a slave to time-suckery.

BE CONSCIOUS of what's happening to you technologically. HACK yourself.

-Clay Shirky



HELLO. I'M BEING HERE NOW.

sunbrow.n.com w/ImageThink & ogilvynotes.com

GOING ALL DIGITAL FOR

SXSW!

ill be doing some LIVE sketching on
an ipad



#sketchette
is my new alias on
twitter 



from pencil to pogo!



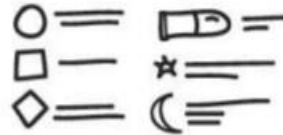
6 fundamentals

of Visual Notetaking

(1.) Letters

abcd...

(2.) Bullets



(3.) Frames



(4.) Connectors



(5.) Shadows



(6.) Peeps



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I can create my own unique viz notes for the elements of art.

Requirements:

- All 7 Elements of Art Vocab
- Definition in your own words
- Visual examples of the elements of art
- Use of the 6 fundamentals of visual note-taking (bullets, connectors, peeps, frames, letters, shadows or highlights).



