

# TYPOGRAPHY

Working visually is really powerful, even when you are using text! After all, you can communicate visually with your handwriting too. If you have to write, make sure it looks good and is easy to read.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz

HEY HEY HEY

A 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

a b c d e f g h

i j k l m n o p

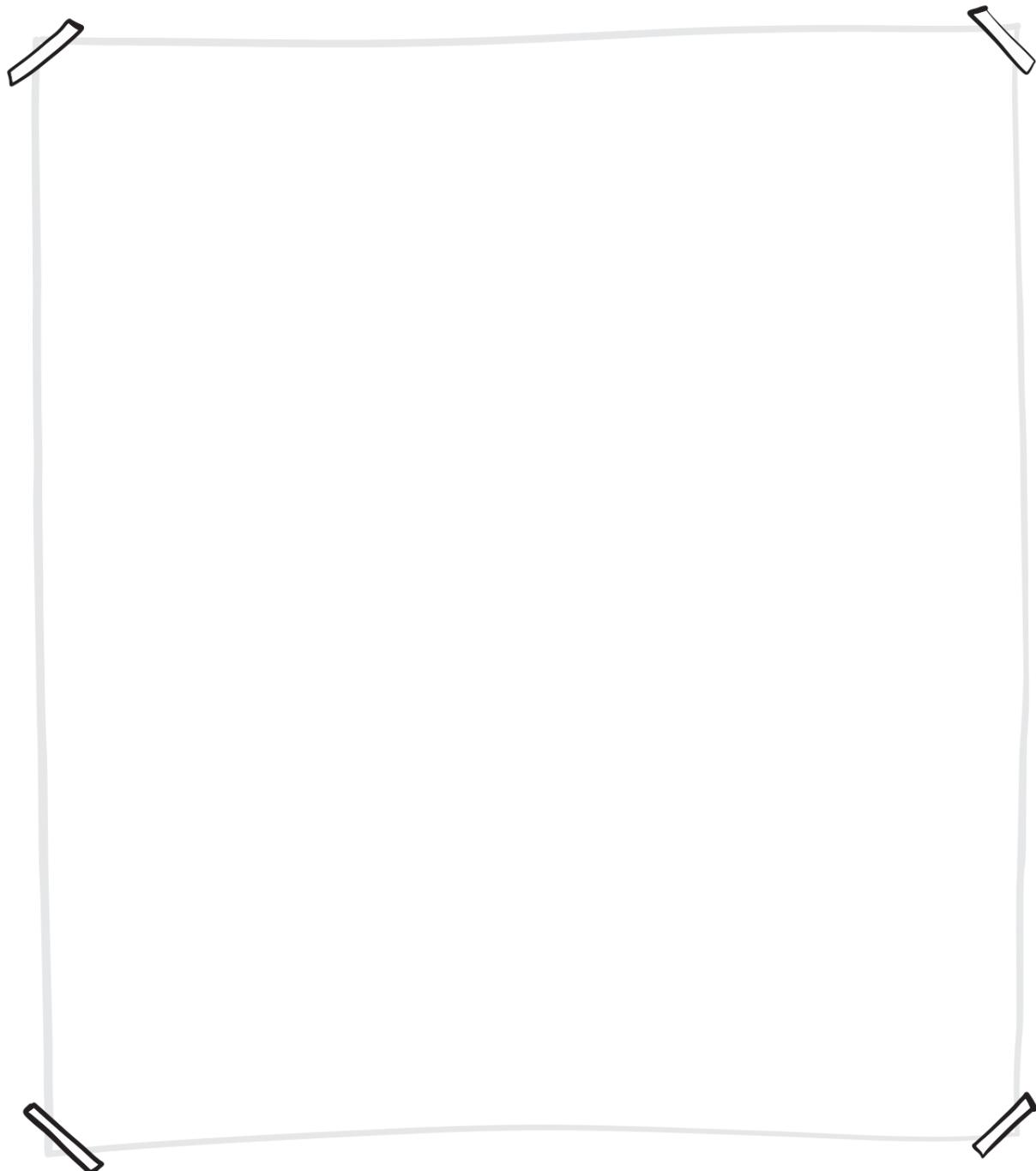
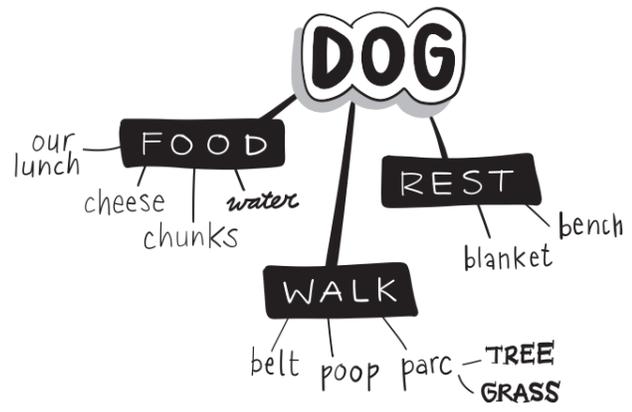
**OUTLINE TITLES**  
Outline letters work well for titles. They're big, grab people's attention and you can easily make them even more eye-catching.  
Trace the outside of the alphabet so you get a real feel for it. Afterwards, draw the whole outline alphabet yourself without the inner letters!

