

GRAPHIC FACILITATION FOR BETTER communication

Erasmus+ training course: 10–19 July 2015

Mangalia, Constanta county

“Graphic Facilitation for Better Communication” is a Devision project financed by the European Union through the Erasmus+ programme. The content of this brochure does not reflect the official opinion of the European Union. Responsibility for the information lies entirely with the author(s).

For more materials on communication, graphic facilitation and public relations for NGOs please read our website:

www.communicationpr.com

or this page from one of our previous Erasmus+ projects:

www.facebook.com/communicationprcom?ref=hl

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Introduction:

A picture is worth a thousand words – we are sure you heard or used this phrase at least once. We tend to pay more attention when we see images or drawings. They are like a language that one can use to structure or to better explain complicated things in a workshop, to attract people's attention during meetings or training courses or to make the abstracts more touchable during conferences.

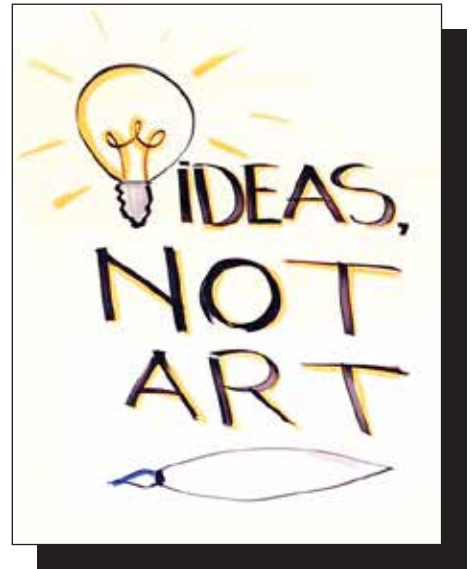
Devision Association is implementing educational projects for young people. But, moreover, we are trying to help NGO's all over Europe to understand the importance of communication in their activity. Only understanding verbal communication is not enough when transmitting an impactful message, we implement an Erasmus plus project whose purpose was to help youth workers use graphic facilitation in order to better communicate.

We learn how to draw but
graphic facilitation is not about art,
it is about ideas.

This brochure was made by our 21 smart and creative participants from Romania, Great Britain, Lithuania, Italy, Bulgaria and Spain.

We hope it will be a useful tool for all of you and please do not forget that:

