Stories & Sharpies

Sarah Kreutner

Workiva

"Approach design as a practice, not a profession."

– Timothy Goodman

Image:https://www.depop.com/products/elif4-a-brand-new-set-of/

BOLD TO THE MAX, PERMANENT TO THE CORE.

– Sharpie

What's Inside

Dye (or pigment - paint markers)

Solvent

- Various alcohols
- The stinky part
- Keeps dye and binder liquid
- Evaporates quickly

Binder

- Resin or polymer
- Makes it stick
- Permanent = waterproof binder

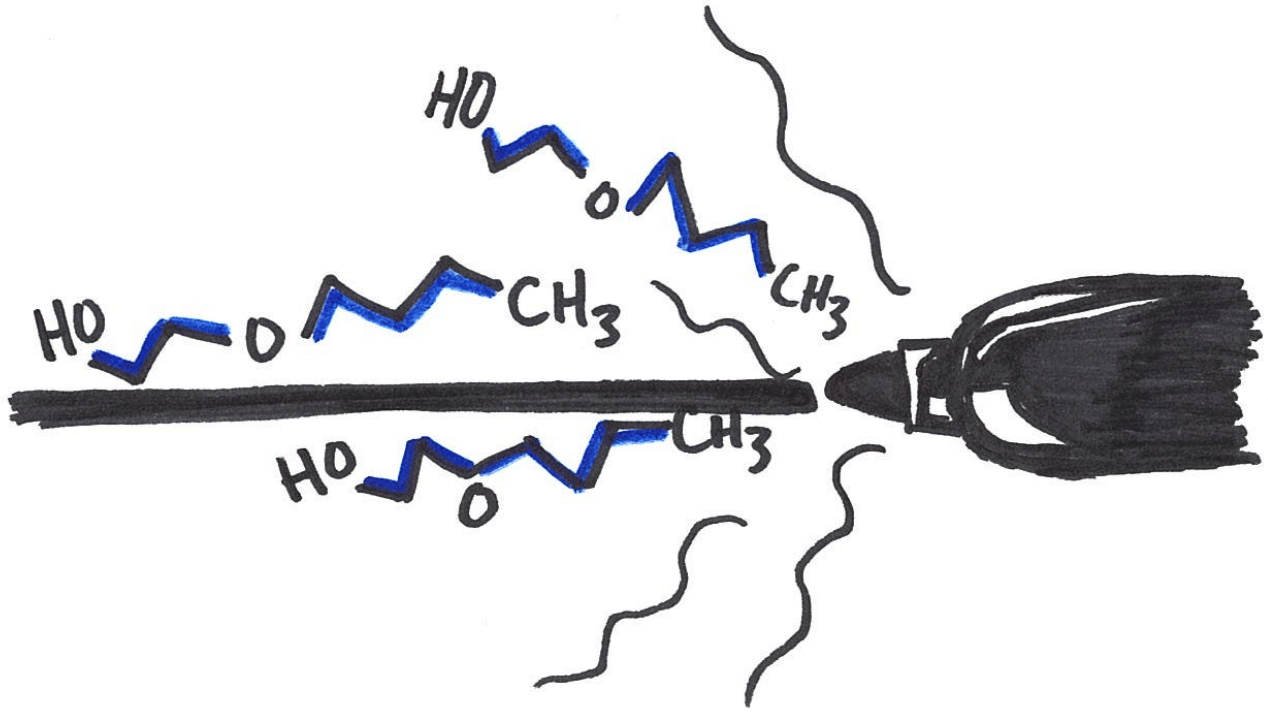


Image: http://ikedabarry.com/InkTex/tag/brush/page/4/

Colors

Sharpie currently offers
49 colors.

41 standard,
5 Neon and
3 Metallic,

and at least **89** colors have been produced in the past.

