

14:15	Introductions and objectives (discussion)
14:30	What can comics do for my organization? (talk)
14:45	Properties of comics (talk)
15:15	Drawing basics (exercise)
15:45	Break
16:15	Choosing the story (discussion and exercise)
16:30	Writing the script (talk and exercise)
16:45	Laying out the comic (talk)
17:00	Tools for creating comics (talk)
17:15	Drawing comics! (exercise)
17:30	Selling the method to your organization (talk)

Google™





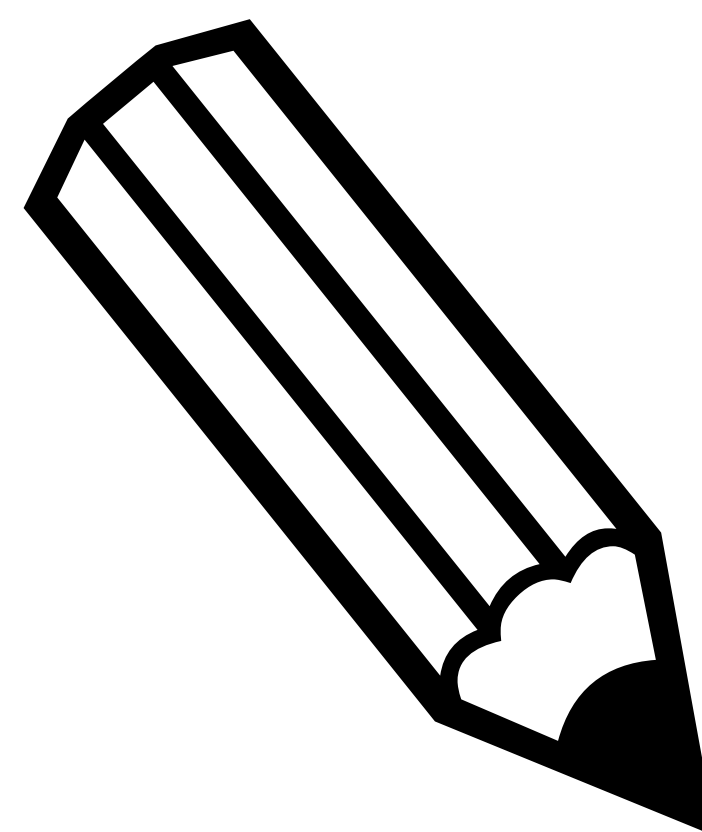
Google™

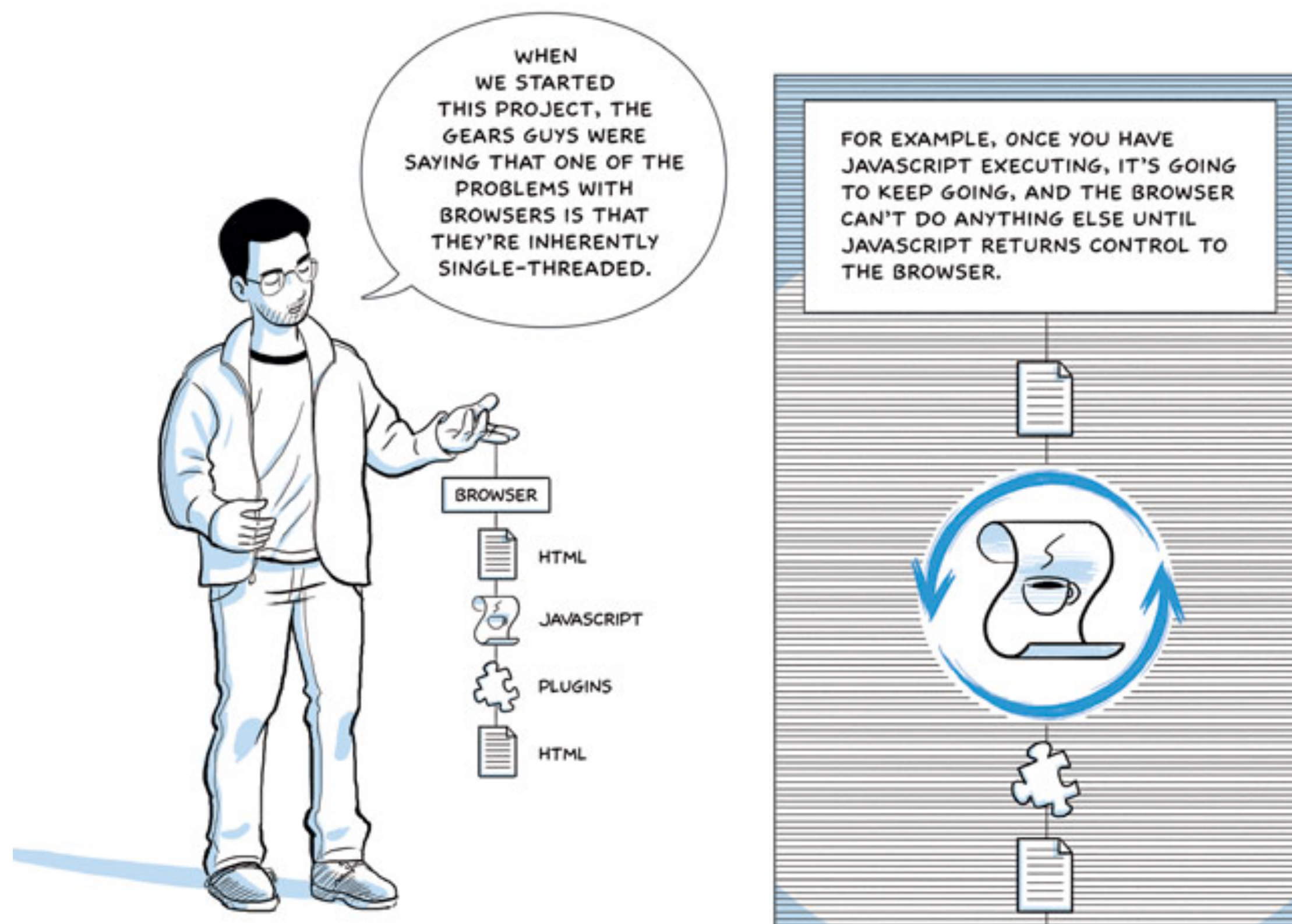


WTF?

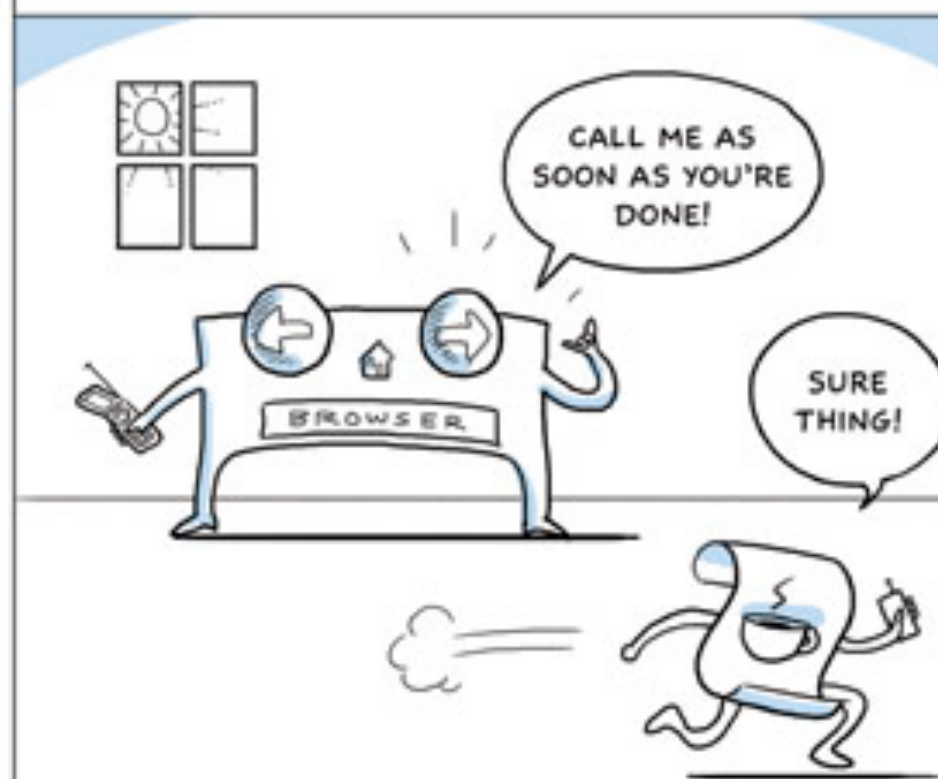
"Once you have javascript executing, it's going to keep going, and the browser can't do anything else until javascript returns control to the browser. So developers write APIs that are asynchronous and every now and then the browser locks up because javascript is hung up on something."



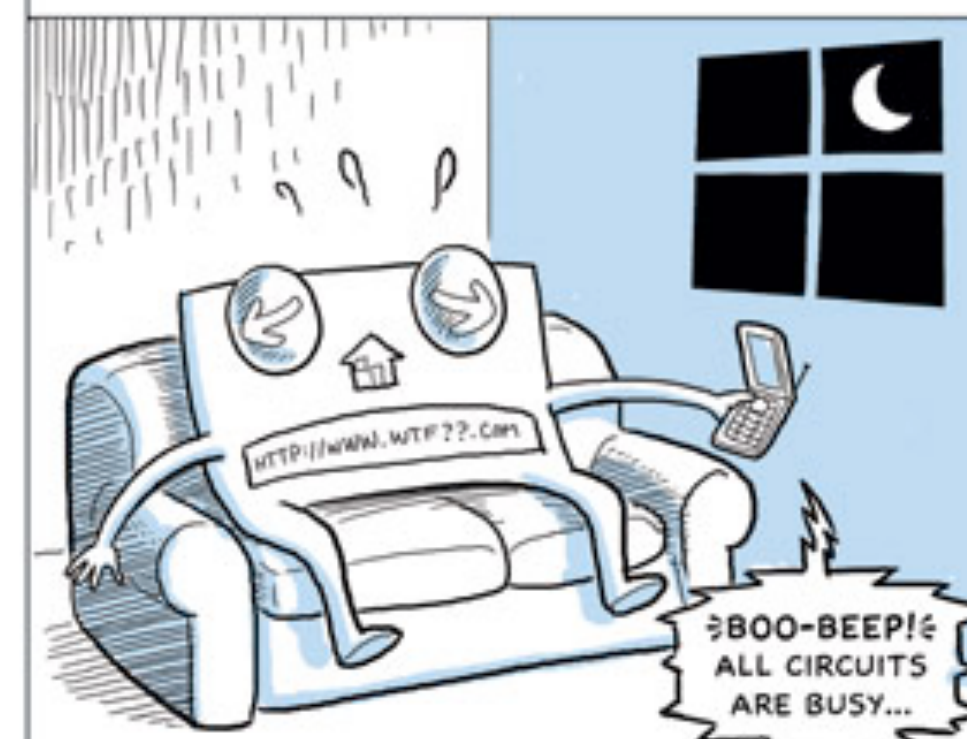




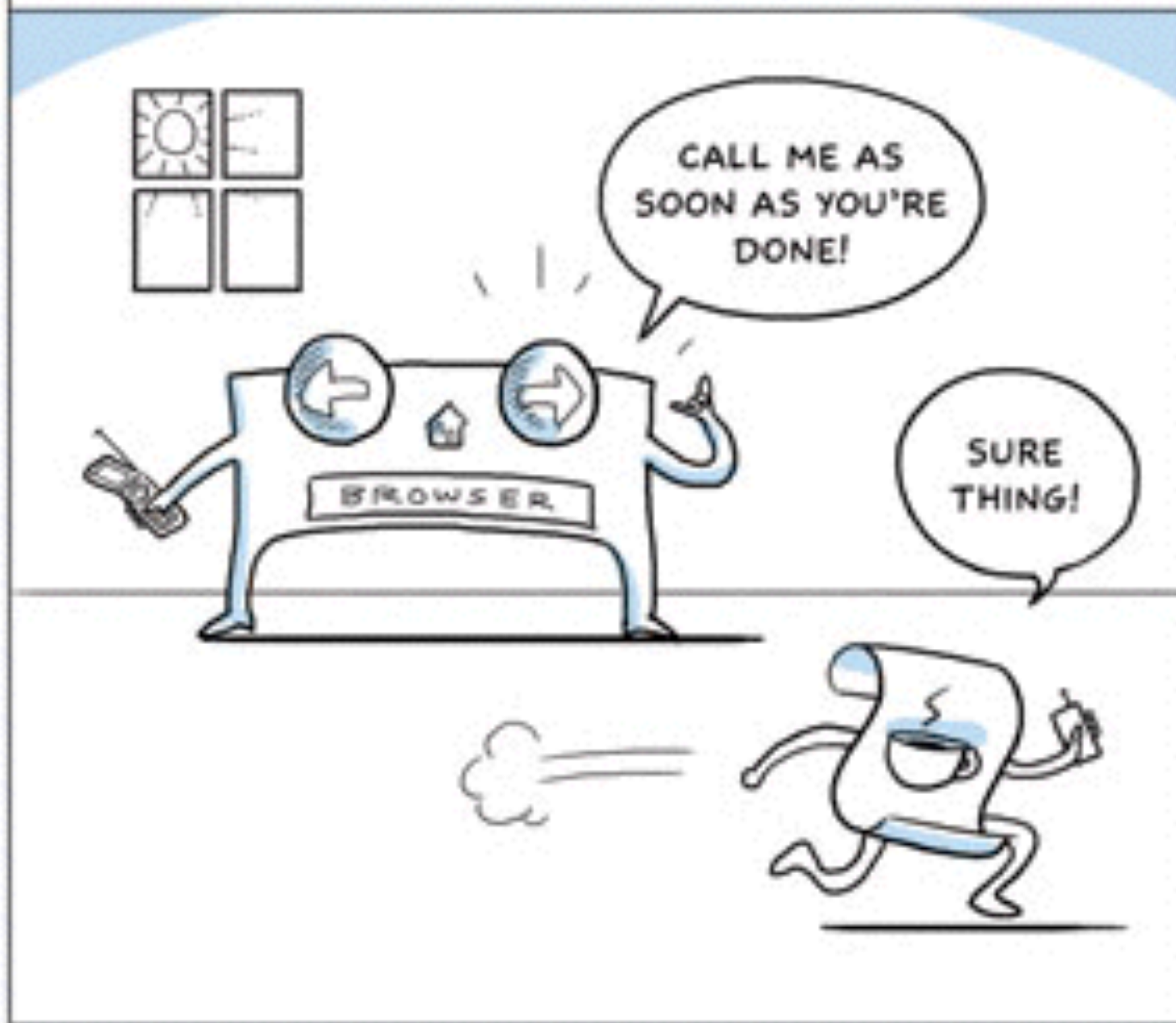
SO DEVELOPERS WRITE APIS THAT ARE ASYNCHRONOUS --



-- AND EVERY NOW AND THEN THE BROWSER LOCKS UP BECAUSE JAVASCRIPT IS HUNG UP ON SOMETHING.

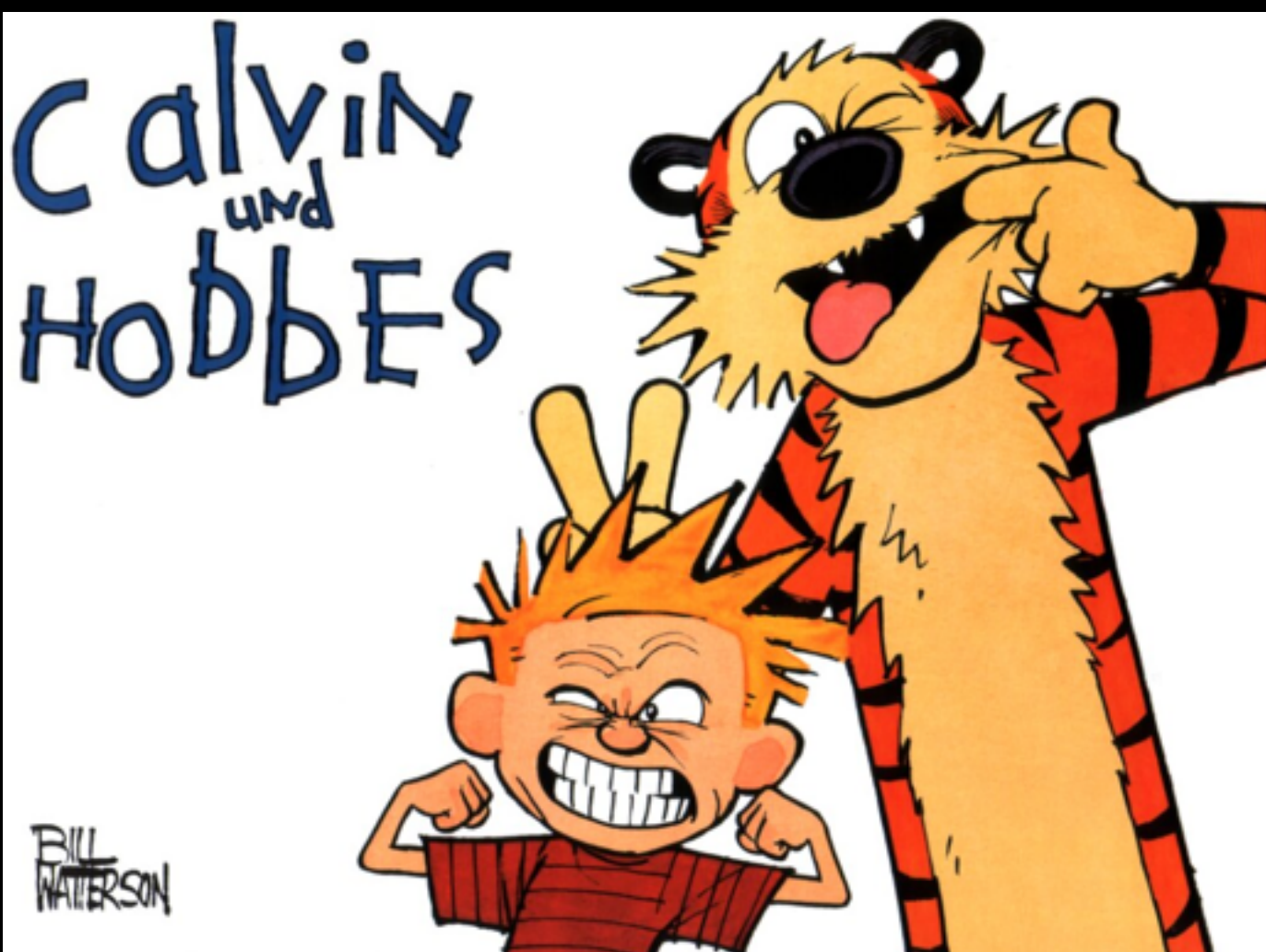
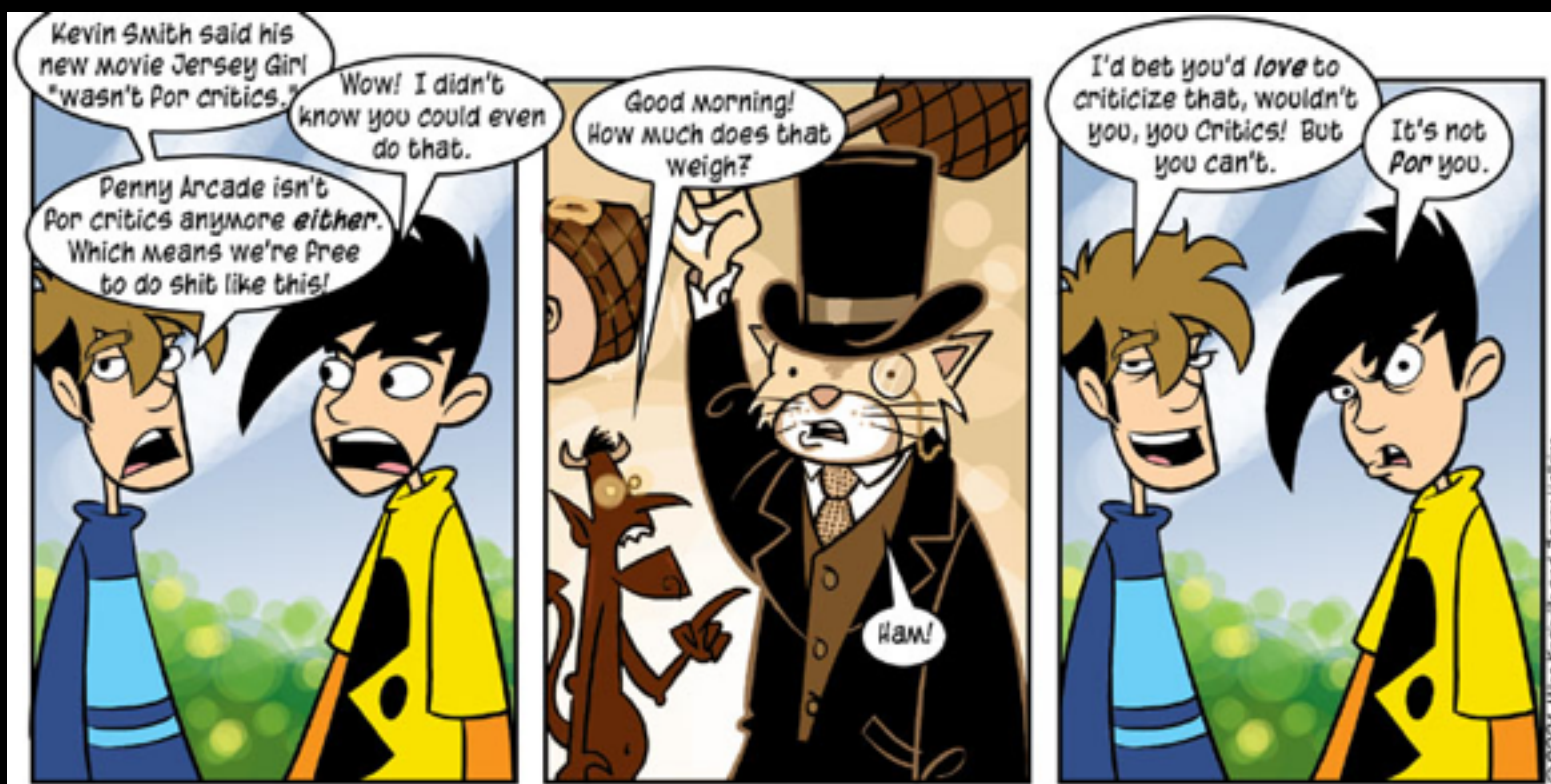
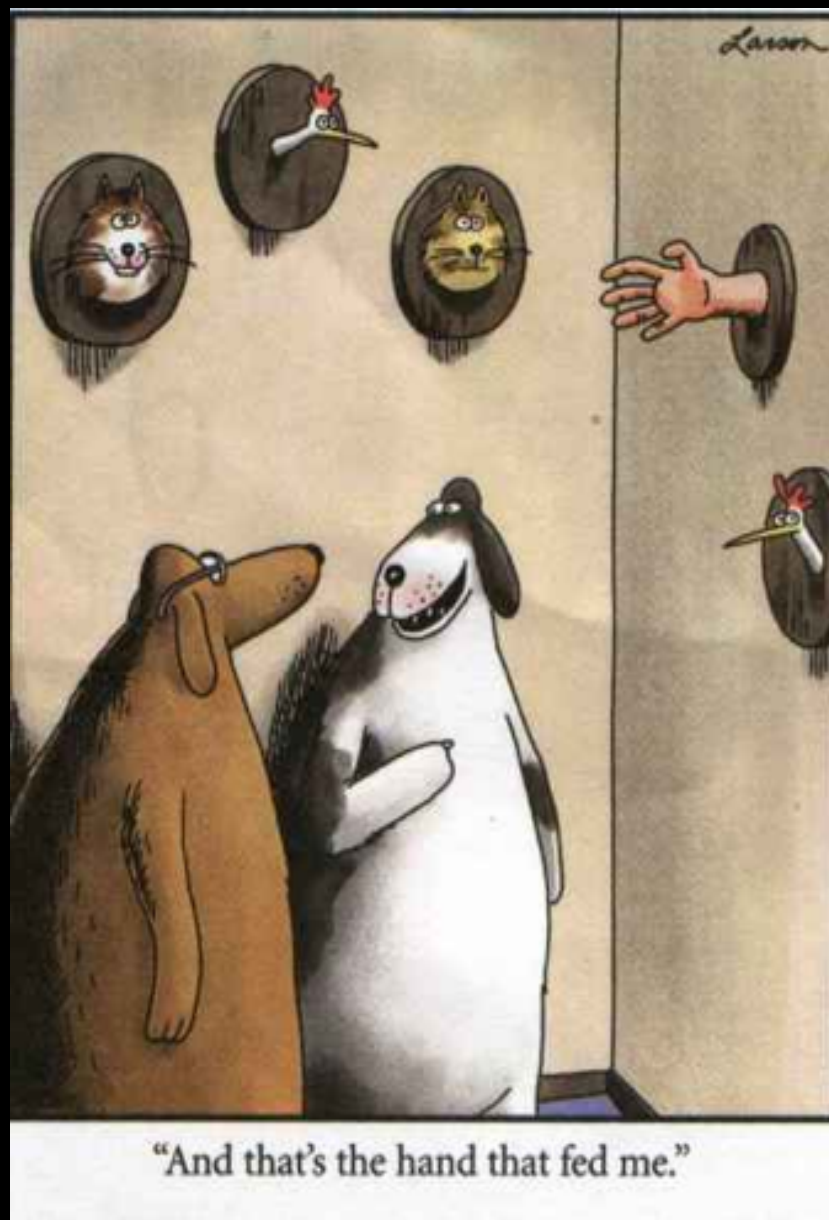


SO DEVELOPERS WRITE APIs THAT ARE
ASYNCHRONOUS --



“[Comics] let us illustrate what was really happening with the technology in an abstract and digestible way. If we just had a white paper, very few people would have read it.”

— Anna-Christina Douglas, Google



STORYBOARDING

COMMUNICATING YOUR IDEAS WITH COMICS & DRAWINGS

KEVIN CHENG

KEVIN @K

KEVNULL.COM

#LUXCOMICS

SEEWHATIMEAN.ORG

20% CODE: *LXLONDON*



SEE WHAT I MEAN

How to Use Exercises to Communicate Ideas

by KEVIN O'NEIL

 No Starch Press

YOU

WHAT IS YOUR **ROLE?**

WHAT DO YOU HOPE TO **LEARN?**

WHERE ARE THE ARTISTS?