*Graphic facilitation
can help us to
communicate
better!*



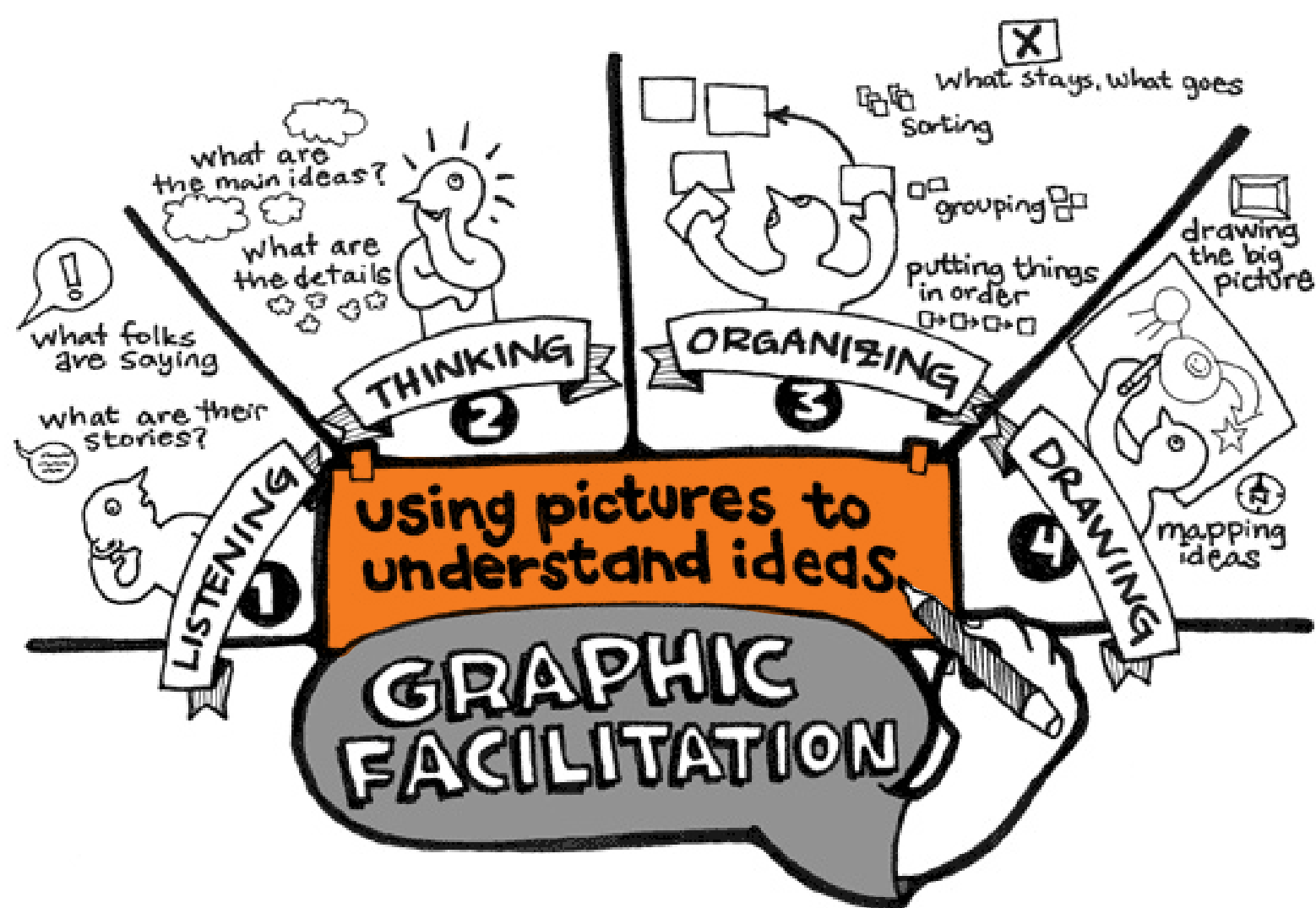


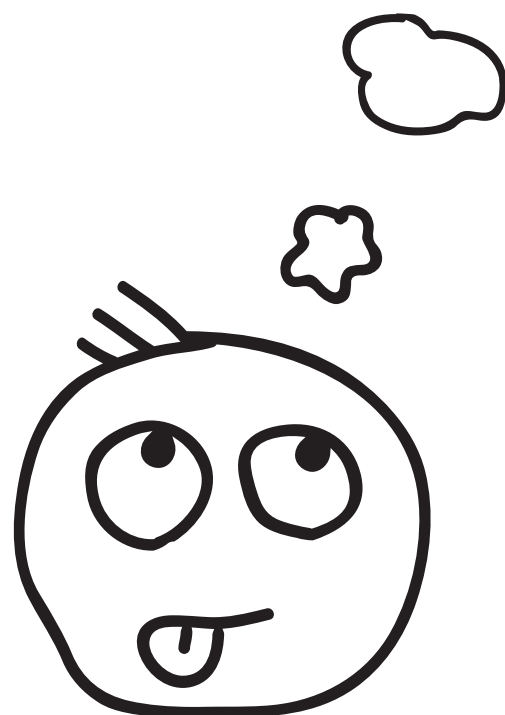
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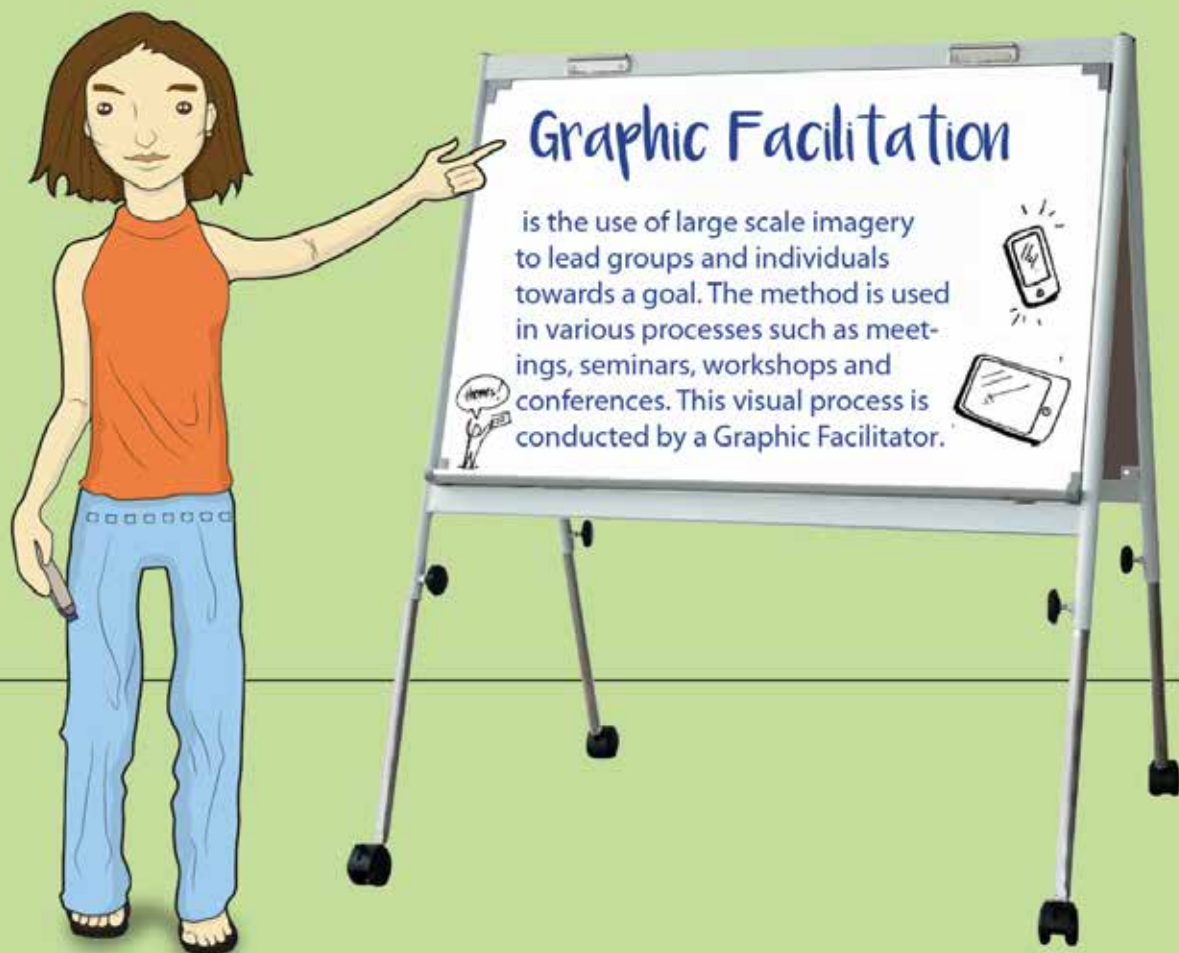
Part One: What is Graphic Facilitation?

