

Activity Idea

Visual Mapping for Change

Recommended for adults

Introduction:

Celebrate personal development or change-making by taking an opportunity to explore visual mapping! Visual mapping is a technique used to display and work through complex information visually.

This activity will help you train your brain to problem-solve and think differently about everyday issues that affect all communities in one way or another. The main goal isn't to get to the right answer, but to allow yourself to deeply think & visualize what you stand for and how you can support your community.



Example of a Visual Map

Ask yourself, how can you hold yourself accountable to support social causes, human rights, and achieve personal goals? This informal mapping tool is a good way to explore your feelings on many different topics or problems.

Materials:

- Large blank sheet of paper
- Pens, markers, pencils, stickers

Or

- Free slideshow or graphic-design program such as Canva, Microsoft Paint, or Google Slides



Directions:

Step 1. Pick a “something” to change.

- Identify a goal, issue or idea you want to explore and find new solutions for. This can be represented by words or an image. Let yourself dwell on the “something” while organizing your thoughts.

Step 2. Draw where you are now/what you know now.

- Use words, images, or stickers to show what you know or feel now about your issue. There is no right or wrong answer. Since you will be using this map for yourself, allow yourself to be vulnerable in what you don’t know about the topic. This is a judgement-free activity!

Step 3. Draw where you want to be.

- What is the end goal? Where do you see this idea going ideally? What is the best-case scenario?

Step 4. Chart three different paths in your mind.

- Detail these step-by-step. Let yourself have the freedom to play around with ideas, you never know what “wild” idea could end up leading you to a brilliant and obtainable one!

➤ *Step 4a. Chart a “practical” path.*

- This is the easy, proven method of fixing the issue. Think of what has been done before, successfully, or not.

➤ *Step 4b. Draw a “utopian” path.*

- No rules, no budget, what is the ideal method that would fix or address the situation?

➤ *Step 4c. Draw your “creative” path.*

- Now, combine your practical path and utopian path to creatively address your issue or concern.

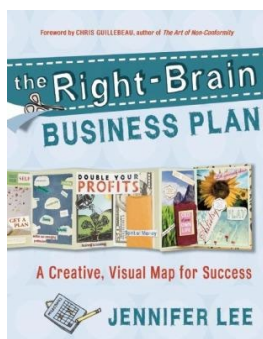
Step 5. Execute!

- Look at your first step in your visual map and make strides to complete it as best you can.

Adapted from: <https://c4aa.org/2017/08/creative-mapping-exercise>

Need some more inspiration? Check out the booklist below for some guidance on mastering visual mapping!

Booklist:

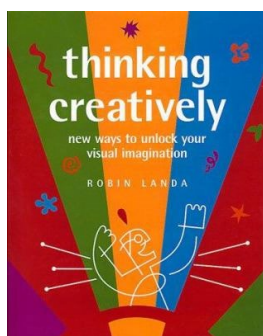


The Right-Brain Business Plan: A Creative, Visual Map for Success

by Jennifer Lee

Turn passionate ideas into profitable enterprises. Do you dream of making a living doing what you love but find the process of creating a viable business plan like trying to fit a square peg into a round hole? The key is using, rather than stifling, imagination and intuition. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, transforming drudgery into joy. They'll enable you to define your vision and nail down plans for funding, marketing, networking, and long-term strategy.

Catalog Link: <https://tinyurl.com/348zc8ea>

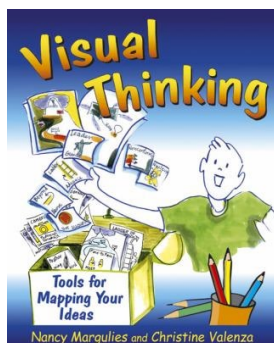


Thinking Creatively: New Ways to Unlock Your Visual Imagination

By Robin Landa

A collection of exercises, advice and idea-generating techniques designed to inspire the creative person. A graphic designer with a gift for language and a passion for "smart" design, Landa uses an approach that is both practical and inspiring. She defines each phase of the creative design process, from determining objectives and strategies to developing criteria, conducting research, and experimenting until the ideal balance between content and form is achieved.

Catalog Link: <https://tinyurl.com/yty4p6n7>

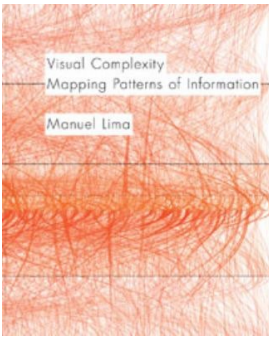


Visual Thinking: Tools For Mapping Your Ideas

by Nancy Margulies

Free yourself from the limiting belief that you can't draw and move into the world of visible thinking. With this book you will be able to build on what you already know about the skill of communicating in words and pictures, lead students through activities that promote thinking skills, and make your classroom a more lively and engaging place to learn.

Catalog Link: <https://tinyurl.com/236j4bue>



Visual Complexity: Mapping Patterns Of Information

By Manuel Lima

From representing networks of friends on Facebook to depicting interactions among proteins in a human cell, *Visual Complexity* presents one hundred of the most interesting examples of information-visualization by the field's leading practitioners.

Catalog Link: <https://tinyurl.com/5bvznv5>