IZM VISUALS

IRYNA Z. MOLODECKY

Doodle your way to Creativity

Visual drawing techniques to unlock creative thinking.

VISUAL TOOLKIT

FOR TEACHING BUSINESS

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Hi! I'm Iryna

CONSCIOUS · CREATIVE · CATALYST

WHO AM I?

Educator
Creative Thinker
Visual Practitioner

— ALSO —

Artist · Designer · Illustrator · Yoga Enthusiast

"I am dedicated to living consciously with Deliberate creativity and Empowering others by unleashing their Creative Potential."

HOW DID I GET HERE?

MY CREATIVE JOURNEY

Drawing from age 3
Art lessons in childhood
- BFA - Visual Art major - 1975
- Over 500 published Illustrations
- Advertising Art Director, Designer Creative Director. 1975-2008
- Professor - Advertising & Creative Thinking - 2008-2021
- MSc - Creative Studies 2015

WHAT DO I VALUE BELIEVE?

- Everyone is creative
- Creativity is an Essential Life Skill.
- Visuals are a Portal to deliberate, purposeful and conscious creativity.
- Drawing is a natural form of communication, generates Insights & internal wisdom.

CHAOS → VISUAL ORDER

I believe in empowering humanity and co-creating a New Human Story.

MY VISUAL TOOLKIT

VISUAL STRATEGIES FOR TEACHING & LEARNING IN HIGHER EDUCATION

- Explainer Video and Poster
- Visual Vocabulary & Templates
- Visual Exercises and Workshops

WHAT DO I DO?

Facilitating Creative Change with Visuals.

- Graphic Facilitation and Recording
- Creative Problem Solving - FourSight Method
- Teaching / Training Workshops
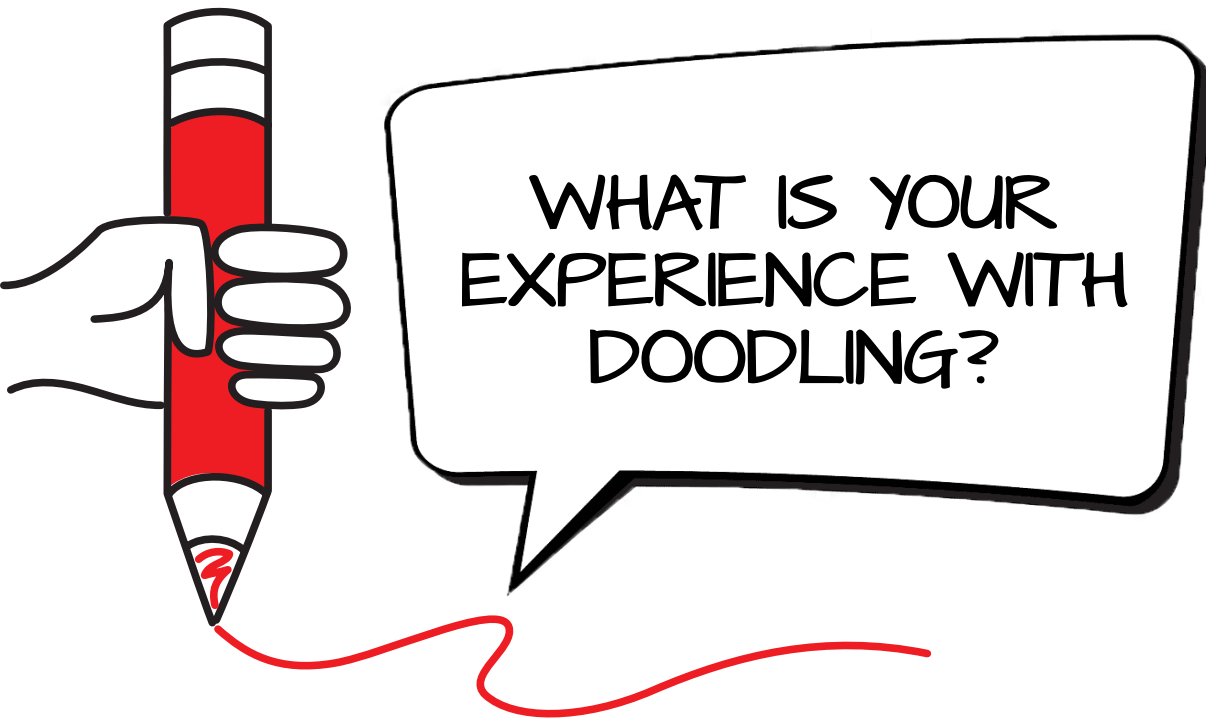- Studio Work → graphics, art, illustration, animation.

What your will need:

Drawing Tools

Preferrably a colored marker and some paper

NO ARTISTIC TALENT REQUIRED

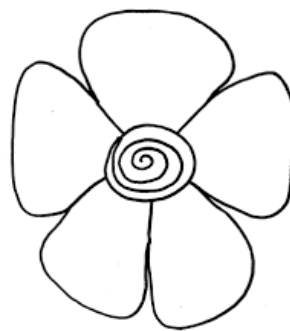WHAT IS YOUR EXPERIENCE WITH DOODLING?