Graphic facilitation is the process of using words and images to create a conceptual map of a conversation.

A **graphic facilitator** is the visual (usually silent) partner to the traditional, verbal **facilitator**, drawing a large scale image at the front of the room in real-time during a speech or presentation.

According to Wikipedia the early field of Graphic Facilitation was named “Explicit Group Memory” by Facilitator Geoff Ball, who “discovered” that a shared picture supported group learning or more importantly – a lasting memory in the group.





Graphic facilitation means using drawings and symbols to improve communication by helping people to better understand and remember what they see and hear.

A Graphic Facilitation Retrospective by Graphic Facilitator David Sibbet tells the story of these early pioneers in the field who were inspired by architects (with understanding of large imagery), designers, computer engineers (who started to cluster information in a new way), art and psychology. He describes that what at a glance “just” looked like graphics was so much more: “It was also a dance, and storytelling, since the facilitator was constantly in physical motion, miming the group and its communication with movement, as well as commenting on the displays.”

What is a Graphic Recorder? Graphic Recorders are artists who listen to a speaker and transcribe the information in a visual manner. Graphic Recorders can work as a recording services for summaries of the key messages of speakers at conferences, or executives or leaders to graphically facilitate for strategic planning and company visioning.

The terms Graphic Facilitator and Graphic Recorder are often used interchangeably by those practicing the technique, which can occasionally cause confusion amongst those looking for a professional in the field for hire.

Part Two: How to Start

- **Simply start drawing** – grab a pen and start drawing.

It does not matter if it is on a sheet of paper, on your shopping list, on your pocket calendar. All you should have in mind is that drawing is fun. Remember when you were in kinder garden or in school and you enjoyed drawing all sorts of figures everywhere.

- **Forget about “art”** – it is important to stop being a perfectionist. Forget everything you learned in school, forget about people telling you you were not talented, forget about those who told you that you cannot draw. Everybody can draw. Graphic facilitation is not about art or making the perfect symbols or drawings, it is about transmitting the right message by using pictures. Focus on creating “picture words”, not works of art.

- **Ignore unnecessary details** – it is not important the space, the color of the pen, the paper, it is important to start drawing and “saying” things through your drawings.

SIMPLY
START
DRAWING!



Part Three: Most important ingredients of graphic facilitation.



There are many tips and tricks you can use to be successful at graphic facilitation, these are some of the most basic ways to improve your visual communication...



