

Visual Communication: Rich Pictures, Mind Maps and Schemas

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LonsdaleSystems.com

Drowning in a Deluge of Words

- Internet
 - 3.6 billion web pages
 - 89 billion emails sent each day
- Print
 - 130 million books currently exist
 - 15 million new books published per year
 - 395 million newspapers each day

The Education System

- Schools still emphasise the three R's
 - Reading
 - Writing
 - ‘Rithmetic
- They assume pupils already know how to listen and talk
- Drawing is something you are either “good at” or not!
- Collaboration is called “cheating”

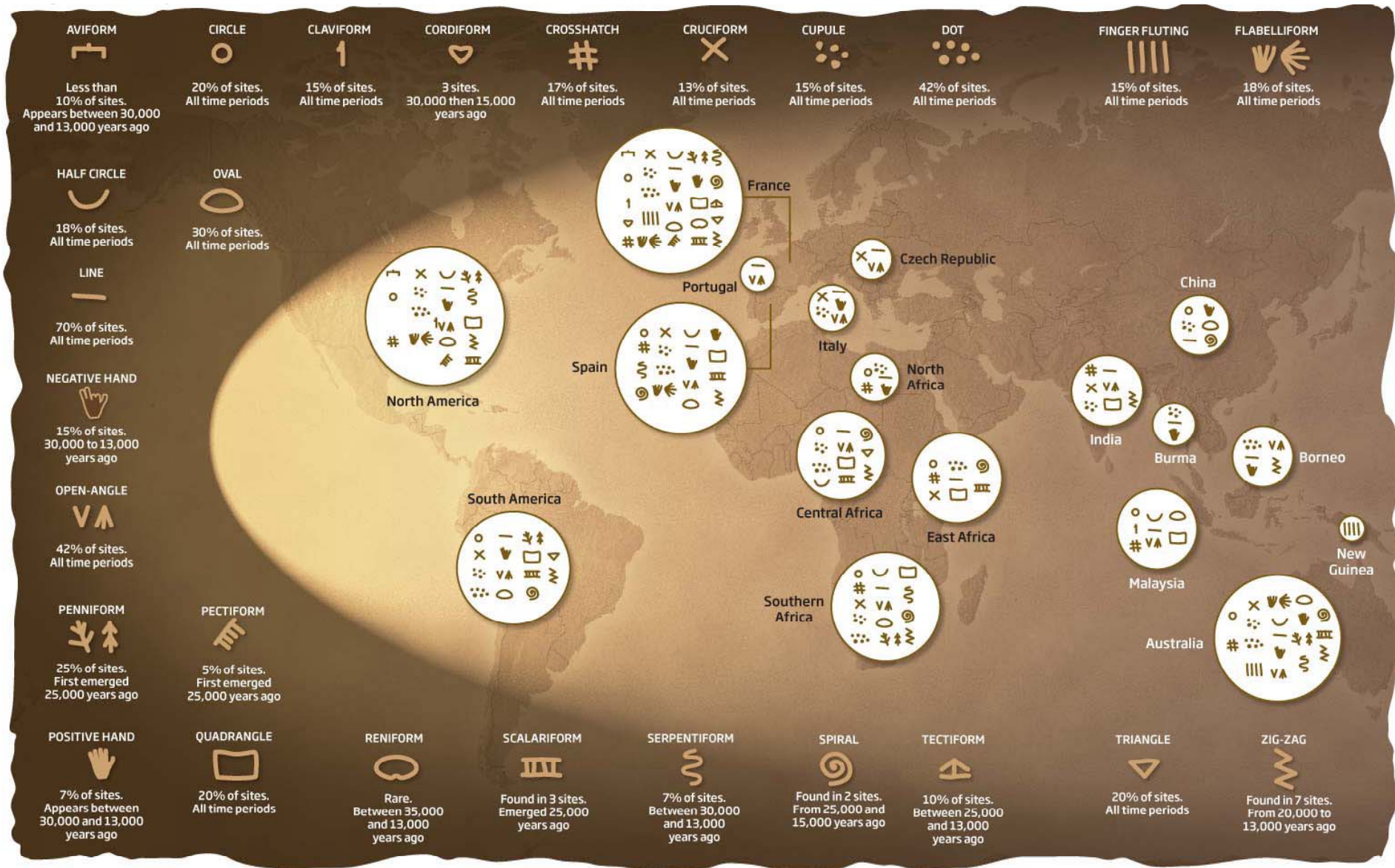
The Business World

- In the past industry needed clerks...
 - Reading
 - Writing
 - 'Rithmetic
- Now the business world needs collaboration...
 - Listening
 - Talking
 - Drawing

Rich Pictures



Common Cave Painting Themes Across the World



Mayan

ahaw (lord)	k'u, k'ul (sacred, god)	pakal (shield)	k'al (twenty)	tz'am (throne)	tok' (flint)
akot (to dance)	chan (sky)	hoy (to bless, make proper)	k'awil (spirit)	nal (place)	tun (stone)
way (companion spirit)	chan (snake)	hun (headband)	k'in (sun)	hok' (to take office)	na (house)
balam (jaguar)	sotz' (bat)	hal (to manifest)	awal (“and then”)	kah (town, area)	wak (six)
bak (heron)	ha' (water)	bih (road)	k'uk' (quetzal)	sabak (ink)	nik (flower)
bak (bone, captive)	hun (one)	k'ak' (fire)	kun (seat, center)	chum (to be seated)	witz (mountain)