Favorite color names: Boysenberry, Stingray, Argyle Green

Image: https://www.otriostationery.com/products/sharpie-oil-marker-pens

Types of Sharpies

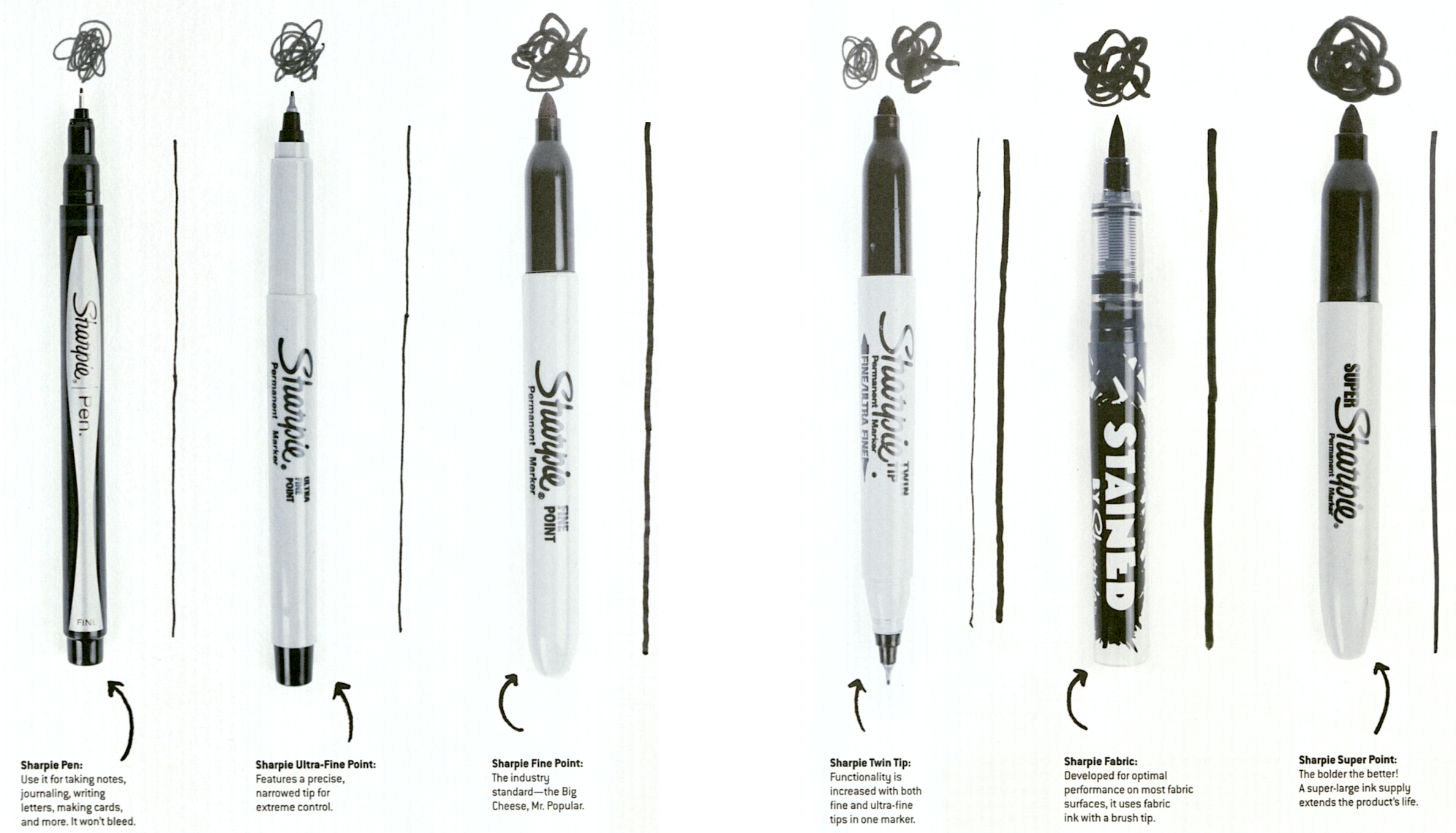


Image: *Sharpie Art Workshop,* p.12-13

Types of Sharpies

Sharpie Paint Bold Point:
Use on virtually any surface: metal, pottery, wood, rubber, glass, plastic, stone, and more.

Sharpie Paint Medium Point:
A thinner version, used on virtually any surface: metal, pottery, wood, rubber, glass, plastic, stone, and more.

Sharpie Brush:
Creates fine lines, bold strokes, and shading. Control the width of your lines from your hand.

Sharpie Chisel Point:
Versatile chisel tip marks both broad and fine line widths.

Sharpie Metallic:
Delivers an opaque, brilliant sheen on both light and dark surfaces.

Sharpie Gel Highlighter:
Smear protection, goes on all paper surfaces, including glossy and thin papers and magazines.

Image: *Sharpie Art Workshop,* p.14-15

Marker Paper

Marker paper ranges from sophisticated to plain to not-really-for-markers.