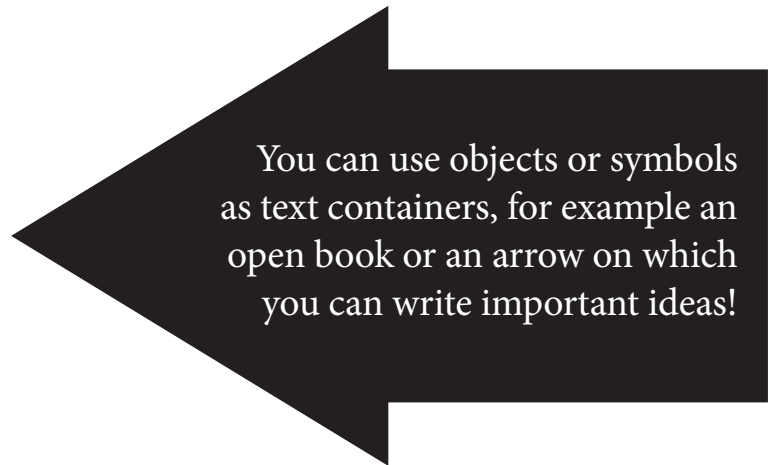
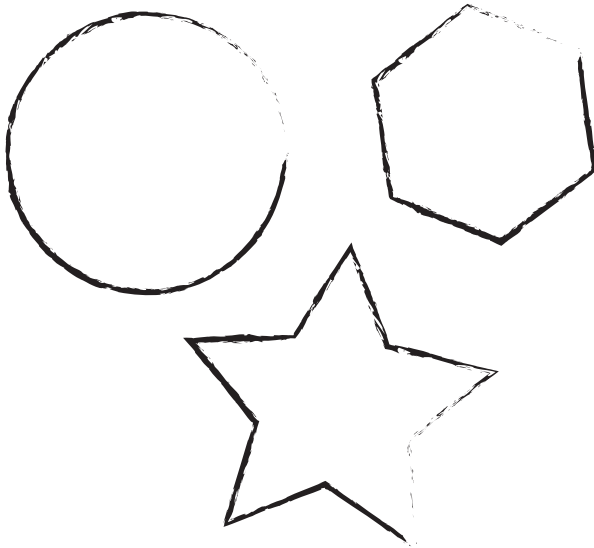
Text borders

We use text borders to emphasize a statement or a content that is important.

Headings, longer texts, quotes or rules can be highlighted using text borders of all shapes and sizes (square, cloud, circle, etc).



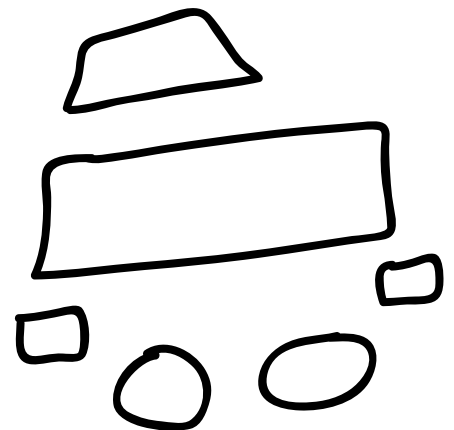
Text goes in here!



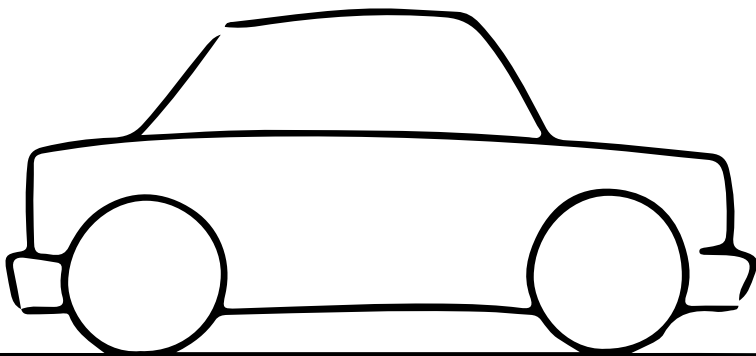
Objects

People believe it is difficult to draw dogs, elephants, wine glasses, buildings or trucks, but it isn't. We just need to focus on the simple pictograms that we can draw to express these everyday objects.

If you can draw a triangle, a square and a rectangle, you can draw anything. You do not have to draw the perfect conference room or the perfect cat, you just have to draw an object people understand to be a cat.



For example, if you want to draw a car, you can use a rectangle, two circles and one triangle and you have the car!








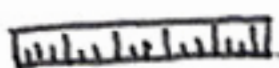





Try drawing objects with using the geometrical figures that you know how to draw. It is very simple to use graphic facilitation and to draw pretty much anything if you use this rule so do not complicate your life unnecessarily.

Let's see some things that we can draw very easily using the things we already know how to draw.