Create your own doodle here

Professional Doodler

Occasional Doodler

Beginner Doodler
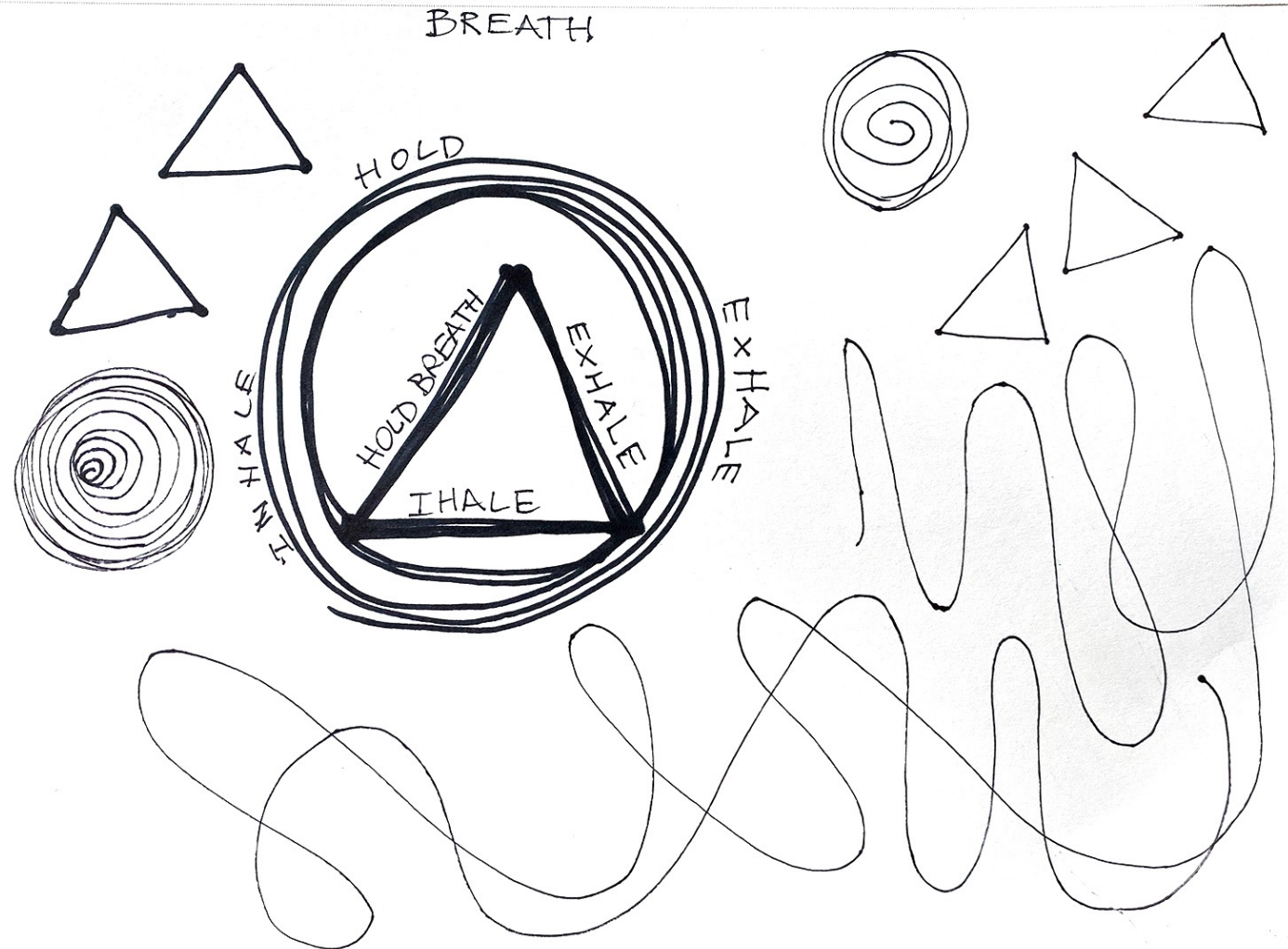
Exercise 1:

Mindfulness: Attention & Awareness

Connect with your Body and Mind through Breath

Attention: placing your attention simultaneously on your breath and the movement of your hand.

Awareness: scanning both inside and outside your mind and body, identifying important things so your attention can focus on them.

When the two are balanced, your mind becomes stronger, more stable, and consequently more relaxed and open to creativity.