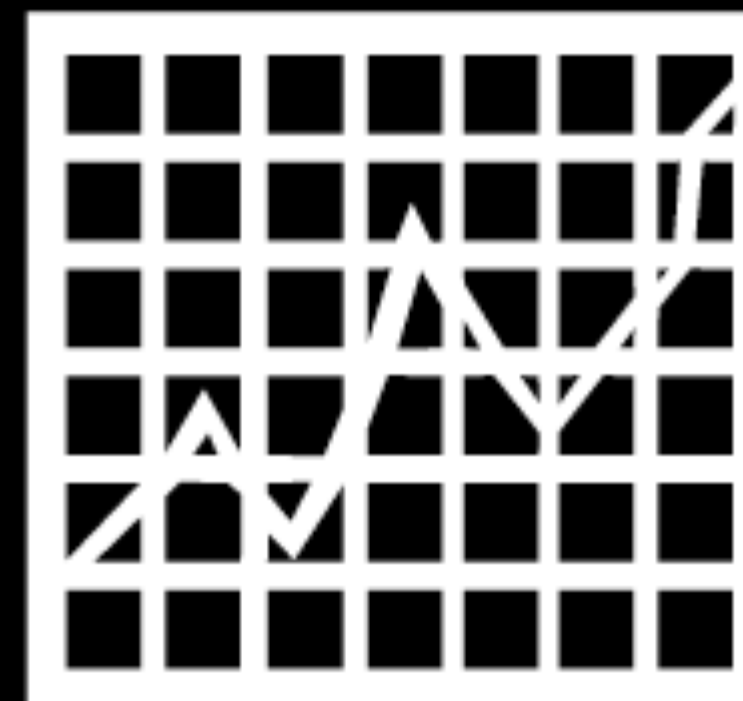
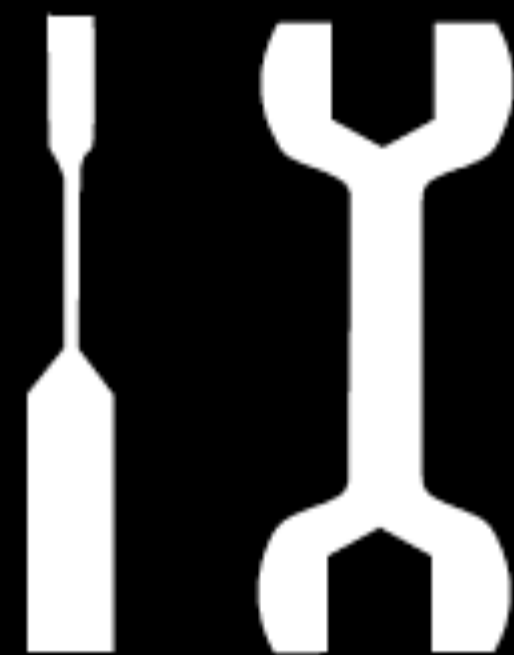
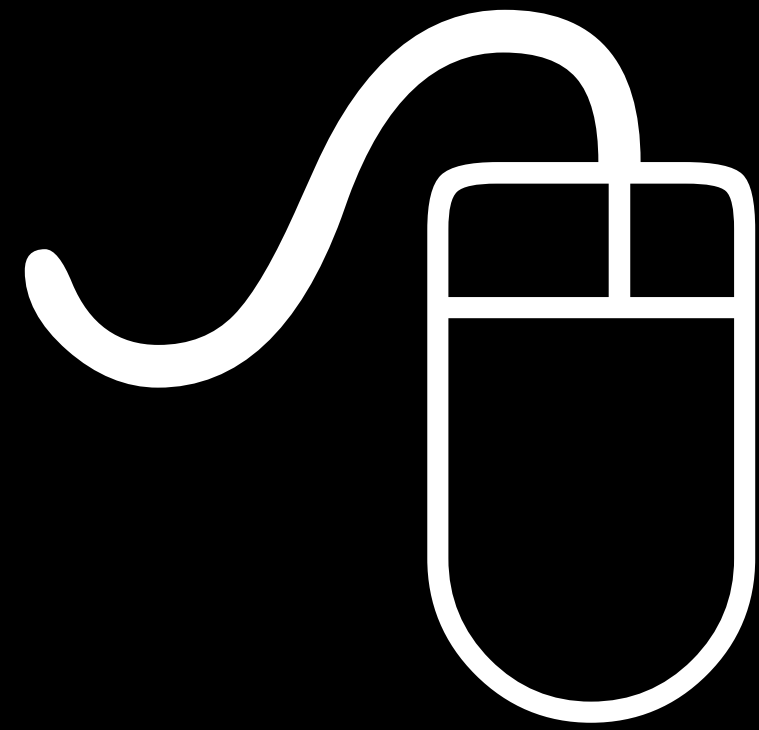
AN EXERCISE

DRAW YOUR NEIGHBOR

DRAW YOUR A SMILEY FACE

WHAT CAN COMICS DO
FOR MY ORGANIZATION?

WHAT IS COMMUNITY?



this is
Dada

YOUR **ROLE**

CEO, DECISION MAKER

DISTILL A VISION AND SHARE IT ACROSS THE ORGANIZATION

MARKETER, SALES, BUSINESS DEVELOPMENT

GET THE ATTENTION OF POTENTIAL CLIENTS AND CUSTOMERS

ENGINEER, DESIGN

CRYSTALIZE PROBLEMS AND SOLUTIONS AND GET TEAM FEEDBACK

PRODUCT MANAGER

COMPACT REMINDER TO KEEP FOCUS ON VISION

PUTS THE **USER** IN
USER EXPERIENCE

WHEN TO USE COMICS

“It is unusual, this book, in that it represents the first time I have managed to end a book exactly where I thought I would end it. This time I was absolutely certain of the final note, which was very freeing because it meant I could fool around as much as I wanted and compose this great arc of a novel as long as I never lost sight of the fact that I had to go there.”

—Salman Rushdie on “The Moor’s Last Sigh”

BEFORE

SET GOALPOSTS

FOLLOW A VISION

SHARE WITH EXECUTIVES

TO GET SPONSORSHIP AND BUY IN

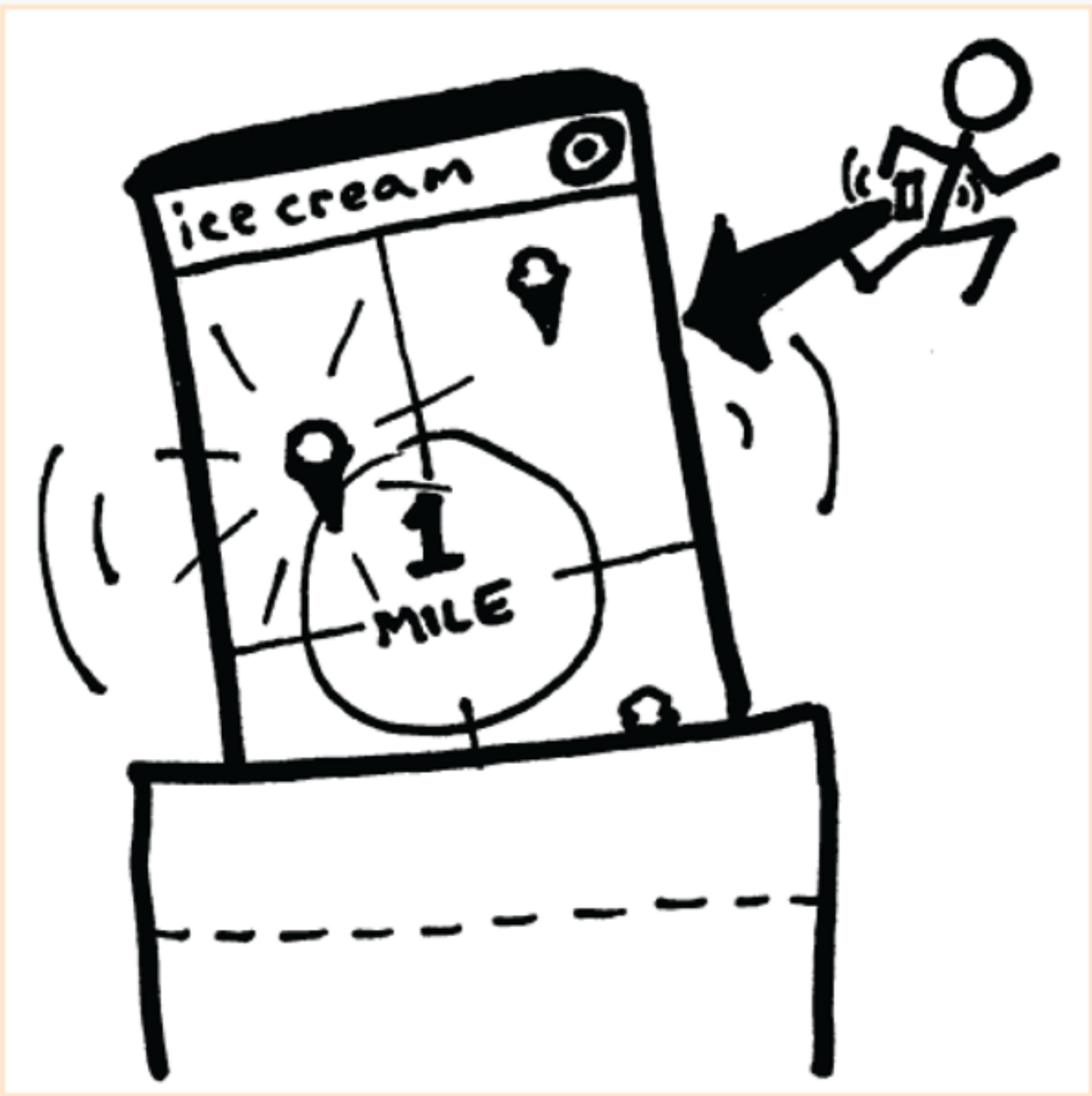
VALIDATE IDEAS

WITH POTENTIAL USERS



Satisfy your cravings

Whether you're a discriminating foodie or want to make the most of limited time or money, Foodspotting can help you find the best of any food in any city.



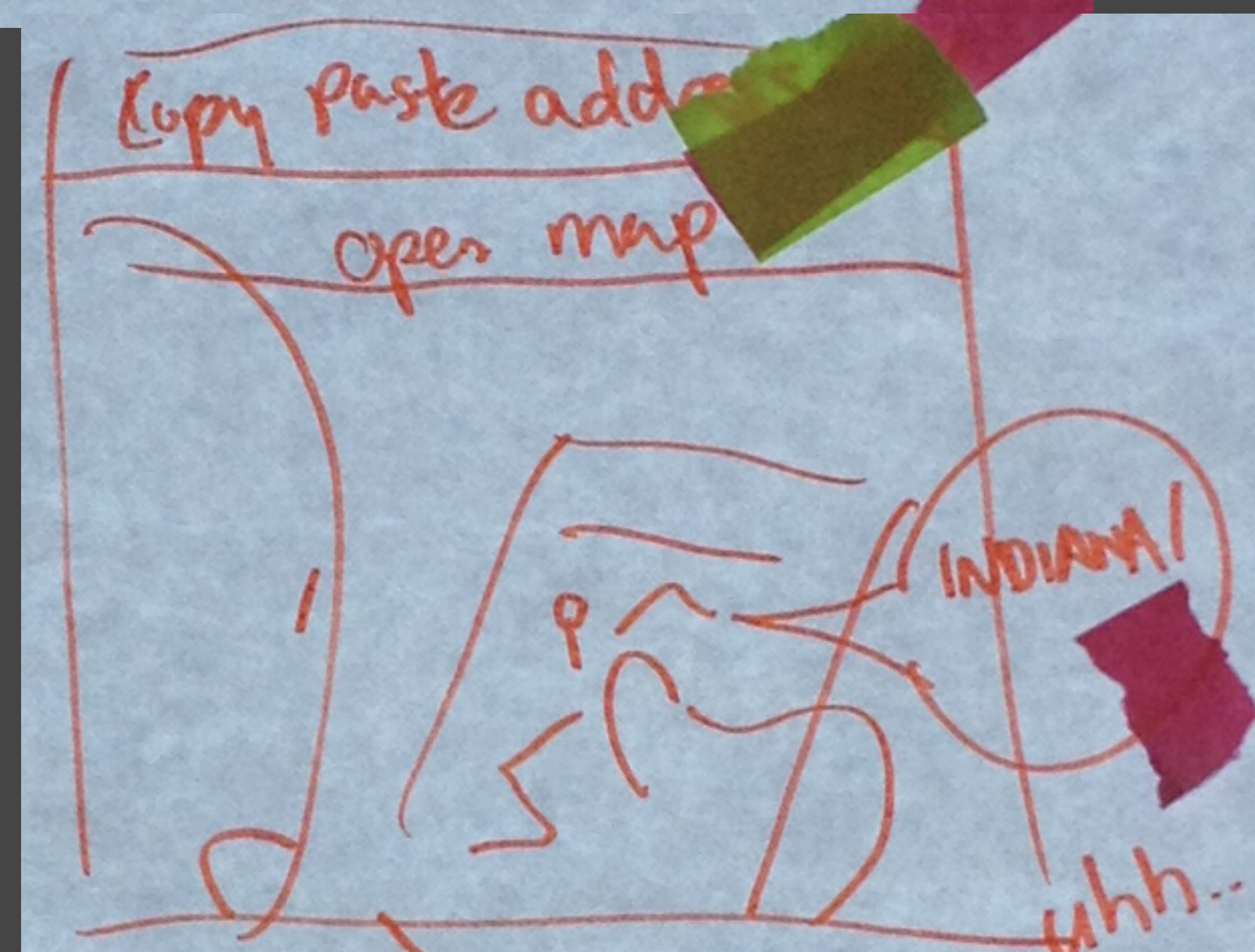
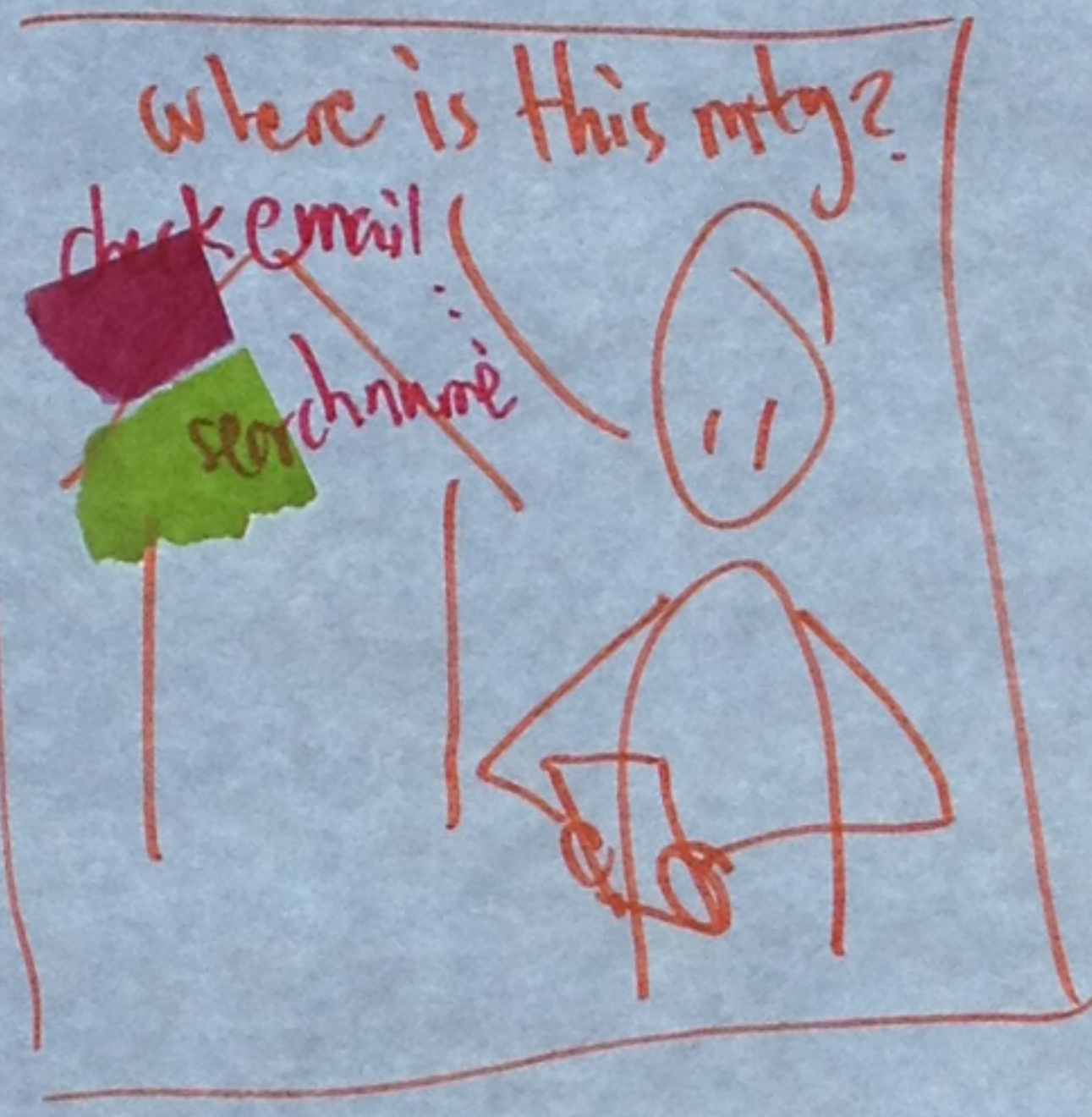
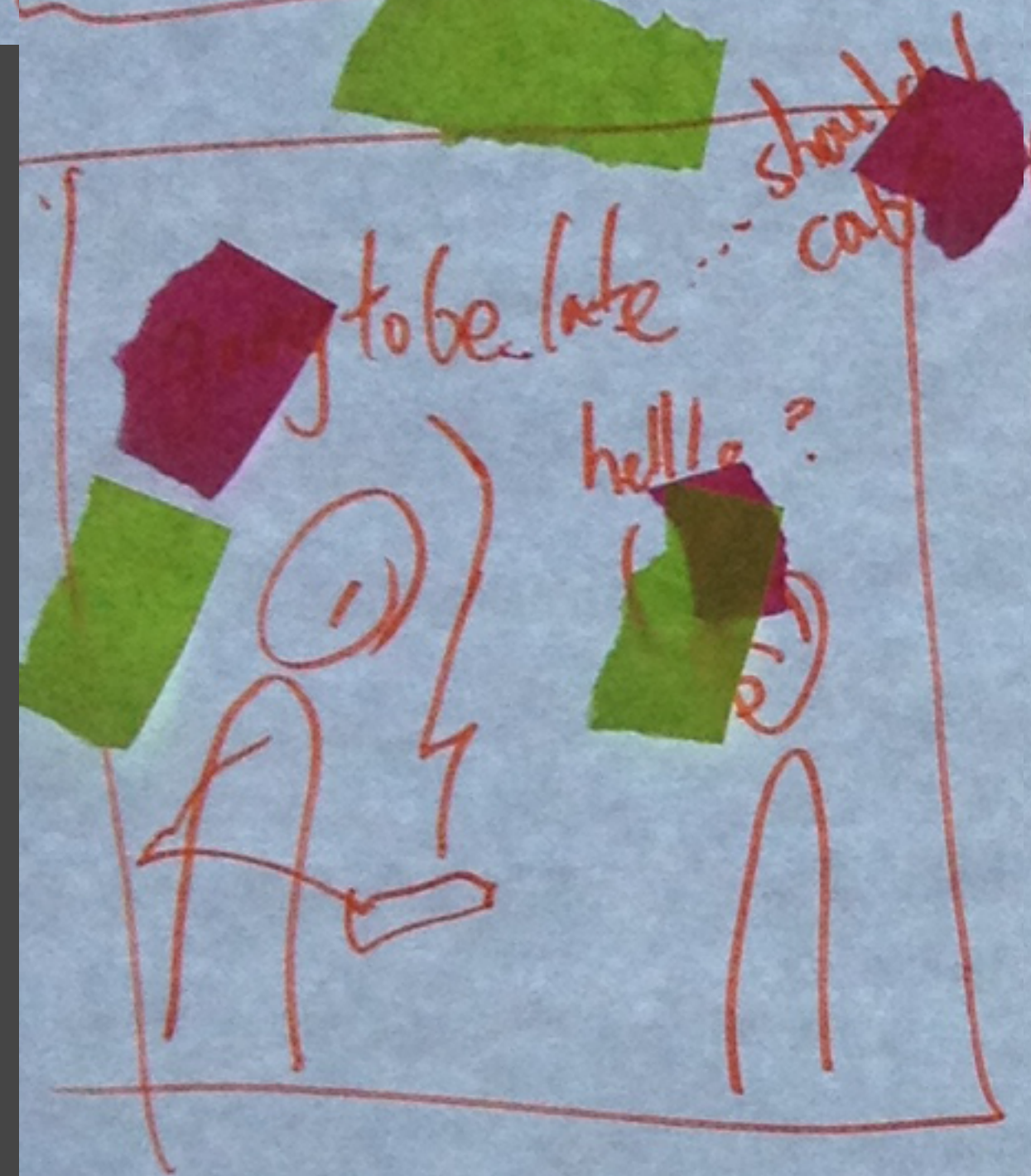
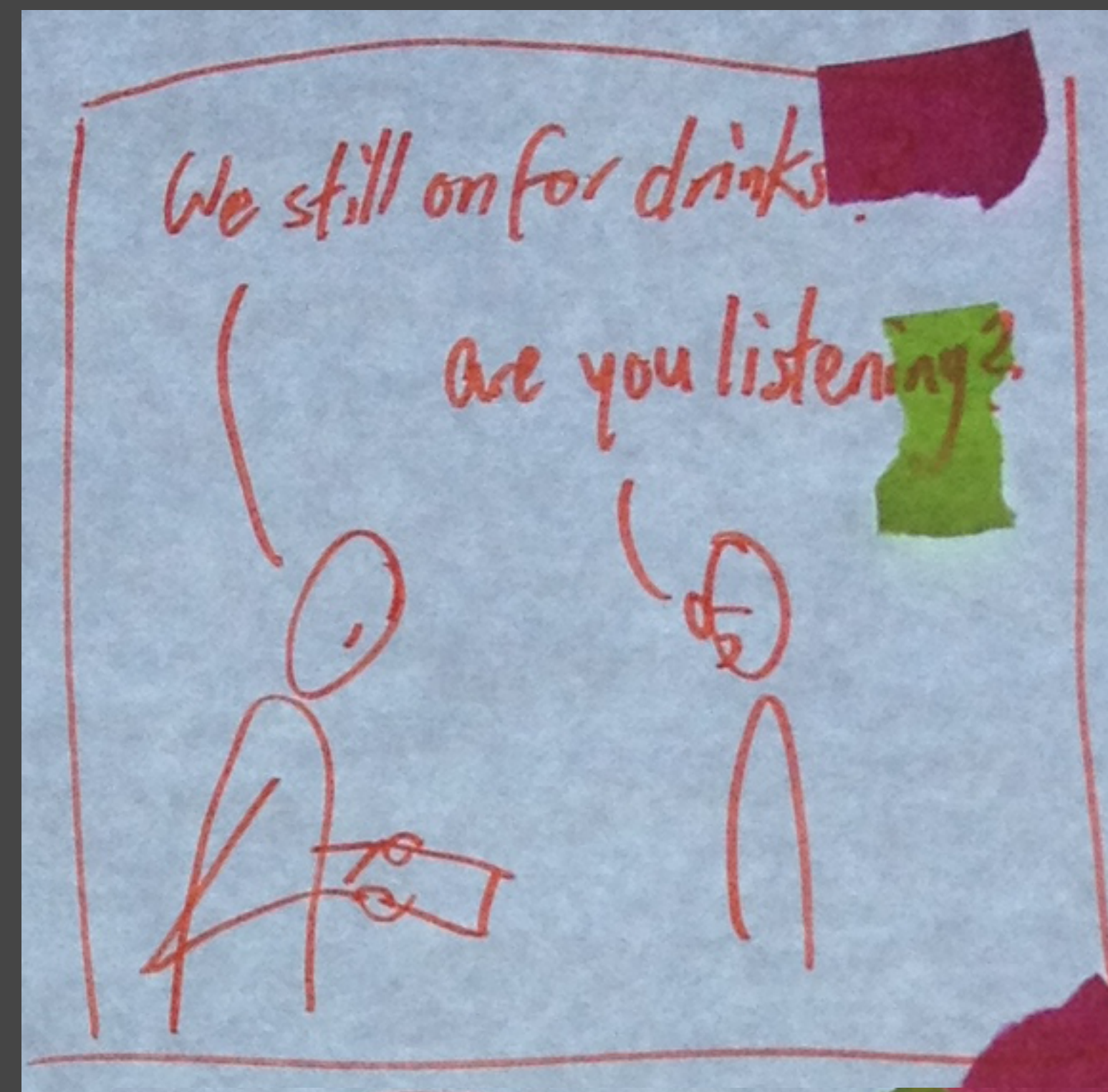
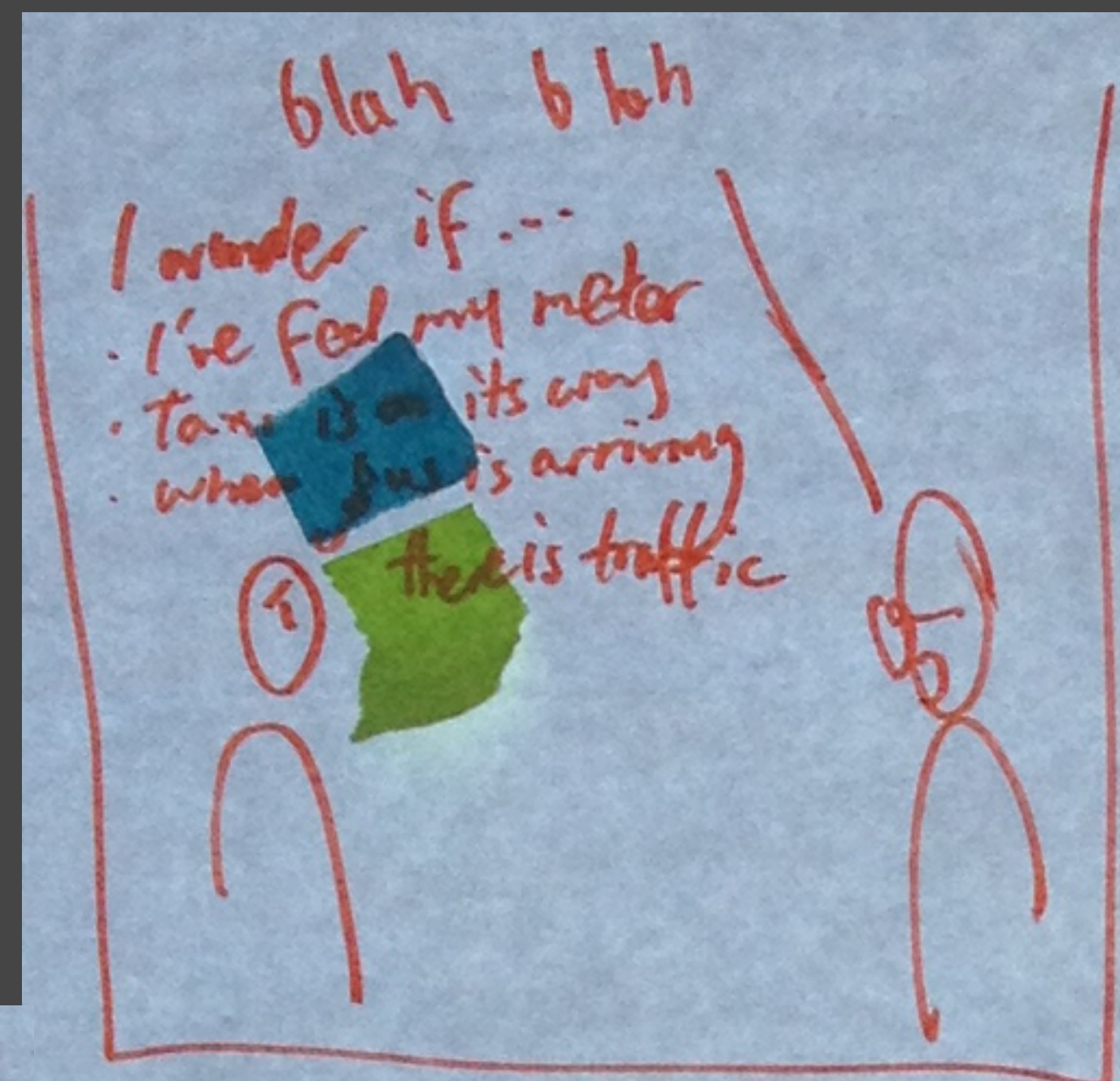
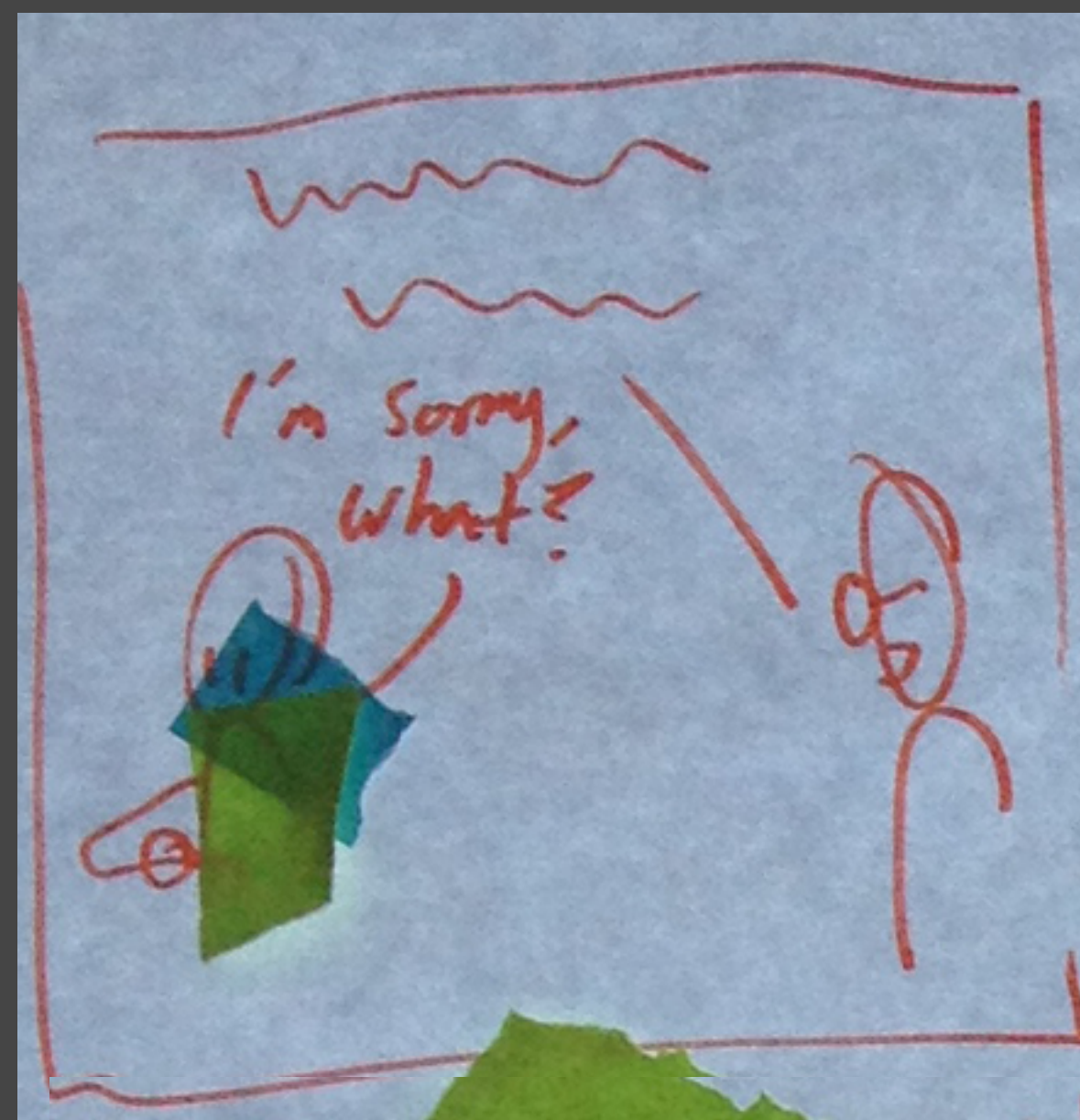
Detect when foods are nearby

