

HOMework

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Each of the Modules in the [Drawing for Work online course](#) includes three homework tasks. By taking one Module per week, and spreading the homework tasks throughout that week, you can put what you learn into practice, to get the most out of this course.

There are three types of homework tasks per Module:

- Daily Discipline - Spend 10-15 minutes per day drawing, and build your muscle memory, visual vocabulary, and confidence
- Find the Framework - Hone your powers of observation and pattern recognition, so that you'll instantly know which framework to use for whatever business information problem arises
- Steal like an Artist - Learn from how others do it, and develop your own style along the way, by copying their visuals and style

MODULE 1

DAILY DISCIPLINE



- ①
- ②

② | 0 | ⊙ ? HOW MANY WAYS CAN YOU FIND?
- ③
- ④
- ⑤

10-15' / DAY

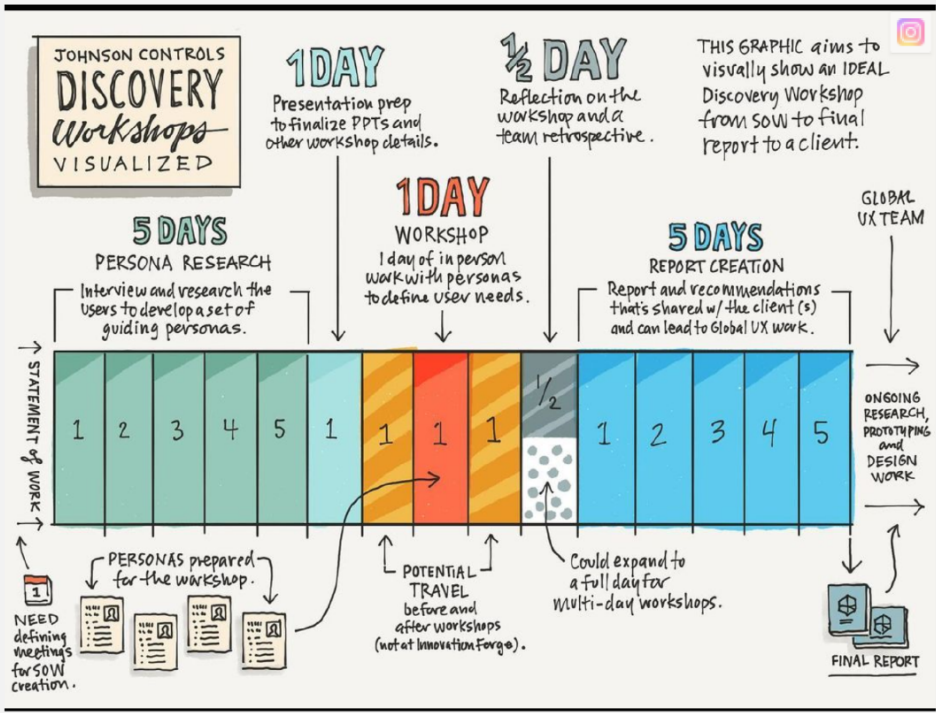
FIND the + FRAMEWORK

DEVELOP AT LEAST THREE DIFFERENT 2x2s. INSPIRATION MAY INCLUDE:

- + YOUR BOOKSHELF
- + YOUR NETFLIX HISTORY
- + YOUR KITCHEN APPLIANCES
- + YOUR GARDEN
- + YOUR FAVORITE SPORT OR TEAM
- + PEOPLE AT THE LOCAL PUB

STEAL LIKE AN ARTIST

RECREATE THIS MASTERPIECE



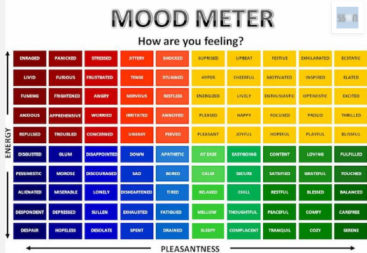
MODULE 2

DAILY DISCIPLINE



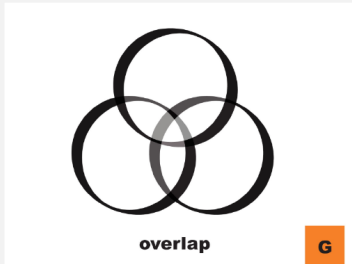
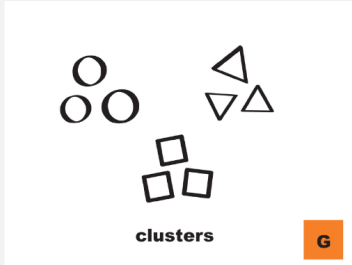
10-15'/DAY

- ① ...
- ② ...
- ③ ...
- ④ ...

