

Toolkit visEUalisation I

Reading recommendations to further the enhancement of your visualisation and storytelling skills

visEUalisation
HOW TO DEVELOP INNOVATIVE DIGITAL
EDUCATIONAL VIDEOS



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1. Introduction

Project visEUalisation contributes to the development of both an imagery as well as animated clips and movies that support and improve the comprehension processes of your learners in order to make learning contents more memorable. An innovative educational video clip or video scribe demands not only technical skills and expert topic knowledge of you. You also need to be able to wrap learning goals in exciting stories and to enhance these stories with and to connect them to memorable images. The reading recommendations aim to challenge your creativity in a playful way. Thus, it enables a **creative exchange** and supports your endeavors towards tailormade learning clips that speak to your target group and their needs.

A number of books out there deal with the production and use of video scribes and the like from a marketing and advertising perspective. Within this realm commercial exploitability is key. Their overt technical focus and aim for strong manipulation that coerces viewers into making buying decisions are not suitable for our goals. There is no interest in actively and intentionally subjecting the learners to manipulation. Clips and scribes for adult education are meant to explain, to motivate and to empower. Thus, the imagery needs to be specific and should not further enhance exclusionary mechanisms and rather challenge them. All trainers and facilitators within the field of adult education are invited to explore and develop the field of learning video clips.

There are not a lot of printed, well-edited handbooks out there that cover the educational sector. For that reason, an interdisciplinary / transdisciplinary approach is recommended. The recommended books are not as such step-by-step guides on how to create the one learning video. Instead they support your own creativity and your personal imagery by mapping out different concepts and starting points. For a successful transition from theory to video clip it is very important that the trainer is able to aptly produce the necessary pictures and also that they are able to tell a good story.

The selection of literature covers both focal areas. Video development aside the selection might also be beneficial for other facets of your educational work – e.g. more effective flipchart art, captivating speaking assignments as well as for reflections on your own role within the education power matrix.

The individual reviews indicate why a certain title was picked, but also evaluates where and how the respective publication might not be suitable for our specific needs. Overall a low-threshold selection was favoured with hands on advice and inspiration for your journey towards your first and very own learning video clip. To allow for a broad European

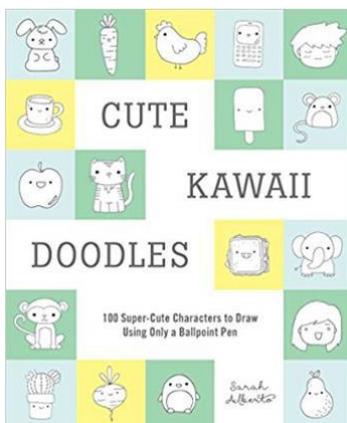
transferability mainly English language publications or English translations (in case the original was in theegian, German or French) were selected. At the same time you will be exposed to the vocabulary necessary to research your own national market for comparable publications.

Alongside books about imagery and storytelling you find a selection of graphic novels. They are unified in their attempts to depict complex social ramifications, historical events or structural discrimination in a very on-point fashion. They also cover the field of sustainable effects.

Graphic novels and comics are examples of educational work as well as the power of images. Their purpose for project visEUalisation is to inspire and inform your methods for your educational settings and non-formal work with disadvantaged groups, NGOs and neighbour initiatives. It is also a participatory approach recommended, when it comes to the development of a video clip – try to create collaboratively and together with your learners.

Don't be scared of the first step! You don't need to be a great drawer or esteemed director to enter the world of visualisations. This project is your starting point.

2. Reading recommendations: visualisation and drawing skills



Cute Kawaii Doodles – 100 Super-Cute Characters to Draw Using only a Ballpoint Pen. Sarah Alberto. Bridget Waterhouse for ABRAMS. 2018

The Japanese term and concept of “Kawaii” is often translated into “cute” or “cuteness”. Originating in Japan in the early 1970s the Kawaii drawing style has gained worldwide recognition. One of the most well-known fictional Kawaii-characters is “Hello Kitty/ White Kitty (Harō Kitī/ Kitī Howaito)” produced by the Japanese company “Sanrio”. Kawaii drawings are characterized by round shapes, simplified features – and a distinct overall cuteness. You use as few lines as possible to get the drawing done. You should need a maximum of 6 simple steps to complete a Kawaii doodle. Kawaii doodles do not need color to have an effect but often pastel shades are used to color them.

Sarah Alberto’s small guidebook on Kawaii doodles is not a textbook but a selection of easy to follow step-by-step instructions on how to draw / copy the characters Alberto

selected for the publication. In 6 chapters the book covers the following topics: faces and people, food, animals, fantasy, seasons and holidays and daily life. You are invited to doodle directly into the book adding your own creations. You can make the book your personalized source of imagination.

Sarah Alberto is a freelance illustrator from Sydney and the artist behind the youtube channel “Doodles by Sarah” which publishes explanatory Kawaii drawing videos on other topics as well.

Pros:

The book is part of our selection because people often believe they can't draw, but to doodle an appropriate Kawaii character does not require any drawing skills. Hereby Kawaii offers a low-threshold access into the world of visualisation. You can start right now and right here and create an image ready to use in your trainings within a very short time. Really everyone can draw Kawaii doodles. Drawing in Kawaii style creates quick feelings of success that support you to stay motivated. Very soon you can use an image of your originally created rabbit, lion, suitcase, sandwich - or whatever you are in need of - to underline or illustrate your educational topic. As the book title states Kawaii doodles don't need coloring and can be created using only a ballpoint pen. Figures consist of circles and / or other easy geometric shapes and are easy to combine in order to create new figures and ideas.