Keeping your eyes out for a particular food? Use Foodspotting's radar to select target foods and detect when they're nearby using your mobile device's GPS.



Find out what any food is or looks like

Would you rather have tteokguk or tteokbokki? Foodspotting is a picture menu for any restaurant and a field guide for any street food stall.



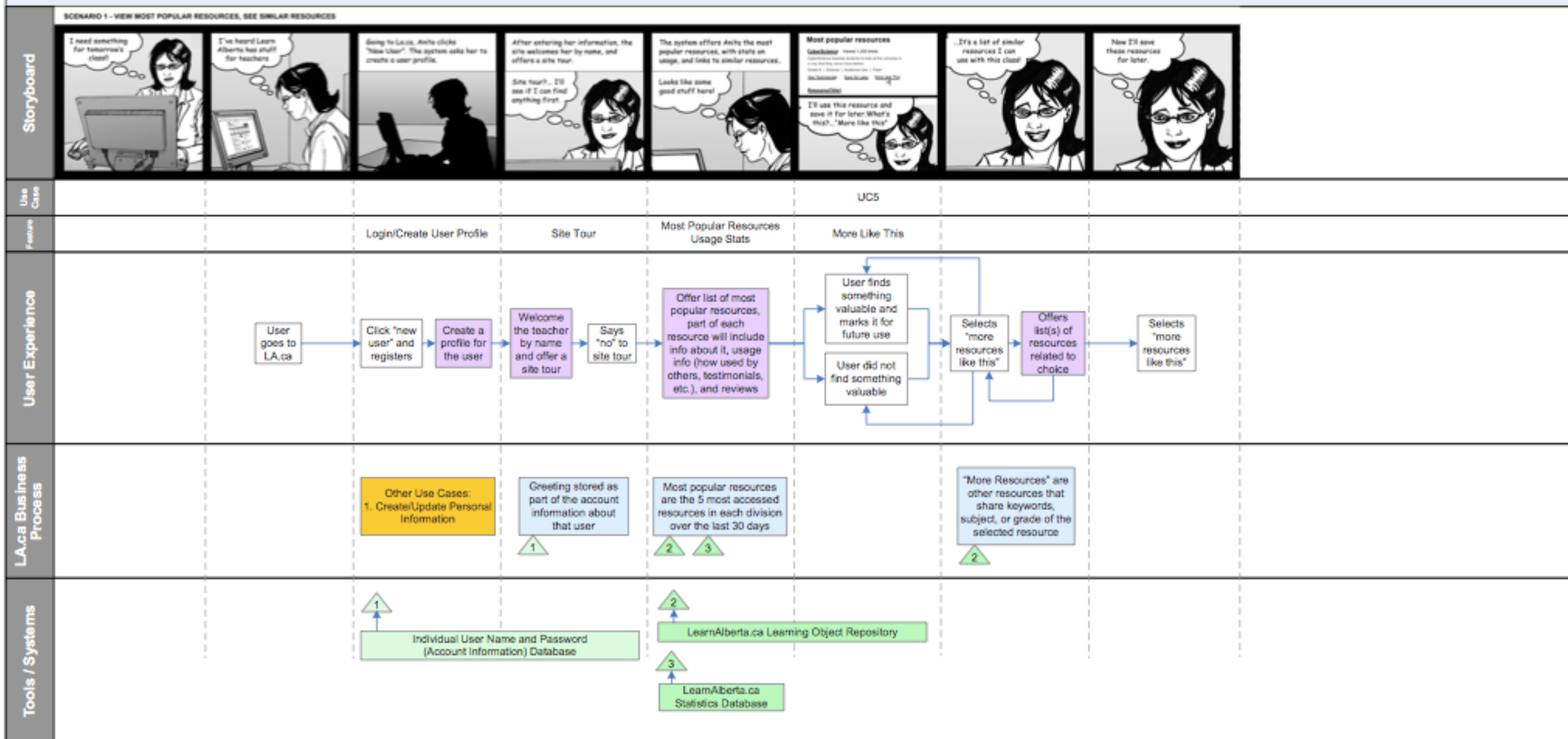
DURING

PRODUCT DEVELOPMENT

TRACKING TOWARDS A VISION

Summary: Teacher (with limited tech skills, but willing to try) would like find something to use in tomorrow's class

Description: Start at LA.ca to see what is available. End Point is that s/he found a resource to use. (See more on PowerPoint version.)



Anita
41 yrs.
Calgary

Taught for 16 years
Grades 1 - 4
All subjects
Not very tech savvy

TARGET AUDIENCE REQUIREMENTS

- ☒ Requirement 1...
- ☒ Requirement 2...
- ☒ Requirement 3...
- ☒ Requirement 4...
- ☐ Requirement 5 - Why not?
- ☐ Requirement 6 - Why not?

BUSINESS REQUIREMENTS

- ☒ Requirement 1...
- ☒ Requirement 2...
- ☒ Requirement 3...
- ☒ Requirement 4...
- ☐ Requirement 5 - Why not?
- ☐ Requirement 6 - Why not?

FLOW LEGEND

- User action
- System action
- Note in Business Process model (usually a gap)
- Business process
- Current System (triangle is where this system is injected into the business process)
- Future System (triangle is where this system is injected into the business process)

AFTER

PRESENT RESEARCH

SEE: EVANGELINE HAUGHNEY FROM ADOBE

MARKET THE PRODUCT

TO EXPLAIN WHAT IT DOES QUICKLY

You want a personal website to really spruce up your online image, but you're not sure where to start.



Here at Nectar, you can have a professionally designed site live in just a few minutes.



5 minutes later...



Holy moly, that was easy!

Now that you've got your personal site up, you stand out from the rest of the crowd.



KEITH STARTS PLAYING A
GAME

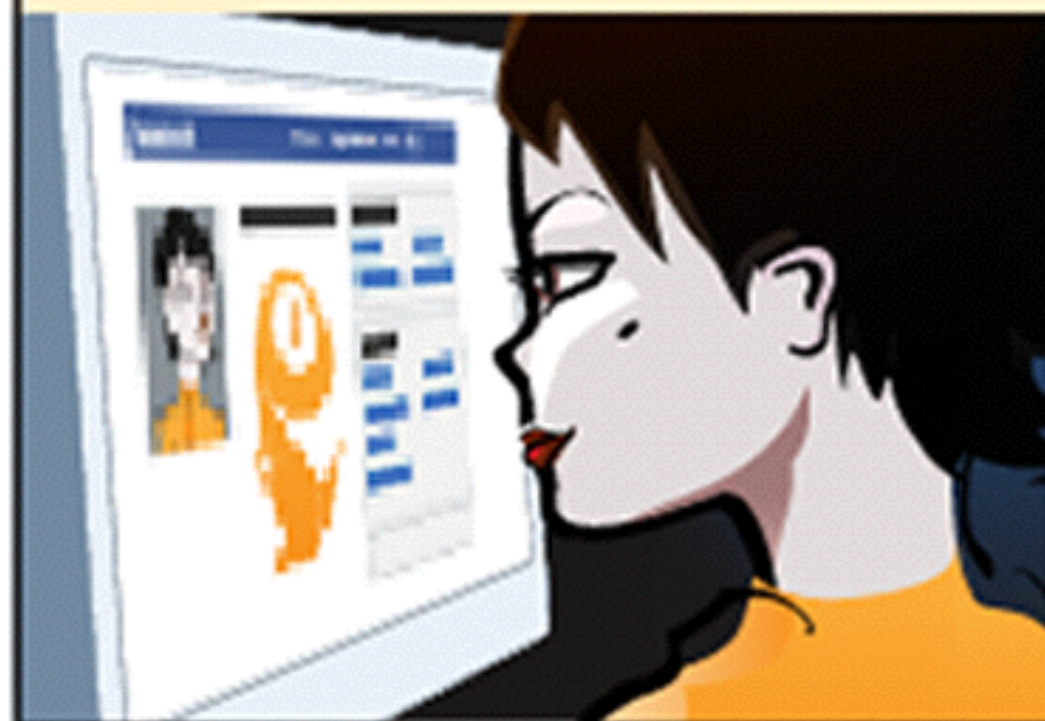


RAPTR INFORMS KEITH'S
FRIENDS

ON THE RAPTR CLIENT...



ON FACEBOOK...



AND ON TWITTER.



THEY LOG ONTO THE GAME AND JOIN
KEITH IN AN EPIC GAME OF WITS AND
SKILL.



HEY GUYS,
LET'S PLAY A
TEAM GAME!



#1

APR '07

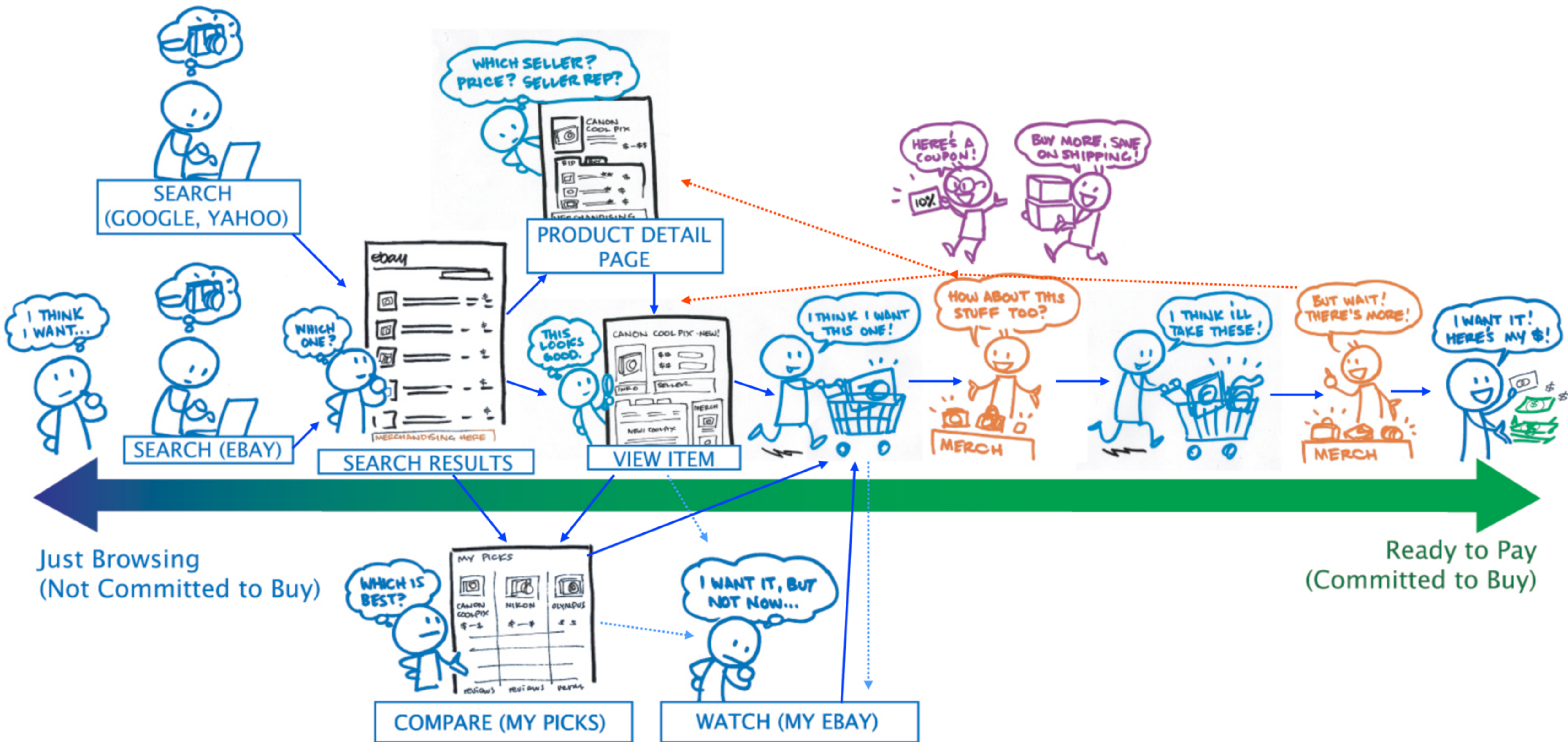


THE

X PRESSER

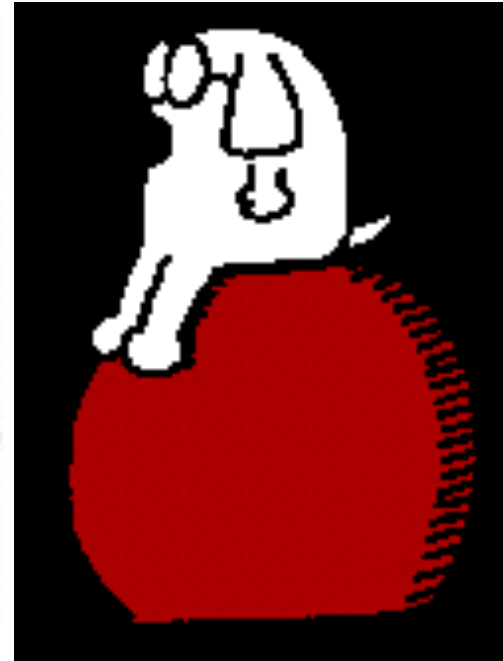
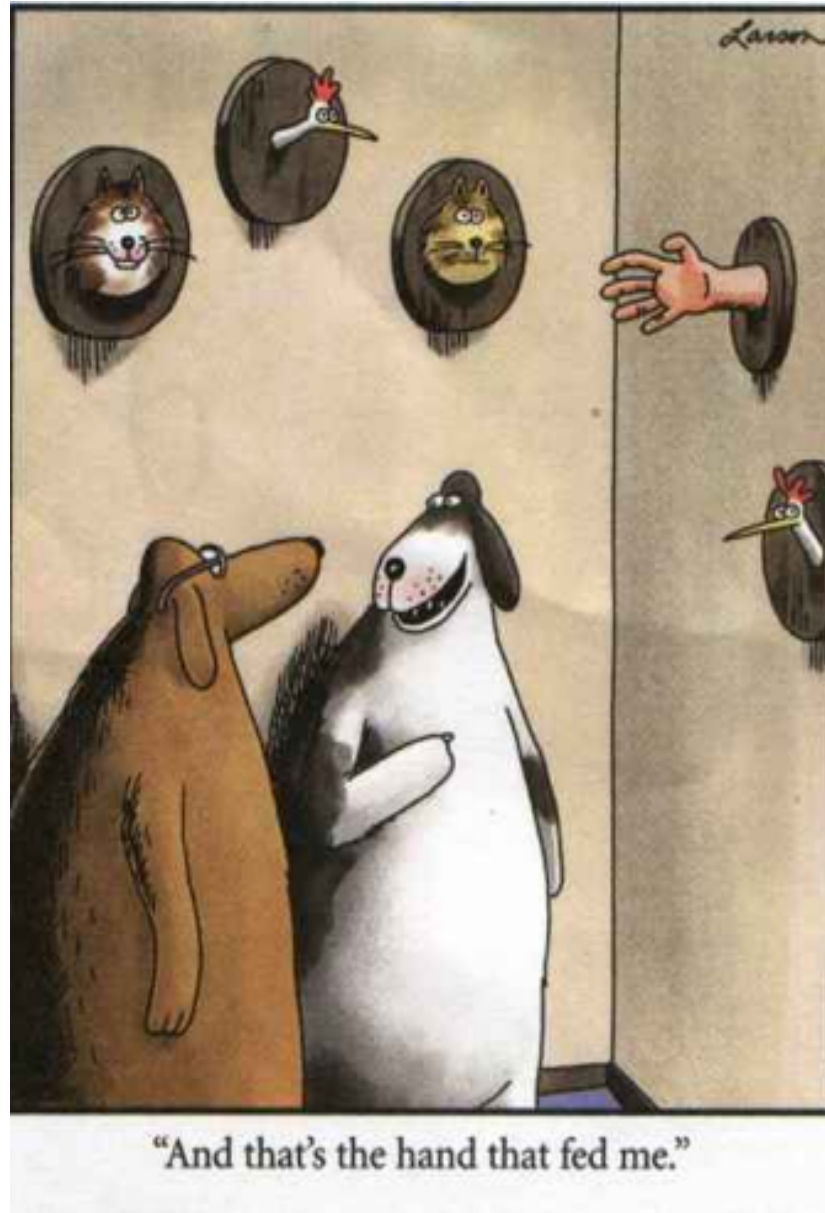


NEW MEDIA CREATIVE



PROPERTIES OF COMICS





Calvin
and
HOBBS

BILL
WATKINSON





KEEPING YOU POSTED

IT'S EASIER THAN YOU THINK TO FIND STAMPS.

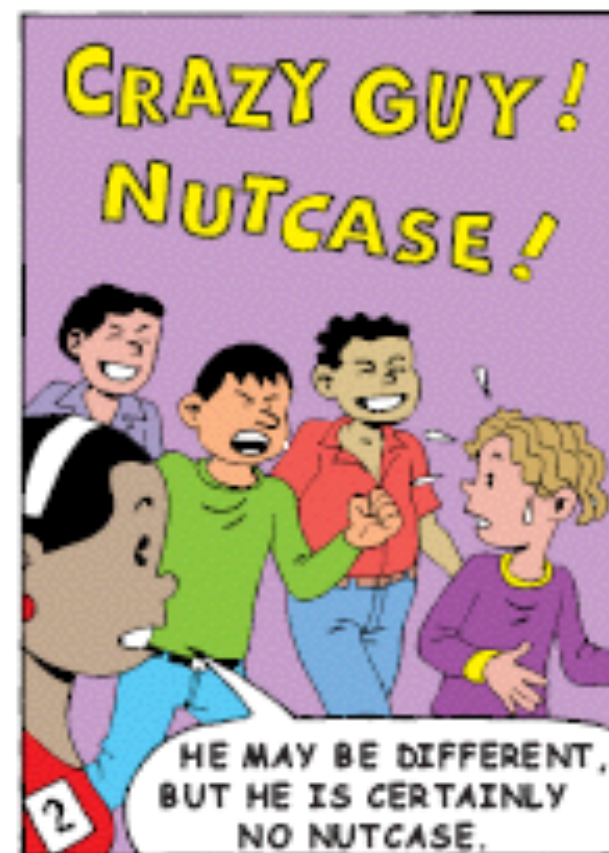
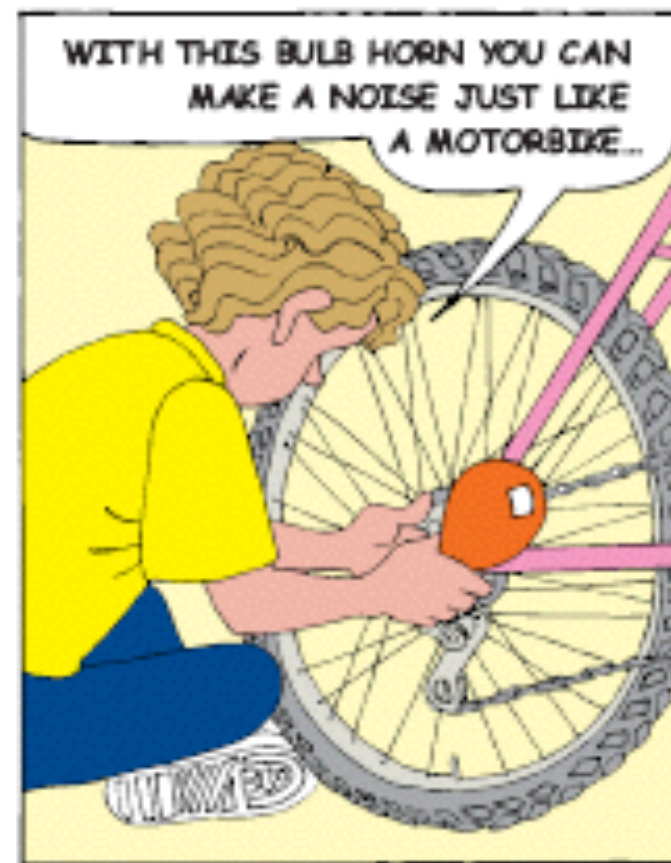
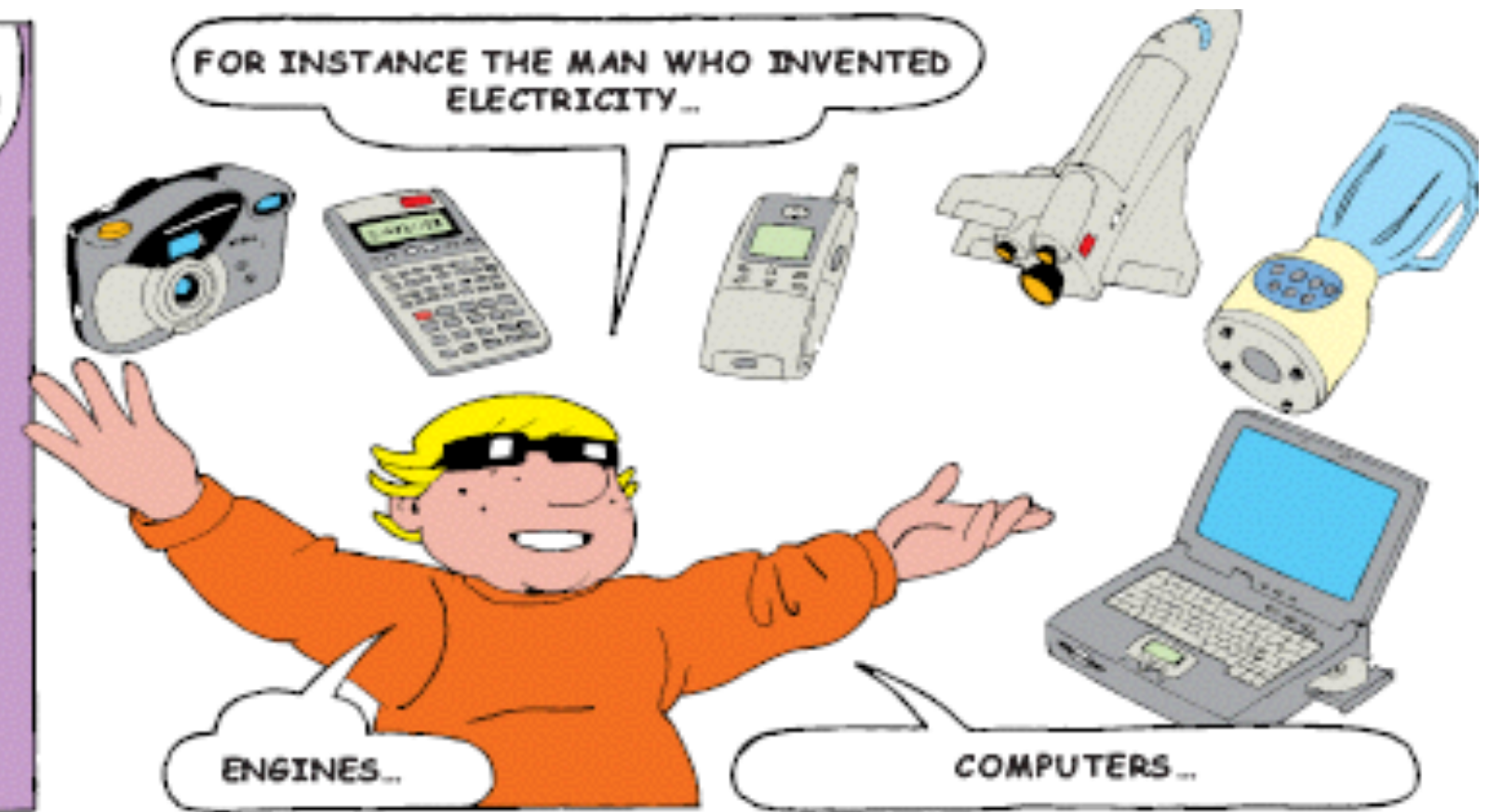


UNITED STATES
POSTAL SERVICE.