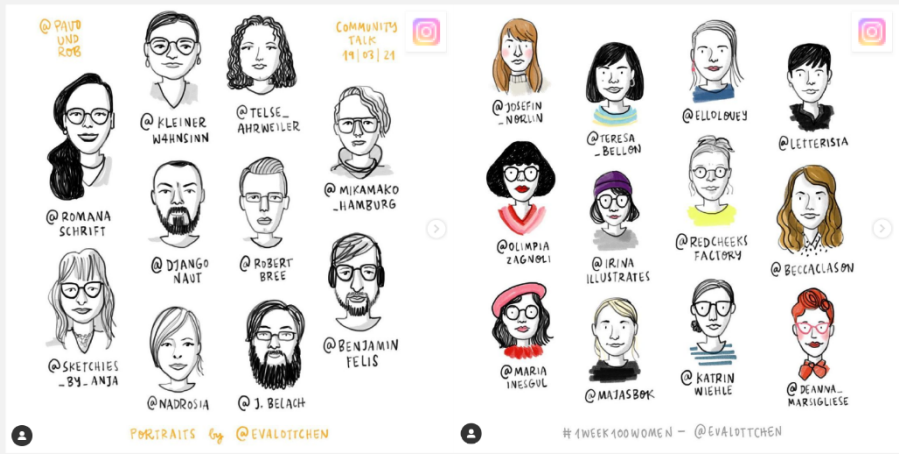


FIND the FRAMEWORK

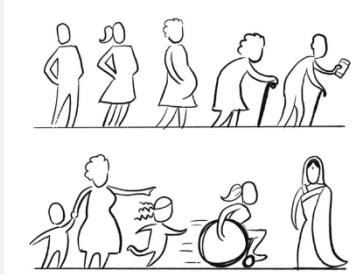
GROUPINGS Depict affinities, categories, and comparisons - Nodes without explicit connections, order or sequence. Meaning is derived from their individual properties and spatial relationship to each other. This week's homework is to find two examples of random collections - maybe something from your 2x2 - and take them through the framework sequences below: **Random - Clusters - Overlap**



STEAL LIKE AN ARTIST



CUES FOR DIVERSITY

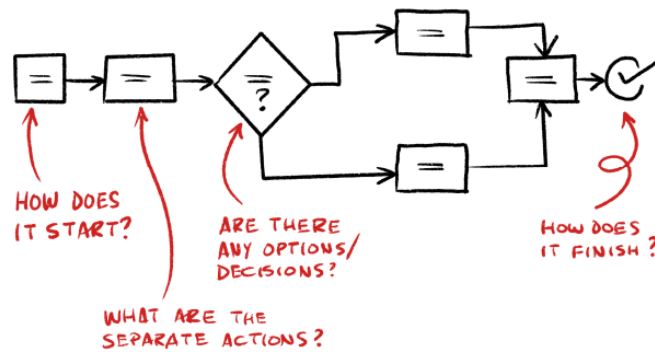


MODULE 3

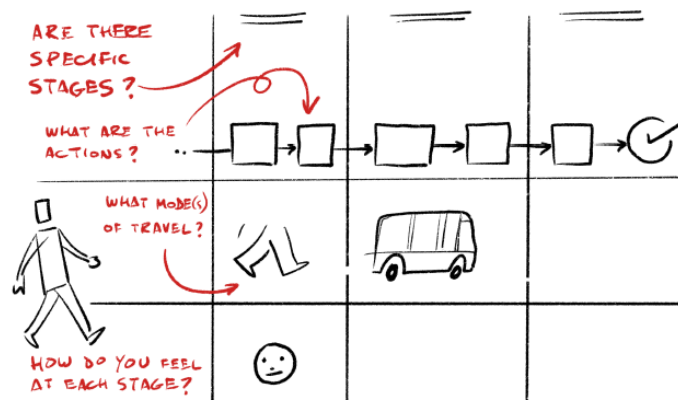
DAILY DISCIPLINE

Each day choose a process or flow to draw, from the examples below. For each one, think about - and then draw! - how you could show the sequence being faster or slower. What could you add to represent something that is a catalyst to make part (or all) of it go faster? What could you add to represent something that would make it go slower?