 <p>Horizon</p>	 <p>Lightbulb</p>	 <p>Lightening</p>
 <p>Exclamation</p>	 <p>Person</p>	 <p>Money</p>
 <p>Burst</p>	 <p>Ruler</p>	 <p>World</p>



idea, thought,
innovate



heart, compassion,
love, tenderness



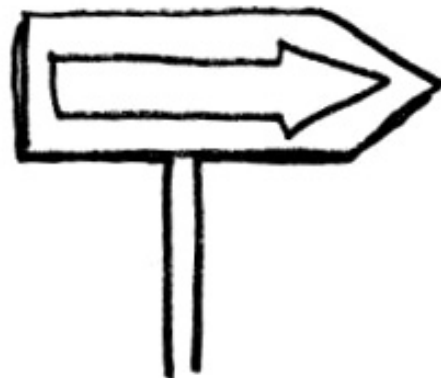
paper, notes,
documents



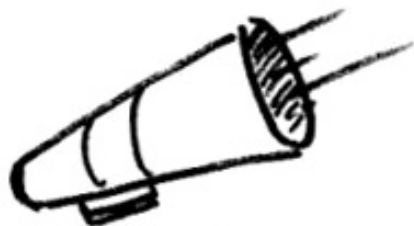
time, ticking,
hour, minutes



computer, laptop,
internet, browse



direction, this way,
one way, here



communication



see, vision,
look



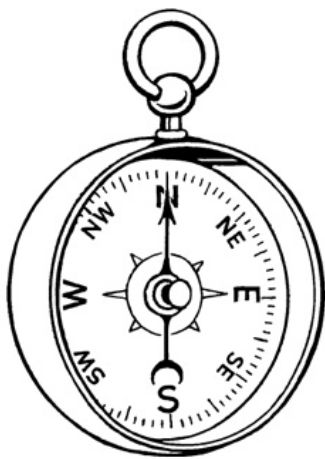
Symbols

Symbols are usually objects that we use to explain abstract concepts which cannot be shown through pictures. For example, a light bulb rarely represents electricity in visualization, it is more a symbol of ideas, creativity. It is important to use symbols when we want to clarify subjects, moods or statements.

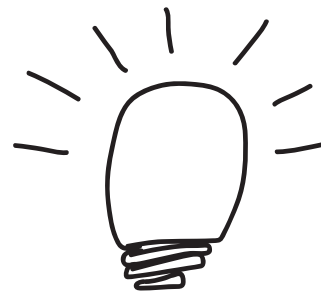
Symbols are objects loaded with meaning and are important means of communication in our visually influenced world. The heart represents the love, the compass orientation, the light bulb creativity – we share a common understanding of these symbols and we can make use of them in our graphic facilitation process.

It is important to get the combination and the arrangement right and remember that your imagination has no limits.

Also, keep in mind that it is often true to say that less is more. You can produce a decent flipchart poster by drawing a frame in black and then putting a clear symbol in the centre at the top.



orientation



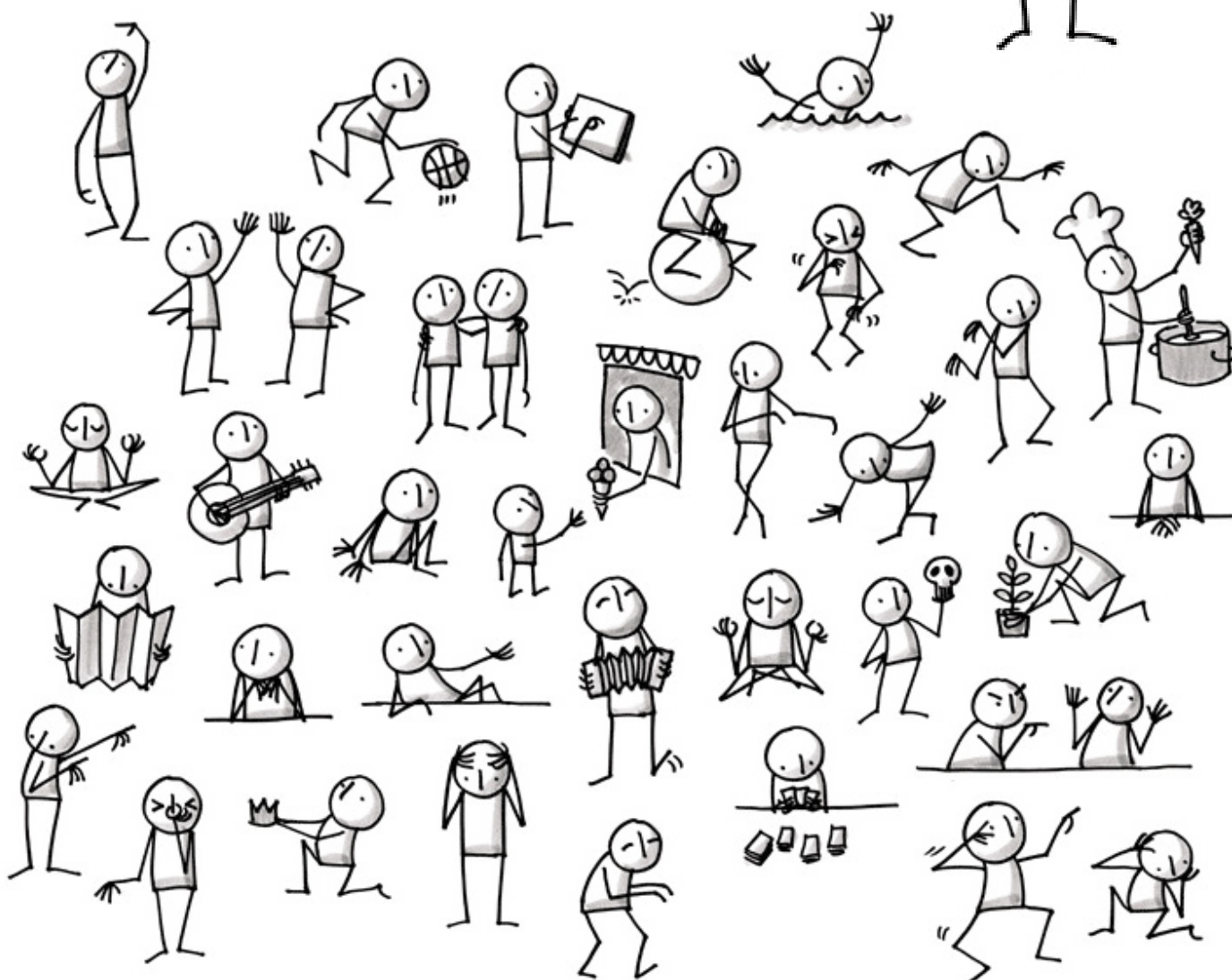
Welcome
to the
Ideas & Creativity
Seminar

