



# the Sketchnote WORKBOOK

→ ADVANCED *techniques* FOR TAKING ←  
VISUAL NOTES YOU CAN USE *anywhere*



by **MIKE ROHDE**  
author of *The Sketchnote Handbook*

## PRAISE FOR *THE SKETCHNOTE WORKBOOK*

.. ————— ..

“The practical lessons in *The Sketchnote Workbook* make it easy and fun for anyone to leverage visual note taking to help them remember more, communicate better, and develop ideas more completely.”

— Todd Henry, author of *Die Empty*

“If you want to succeed in capturing and communicating your ideas, you need to read this book. Because it’s not merely a book: It’s a blueprint for a new way of thinking, and it’s fantastically useful.”

— Daniel Coyle, *The New York Times* best-selling author of *The Talent Code* and *The Little Book of Talent*

“Mike has created a resource that will inspire anyone to take their doodling to a new level and begin using sketchnoting in every aspect of their lives. After reading this book, I know my recipe cards and travel journals will never look the same again!”

— C.C. Chapman, author of *Amazing Things Will Happen*

“Mike Rohde wants you to understand a simple idea: Drawing aids thinking. Or, even better, drawing IS thinking. I fully agree with him: Pen and paper amplify our thinking when we use them to record what we see, and to reflect on what it means.

This book, as its predecessor, *The Sketchnote Handbook*, will not just make you a better artist, it’ll make you a better thinker.”

— Alberto Cairo, author of *The Functional Art*

“I present information as narrated visuals so Mike’s approach makes a lot of sense to me. Visuals are key to understanding complexity, and the combination of images and text as notes is always more effective than notes alone.

Sometimes they are more effective than the original presentation.”

— Horace Dediu, founder of Asymco

“We humans are visual! So if you want to build your creativity and communication skills in order to facilitate the most powerful business meetings and give genius presentations, then *The Sketchnote Workbook* is one of the most fun and effective ways I know to do it. ”

— Mark Bowden, president of TRUTHPLANE® Communication Training and author of *Winning Body Language*

“Learning to capture the world in pictures and words changed my life, but it took me years of trial and error. How I wish I’d had Mike Rohde’s generous books as guides!”

— Austin Kleon, author of *The New York Times* best-seller *Steal Like an Artist*

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# THE SKETCHNOTE WORKBOOK

*Advanced techniques for taking visual notes you can use anywhere*

Mike Rohde

Peachpit Press

Find us on the Web at [www.peachpit.com](http://www.peachpit.com)

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*This book is dedicated to Gail, Nathan, Linnea, Landon,  
Mom, Dad, and all of my dear friends and community.  
I couldn't have created this book without your support.*

*We did it!*



## ACKNOWLEDGMENTS

**THE SKETCHNOTE WORKBOOK WAS GOING GREAT**, until it turned upside-down with a family medical emergency halfway through its creation. Without a doubt, the supportive network and amazing editors and publisher kept this book you're reading alive. My deepest thanks go to family, friends, colleagues, and the sketchnote community for supporting us when everything seemed against us.

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**FEATURED SKETCHNOTERS:** Don Pollitt, Jackie Pomeroy-Tso, Julie Stitt, Mauro Toselli, Chris Spalton, Sam “Pub” Smith, and Doug Neill, thanks for sharing your sketchnoting journeys and experiences—not to mention your work.

**FRIENDS AND COLLEAGUES**, thanks for your reviews and feedback about the book and video as I created it. This is a better book because of your help.

**TO THE SKETCHNOTING COMMUNITY**, this book is for you. Thanks for your strong support and encouragement along with sketchnote contributions as I labored to create this book. I can’t wait to see how you’ll use and improve these new ideas!





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## ABOUT THE AUTHOR

MIKE ROHDE has a passion for simple and usable design solutions. That passion, along with his lifelong habit of recording concepts and observations through sketching and doodling, inspired him to develop sketchnotes—a practical art that translates simple and complex ideas into easily recalled bits of information.



Professionally, Mike focuses on user interface, user experience, visual design, and icon design for mobile and web applications at *Gomoll Research + Design* in Milwaukee, Wisconsin.

