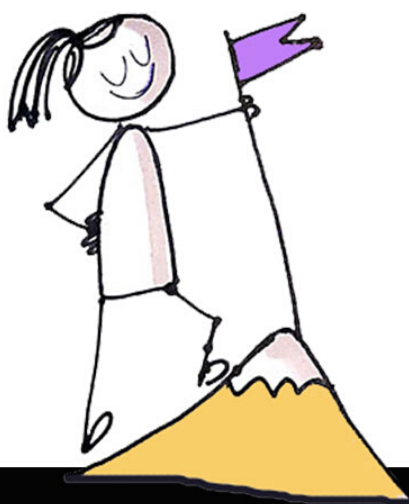
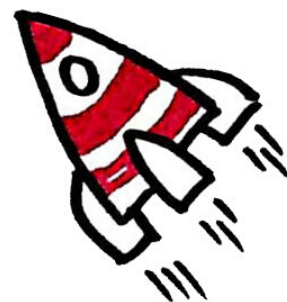


Visual Storytelling in Business Communication

With
Piyesh Modi

Workshop Practice Booklet



Visual Mastery



Basic Lines

Horizontal



Vertical



ANGLE



CURVES



Broken.



Zig Zag



Circular



headers

header
header
1

header
header
2

HEADER
3

TITLE TITLE TITLE
4

HEADER HEADER
5

header header header header 6

HELLO HELLO HELLO

HEADER HEADER
HEADER
TITLE



BASIC SHAPES

SQUARE



Rectangle



circles



Triangles



oval



kite/diamond



Trapezium



Rhombus



Combining Shapes

Lines + Square / Rectangle



Lines + triangle



Lines + ovals / circles.



Lines + $\square$ + $\triangle$ + $\circ$ = 95% icons





Basic Shadows



3D Round Shapes

Behind the paper



Don't Fill it
X full



2D Shapes

Infront of the paper



$$\square + 1 = \text{Business}$$

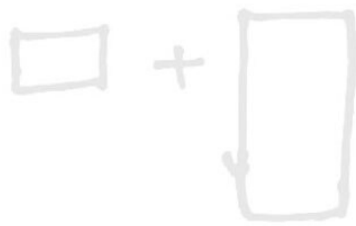

$$\cup + \Sigma = \text{Customer}$$


$$\bigcirc + \$ = \text{Revenue}$$


$$0 + \sqcap = \text{Process}$$


$$0 + \square + \# = \text{Sales}$$



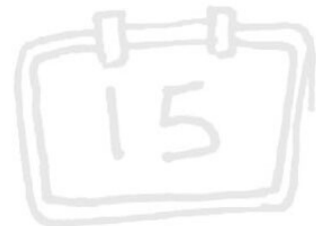
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Reports



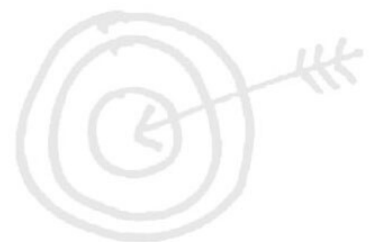
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Calendar



=



Goal



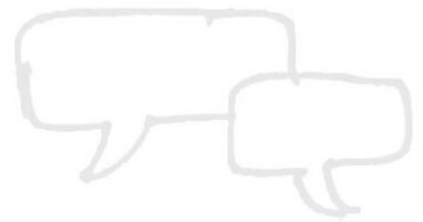
$U + Z + N + O =$



Idea

$U +$

$=$



Discussions

$+$

$=$



Email

$O + N +$

$=$



Team



U + O

=



Break

O + Δ + !

=



Hiring

□ + U

=



In news

▭ + U

=



Deadlines

Δ + □ + ▽ + O



Promotions



Drawing People

Faces + Torso + Hands + Legs



Fingers



Main Joints



Drawing People Let's Practice



Some More Practice



Drawing Faces

					
Good Mood	Sad	Uncertain	Surprise	Shy	Irony
					
Mean	Mad	disrespect	confuse	Happy	Embarrass

THREE DOTS FACES

			
			
		Happy	sad
		Shy	angry



Drawing characters

Using Props



student



lawyer



doctor



Patient



criminal



Youngster



old lady

Using metaphors & symbols



IT



Guide



Manager



customer
Journey
Expert



Innovation
consultant



Hairs



Drawing MULTIPLE PEOPLE



Arrows &

Connectors

BASIC ARROWS



Example

Doubtful Phase



Example



Example



Example



DRAWING INTERACTION



fierce



speaking
normally



Wow



Whisper



Thinking



Agreement



Angry/
fighting



acknowledgement



Common
vision



Shouting



constructive
DISCUSSION.