Figures

Figures play an important role in the world of visualization. They carry out actions and act as placeholders for individual, teams and groups. Little figures can be easily used to present complex processes and situations and that is why it is hard to imagine visualizing without them.

By learning standard figures of various styles (star people, different professions, women, men) we can use them to explain more complex situations. The figures can be reduced to a bare minimum or they can be given facial expressions or other things that you consider useful for your message. It is not about producing a realistic representation, instead it should be a situation or statement which is apparent from the first glance. This can normally be conveyed with a specific body posture or gesture.

It is very effective to combine figures with symbols in order to emphasize movements, emotions and so on.



Part Four: 7 Tips for Better Graphic Facilitation

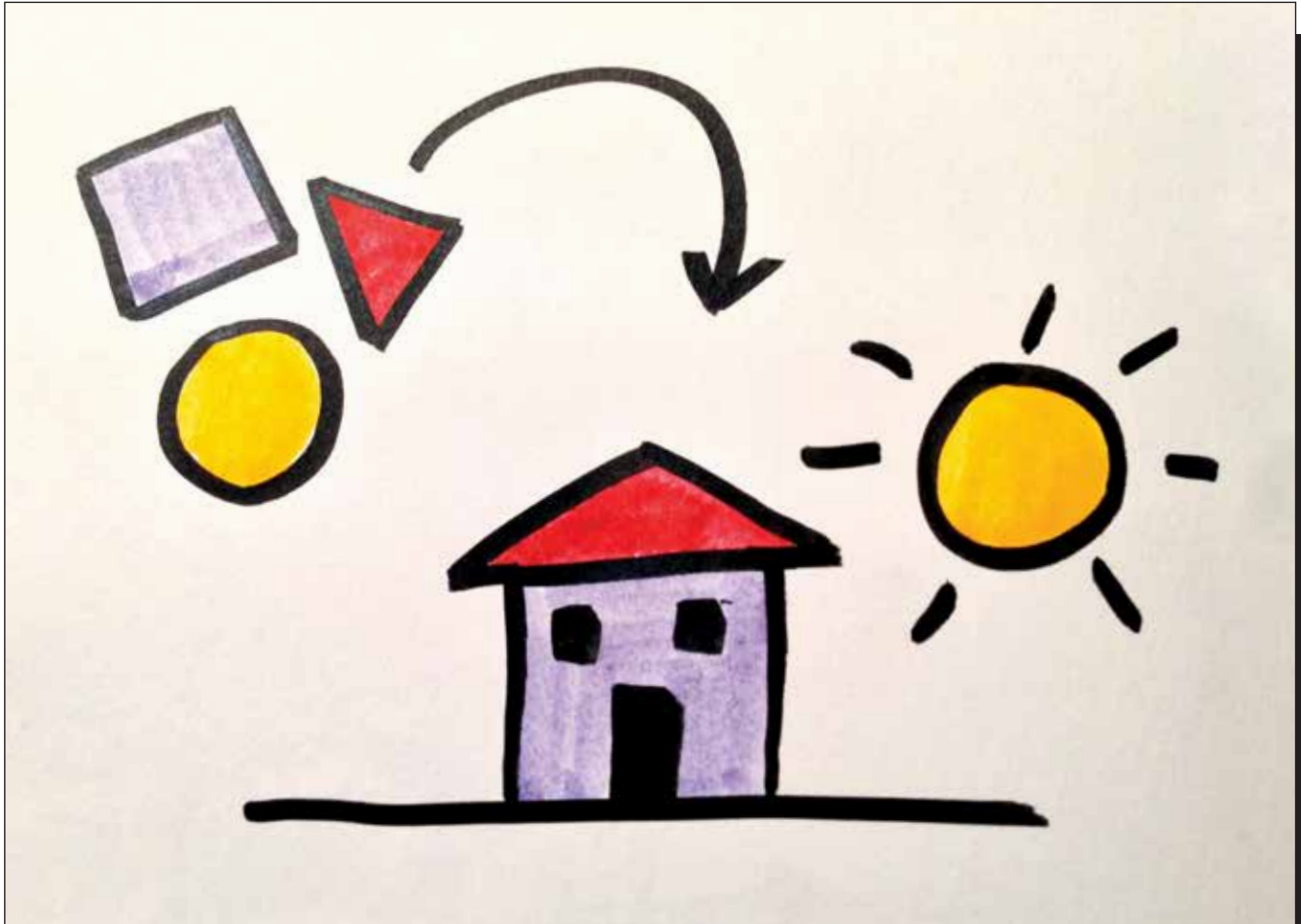
Everybody can draw. It is not about talent; it is about practice, determination and will. We believe everybody can use graphic facilitation in order to better deliver messages, communicate, work better in teams and do better projects.

