

# Module Sketch&Write

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## Module

<b>Name</b>	Minor Sketch&Write		
<b>Code</b>	MINSKWE	<b>ECTS Credits</b>	4
<b>Type</b>	Elective module		
<b>Responsible</b>	Yvonne Herzig Gainsford		
<b>Perequisites</b>	Curiosity and the willingness to engage in creative processes.		
<b>Learning Outcomes</b>	<p>The students will acquire fundamental sketching skills, focusing on using sketching as a tool for thinking and research rather than as a purely representational technique. They will learn to generate, explore and refine ideas through hand-drawn sketches, using lines, variations and visual openness to support observation, analysis and critical reflection.</p> <p>They will be able to apply the Sketch&amp;Draw principles in different disciplinary contexts, transferring the underlying visual-thinking strategies to other forms of visual expression and design processes.</p> <p>Additionally, the module fosters creativity as a structured, learnable process. Drawing is used to activate curiosity, slow down perception, and encourage reflective questioning in the spirit of Artful Thinking. Through guided observation, iterative sketching and open-ended exploration, students will learn to work productively with uncertainty and develop original ideas. Thus, creativity is understood not as spontaneous inspiration, but as a cognitive practice that can be trained, reflected upon, and consciously applied across disciplines.</p> <p>Students can use creative writing methods to specifically support their design processes. They are able to effectively integrate text into sketches and combine linguistic and visual means of expression to convey content clearly. They can also reflect on their design decisions and justify them in a comprehensible manner.</p>		

<b>Assessment</b>	<ul style="list-style-type: none"> <li>• A series of sketches that are reflective rather than illustrative.</li> <li>• Short text formats such as observation notes, mini-essays, narrative passages, or reflections.</li> <li>• Visible interaction between drawing and text</li> </ul> <p>Submission:</p> <ul style="list-style-type: none"> <li>• As a journal documenting the process and its sequential development.</li> </ul> <p>Assessment focus (implicit, non-technical)</p> <ul style="list-style-type: none"> <li>• 30% coherence between visual and verbal thinking</li> <li>• 30% quality of observation and research questions</li> <li>• 30% processual approach and capacity for reflection</li> <li>• 10% overall impression</li> </ul>
<b>Re-examination</b>	Possible

<b>Language</b>	English
<b>Learning prerequisites</b>	None
<b>Content</b>	<p>Sketching:</p> <ul style="list-style-type: none"> <li>• 10 rules Sketch&amp;Draw (Tutorials/Exercises)</li> <li>• exercises focusing on structure &amp; layout of sketches</li> <li>• use of pencil and paper/sketchbook</li> <li>• observing &amp; sketching</li> </ul> <p>Writing:          Observing and sketching are practised and supported through methods of creative writing. Writing prompts, word associations, and experimental exercises encourage a playful yet deliberate engagement with language. The aim is to develop a confident routine in combining visual and verbal modes of expression. In addition, reflective writing is used to articulate, justify and further develop creative decisions.</p>
<b>Didactics</b>	<p><b>Sketching:</b>          Input during workshops, individual coaching sessions, Video tutorials</p> <p><b>Writing:</b>          Input during workshops, individual coaching sessions</p>
<b>Structure</b>	<ul style="list-style-type: none"> <li>• 3 workshops              (Each held over two consecutive days (Friday afternoon/evening – Saturday morning) which allows for sustained observation, deeper immersion, and continuity in both sketching and writing processes.</li> </ul>

	<p>This also enables students to reflect on the first day's material and develop it further on the second day, rather than interrupting the creative flow.)</p> <ul style="list-style-type: none"><li>• Excursion</li><li>• Individual coaching</li><li>• The students will keep a journal and are encouraged to practise their writing and sketching independently.</li></ul>
<b>Literature</b>	<p><a href="https://sketchanddraw.com/">https://sketchanddraw.com/</a></p> <p>Rico, G. L. (2000). <i>Writing the natural way: Using right-brain techniques to release your expressive powers</i> (15th anniversary expanded ed.). J. P. Tarcher.</p> <p>Scheinberger, F. 2009). <i>Mut zum Skizzenbuch. Zeichnen und Skizzieren unterwegs</i>. Verlag Hermann Schmidt.</p> <p>Further tips will be given during the workshops.</p>