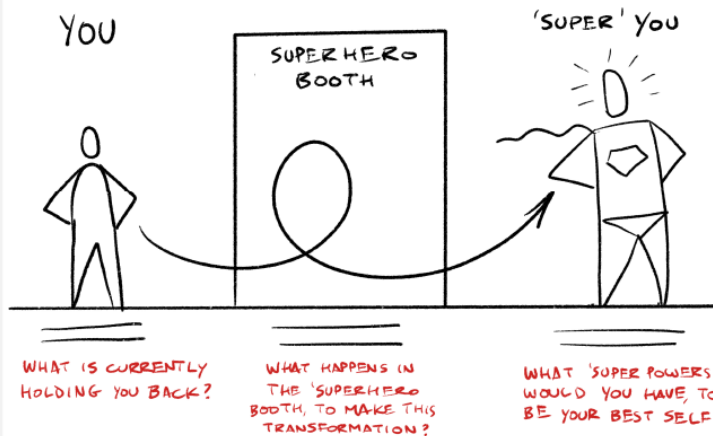
MAP A PROCESS AT WORK



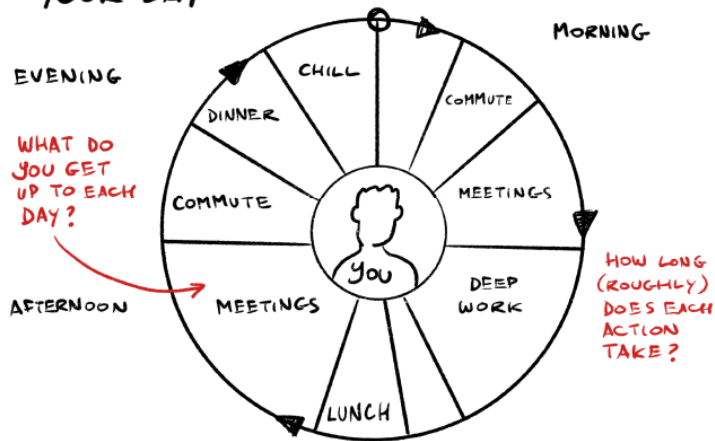
DRAW A JOURNEY MAP OF YOUR COMMUTE TO/FROM WORK



