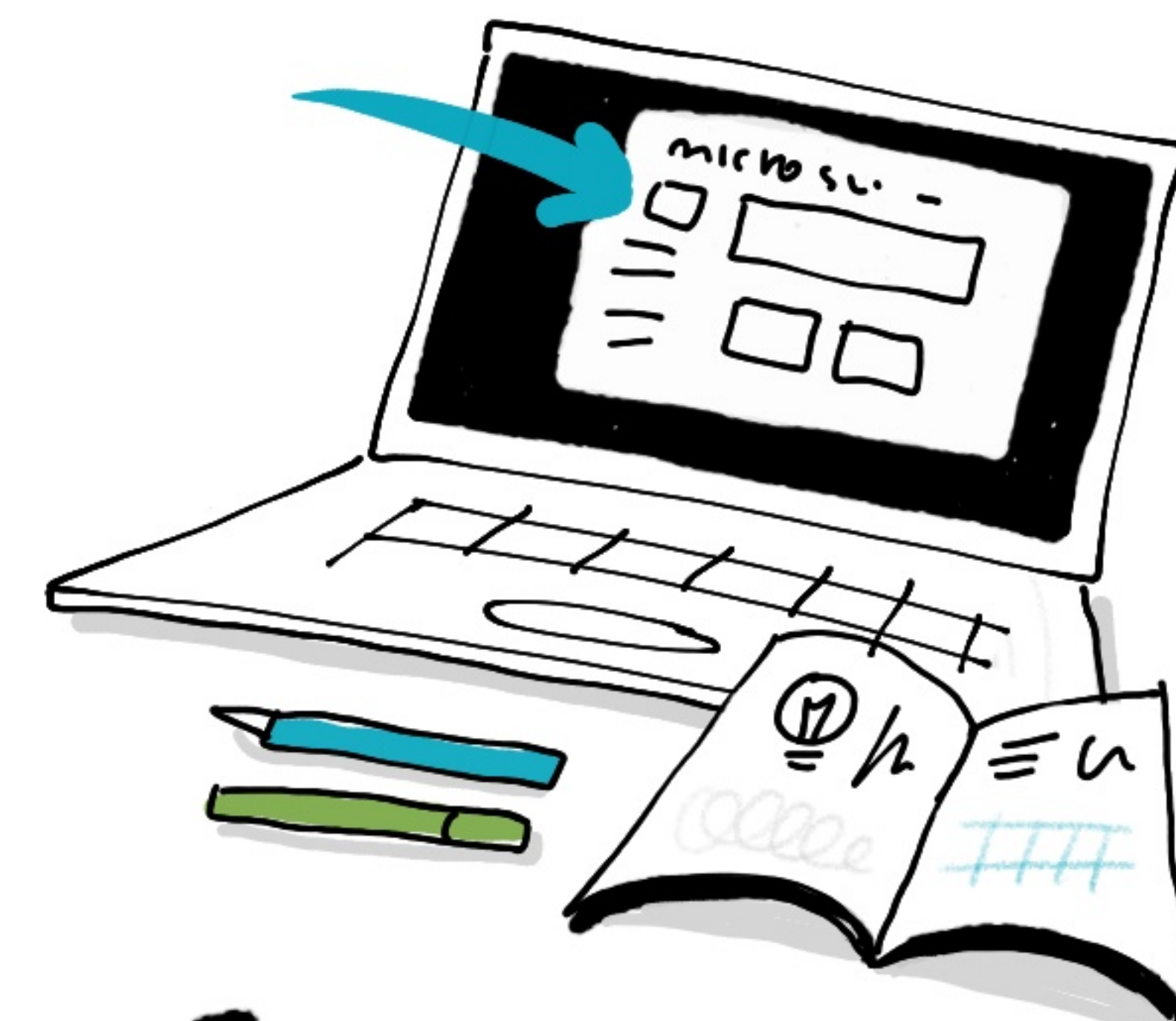
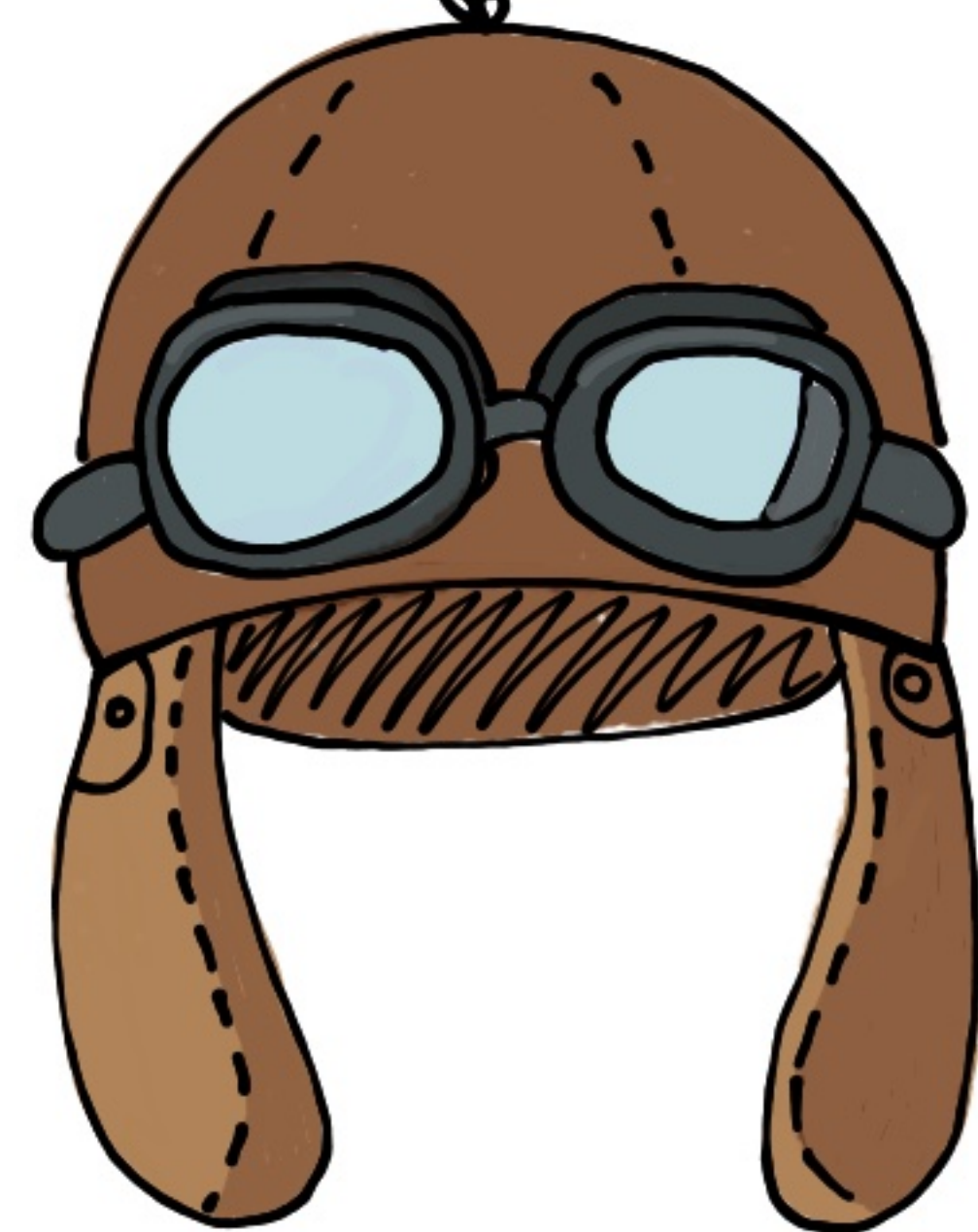
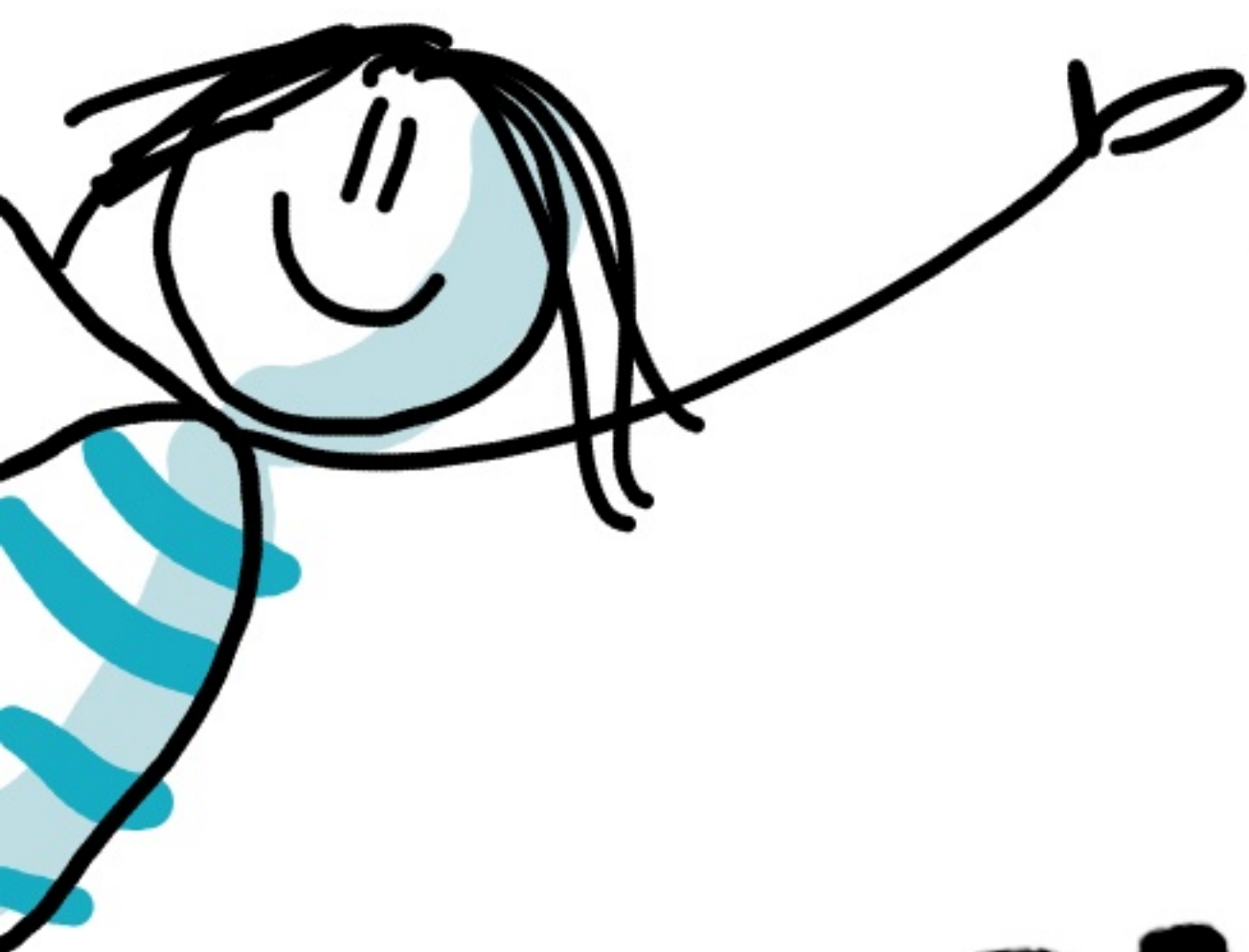


Hey, Leraar, IB-er
of schooldirecteur!



Visueel Meesterschap

ONLINE WORKSHOPREEKS VISUEEL DENKEN & TEKENEN
VOOR MENSEN IN HET ONDERWIJS

pssst we
hopen tot
GAUW!



een visueel product

30 april 2020

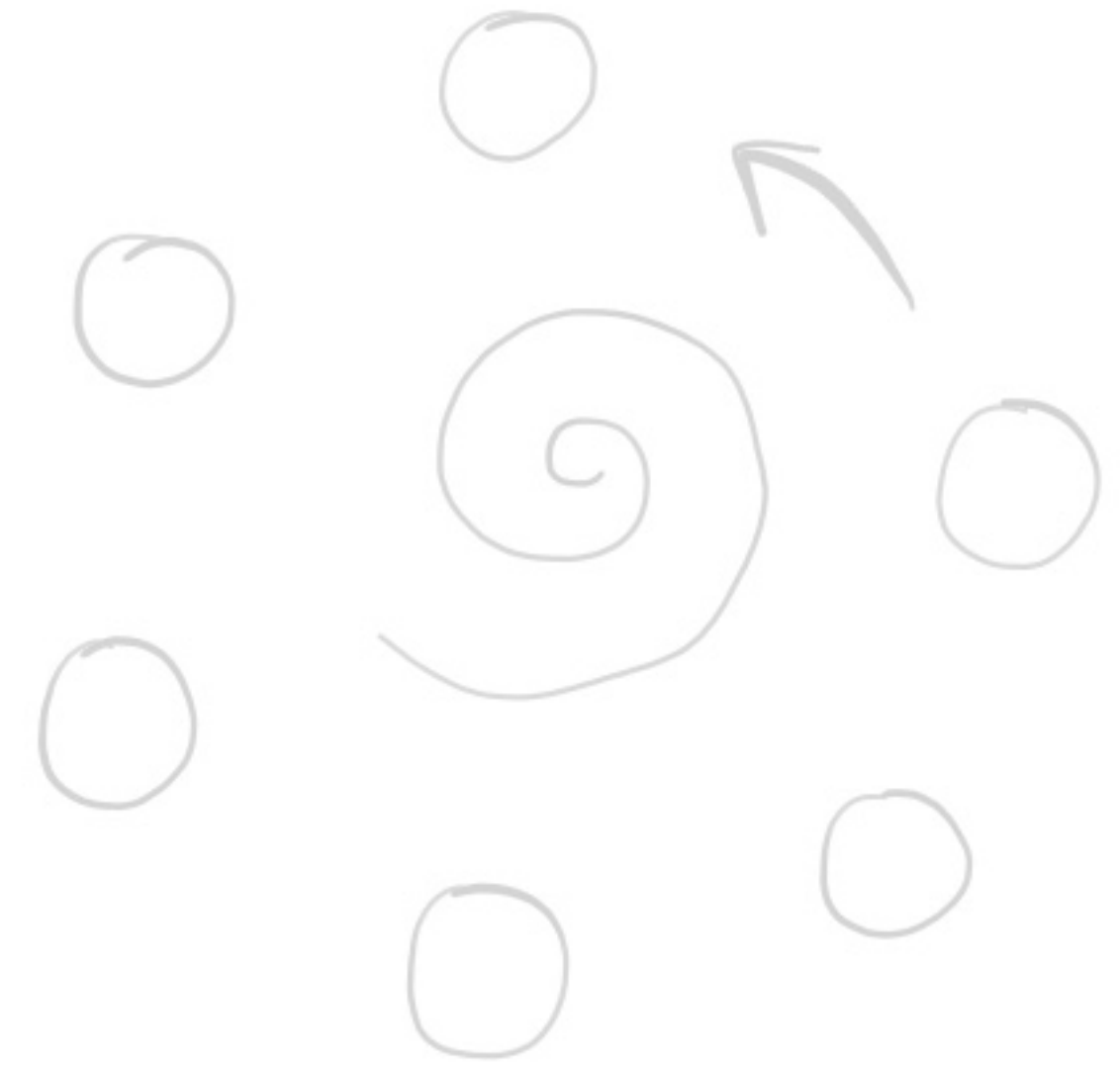
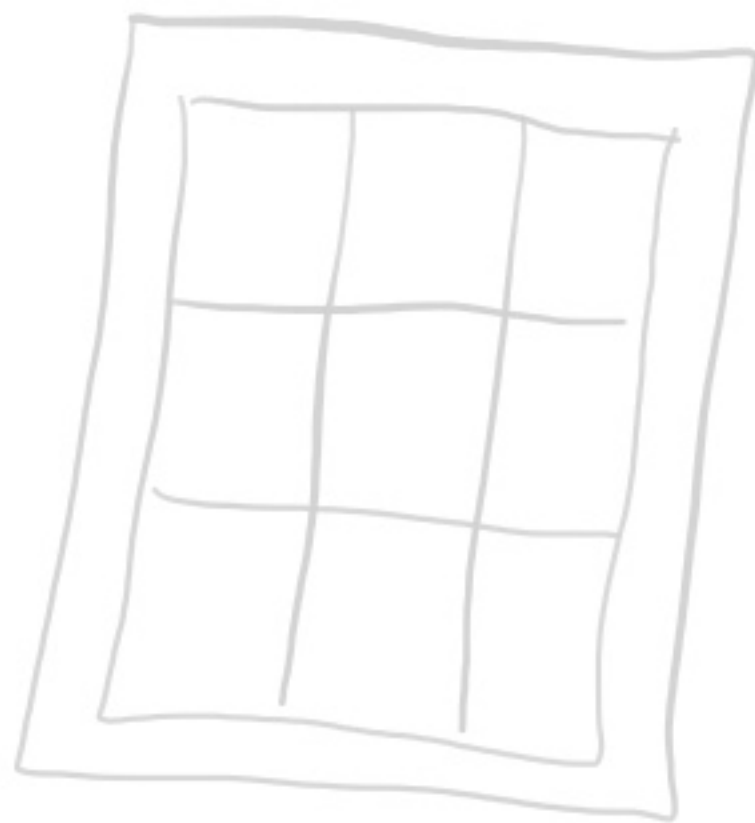
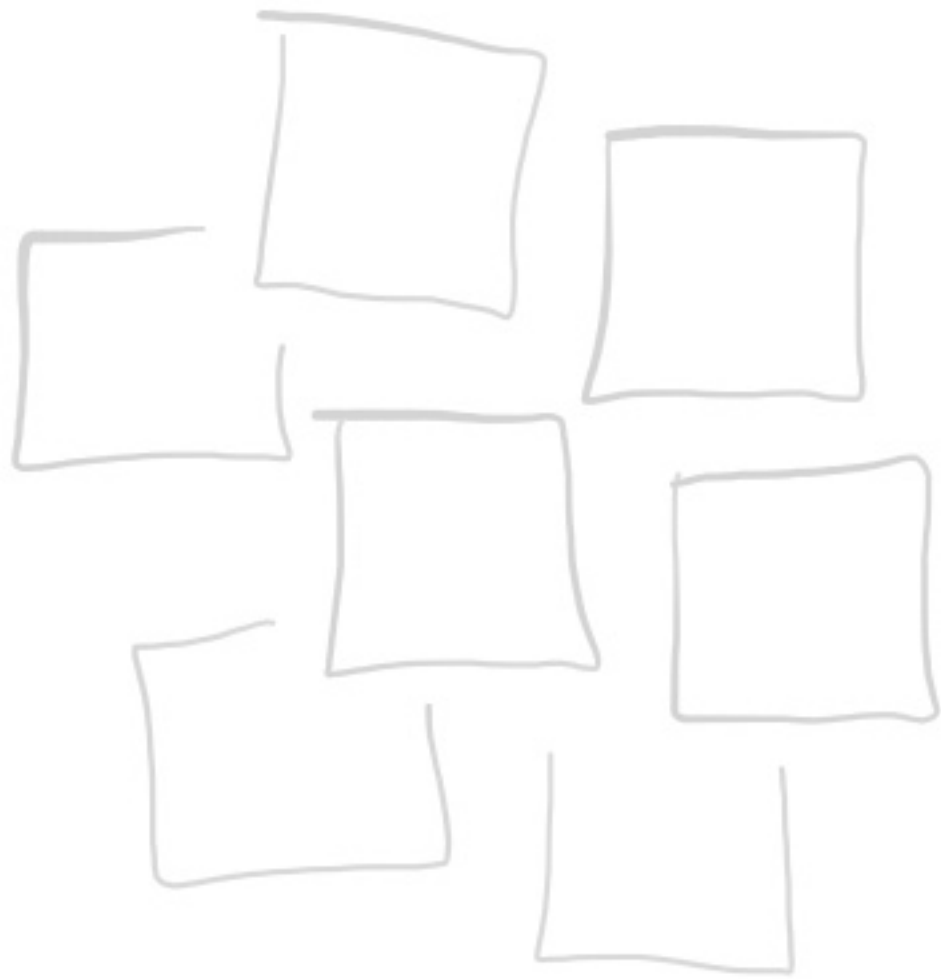
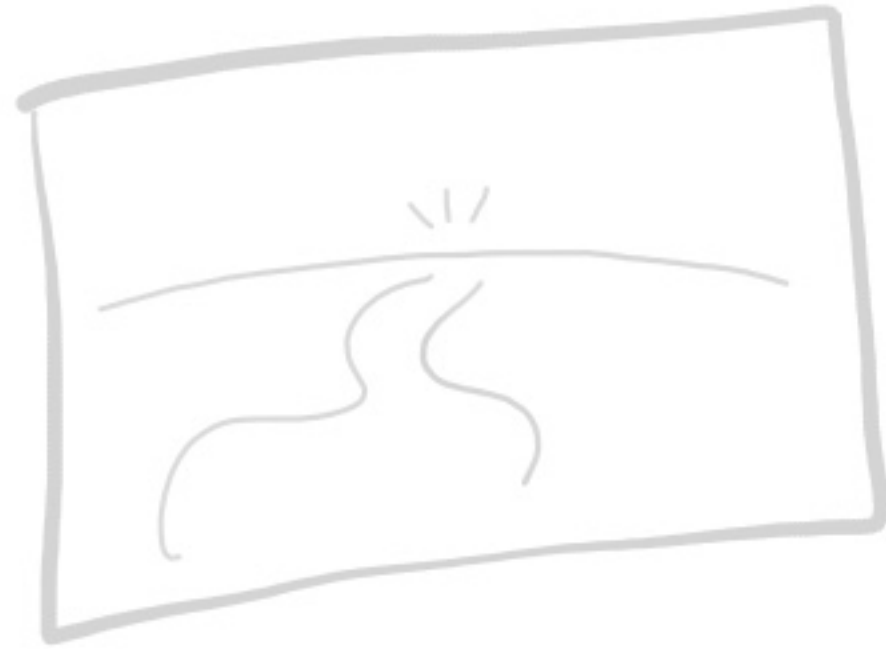
Loskomen
braindump