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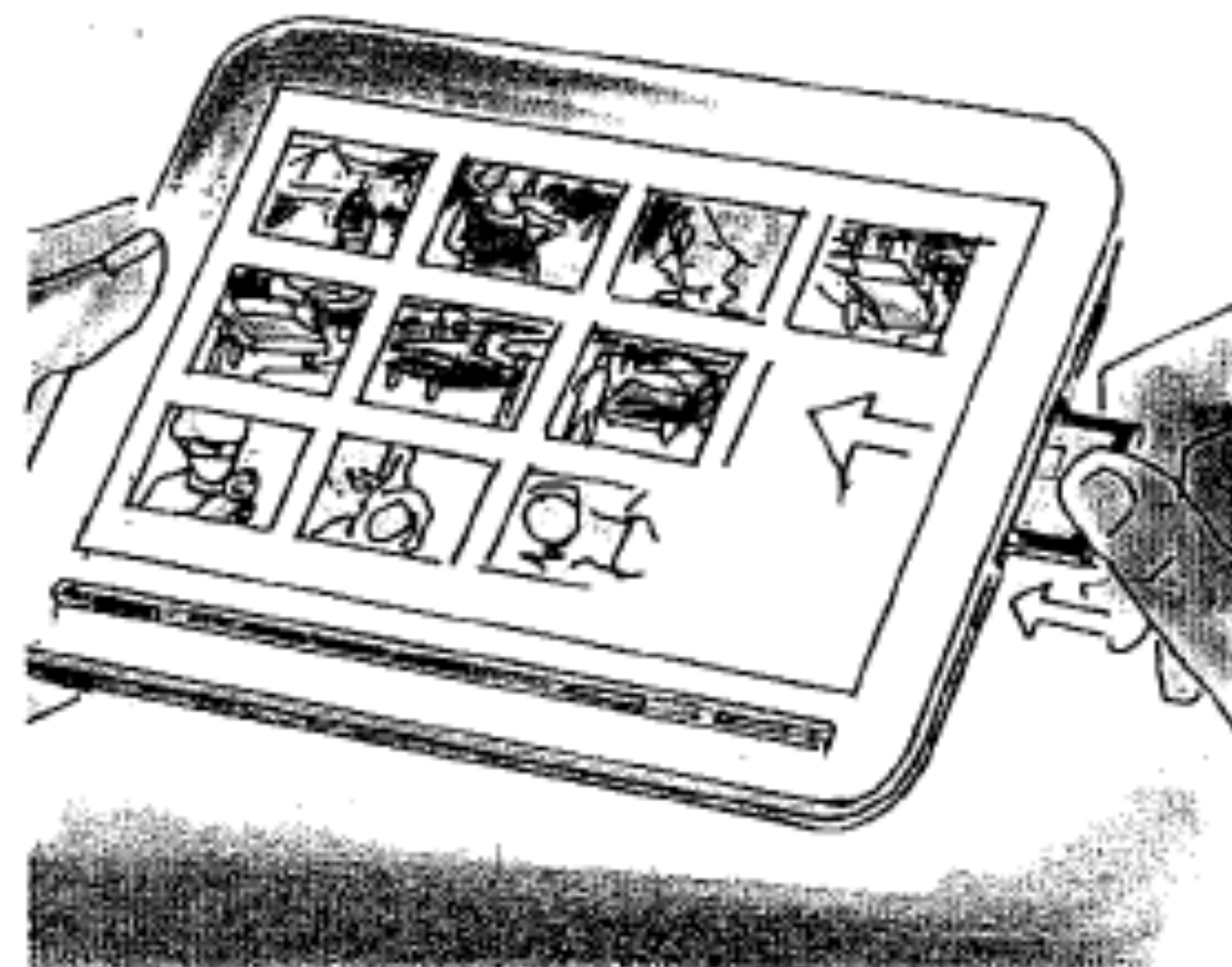
usps.com



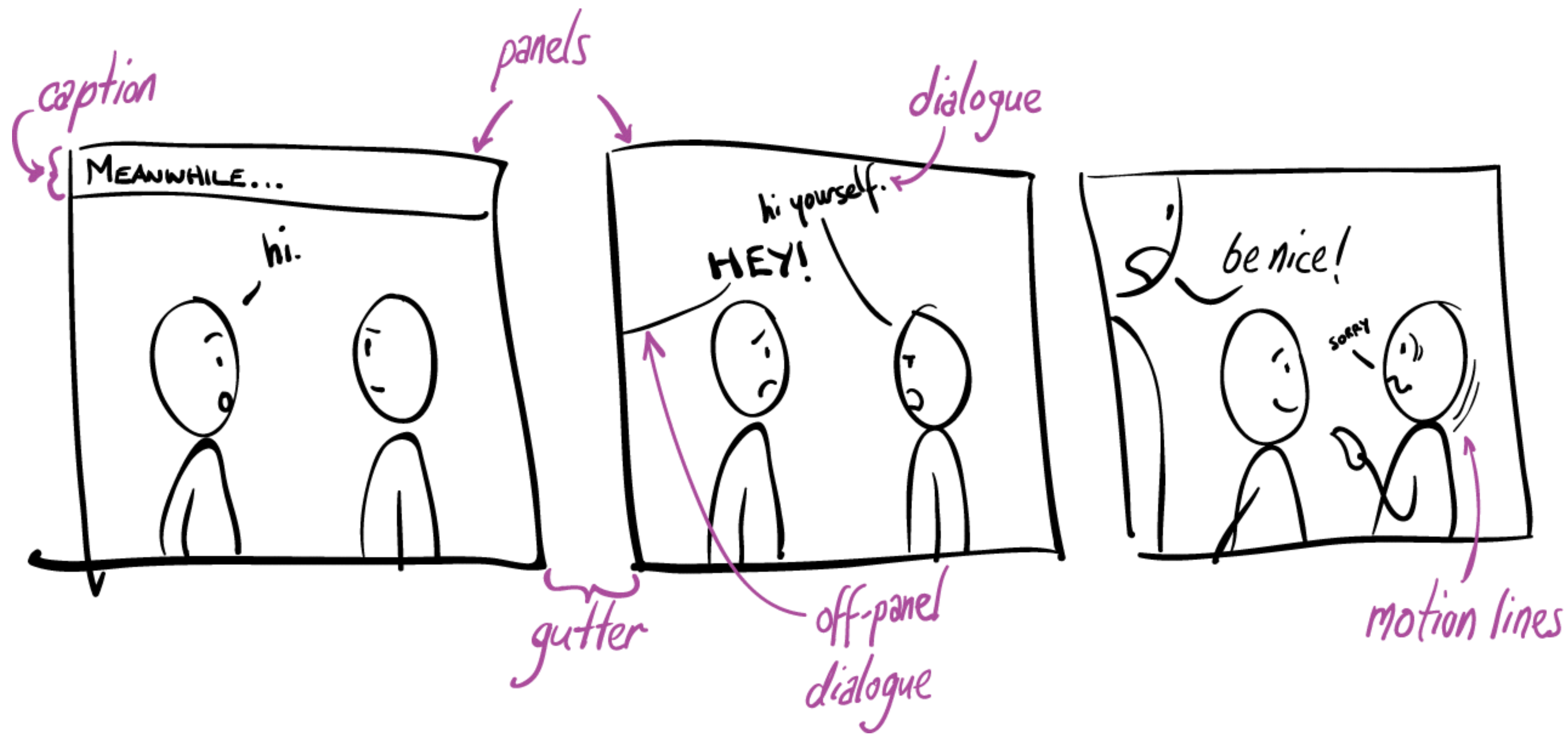




When his baby was born Bill decided to create a digital photo album of all the pictures. He brought the digital camera home from the hospital, sat down at table in the kitchen and removed the flash card from the camera.



The Tablet turns itself on when Bill inserts the flash card into the Tablet. This automatically starts the process of transferring the pictures to the Tablet. Bill watches as the Tablet displays the incoming pictures.



COMMUNICATION

IMAGINATION

EXPRESSION

MOTION

COMMUNICATION

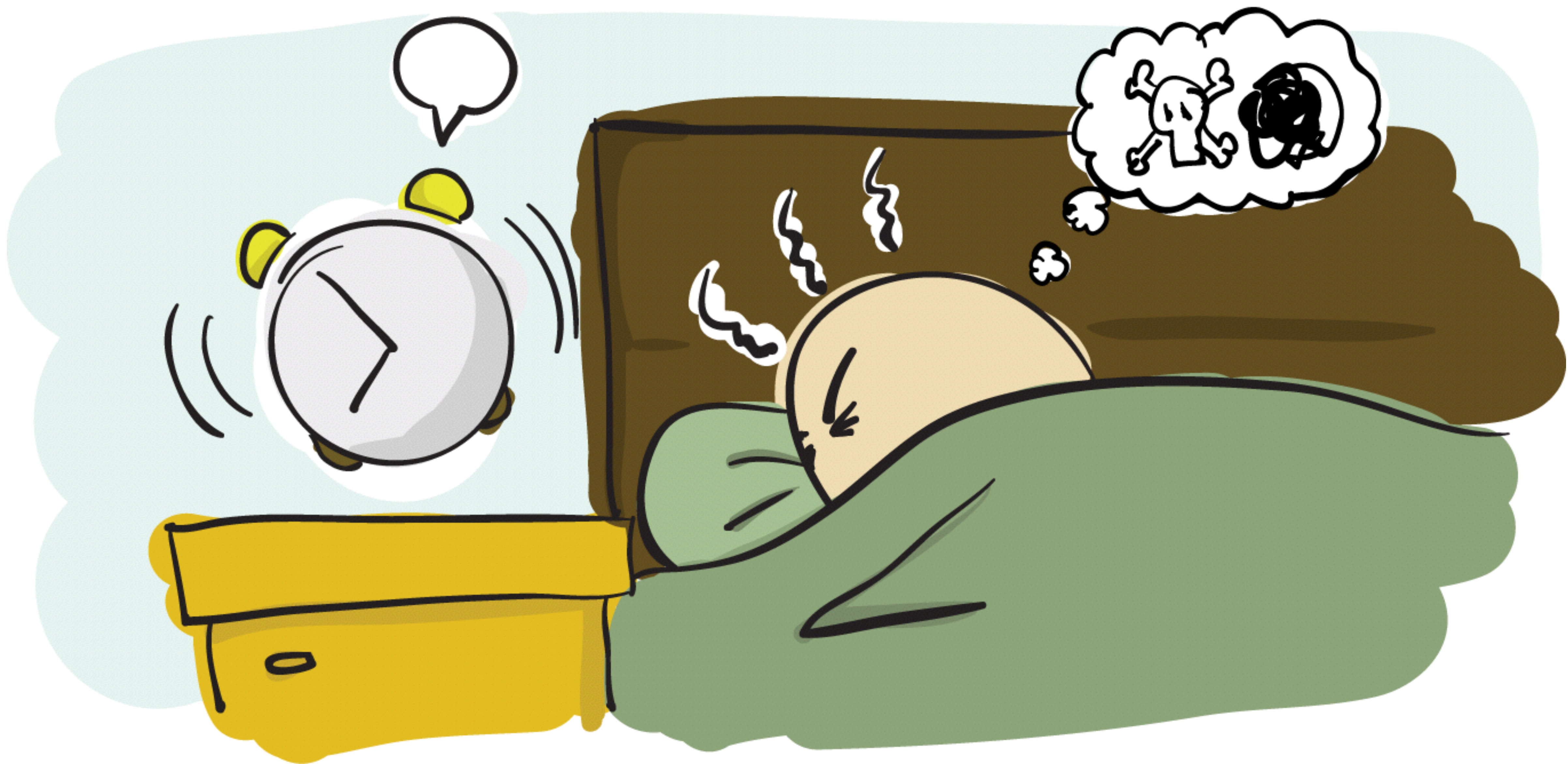




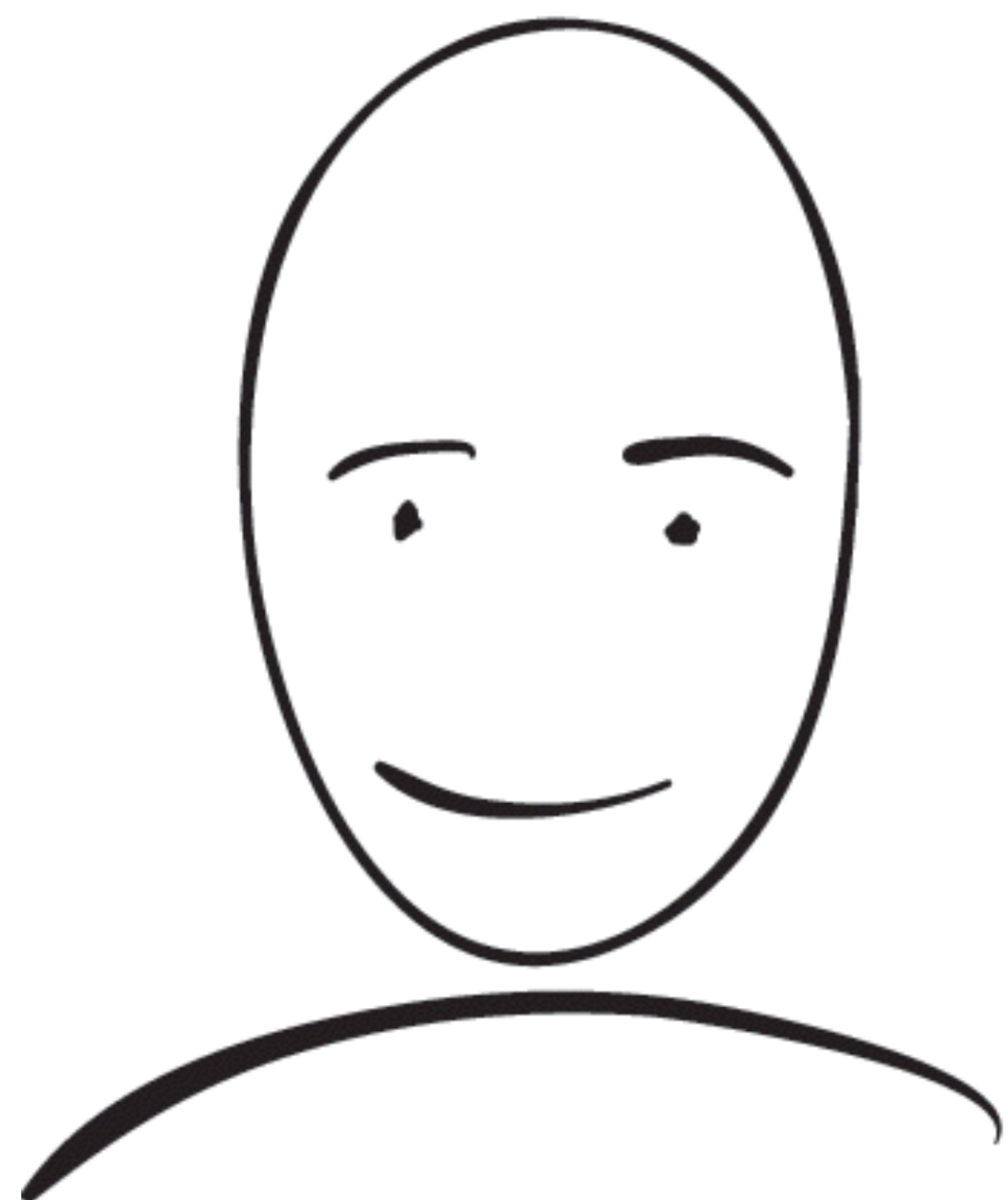








IMAGINATION





"SHORELINE COMMUNITY CHURCH ... SHORELINE VILLAGE APARTMENTS ... AH, AMPHITHEATRE ..."

Sorted by: [Top Results](#) | [Distance](#) | [Rating](#)

1. [Shoreline Community Church](#) [®]

(650) 947-0846 211 Church St
Mountain View, CA 0.19 mi
[Map](#) | [Directions](#) | [Send to Phone](#)
...Street Mountain View, CA 94041 phone/fax: 650.947.0846 Email: shoreline@shoreline
touch with us, please send email to... [more on web site](#)
See all: [Churches](#) - [Religious Organizations](#)

www.shorelineecc.org/

2. [Shoreline Village Apartments](#) [®]

(650) 968-8384 505 Central Ave
Mountain View, CA 0.75 mi
[Map](#) | [Directions](#) | [Send to Phone](#)
See all: [B2B Property Management](#) - [Apartments](#) - [Property Management](#) - [Other Real Est](#)

3. [Shoreline Amphitheatre](#) [®]

(650) 967-4040 1 Amphitheatre Pkwy
Mountain View, CA 2.36 mi
[Map](#) | [Directions](#) | [Send to Phone](#)
...minutes before you even get on the freeway. Simply ridiculous. I had one of the v
my advice - do NOT take the right turn down Crittenden Lane to the huge football...
See all: [All Theaters](#) - [Government](#) - [Entertainment Ticket Services](#) - [Theater Companies](#) -

www.shorelineamp.com/

4. [Shoreline Billiards](#) [®]

(650) 964-0780 1400 N Shoreline Blvd

HM. LET'S SEE ... SEARCH FOR
S-H-O-R-E-L-I-N-E ...



OH I CAN SORT IT BY
NEIGHBOURHOOD! I
THINK I'M IN THE
FINANCIAL DISTRICT.

Refine Results:

Neighborhood:

Financial District (805)

South of Market (750)

Union Square (441)

Pacific Heights (359)

Castro (354)

► [show all 31 Neighborhoods](#)

OH HANG ON, I'LL
JUST SHOW THE
STUFF MY FRIENDS
SAID ABOUT
SHORELINE.

Notes by:

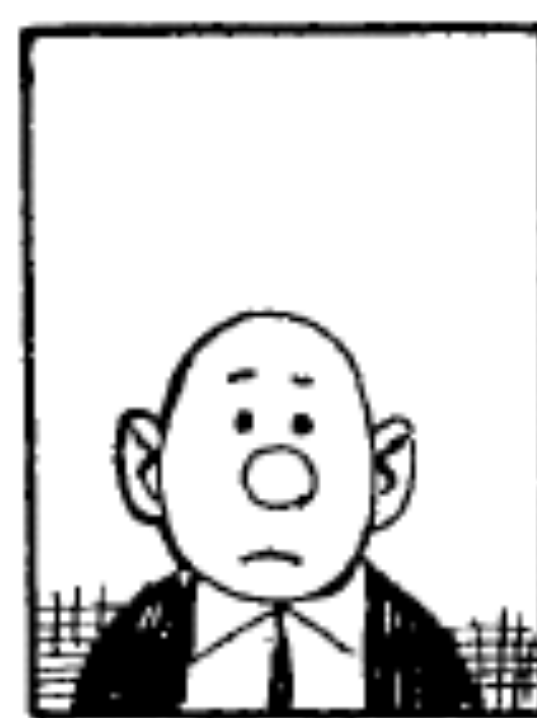
☐ Everyone

☒ Friends

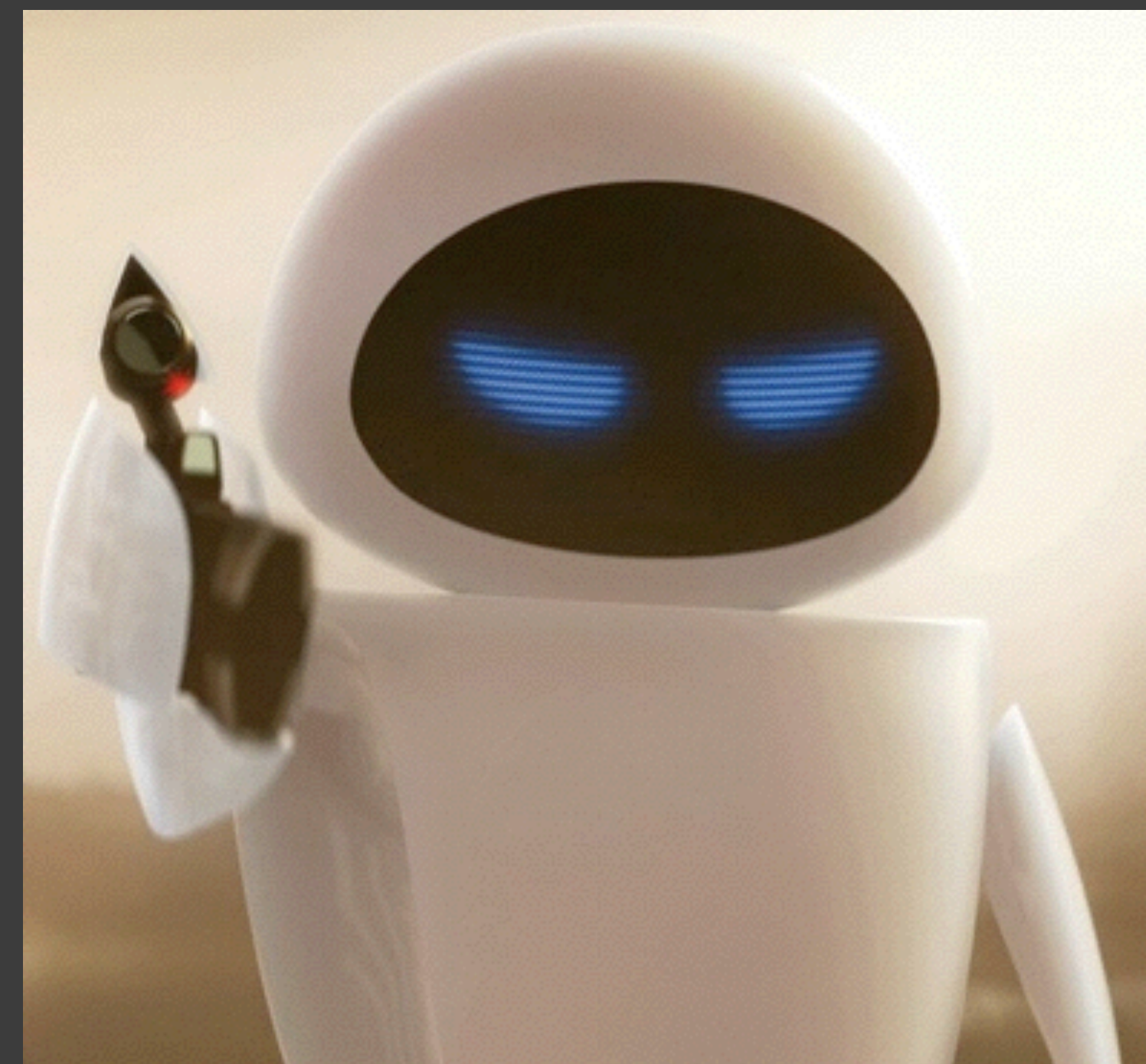
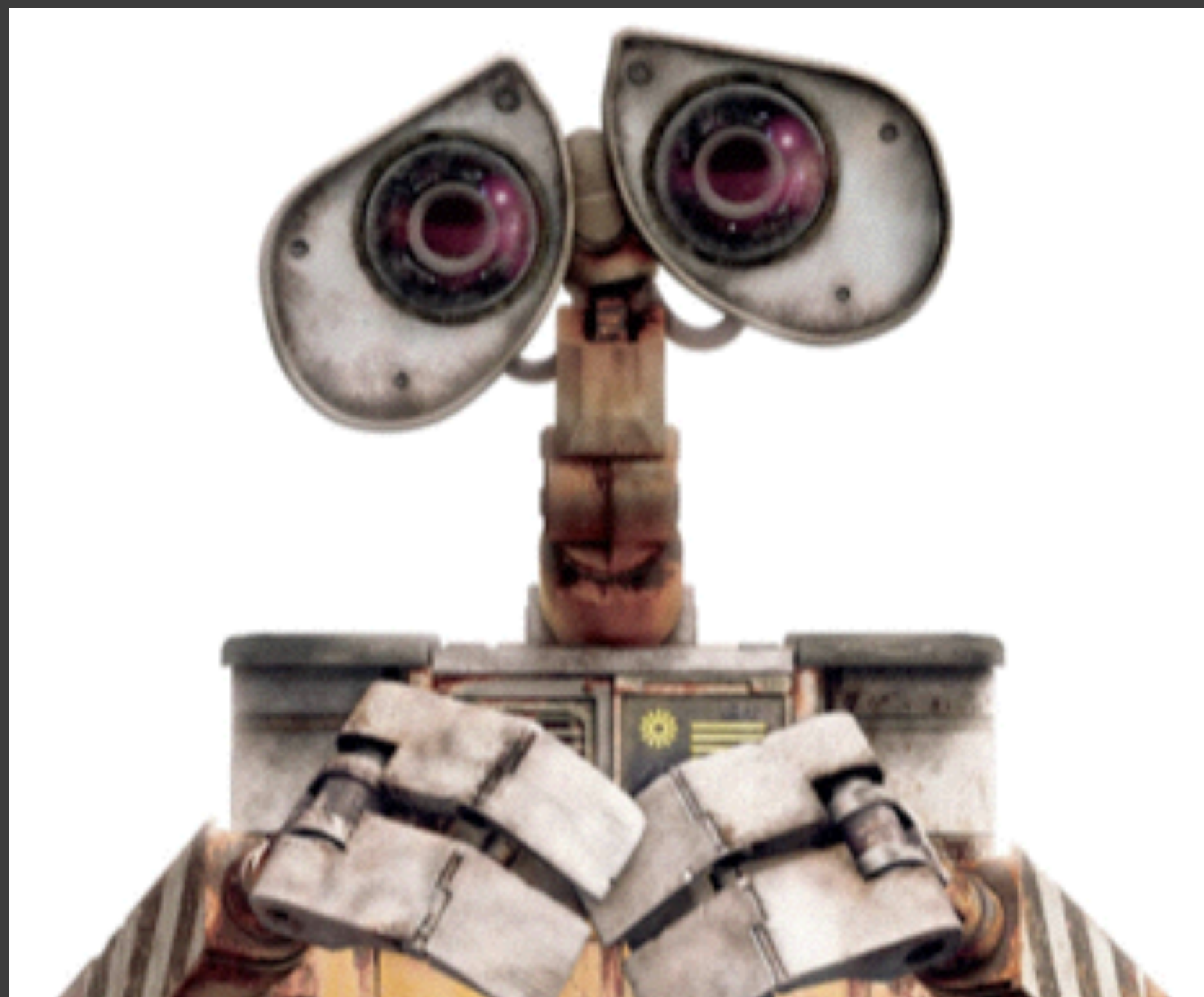
☐ Myself