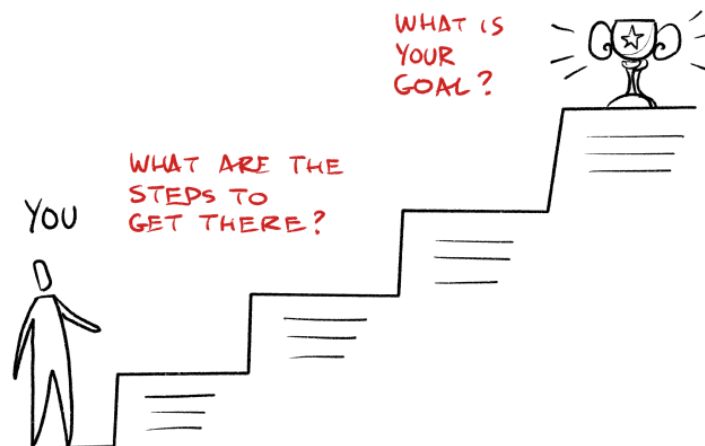
DRAW A TRANSFORMATION



DRAW A GENERALIZED CYCLE OF YOUR DAY



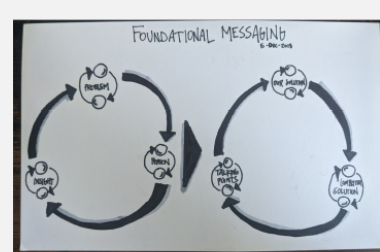
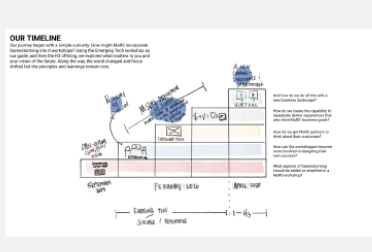
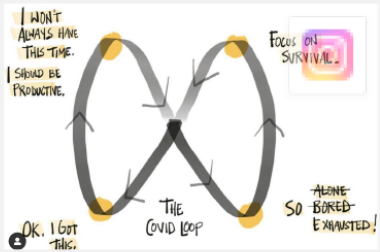
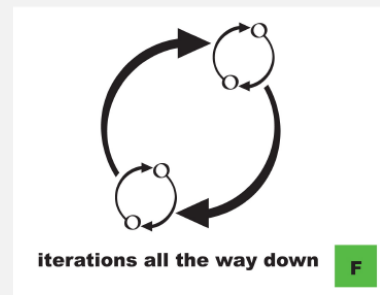
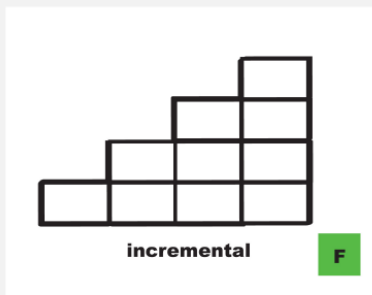
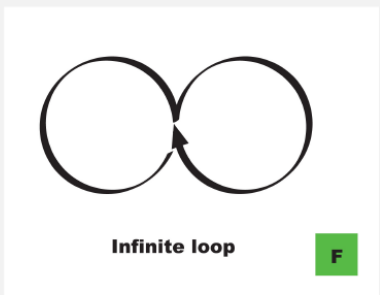
DRAW A PROGRESSION OF STEPS TO ACHIEVEMENT



FIND the FRAMEWORK

Flow frameworks connect nodes in flows of varying complexity and derive meaning from Order. Flow frameworks are a good choice when you want to visualize a process (e.g. Project Lifecycle), analyze behavior (e.g. Customer Journey), clarify instructions (e.g. Employee Handbook).

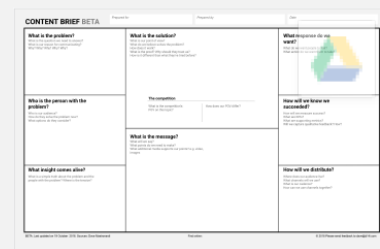
Find & diagram three Flow Frameworks this week. Inspiration may come from any repetitive behavior in your personal (e.g. your morning routine) or professional (e.g. hiring and onboarding process).



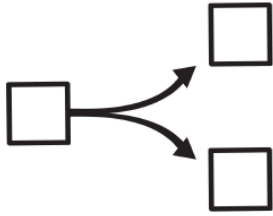
A few weeks into COVID 19 hibernation, I noticed a recurring pattern. I would alternate between high-energy productivity and low-energy feelings of isolation and exhaustion. Mixed media messages appeared to amplify each state which I moved through every 2.5 weeks or so: The COVID Loop

Another common loop organizations experience: Chaos - OK, let's slow down - We're going too slow - OK, let's speed up

I find this Flow Framework often. In this instance, I used it to re-establish the requirements for a Workshop Diagnostic presentation I was about to share with the client. The X-Axis depicts time while vertically we show the layered requirements. It helped remind the client what was in and out of scope + an excellent introductory frame to the presentation.

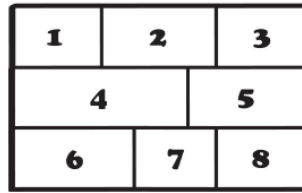


In a marketing leadership role I developed a Brief to standardize inbound content requests. After completing the brief myself, I found the best results came from iterating on the Problem topics (left) and again on the Solution topics (middle). I used Iterations All the Way Down to show colleagues how to get the most from the brief format.