Due to the lively Kawaii community a large number of drawing instructions and examples of characters are readily accessible online. Many video-scribes are created with the help of Kawaii doodles. Within the Kawaii style it is very common to animate and personalize everyday objects such as tea pots, cakes, sideboards and the like, as well as to create a range of cute animals and fantasy creatures. All three types of images are common features in educational video scribes. Well thought out objects, animals and fantasy creatures are often times the better backdrops (better than human figures) for creating and facilitating a common identification point for audiences – the point made here is, that stereotypical depictions in regards to identity markers such as capability, ethnicity, nationality, gender, sexual orientation, age, body-type, spirituality and the like are easier to challenge and to avoid.

Cons:

Especially when it comes to human figures the Kawaii style is rightly criticized. The overall-cuteness of Kawaii becomes highly problematically in combination with gender stereotypes. Remember that the well-known female, pink and glittering “Hello Kitty” figure does not have a mouth? This kitty especially adored by kids but also grown-ups is more

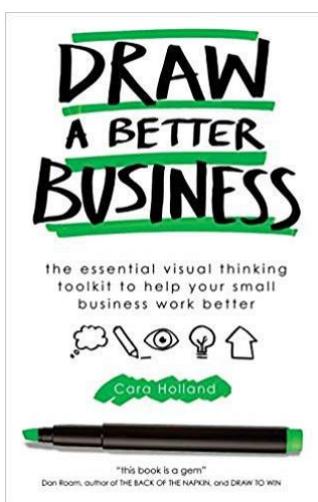
or less speechless and thus a highly questionable role-model. The specific set of physical features in Kawaii doodles, such as a large head, large eyes, a round face is easy to draw but refers to a schema of childlike features. In Kawaii culture females are perceived only as cute if they revert back to their childish identities.

It is surely no accident Sarah Alberto, a grown up, uses the typical voice of a very little girl to introduce her drawing videos. Kawaii characters have inscribed qualities as embarrassment, shyness, vulnerability, awkwardness and clumsiness. They have to be cared for. Worklife as a topic is hardly ever represented in Kawaii guide books. The instructions provided are usually about food, monsters, flowers or cosmetics. Kawaii promotes the childlike woman and on occasion the childlike man. In other words Kawaii is often obsessed by cuteness and hereby fails to create independent, self-confident and strong characters.

If you use Kawaii doodle techniques you should be aware of this cuteness trap. For some videos a Kawaii doodle is absolutely appropriate whilst in other this type of cuteness would undermine both topic and message. When adapting Kawaii techniques or using Kawaii templates be aware of stereotypes. Also, no one forces you to only use pastel shades.

More Drawing Books about Kawaii:

- Kawaii - 450 süße Sachen zeichnen. Alle Anleitungen Schritt für Schritt. Angela Nguyen. Edition Michael Fischer. 2018 (German)
- Kawaii Doodle Cuties: Sketching Super-Cute Stuff from Around the World. Pic Candle / Zainab Khan. Race Point Publishing. 2018.



Draw a Better Business. The Essential Visual Thinking Toolkit to Help Your Small Business Work Better. Cara Holland. Practical Inspiration Publishing Group. 2018.

Draw a Better Business is a book for entrepreneurs, small business owners and other people who want to apply the power of visual thinking to their work. The book has a brief introduction to drawing and building a visual dictionary, and then moves on to provide a series of tools to visualize key issues to improve a business (planning your business

activities, engaging clients, delivering client experience, etc). These tools include visual ways of planning your day, week or even year, but also visual ways of doing a gap analysis, mapping out what resources are available to you, where you want to get, and what’s missing to get there. There are also tools and templates for designing customer journeys, and even a short section on how to draw better flip charts.

Cara Holland is a graphic recorder / graphic facilitator living and working in the UK. She runs a studio that works with some big brands in the world, such as Sony, Google, Microsoft, GSK and TimeWarner as well as with charity organisations and with public and education sector organisations including local authorities, schools, universities.

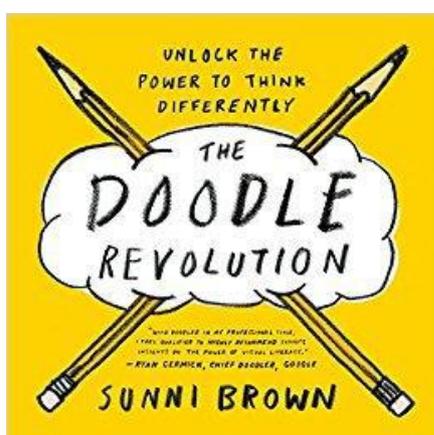
Pros:

This book is included in the selection specifically because it features a whole chapter on diversity in visual representation. You can find ideas on how to represent people from different backgrounds visually. Keep in mind that “there is power in holding the pen, and with power comes responsibility”. It matters how different professions are depicted regarding gender and ethnicity.

It’s a quick read and visually appealing, inviting you to draw easily and without thinking too much.

Cons:

The book has a heavy focus on graphic consulting, and offers many tools that aren’t strictly relevant for drawing – however, they are relevant for any planning even for your own private goals!



The Doodle Revolution. Unlock the Power to Think Differently. Sunni Brown. Portfolio/Penguin Publishing. 2014

The Doodle Revolution is an introduction to visual thinking that explains why doodling is ‘thinking in disguise’, how doodling can help people and organisations and gets the reader started on exploring Visual Language.

This is a book that helps you to start thinking visually and offers at the same time a lot of background information and theory. From simple doodles to infographics, this is a

comprehensive introduction to drawing for better thinking – a book that helps to learn how to put people’s thinking on paper. In doing this, you enable people (or even yourself) to see connections and come up with new ideas that can build on what’s already there.

Sunni Brown is an author, speaker, trainer, coach and expert meeting facilitator. Her team has designed and led hundreds of group experiences in diverse industries and environments around the world. She leads a global campaign advocating for visual, game, design and improvisational thinking and hosts a podcast exploring wisdom for modern life called Sunni and Wise. Her TED Talk on doodling has drawn more than a million views on TED.com.

Pros:

The book is part of our selection because it attempts to debunk a few myths about doodling and drawing, and it has a lot of hands-on exercises to get your doodle on (including handwriting, abstraction, infographics).