In order to use graphic facilitation to its biggest potential, we, the 23 participants in Graphic facilitation for better communication, have 7 tips for you...



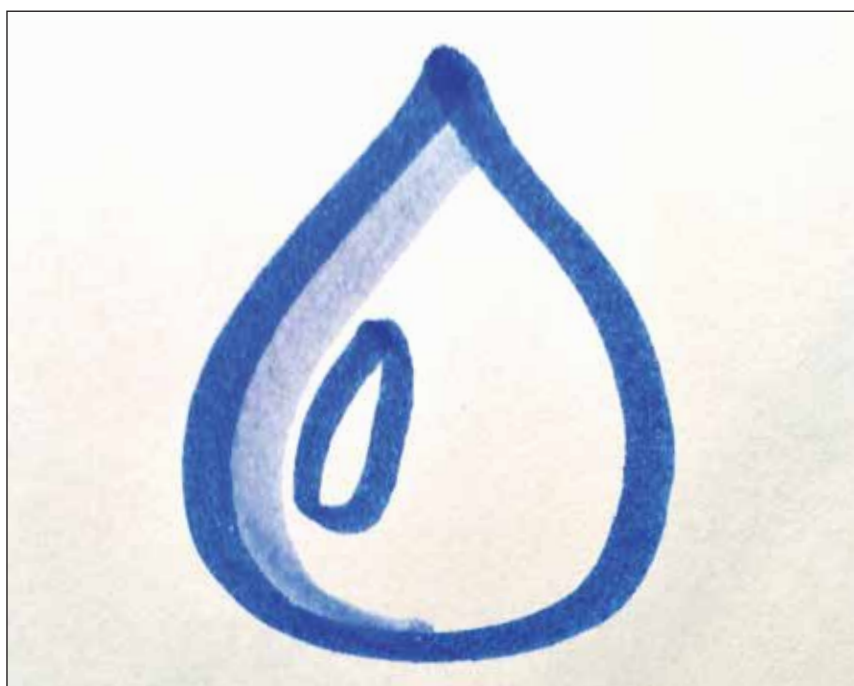
Number One – Confidence

Have faith in yourself. It does not matter whether you are speaking, drawing, writing or communicating in another way – always have confidence in yourself and in what you are trying to get across. If you believe in yourself and in your message others will believe in it too. You will also have more fun!



Number Two – Simple

Have faith in yourself. It does not matter whether you are speaking, drawing, writing or communicating in another way – always have confidence in yourself and in what you are trying to get across. If you believe in yourself and in your message others will believe in it too. You will also have more fun!



Number Three – Clarity

It is important to not try to communicate too much. Keep your message short and it will be easier for your audience to understand and to remember. Try to avoid too much drawings as it can cause a confusing message.

