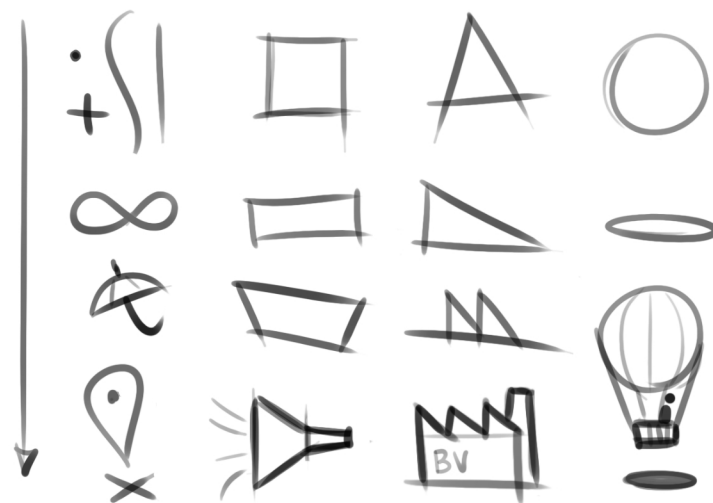# Flatland

JONGENS VAN DE TEKENINGEN

Hi! Nice to meet you. 🙂
We are Flatland, we apply functional drawing for communication design and innovation.

You can learn this too!
This simple guide shows you the essential steps.
Practice the basic shapes, visual grammar, and ways to structure information on paper.

The line, square, triangle and circle are the basic shapes that can be combined to draw anything simply.

Everything you want to draw can be made simple, and broken down into their basic shapes.

Ellipses & circles: Try different shapes, sizes and directions. Test if (counter)clockwise works better.

Draw from your shoulder (don't fix your wrist or elbow on the table). When making lines, dont move too fast or too slow, but find your 'cruise speed' in between.

XL M S
CW/CCW?
A. PARALLEL B.
1 POINT

Small pens work for small drawings, and a small audience. Use big pens for big groups.

Make mistakes and learn from them: don't erase anything, instead just improve your next drawing
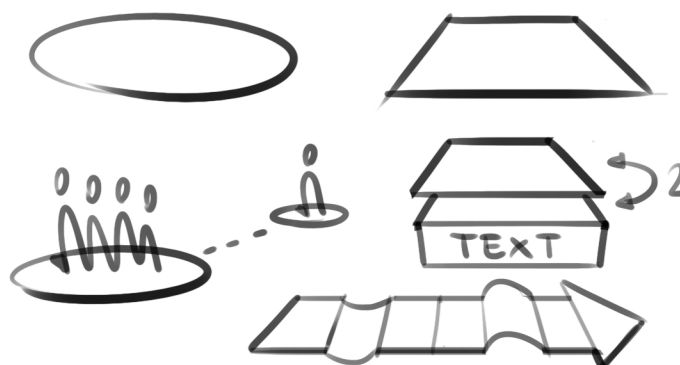
Human figures can be a double U-shape with a simple head, no neck needed! Details on or around figures give them more meaning.
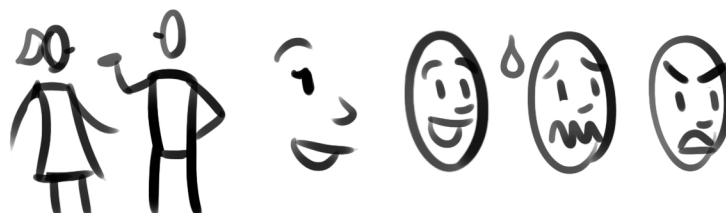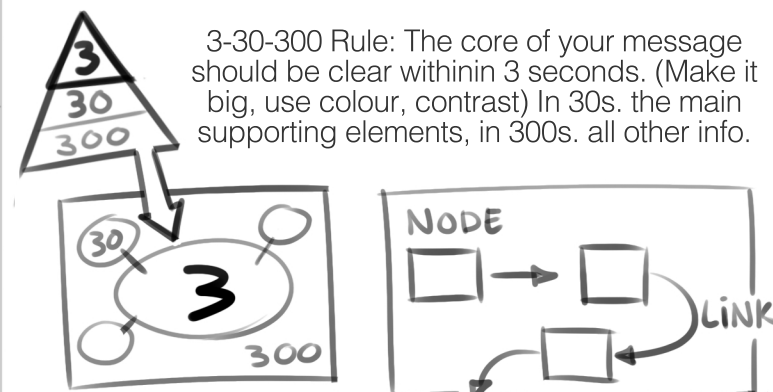
Emotions require only eyes, mouth, and eyebrows, Nose, ears and other details are optional.
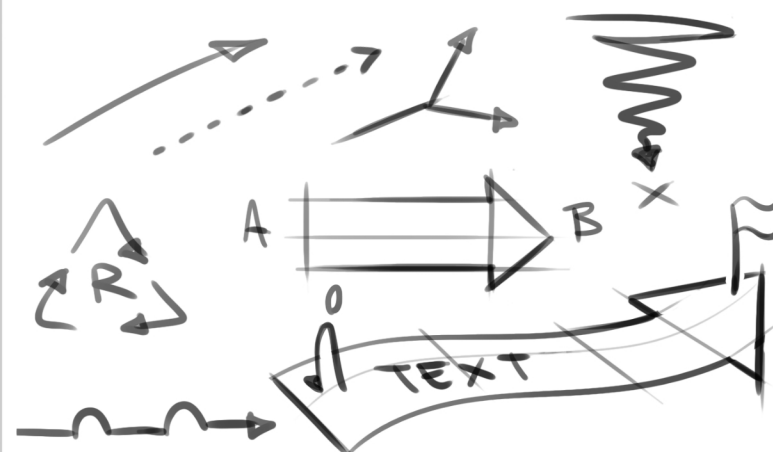
Arrows are easy and important: they show movement and a timeflow. Many arrows are very effective in explainin complex concepts, such as recycling.