doel & setting
doelgroep

schetsen lay-out

tekenen + kleur

Q&A

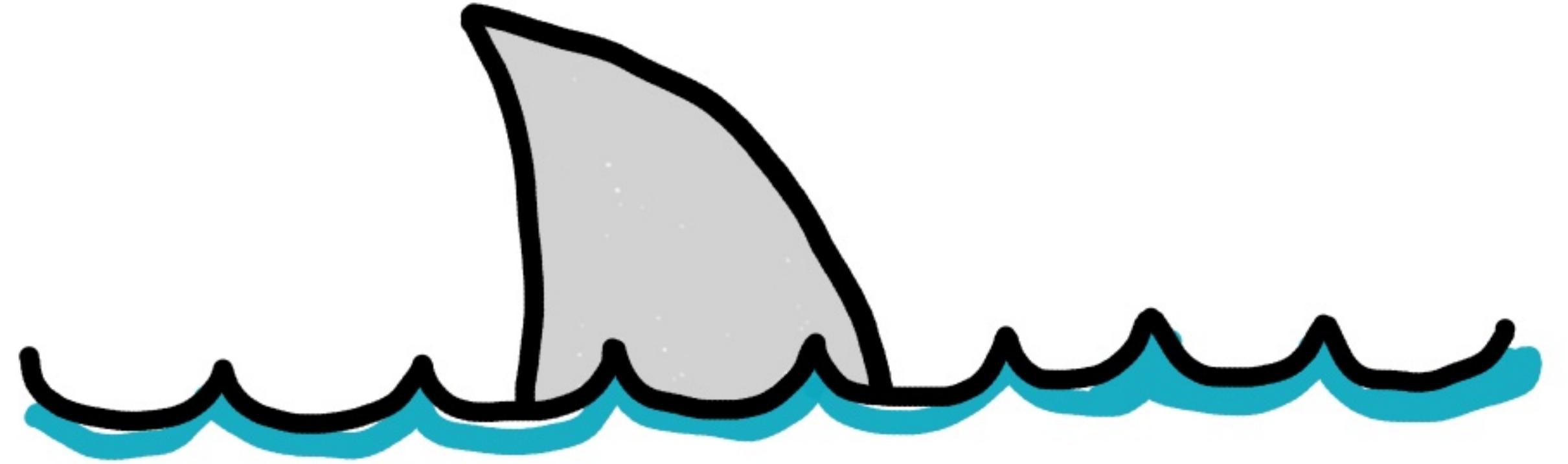


teken mee

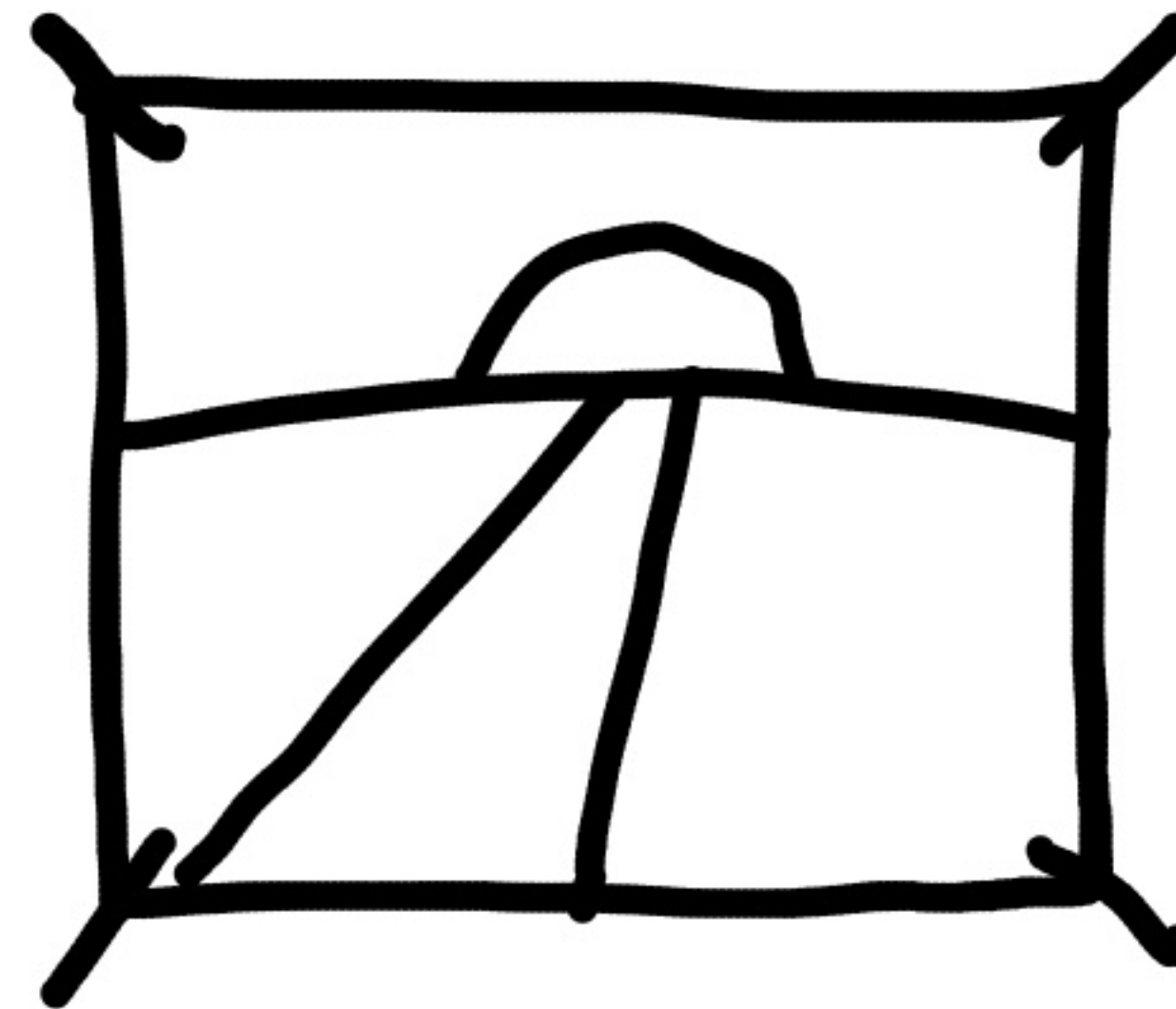
1



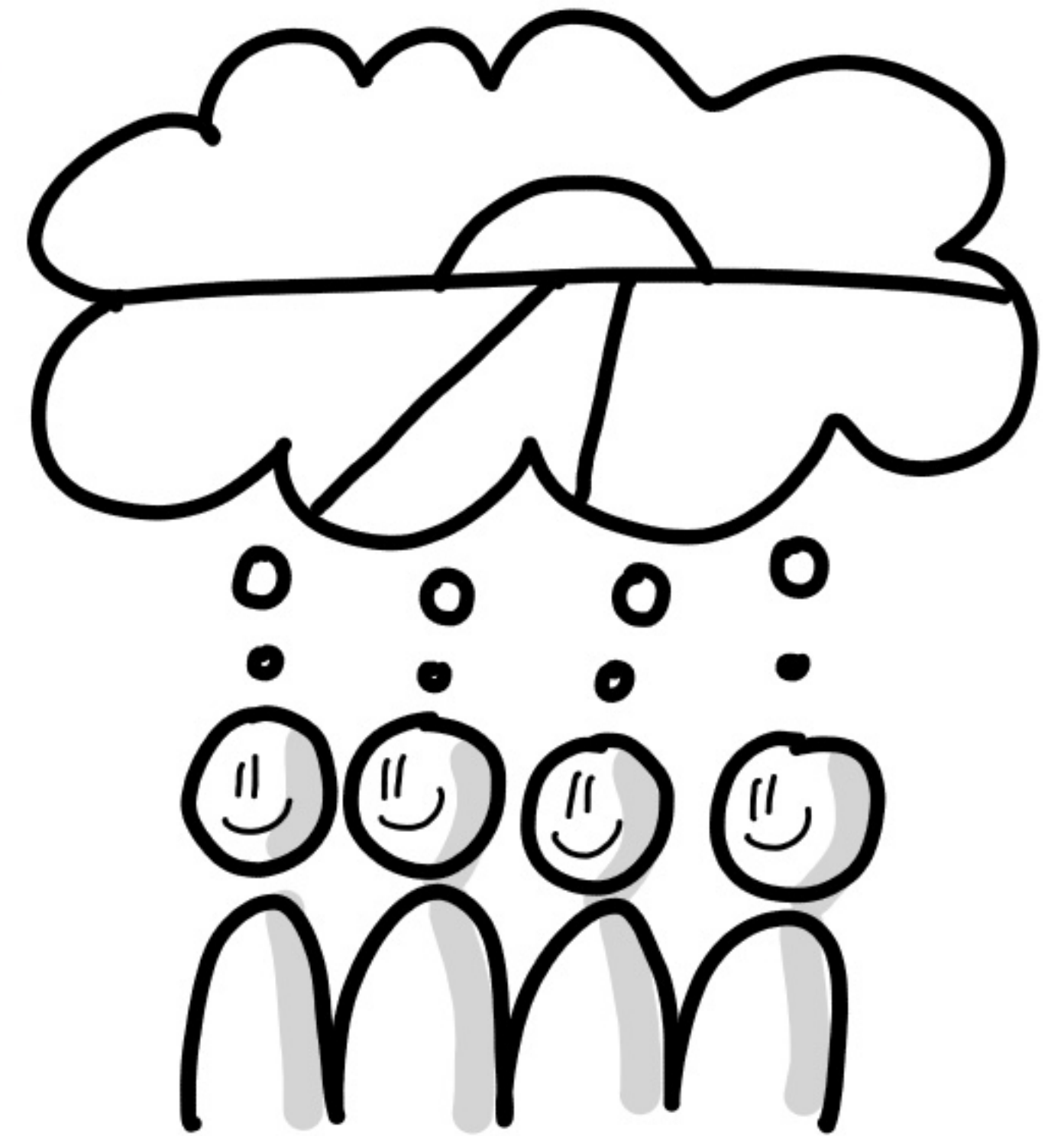
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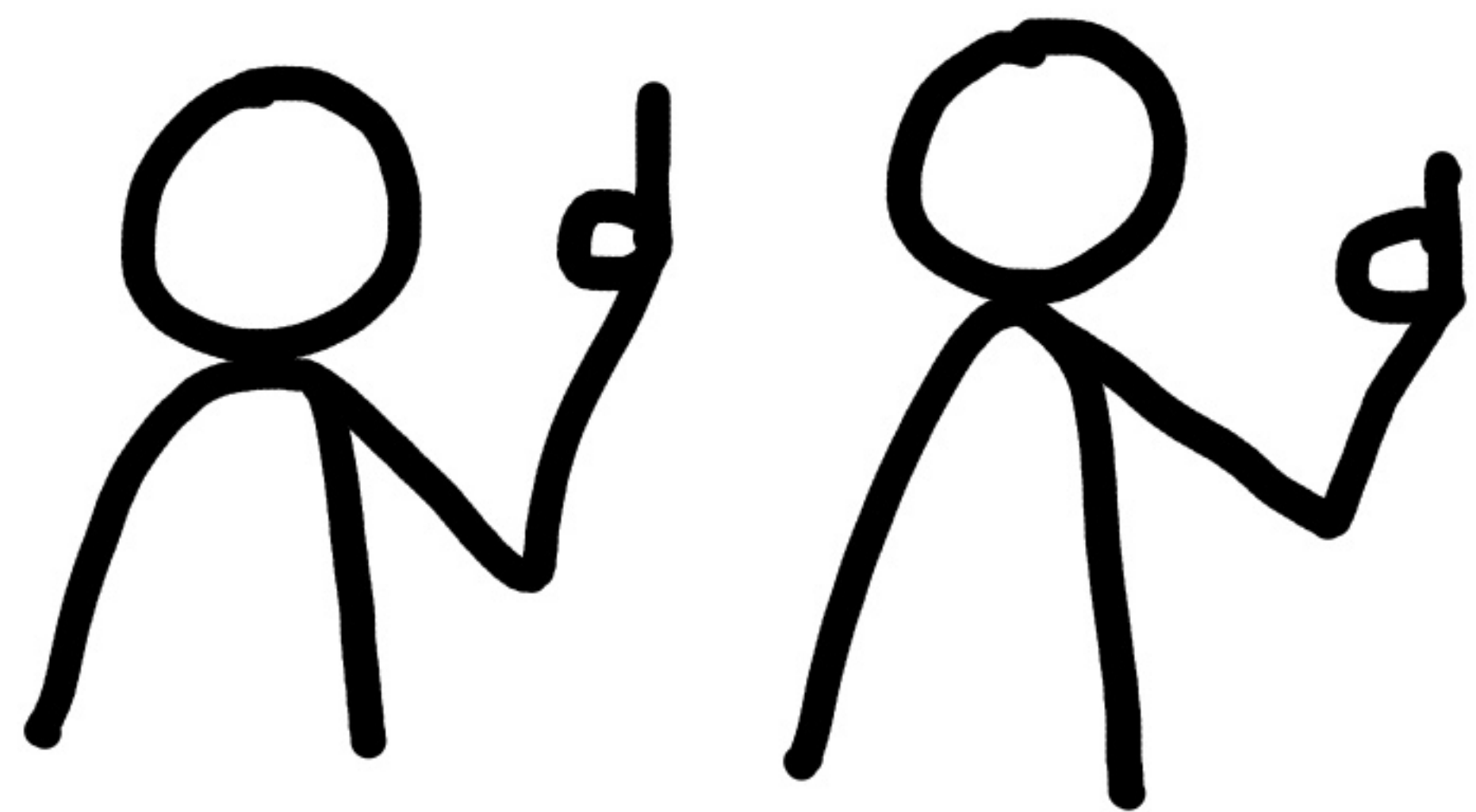
3.



4.



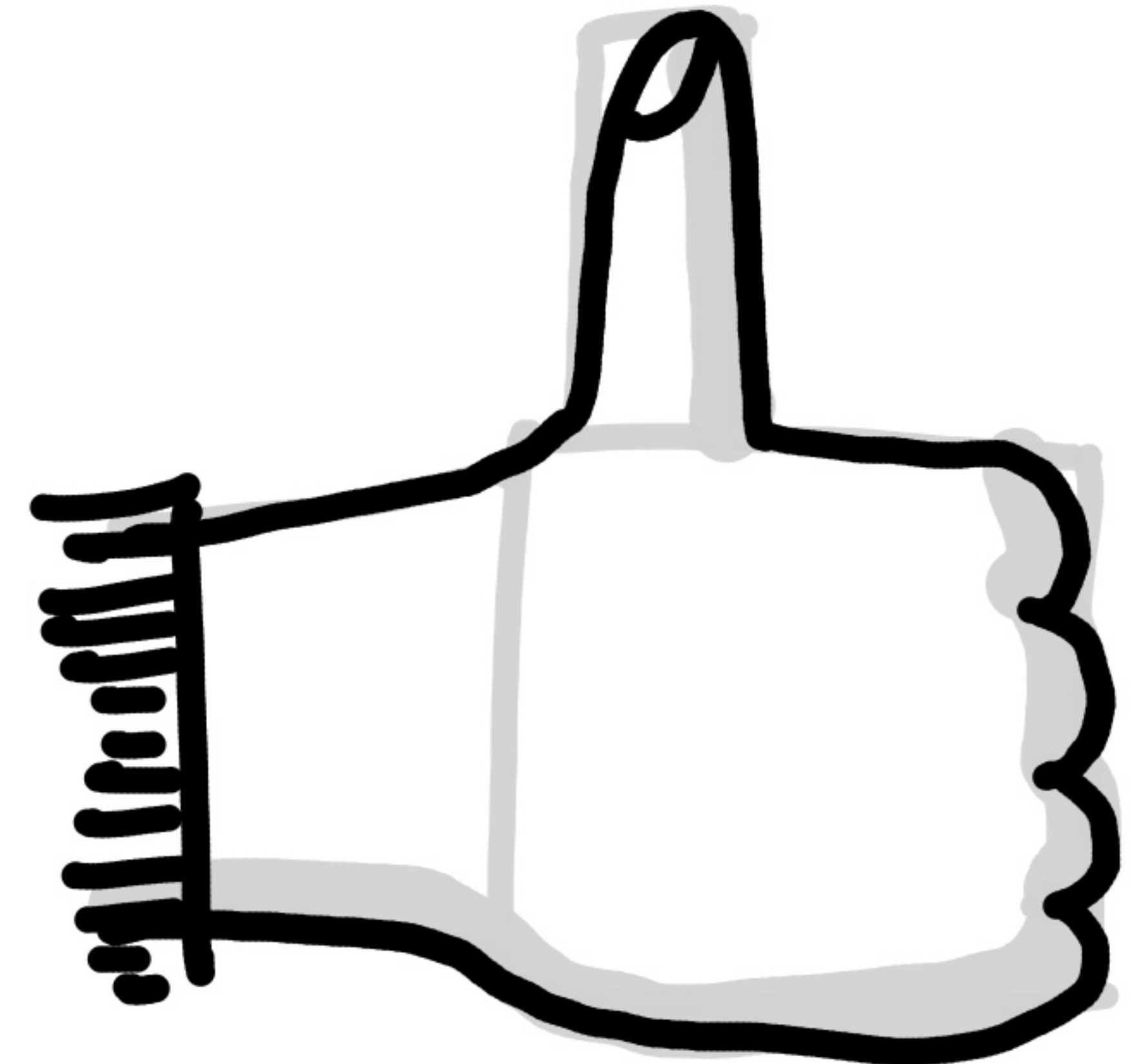
5.



6.