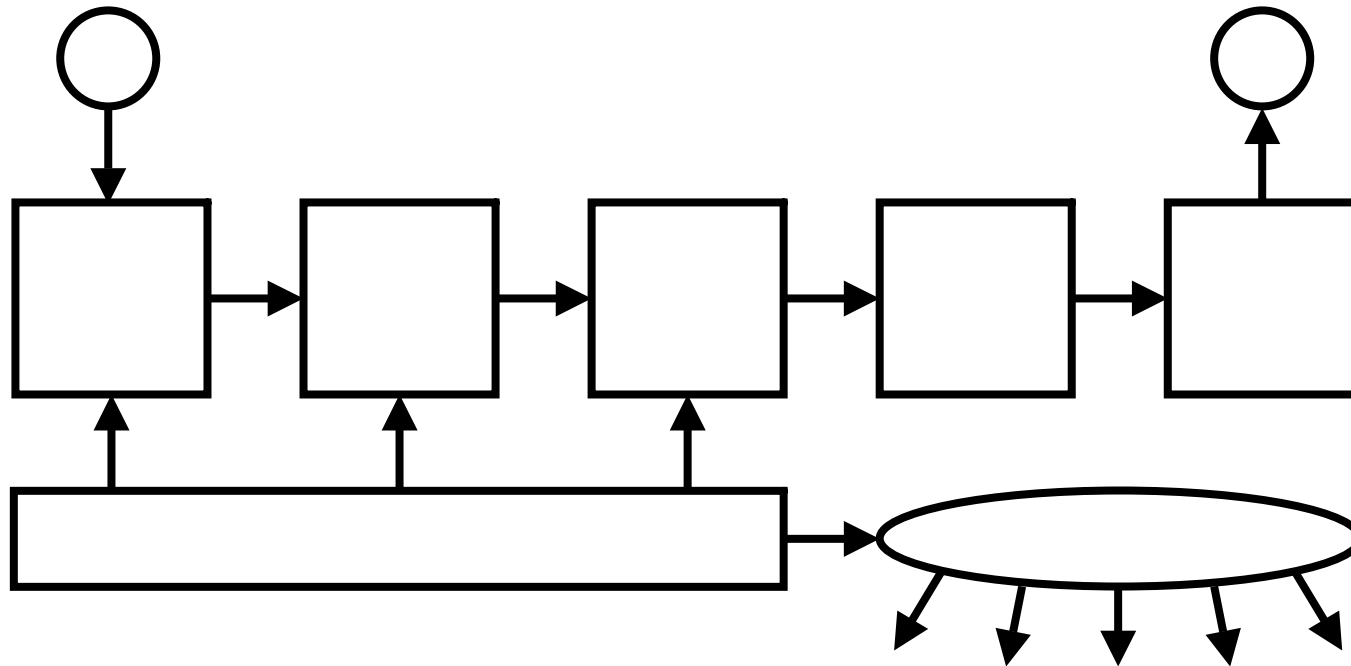
Hieroglyphics

Egyptian

	A		C-K		B		Y		P		V-F		N		M
	J		R		E		H		L		O		X-Z		O-U-W
	SH		G		Q		T		KH		D		TA		TH
	N		I		S		CH		M		ANKH		WOMAN		MAN

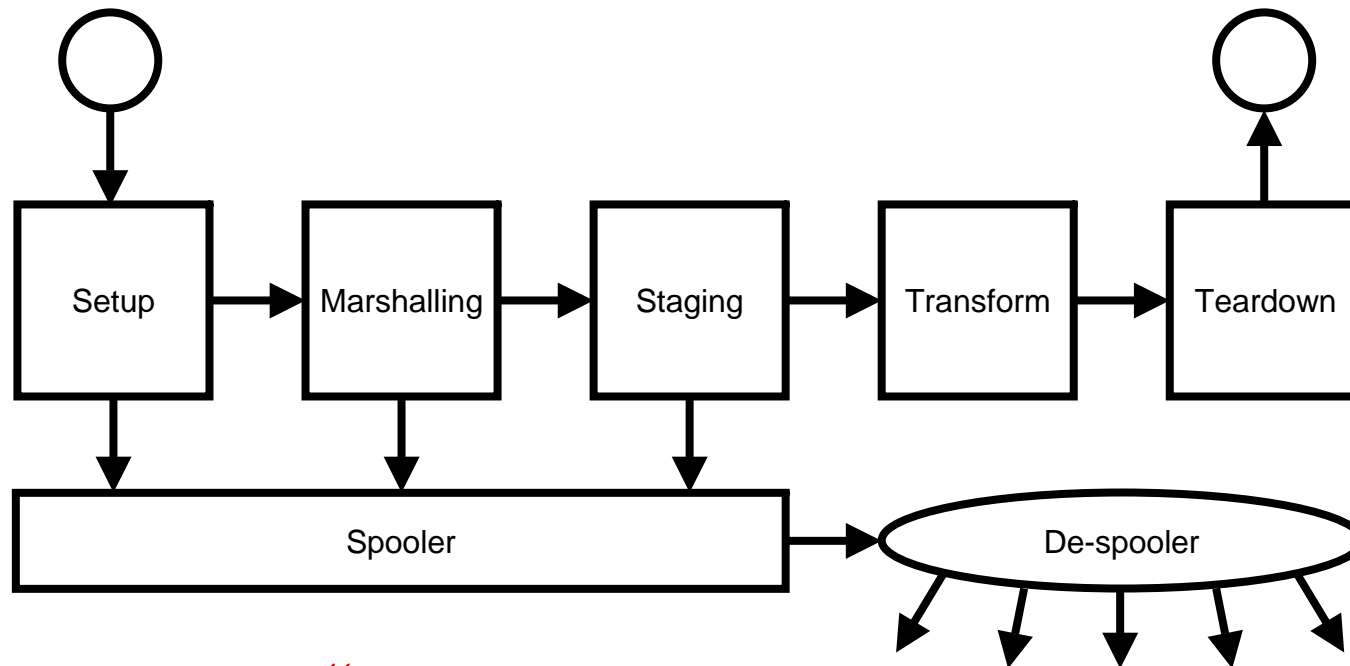
Fast Forward to 2013...

The "Box and Arrow" Diagram!



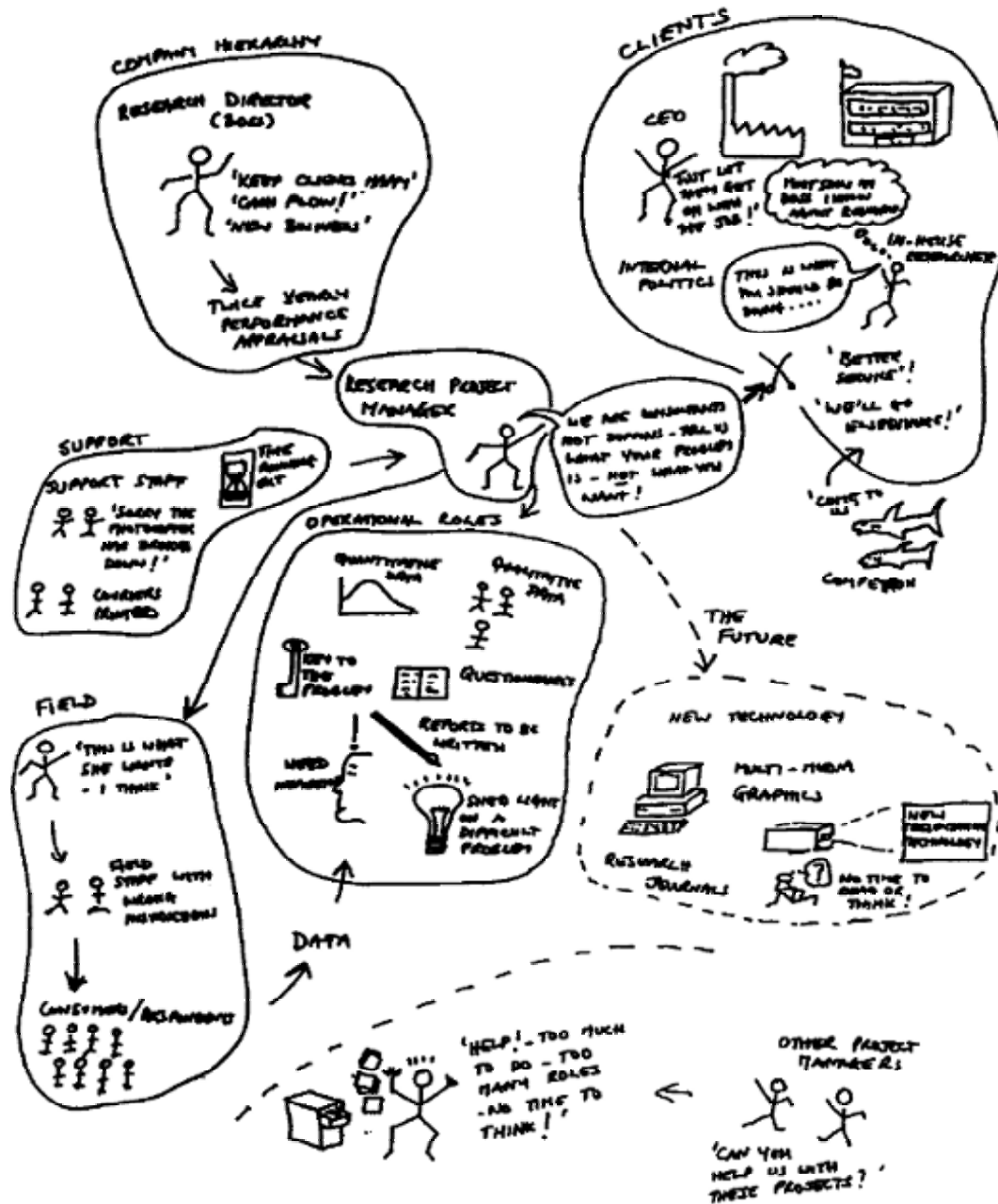
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The “Box and Arrow” Diagram!