Mike's popular first book, *The Sketchnote Handbook*, convinces people around the world to become sketchnoters every day. Translated into German, Russian, Chinese, and Czech, it guides readers in using their natural visual capabilities to create sketchnotes for better understanding, and to have fun taking notes.

He enjoys speaking publicly about his passion for sketchnoting, sketching, and visual thinking skills at venues across the United States.

In his illustration practice, Mike uses his unique drawing style to amplify and clarify ideas. His work is featured in *REWORK* and *REMOTE*, two best-selling books by Jason Fried and David Heinemeier Hansson; *The \$100 Startup*, a best-selling book by Chris Guillebeau; and *The Little Book of Talent* by Daniel Coyle.

Community and sharing are important cornerstones of Mike's philosophy, as evidenced by the creation of *The Sketchnote Army*, a website dedicated to finding and showcasing sketchnotes and sketchnoters from around the world.

Mike has also shared his thinking, design process, and samples of his design and illustration work at his personal website, [rohdesign.com](http://rohdesign.com), since 2003.

Mike lives with his wife, Gail, and children, Nathan, Linnea, and Landon, just outside of Milwaukee. He's an avid Green Bay Packers fan.

Learn more about Mike at [rohdesign.com](http://rohdesign.com).

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I've gathered a collection of advanced tips & techniques to boost your sketchnoting skills to the next level.



Let's SKETCHNOTE!



# INTRODUCTION

**A YEAR AND A HALF AGO, *THE SKETCHNOTE HANDBOOK* WAS RELEASED INTO THE WORLD.** Frankly, I was nervous about the launch. I had no idea how my first book would be received.

Boy, was I wrong to worry! *The Sketchnote Handbook* launched to immediate excitement from its readers. I received a constant stream of positive social media mentions, encouraging email messages, and more positive book reviews than I would have imagined. It was an awesome experience.

Invitations to appear on podcasts came in while reviews were posted on blogs and websites. Within a few months, Peachpit Press had to print more copies of the *Handbook* video edition due to brisk sales.

German and Russian publishers licensed and printed *Handbook* translations, which became hits in those countries, while Czech and Chinese publishers licensed the book for their own native versions of the *Handbook*.

I spoke on sketchnoting in Portland, Austin, San Antonio, and Chicago, selling out of the books I'd brought with me. I was stoked when Moleskine reached out to create a limited-edition custom sketchbook to give away at SXSW in Austin.

All I could think was, "Wow, this book is a hit!" And I still receive positive feedback from people all over the world.

Why such positivity? Business owners, consultants, designers, developers, writers, doctors, teachers, students, and parents all tell me how my *Sketchnote Handbook* has changed their mindset. For many, the book has encouraged them to more deeply engage in and understand the ideas they're seeing and hearing.

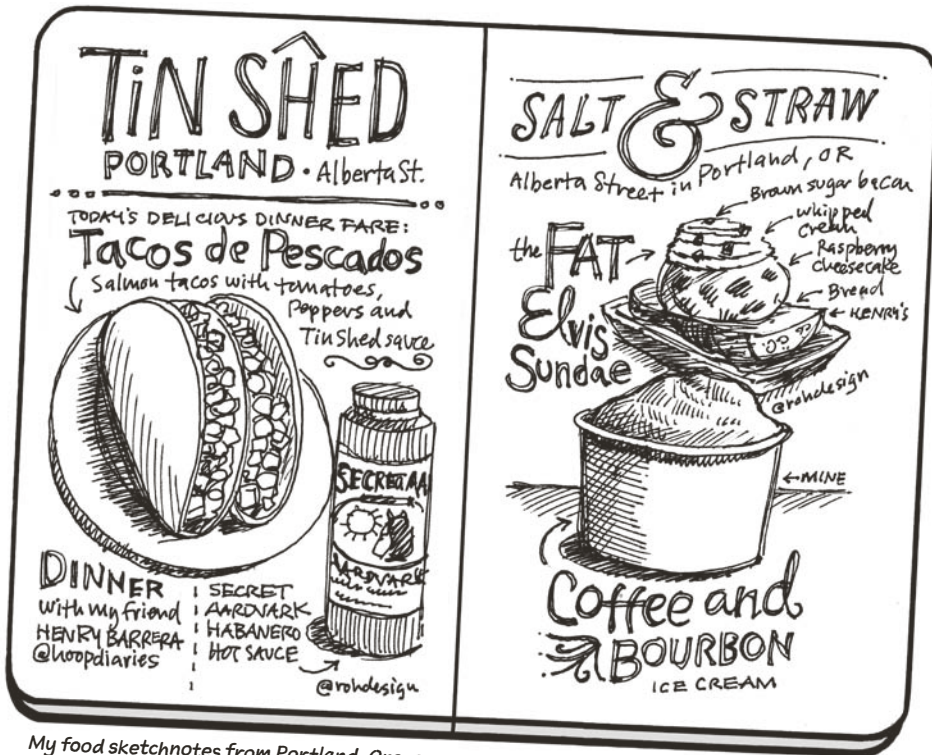
People tell me that sketchnoting has given them the freedom and flexibility to play with ideas, enabling them to create meaningful visual documents that help them better understand and remember ideas and experiences.