TEXT

Using ellipses or other platform shapes objects or people can be grouped together

TEXT

3-30-300 Rule: The core of your message should be clear withinin 3 seconds. (Make it big, use colour, contrast) In 30s. the main supporting elements, in 300s. all other info.

3 / 30 / 300
NODE
LINK

Nodes+Links:
Objects (nodes) are connected by arrows / lines (links) to form a comprehensive network structure
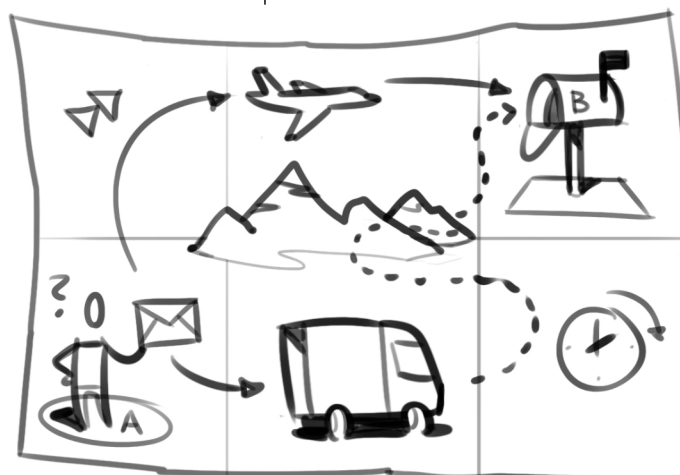
Treasure map-style visualisation makes the most of the space on your page
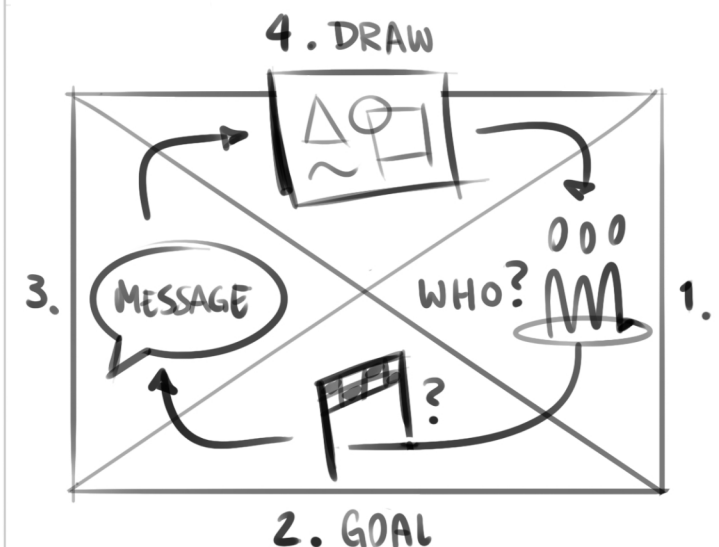
Drawings are great for explaining change:
moving from A to B:
Showing the now and future, but also visualise the challenges, steps and forces required for it to happen.