Cons:

The book is full of text (in addition to the doodles). It offers a lot of information and takes a while to get through it.

The bikablo® Book Series – Visual Dictionaries

- **bikablo 1. Facilitators dictionary of visual language. Martin Hausmann. bikablo® akademie GmbH & Co. KG. 2006. (Spanish/English) (German/English)**
- **bikablo 2.0 New Visuals for Meetings, Training and Learning. Martin Hausmann / Holger Scholz. bikablo® akademie GmbH & Co. KG. 2009 (German/English)**
- **bikablo® emotions – Visual Dictionary. bikablo® akademie GmbH & Co. KG. Martin Hausmann. 2012 (German/English)**
- **UZMO - Thinking With Your Pen- A bikablo® visualization training book. Presenting, documenting, and exploring visually. Martin Hausmann. Redline Verlag. 2018 (German/English)**



“bikablo” is the abbreviation for “**bildkartenblock**” (image card block) and a registered trademark. The bikablo visual dictionaries are available in English, German and Spanish. The “bikablo” series is one of the few publications concerning visualisation techniques made by trainers in adult education and exclusively for the purpose of training and learning. The

explanatory text is reduced to small introductions that compile the chapters of the respective picture book. Icons and images make up the main content. A keyword glossary is provided.

The visual dictionaries “**bikablo 1**” and “**bikablo 2.0**” introduce you into a wide range of adaptable images for visual storytelling, graphic recording, visual meeting facilitation and visual consulting. The bikablo team developed a hands-on way to draw interacting stick figures and therefore supports every educator who needs to visualize humans quickly. Through the chapters various theme worlds are elaborated, e.g. “weather”, “seafaring”, “buildings”, “money”, “information technology”, “teamwork” or “leadership”. “**bikablo 2.0**” includes more images and covers more specialized topics as the initial “**bikablo 1**” but otherwise follows the same concept as the first publication.

The bikablo publications do not only compile figurative images but put special emphasis on inspiring examples concerning text borders, speech balloons, writing scripts or tricks to visualise motion. Those elements in particular simplify storyboarding and are extraordinarily useful if you plan to draft, storyboard and structure a story for a video scribe.

The third publication in this series “**Bikablo® emotions**” is different from its predecessors. As the title indicates this image card block is very much focused on interaction, feelings and emotional dynamics. Highly useful for you as a trainer if you need to picture interpersonal relations, coachings, or team development issues. Thus, it offers fresh new categories as “emoticons”, “mind and spirit” or “collective”. The stick figures are clearly more elaborated with regard to body language and the ability to express feelings e.g. sadness, excitement, curiosity, self-worth and the like. Of all three visual dictionaries “**bikablo® emotions**” might be the one which is most suitable if you work with un- or deprived target groups. It offers impulses beyond the context of business coaching and office worklife.

UZMO - Thinking With Your Pen is in turn a supplementary textbook to the visual bikablo dictionaries that gives a more in depth introduction to theoretical backgrounds and the relevance of visual presentation and visual documentation. The publication covers topics such as graphic recording and complex info grams.

Martin Hausmann the author and inventor of the bikablo® visualisation technique was one of the first who brought visual thinking to Europe in the context of training and coaching. Today bikablo is a registered trademark and an independent company. Bikablo does not only publish and sell the above-mentioned books but offers a wide range of

services around graphic recording, visual storytelling and video scribe clips. Bikablo provides visualisation trainings.

Pros

Easy-to-use reference books that will guide you into the world of visual facilitation. No creative skills are required to work and grow with the bikablo books. They are one of the rare visualisation publications that focus 100% on learning environments. Unfortunately, there are rather few practical hands-on guides that cover this field at all. Using bikablo technique creates quick results that support you to stay motivated. Extremely useful tips are given on image build up, text containers, speech balloons and writing scripts. Follow his advice and your visual landscape gains greater clarity.

Cons

Visual Overdose: Bikablo style inspired images are very popular among trainers. In fact trainers in various countries undergo professional training to use them and the market is growing. The popularity of bikablo-inspired images means that they have lost some of their original visual power through frequent use.

If you wonder why of all things in the world an outdated old-fashioned lightbulb still represents “innovation and uniqueness” within the visual language of education, you belong to those that might have gotten an overdose of the same symbols repetitively used: in this case you are ready to reach for new horizons and you can simply bypass the bikablo-style.

Business origin: The bikablo icons have their origin in the western industrialised male-dominated business “bubble” and they are very much related to it. The topics covered belong to a specific section in adult education: business training, business coaching and business progress. The words “money”, “customer” or “team-building” show how the winds blow here. The user in mind might be an agility coach or project team manager. Somebody who teaches and leads so-called professionals. NGOs, minority organisations or neighborhood initiatives might be in need of different icons, themes and situations. “Bikablo® emotions” is the publication in the series most adaptable to issues such as empowerment, resilience, participation or marginalization and you are encouraged to create your own visual icons.

Gender: If it comes to language and stick figures the various bikablo publications haven’t found a proper way to represent gender and diversity. Up to now all German bikablo publications argue in their introduction that they use only male forms of nouns as a means to address both sexes. Though German discussions on matters of representation and language are past that point.

In “bikablo 1” the only significant female figures visualise a mother, a child, a senior, women as part of a couple and a charlady. By comparison the entrepreneur, the phd, the consultant and the salesperson are altogether visualized by distinctively male figures marked by the attribute of a tie. Hence exclusionary written language and discriminating visual language go pretty well together in “bikablo 1”. A fact that has not changed in the frequent new editions of the original edition. The compilations of the bikablo images picture more than unconscious bias. Being a child of the male business world bikablo reproduces the structural discrimination of it. Icons and images are far from being neutral.