EXPRESSION





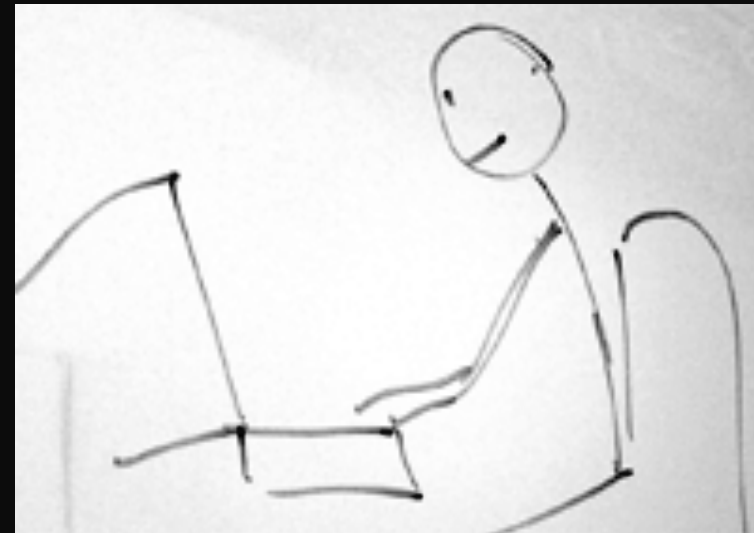


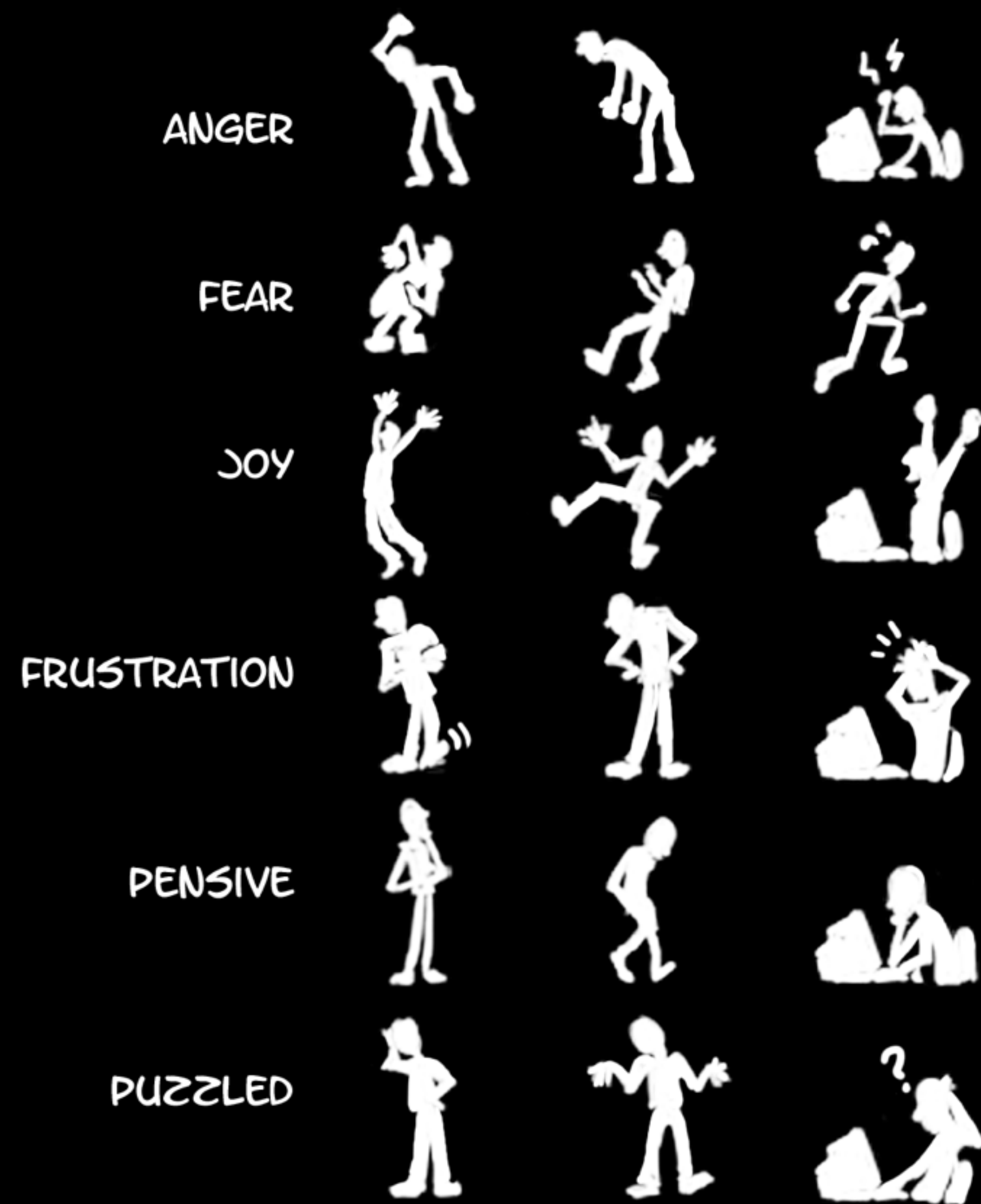


AN EXERCISE

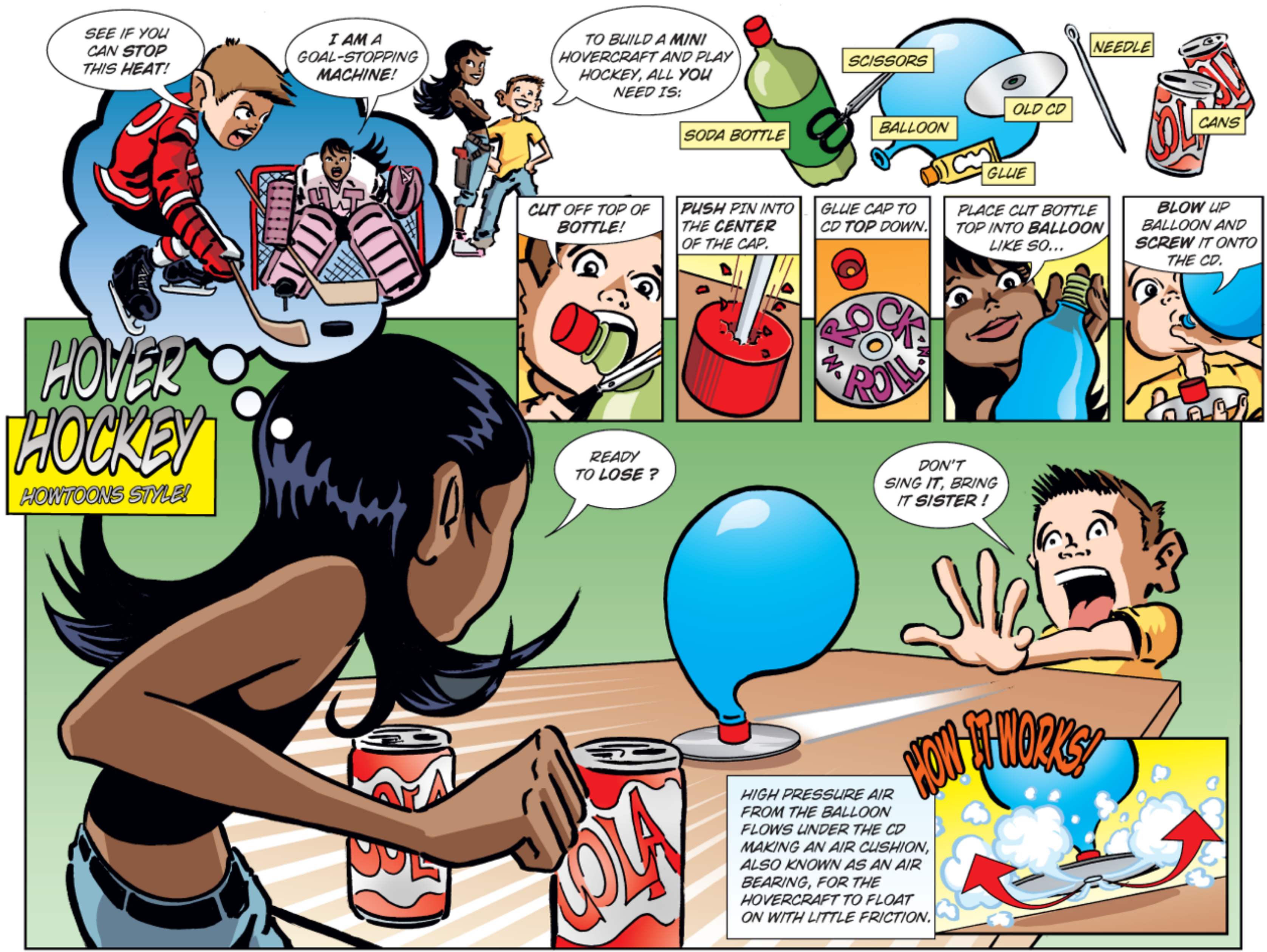
DRAW SOMEONE AT A COMPUTER

DRAW THEM AFTER WAITING A LONG TIME

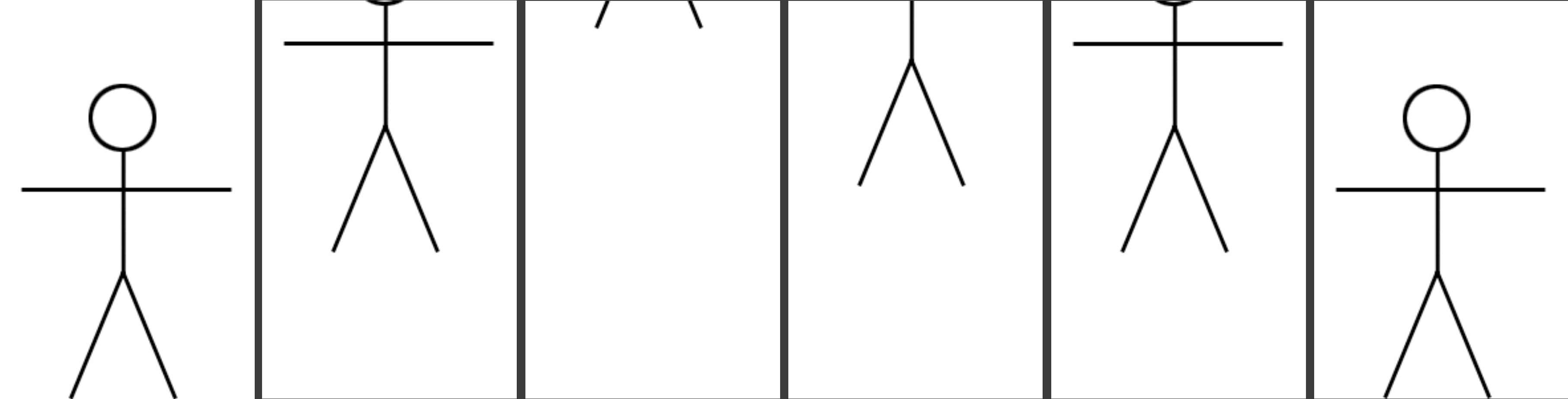


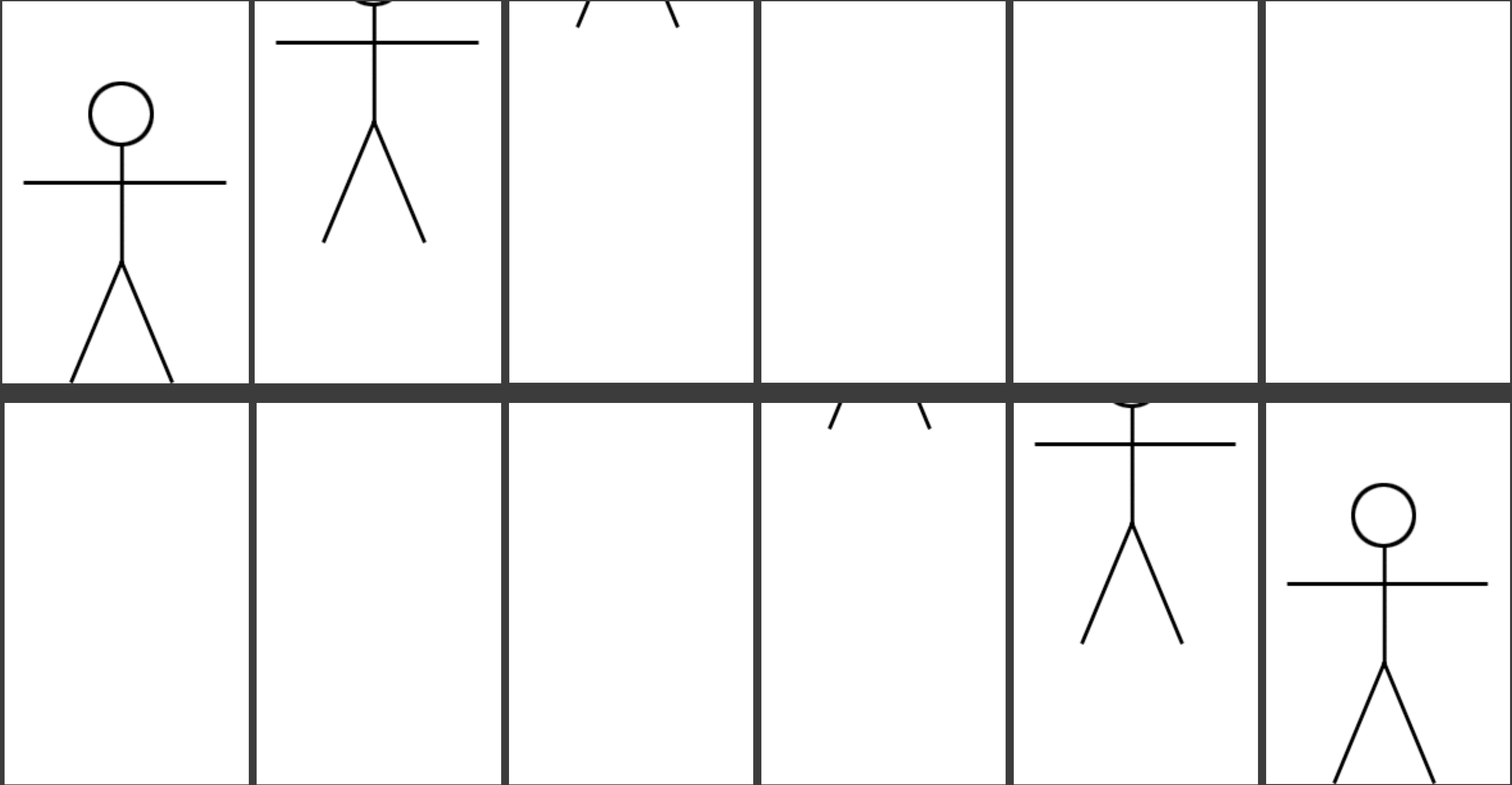


gesture dictionary, copyright kevin cheng inspired by will eisner

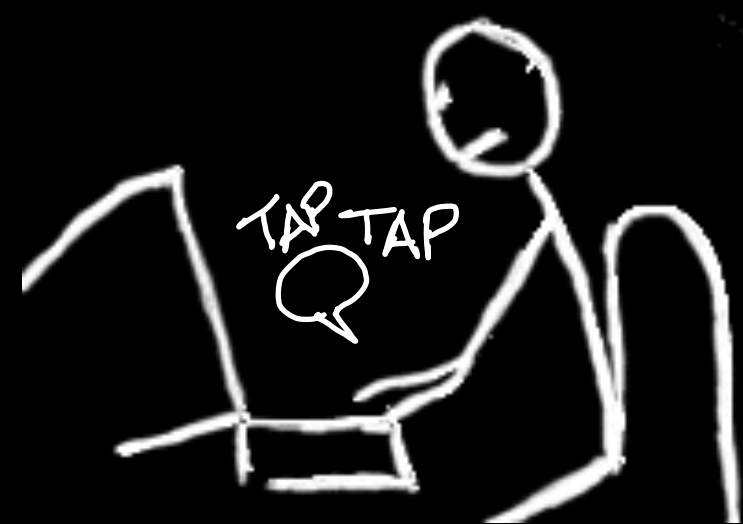


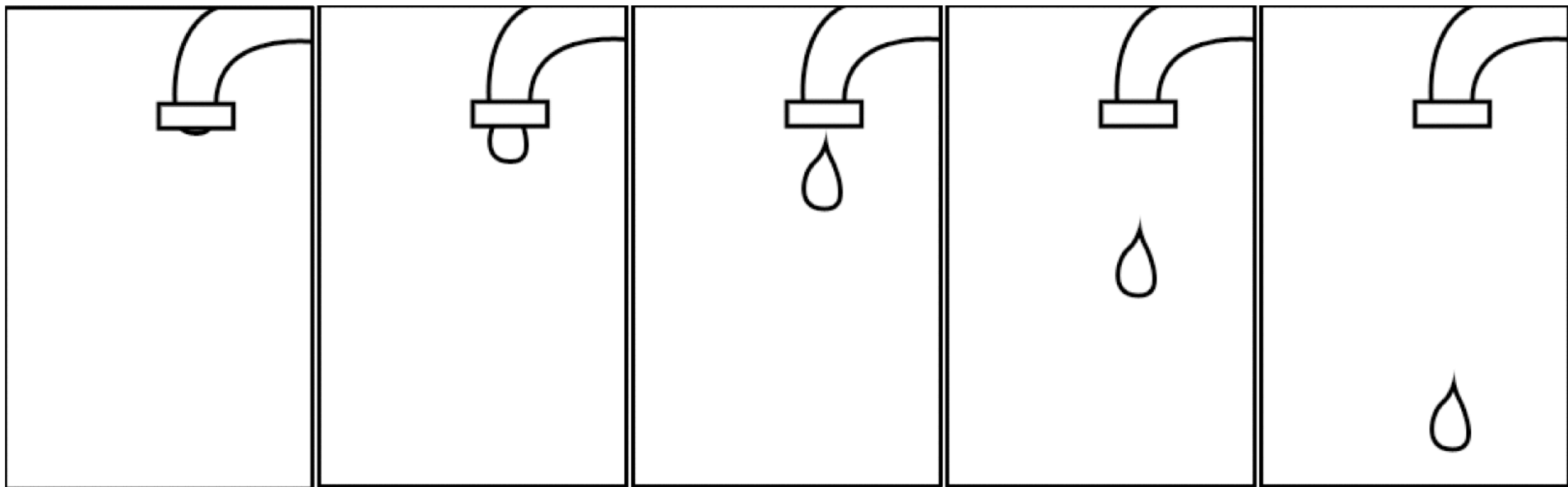
MOTION















SOON AFTER, IN A PANIC, I HAD DINNER WITH MY GOOD FRIEND ED. I TRIED TO CONVINCE HIM TO WORK ON THE WINDOWS VERSION.