The constant flow of positive feedback, blended with my desire to share more ways to apply sketchnotes, inspired me to write *The Sketchnote Workbook*.

### WHAT IS THE SKETCHNOTE WORKBOOK?

Capturing meeting notes or sessions at conferences is a great way for readers to immediately apply sketchnoting techniques and see great value in the approach. The hundreds of sketchnotes I've seen since the release of the *Handbook* verify it. But there are still many more ways sketchnotes can be used that I want to share.

As a veteran designer, I use sketchnotes for idea generation and idea mapping daily. For years I've created travel and food sketchnotes that transport me back to memorable experiences.



My food sketchnotes from Portland, Oregon



But it's not just me. Friends in the sketchnoting community constantly share how they use sketchnotes to document processes, plan projects, and capture ideas in books, movies, TV shows, and sporting events.

I've collected the techniques I've learned from fellow sketchnoters in the community, waiting for the right time and place to share them. You'll find this workbook full of new sketchnoting ideas, plenty of worksheets, and a range of challenges designed to rapidly improve your sketchnoting skills.

My hope is that by working through this book, you'll be inspired to try new sketchnoting ideas. I'd love to see you adopt advanced drawing techniques to tackle the tougher sketchnoting challenges you've been avoiding—until now.

**TIP** BUY A GOOD QUALITY SKETCHBOOK AND PEN

You can capture sketchnotes with any paper and pen. However, by choosing a beautiful sketchbook and a pen you love to use, you're making a commitment to capture your travels in style and can turn sketchnoting your travels into a treasured luxury gift to yourself.

One of my favorite items is a handmade leather sketchbook I've used to sketchnote trips to Washington, D.C. and Portland. I love how it feels to fill the pages. My Retro 51 Tornado Stealth rollerball pen is a joy to write and draw with. My green travel book is already a treasured family heirloom.



Ugmonk green leather travel sketchbook  
Retro 51 Tornado Stealth rollerball pen

**PRACTICAL USES**

Here are some ways to use sketchnotes to capture travel experiences:

**★ PERSONAL TRAVEL SKETCHNOTES**

For personal travel, sketchnote the places, sights, food, highlights, and stories you want to remember from a personal or family vacation. Share your final sketchnotes or use them to create a bound picture book combined with trip photos.



Makayla Lewis captured travel sketchnotes on a trip to Brighton, England.



Ben Norris recorded his travel experiences on a trip to Washington, D.C.

## HOW TO USE THIS BOOK

I've created this book and video to be enjoyed in one go, or used as a reference you can jump around in. If an idea grabs you, try it out! Experiment until it fits your way of working.

The ideas in this book are here for you to iterate on and improve. Worksheets and challenges in the book aren't rigid or designed to have just one correct answer. Rather, this book and its exercises should be seen as experiments and not assignments. Have fun playing and exploring!