**DECORATE YOUR TITLE**  
Draw a striking title by adding (colored) shadows, extra outlines, shading or other expressions of your creativity. Try it yourself! Decorate the titles below.



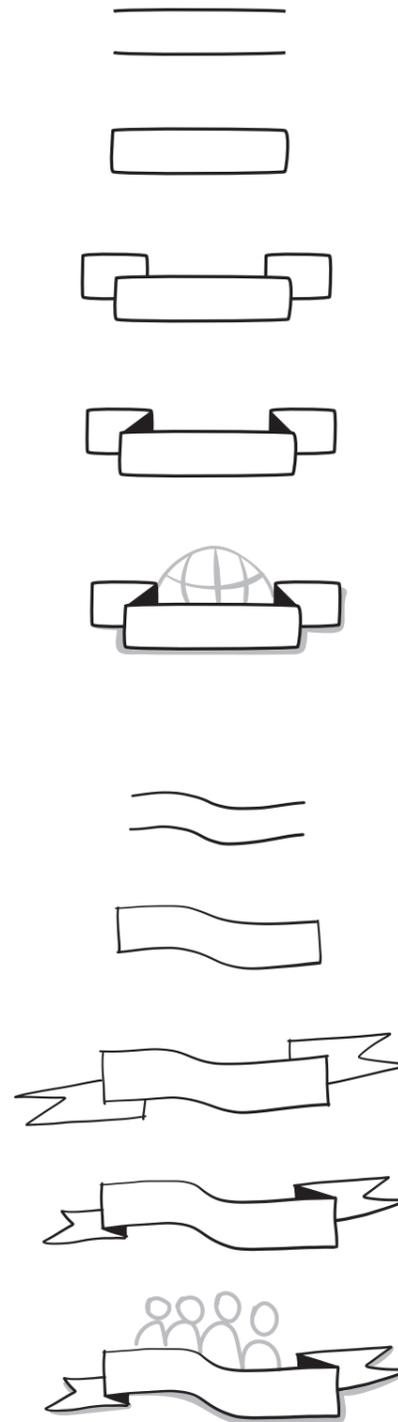
## TEXTUAL MINDMAP

Choose a subject and put that in the middle (e.g. your pet). Now map everything you can think of around this subject. Use different kinds of typography to distinguish different 'levels' of information in the mindmap (i.e. visual hierarchy).