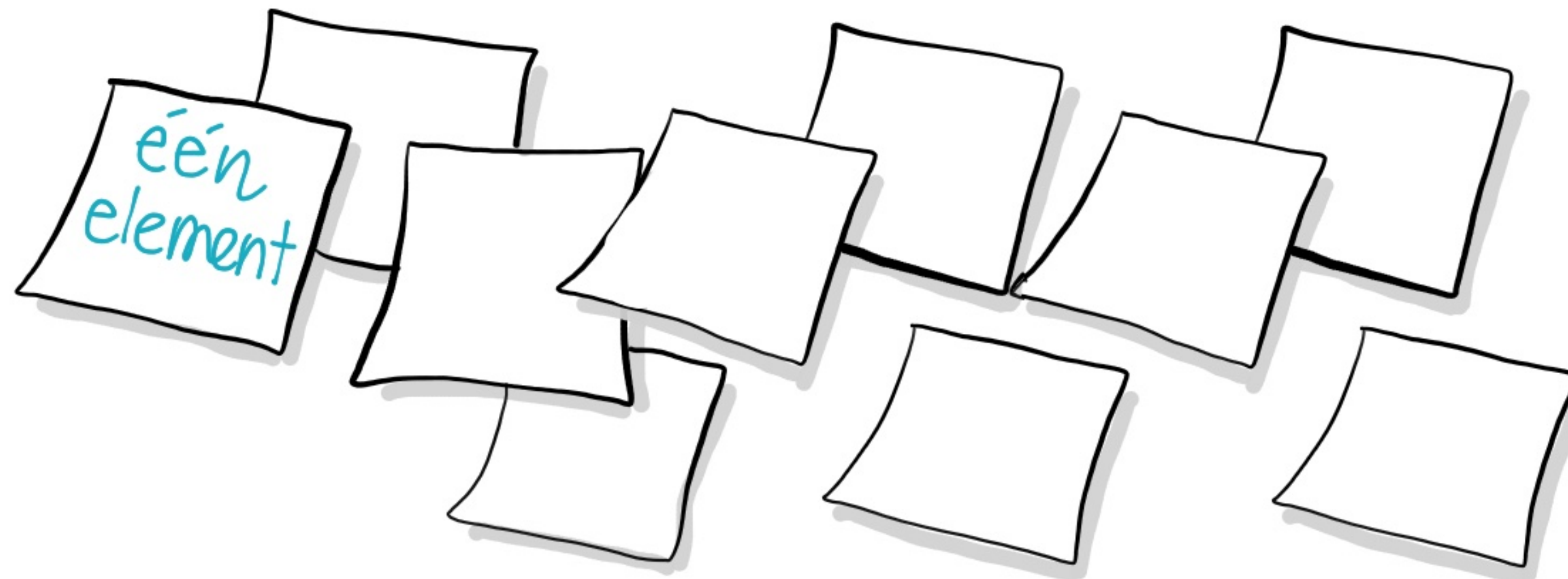
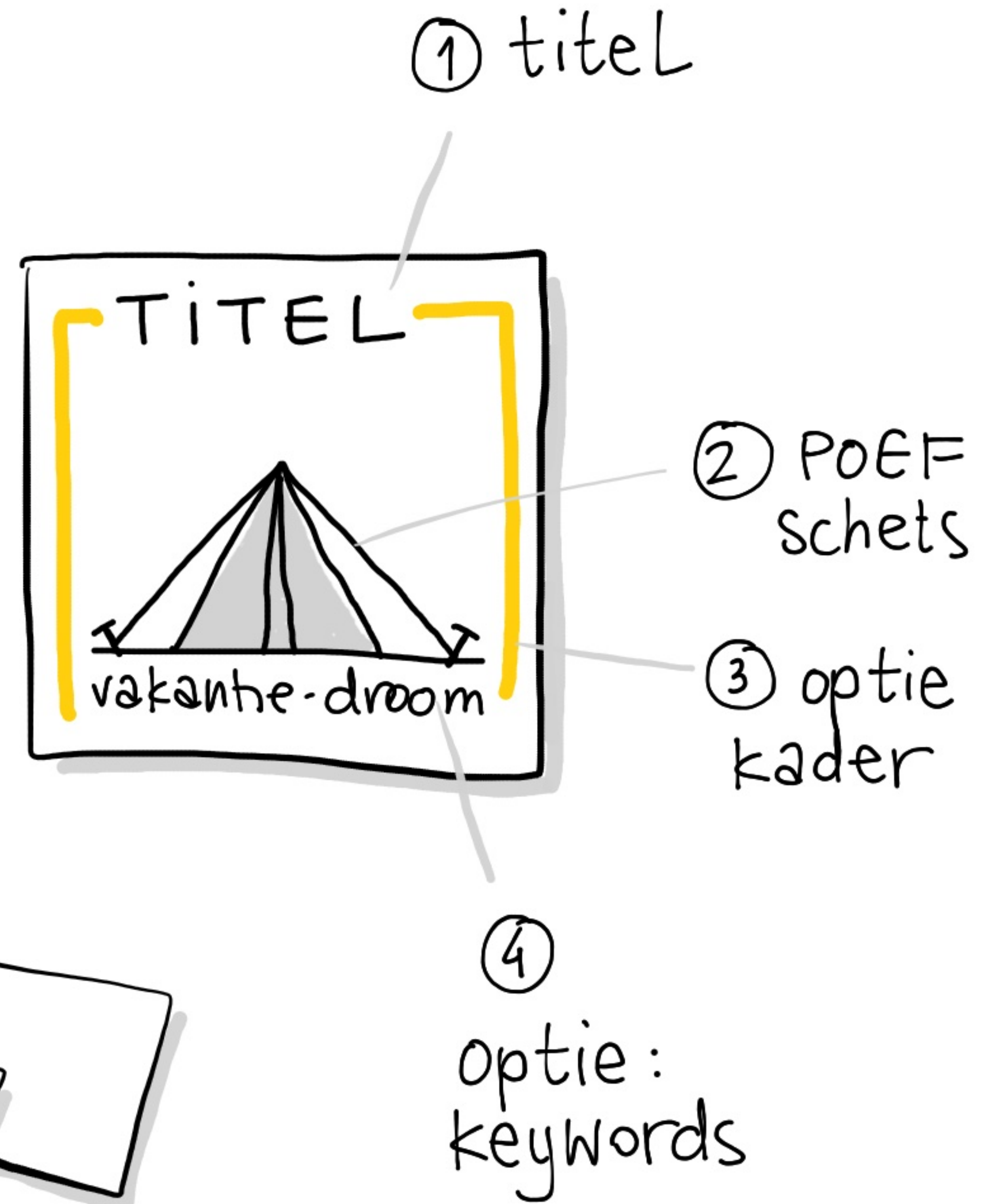


7.



BRAINDUMP

BRAINDUMP
WELKE ELEMENTEN
MOET JOUW PRO-
DUCT BEVATTEN

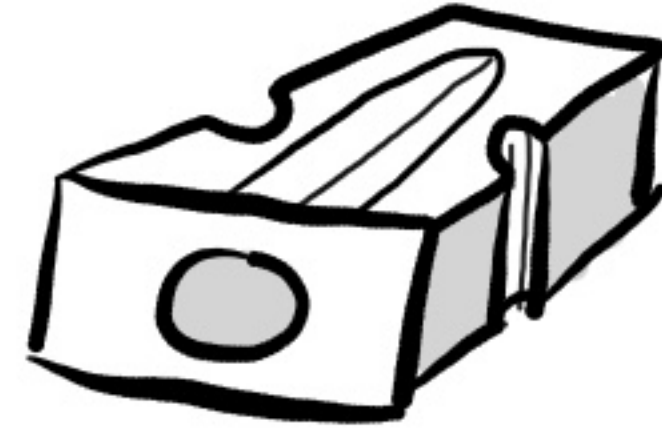


DOEL & SETTING

doel



zie ingevuld
template



scherp!

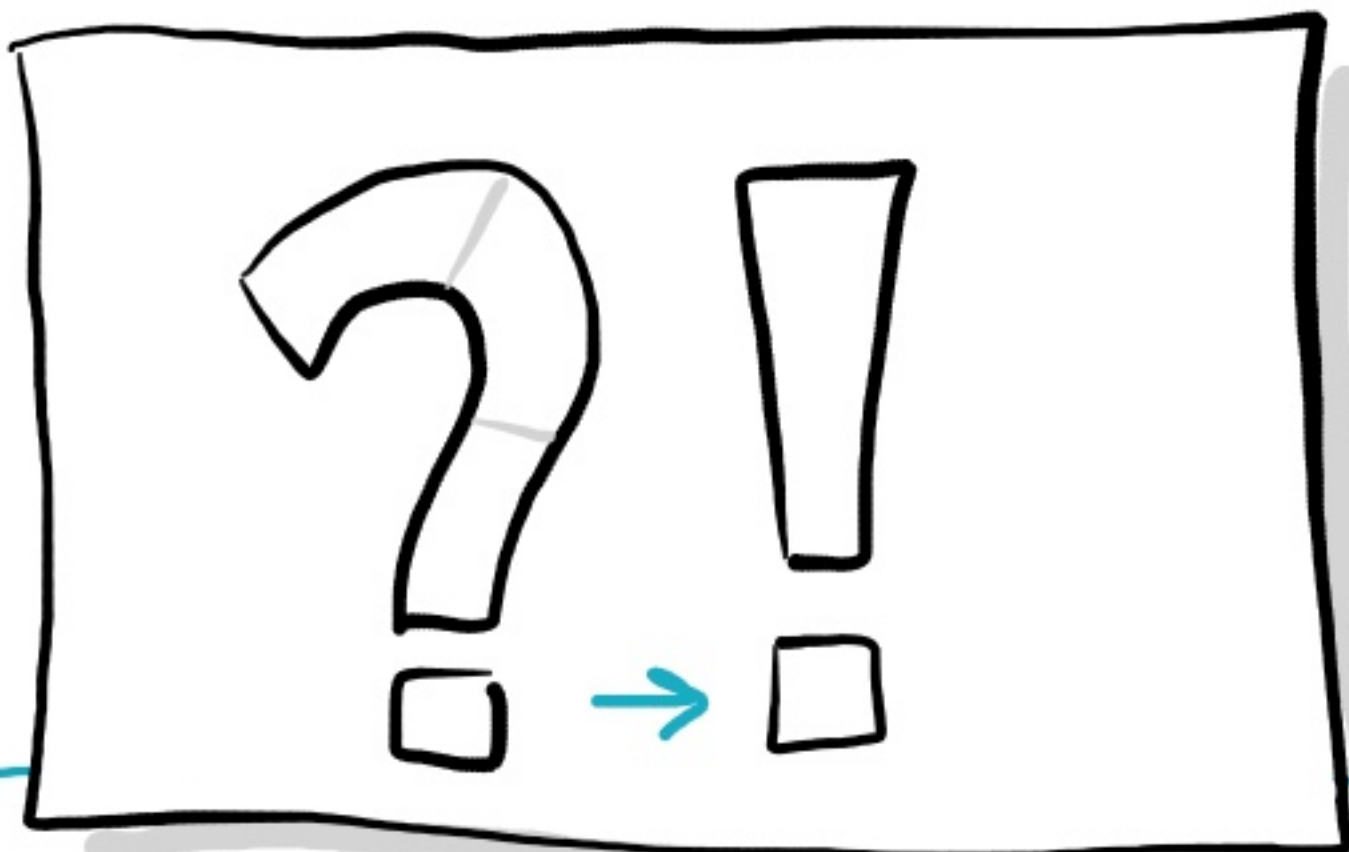
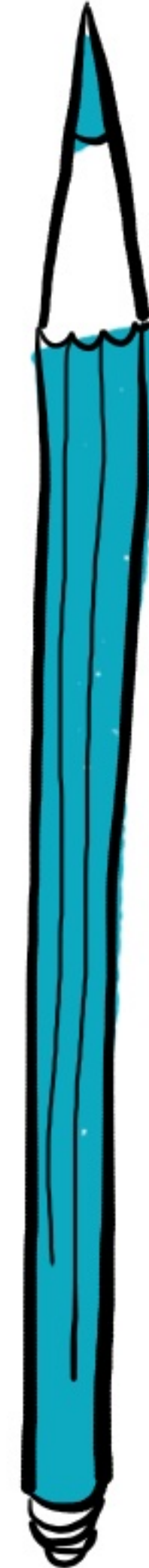
setting



Waarom? _____

Waarom? _____

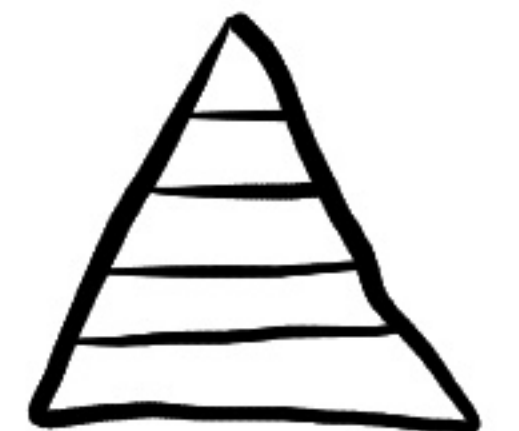
Waarom? _____



DOELGROEP

BRENG DE DOELGROEP
TOT LEVEN IN EEN
GETEKENDE IJKPERSOON

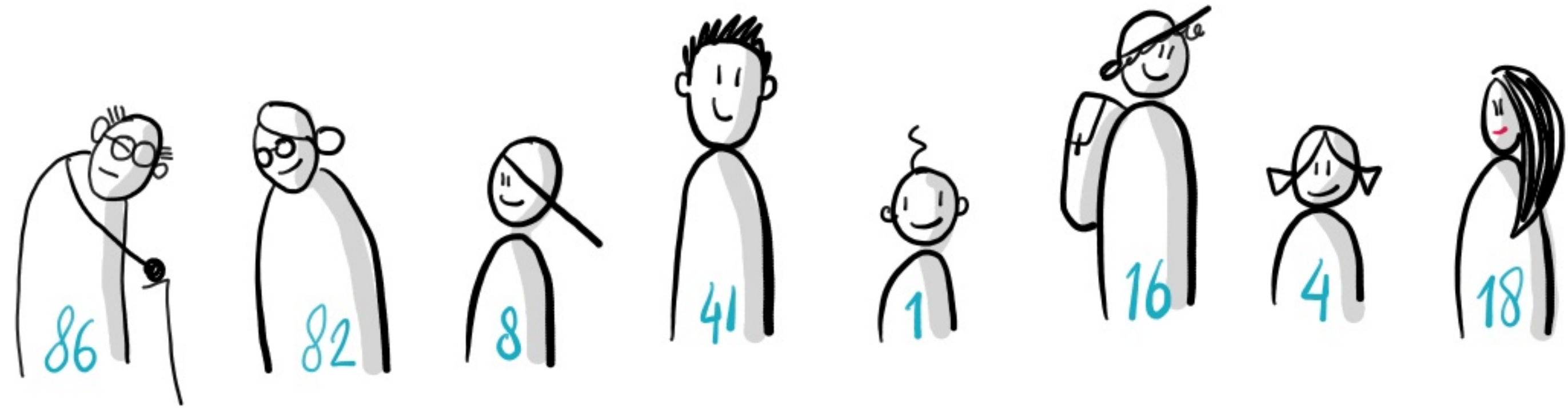
- ★ LEEFTIJD
- ★ NAAM
- ★ VRAGEN
- ★ BEHOEFTE





Levensfasen

meer mensen





3 lagen

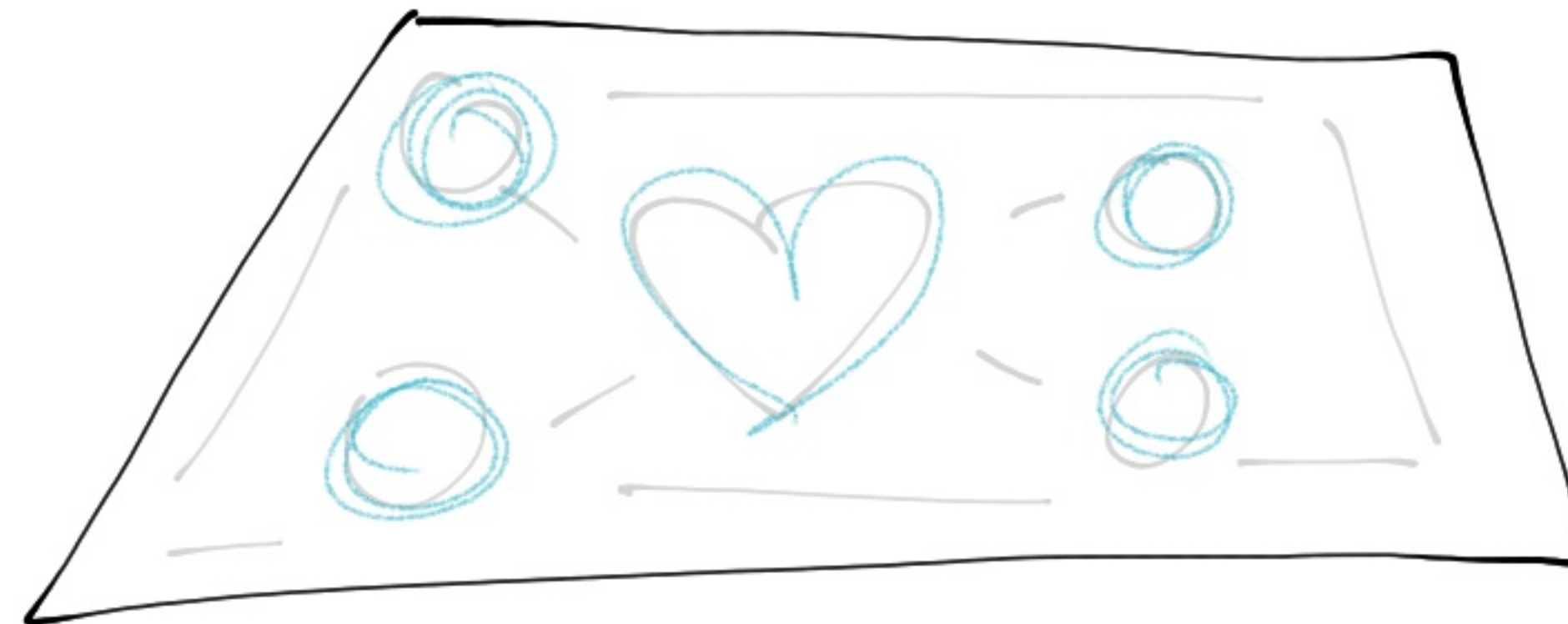
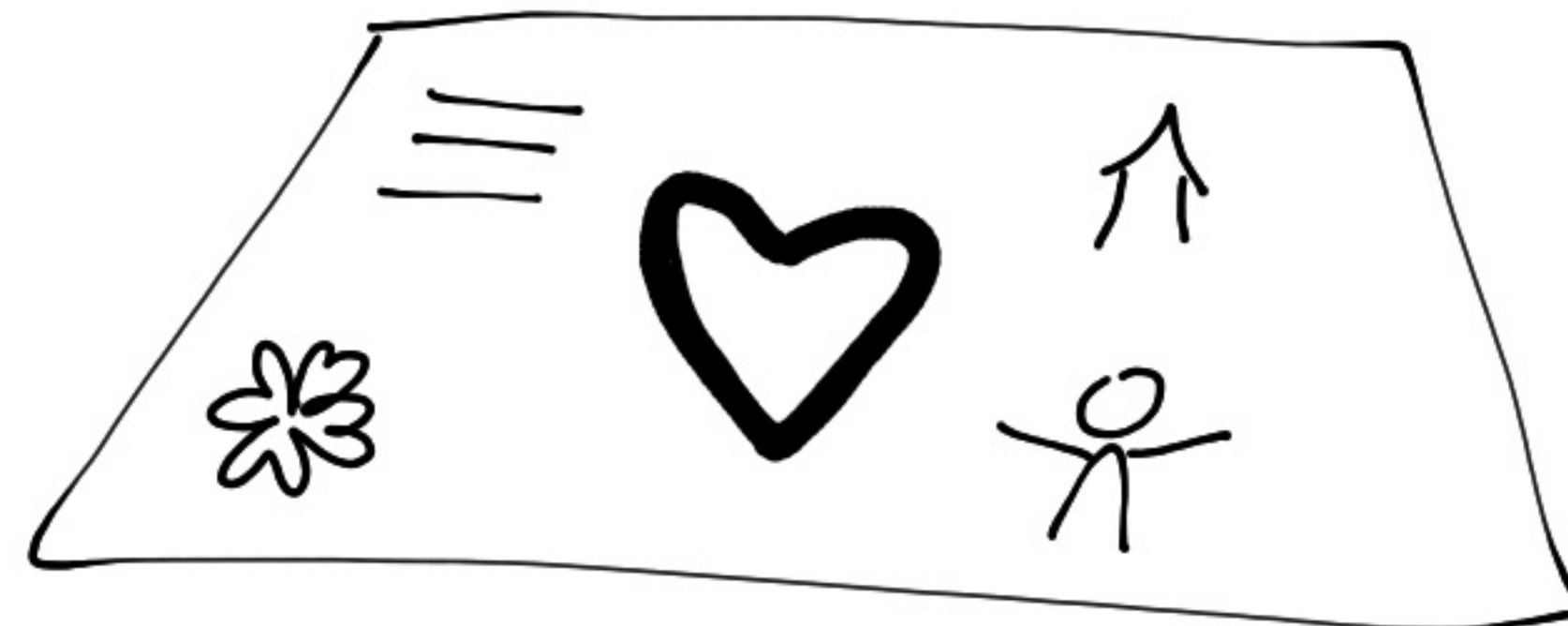
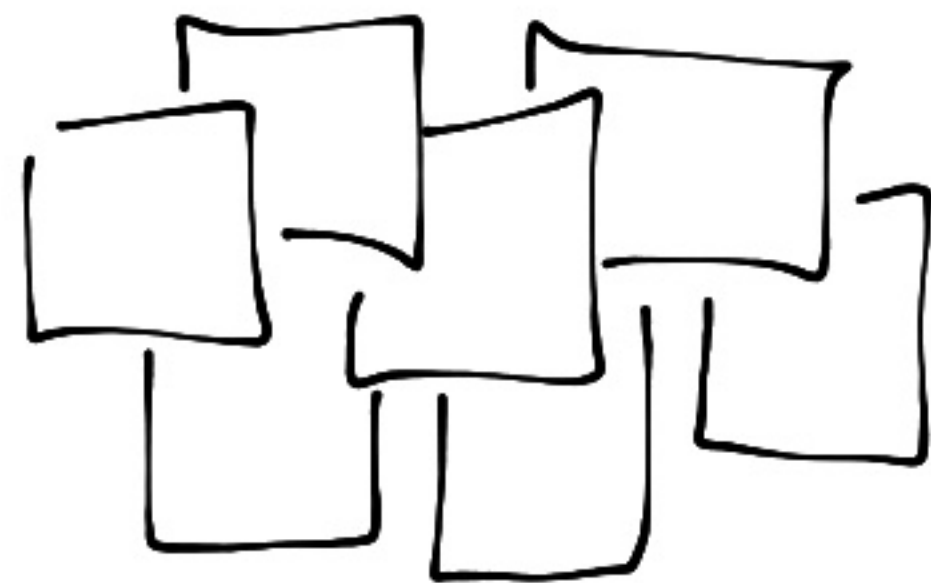
doel



doelgroep



verhaal **p. 22**



zie theorie uit visual DOING.