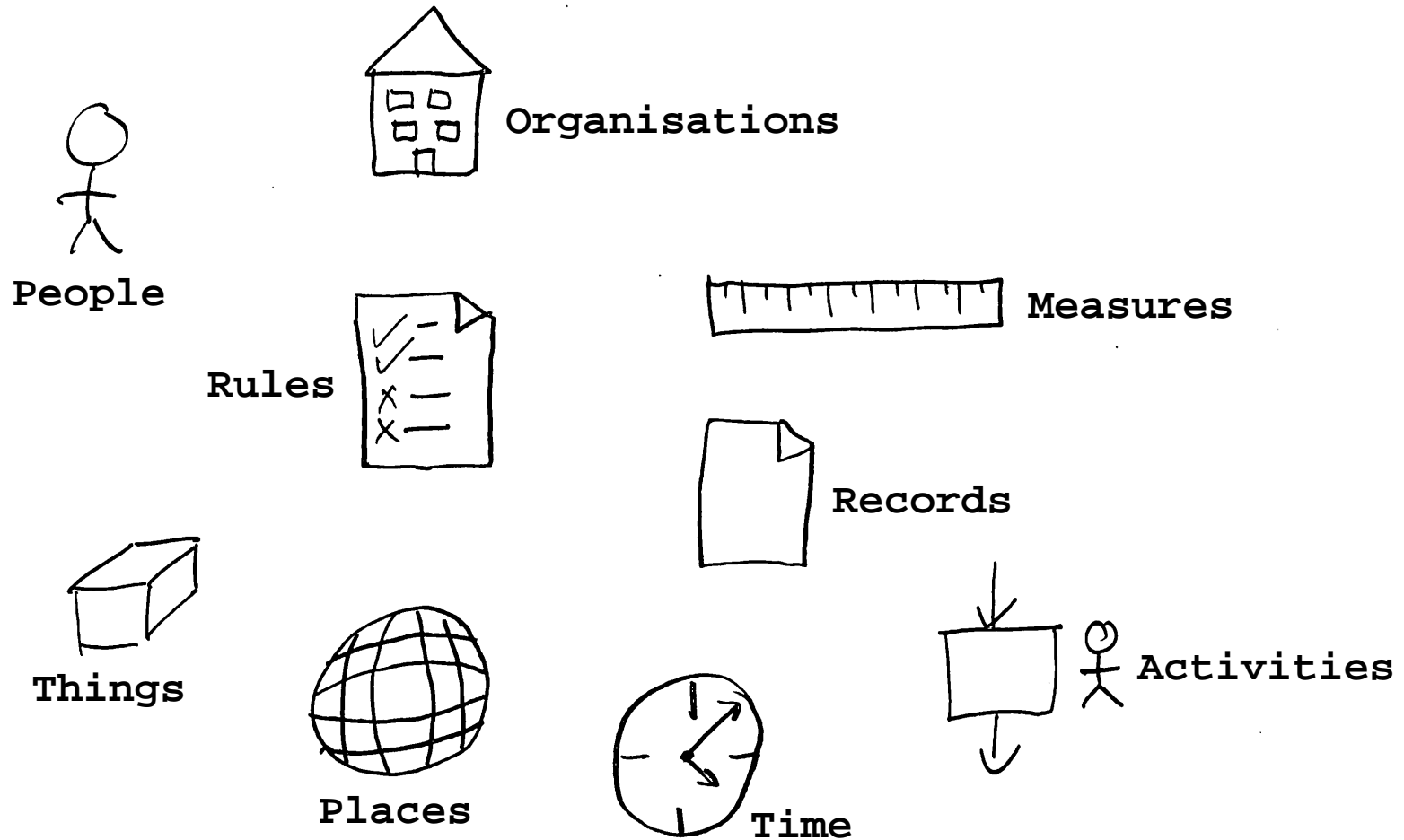


More “stone-age
thinking required!!