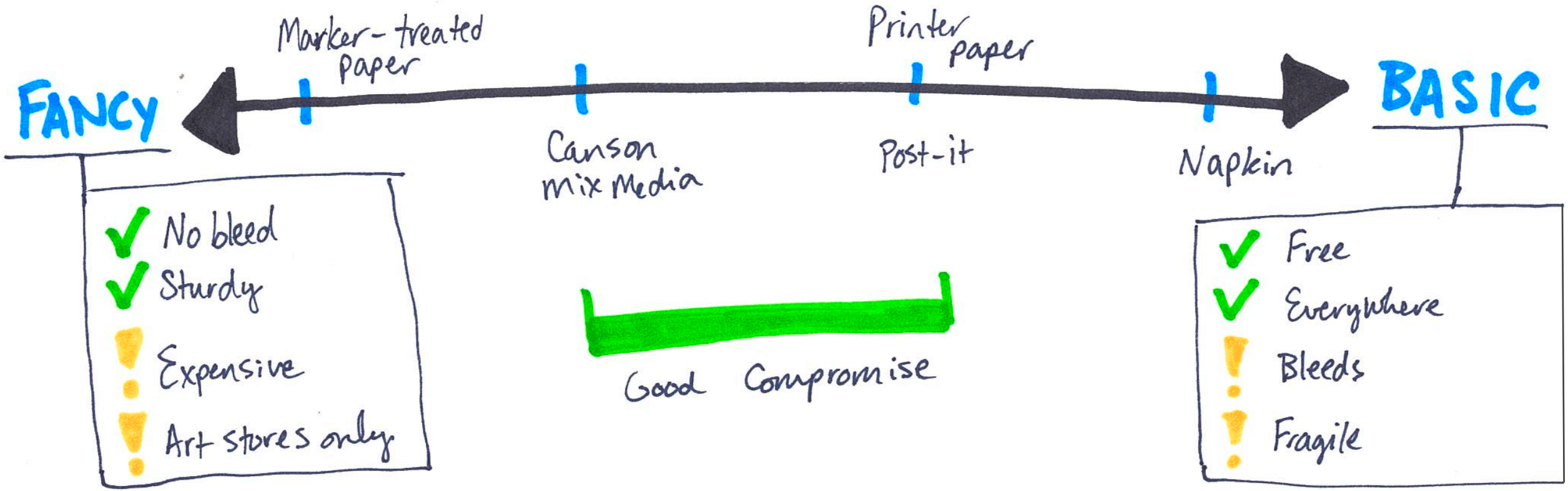


Image: Anne Joy, http://portfolio.newschool.edu/lia367/tag/markmaking/

Stories

#1: Mark Making

- Lines
- Scribbles
- Dots
- Dashes
- Smudges
- Scrawls

Experiment!