2.5



logica
max 2

kaders
routing

kleur + accent

2.3

2.4

2.6

3



diepte
hierarchie

ferm
contrast

teken + typo

structuur
metafoor

flow
balans

schets



2.2

2.3

SCHETSEN

POTLLOOD
OF
GRYS!

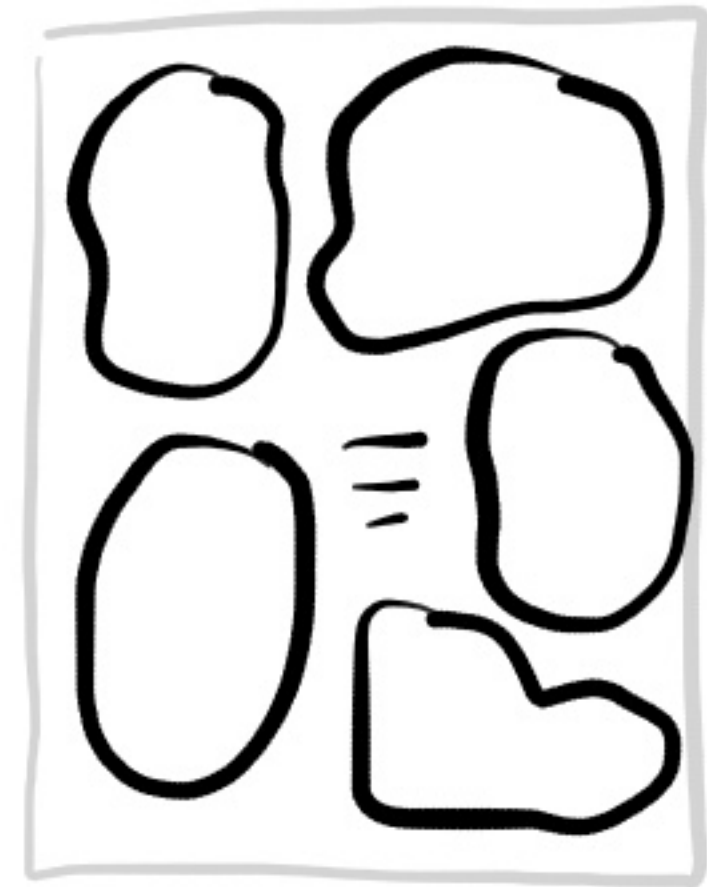
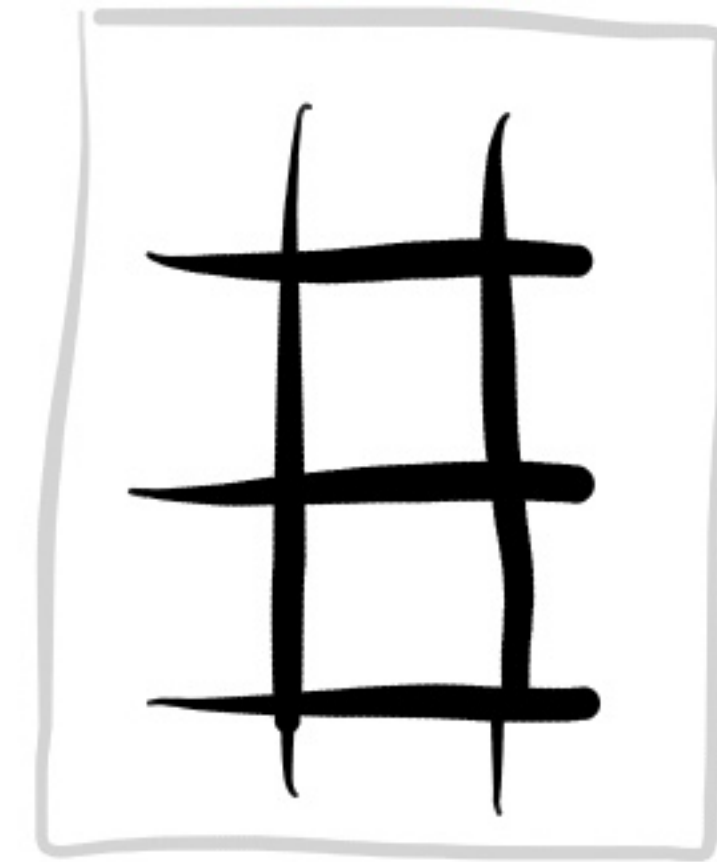
FOCUS