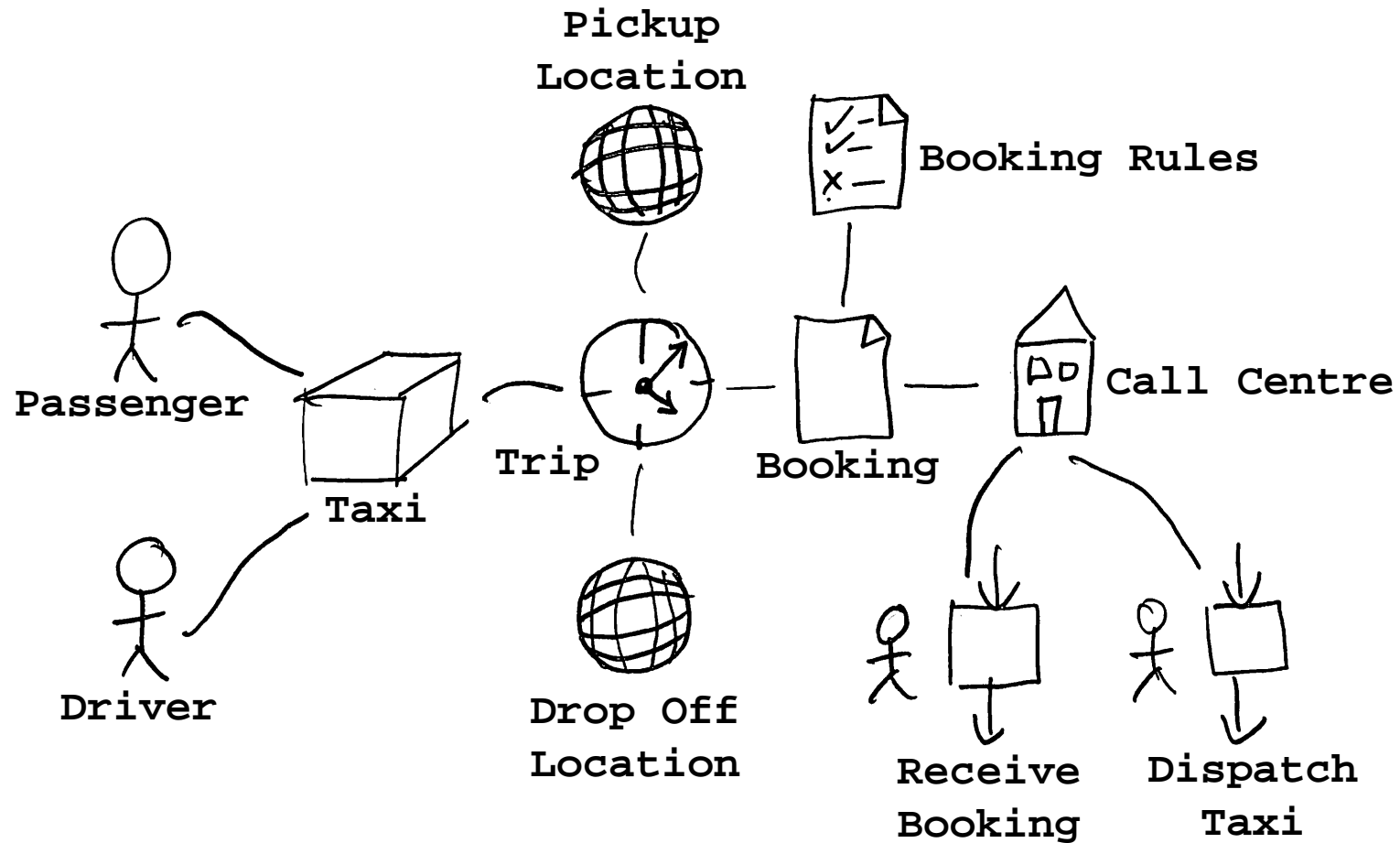
Rich Pictures



Building a Visual Vocabulary

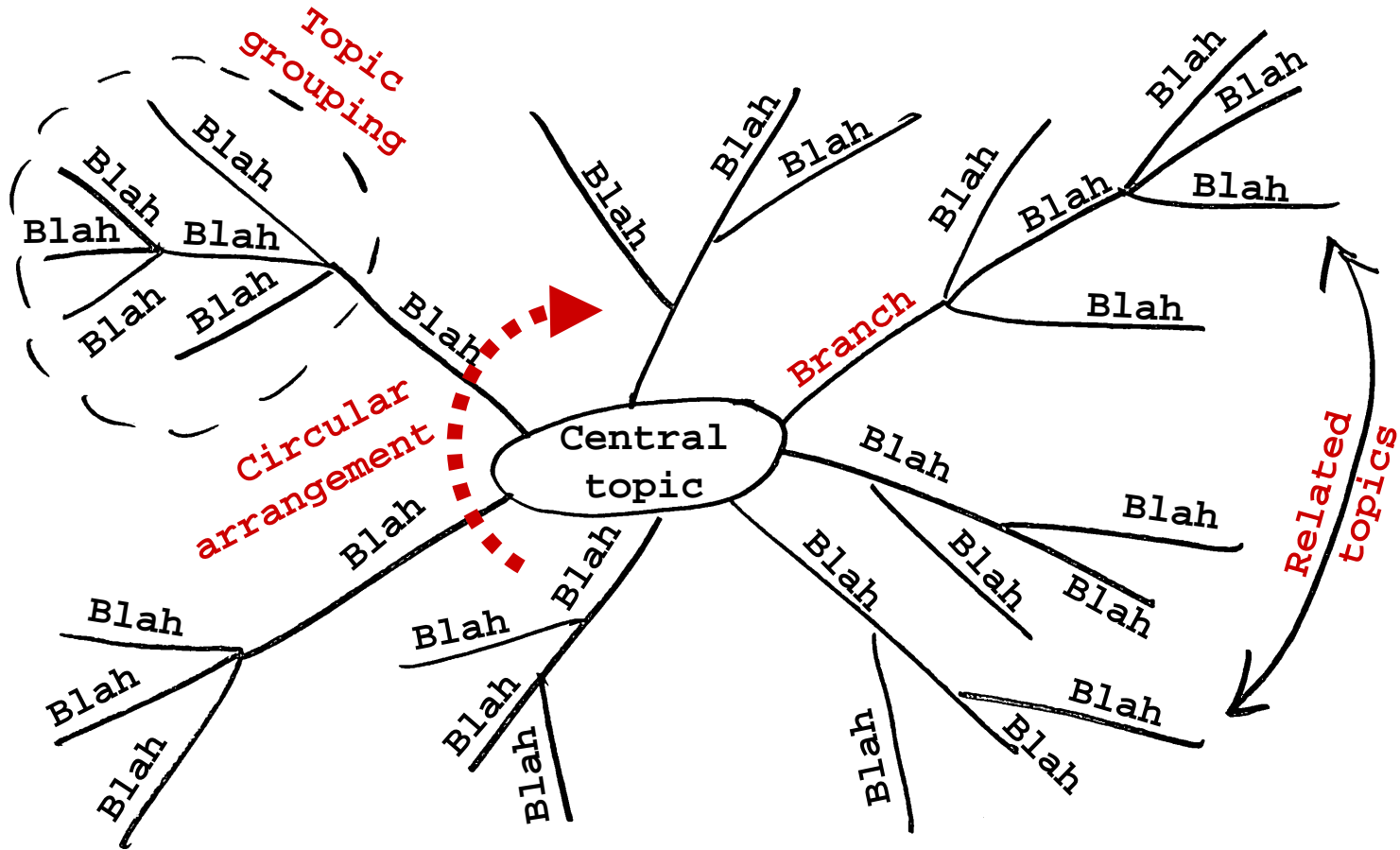


Taxi Management System



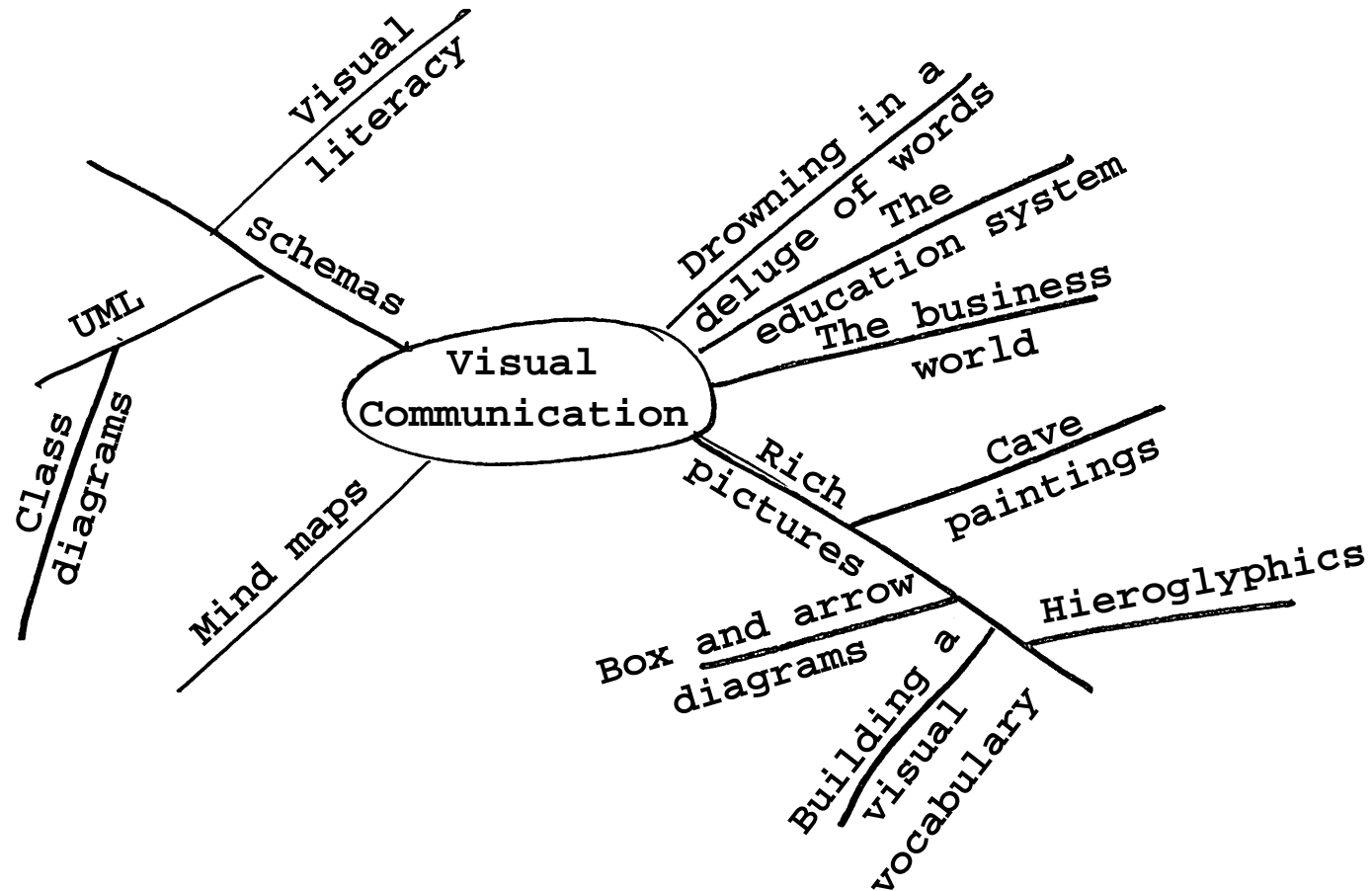
Mind Maps

Mind Maps



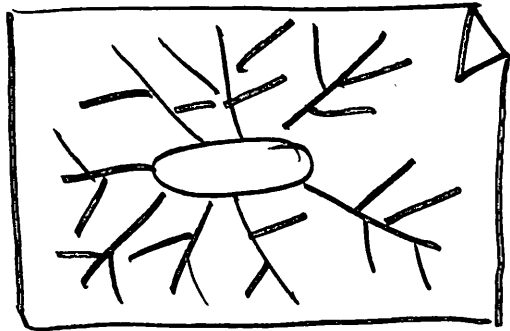