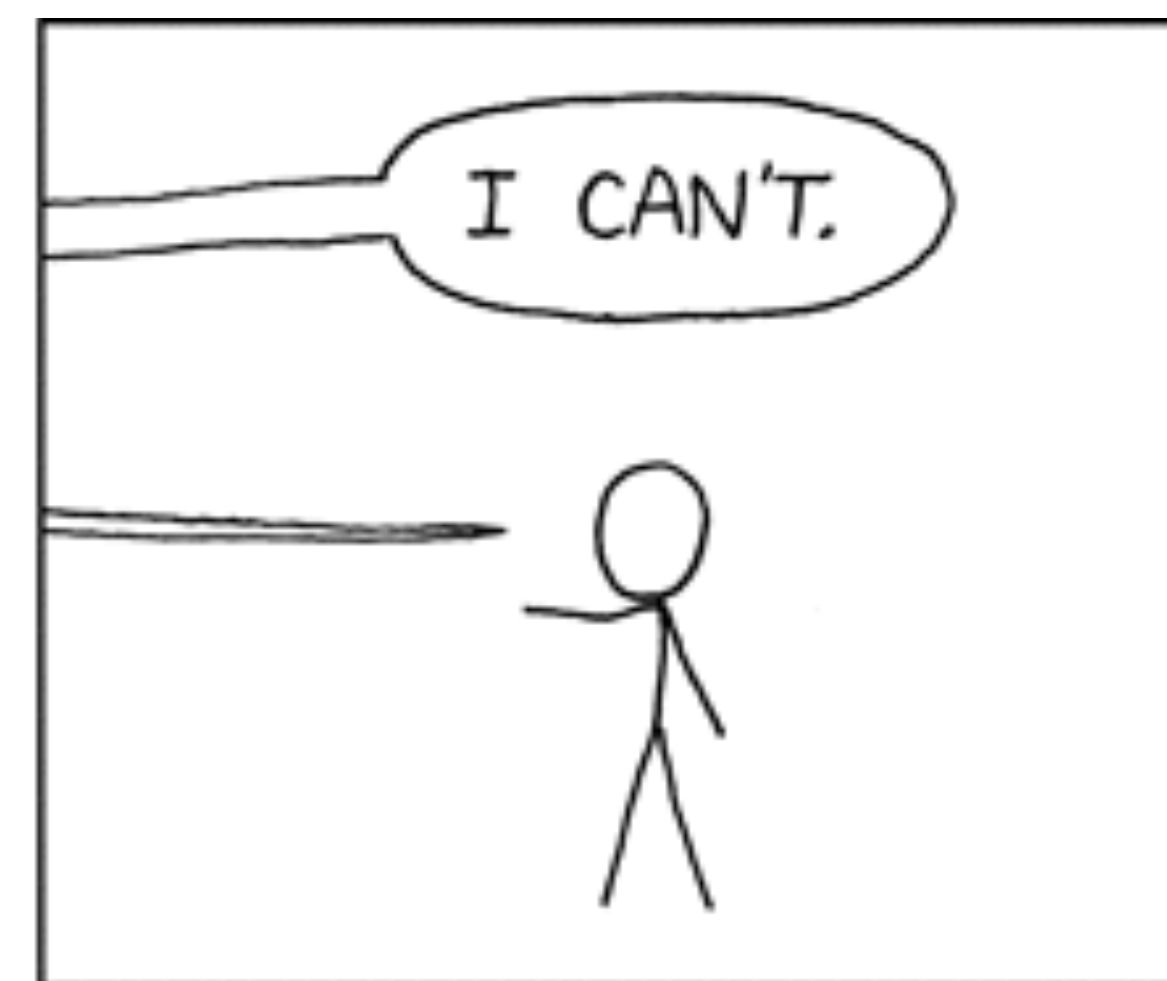
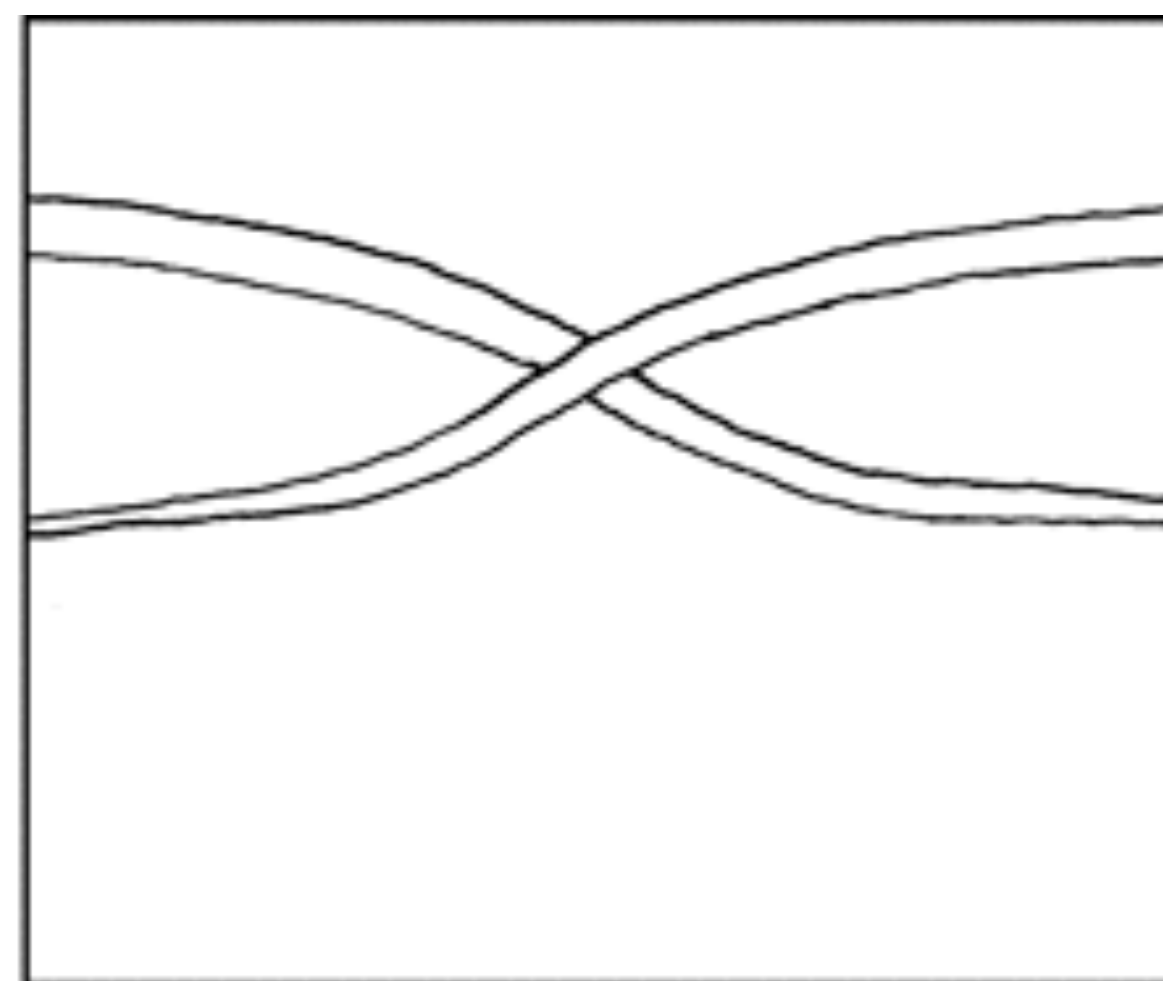
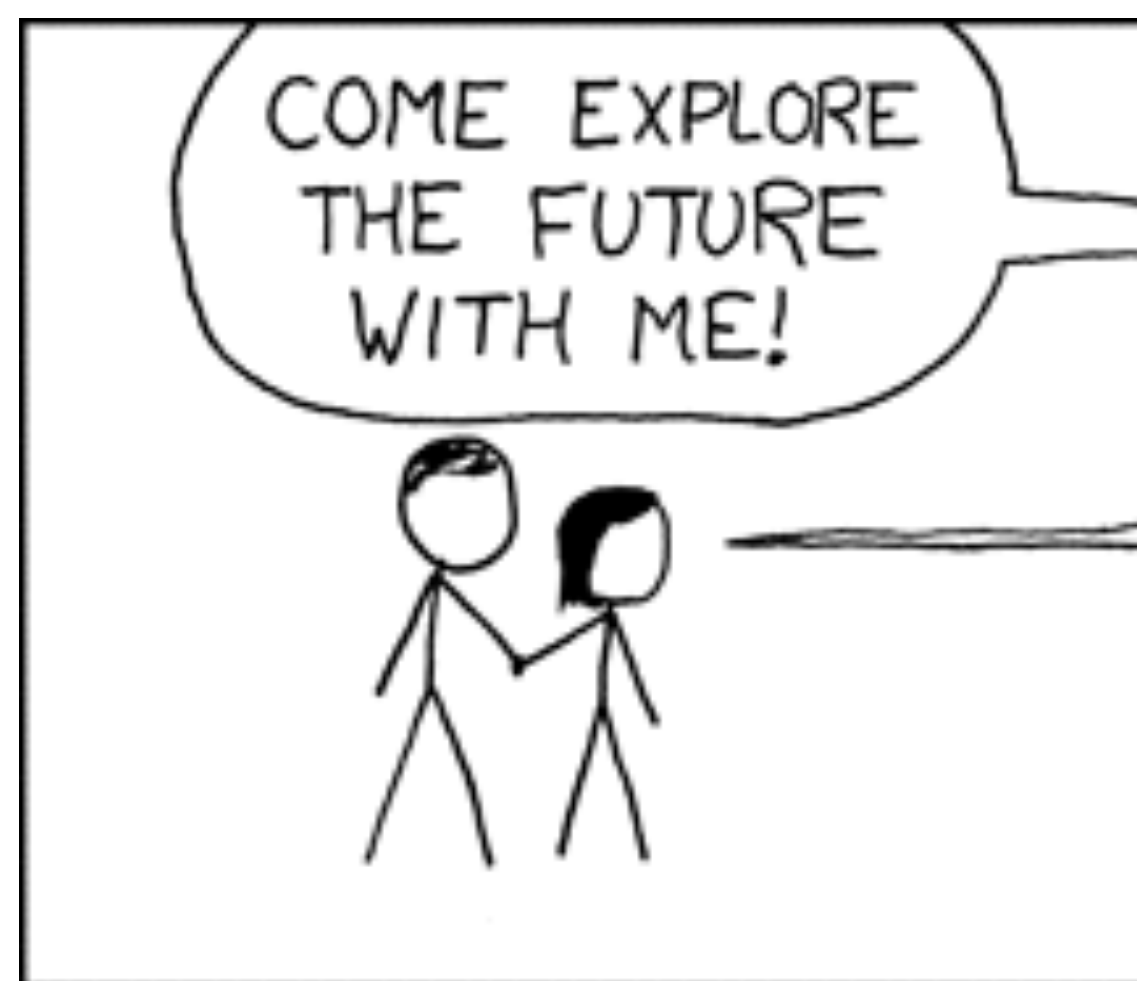
HE THOUGHT I WAS INSANE. HE HAD JUST COME OFF OF 10 YEARS OF MAC OS TOOLBOX ENGINEERING AT APPLE.

WINDOWS WAS CRAZY TALK.



TWO DAYS LATER HE HAD A WORKING PROTOTYPE.





COMMUNICATION



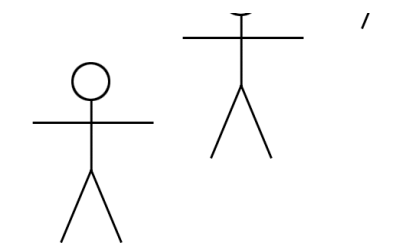
IMAGINATION



EXPRESSION



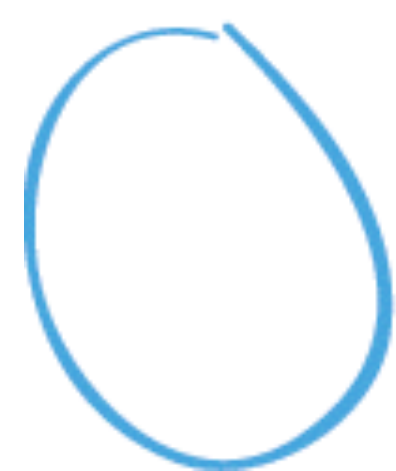
MOTION

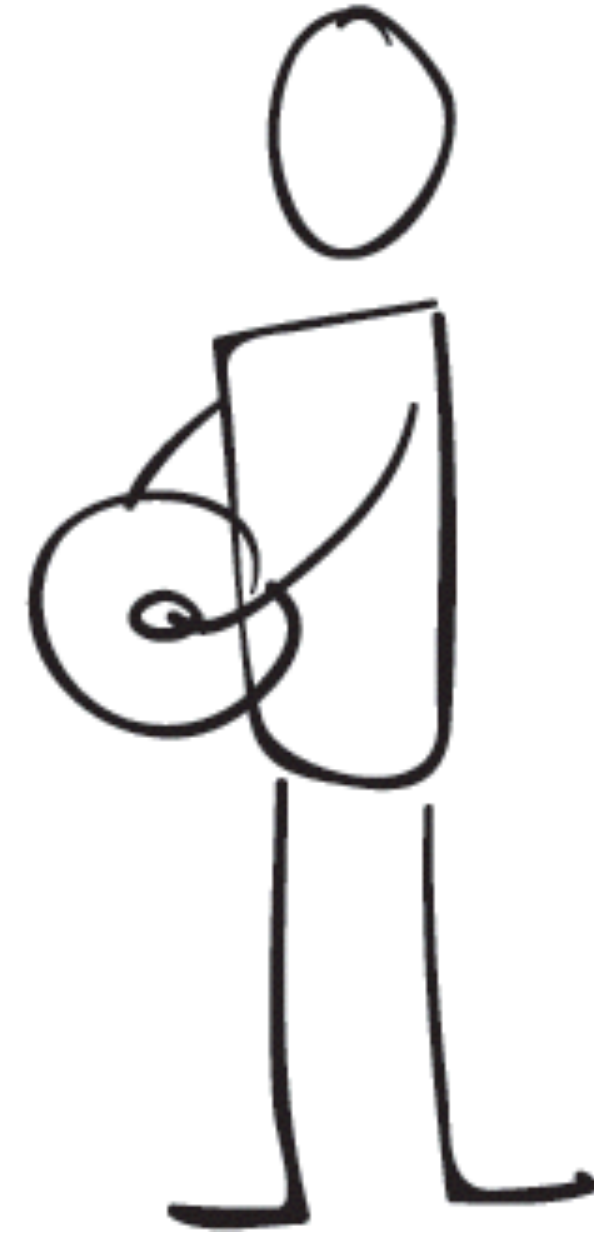
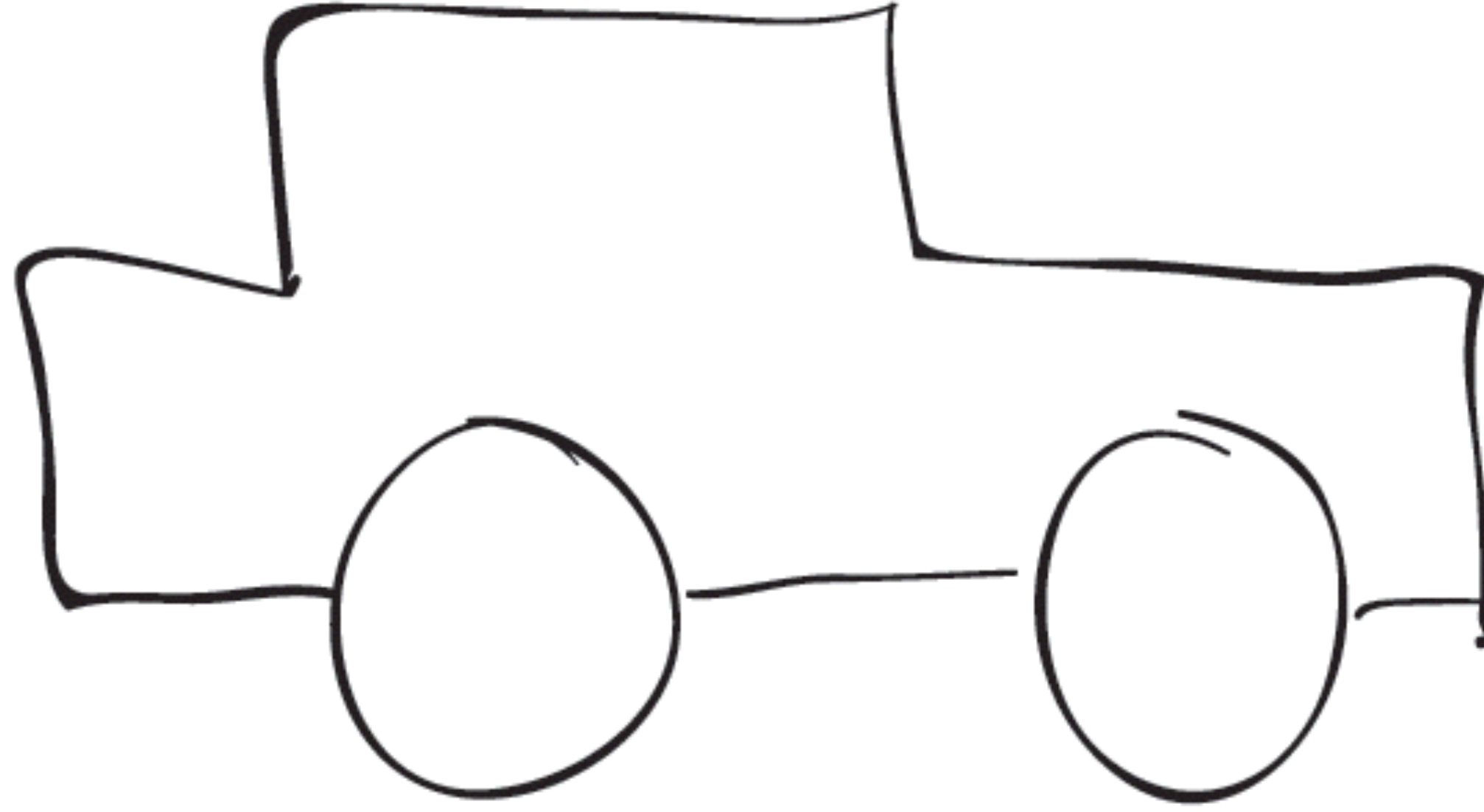
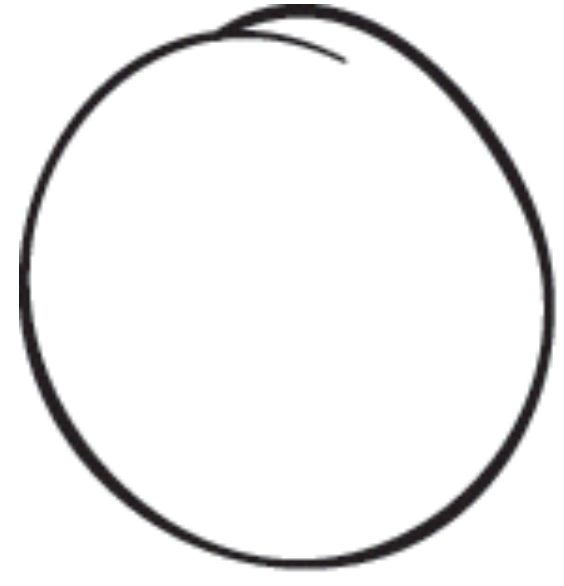


MAKE IT
SO THEY
HAVE TO
REBOOT
AFTER EVERY
TYPO.



DRAWING BASICS

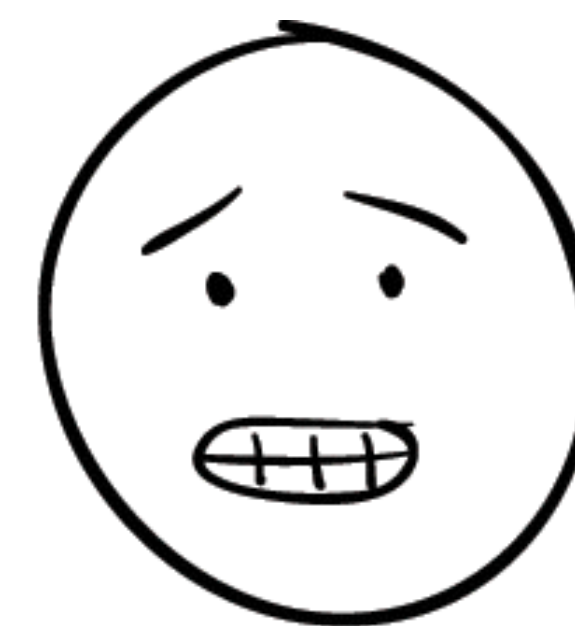
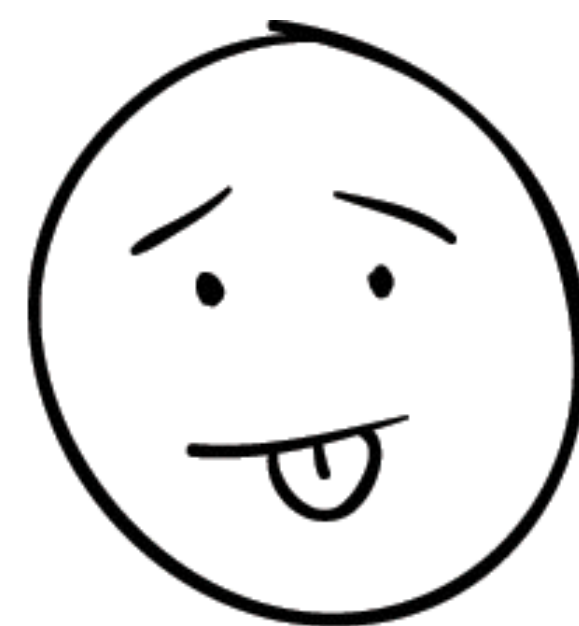


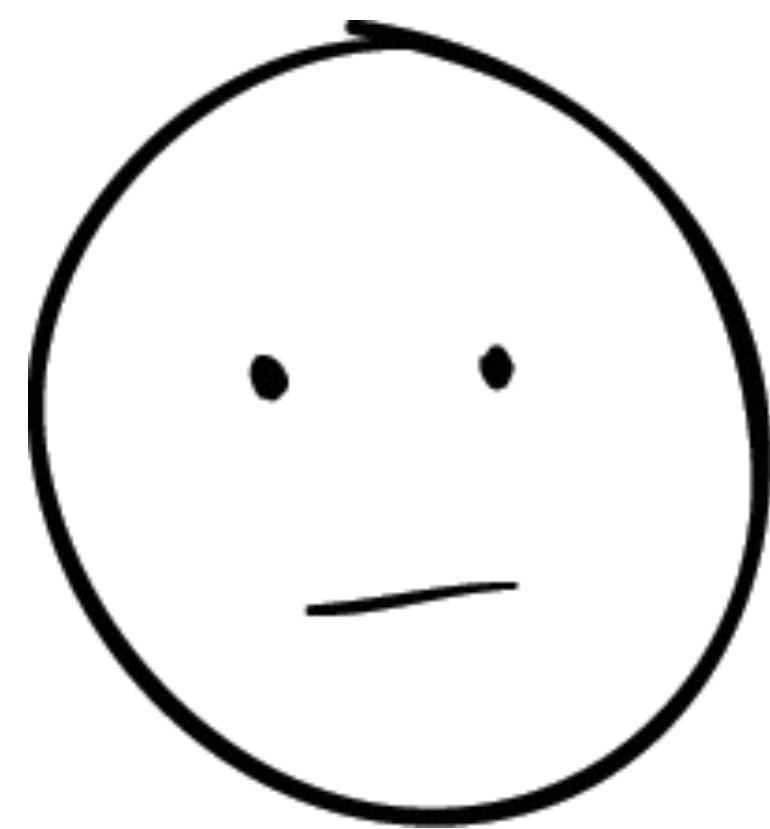


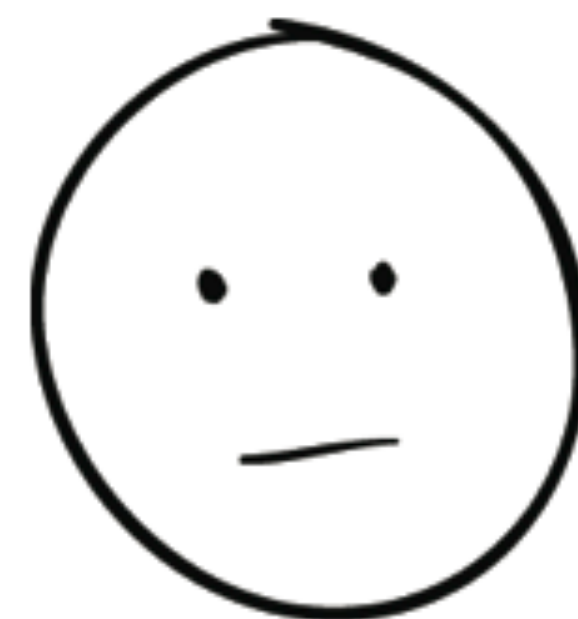
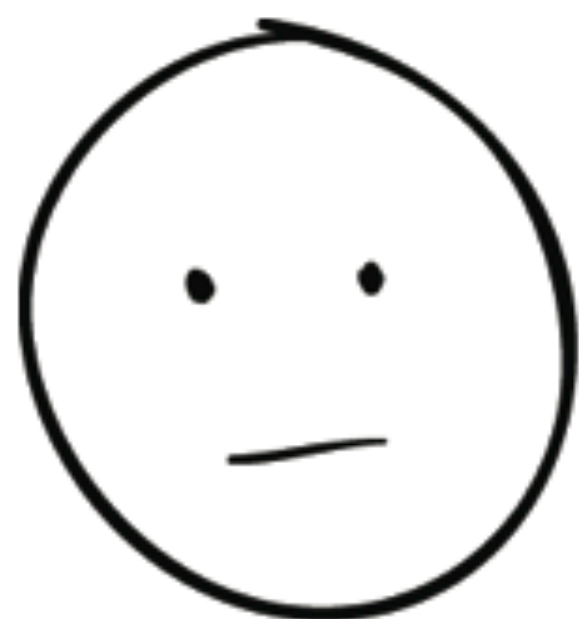
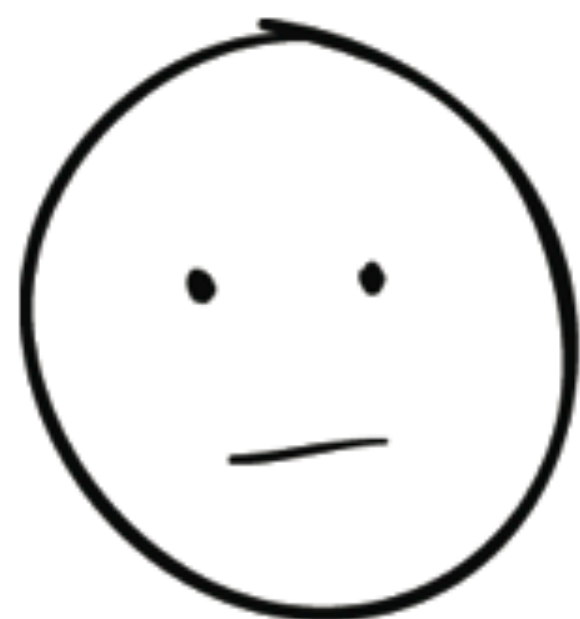


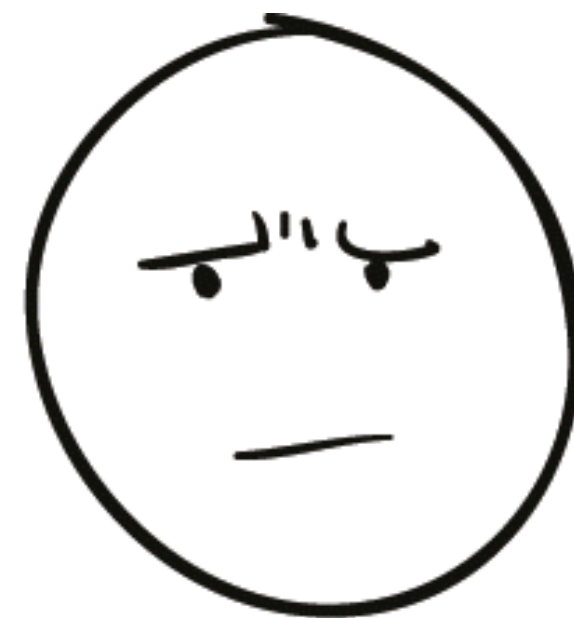
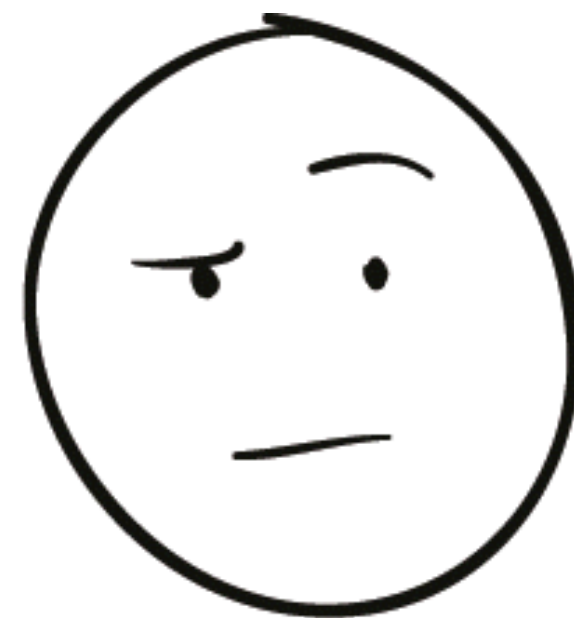
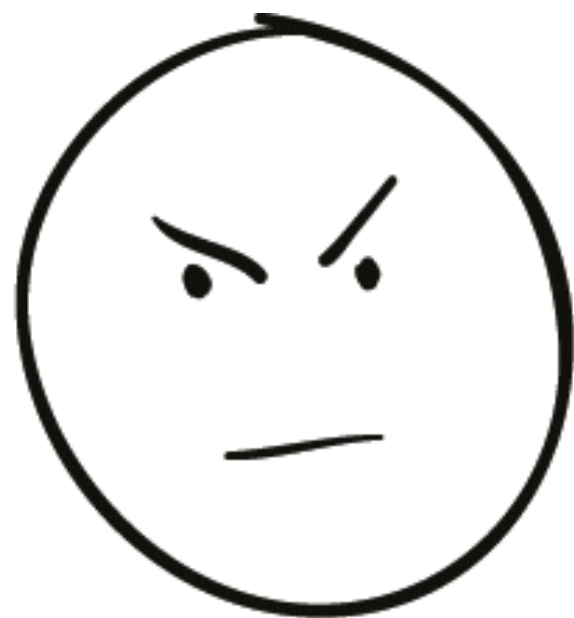
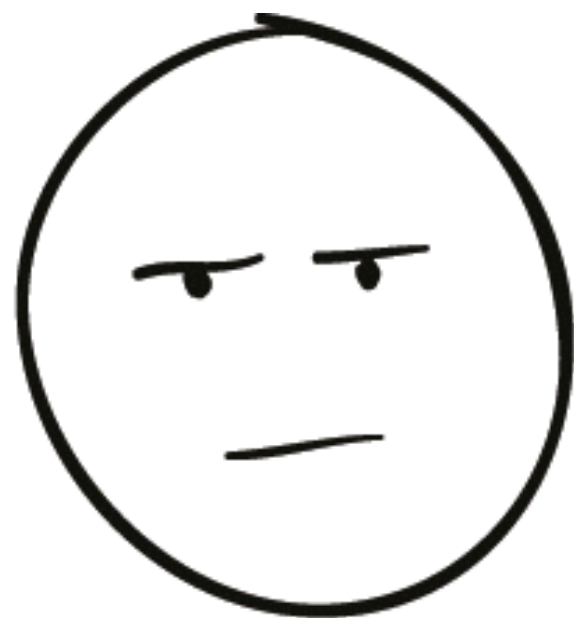
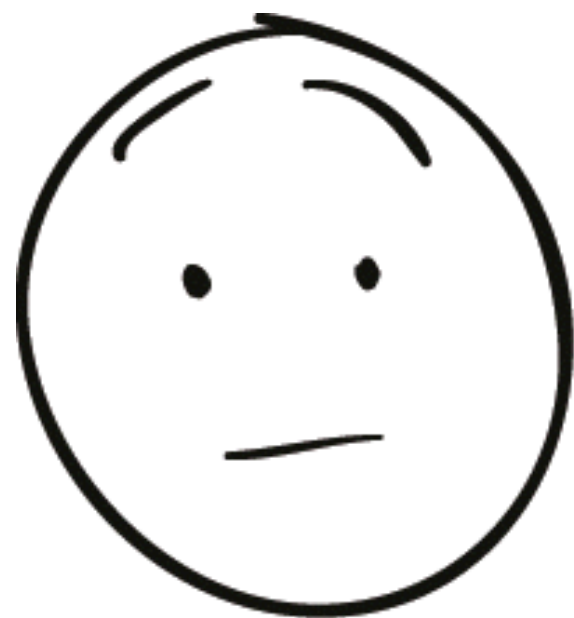