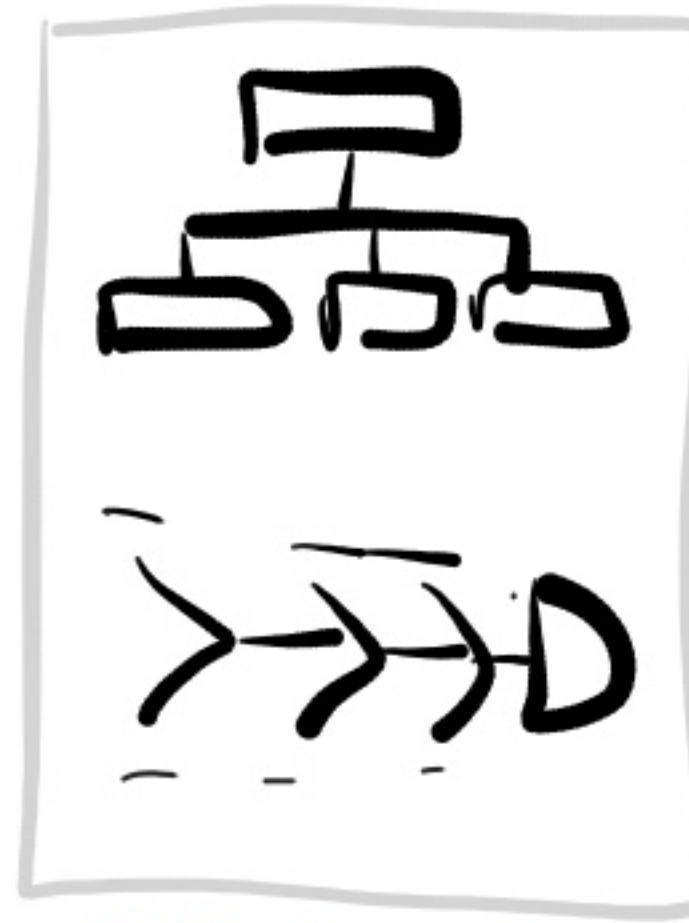
Lijst



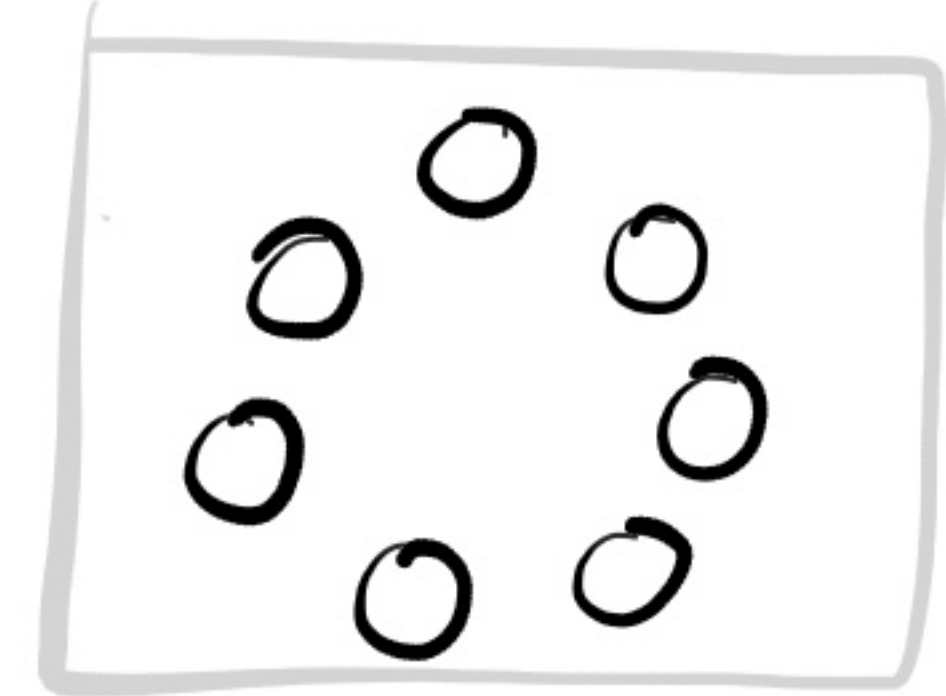
GRID



KLUSTER

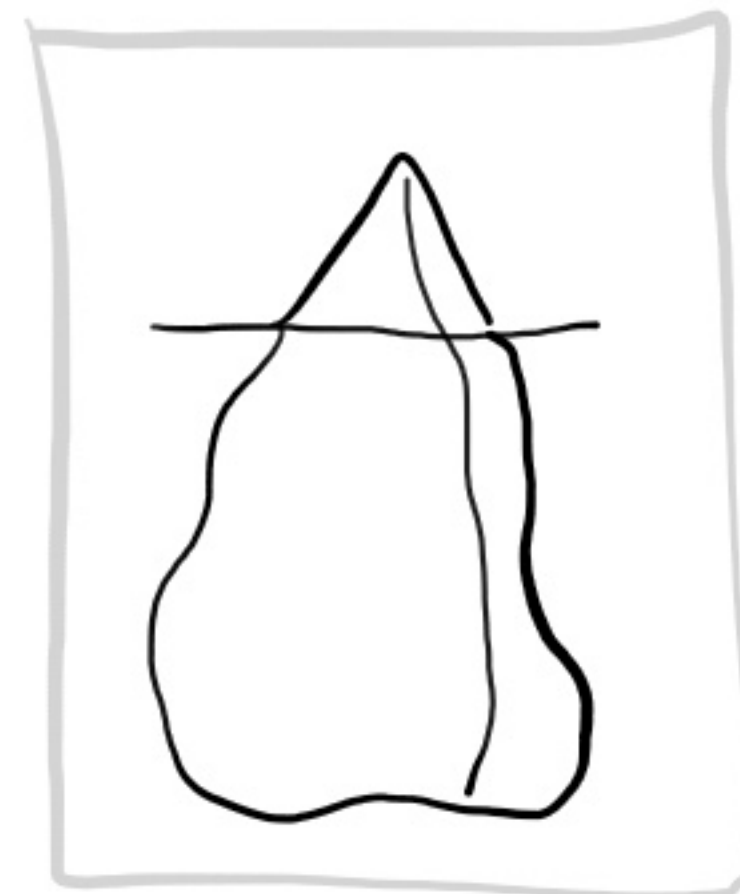


DIAGRAM

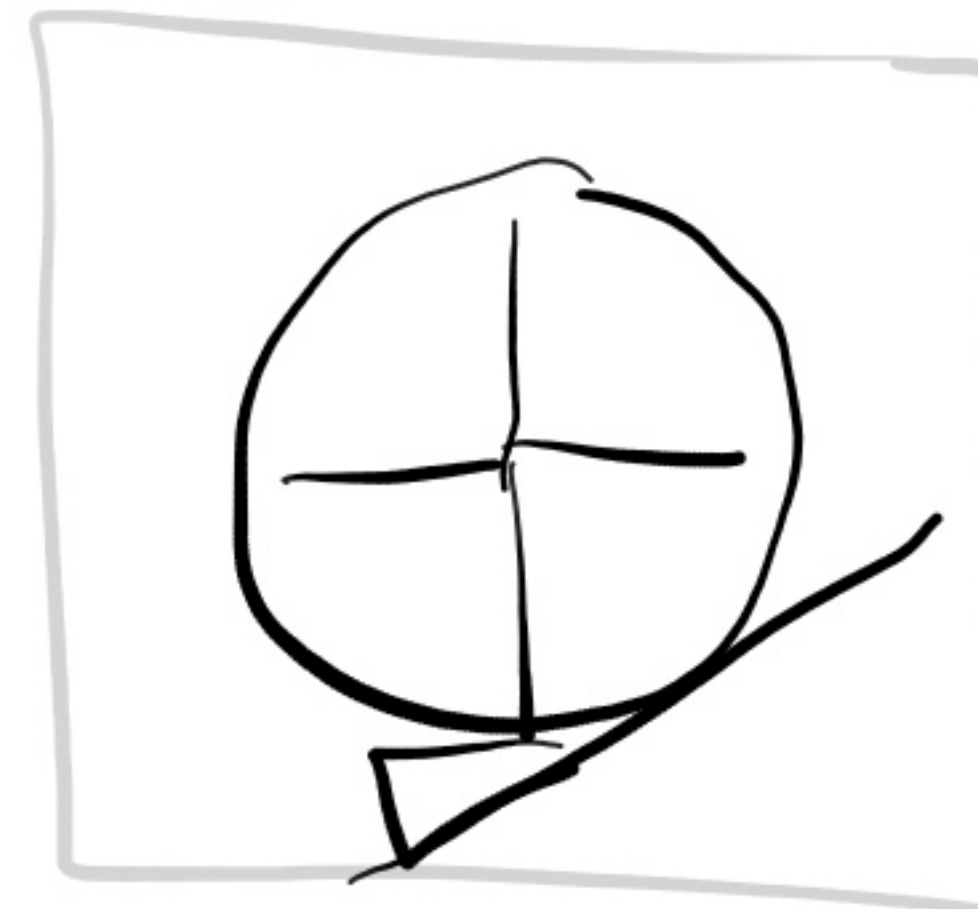


MANDALA

A. BASIS -
STRUCTUUR
UITPROBEREN
het voor je zien!

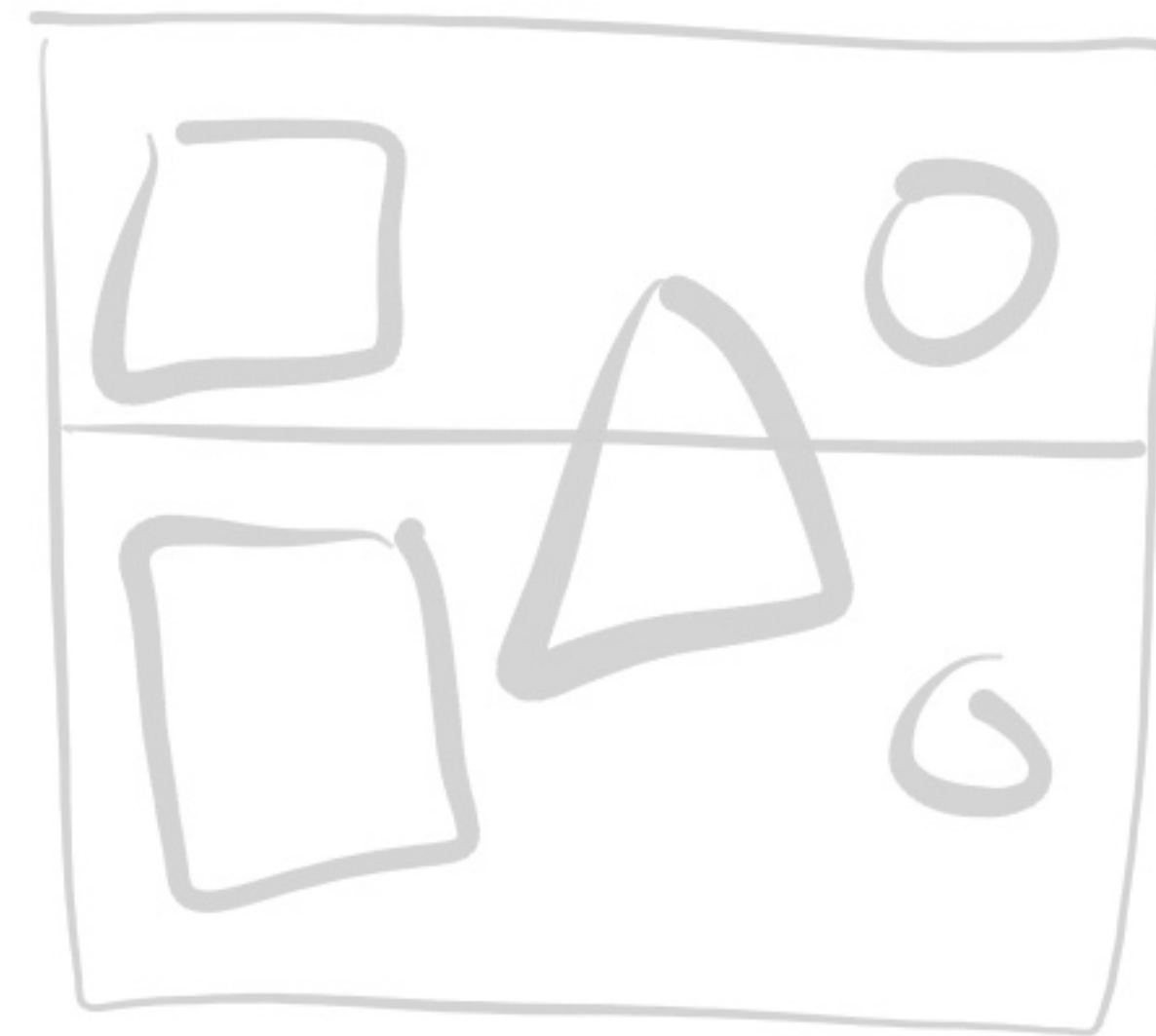
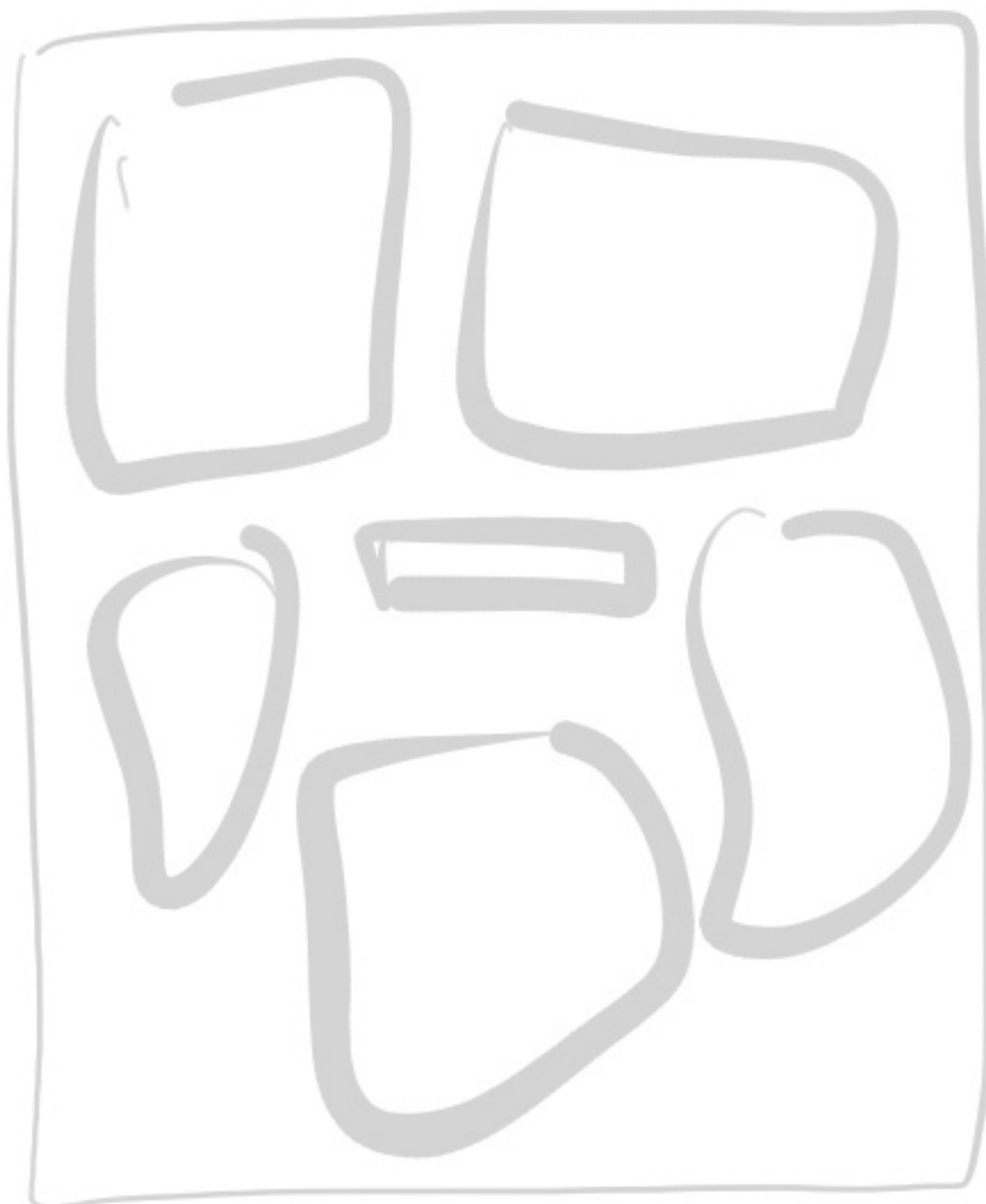
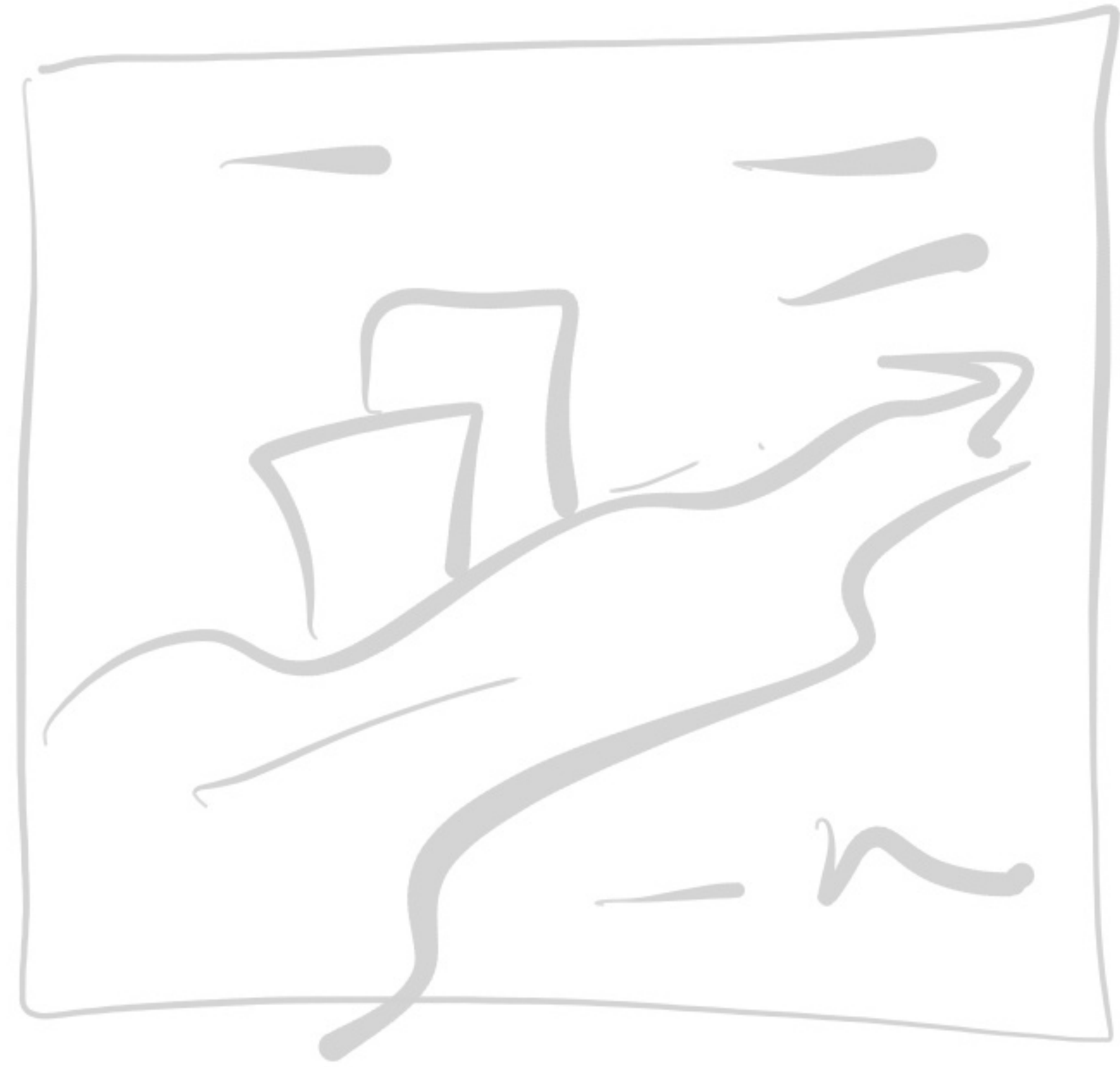


METAFOOR



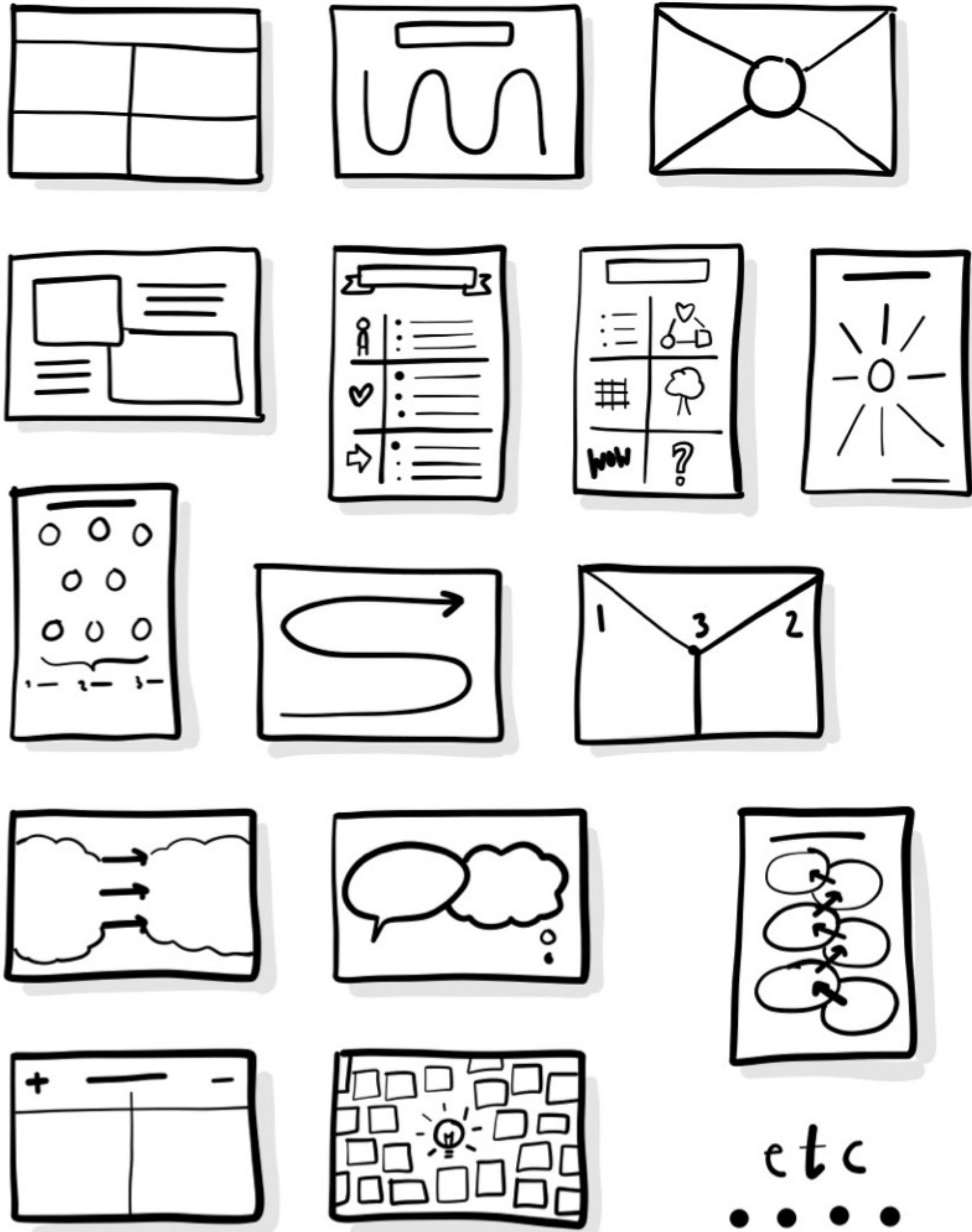
MODEL

ZZZOEFF

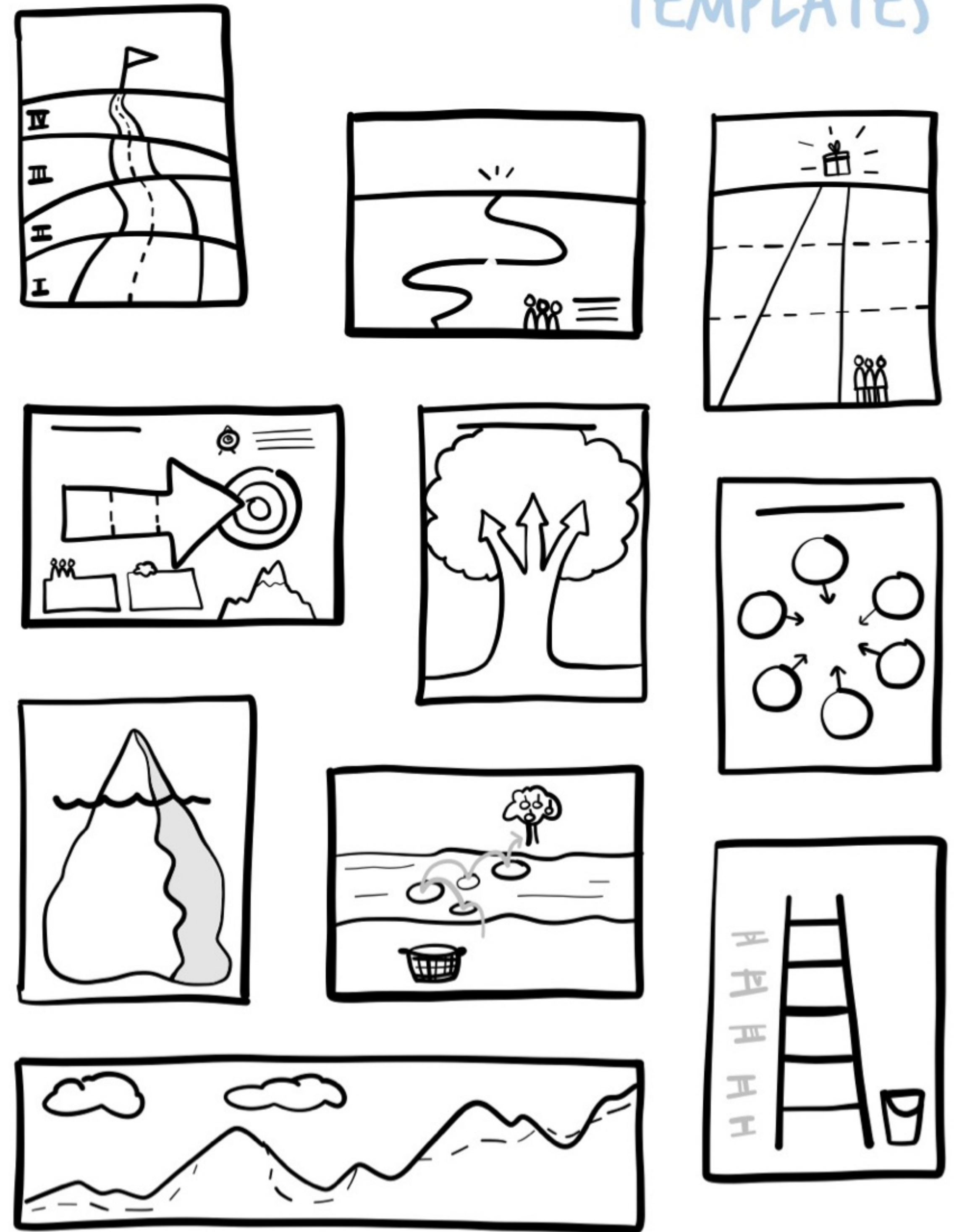


≡ structuur ≡

LAYOUTS

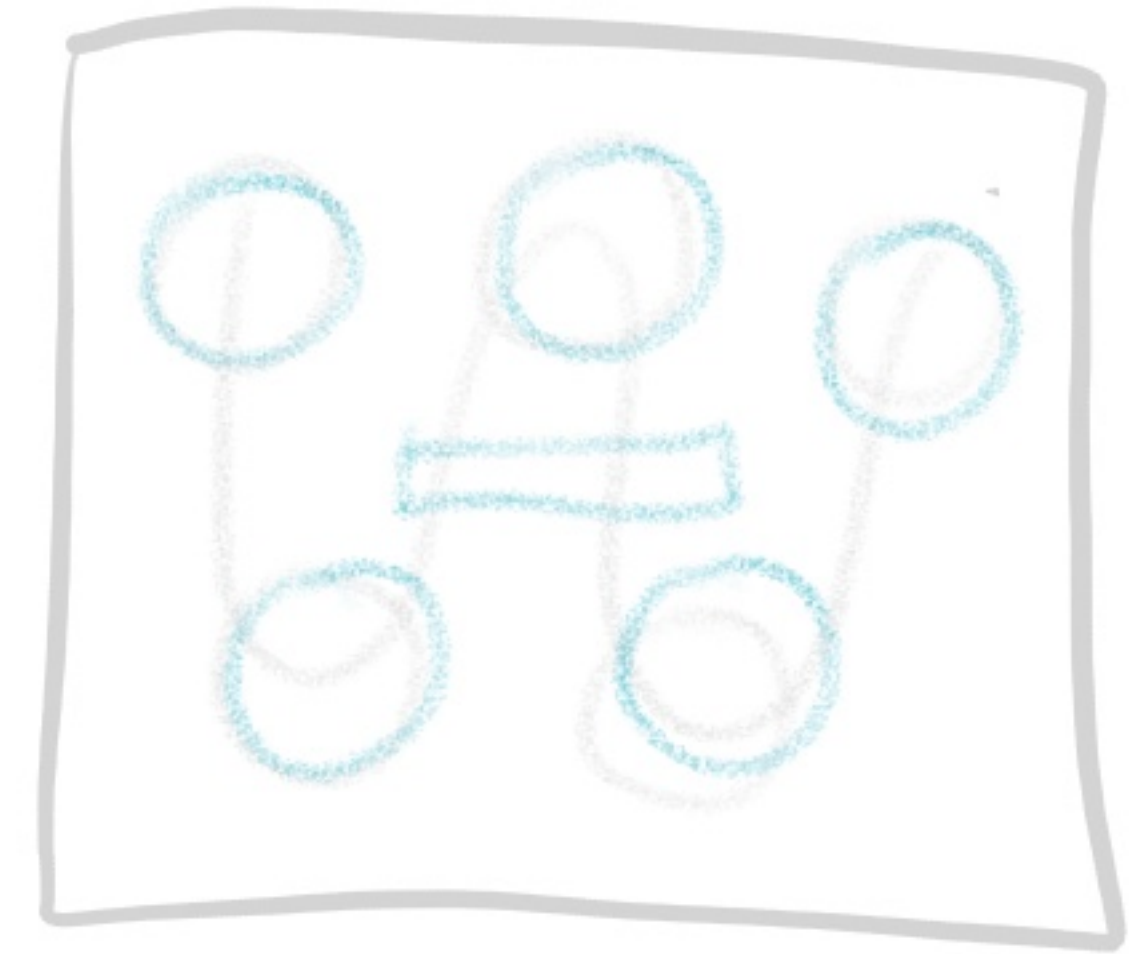
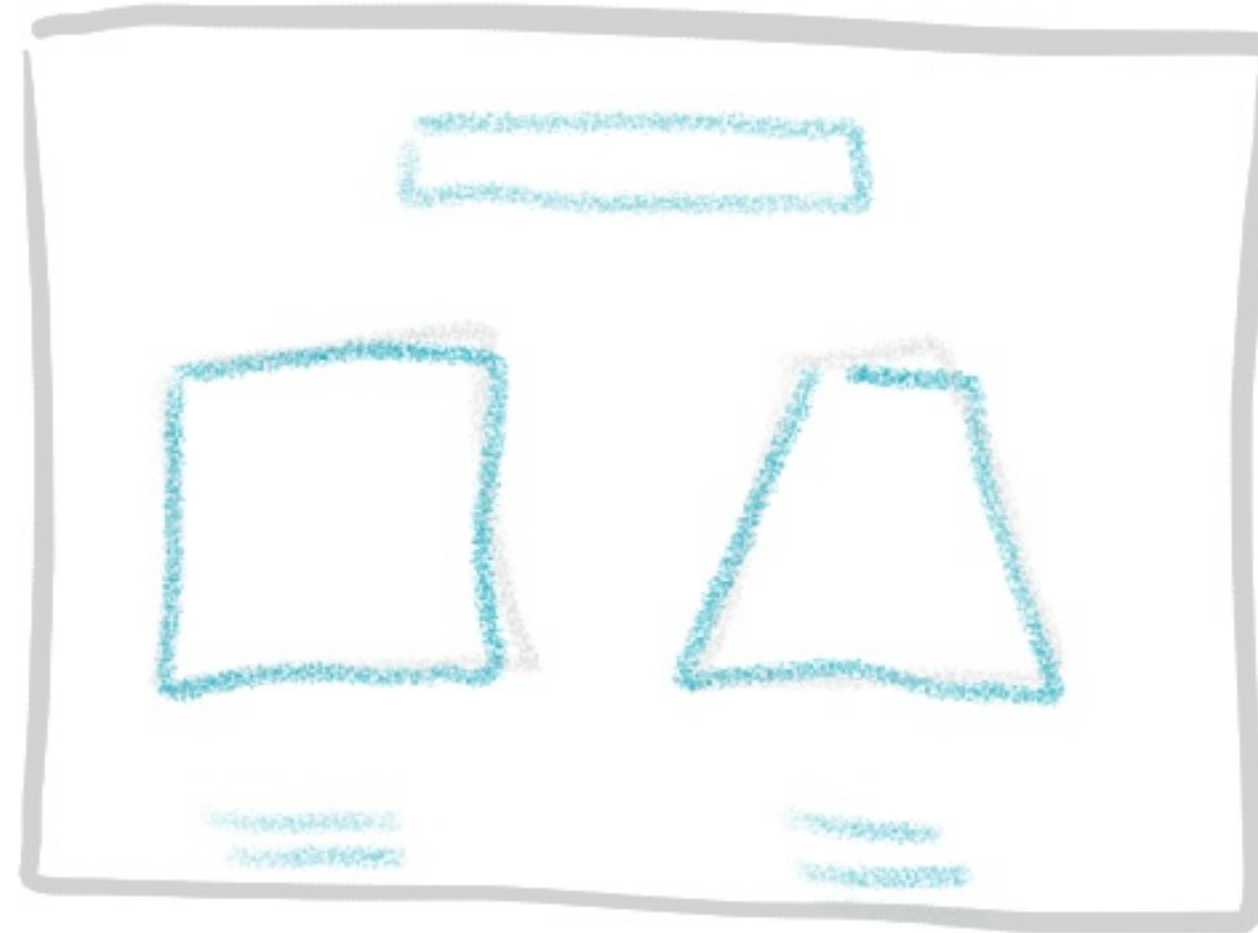