## JOIN THE COMMUNITY

As you explore ideas in this book, share your work with the sketchnoting community. We're welcoming and encouraging to everyone. Start at *The Sketchnote Handbook* Flickr group, [flickr.com/groups/thesketchnotehandbook](https://www.flickr.com/groups/thesketchnotehandbook) and then stop by *The Sketchnote Army*, [SketchnoteArmy.com](http://SketchnoteArmy.com).

You'll see the work of many others that will inspire and challenge you. I look forward to you joining the discussion!

## REACH OUT

Please reach out and say hello. Check out my sketchnotes, read my writing, and sign up for my free newsletter at [rohdesign.com](http://rohdesign.com). I'm a very active Twitter user, so reach out at [twitter.com/rohdesign](https://twitter.com/rohdesign).

I look forward to hearing how you apply ideas in the *Workbook* and seeing what new ideas you come up with for using sketchnotes in your own life.

***ALL RIGHT, ENOUGH TALK—IT'S TIME FOR ACTION.***

***GRAB A NOTEBOOK AND A PEN.***

***LET'S SKETCHNOTE!***



ROCK & ROLL!



## SECTION 3: SKETCHNOTING EXPERIENCES



TRAVEL



FOOD



MEDIA

# Chapter 7

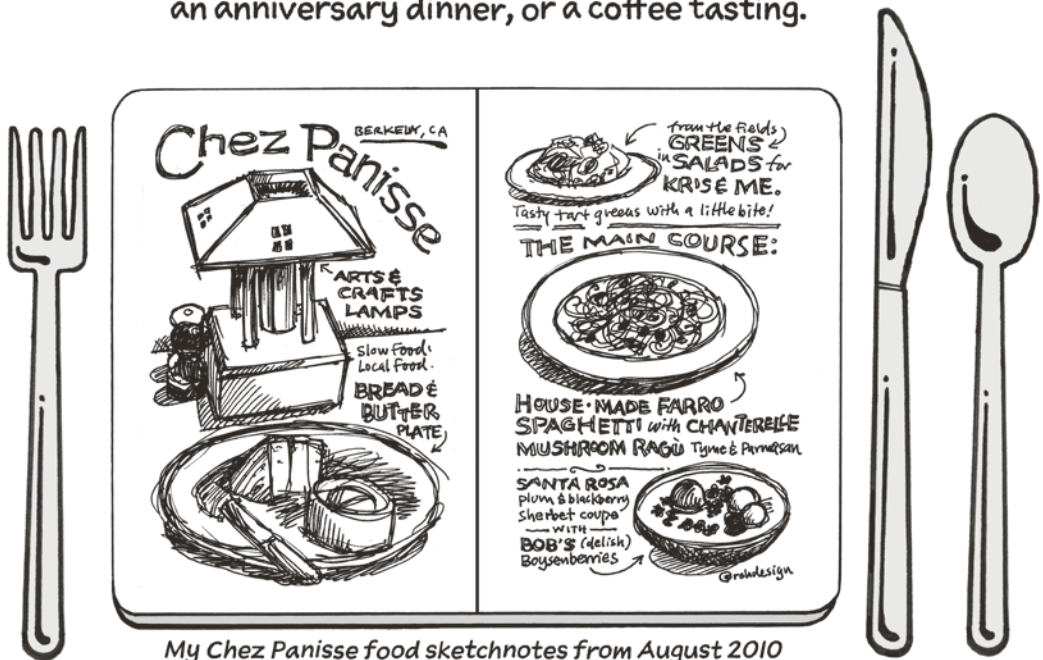
# SKETCHNOTING FOOD *experiences*

Capture delicious meals with sketchnotes  
using drawings, type, and text.  
Create visual records of your fantastic  
food experiences to enjoy and share.



# SKETCHNOTING Food EXPERIENCES

How would you like to capture a fabulous meal experience in vivid detail? Sketchnoting is a rich, visual way to capture eating experiences like breakfast in another city, lunch at an outdoor café, an anniversary dinner, or a coffee tasting.