1. Draw a circle, triangle and square and let the breath follow your hand: inhale, pause, exhale. 1 min. each.
2. Draw freehand following your breath.
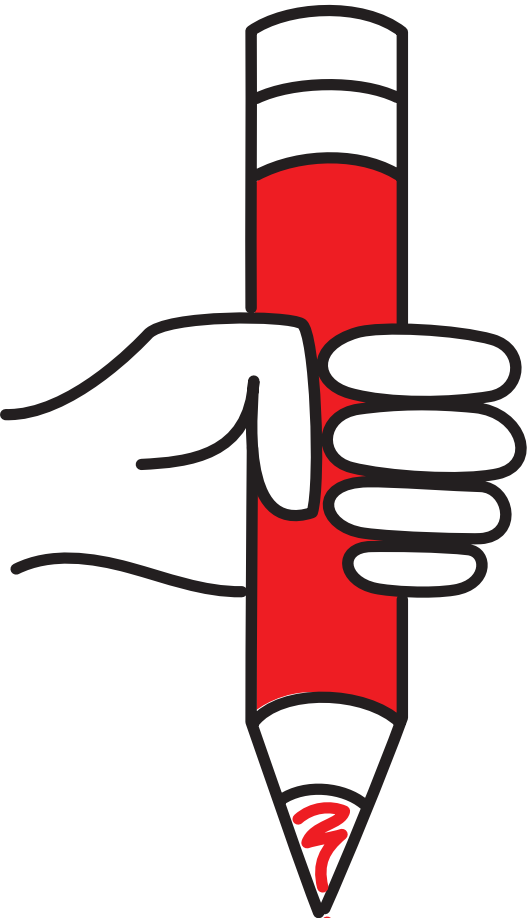
Exercise 2:
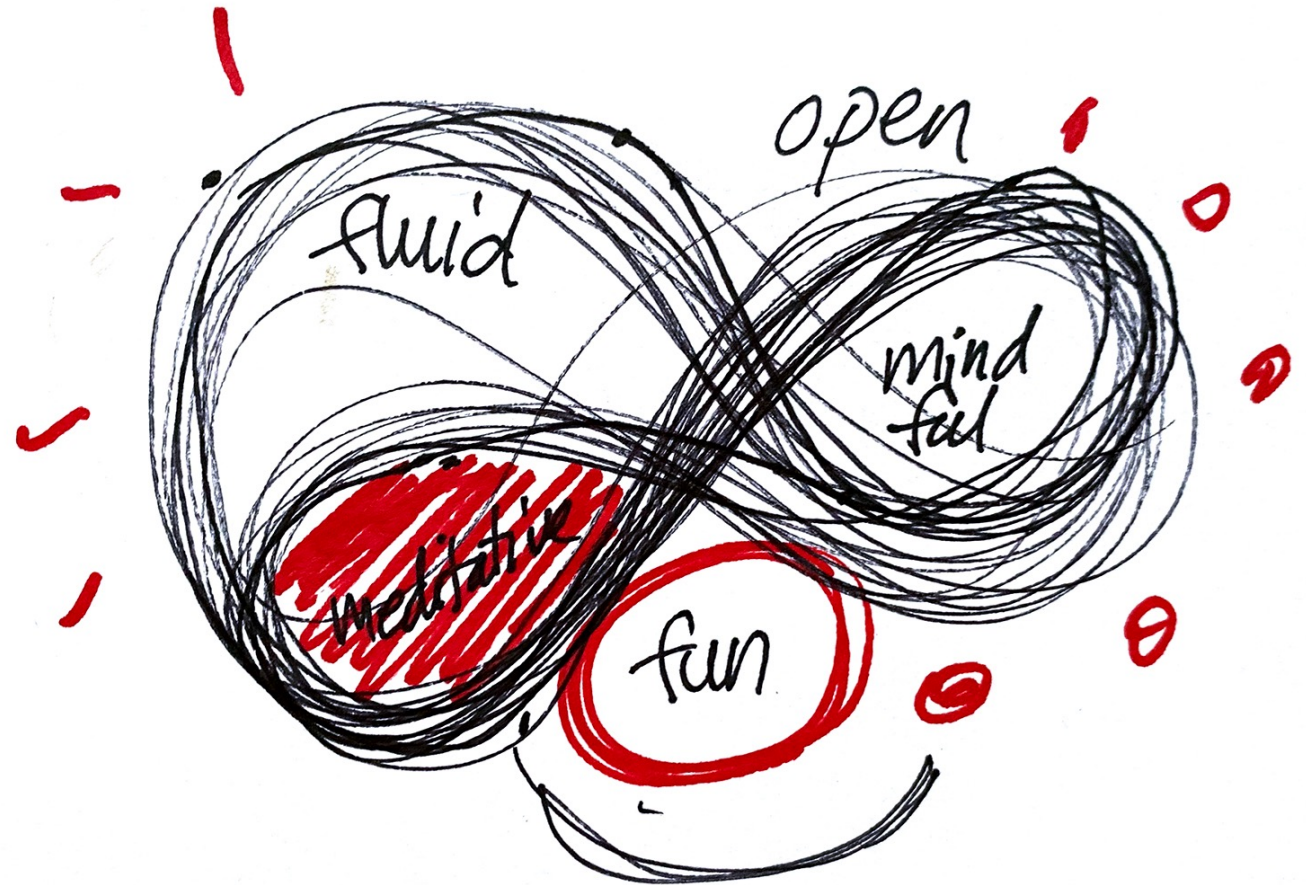
Tap into your Intuition

Inner awareness

Reflection

"Doodling is deep thinking in disguise."
Sunni Brown

Exercise:

Place 5-7 dots randomly on a page.
Connect them with a continuous line.
Keep going over the doodle for 2 min,
pausing only to write down whatever comes
into your mind while doodling. If inspired, fill
in the shapes and watch your doodle
develop. Feel free to add words or other
shapes and colors.

Think of your experience with doodling.
What comes to mind?
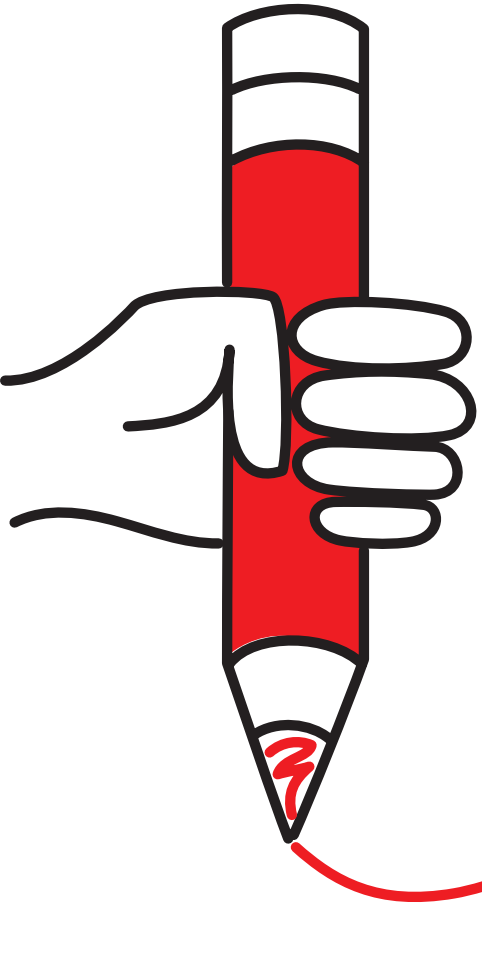
Exercise 3:

Generate multiple perspectives and solutions to a problem.