TEMPLATES



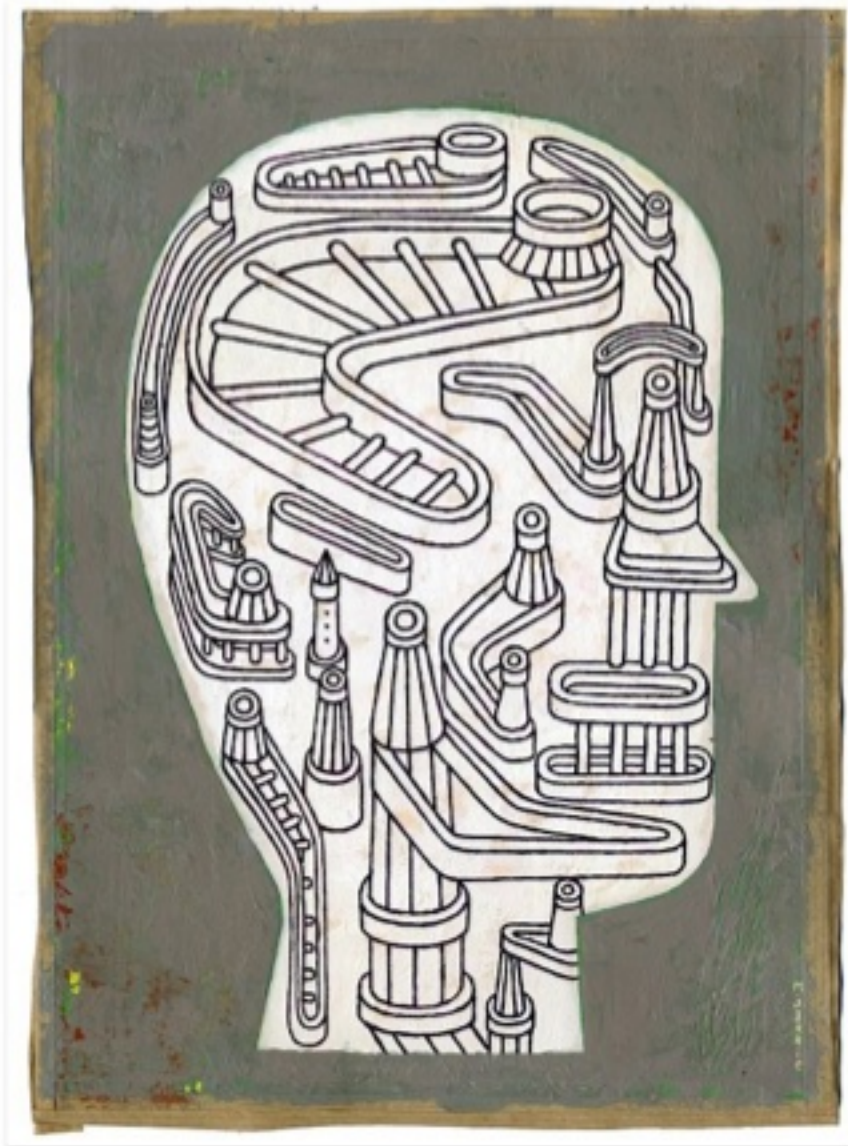
COMPOSITIE

compositie is de ordening
van verschillende delen tot
een geheel.

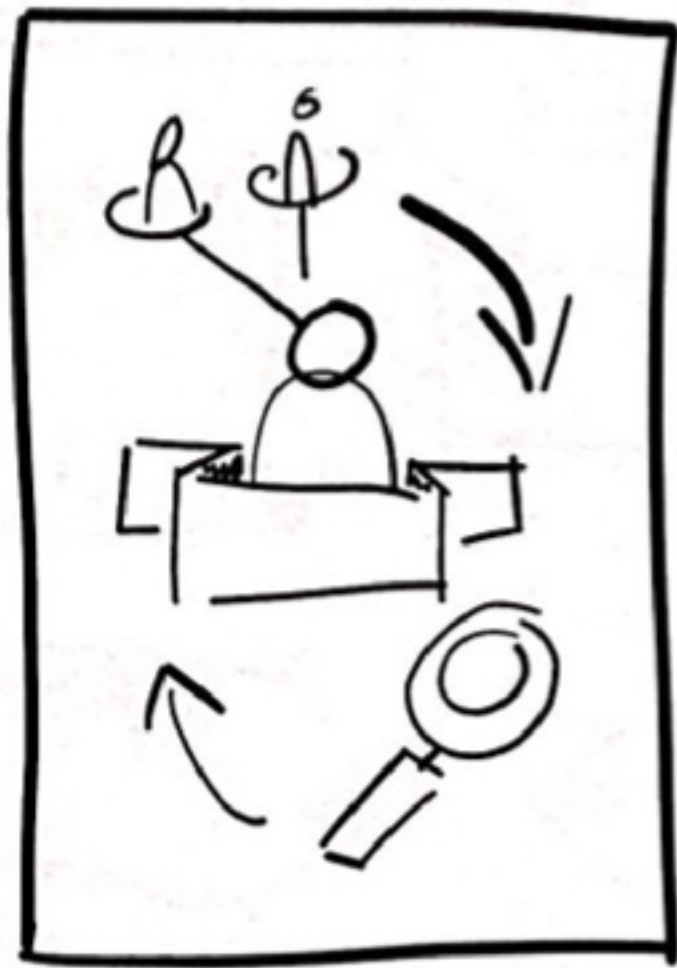


✓ FIJN OM
NAAR TE
KIJKEN

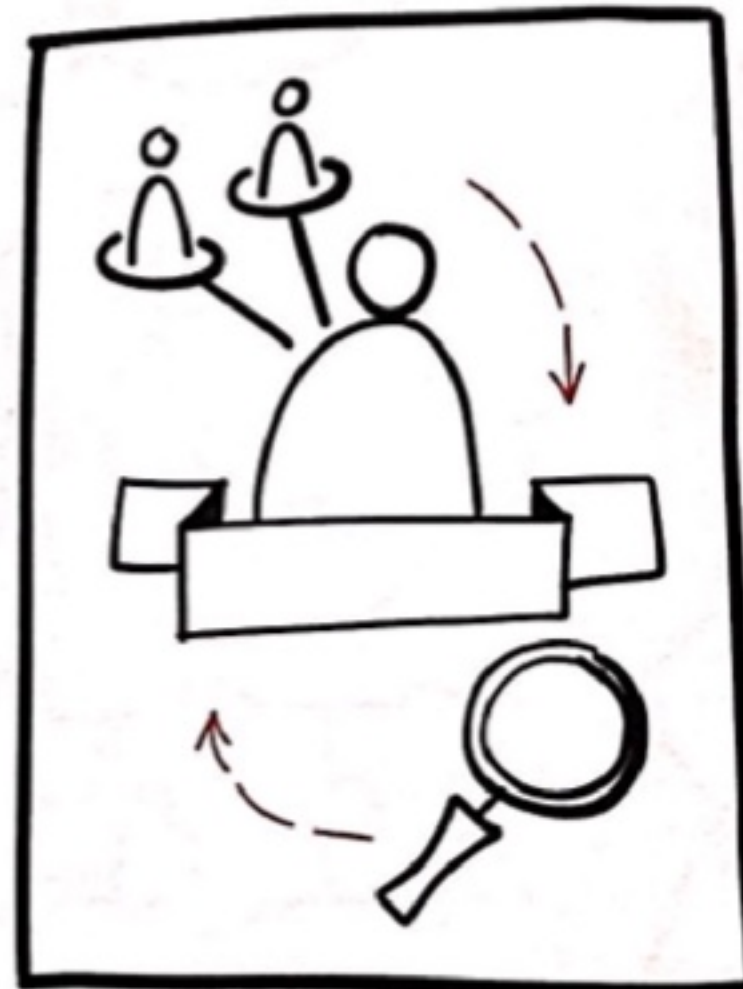
✓ AANDACHT
VOOR DE
JUISTE
DINGEN



TEKENEN & TYPO

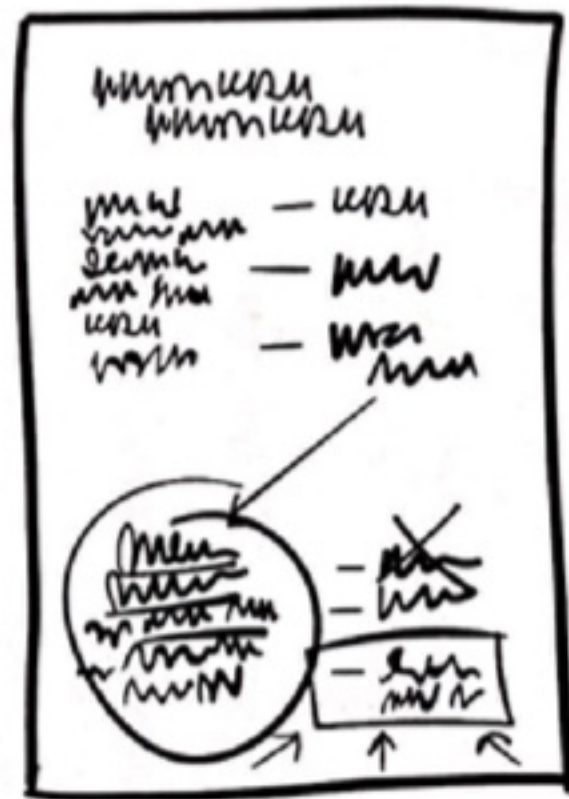


Your drawing now

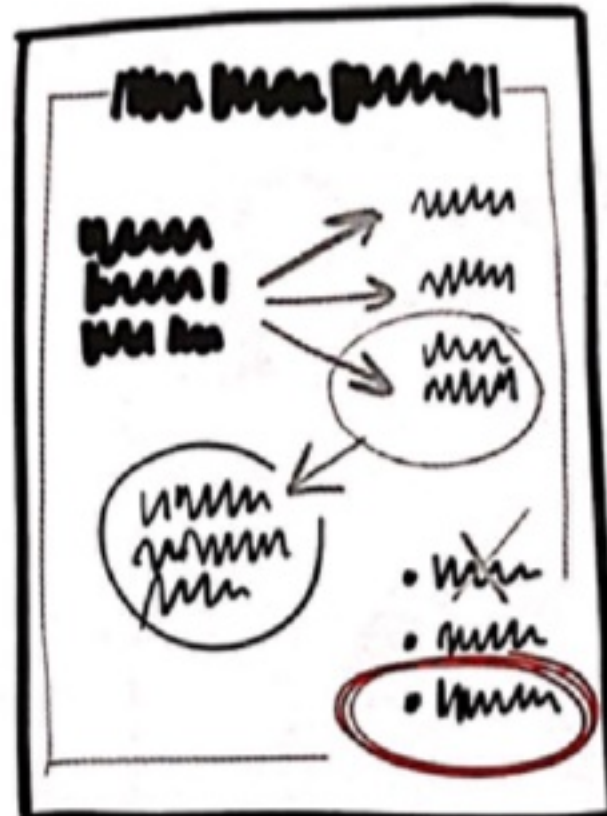


Your drawing's potential

ARTICULEER

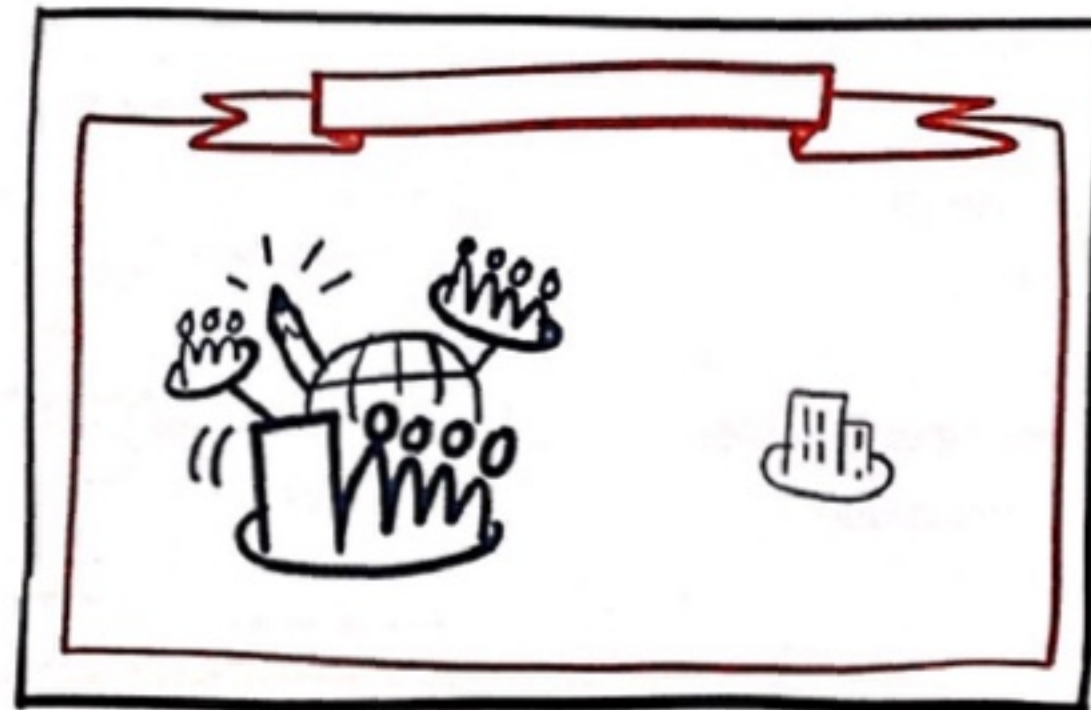


Your drawing now

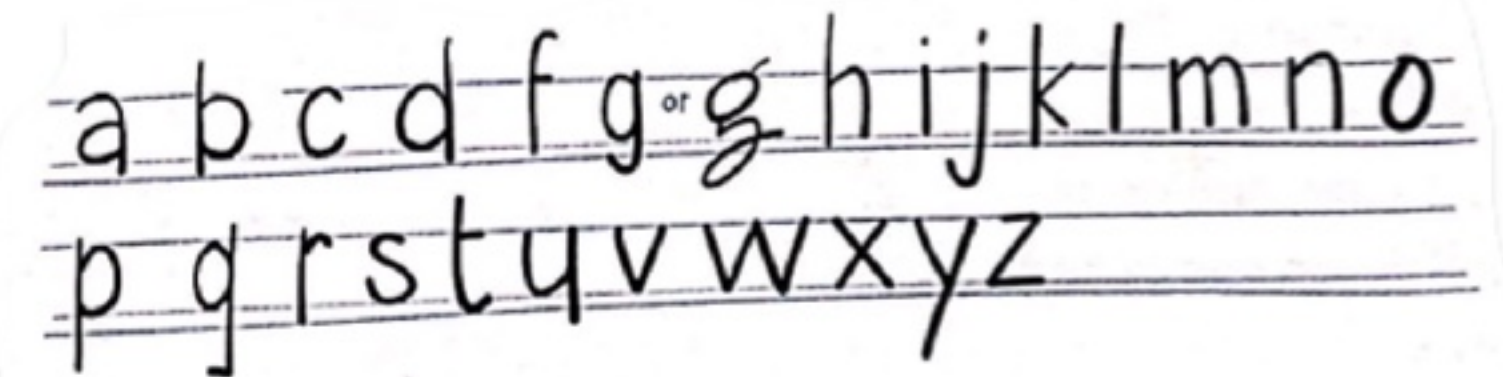
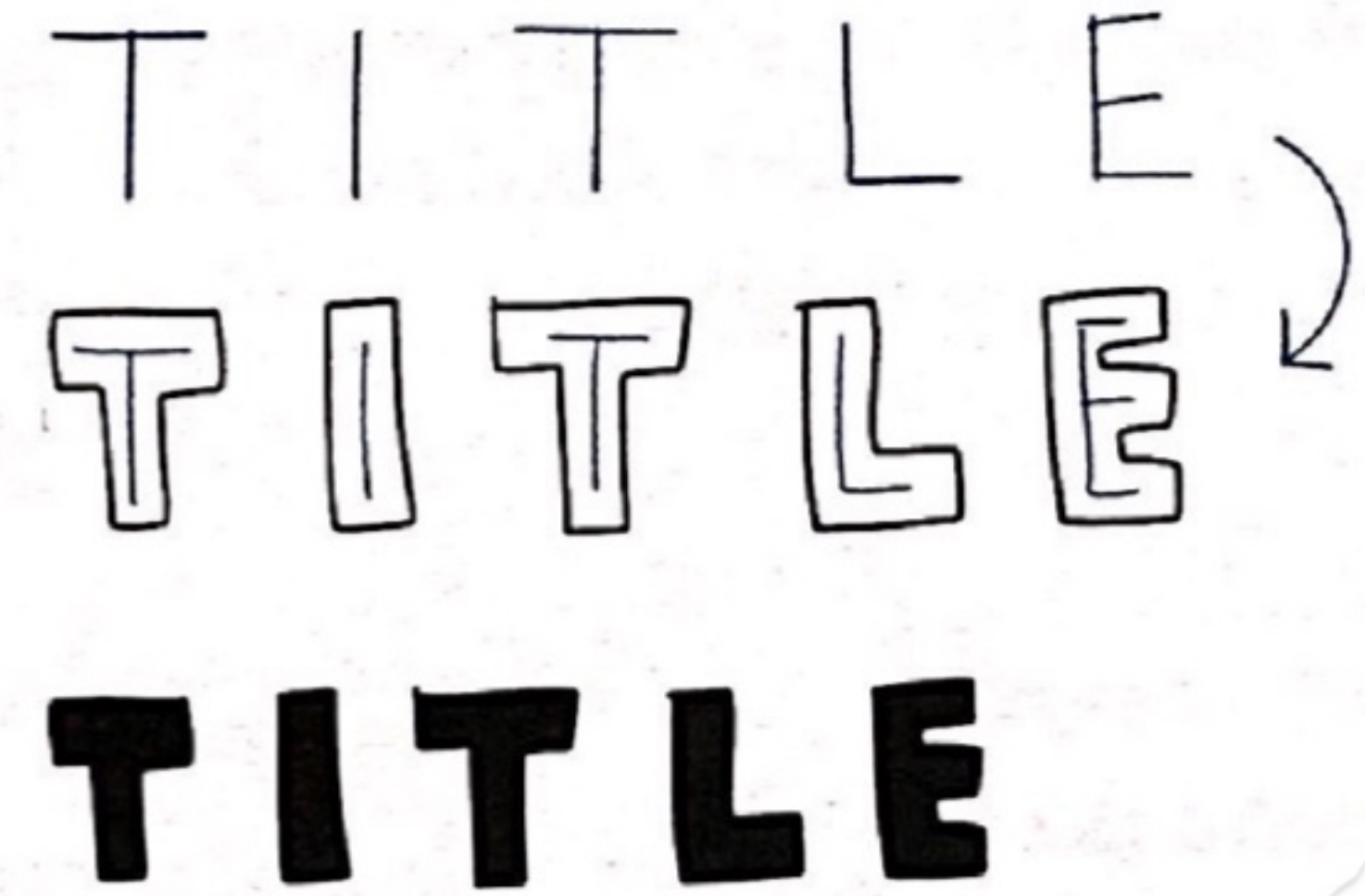