Being somehow aware of the deficiency of their figures bikablo later changed policy and stated that their figures are depicted as “androgynous beings who also present females” which is a cryptic statement in itself. To avoid cliché and stereotypes they do not use clearly male or female attributes in “Bikablo® emotions”. However, to state that a figure is androgynous does not make it look and work androgynous though. The body type of the typical stick figure promoted by bikablo is very close to the typical male pictogram inscribed in European visual language. In addition, bikablo stick figures are always the same body height and type. **UZMO - Thinking With Your Pen** the newest publication is the only one that shows female characters - though very typically business woman. Bikablos gender concept remains wishy-washy and simply none-elaborated. If you choose to use human figures you are invited to create diverse characters in gender, body type, skincolour, age and height.

This is not a real “con” but an important note. Bikablo is a registered trademark. You may draw and reproduce bikablo images for your work as a trainer, for instance in a seminar room to teach your specific topic (aside from visualisation classes), but you are not allowed to photographically or digitally reproduce bikablo images. Therefore, you cannot use unmistakably bikablo-inspired visualisations in your own video scribes, digital or printed publications without first contacting bikablo. Take the books as a starting point to develop your own visual vocabulary but avoid copycatting.

More visual dictionaries for training, education and business:

- Ed Emberley's Drawing Book: Make a World. Ed Emberly. Little, Brown and Company. 2007
- Die Sketchnote Starthilfe: Über 200 Strich-für-Strich-Anleitungen und Schriften zum Nachzeichnen. Tanja Wehr. Mitp-Verlag. 2016 (German)
- Die Sketchnote Starthilfe - Neue Bilderwelten. Tanja Wehr. Mitp-Verlag. 2018 (German)

How to draw. Sketch and draw anything, anywhere. Jake Spicer. Octopus Publishing Group. 2018.

This book's focus is simply to enable you to draw what you see in a proper way. In other words, it is about improving skills. Basic drawing rules and approaches that work, exist and can be learned. Jake Spicer delivers a complete course in drawing in four chapters. Suitable for both complete beginners as well as more experienced illustrators.

True to its motto "sketch and draw anything, anywhere" the handbook encourages you to implement drawing into your daily routine. The classical art class background is very evident in this publication. Classic artistic techniques are broken down to either small five minute exercises or longer drawing sessions around specific objects and topics. The main chapter guides you through various inspiring learning and drawing environments to discover your motives of choice. This journey covers for example rural landscapes, animals, urban sketching, the "ultimate stickman" or curiosities at the museum. Spicer provides an extraordinarily accessible pathway into the art of drawing.

Jake Spicer is an artist and author. Jake Spicer teaches life drawing in Brighton and beyond. Jake Spicer is also founder of and trainer within a group of Brighton-based artists, models, musicians and performers named "The Drawing Circus" who seeks to promote visual events for everyone through innovative drawing classes in unusual venues in the South East of England.

Pros:

This handbook is rather small in size and price but does not fail to provide the most important "life hacks" to succeed at drawing things in a realistic way. Spicer's experience as a trainer / tutor and his mission to attract everyone to drawing leads to great readability and many illustrations can really support you on your learning journey. You can use the handbook on your own and you do not need any advice through drawing classes.

Cons:

This book is mostly for people who feel an aptitude for drawing and have a little bit more personal or professional time available to improve. You have to feel a desire for a solid foundation in drawing to take full advantage of the handbook. It is essential to go further along the path. „How to draw” does not deliver quick solutions for urgent visual challenges in your day-to-day teaching. It simply is not about teaching or facilitating. It is about the pure pleasure of art.

The guide teaches you to see objects and living beings in an accurate way to produce your own solutions. It does not offer drawing templates to copy. It does not cover any fantasy creatures or easy to use symbols and icons. Its traditional approach also describes the materials put to use: pencil, charcoal, chalks. If proper drawing skills bring you further in a mid- or long-term perspective Spicer’s book is beneficial.



Lebendige Strichmännchen Zeichnen. Andreas Tschudin (Matto). Edition Fischer. 2013.

This book is written in German and currently not available in English. The book guides you in an easy way how to draw matchstick men. Even if you can not read the text in the book, the pictures show in a visual way how you can draw a simple body, hands, postures, movements as well as the face including the ears, nose, mouth and eyes. Further it gives examples on how to bring emotions and movements into a “matchstick man”.

If you do understand German then the text is funny to read.

Andreas Tschudin is an art teacher and a free-lance cartoonist, living in Switzerland. In the last years he has become known for being a quick drawer and has done around 30.000 cartoons. Has nick-name is the Italian word “matto”, which means fool and he explains that he likes to move things from being in a normal perspective (ver-rücken = to move).

Pros:

It is a beginners’ book, which gives you a step-by-step introduction on how to draw matchstick men. It is written in a funny way and it motivates you to try out and not think about each line too much. It is also for people who have painting experience, but would like to try out drawing in a different style.

Cons:

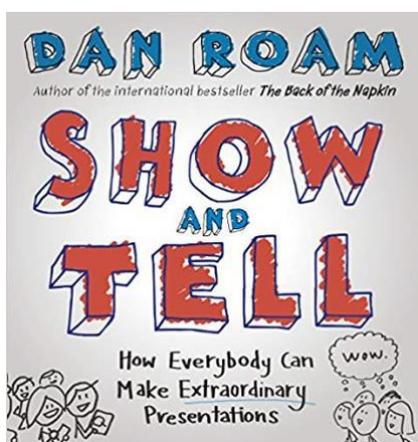
Currently the book is only available in German. If you are already an experienced drawer and painter, then the book might not be the right choice.

More Drawing Books from Andreas Tschudin

„Strichmännchen-Cartoons zeichnen: Eine ernsthafte Anleitung für ein witziges Thema.“

This book is a follow up, if you want to start drawing cartoons.