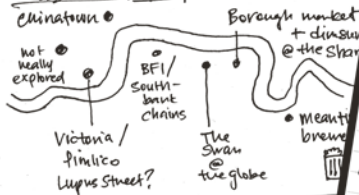
*Sketchnoting food helps you savor experiences and remember them more clearly later on.*

# YOU CAN APPLY THE SAME PRINCIPLES USED TO CAPTURE MEETINGS, IDEAS, AND TRAVEL SKETCHNOTES TO RECORD WHAT YOU EAT AND DRINK.

## LONDON THROUGH MY LOVE FOR TASTY FOOD

I grew up around tasty food. Whether it was home-cooked meals, street food from vendors, or upscale restaurants serving the finest dishes.

One of the benefits of London is its sheer diversity at a global level. And if you love food, it's a great way to get to know the city.



### MENTAL MAPS OF FOOD



despite my huge appetite, there are still places I haven't ventured around London, and that's partly due to good not being well-distributed across the city.

A good way to jump start new exploration is to go for interesting, old, non-popular PUBS around (in fact, this applies anywhere in the UK).



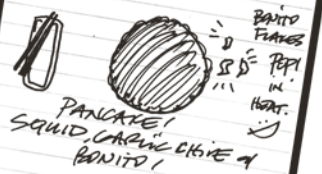
## Revel

MAY 16 2013

w/ Rachel



### w/ COLE ANDER VINAIGRETE



### PANCAKE! SQUID, CAROL CHIE + BONITO!



FENNEL KIMCHI

©2013 @ AVICATS

Boon Yew Chew

A.V. Crofts

# *the* BENEFITS OF FOOD SKETCHNOTES

Food sketchnotes have several attractive benefits:



**CREATE ANCHORS** in your memory by recording your food and drink, location, environment, thoughts, and feelings in the moment.



**GAIN KNOWLEDGE** as you visually record new information about food origins, preparation methods, or unique flavors.



**SHARE FOOD SKETCHNOTES** with your friends and family via email and social media.



**SAVOR YOUR FOOD** as you slow down to sketchnote what you've eaten. Your meal experience becomes more deliberate.



**HAVE A COLLECTION** of food preparation ideas once you've built your food sketchnotes.

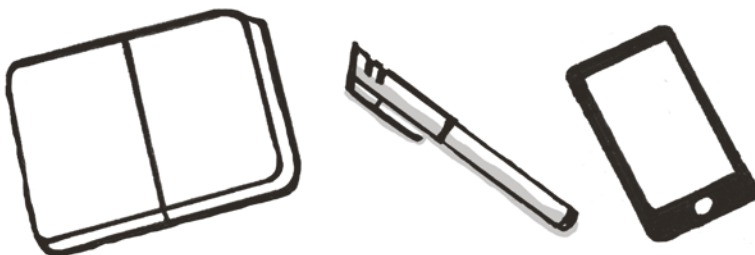


# CREATING A FOOD SKETCHNOTE

Sketchnoting food is one of my favorite ways to capture an experience. Here's how I create food sketchnotes:

## 1 PREPARE YOUR TOOLS

Carry a sketchbook and pen. Bring a smartphone or camera so you can take photos of your meal for reference.



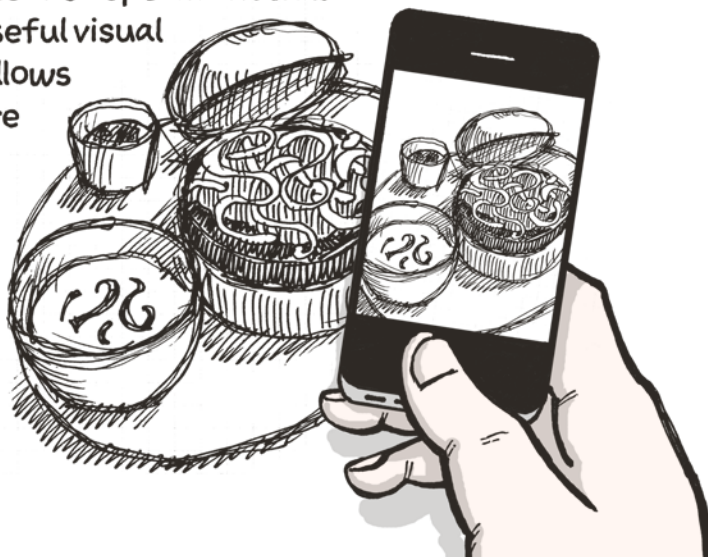
## 2 ASK QUESTIONS

Are there any special or unusual ingredients in the dish? Are ingredients locally sourced? Can you tell me about the chef and their ideas on food? Note these details for reference.



