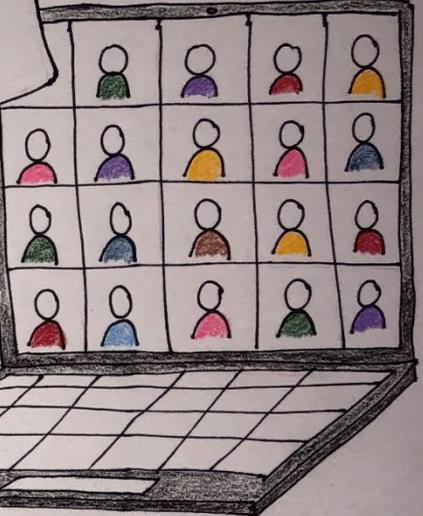


* UNIVERSITY OF WISCONSIN - EAU CLAIRE *

COLLEGE OF BUSINESS



HI-FLEX



"YOU'VE GOT MAIL!!"

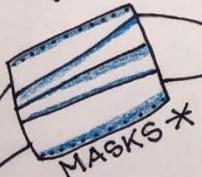


SUPERHERO SUPPORT STAFF & INTERNS



US NEWS & WORLD REPORT
2020 BEST ONLINE
TOP 10

MBA
PROGRAM



MASKS *

QUARANTINE



BUCKET OF WIPES



Zoom

VS



THE POWER OF
AND
BREAK OUT ROOMS



Sketchnote

**Story by: Jane Strong, Associate Lecturer
Department of Business Communications
University of Wisconsin-Eau Claire**

Sketchnoting is a form of visual thinking that helps me to process my world. As a discipline, it can be both a personal expression and a professional practice. I came upon the concept following my master's degree and spent years studying the science behind doodling, visual communication, visual thinking, cognition, and retention. As an artist and a Ph.D. student in communication, I have found the science to be fascinating and even validating.

Doodling is a powerful form of information synthesis. The personal benefits include a tool to process the complexities in work and life, a mode of expression for concepts and emotions when words fail, and an daily exercise in mindfulness that leads to a better understanding of self.

Sketchnoting is a close cousin to graphic facilitation and graphic recording where practitioners record live conferences and meetings by drawing content in real time. Practitioners make use of their personal visual library to synthesize information and draw it using simple icons and visual metaphors. Graphic facilitators use similar skills to conduct training and development meetings.

I use sketchnoting to record meetings, sermons, class lectures, and conference presentations. It helps me to focus on the material, process what is being communicated, and retain more information. Other than a commissioned graduation piece, sketchnoting has been a personal practice.

Last March, I began to be more purposeful with my writing and drawing. I began a COVID journal to record the extraordinary events and my reflections of life in a global pandemic. My only rule was that I would write and draw something every day. Many days it was a chore just to find words or to create a simple drawing. Other days, it flowed. My Nana had a degree in art and always admonished me to draw daily. Over time, I began to see the benefits as I found my "voice" and developed a mental library of visuals.

When I was asked to create a doodle for the College of Business 2020 holiday card, I had a full mental library of COVID imagery that I had developed in my journal and my notes. The purpose of the doodled piece was to visually communicate the lived experience of those engaged in a business education at UWEC during a global pandemic. The imperfections and sketchiness of the doodle art aptly reflected the 2020 year. Computer screens, personified brains, and muted microphones were doodles that appeared quite often in my 2020 sketchnotes. The Collaborate Ultra (CU) alien was something that made a surprise visit as I was creating this piece. On the CU platform, the singular chair/desk icon represents an empty virtual classroom. The chair always looked to me like an alien in a saucer - some days it mocked me and other days it was a reassuring companion.

Sketchnoting is not for artists; it is for everyone. Doodling with purpose will benefit anyone who is willing to give it a try.

**Artist: Jane Strong, Associate Lecturer
Department of Business Communications
University of Wisconsin-Eau Claire**

View all the pieces in the *Healing Reflections* [online gallery](#).