3. Reading recommendations: storytelling skills



Show and Tell – How Everybody Can Make Extraordinary Presentations. Dan Roam. PENGUIN Business. 2014

Dan Roam’s reader in mind is someone who has to speak in front of learners or a wider public and needs to captivate the audience. This is close to our daily work as a trainer in adult education. “Show and tell” is a publication that has little text but many supporting illustrations. Its appealing design is based on a simple black, white and red color scheme. Dan Roam guides the reader through three basic rules of storytelling: “Tell the Truth”, “Tell it with a Story”, “Tell the Story with Pictures”. These rules compile the three main chapters of the book. The overall goal of the storytelling skills provided by Dan Roam is to entertain, to educate, to persuade, to motivate and to change the audience.

The Book offers a choice of storyline categories that serve different purposes: “the report” (conveys facts), “the explanation” (new insights), “the pitch” (recommends a new action) and “the drama” (inspires a new belief and way of looking at the world). Each storyline is well explained through illustrations, a sample story and last but not least with a humorous note. If you have ever fallen asleep in class during presentations this book is made to save you and your fellow strugglers.

Dan Roam is a bestselling author and teaches visual thinking in his own academy “The Napkin Academy” in San Francisco. Roam runs his own presentation channel and you can find various numbers of presentations made by Dan Roam in the worldwide web.

Pros:

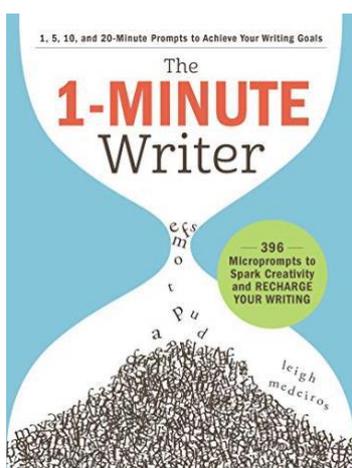
The principle “form follows function” is absolutely put into practice in this publication. Roam actually shows you what he is talking about. Images, examples and quotations deliver a low-threshold access to the universe of storytelling. The book is short and quick to read. It motivates you to scribble your own storyline immediately. Read today and start tomorrow. Roam’s presentation of both advantages and disadvantages of photos, graphics and drawings for PowerPoint presentations can be adapted to the purpose of video scribe. The language of Roam is direct and comes straight to the point. This author dares to make a statement:

“Overly beautiful stock photos actually damage our message. Our audience knows the picture isn’t *true*, and disconnects from us: If we’re lying about this, what else are we lying about?”

Moreover through its style and optic “Show and Tell” is simply a funny and entertaining piece of work to read.

More books of Dan Roam that trigger your visualisation skills:

- Blah Blah Blah: What To Do When Words Don't Work. Dan Roam. Marshall Cavendish Business. 2012
- The Back of the Napkin (Expanded Edition): Solving Problems and Selling Ideas with Pictures. Dan Roam. Penguin Books Ltd. 2009



The 1 Minute Writer. Leigh Medeiros. Adams Media. 2018

This entertaining book has been written to train yourself or students to develop small and captivating stories. Leigh Medeiros has thought of a large number of so-called miniprompts (challenges) organized in three chapters: “observation prompts”, “imagination prompts”, “memory prompts”. Each of the prompts contains as yet an unfinished idea that should motivate you to boost your creativity. The prompts are organized by themes. For each theme you have the choice between a 1, 5, 10 or 20 minute prompt. The prompts give you a joyful and easy approach to creative writing. There is an index of all prompts at the end. It is possible but not important to read Medeiros’ practical guide in a linear manner.

Examples:

Theme: “The Skin I’am In”. A 1-minute prompt: “Can you appreciate what you’ve got? Look into a mirror (or reflective surface) or use your phone’s camera app to check yourself out. Write about something you see that evokes a feeling of gratitude, however subtle.”

Theme: “Unlikely teachers” A 10-minute prompt: “Not all teachers are alike. Some of them are – let’s face it – duds. Think of a teacher, professor or mentor who was a dud but ended up affecting your life in a positive way regardless. Was this positive outcome because of this person or in spite of them?”

The handbook offers space for personal notes which makes it an ideal companion to carry around in daily life. In the course of time the book will turn into your personal notebook of stories.

Leigh Medeiros is a freelance author, story editor, creativity coach, film maker, visual artist and spirit seeker from Rhode Island. Leigh Medeiros teaches creative workshops and has won awards for writing and filmmaking.

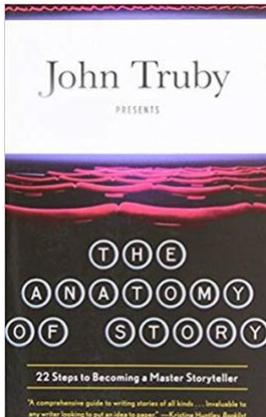
Pros:

This workbook motivates you to start. Everybody has the ability to develop stories. The 1-minute writer proves that creative writing does not require unlimited hours of uninterrupted time and education. To the contrary it shows that creativity often shows up in the life’s in between moments. With the 1-minute writer in your pocket you are enabled to catch these moments. Leigh Medeiros teaches you to break down your ideas on paper – within a short time you achieve tangible outputs that you can work on and develop. In a way the book reminds us of the visual arts teacher that stamps his feet several times on the white paper to alleviate the student’s fear of the bright white empty sheet hereby bringing them closer to get simply started.

An extra plus: a recognizable number of the prompts relate to personal experiences and feelings that nurture self-awareness. Others question the way one sees the world and the fellow humans. Selected and/or adapted prompts can be used in teaching both adult students and youth.

More Books that provide miniprompts to trigger storywriting:

- The very short story starter for creative writing - 101 flash fiction prompts. John Gillard. Quarto Publishing plc. 2018
- Q&A A day for writers - 365 Questions for creative exploration: 1 year journal. Chelsea Holden Baker De Lorme. Clarkson Potter Publishers. 2016



The Anatomy of Story: 22 Steps to Becoming a Master Storyteller. John Truby. FABER & FABER. 2009

“The anatomy of story” is not exactly about developing a short video-tribute. It is more or less an entire lecture about becoming the next Quentin Tarantino and writing screenplays for the next Hollywood bomb. In other words, a book for people who make their living by writing. Those who might have writers block or an original idea for a big story but at the moment no real idea how to execute it. For them “The Anatomy of Story” delivers structure and theoretical background.