## 3 TAKE PHOTOS OF THE MEAL

Take photos of the meal once it arrives, and if you like, get shots of specific details. This creates a useful visual reference and allows you to eat before sketchnoting.



## 4 ENJOY YOUR MEAL

Take time to ponder the tastes, textures, smells, and your senses. Note these details in your notebook if you like. You can refer to your tasting notes when you sketchnote the meal.



## 5 OBSERVE YOUR SURROUNDINGS

Be aware of the environment and the people you're eating with, especially if the meal is a special occasion.

## 6 START SKETCHNOTING

When the meal is done, clear away your dishes and start sketchnoting, using photos, notes, and memory as reference.



## 7 ADD PERSONAL COMMENTS

Add your thoughts about flavors, what you liked best, or what you didn't care for. This will add a unique reference that improves recall.



## 8 TAKE PHOTOS OF THE SKETCHNOTE

Create a backup of your work and have the option to share the image online with friends and family.







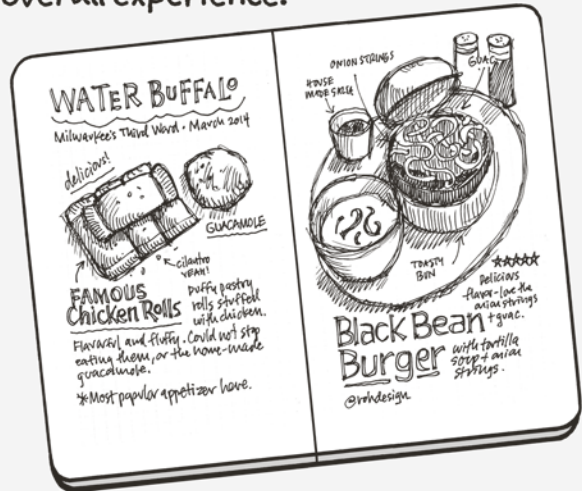
### CHALLENGE 7.1

## SKETCHNOTE A MEAL AT A RESTAURANT

Choose something unusual or different. Take photos for reference; enjoy the food, taking notes as you eat. At the end of the meal, sum up your thoughts, using photos and your notes to sketchnote the meal. Add comments around the drawing of the tastes, environment, people, and your overall experience.

### QUESTIONS

How did knowing you would sketchnote your meal change your appreciation of the details? Did it amplify them? Did you slow down more than usual? How much detail can you remember from your food sketchnote a week later? A month later?



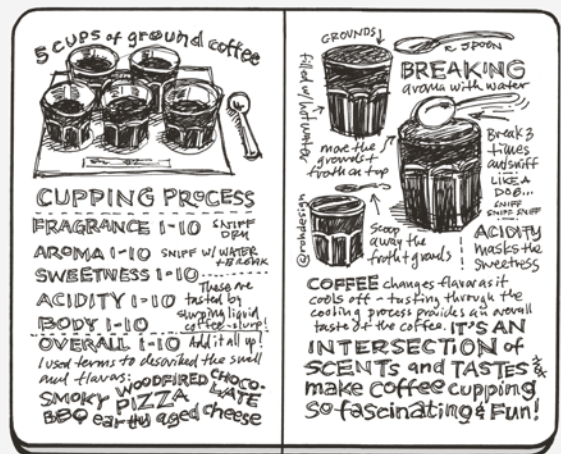
### CHALLENGE 7.2

## SKETCHNOTE A TASTING EXPERIENCE

Taste different variations of a favorite food or drink and then sketchnote your observations. Ideas for food: a selection of cheeses, Chinese dim sum, or Spanish tapas. For drinks: a variety of coffees, teas, wines, or beers. Eat or drink each sample, take photos and notes, and then create a series of individual or grouped sketchnotes to document the experience.