TYPOGRAPHY

TITLE SAME HEIGHT

THERA LOW

THERA HIGH

TITLE

Hi!

GOAL



HELLO

TITLE

TITLE

TITLE

COOL

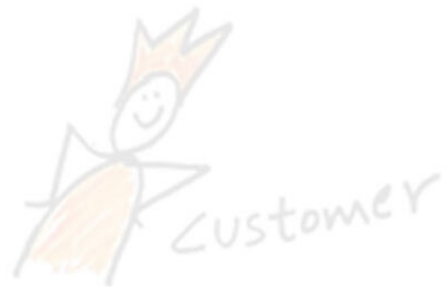
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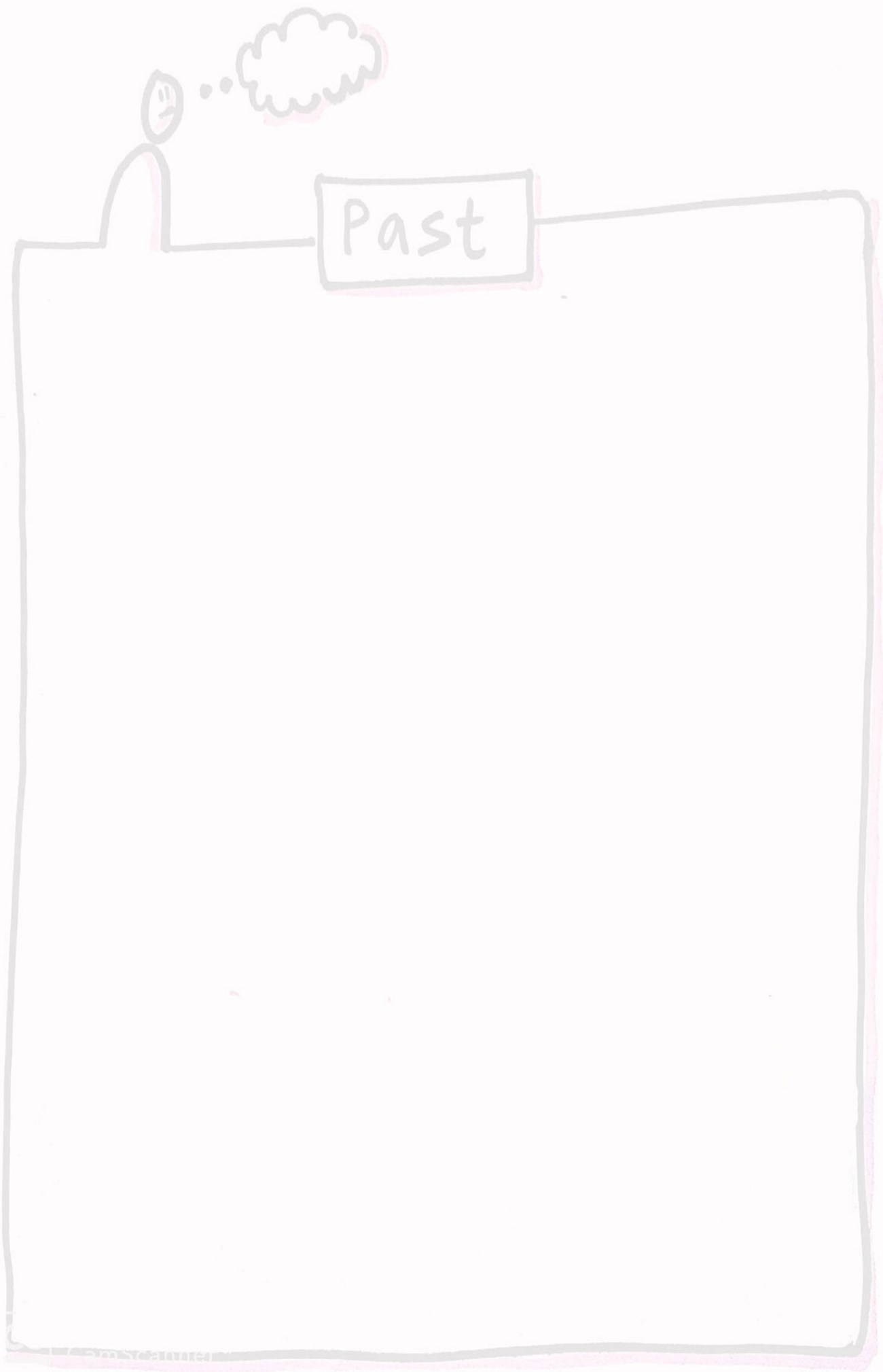
HEAD