Mind Maps

Provide a “Visual Grammar” for Words



Mind Maps

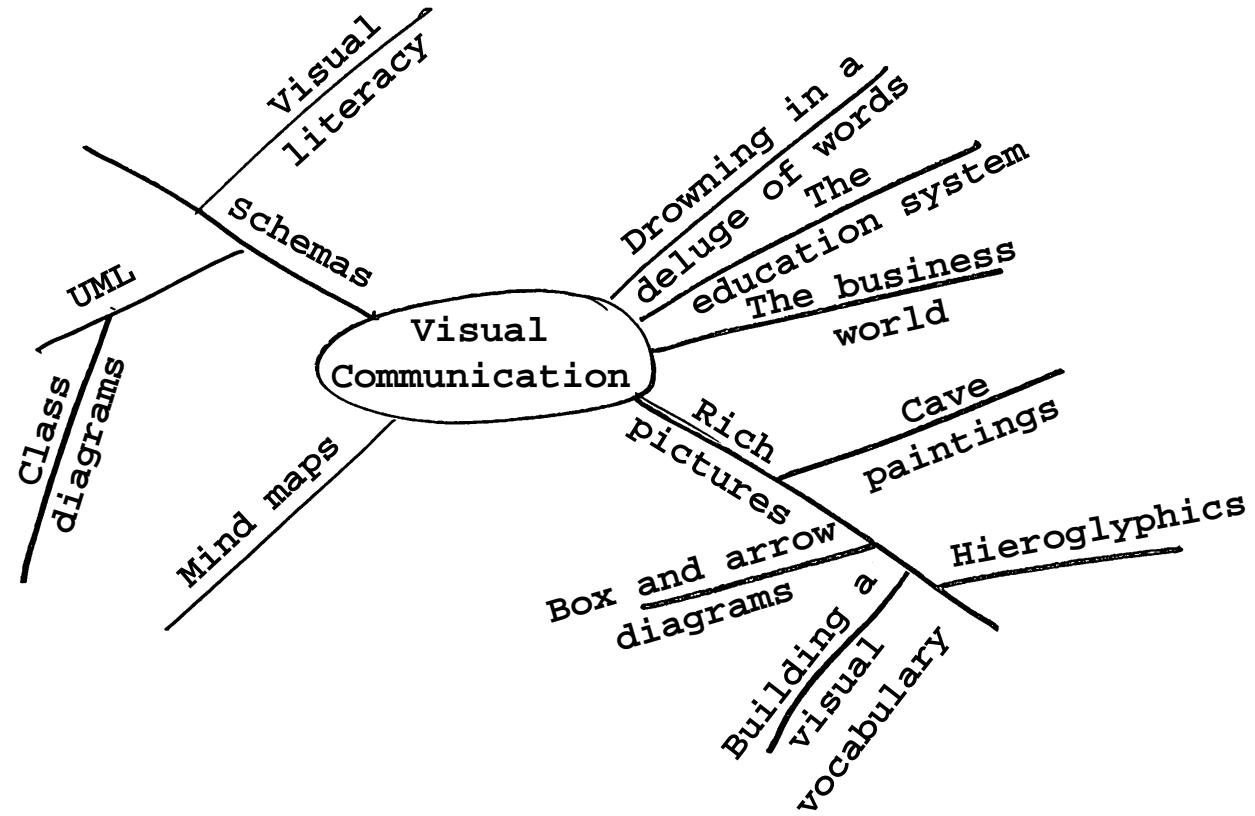
More Compact Than Lists



Blah
Blah
Blah
Blah
Blah
Blah

Blah
Blah
Blah
Blah

Mind Maps Easier to See the "Big Picture"