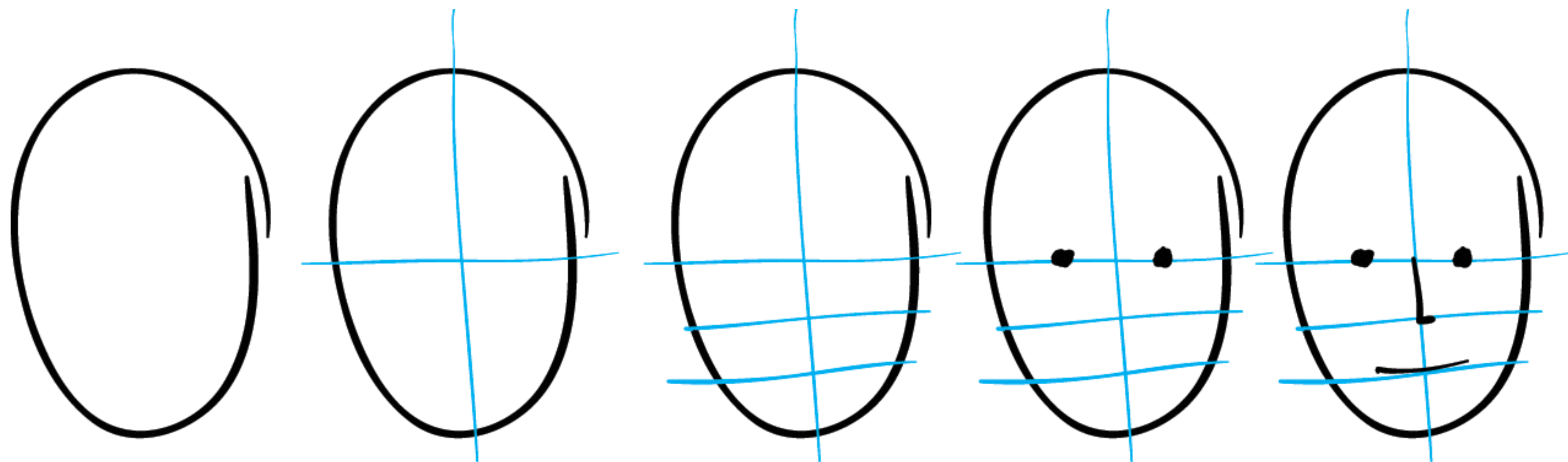


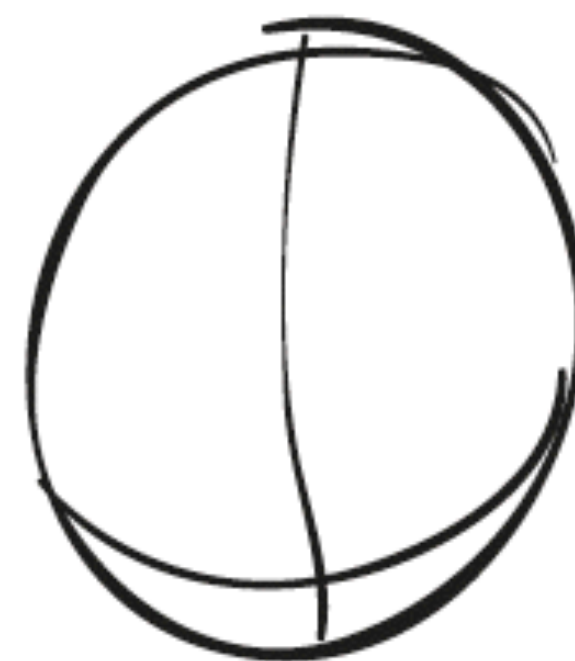
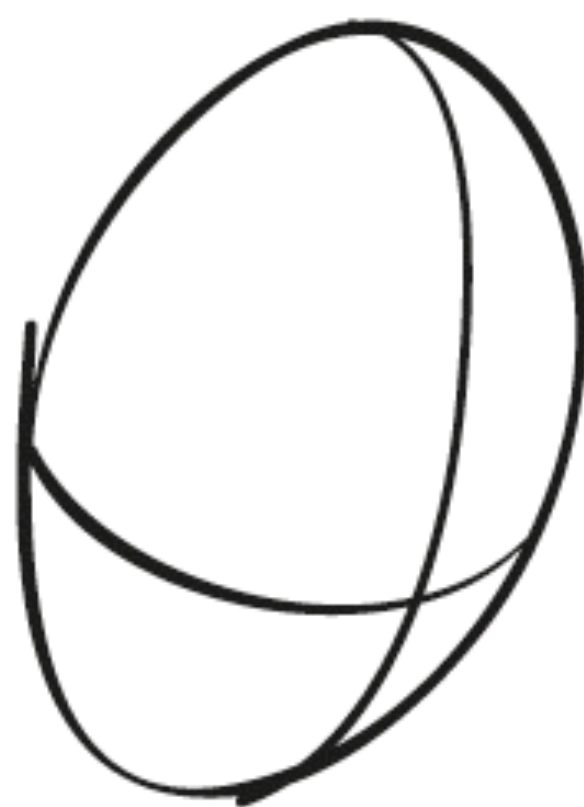


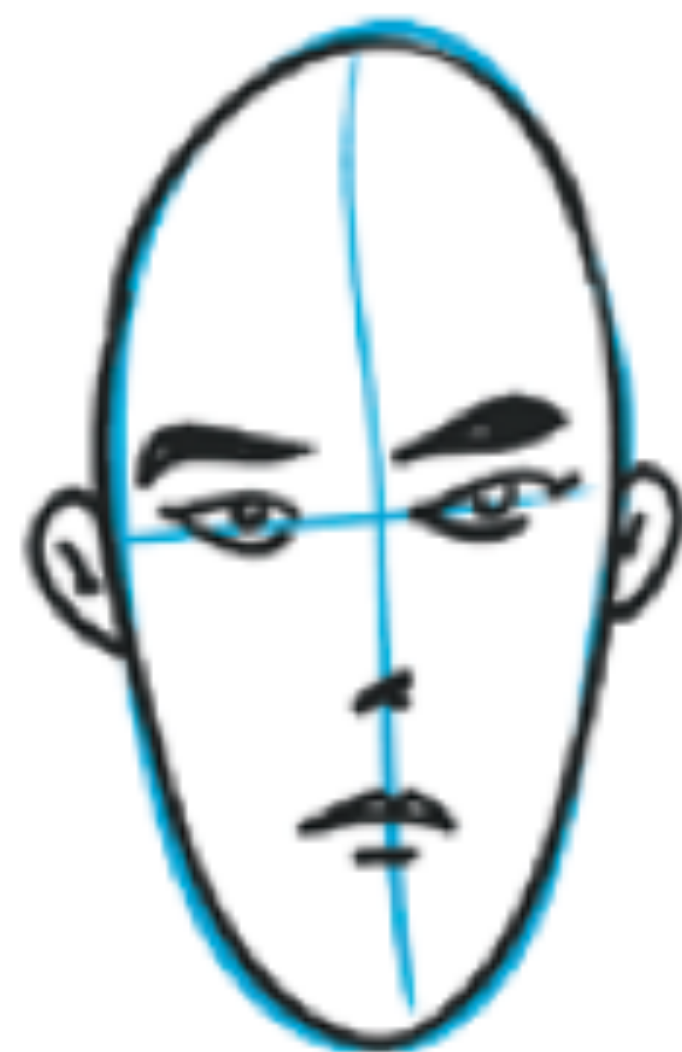


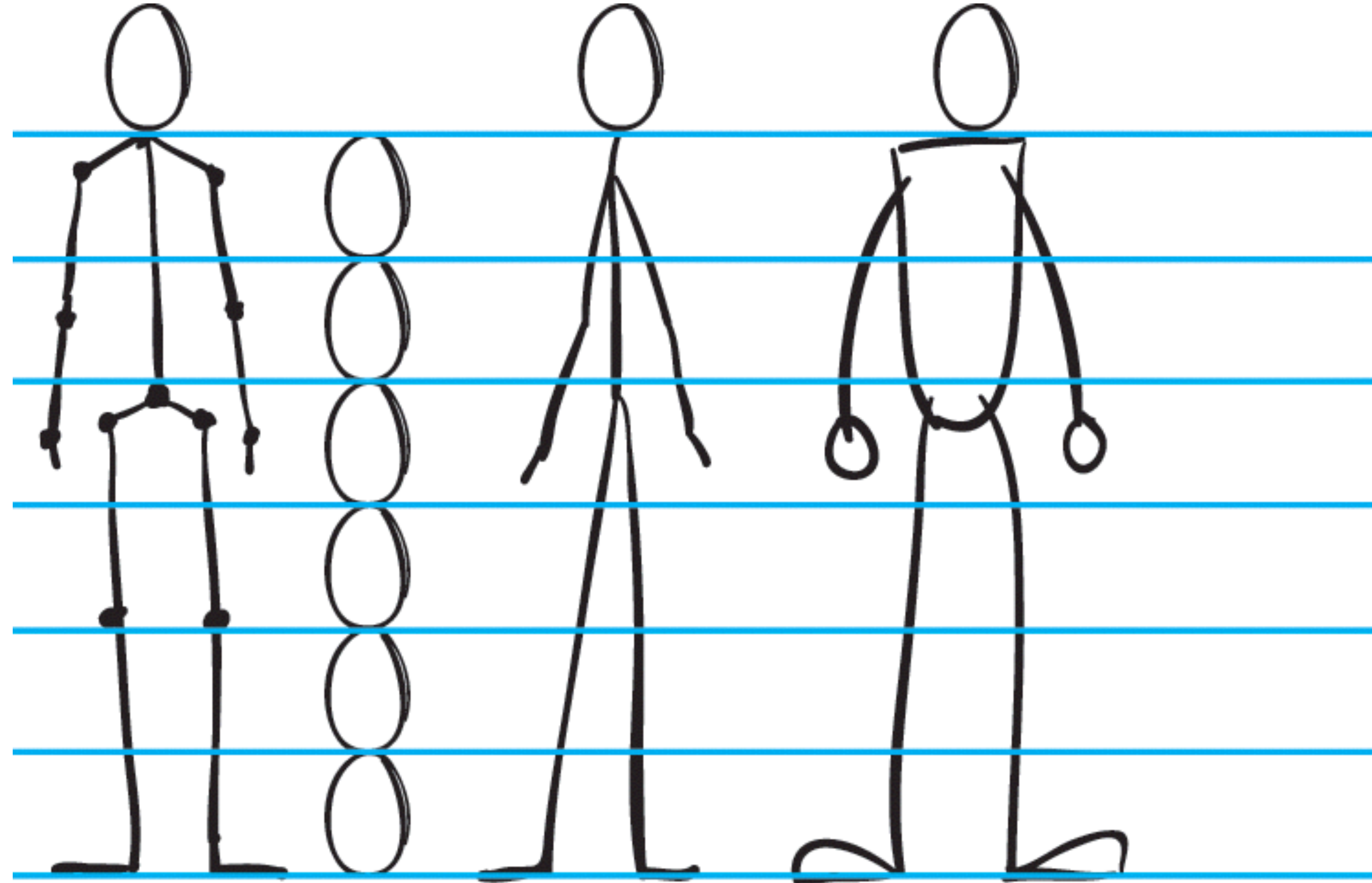


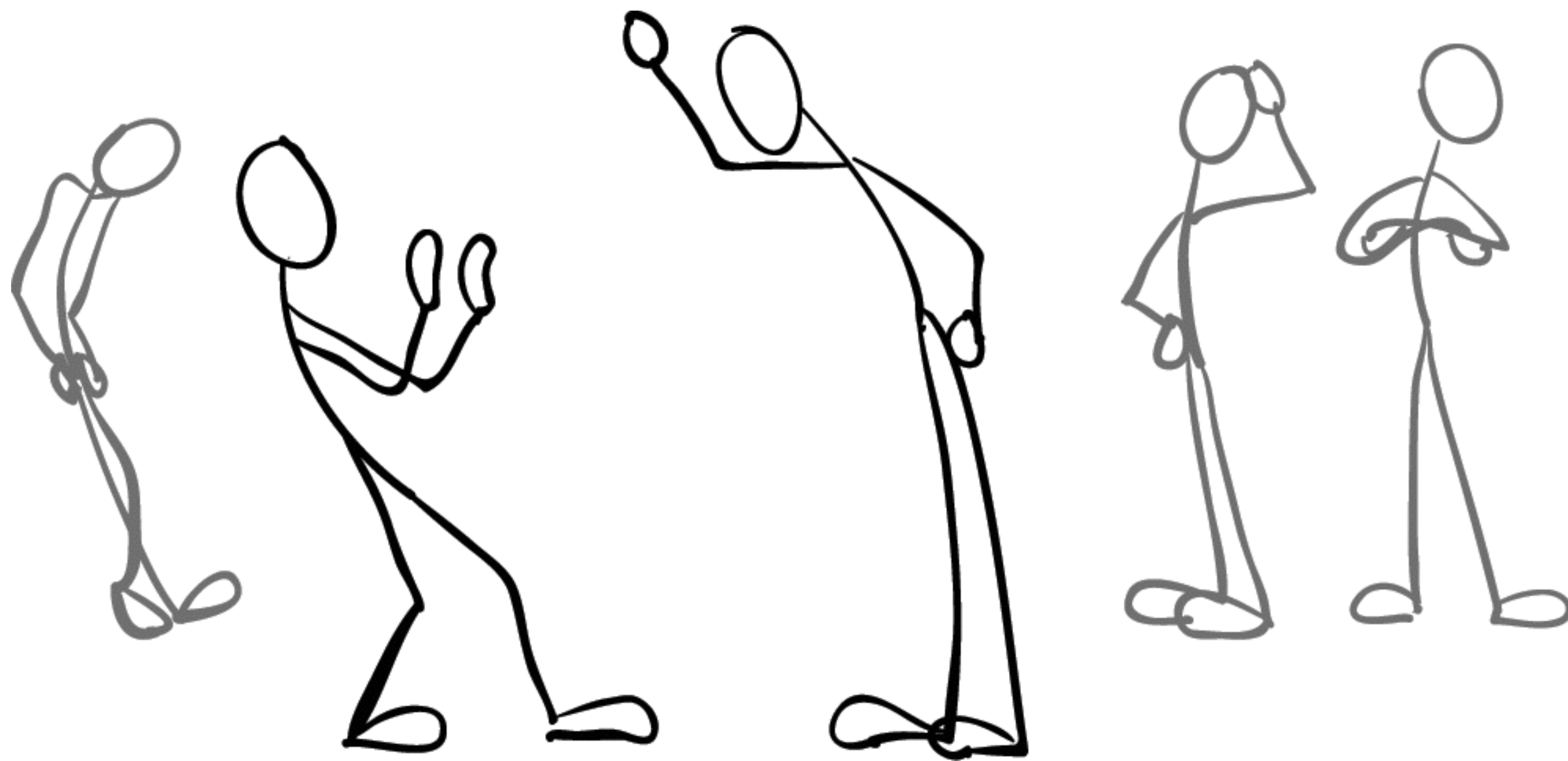


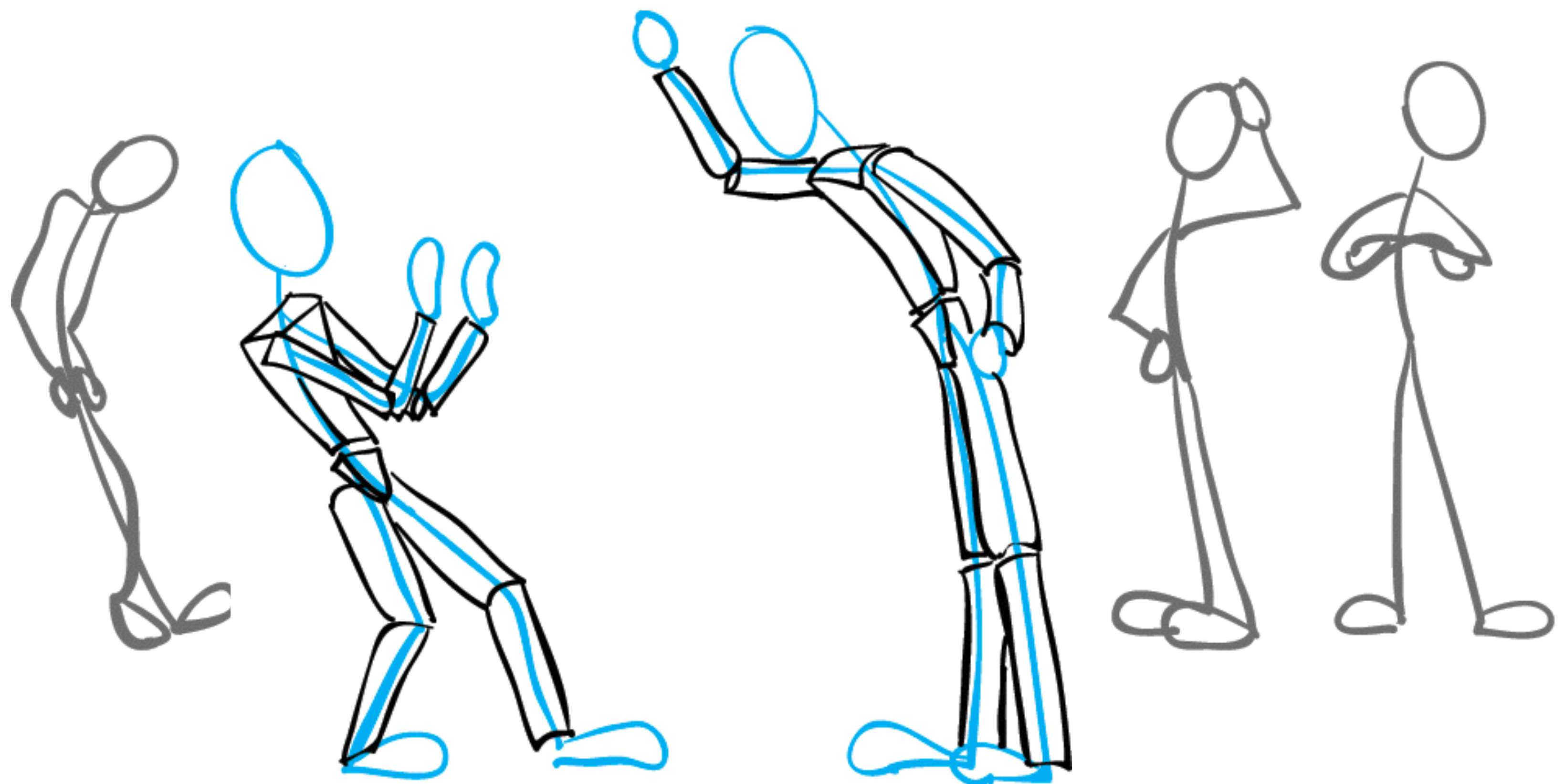














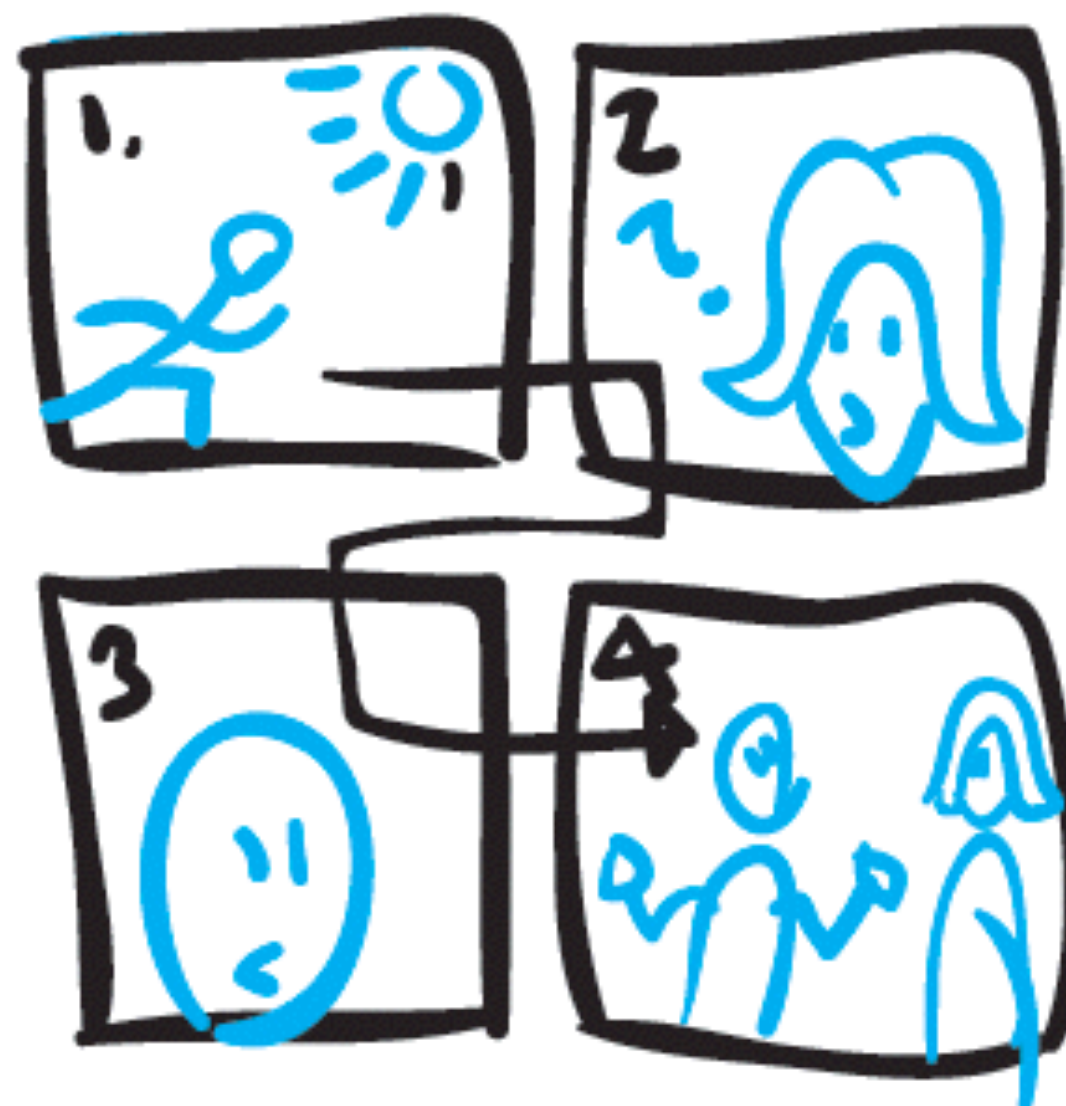
1. WHAT'S YOUR COMIC ABOUT?