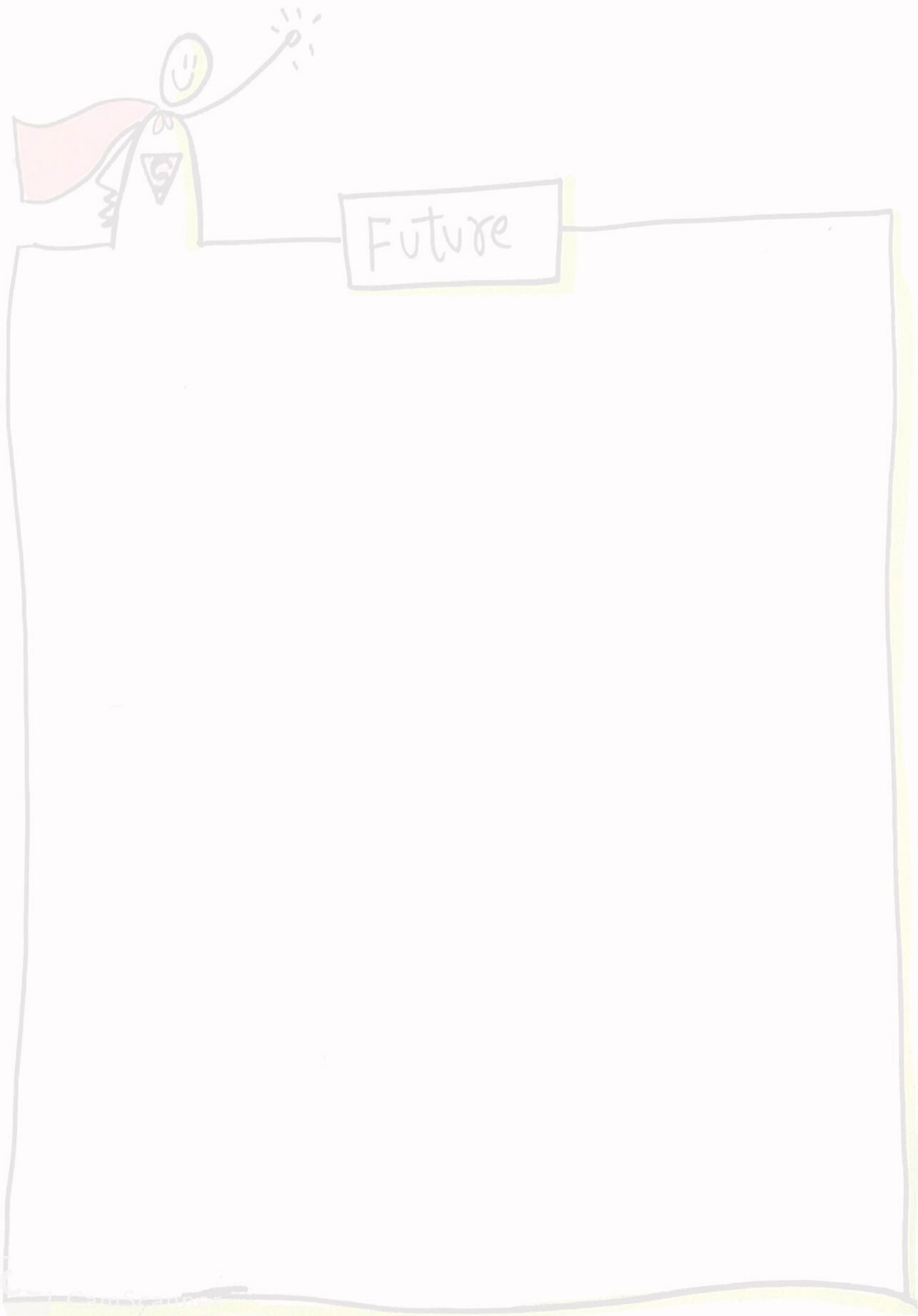
"Effects"













Visual Mastery

Special Thanks To ***Willemien Brand***
For Flaming My Visual Thinking

Many characters and scenarios present in this
booklet are taken from her book 'Visual Thinking'