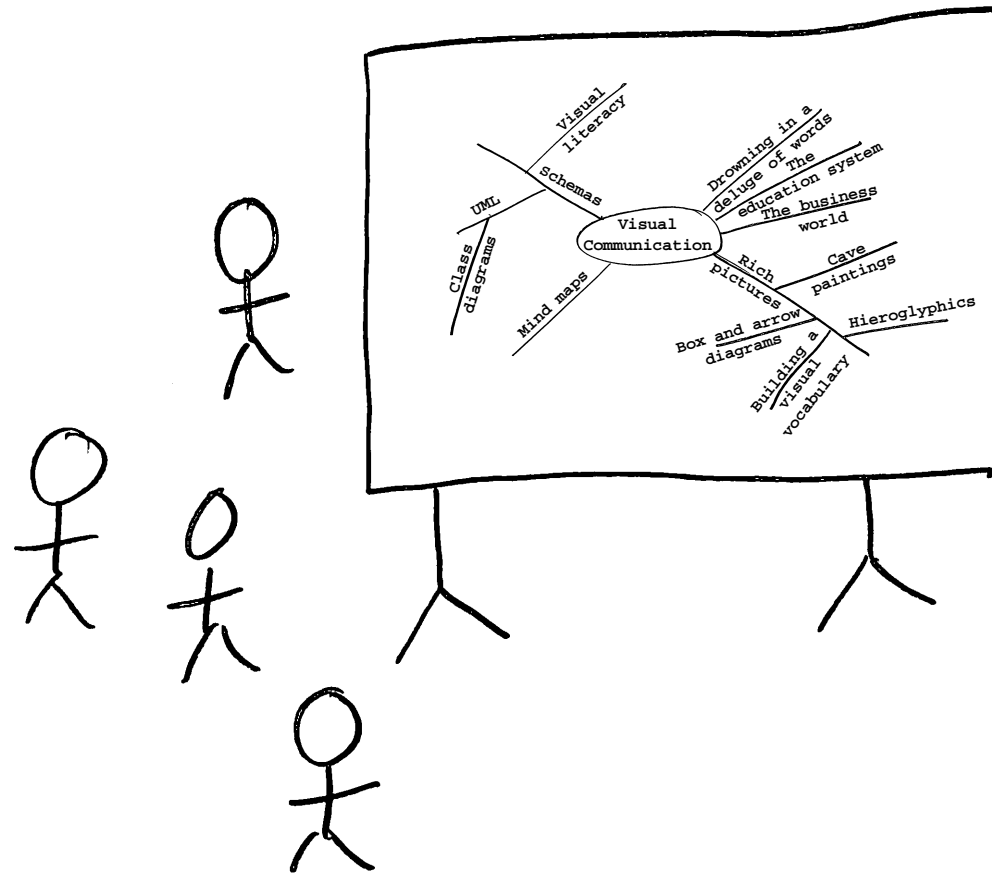


Compared to the written language, visual communication receives scant attention in the education curriculum. And yet, as as it begins to feel like we are drowning in a deluge of words, pictures and diagrams start to become the better prospect for getting our message across.

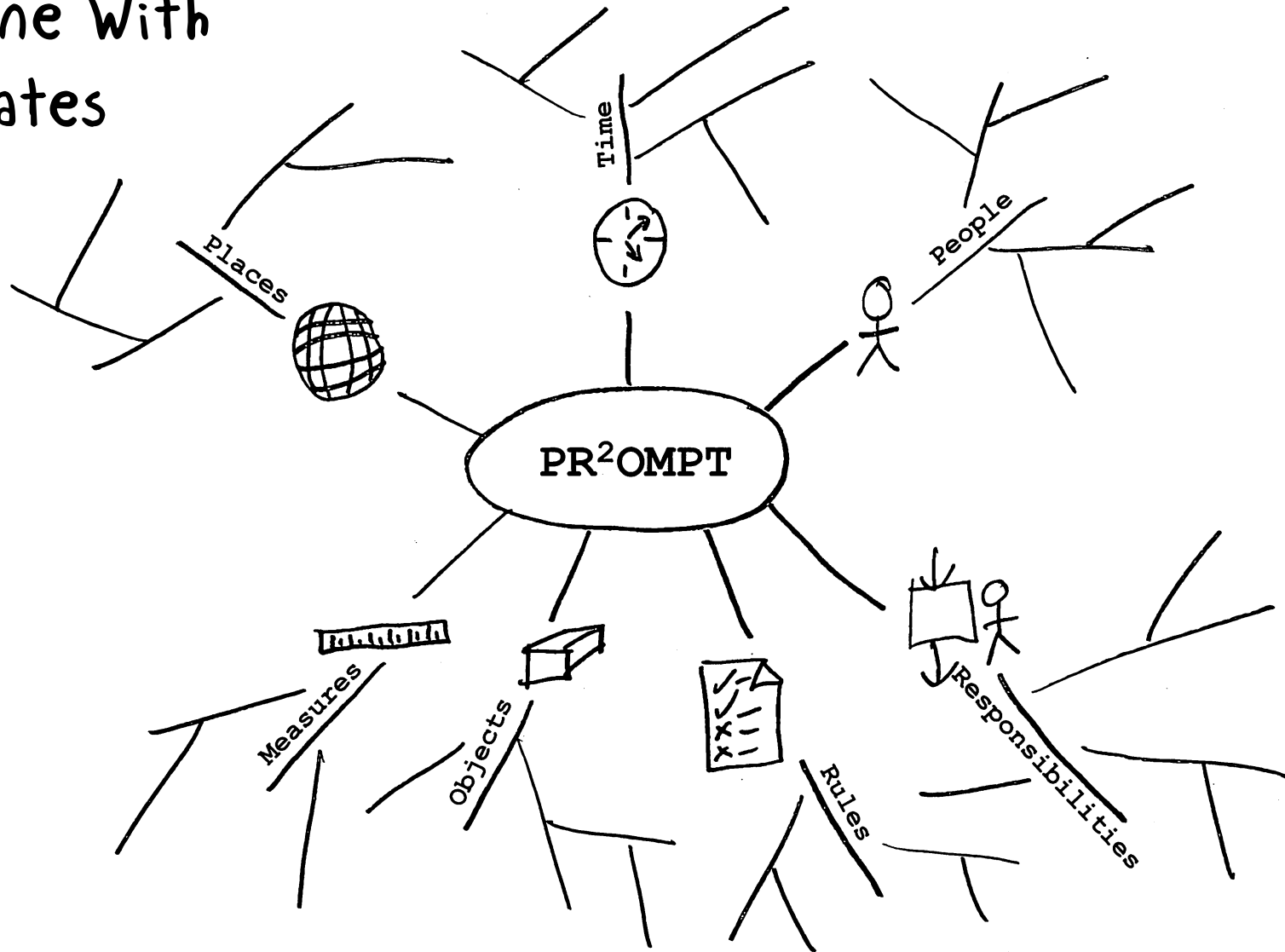
This session explores the role of visual communication in the business world offering some ideas about how we can improve our skills and communicate more clearly.