Exercise:

Draw 9 identical shapes (circle, square, triangle, amoeba…). Without thinking too much, quickly add to each one with a different element. Work fast and strive for variety. You can also add colour or do this exercise in a group.

Give yourself a time limit of 5 minutes.

Exercise 4:

Forced Connections: Developing new ways of seeing

Exercise:

Create multiple images by combining different shapes (square, circle, triangle, lines, dots…). Push yourself to come up with as many as you can.
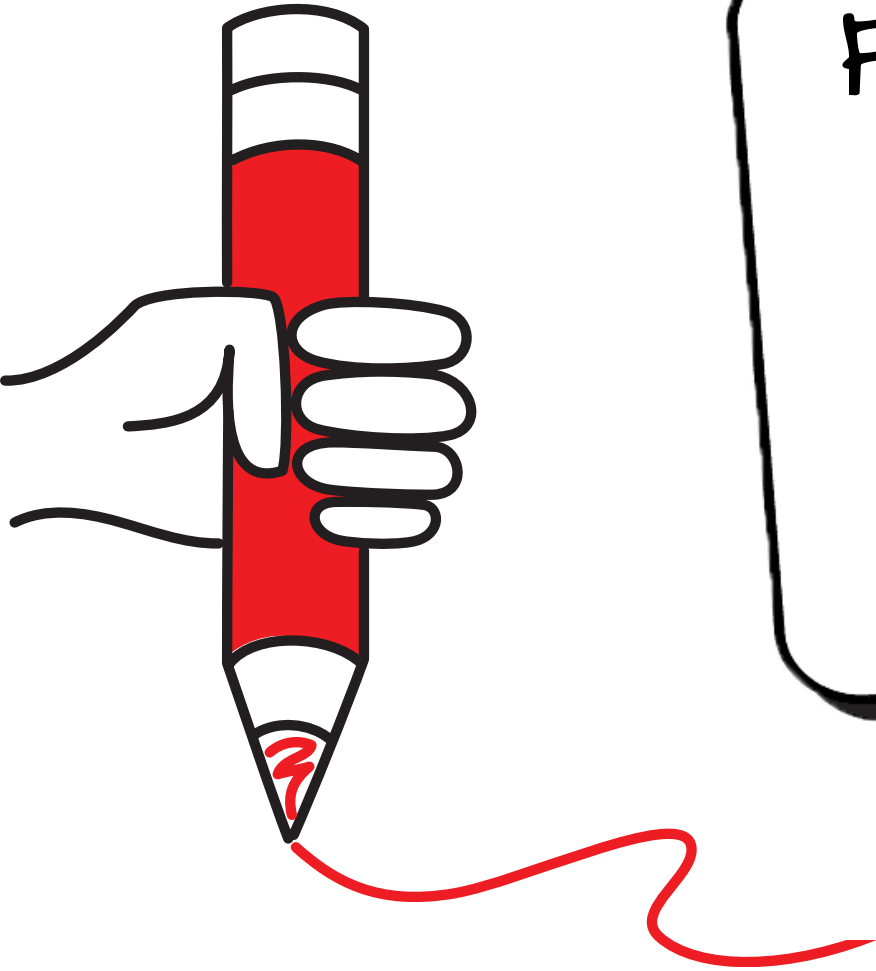
The aim of this exercise is not to create the best and most original ideas but to train your brain to see and make more connections.

These exercises help with your connection-making abilitiy and you will start seeing connections everywhere!