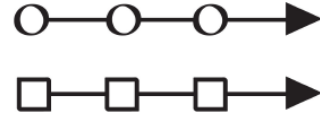
broadcast/divide

F



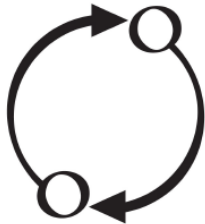
sequence

F



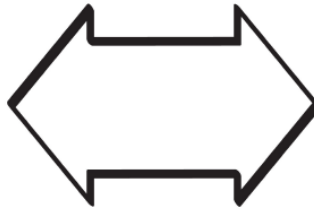
parallel flow

F



lifecycle

F



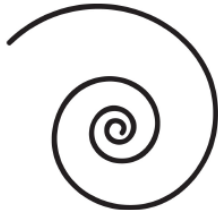
spectrum

F



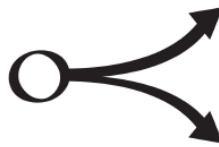
sankey

F



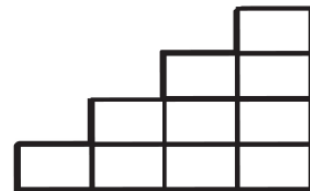
spiral

F



branching paths

F



incremental

F



Infinite loop

F



linear flow

F

STEAL LIKE AN ARTIST

Here is a range of storyboards and comics that demonstrate the sorts of elements and storytelling we've been looking at in this module.

Try to recreate as many of these as possible. If some parts are too difficult or complex, feel free to simplify, or draw in your own way. And if they're too small, feel free to see the originals (links provided). As you draw, think about how the elements come together as a whole.

What do you notice about staging, foreground/mid ground/background? What do you notice about spacing, texture and framing? What do you notice about mood and style?

Alex Norris: Webcomic Name



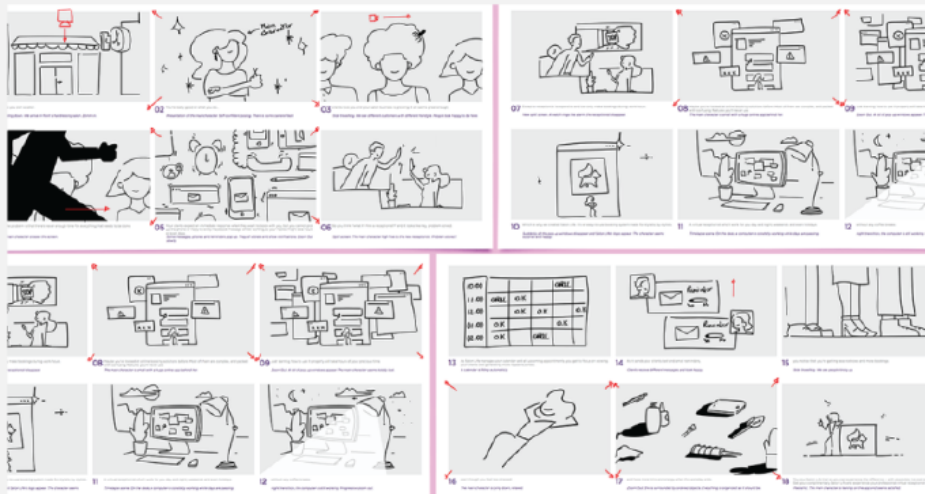
UX Design Storyboard from [UX Storyboard Creation: A Complete Guide For Beginners](#) (Luca Morvian)



Video Storyboard from
[How To Effectively Storyboard An Explainer Video](#)
 (Ernest Bio Bogore)



Video Storyboard from
20 Storyboard Examples For Different Uses of
Storyboarding [Apps, UX, Animation, Commercials]
 (graphicmama)



MODULE 4

DAILY DISCIPLINE

Practice your lettering: UPPER CASE, lower case and DOUBLE CASE (this is an easy way to begin block lettering). Font size denotes hierarchy and navigation. When would you use each style?

Practice Practice Practice
A B C D E F 10' 20' 30' **a b c d e f g** 10' 20' 30'

10-15'/day

① A B C D E F
 G H I J K L
 M N O P Q R
 S T U V W
 X Y Z

② A B C D E F
 G H I J K L
 M N O P Q R
 S T U V W
 X Y Z

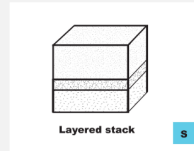
③ a b c d e f
 g h i j k l
 m n o p q r
 s t u v w
 x y z

FIND the FRAMEWORK

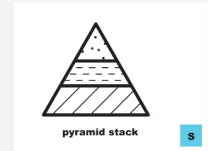
STRUCTURE frameworks build on **GROUPINGS** by elevating relationships to a primary element. This week's homework is to find four **STRUCTURE** frameworks.