Mind Maps

Great For Collaboration



Mind Maps Combine With Templates




www.biggerplate.com/philrobinson

biggerplate
THE MIND MAP LIBRARY

Sign in or Register | 5,821,607 map views | 512,715 maps served | 57,708 members

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Has contributed 4 mind maps to biggerplate so far.
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philrobinson's mind maps

 **TESCO**
The "TESCO" template is a useful tool for assessing the feasibility of a proposed solution. It provides a checklist for assessing the fea...
By philrobinson. Views: 670 Downloads: 47 

 **MACROSCOPE**
The "MACROSCOPE" template is a useful tool for identifying stakeholders. It provides a checklist of stakeholder categories that includes M...
By philrobinson. Views: 813 Downloads: 66 

 **PROMPTER**
The "PROMPTER" template is a useful tool for understanding a business situation. It provides a checklist of the People involved, their Res...
By philrobinson. Views: 636 Downloads: 49 

 **PESTLE**
The "PESTLE" template is a useful tool for understanding the environment of an enterprise or system. It provides a checklist of Political, ...
By philrobinson. Views: 701 Downloads: 101 

Benefits of Mind Maps

- Navigable
 - Topics can be read randomly rather than sequentially
 - Not necessary to sequence topics
 - Easier to jump from one topic to the next
 - Easier to backtrack to a previous topic
- Zoomable
 - Presents the “big picture”
 - With the ability to “zoom” in on detail
- Holistic
 - Topics are can be seen in their context
 - Relationship between topics are easily visible
 - Encourages insight
- Compact
 - More Compact Than Text
 - Easier to Restructure and Change

www.mind-mapping.org/Visual-Thinking-Center.html



The mindmap wiki: An introduction



The mindmap wiki: Types of maps



See what's in the the mindmap wiki



Visual tools Top Picks



The Master List of visual tools



A blog about visual techniques



The Mindmaps Directory



Choosing mindmap software



FREE mapping tools



File exchange between visual tools



Visual tools: News & reviews



History of visual mapping

A FREE source for Techniques & Tools



Mindmapper's forum



MindMapSearch: results without spam

The Visual Thinking Center



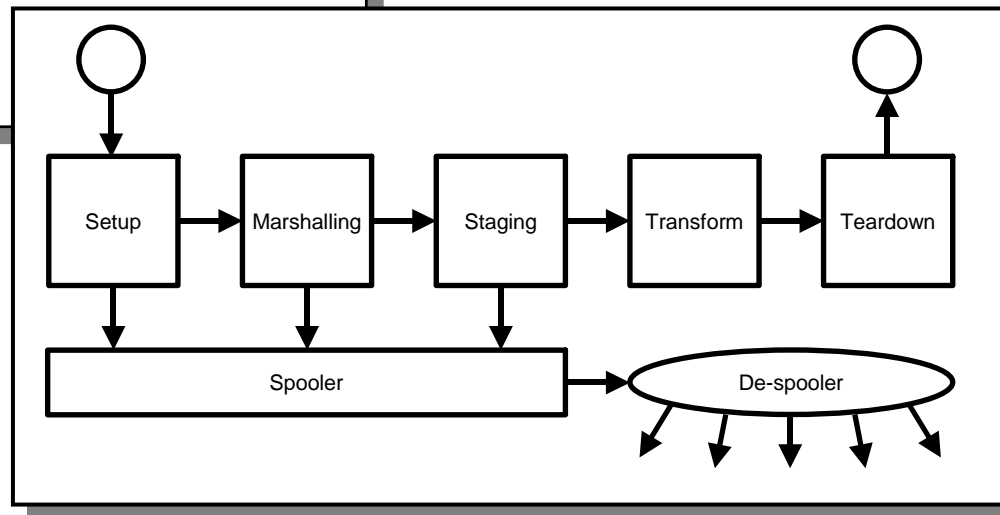
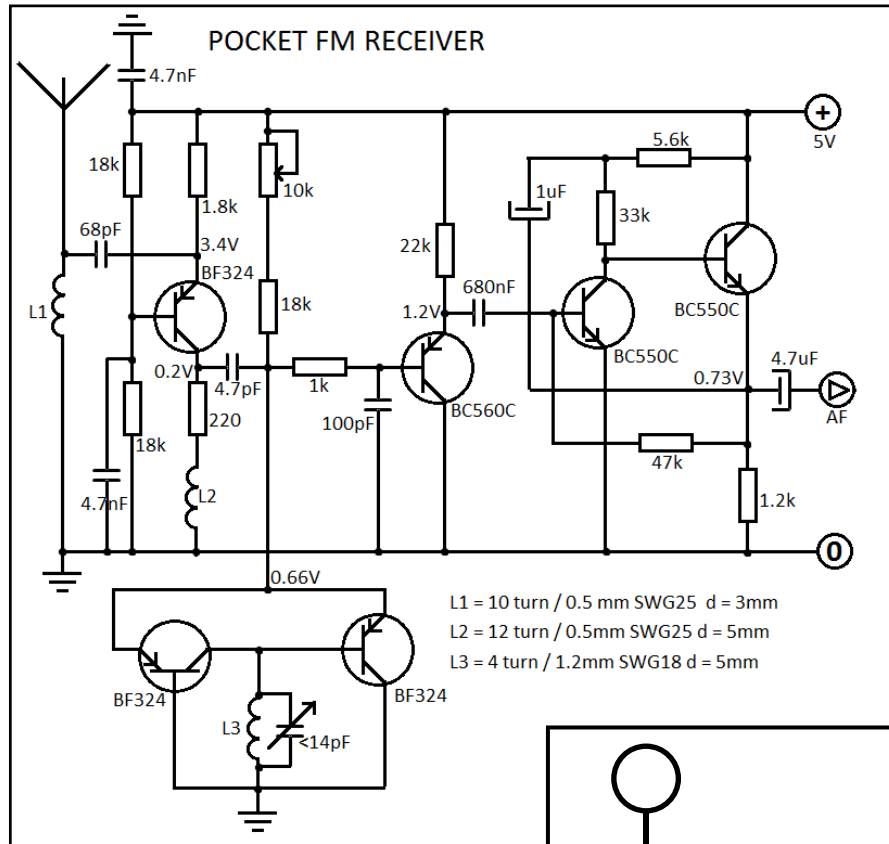
Schemas