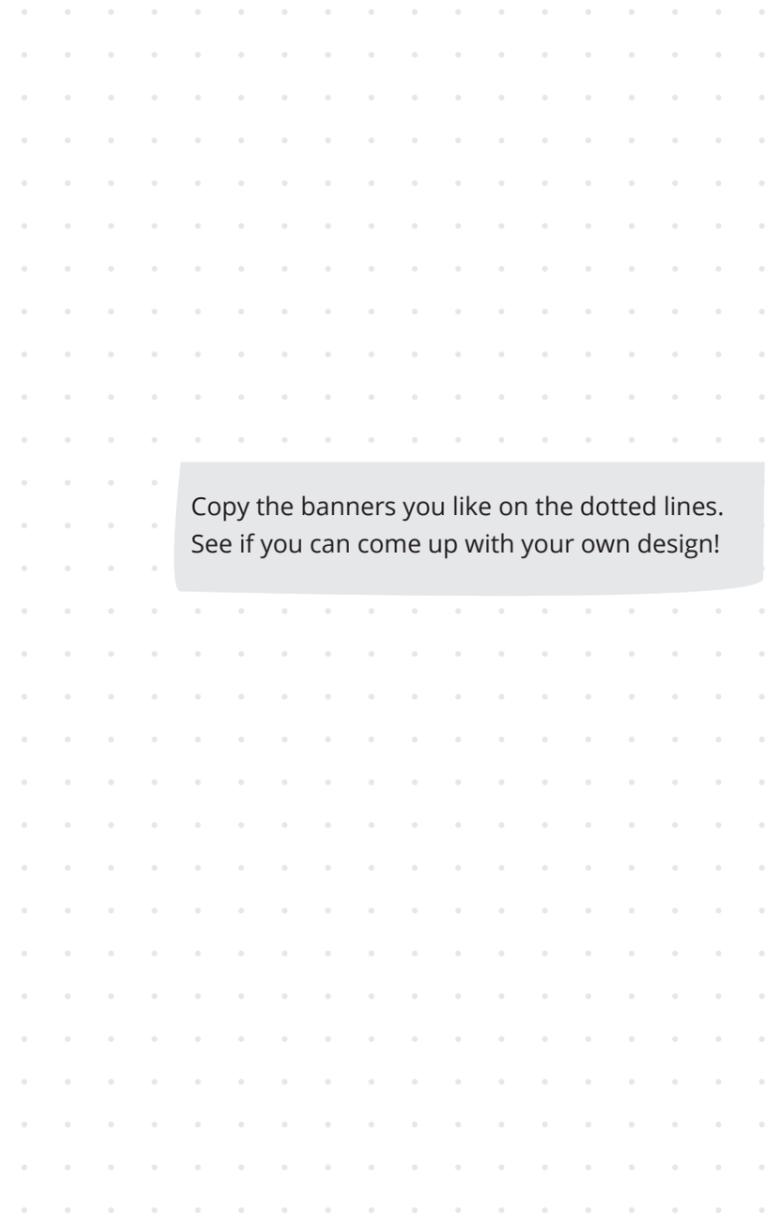
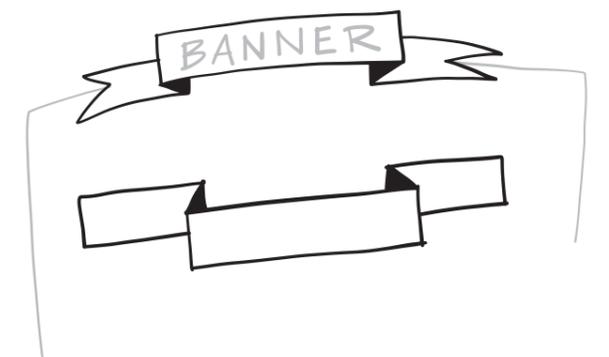


## BANNERS

Banners can be great containers or attractive visuals in their own right. Even better; you can make an entire template out of them! We will show you some 'how to draw' examples and variations.