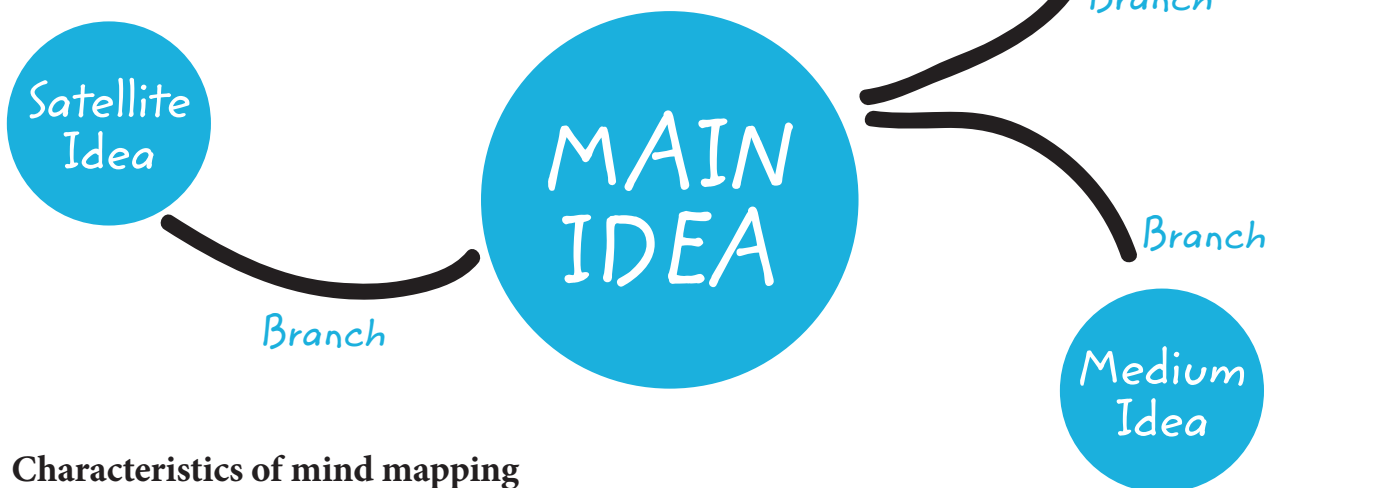


Part Five:

How to Make a Mindmap

Mind mapping is a highly effective way of getting information in and out of your brain. Mind mapping is a creative and logical means of note-taking and note-making that literally "maps out" your ideas.

All mindmaps have some things in common. They have a natural structure that radiates from the centre and they use lines, symbols, words, colours and images to illustrate simple, brain-friendly concepts. Mindmaps convert long lists of monotonous information into a colourful, memorable and highly organized diagram that works in line with your brain's natural way of doing things.



Characteristics of mind mapping

- The main idea, subject or focus is crystallized in a central image.
- The main themes radiate from the central image as 'branches'.
- The branches comprise a key image or key word drawn or printed on its associated line.
- Topics of lesser importance are represented as 'twigs' of the relevant branch.
- The branches form a connected nodal structure.

Basic rules:

- Use colors consistently
- Think about organization of space
- Use pictures, symbols and arrows
- Be clear and consistent
- Link ideas in bubbles with lines and arrows
- Be creative

INTRO

record of a
brainstorm

BASIC RULES

- use colours consistently
- think about organisation of space
- use pictures, symbols and arrows
- be clear and consistent
- link ideas in bubbles with lines and arrows
- be creative

visualisation
of ideas

simplified
representation
of ideas

plan

MIND MAPPING



Example topic
goes here

Subtopic

Subtopic

Subtopic

(hard
link)

Topic is the
main idea

(soft link)

Subtopic is
an idea or
concept
related to the
topic



Useful resources

<http://onlinefacilitation.wikispaces.com/Visual+Work+and+Thinking>

Sketchnote Handbook Video Edition, The: the illustrated guide to visual note taking,
by Mike Rohde

<http://www.loosetooth.com/>

Learning Graphic Facilitation - 7 Elements by Bigger Picture

<https://www.youtube.com/watch?v=S5DJC6LaOCI>

<http://graphicfacilitation.blogs.com/>

<https://www.facebook.com/groups/2708716559/>

<http://eu.neuland.com/literature/specialist-books/bikablo.html>



Thank You

Special thanks for all those who made this possible...

European Commission - http://ec.europa.eu/index_en.htm

Erasmus Plus - <http://www.erasmusplus.ro/>

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Paul Dumitru – pauldumitru.ro

Oana Rizescu - www.facebook.com/ASK-Yourself-1670907299787991

And the wonderful 21 youth workers from 5 countries...

Javi, Ray, Sheila, Mindaugas, Goda, Gintare, Luca P., Luca M., Ilaria, Sara, Georgiana, Amelia, Alexandru, Gabriela S, Gabriela P, Emil, Denica, Tom, Paul, Alistair, Drew.





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Switch on your potential