You can draw anything using these nine basic shapes
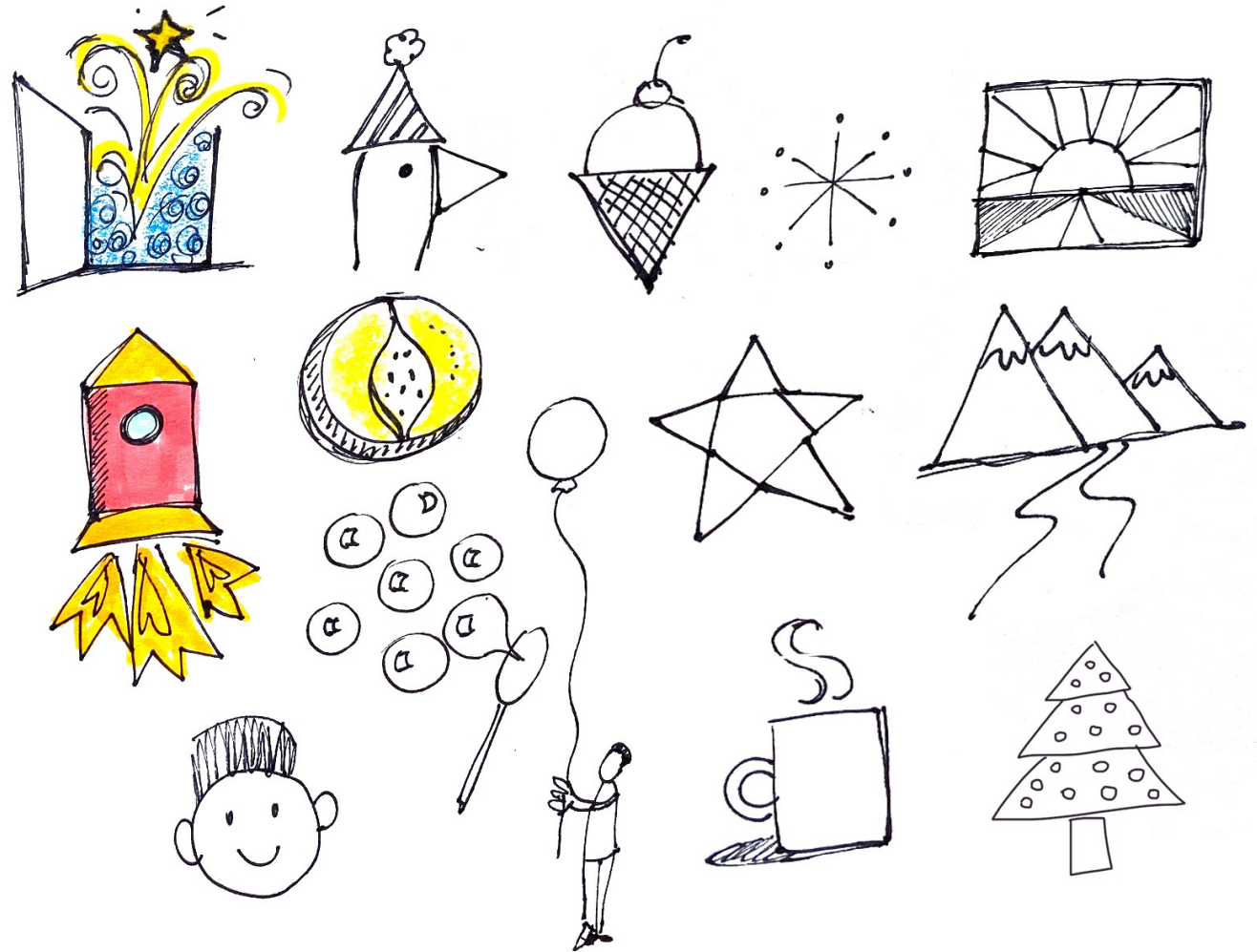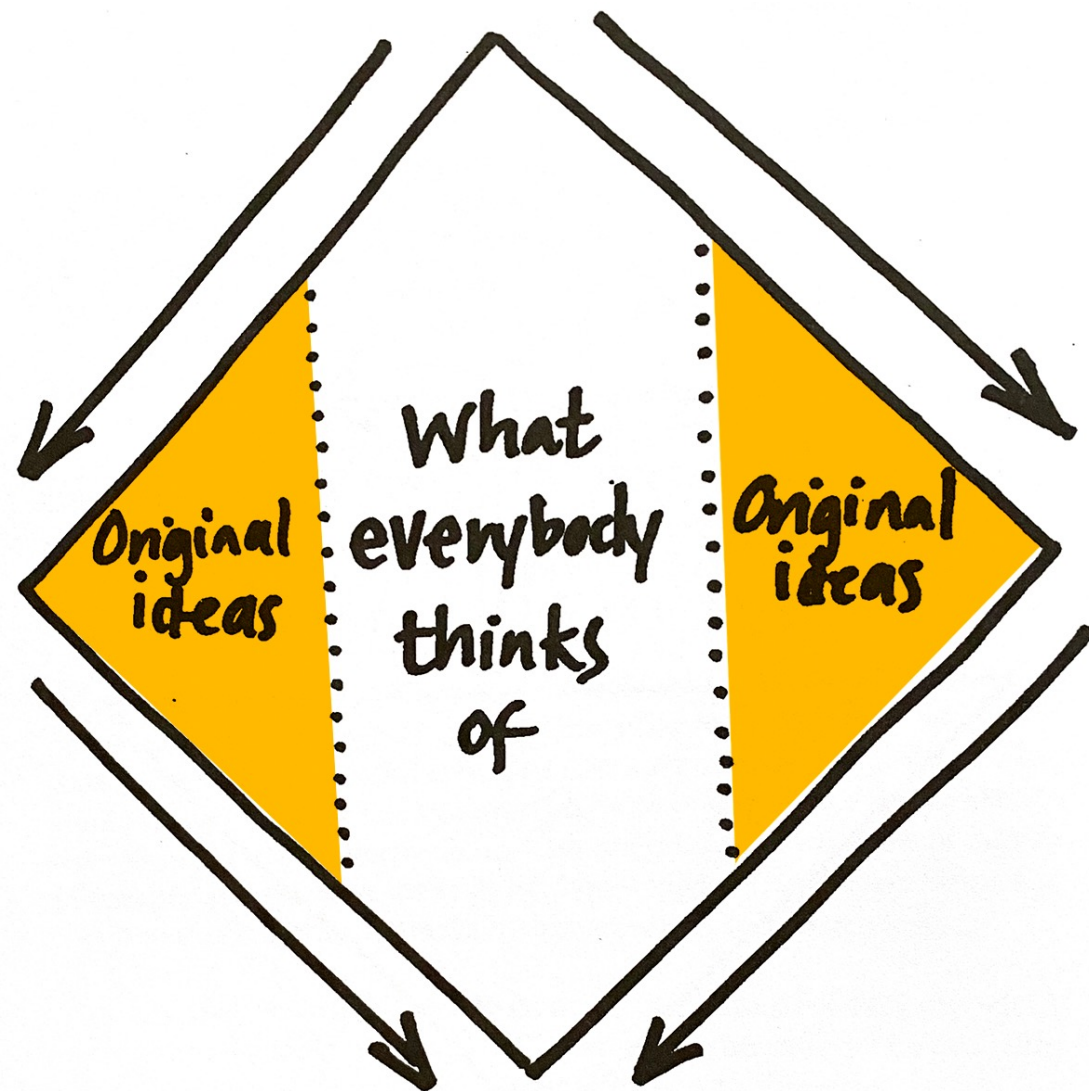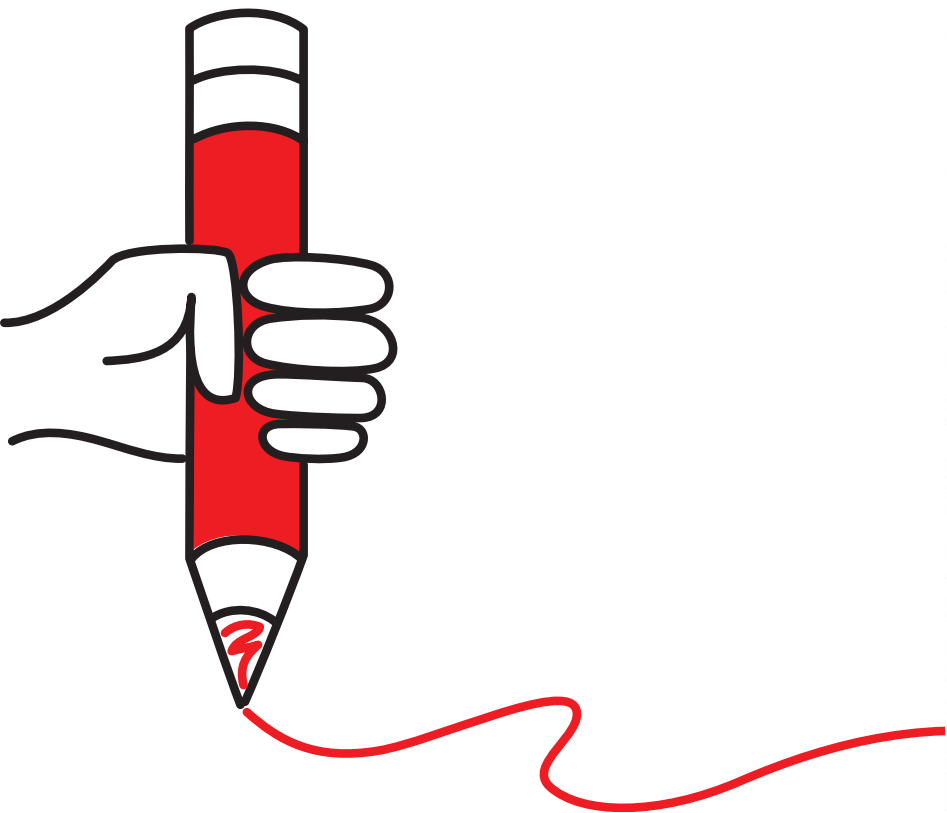
Exercise 5:

"Automatic Doodling" similar to "automatic writing".

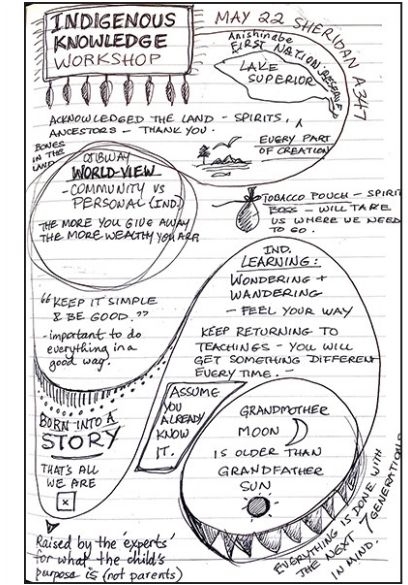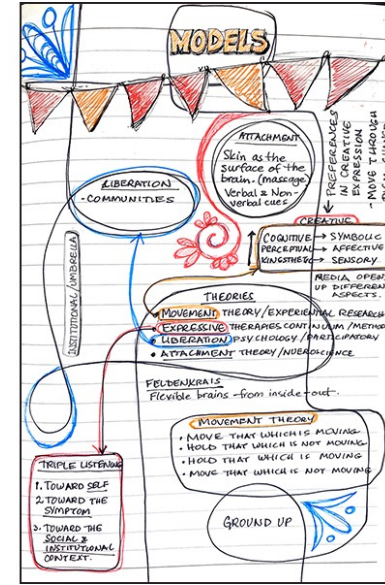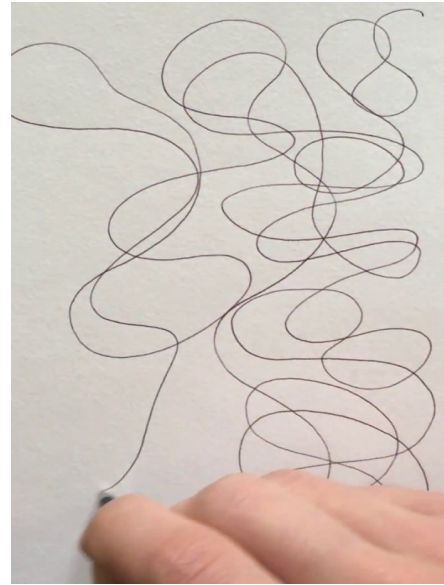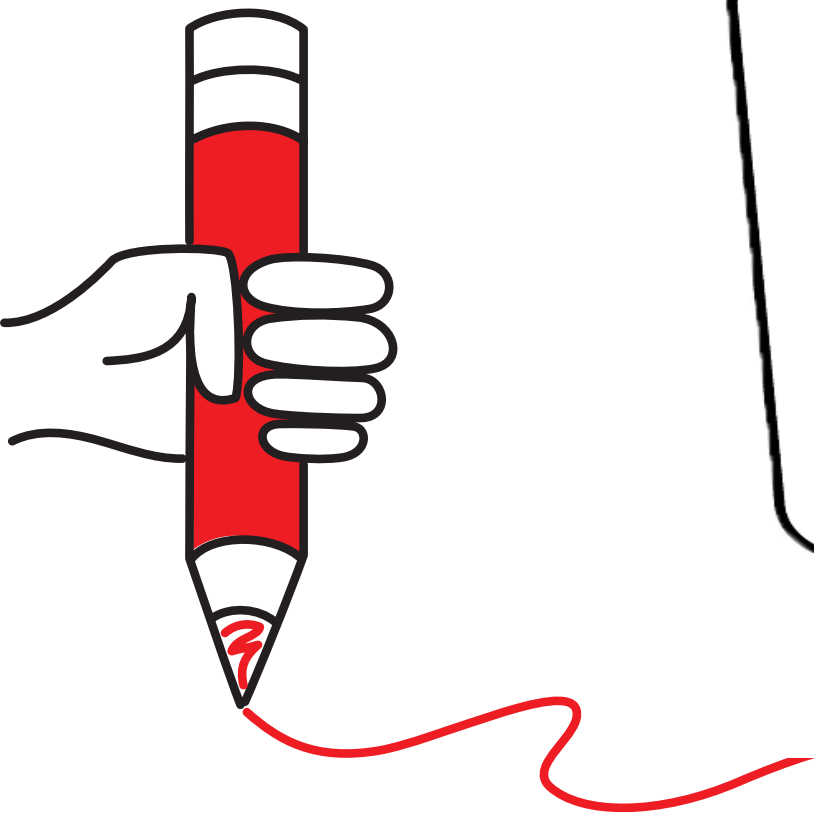Use as a framework for visual note taking.

