Course C04
Drawing Ideas: visualization and design sketching
2 Units

Instructors:

Mark Baskinger, Assistant Professor, Carnegie Mellon University School of Design, *USA*
William Bardel, Information designer, *USA*

Benefits:
This course is about the collaborative processes and engaging tools you can use to be a better visual communicator during creative brainstorming and problem solving activities. During this course we will investigate the development of sketches, doodles, and handwritten notes that are the first expressions of great ideas and the road maps of how to get there. We will help you visualize their potential as we discuss a few of the ways to capture, organize and share them with others. At the end you will have a broader understanding of how to use visual communication in ways that will enable you to more effectively share your ideas with others.

Origins:
This course has its origins in lectures and papers presented by the instructors, along with their application in the working environment. Portions of this course were presented at workshops at product development firms, global consumer product companies, DUX 2005, IDSA Education Conference 2004, and are integral components in the Carnegie Mellon Design curriculum. Other portions of this course were developed through professional practice in the software development, architecture and design industries.

Features:
• Getting your point across: composition, persuasion and storytelling
• Visual taxonomies: Narration, representation, and organization-related sketching
• Collaborative visual brainstorming techniques

Intended Audience:
Participants need no prerequisite knowledge of the subject. This course is for both novice and seasoned professionals, introducing both basic themes and new approaches to sketching and notation. We recommend this course for:
• Individuals who present information to others as part of their working process
• Managers involved in problem solving or creative processes
• Designers and creative types
• Organizers, directors, collaborators, developers, and thinkers

Presentation Style:
Lecture with hands-on, collaborative sketching sessions

Instructors' Backgrounds:
Mark Baskinger holds an appointment as an Assistant Professor at Carnegie Mellon's

School of Design. His research focuses on how products communicate and form relationships with people through their behavior, form, and context. He has published papers on product language and methodologies of visualization, has conducted visualization workshops in conference and business contexts, and holds patents for products in the home. In addition to his appointment at CMU, he co-directs The Letter Thirteen Design Agency.

William Bardel has worked as an information designer at design, architecture and software companies. He has designed city and transit signage systems, annual reports, infographic diagrams, websites, dynamic information displays and statistic data visualizations. He holds a Masters of Design degree from Carnegie Mellon University, a BA in English from Kenyon College and studied information design at the Rhode Island School of Design. A portion of his writings on visual perception and depth cues is a chapter in the book "Mind Hacks", by the O'Reilly Press (2004).