This book is listed mainly because of chapter three. Here Truby explains in a very descriptive way the seven steps that make a story work: “weakness and need”, “desire”, “opponent”, “plan”, “battle”, “self-revelation” and “new equilibrium”. The author states that these seven major structure story steps exist in every story whether it’s a screenplay, a novel - or a thirty second commercial. If you choose a dramatic storyline there is a benefits to ask your story if it manages to have a driving power Truby demands.

John Truby is a screenwriter and screenwriting teacher. Truby has been a story consultant and script doctor for Disney Studios, Sony Pictures, FOX, and HBO.

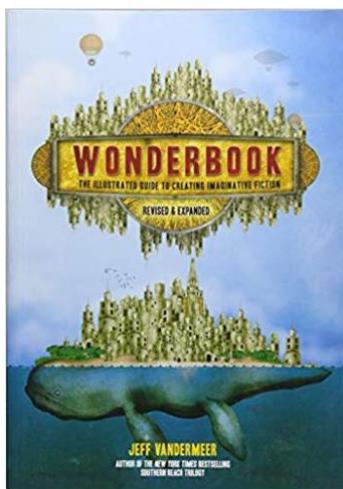
Pros:

The book gives thought-provoking impulses for everyone who wants to storyboard. It explains how emotionally captivating stories and characters works. The book is full of practical examples from film history to help you to understand, but it is definitely not a workbook.

Cons:

To like this publication and to utilize to its full extent you need a broad cinematic interest. The Book requires knowledge and understanding of a wide range of both blockbusters

and cinema classics. Various movies and series are used to explain and underpin Truby's argumentation and advice. This specialist book is definitely high-level and delivers theoretical methodological background. It speaks to audiences that have seen every important film and wishes to write an entire screenplay or novel on their own. One of the most complex things someone will ever do. Thus, it is not necessarily a book you read only once and have understood it all. Film lovers are invited to use it, others should choose from alternate options from the list.



Wonderbook. The illustrated Guide to creating imaginative fiction. Jeff Vandermeer. Abrahams Image. 2013.

The book is guide for writing science fiction and fantasy. In the different chapters the author touches important elements of fiction, how do begin and end, the context, where the story is set, narrative design, types of different characters as well as strategies for drafting and inspiration.

The book includes many inspirational drawings and maps to explain the content, but also to stimulate creative thinking. Further you can find many examples for stories from the author as well as of some people working in the field, including George R. R. Martin, Lev Grossman, Neil Gaiman, Michael Moorcock, and Karen Joy Fowler.

Jeff VanderMeer has written more than twenty books including novels and fiction anthologies. He has won many different fantasy awards and is the cofounder and assistant director of Shared Worlds, a unique fantasy and science fiction writing camp for teenagers.

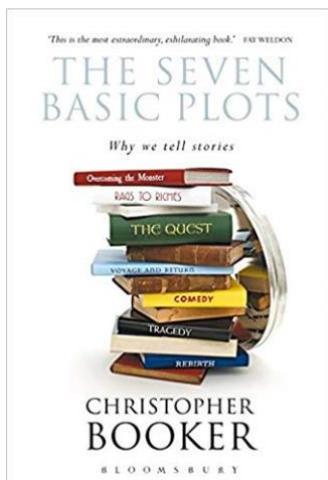
Pros:

It is a reading for people, who really want to dig deep into writing fantasy, horror, science fiction, magic realism or any absurdist or surrealist stories. It gives profound knowledge about the different steps to take and has beautiful, inspirational pictures.

Cons:

The book is quite heavy in size and content and it needs some time to get into it. It is not easy night reading. It is recommended to go through the book step by step from the beginning in order not to get lost. If you are not into fantasy then this book is not for you.

The Seven Basic Plots. Why We Tell Stories. Christopher Booker, Bloomsbury, 2006.



This book is a bit of a history book. In the first half the author gives a clear explanation of the archetypes that appear in the most fundamental stories and how they work together. He explains the 7 main basic plots, which are Overcoming the Monster, Rags to Riches, The Quest, Voyage and Return, Comedy, Tragedy and Rebirth.

In the second part he analyses stories through the ages according to this system, from ancient myths and folk tales

to literature and popular movies as well as TV soaps of the recent years.

It is an interesting read, if you like to read stories and want to understand the connection and changes over the years. The author also refers to why evolution has given the need to tell stories and he illustrates how story telling has been a mirror to mankind's psychological development over the past 5.000 years.

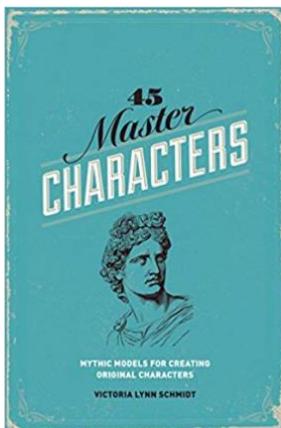
Christopher Booker writes for the Sunday Telegraph. He has been an author and journalist for nearly 50 years, and was the founding editor of the satirical magazine Private Eye.

Pros:

This book delivers the groundwork for stories and gives a very good background knowledge, when starting the work. If you are a writer it helps you to create your own stories keeping in mind the 7 plots. Further it triggers your imagination with all the examples it gives.

Cons:

At over 700 pages, this book is not a quick read and/or learning. You need to take the time to read the different stories.



45 Master Characters: Mythic models for creating original characters. Schmidt, Victoria Lynn, Writer's Digest Books. 2001.

The book gives you the possibility to explore the most common male and female archetypes, the mythic, cross-cultural models from which all characters originate (e.g. heroes, the best friend, the lover, the joker). They are explained with many examples from literature, television and film. The book is a guide on how to use the different archetypes as foundations for developing your personal unique characters. Great heroes and villains are necessary to bring a story to life. The author give insights into those little nuances that make a character more memorable or three-dimensional. When you start creating your characters, the book helps you to see more in-depth what a particular type of character could be thinking.