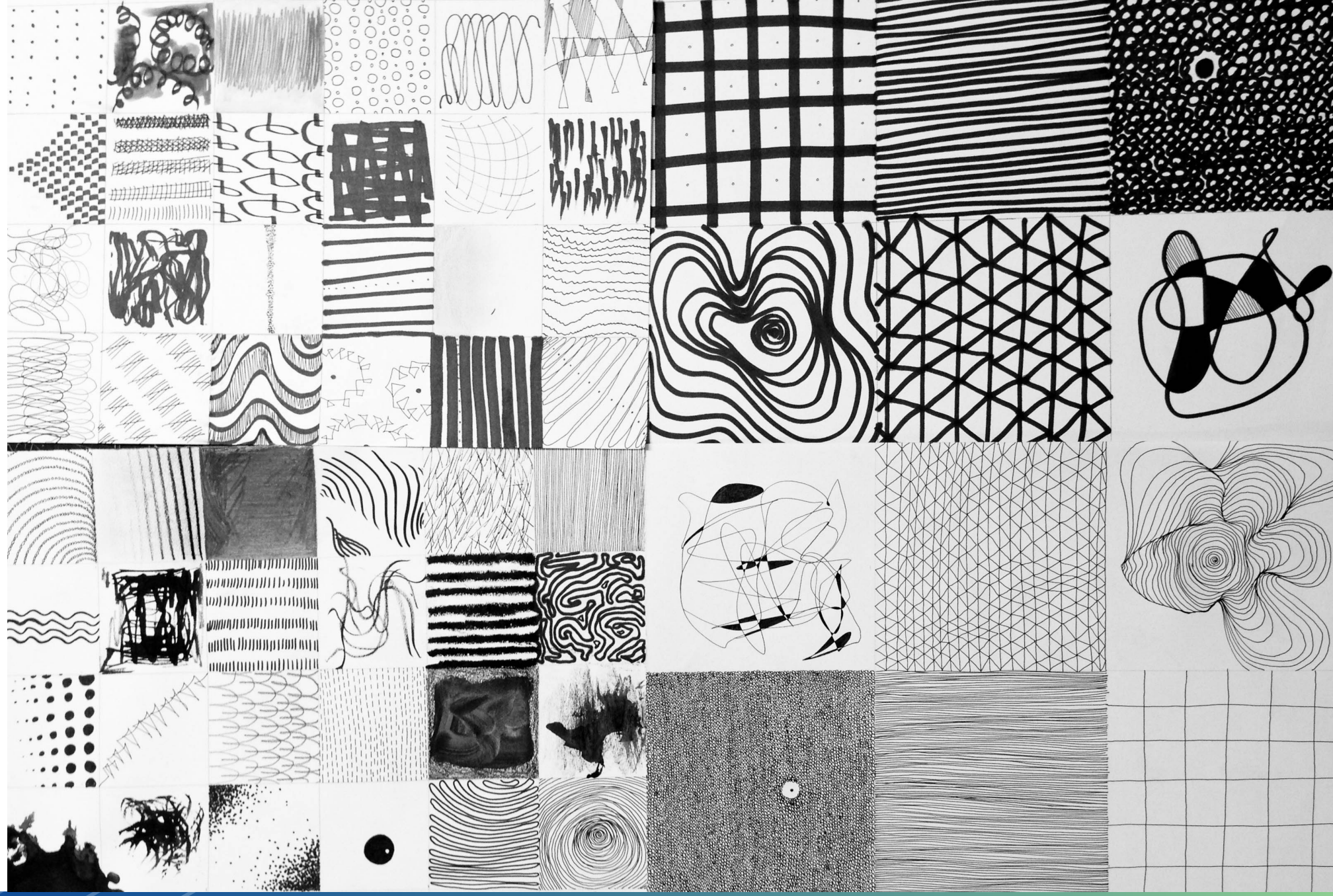
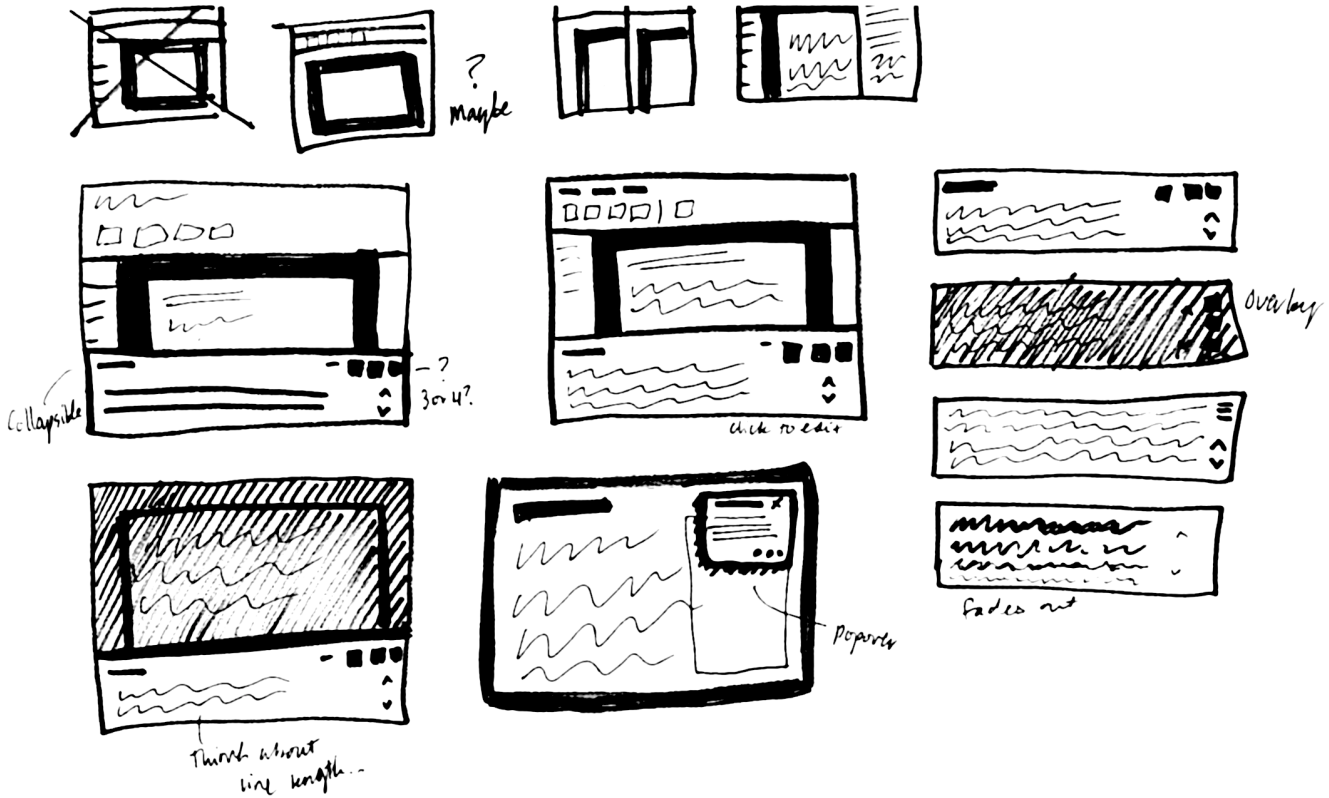