Schemas

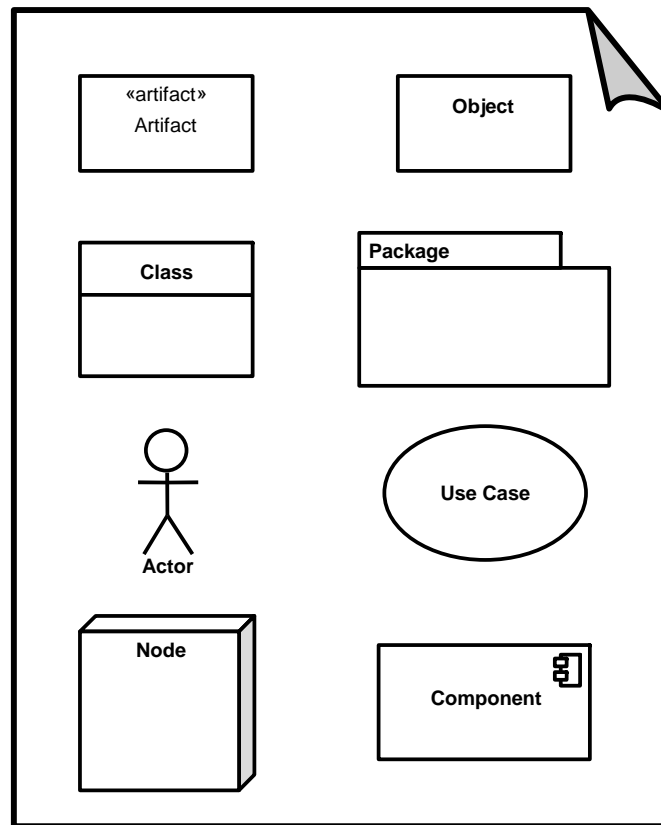
- Schematic
 - Represents the elements of a system using abstract, graphic symbols rather than realistic pictures
- Symbol
 - An object that represents, stands for, or suggests an idea, visual image, belief, action, or material entity

Visual Literacy

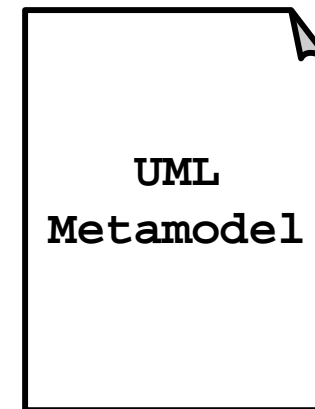
- Visual literacy is an important requirement for engineers
- In contrast, many IT professionals are visually illiterate!



Unified Modelling Language (UML)

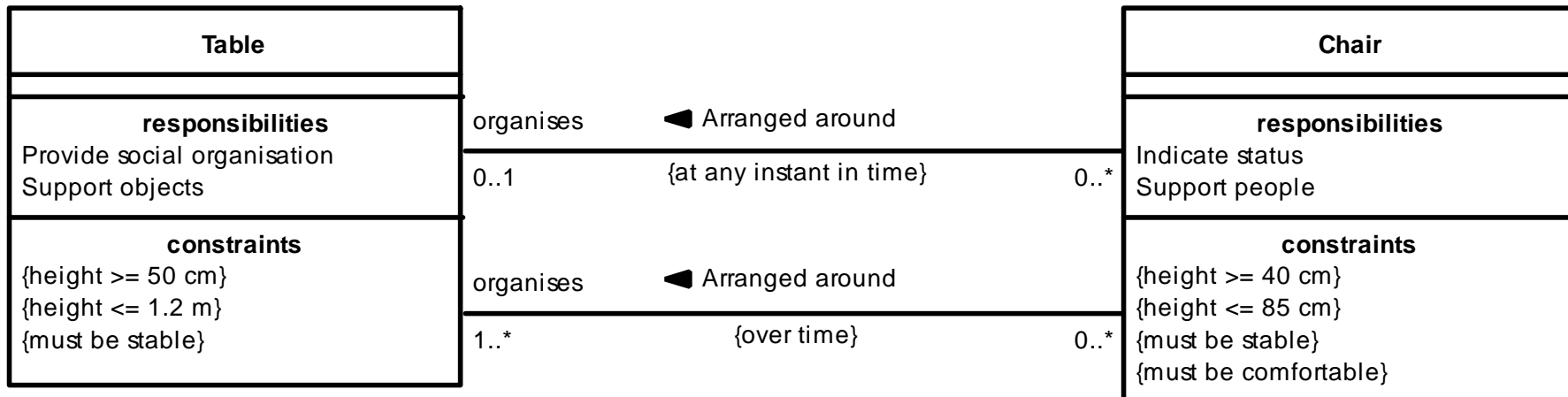


Visual Vocabulary



Visual Grammar

UML Class Diagrams



Chairs support people, sometimes indicating the status of the person sitting in the chair.

Tables support objects and provide social organisation for the people sitting around the table.

At any instant in time, one or more chairs may be arranged around a single table.

Over time, a chair may be arranged around any number of tables.

However, arranging chairs around tables is optional.

...

http://www.zicomi.com

The screenshot shows the zicomisystems website interface. At the top left is the zicomisystems logo. At the top right is the zicomimmentor logo with the tagline "the ultimate interactive reference for UML 2.x". Below the logos is a navigation bar with links for "uml examples", "home", "contact us", and "your privacy".

On the left side, there are several menu categories:

- Company**: about us, customers, partners
- Services**: training, mentoring, consulting
- Products**: UML online screenshots, UML dictionary, evaluations, pricing, purchases
- Support**: support, your requests, faqs, registered users
- Resources**: uml resources

The main content area features a "Class" definition: "A class represents some concept, physical or otherwise, in the system being modeled. Classes describe sets of things or concepts that have similar attributes, behavior and relationships. They are a higher order concept to objects, which represent instances of the class." Below this is a diagram titled "A team has a number of players one of whom is chosen as captain".

The UML class diagram shows two classes: Team and Player. The Team class has attributes + name:char and + colour:int [1..3]. The Player class has attributes - name:char and - number:int, and operations + getName():char and + getNumber():int. There are two association relationships between Team and Player: one for "member" with multiplicity 2..* at the Player end and 1 at the Team end, and one for "captain" with multiplicity 1 at both ends. Both associations are shown with hollow diamond symbols at the Team end, indicating aggregation.

On the right side of the diagram, there is a legend for UML symbols: Class, Aggregate, Association, Association E, Attribute, Multiplicity, and Operation.

At the bottom of the diagram area, there is a text box explaining the relationships: "In this example there are two association relationships between the class Team and the class Player. The modeler has chosen to depict the different roles that the players have with the team. The captain is a special role that a single player performs with respect to a single team all the other players are members of a single team. Notice the attributes of the Player class namely: player's name and the number on the back of the shirt or blouse have been made private. They can be accessed through the operations listed in the third compartment (counting from the top), namely getName which would return the name of the player and the getNumber operation which would return the players number."

Questions



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