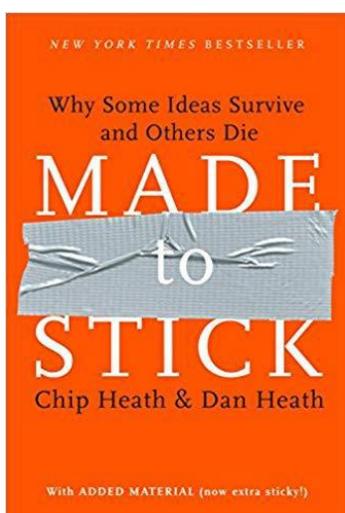
Victoria Lynn Schmidt was a screenwriter for film and television. Today she is an author and an instructor and also teaches at several Universities including Tiffin University where she uses 45 Master Characters to explore cultural archetypes.

Pros:

Good for writers who want to deepen their characters and want to move their story along.

Cons:

On 300 pages, this book offers a profound look at the different characters. It takes time to go through it.



Made to Stick. Why Some Ideas Survive and Others Die. Chip and Dan Heath. Random House. 2007

The authors explain why some ideas or concepts are memorable and interesting, in another word, 'sticky', and how to make your own idea sticky. The authors postulate that all sticky ideas are based on the principles of Simplicity, Unexpectedness, Concreteness, Credibility, Emotion, and Stories. They explain each of these in detail and with examples, showing how they are applied in stories. For example, they explain, based on

these ideas, why urban legends are sticky, using a popular urban myth: the business man who wakes up with his kidney stolen after a night in the hotel bar.

Chip Heath is a professor of organizational behavior at Graduate School of Business at Stanford University. His brother **Dan Heath**, a former researcher at Harvard, is a consultant and developer of innovative textbooks. They also write a regular feature for Fast Company magazine.

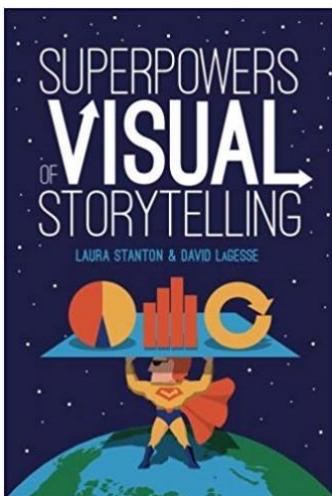
Pros:

This book can help to develop your message and to get your it across to your audience. The book is easy and fun to read.

Cons:

The book is very much business-focussed. The stories and examples may therefore not fit to everyone.

4. Reading examples: visual storytelling



Superpowers of visual storytelling. Laura Stanton & David LaGesse. LaVidaCo Communications. 2018.

The book explains in 60 pages, how you can break down a complex text through visuals and illustrations. In 10 chapters, you find examples and tips on presenting e.g. data on a timeline, statistics, looking from an external view and zooming in, relations of people or topics, small and big numbers as well as processes. They give several examples for each topic, which are all developed with the tools usually available on

any laptop or computer.

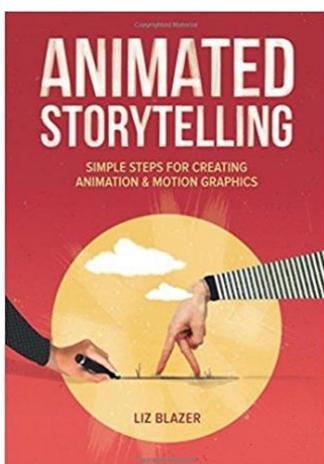
Laura Stanton is an artist, who specializes in turning complex stories into images. She worked for many US-newspapers. **David LaGesse** is a reporter and writer, who is bring understanding and life in exotic topic. They both are now working for LaVidaCo Communications.

Pros:

It is a small book, which is quick and easy to read and gives you ideas on how to illustrate complex topics and statistics. It is useful for everybody who need to present data in presentations, publications, brochures or on social media. It is also easy to use, as usually you have all the tools available on your computer.

Cons:

It is a book that gives you idea for illustrations, but it does not show you how to create them.



Animated storytelling. Simple steps for creating animation & motion graphics. PeachPit Press. 2016

This small book explains in 10 steps beginning with the pre-production and storyboarding, colour, sound and context, how you create an effective animated story. The last chapter gives you ideas on how to bring your animated story out, e.g. to film festivals.

In every chapter, you find examples of pictures or stories as well as tips on how to create them. Further there are exercises to put the theory into action. The author does not differentiate between animation filmmaking or the graphic design discipline, where the focus is more on branding and promotion, as she feels that the process is the same.

Liz Blazer is a filmmaker, art director, visual artist, designer and educator. She worked among others for MTV and Disney, as a development artist.

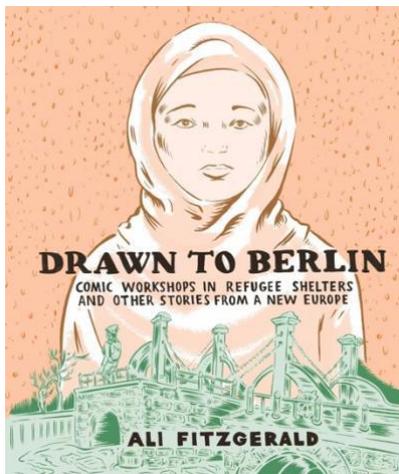
Pros:

The small book is practical guide to show you step by step how to create an animated story including tips and exercises. It is for beginners, who want to have a quick overview.

Cons:

If you are looking for tips how to draw or design – then this book is not for you.

5. Reading examples: visualisation techniques to empower and to raise awareness



Drawn to Berlin: Comic Workshops in Refugee Shelters and Other Stories from a New Europe. Ali Fitzgerald. Fantagraphics Books. 2018.

