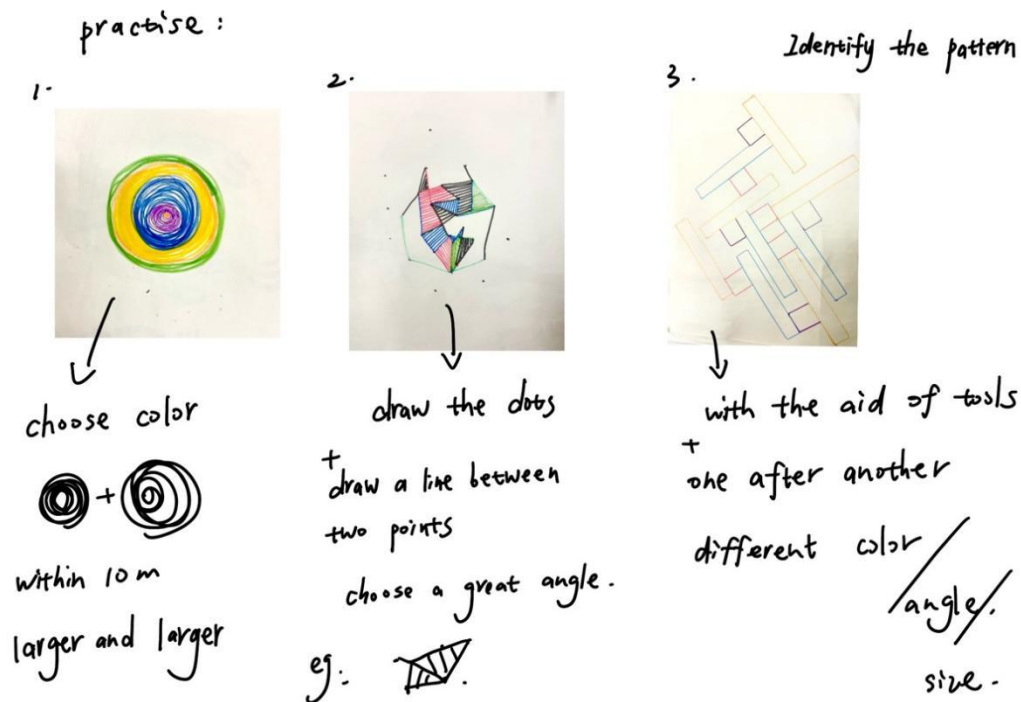


RRR 07

Describe:

In the input course, my core insight was that Sketchnote, coupled with sustained writing and drawing practice, is a key method for cultivating systematic design thinking. The professor did not mandate Sketchnote as compulsory assignments but repeatedly advocated cultivating them as a daily design habit. He suggested using hand-drawn notes to organize thoughts and record inspiration when approaching each design theme—from visual storytelling to conceptualizing work dissemination—rather than diving straight into the creative phase. Following this guidance in my coursework, I purchased a dedicated sketchbook for my master's studies. Using mixed media, I documented keyword maps, visual metaphor sketches, and observations of local cultural symbols in Winchester. This pressure-free hand-drawn approach liberated me from the obsession with producing a 'perfect first draft', enabling far freer creative exploration.



Interpret:

It demonstrates that sketch notes serve as the 'visual vehicle' for design thinking.

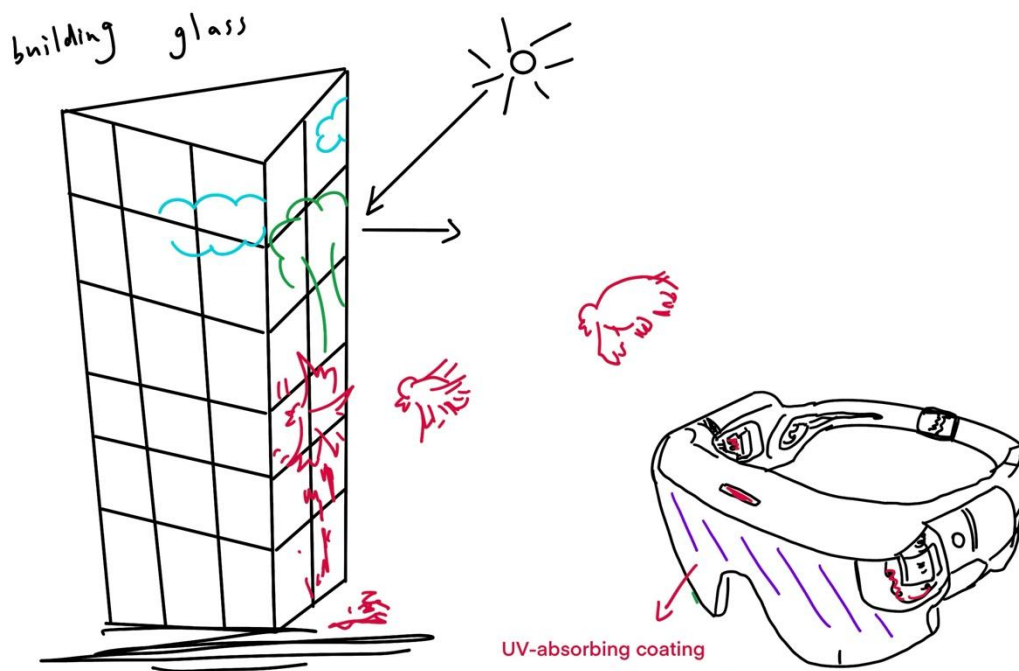
As outlined in Design Thinking: From Concept to Implementation, hand-drawn sketches transcend the linear logic of text, stimulating associative thinking.