Image: Anne Joy, http://portfolio.newschool.edu/lia367/tag/markmaking/

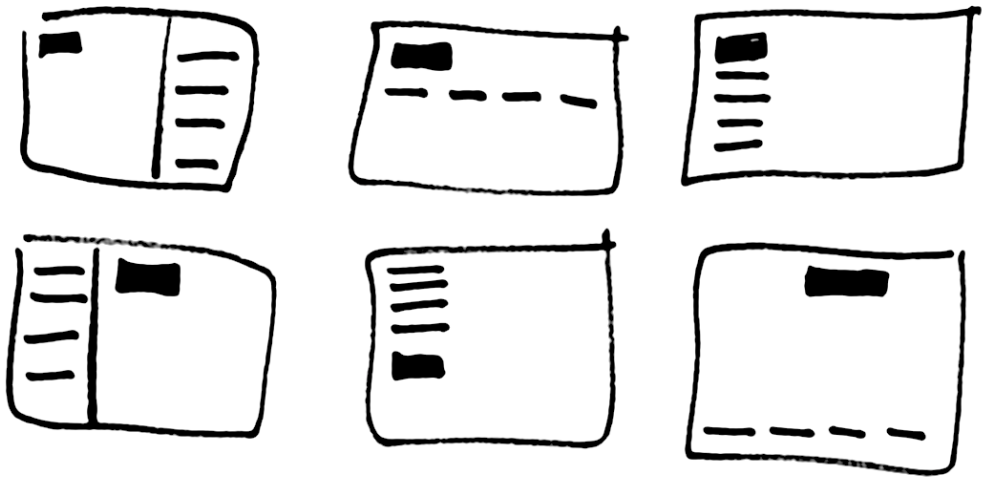
Application

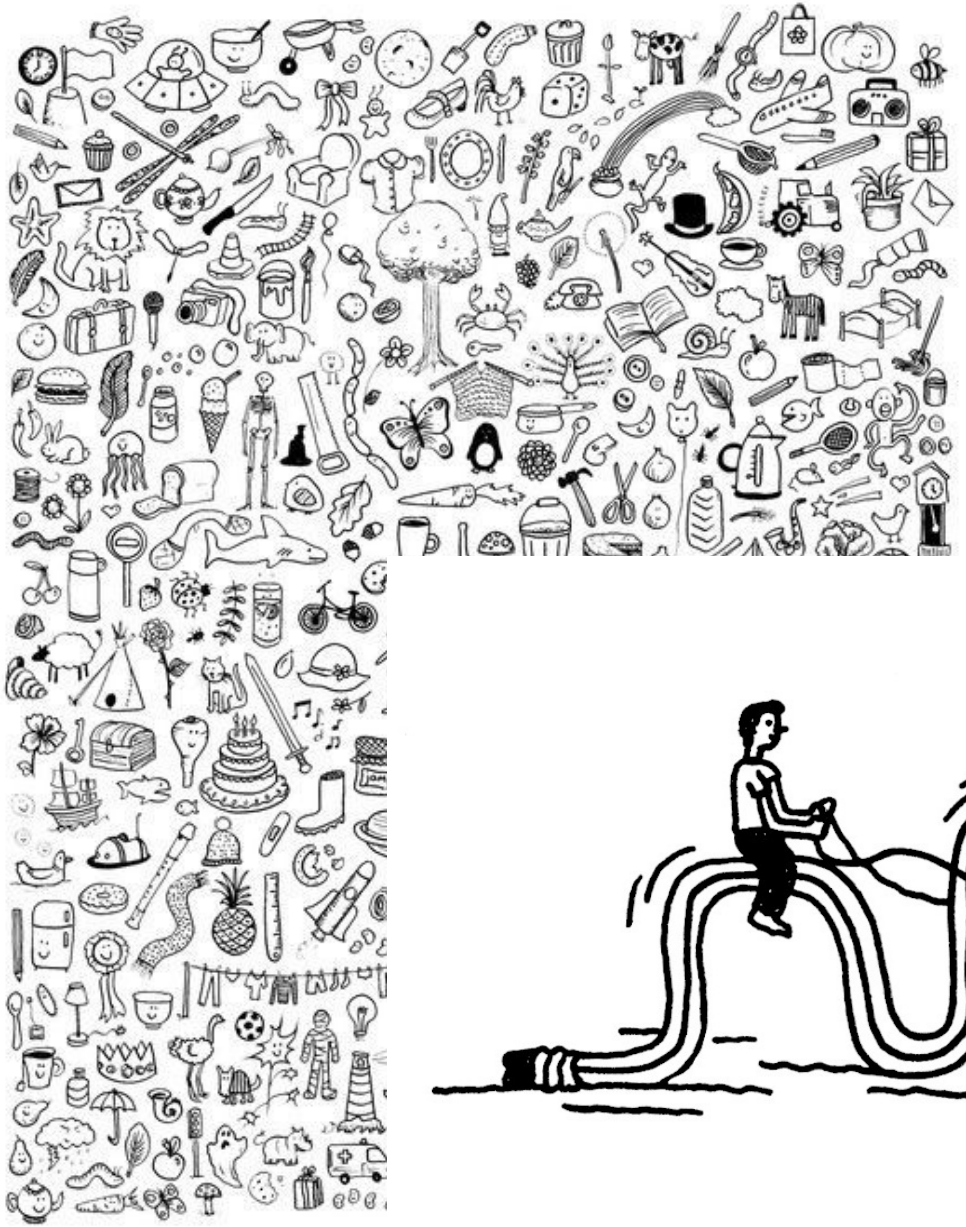
- Relax and practice failing!
- Spark creativity when you feel stuck.
- Explore line weight and contrast to convey meaning in your sketches.