“In Syria I had friends and things to do, now all I have is time.”: With black and white images and biographical storytelling the graphic memoir “Drawn to Berlin” makes the uninformed understand the despair, life conditions, fears and hopes of the refugees who were stranded in Germany during the summer of 2015. On a different

level the book is an example of how drawing(s) has the potential to strengthen people in crisis.

The starting point: 2015 many adults, families and children have had to leave everything behind in war-torn Syria to look for shelter and asylum in the European Union. Having fled via the so called “Balkan-route” around 55,000 refugees are now registered in Berlin and many temporary refugee centers were set up. Ali Fitzgerald, an American artist living in Berlin, decided to help and set up a weekly comic workshop for refugees from Syria, Afghanistan and other countries. The workshop initiative is supported by a small comic

association from Berlin and Amnesty International. Only later Fitzgerald decided to share the story by drawing a graphic novel or “journalistic comic” as Fitzgerald names it.

“Drawn to Berlin” intertwines three narrative levels:

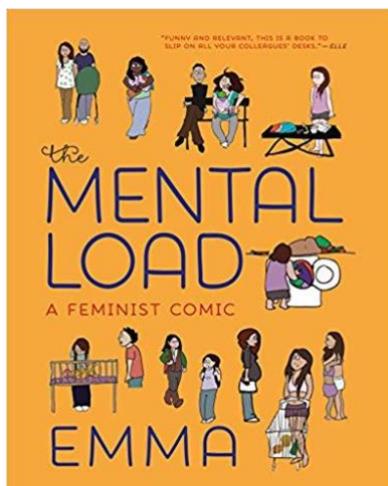
Ali Fitzgerald’s shaking experience as an art teacher for refugees. In this storyline images of loss, despair and violence alternate with careful pictures of optimism and beauty.

On the other hand Fitzgerald’s money-making job as an English teacher for businessmen catapults the artist regularly into a totally different world. On her way back and forth from her jobs Fitzgerald meanders through a globalized city where destitution and prosperity coexist.

Fitzgerald’s interest in the Nazi past city come contemporary refuge, that once was a trap for Jews and other people, who were desperate to flee the Nazi regime and depended on foreign countries willing to host them, represents the third plot.

Fitzgerald’s graphic memoir is personal, compassionate, intimate and shaking. It’s beautiful and sad at the same time and it shows us how grabbing a pen can create a universal language to bring people together.

Ali Fitzgerald lives in Berlin and is a regular contributor to “The New Yorker” magazine, where Fitzgerald writes and draws a monthly column called “America!”. Fitzgerald’s comic strips are also published in the “New York Times”, “The Guardian” and the “Berlin Quarterly”. 2016 Fitzgerald gave a keynote lecture on “Visual Storytelling as a Tool to Affect Social Change” at the “Lesbians who Tech Summit” in San Francisco.



The Mental Load: A Feminist Comic. “Emma”. 7 Seven Stories Press. 2018.

“When a man expects his partner to ask him to do things, he is viewing her as the manager of their household chores. The problem with that is that planning and organizing things is already a fulltime job...”

The author’s feminist thoughts about the “mental load” of women gained popularity when Emma decided to add some drawings to the above-mentioned dilemma. Thus, the making of the book “The Mental Load” is a good example on how pictures can increase the scope and strength of emancipatory thoughts. Very soon after the single comic strip “The Mental Load” went viral Emma was enabled to publish her first comic book.

The comic strip “The Mental Load” consists of several little illustrated stories drawn from her own or her friends’ experiences that are centered around feminism. A picture truly says more than 1000 words. Emma’s comic strips give you useful insights, feelings and perceptions you might have had as a female but never managed to pinpoint in a way as the cartoonist does.

Emma makes not only foreseeable topics such as discrimination at the workplace or double standards within domestic responsibilities an object of discussion. “The Mental Load” tackles a lot of issues that most authors would shy away from - for instance the objectification of women’s bodies in healthcare or domestic violence.

Emma is a cartoonist and computer science engineer from France and Emma is her pseudonym. She is a regular contributor to “The Guardian”.

More empowering graphic novels related to the target groups of visEUalisation:

Migration:

- Escaping Wars and Waves: Encounters with Syrian Refugees. Oliver Kugler. Penn State University Press. 2018
- Persepolis I & II – the story of a childhood and the story of a return. VINTAGE. 2006

The color of your skin:

- German Calendar No December. Sylvia Ofili and Birgit Weyhe. Cassava Republic Press. 2018
- Rosa Parks and the Montgomery Bus Boycott (Graphic History). Connie Rose Miller and Dan Kalal. Capstone Press. 2006

LGBTQI*:

- QUEER a graphic history. Meg-John Barker and Julia Scheele. Icon Books. 2016
- Super Late Bloomer: My Early Days in Transition an up and out collection. Julia Kaye. Andrews McMeel. 2018

Entrepreneurship:

- **Social Impact: Adventures in Entrepreneurship and Innovation.** Peter Frumkin, Suzi Sosa and Laura Guerin. University of Pennsylvania. 2017
- **Mission in a Bottle: The Honest Guide to Doing Business Differently-and Succeeding,** Seth Goldmann, Barry Nalebuff and Sungyoon Choi.Crown Business 2013

European Union:

- **Drawing Europe together, forty-five illustrators – one Europe.** Forword by Axel Scheffler. Pan Macmillan. 2018

Women:

- **The Trouble with Women.** Jacky Fleming. Square Peg. 2016
- **Women in Battle – Freedom, Equality, Sisterhood.** Marta Breen and Jenny Jordal. Hot Key Books. 2018

6. Imprint

This paper was written in the framework of the Erasmus+ Project “visEUalisation – How to develop innovative digital educational videos”. Authors and final editing: Irene Rojnik and Julia Braunegg from alp activating leadership potential (www.alp-network.org) Jan Schröder and Julia Keil from 2Kroner (www.2kroner.de)

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