Moreover, the habit of daily sketching has taught me that the essence of design iteration lies in the transition from 'quantitative change to qualitative change'. The professor emphasized that "drawing and sketching frequently" is not about quantity

itself, but about accumulating creative material through continuous documentation, allowing quality ideas to emerge naturally through repeated experimentation. Dozens of rough visual concepts recorded in my sketchbook ultimately crystallized into three design directions worthy of further development,

validating this logic. Thirdly, sketching notes made me realize that the core of

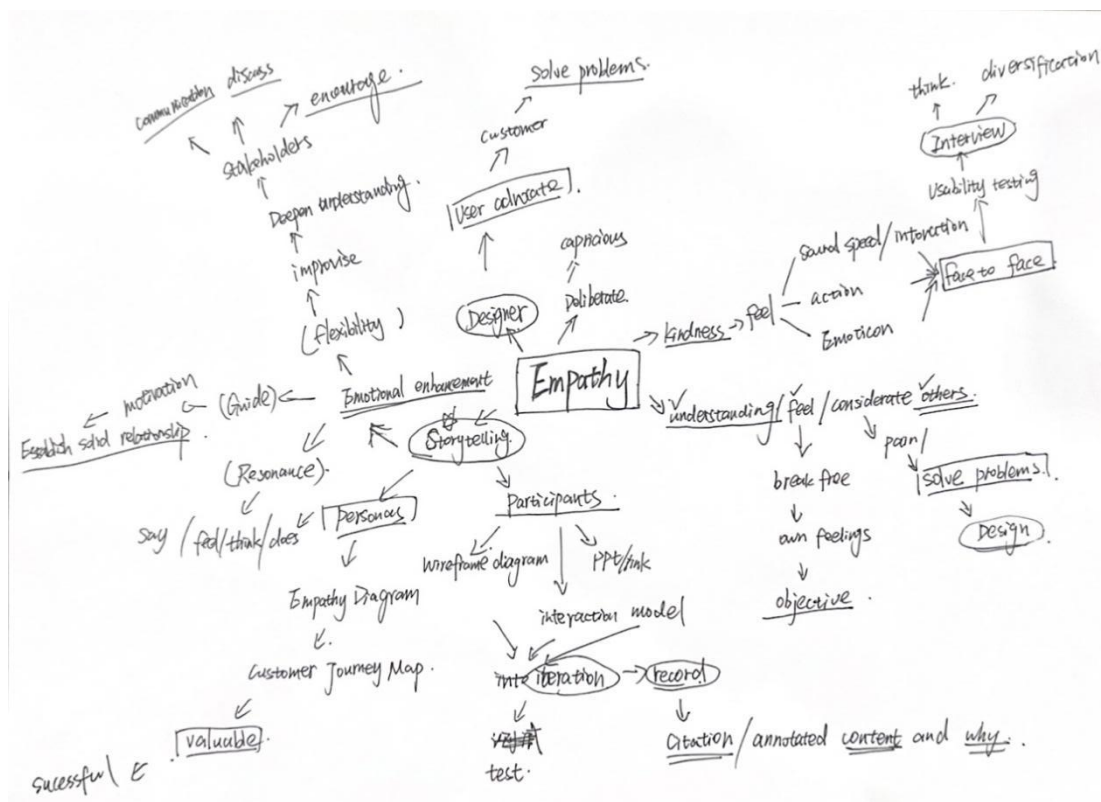
design expression lies in the "clear transmission of thought". Pairing hand-drawn sketches with textual annotations forced me to actively articulate design intentions, transforming vague creative ideas into concrete, reviewable concepts that could be refined—rather than remaining at an intuitive level.



Evaluate:

This realization holds multifaceted significance for my studies and practice in communication design. Firstly, it has restructured my design workflow: I no longer treat digital software as the starting point for creativity but instead place sketching notes at the core of the preliminary design phase. By hand-drawing to conduct initial screening and refinement of ideas, subsequent digital creation becomes far more targeted. Secondly, the habit of daily sketching has enhanced my ability to extract design inspiration from everyday life. For instance, during street

observations in Winchester or museum visits, I routinely use my sketchbook to document local architectural motifs and cultural details. These materials serve as vital sources of inspiration for my cross-cultural design projects, ensuring my work resonates authentically with its contextual reality. Thirdly, this approach has helped me overcome the anxiety of creative block. When design thinking stalls, revisiting the fragmented inspiration notes in my sketchbook invariably reveals fresh creative angles. This experience has taught me that "aimless, continuous documentation" is an effective means of transcending mental limitations. Compared to the early stages of the course, both the efficiency of my design conceptualization and the depth of my creative thinking have markedly improved—all attributable to cultivating the habit of sketchbook note-taking.



Plan :

In my subsequent postgraduate studies, I shall further systematize my sketching practice: establishing dedicated sketchbooks for each design module. These will not only document creative drafts but also incorporate insights from literature reviews alongside key feedback from supervisors and peers, transforming the sketchbook into a comprehensive design manual integrating inspiration, research, and reflection. For my graduation project, I plan to build a 'Creative Development Log' centered around my sketchbook notes. This will track the evolution of my design thinking throughout the entire process, from research to final product, ensuring the creative logic behind the final work is complete and traceable. I intend to carry this practice forward into my future professional career—whether working on commercial design projects or pursuing personal creative endeavors—using sketchbook notes to initiate the creative process. The flexibility and freedom of hand-drawn sketches will continue to empower my design thinking. Concurrently, I intend to explore integrating sketch notes with digital tools. By scanning hand-drawn drafts for digital reworking, I aim to pioneer a hybrid "hand-drawn + digital" design methodology, thereby maximizing the practical value of this valuable practice.

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