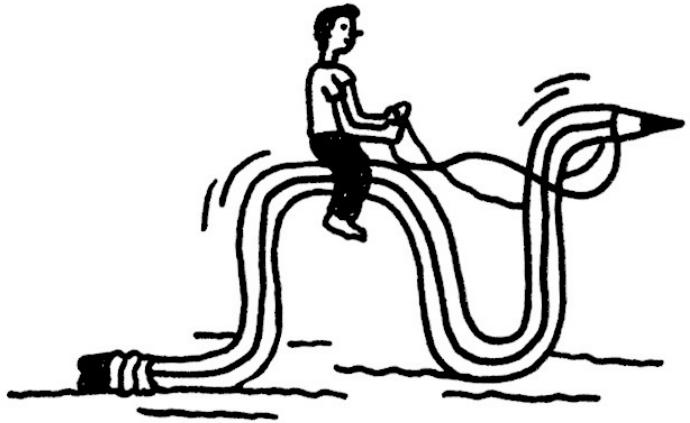


#2: Itsy Bitsy

- Draw small!
- Post-it note, index card, quarter page, etc.
- Illustrate an idea, or make a series.



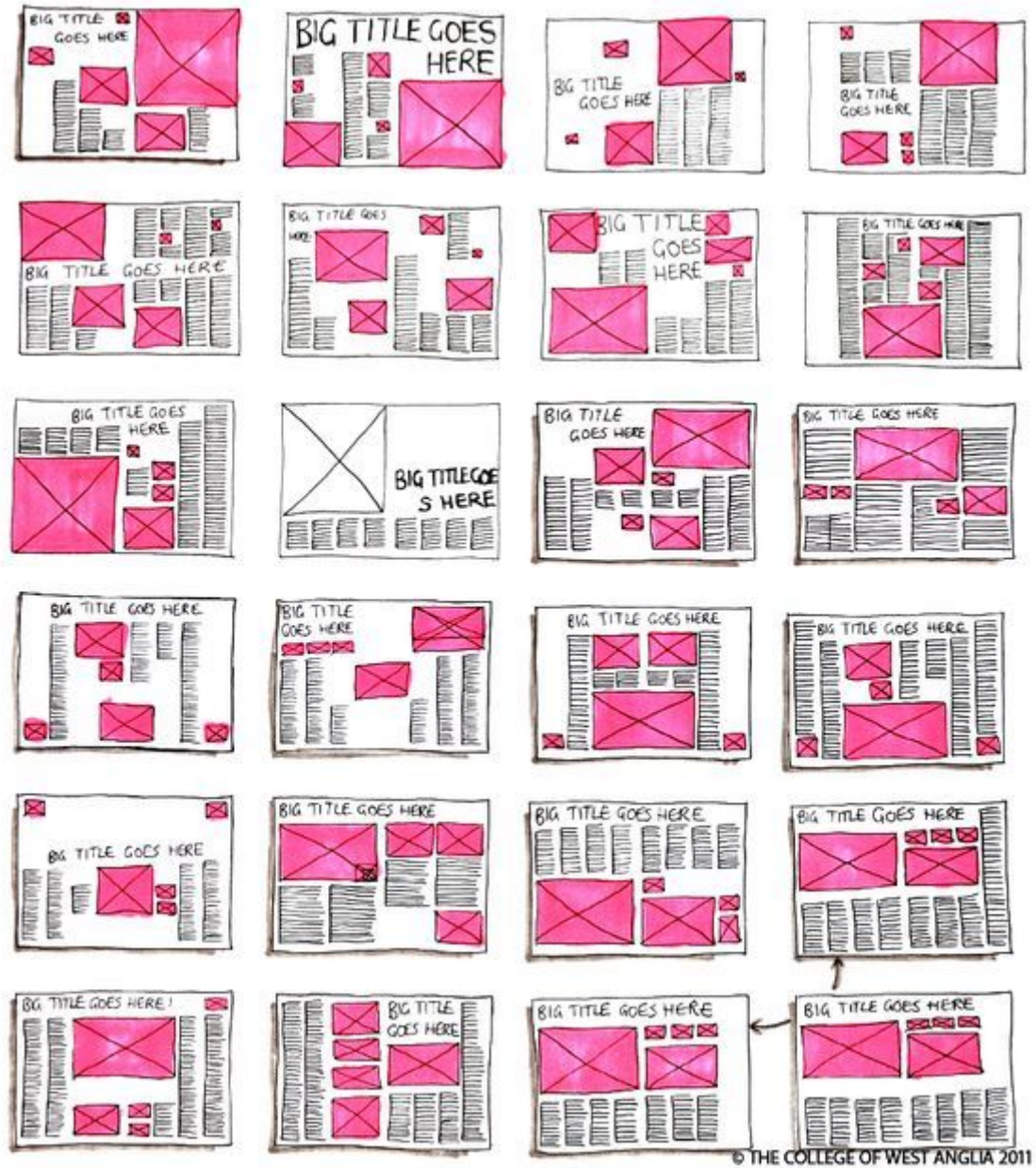




Images:https://www.studiofolk.com/Tiny-Drawings, https://www.pinterest.com/pin/559642691174686222/?lp=true, me

Application

- Go ultra-low-fi and focus on the big picture.
- Thumbnail UI components or page architecture.
- Storyboard a user journey.



Images: https://uxplanet.org/a-beginners-guide-to-user-journey-mapping-bd914f4c517c, https://artintheheartblog.wordpress.com/2014/03/09/layout/