Exercise:

Create a simple doodle on your page while thinking about how you might use doodling in your teaching. Allow your hand and mind to wander freely for as long as it wants. Use the doodle as a framework for your notes. You can add colour if you wish.
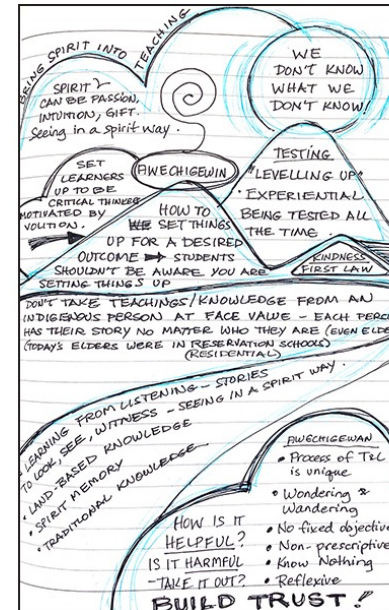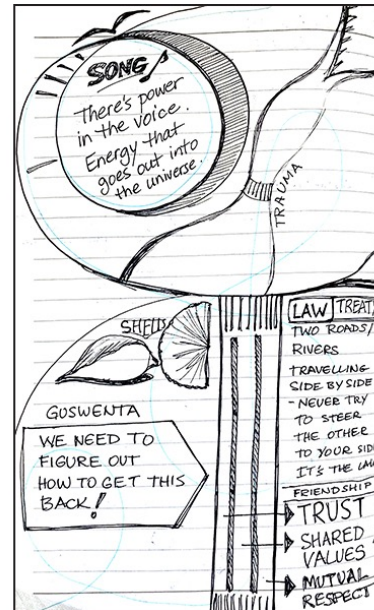
Doodling supports the highly creative mind

- supports the highly creative mind's ability to easily switch from internal and external states of mind, from mind-wandering and mind-free states to deliberate, mindful creations.

- frees the mind, allowing it to wander, play, imagine and daydream.

- develops new ways of seeing things (spontaneous surprises, insights)

- develops keen observation skills: it can put you in a state of flow, heightened focus and awareness.