B / A
CHANGE
NOW A / FUTURE B
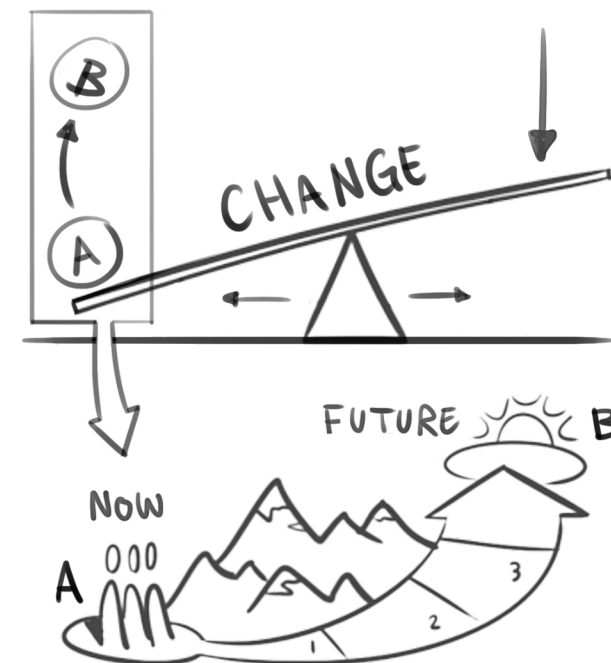
Any object can function as a metaphor to communicate meaning. But you can also start with a metaphor to generate meaning:
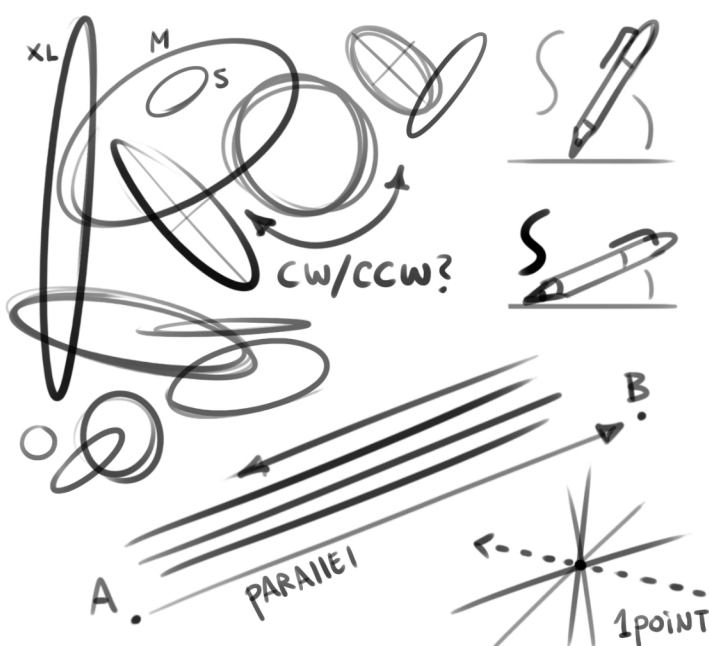If your company was this boat, what would be the sails? the water? who is the captain?

When you start with a visualization, step 1 is defining your audience, then the goal of the visual. Based on those you define your message and finally draw it.

4. DRAW
3. MESSAGE
WHO? 1.
2. GOAL

Questions? Ask us! www.flatland.agency