#3: Color Coding

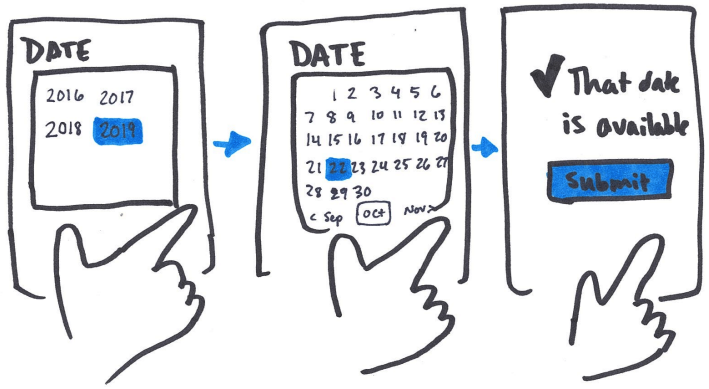
- Pick 1-3 colors and assign a meaning to each
- Rework an existing document and add colors!
- 1 color draws attention; 2+ colors imply grouping and comparison or set a mood.
- Possible encodings:

Category 1	Category 2	Category 3	Happy	Unsure	Frustrated
Ready	In Progress	To Do	Pro	Con	Questions

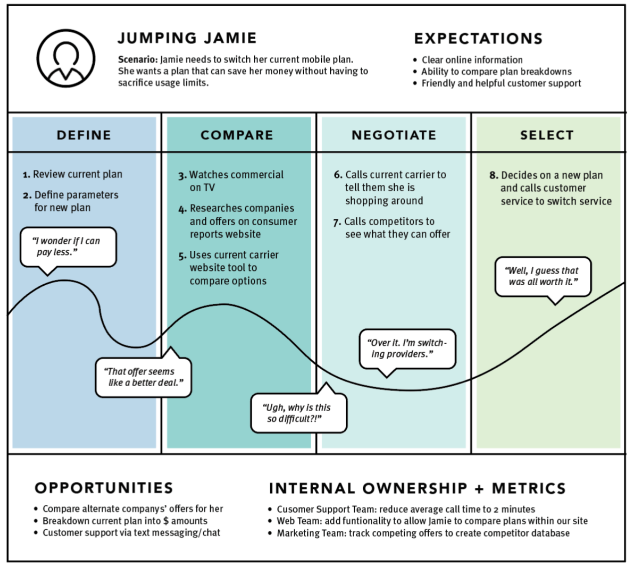
Image: Me

Application

- Call attention to interactions or hierarchy.
- Show a component changing across different sketches.
- Code notes for easy scanning.
- Group items into visual categories for quick comprehension.