- open-ended and fluid

- supports the creative mind's need for incubation
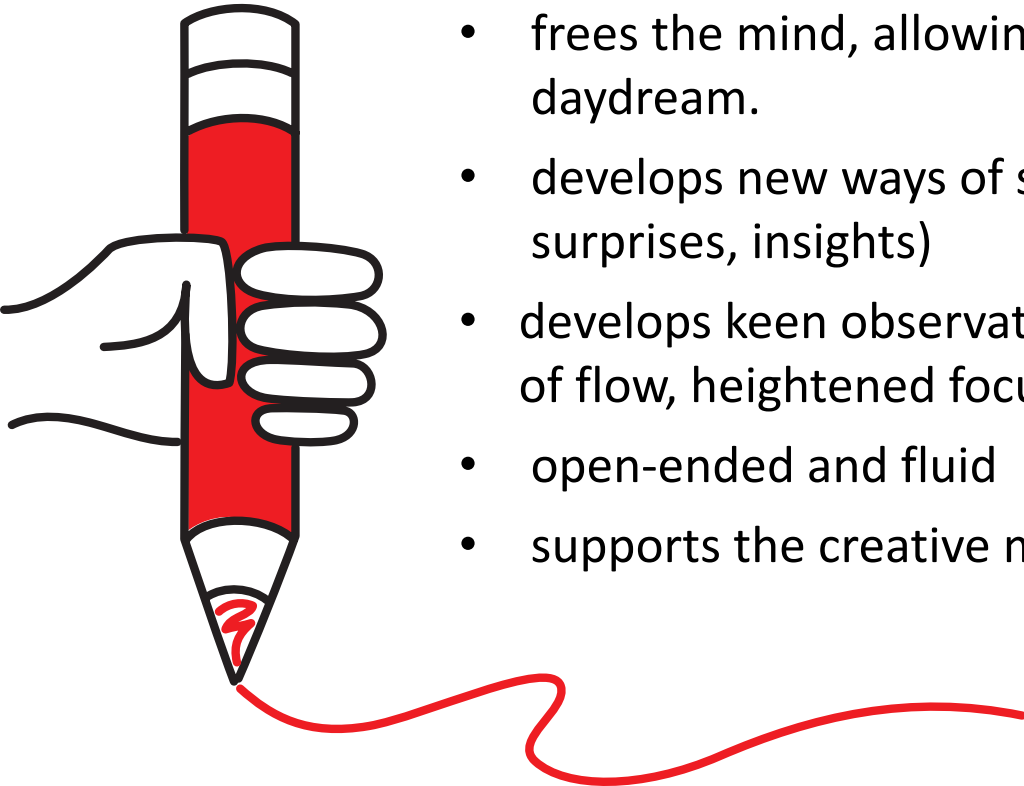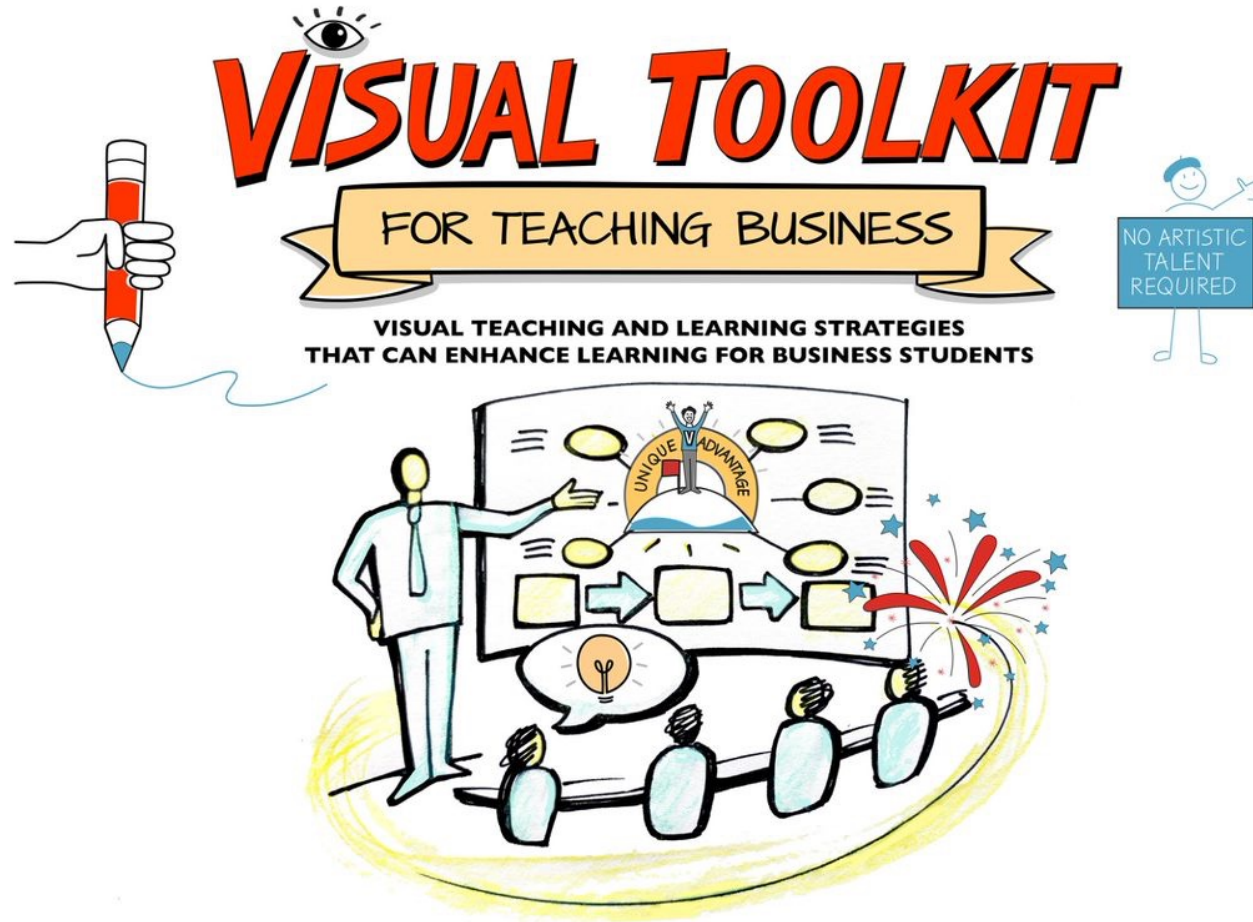
AVAILABLE AT:

www.izmvisuals.com

https://source.sheridancollege.ca/business_visual_toolkit/