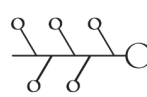
Inside Peek S



Layered stack S



pyramid stack S



Ishikawa diagram S



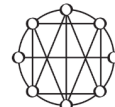
Fishbones



pearl necklace S



ring network S



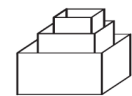
circular relationships S



star network S



concentric circles S



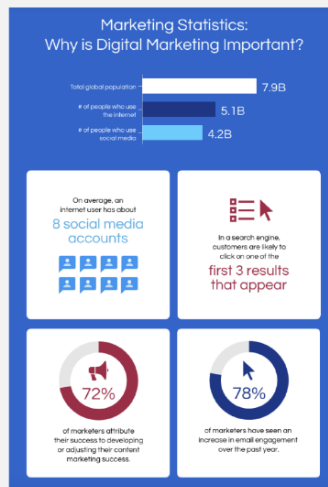
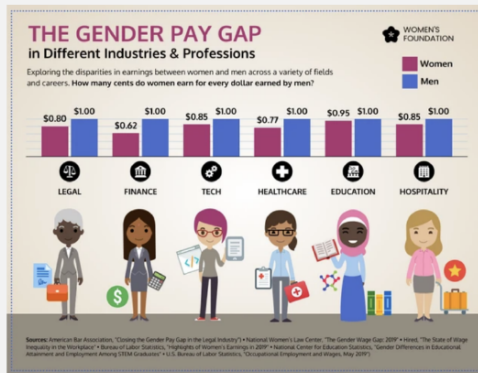
nested hierarchy S

STEAL LIKE AN ARTIST

Here is a range of **infographics with different layouts**, that demonstrate the sorts of elements and Gestalt principles we've been looking at in this module.

Try to deconstruct each of these by redrawing them as sets of panels and 'wireframe' elements.

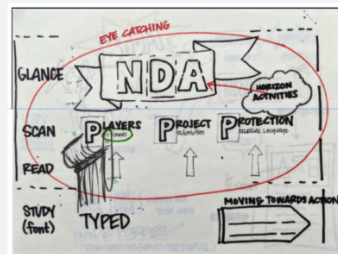
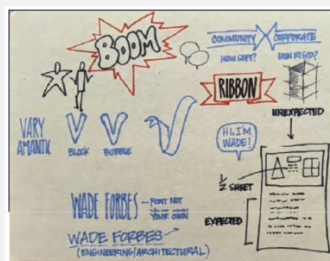
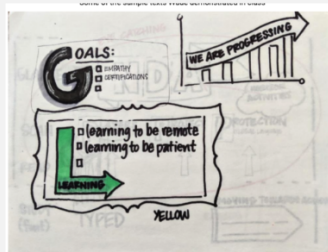
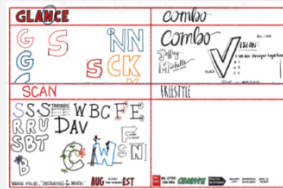
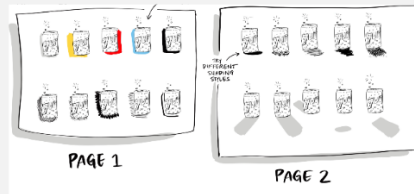
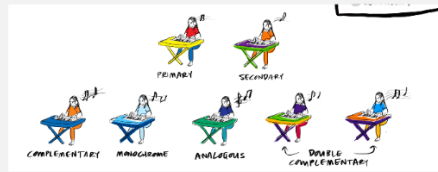
As you draw, think about how all the various elements work together as a whole. What sort of underlying grid do you see? What sort of hierarchy is there (with both text levels and images)? How do the elements lead your eye throughout each piece? What do you notice about contrast, repetition, alignment and proximity of various elements?



MODULE 5

DAILY DISCIPLINE

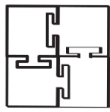








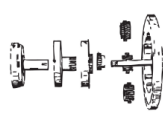
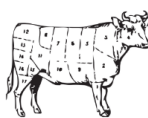

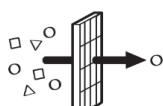
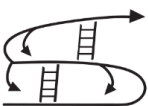
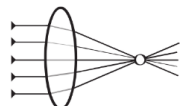

Each new day, go back and look for ways to enhance not just your 11x17" but anything you've drawn to this point. Look to add punctuation and polish - make them more interesting. Enhance the message. Catch the observer's attention. Tell a better story. Use color, callouts, shading, motion, fonts. Going back to older drawings will surely inspire updates and improvements.