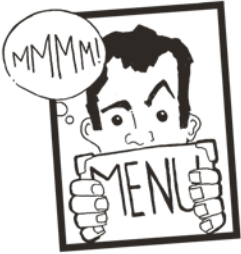
### QUESTIONS

Did sketchnoting a series of foods or drinks provide different insights about them? Were you able to pinpoint a favorite food or drink through the tasting process?



# Sam “Pub” Smith

## THE JOY OF FOOD CAPTURED WITH VISUAL FLAIR



Sam “Pub” Smith is an interaction designer from England, splitting his time between urban London and Stroud, a small town in the Cotswolds. He enjoys eating and loves to sketchnote memorable food experiences.

Sam prefers capturing personal insights and comments about the overall experience in his hand-drawn sketchnotes. Sam uses his encyclopedic collection of food sketchnotes for his own reference and to share as restaurant recommendations.

His sketchnotes start with the restaurant’s logo, which he gets from menus, plates, napkins, or signage. He’ll add the date and city, and take photos of the decor, the view, the people he’s with, and, when it arrives, the food itself.

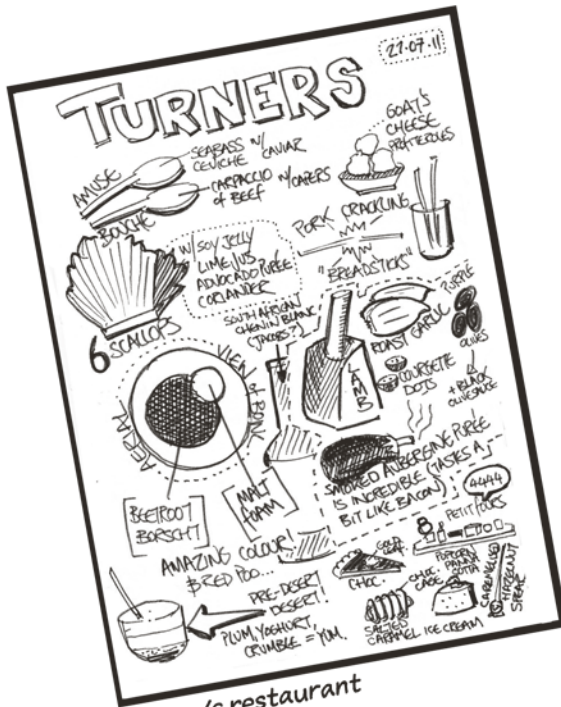
Sometimes Sam captures the people he is with or something funny said at the table and makes it the center point of the sketchnote. Food isn’t always the star for him.

If he’s caught without his sketchbook, he’ll doodle on napkins, turning those doodles into a proper sketchnote when he gets home.

---

*“I’ll pick out a few things from a meal that are memorable or special. Adding my thoughts and observations to a food-related sketchnote preserves a memory I can enjoy later.”*





Turner's restaurant



Stroud Farmers' Market







Olivas' restaurant, café, and deli



# ICONS FOR FOOD

In the grid below, use squares, circles, triangles, lines, and dots to create icons for each word related to food and eating. Skip ahead if you get stuck. The last row is blank so you can create your own icons.

APPETIZER 	DRINK 	SALAD 	BREAD 
WINE	SUSHI	STEAK	LOBSTER
SODA	PIZZA	TACO	CHEESESTEAK
BURGER	NOODLES	MEATBALLS	PHO

## R E C A P



- Sketchnoting food helps you savor experiences and remember them more clearly later on.
- Documenting a meal helps you understand and visually record new knowledge about food origins, preparation methods, or unique flavors.
- Your meal experience becomes more deliberate when you sketchnote it.
- Ask questions about the chef, special ingredients, and locally sourced elements, and then capture those details in your sketchnote.
- Add personal comments about the flavors, such as what you liked best or didn't care for. This adds a unique reference that improves recall.
- Food sketchnotes are fun and easy to share with friends and family.

★ NEXT: SKETCHNOTING MOVIES, TV, & MEDIA

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