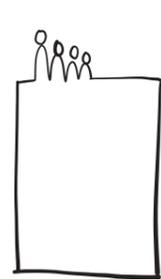
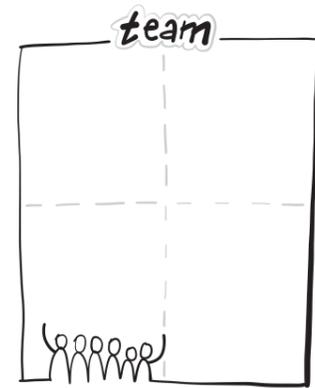
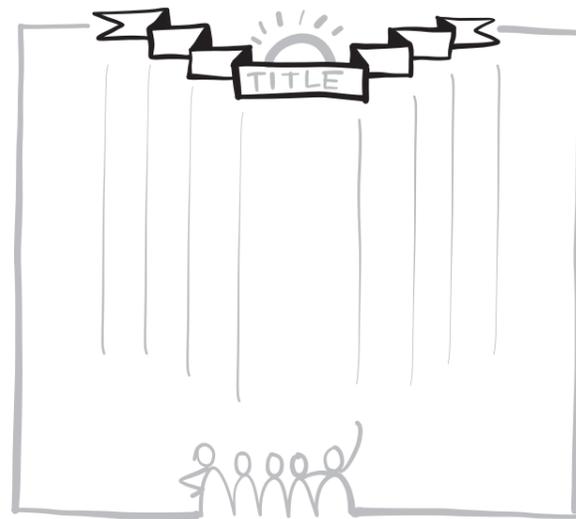


Copy the banners you like on the dotted lines. See if you can come up with your own design!



# FRAME

We use framing to merge content and to help create visual hierarchy in your drawing. A frame can also embrace the subject of the visual!



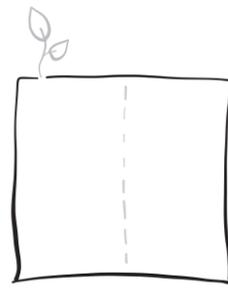
Team



Organization



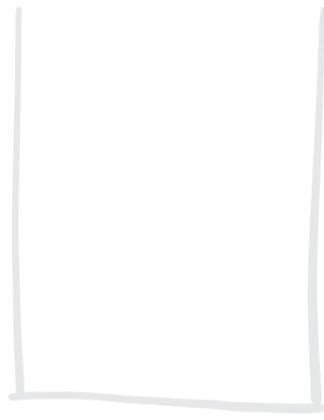
Internet



Growth



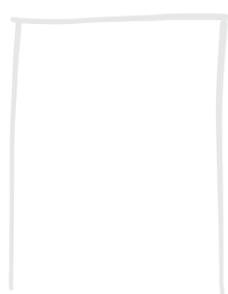
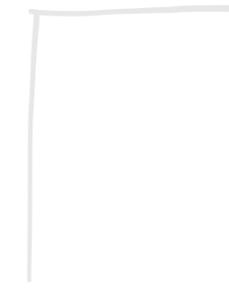
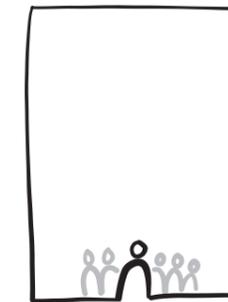
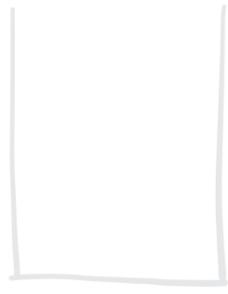
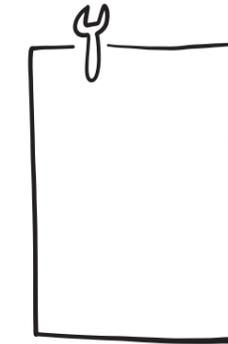
Connect



Goals



Finance



Action



To do



Bugs

## FRAME IT

Create your own frames! Think of a subject or icon to visualize and incorporate it into your frame. Combine with typography!

# SWOT

We all know the famous SWOT analyses. But it's way more fun if you use a metaphor! We love our Harry Potter-styled frame, but you can use anything you like and whatever suits your environment.

## IN CHARACTER

Fill in this combination exercise by adding your favorite TV-show, sport, Netflix series, movie, supermarket or whatever metaphor you like. We've given you a start with Harry Potter and Game of Thrones.



|                 |   |   |   |   |
|-----------------|---|---|---|---|
|                 |   |   |   |   |
|                 |   |   |   |   |
| Game of Thrones |  |   |   | <br>WINTER IS COMING |
| Harry Potter    |  |  |  |                      |
|                 | S   | W   | O   | T   |