↓

FIND the the
FRAMEWORK

METAPHOR frameworks describe one thing by visualizing another; meaning is implied. This week's homework is to find three METAPHOR frameworks.

 collective identity Mg	 collective action Mg	 xray Ms
 missing piece Ms	 iceberg Ms	 funnel Mf
 obstacle course Mf	 bridge Mf	 cloud M
 exploded view Ms	 butcher view Ms	 anatomy Ms
 filter Mf	 chutes & ladders Mf	 converge Mf
 transform Mf		

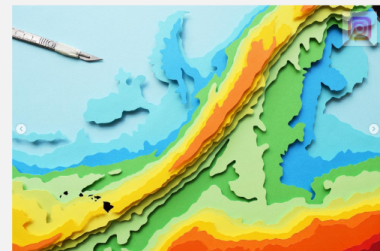
STEAL LIKE
AN
ARTIST

Editorial illustration is a style of artwork that sits alongside a text in a magazine, journal, newspaper or online platform with the intention to reflect and build on the words in order to convey an idea or theme

[Jon Contino](#) is the Chief Creative at [@continostudio](#) & [@ugglybooks](#). He specializes in font-related work.

[Owen Gildersleeve](#) is a multi-award-winning artist known for his expertise in handcrafted illustration, captivating set design, and visionary art direction.

[Eva Bee](#) is an illustrator based in the UK, working for a diverse range of clients across editorial, publishing and advertising. Her work incorporates hand-rendered line work produced with ink pens, which is then scanned in and coloured on the computer, using my own textures and brushes.



MODULE 6



We've explored six modules' worth of different drawing styles, techniques and activities to build capability.

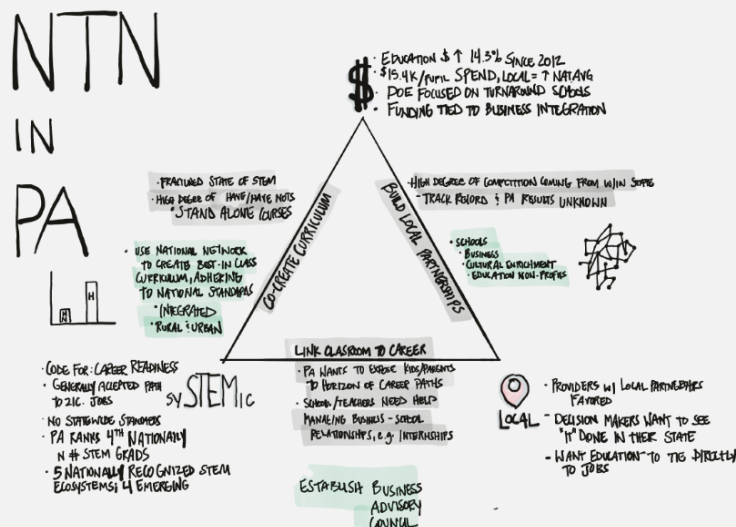
This module's Daily Discipline homework: **define** and **schedule** the Daily Discipline that will serve as the foundation for your continued practice now that this course is coming to an end.

You have enough experience to know what you need to work on and how you might expand your style.

What will you do for 10 - 15 minutes each day to keep your practice going?

FIND the FRAMEWORK

The Triangle provides a base from which we can improvise. The best way to improve improvisation is practice. **Improvise three triangles** this module; inspiration can come from anywhere: books, articles, podcasts, TEDTalks, presentations, movies, neighborhood observations.



• TEXT NOTES

• LABEL & RELATIONSHIPS

• ANCHOR IMAGES

• CALLOUTS : HIERARCHY

• POLISH: COLOR : SHADE

STEAL LIKE AN ARTIST

These visuals were created for the Social Business Journal and produced by Dachis Group. In the Napkin Sketch - Blueprint - Illustrated process, these are Illustrated. Which is not the point of this exercise. The storytelling is apparent - notice frameworks used in each: process/journey in the first and comparison/differences in the 2nd. They both employ many of the elements we've discussed in class: anchor images, callouts, hierarchy, descriptive but brief text, color and shading to pop. And they're both 11x17" !