Your drawing's potential

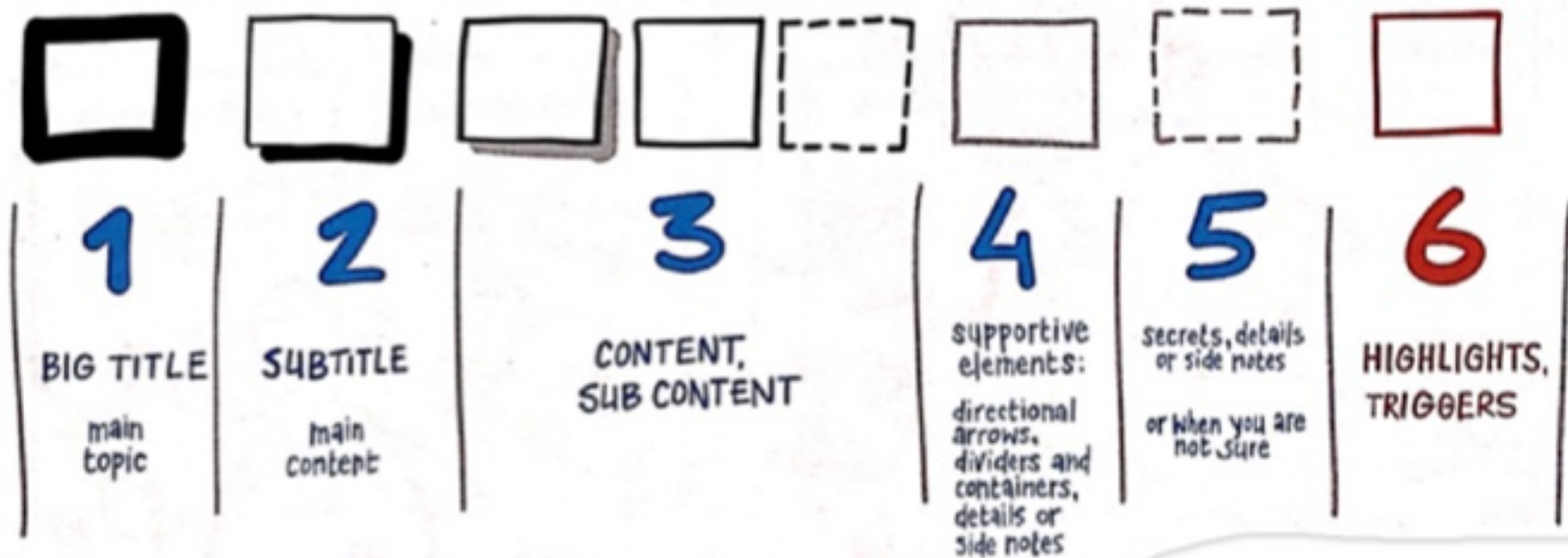
BALANCEER



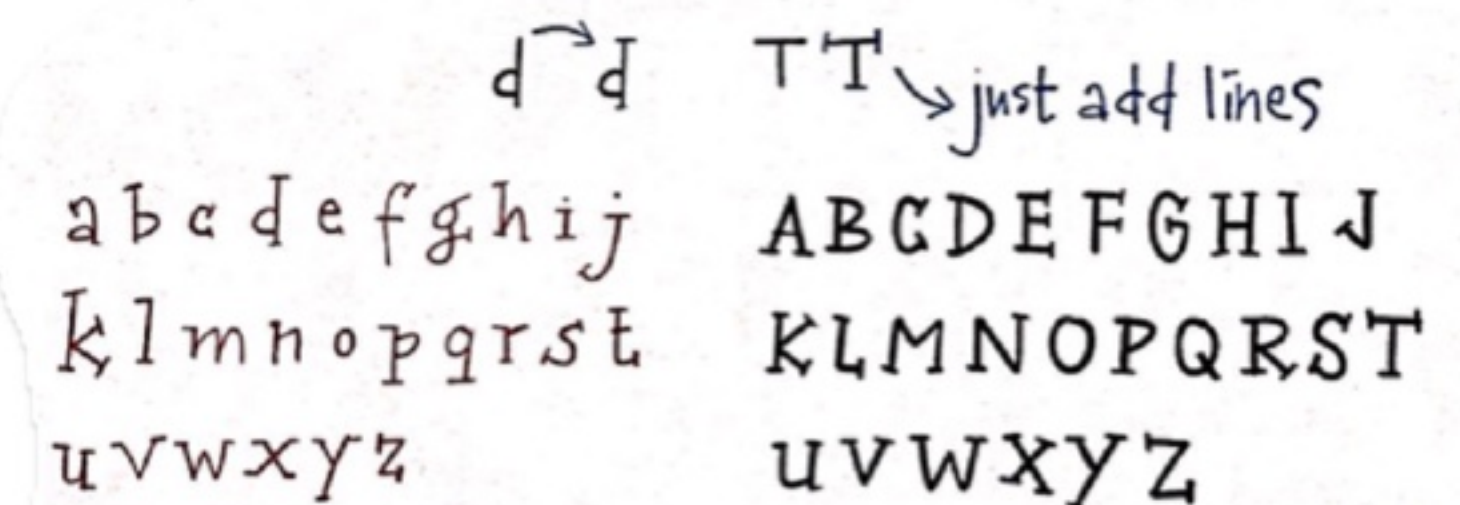
SPEEL



BENADRUK



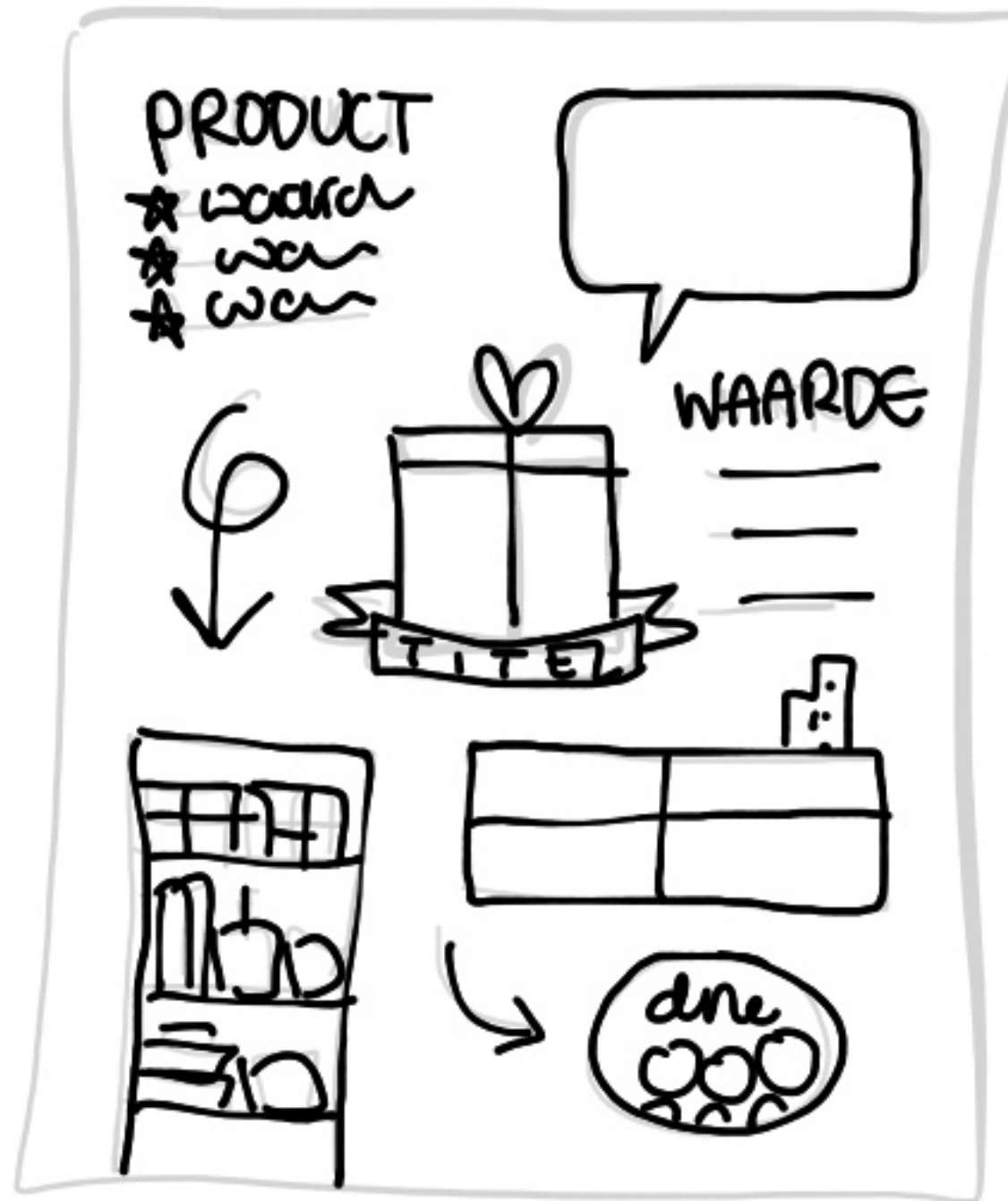
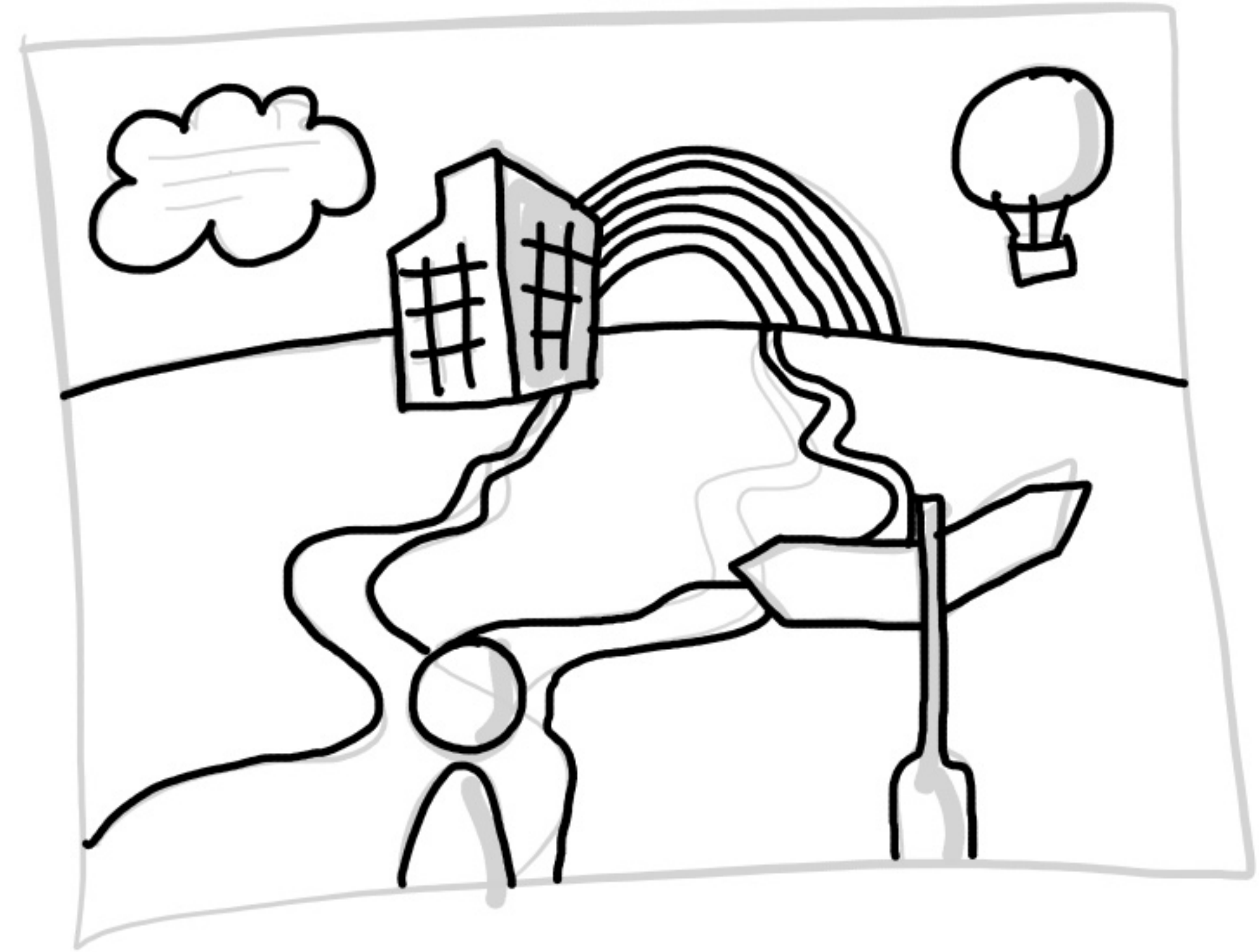
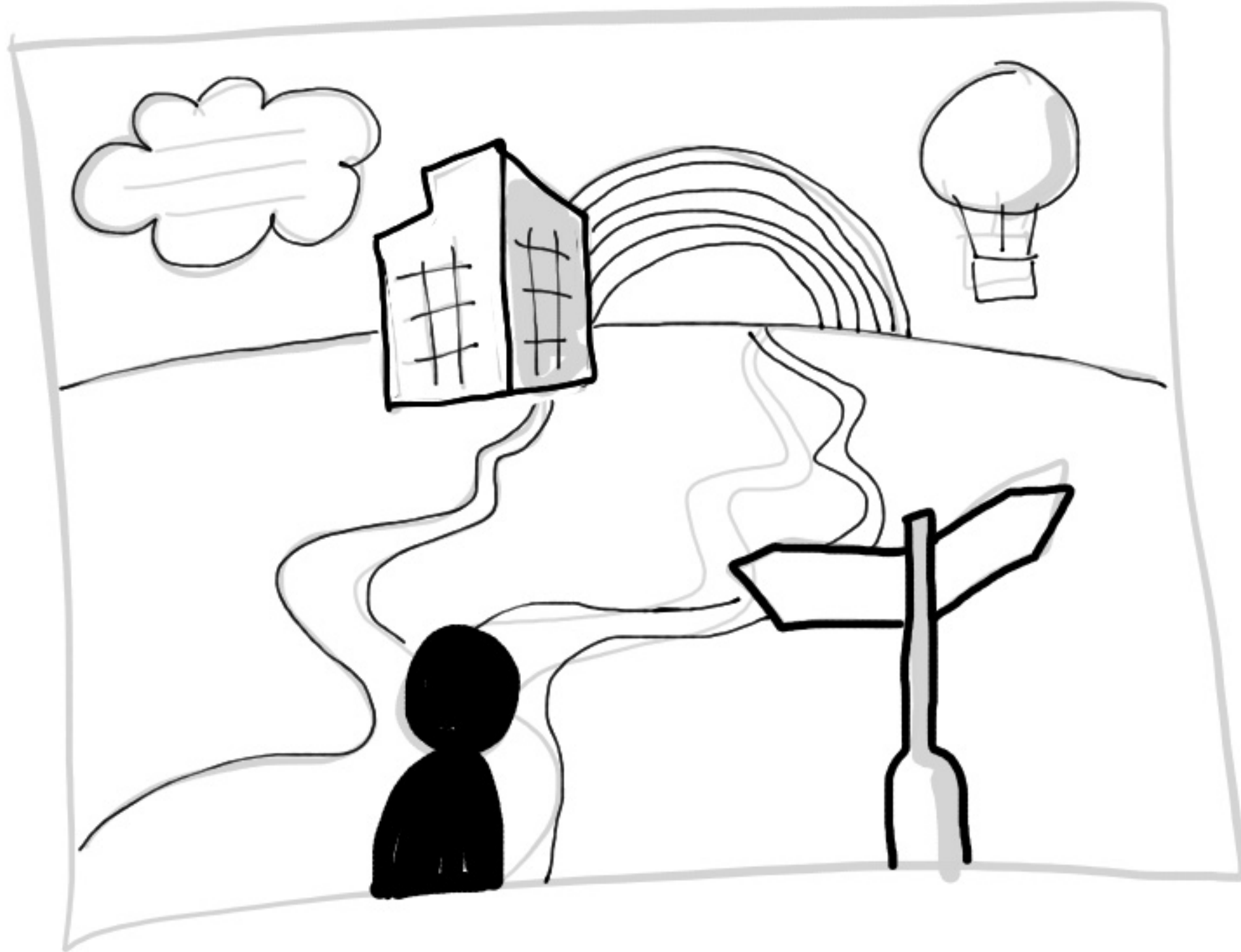
Arrows indicate the reading direction. So never make them black, always gray!



TOP TITLE HEADER, also great for a title!

old school handwriting

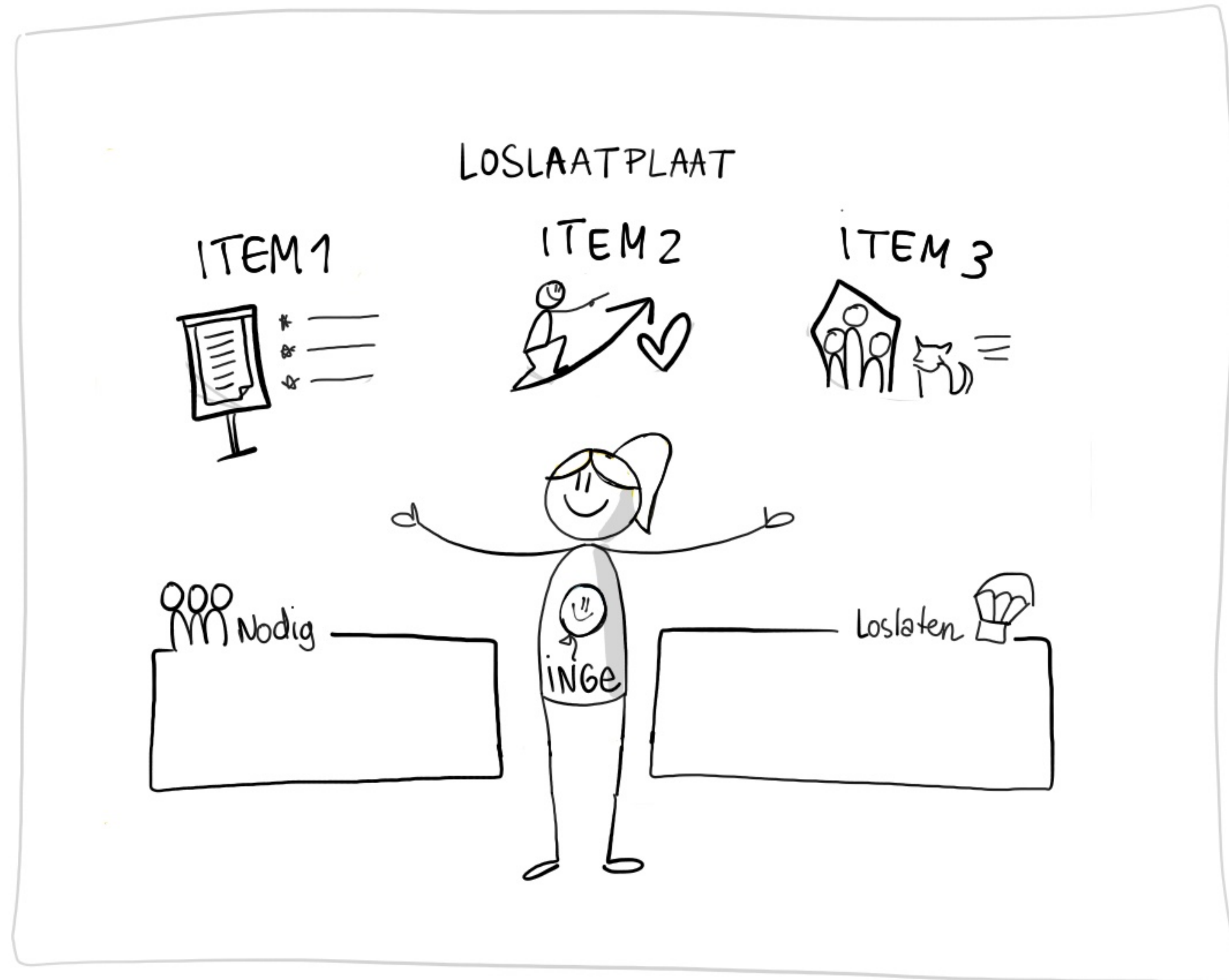
TEKENEN & TYPO



KLEUR + KADERS

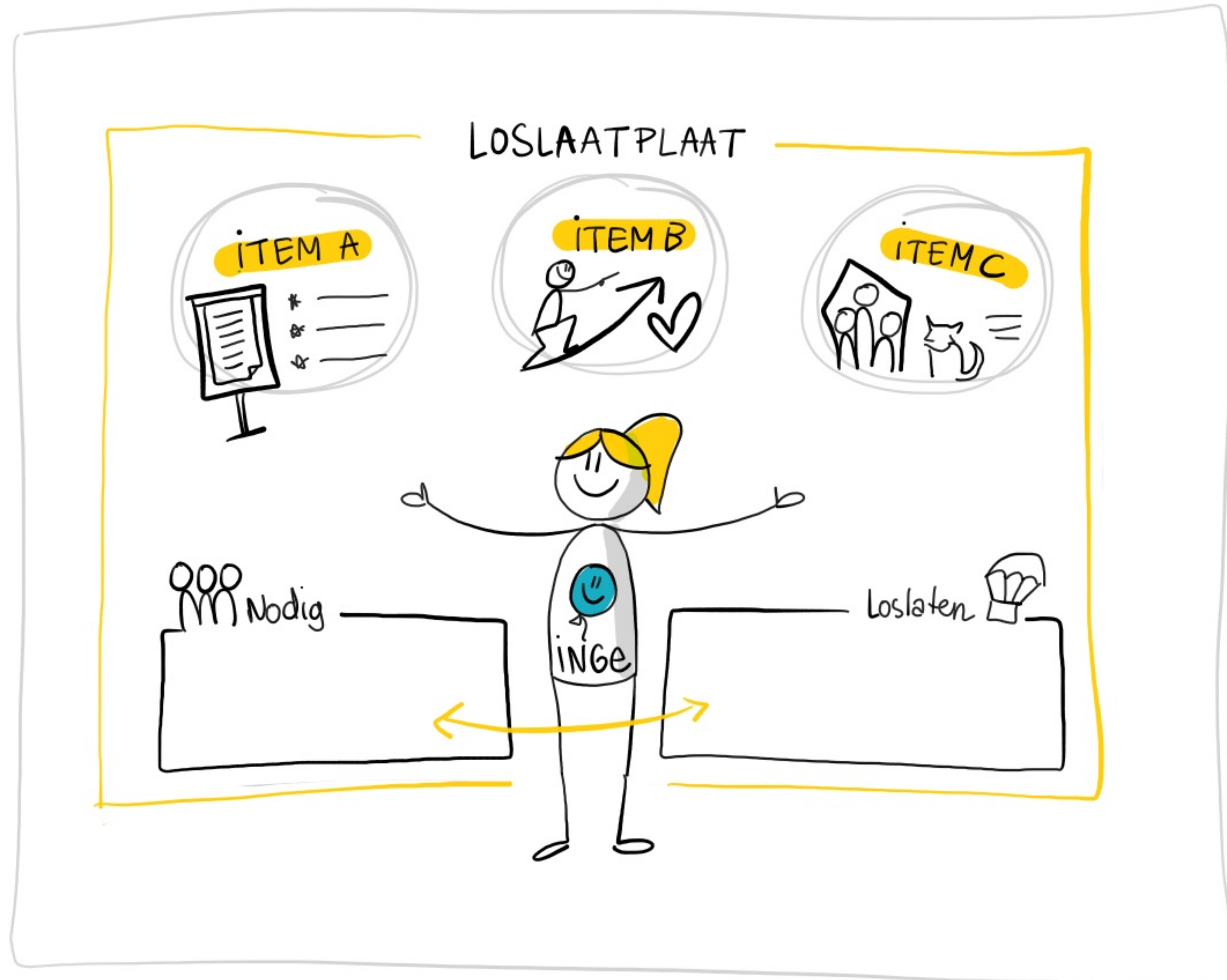
& CONNECTOREN

💡 veel Marge!