CUSTOMER JOURNEY MAP *Example* (Switching Mobile Plans)



NNGROUP.COM NN/g

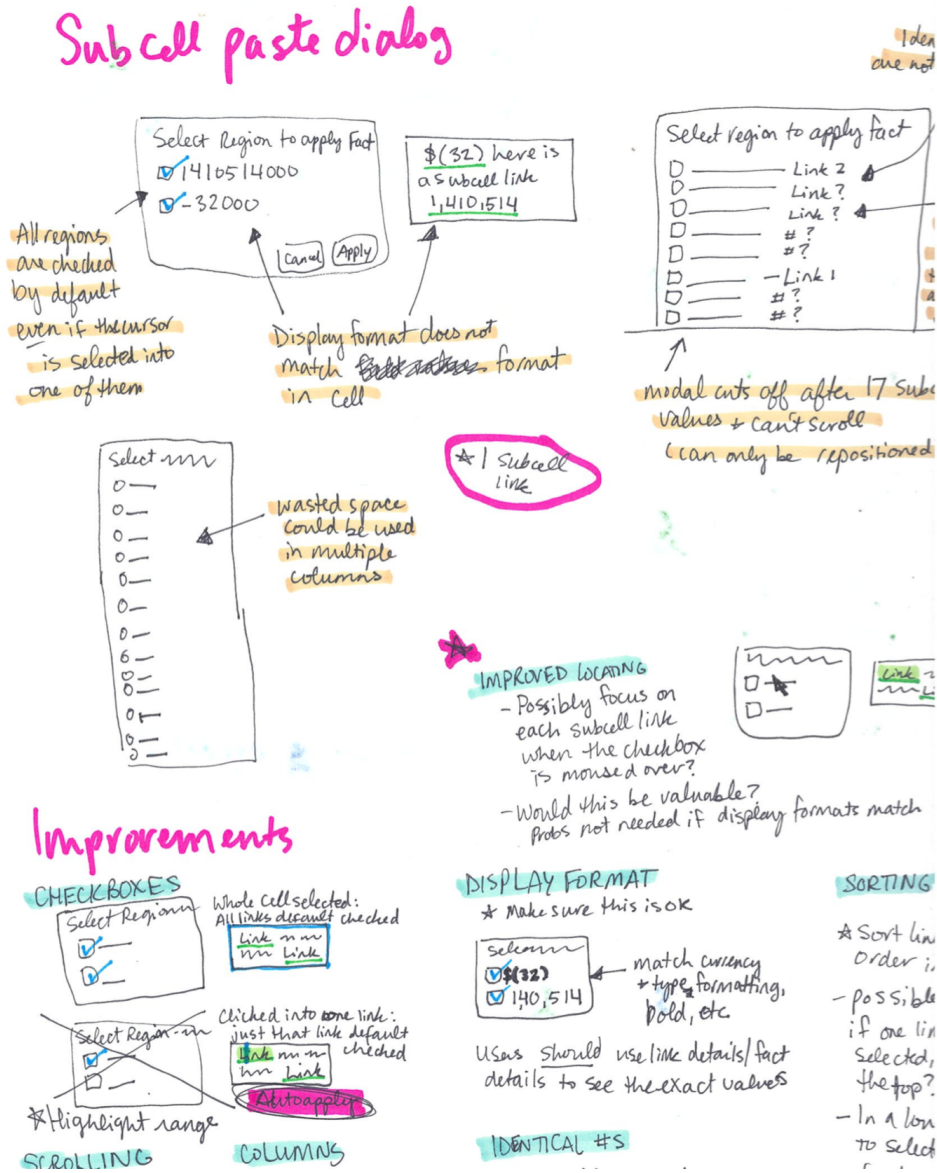


Image: https://www.nngroup.com/articles/journey-mapping-101/

My challenge to you: try out these techniques and incorporate sketching into your UX process.

Go Draw!

Thank you!
Questions?

Disclaimer

I am not selling or endorsing or recommending Sharpies, and neither is Workiva… I'm just providing information about a ubiquitous product for the purpose of learning and enjoyment.

References

- ***Sharpie Art Workshop* by Timothy Goodman**
- http://www.chemistryislife.com/the-chemistry-of-sharpies
- https://sciencing.com/contained-permanent-marker-5070622.html
- https://www.pensandpencils.net/blogs/news/list-of-sharpie-colors
- Sharpie.com
- Wikipedia entry on Sharpies
- https://en.wikipedia.org/wiki/Talk%3ASharpie_(marker)