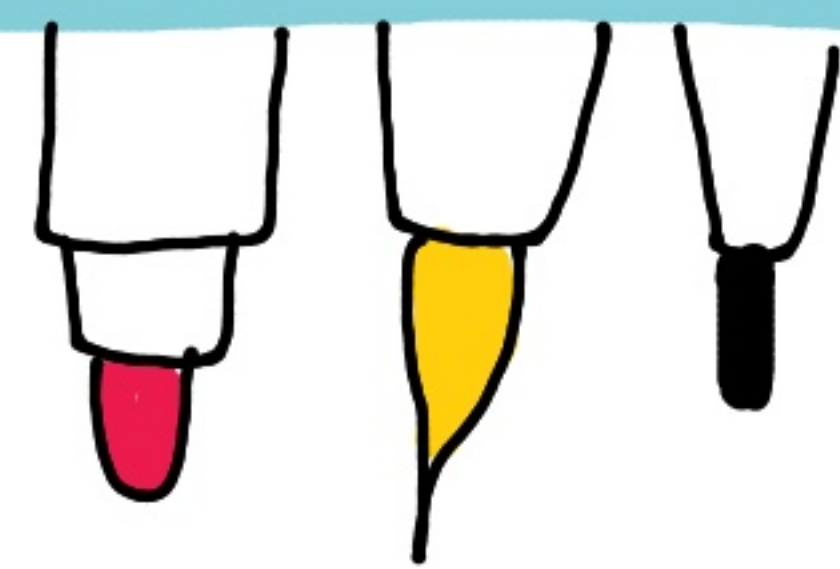


KLEUR + KADERS

& CONNECTOREN



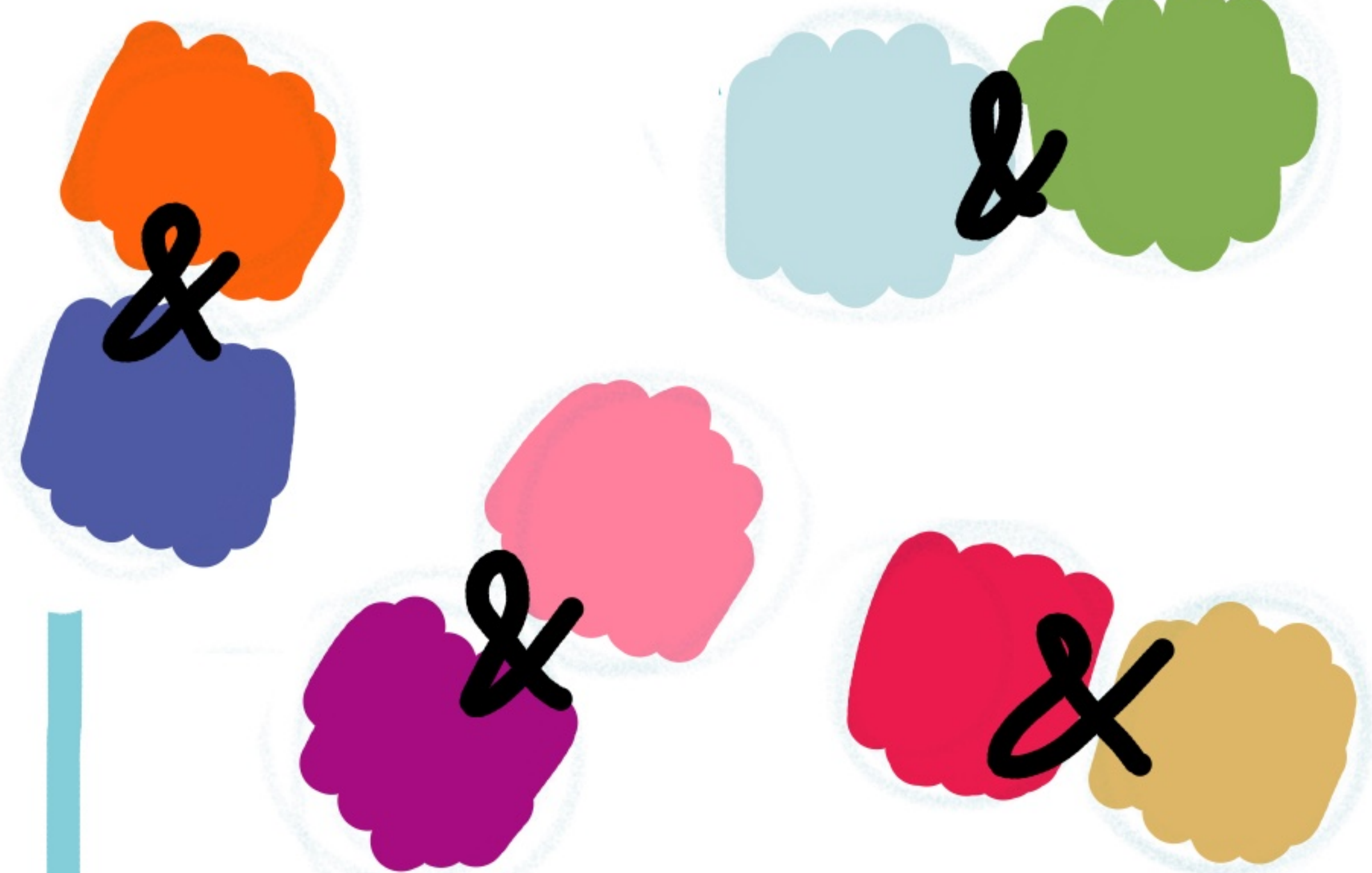
KLEUR



★ Gebruik maximaal 2 kleuren. Zwart, grijs en wit zijn geen kleur.

★ Maak een kwartet met aflopend contrast.

★ Test uit welk gevoel of welke betekenis de kleuren samen hebben.



★ uitzondering: als je werkt met een model met meerdere kleuren

Huiswerk



MAAK JE PRODUCT
ZODAT JE HET
(PROTOTYPE)
AAN ONS KUNT
PRESENTEREN



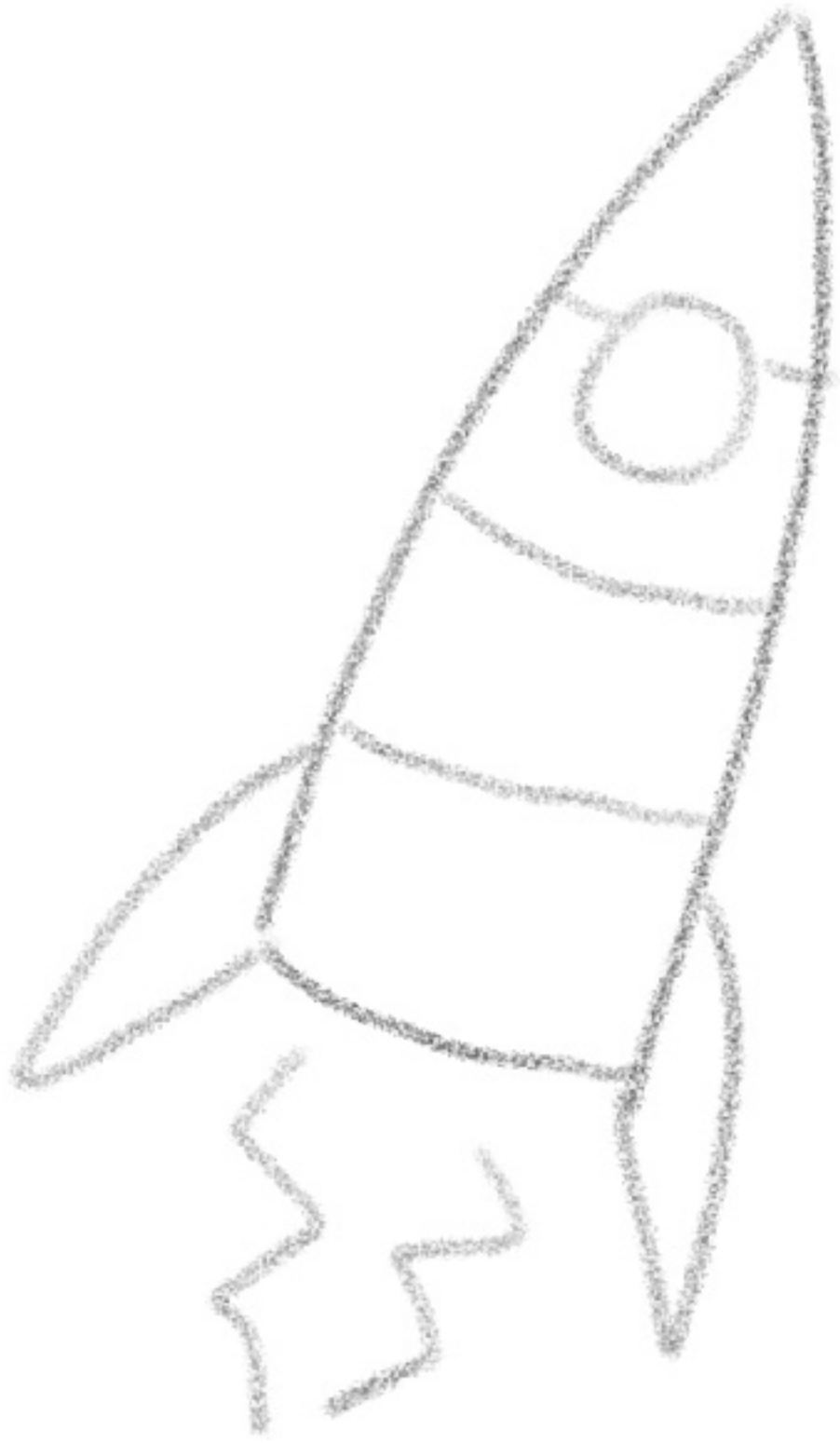
7 mei



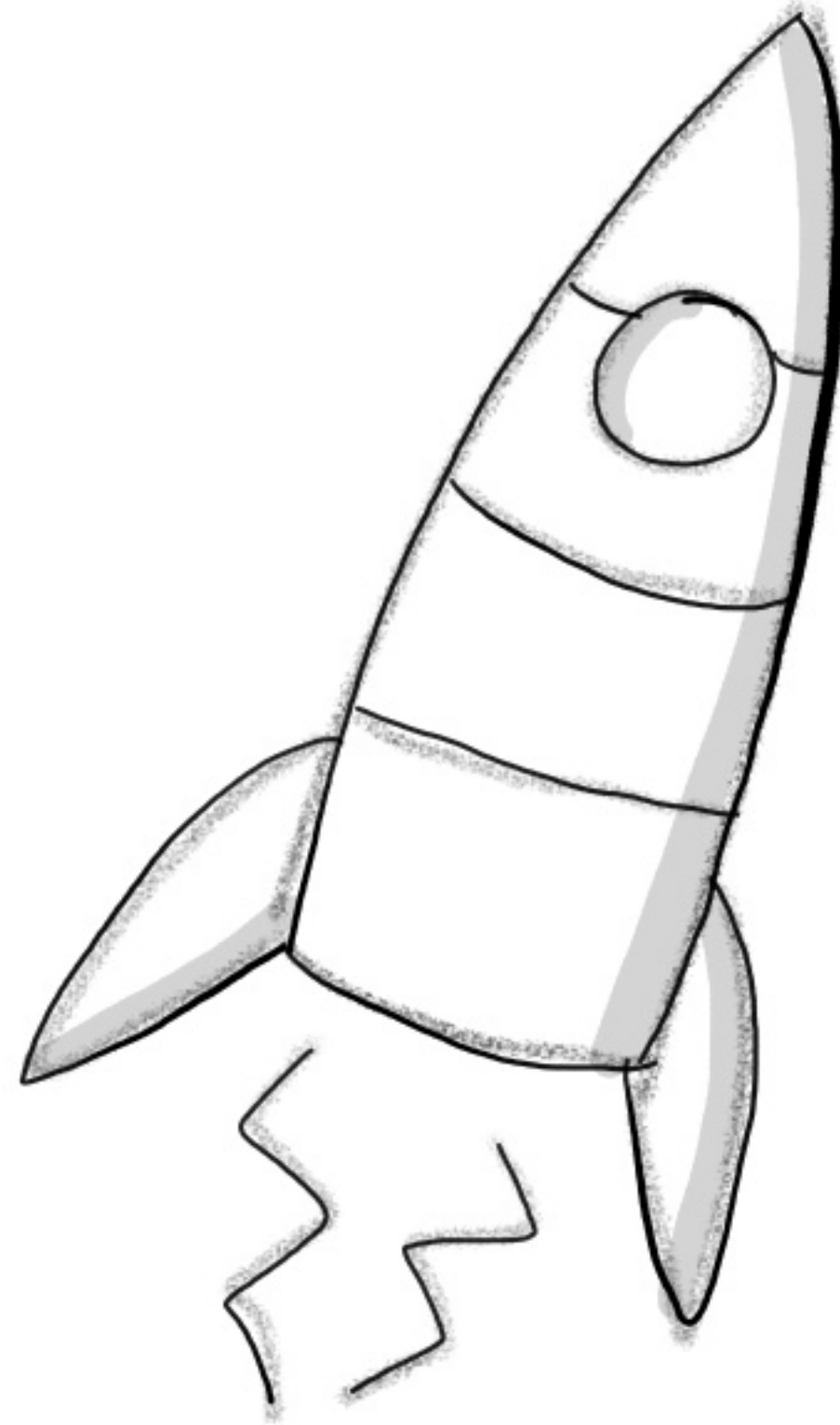
PLAN JE 1 OP 2
OVERLEG OP MAANDAG
4 MEI TUSSEN
9:00 en 13:00 uur

3-trapsraket

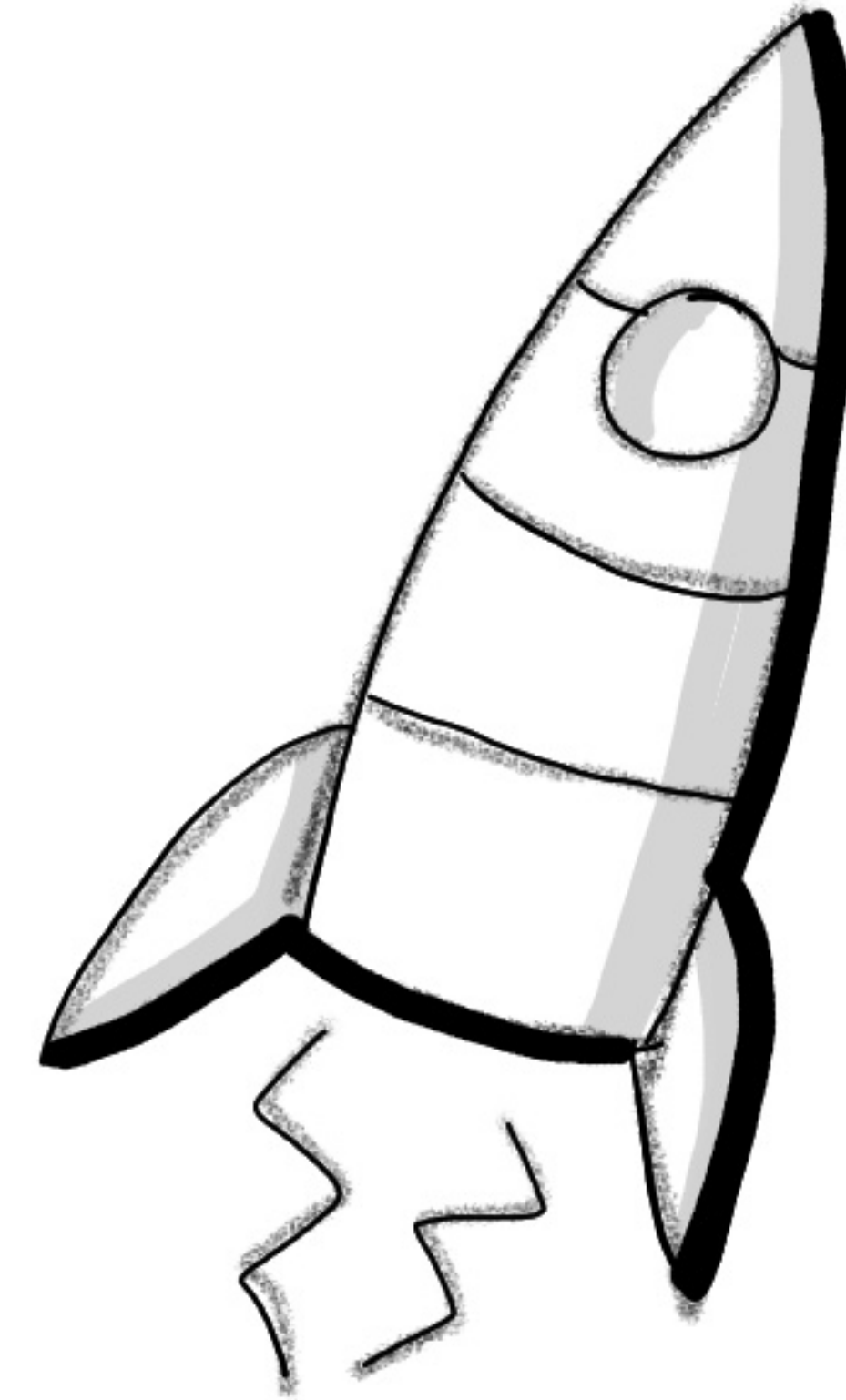
POTLOOD



FINELINER
+ SCHADUW



CONTOUR-
LIJN



Δ kleur
MISSCHIEN