2. WRITING THE STORY

OUTDOORS
Joe is running
JANE
Where are you
DE

3. LAYING OUT

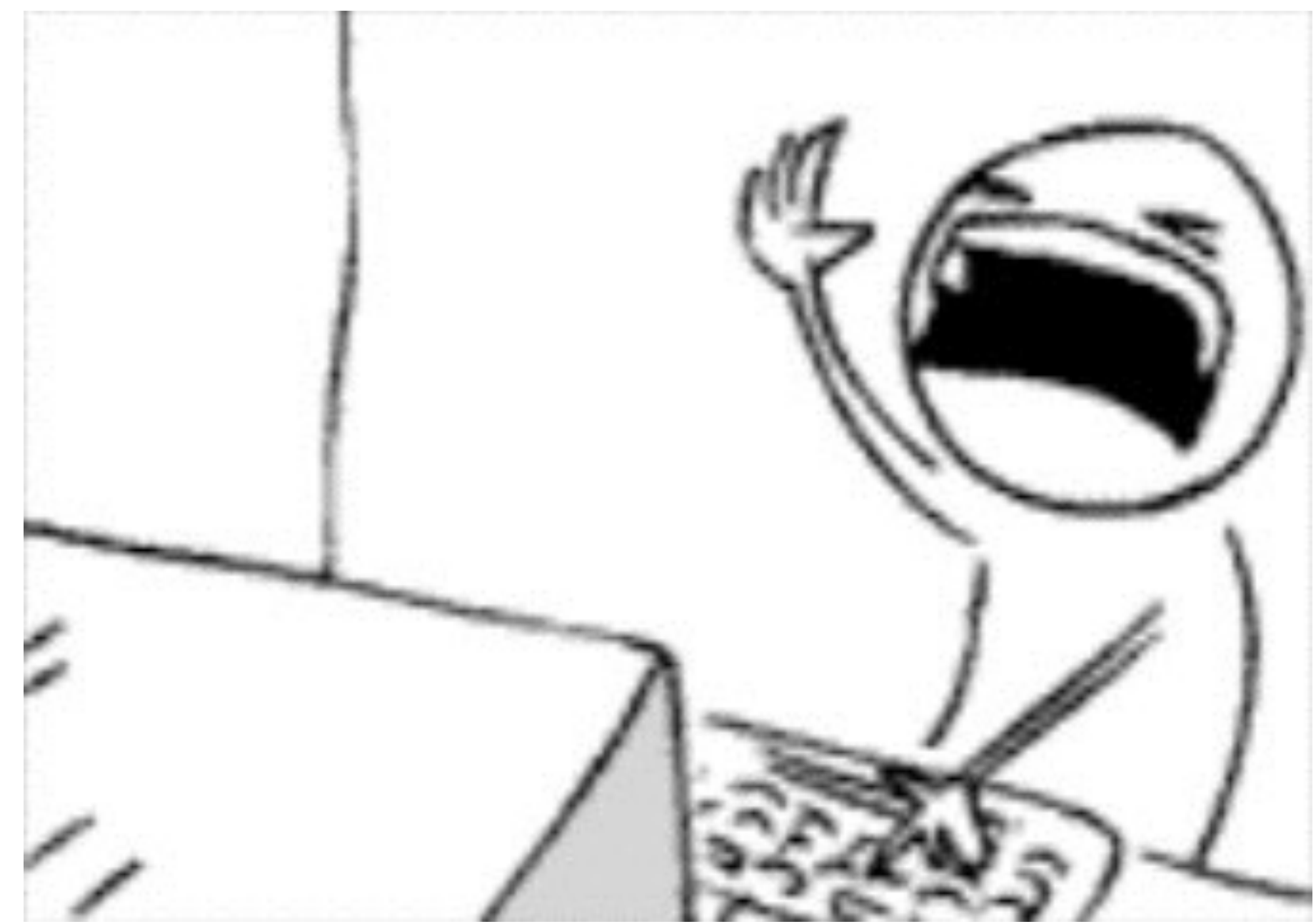
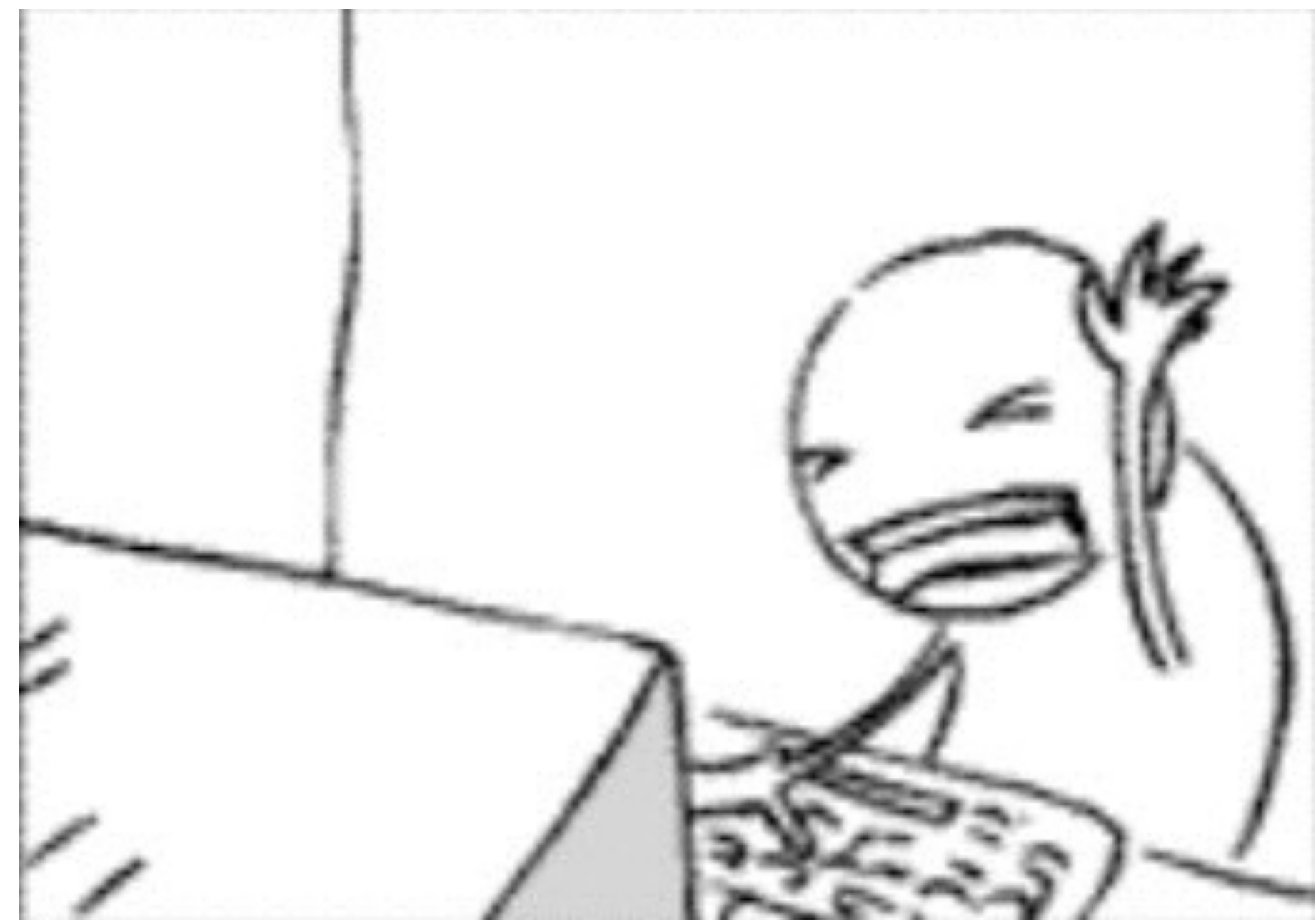
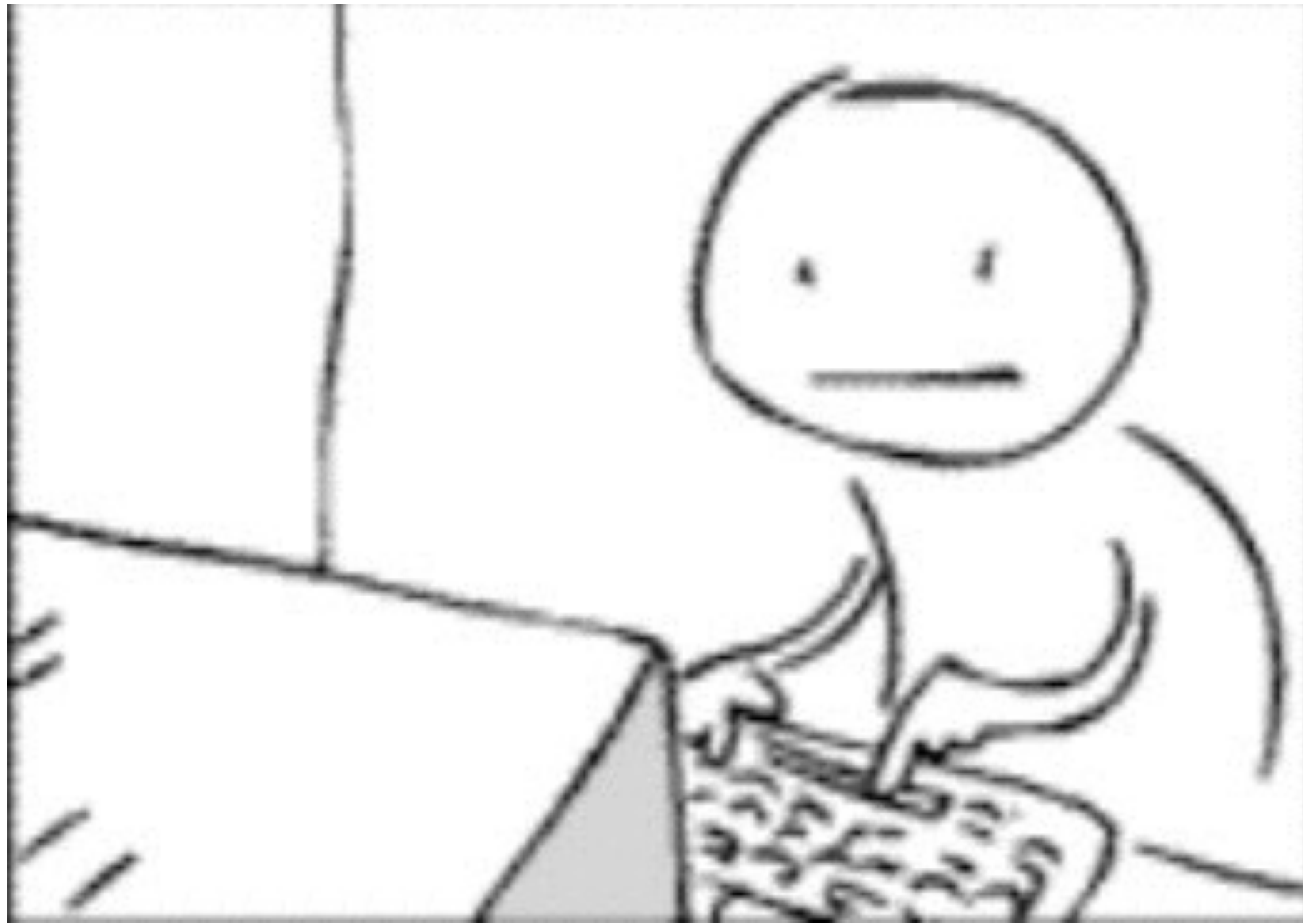


4. DRAWING AND REFINING









1. WHAT'S YOUR COMIC ABOUT?



2. WRITING THE STORY

OUTDOORS
Joe is running
JANE
Where are you
DE

3. LAYING OUT



4. DRAWING AND REFINING



DECIDING ON

GOAL

LENGTH

AUDIENCE

USE CASE

KEITH STARTS PLAYING A
GAME



RAPTR INFORMS KEITH'S
FRIENDS

ON THE RAPTR CLIENT...



ON FACEBOOK...



AND ON TWITTER.



THEY LOG ONTO THE GAME AND JOIN
KEITH IN AN EPIC GAME OF WITS AND
SKILL.





PLUS, IT'LL ONLY AUTOCOMPLETE
TYPE
AND YOU MIGHT GO STRAIGHT TO



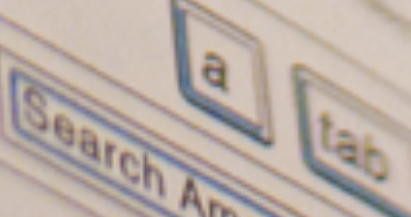
TAP!
TAP!

AND WHEN YOU SEARCH ON SITES LIKE
SPAZIO, WIKIPEDIA OR EVEN GOOGLE --



-- THE
SEARCH BOXES
ON THOSE PAGES
ARE CAPTURED
ON YOUR LOCAL
SYSTEM --

-- SO YOU CAN GATHER
SITES WITH DIFFERENT SEARCH
ON. STRAIGHT FROM THE SEARCH
BAR, BY STARTING THE SEARCH
AND PRESSING "TAB"



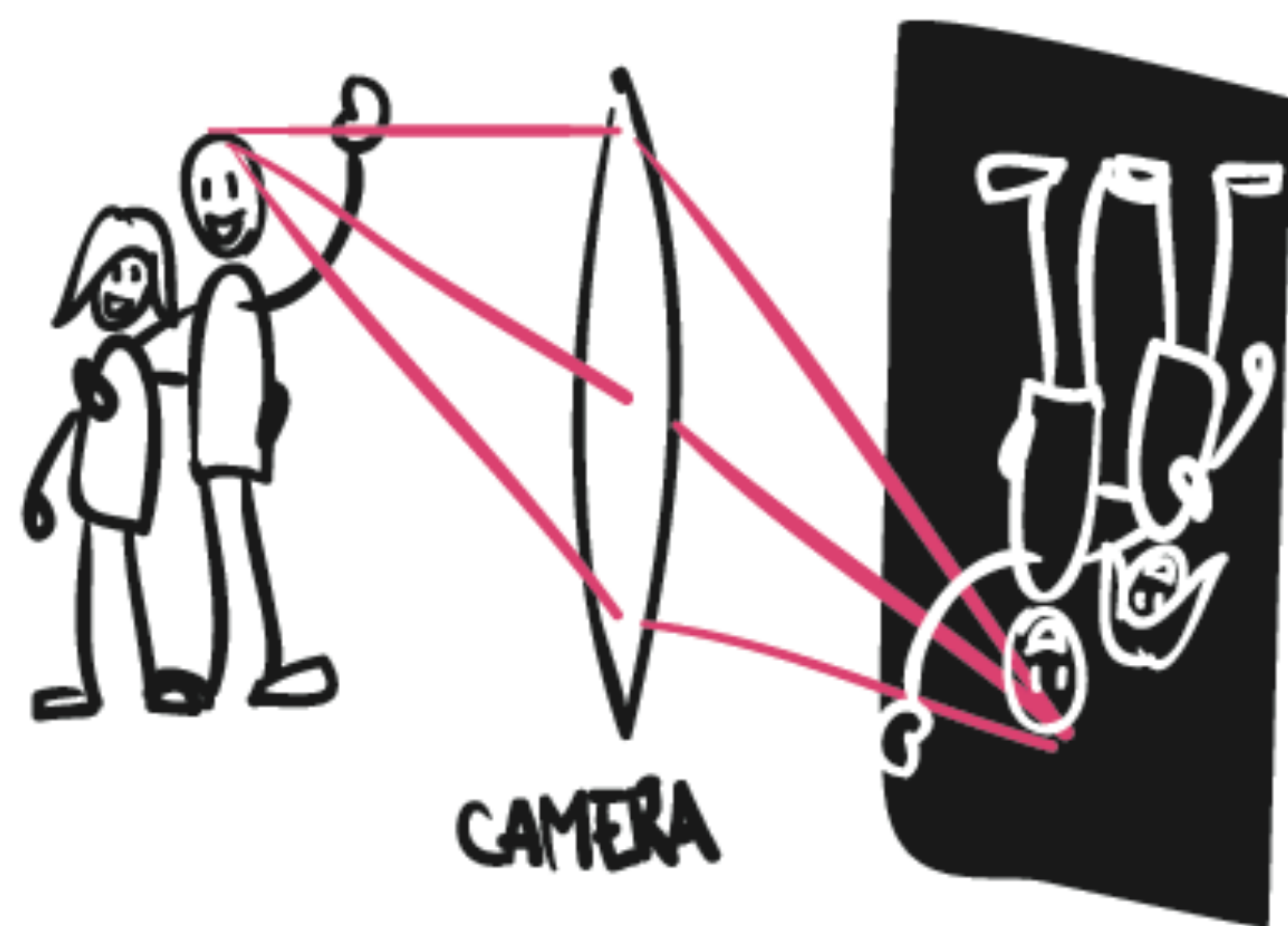
AND THE
GRID IS
HERE



このロボットは
日本のおもちゃ
のメーカーが
作ったものだ
と噂されている

ウイイイイ...

ウイイイ...





Square

- Free App on iPhone, iPad, Android
- Therefore, usable anywhere
- Accepts Visa, Mastercard, American Express, Discover
- Can sign on device
- Or enter the number and not swipe
- Beautiful design
- Daily deposit to your bank account
- Takes 2.75% per swipe
- Purchaser gets receipt by email or SMS
- No commitments, No contracts
- Can track invoices
- Device comes for free!

Square

- Free App on iPhone, iPad, Android
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 - Accepts Visa, Mastercard, American Express, Discover
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 - Beautiful design
 - Daily deposit to your bank account
 - Takes 2.75% per swipe
 - Purchaser gets receipt by email or SMS
 - No commitments, No contracts
 - Can track invoices
 - Device comes for free!
- What use cases are there?
 - Which are the important use cases to cover?
 - Who is the audience for the comic?
 - Which features?

1. WHAT'S YOUR COMIC ABOUT?



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OUTDOORS
Joe is running
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4. DRAWING AND REFINING



INT. TENT – LATE AFTERNOON **SETTING**

...Harry paces. Hermione snaps shut the flap. Smiles nervously. **ACTION**

HERMIONE

How're you feeling? OK?

Harry nods. Hermione glances about. Fleur sits in stony silence. Krum lies on a bench. Diggory paces.

HERMIONE **ACTOR**

The key is to concentrate. After that, you just have to...

HARRY

Battle a dragon. **DIALOGUE**

SETTING

IN A CAR

IN A BLACK SUBARU

ON MY WAY

ALMOST THERE

ON CREEK RD

CONSIDER WHAT SET-
TING DETAILS ARE IM-
PORTANT TO SHOW.

INDOOR

OUTDOOR



AT HOME



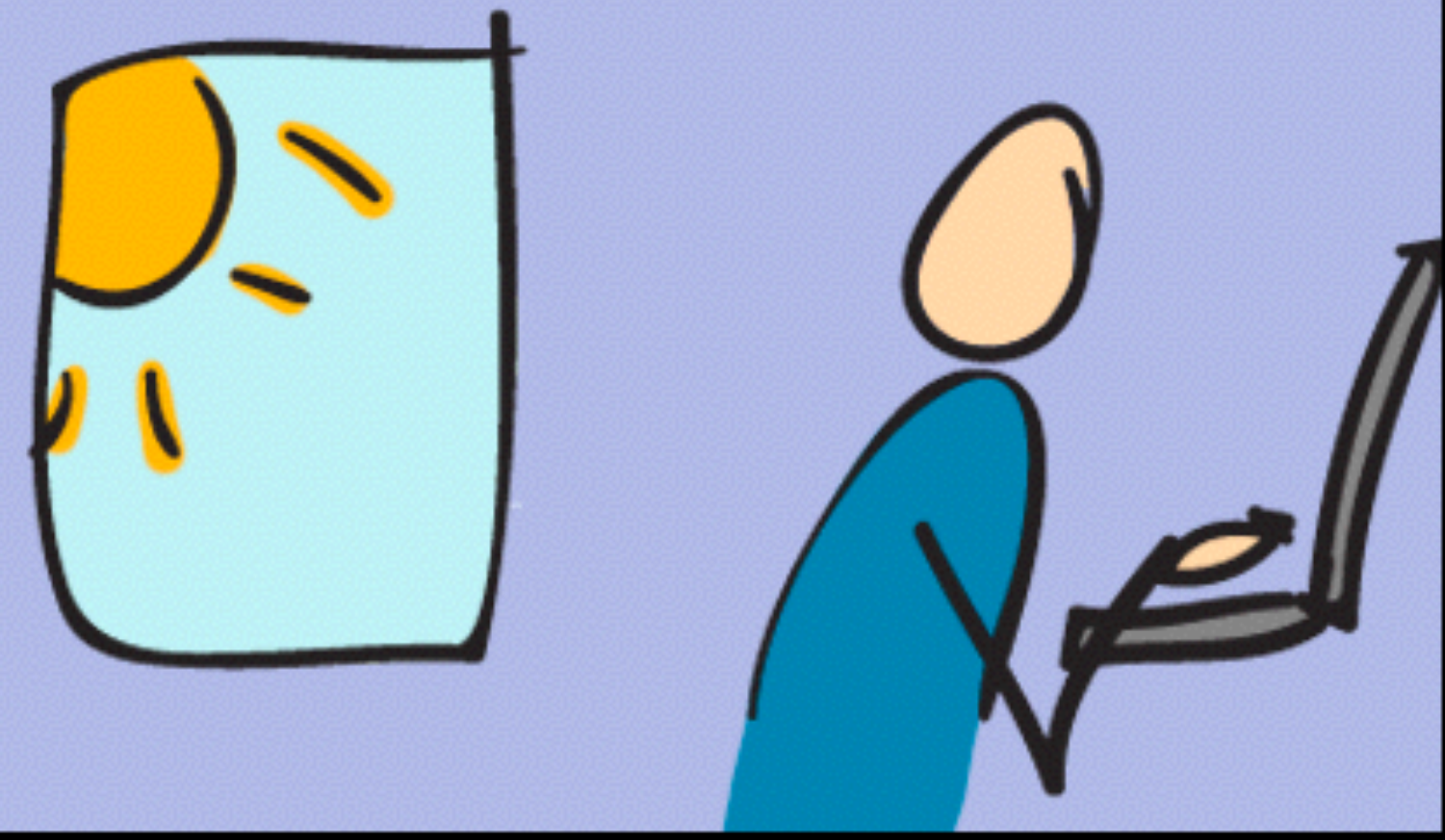
AT WORK



NIGHT TIME



DAY TIME





Pow

SMASH

I AM A
ROBOT

WOOOSH

HEY!

Scary

Hm...

pssst


|||||



"ANAL GEORGE"


ON ROBSON STREET IN VANCOUVER...

HE SAID TO
MEET AT
STARBUCKS.




AN HOUR LATER...

WHERE IS HE?!



MEANWHILE, ACROSS THE STREET...

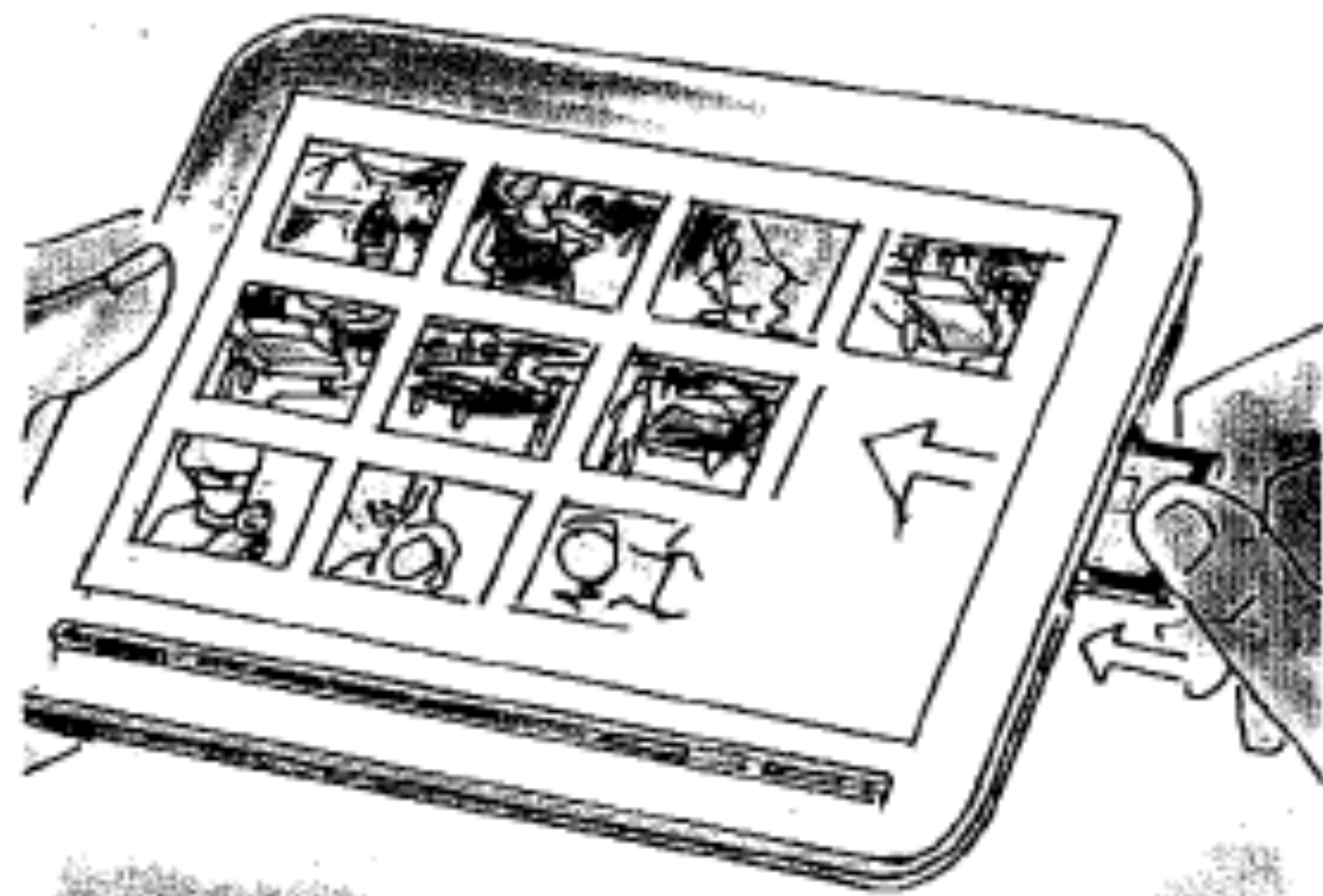
I TOLD HIM TO
MEET AT STARBUCKS
ON ROBSON. HOW
MANY ARE THERE?







When his baby was born Bill decided to create a digital photo album of all the pictures. He brought the digital camera home from the hospital, sat down at table in the kitchen and removed the flash card from the camera.



The Tablet turns itself on when Bill inserts the flash card into the Tablet. This automatically starts the process of transferring the pictures to the Tablet. Bill watches as the Tablet displays the incoming pictures.



0

I keep seeing signs around Lisbon's restaurants that give detailed instructions on how to wash your hands. The necessity of these signs has me worried.

I keep seeing signs around
Lisbon's ~~restaurants~~ that give
detailed instructions on how
to wash ~~your~~ hands. The
necessity of these signs has
me worried.

I keep seeing signs around
Lisbon ~~that give~~ giving
detailed ~~hand-washing~~
instructions ~~on how to wash~~
~~hands.~~ The ~~necessity of~~ these
signs ~~has me~~ worriedy me.

~~I keep seeing~~ These signs
around Lisbon giving detailed
hand-washing instructions.
~~These signs~~ worry me.

77



@russu
Russ Unger

71

The existence of this sign kind of scares me. yfrog.com/h7sfzavj



THE SCRIPT

CHOOSE ONE OR TWO CORE IDEAS

AIM FOR 3-8 STEPS IN THE SCENARIO

THE CHARACTER IS THE NARRATOR

REMEMBER TO SCRIPT DIALOGUE!

INT. OFFICE

1. *Lou the publisher is at his computer, frustrated.*

LOU

Wish there was a way I could accept credit cards at conferences so people can buy my books...

2. *Lou sees Square website (or advertisement) on his screen.*

LOU

Maybe I'll try this Square thing. It doesn't cost anything and there's no contract. Why not.

INT. CONFERENCE CENTER, BANNER IN BACKGROUND

3. *Lou is in front of his book mobile at UXLx. Customer is talking to Lou and handing a credit card.*

CAPTION

A few weeks later...

CUSTOMER

I'd like to buy these books, please.

LOU

Sure!

4. *Lou swipes the card through his Square reader*

5. *Lou hands phone to customer.*

LOU

Sign here and your receipt will be emailed to you.

LAYING OUT THE COMIC

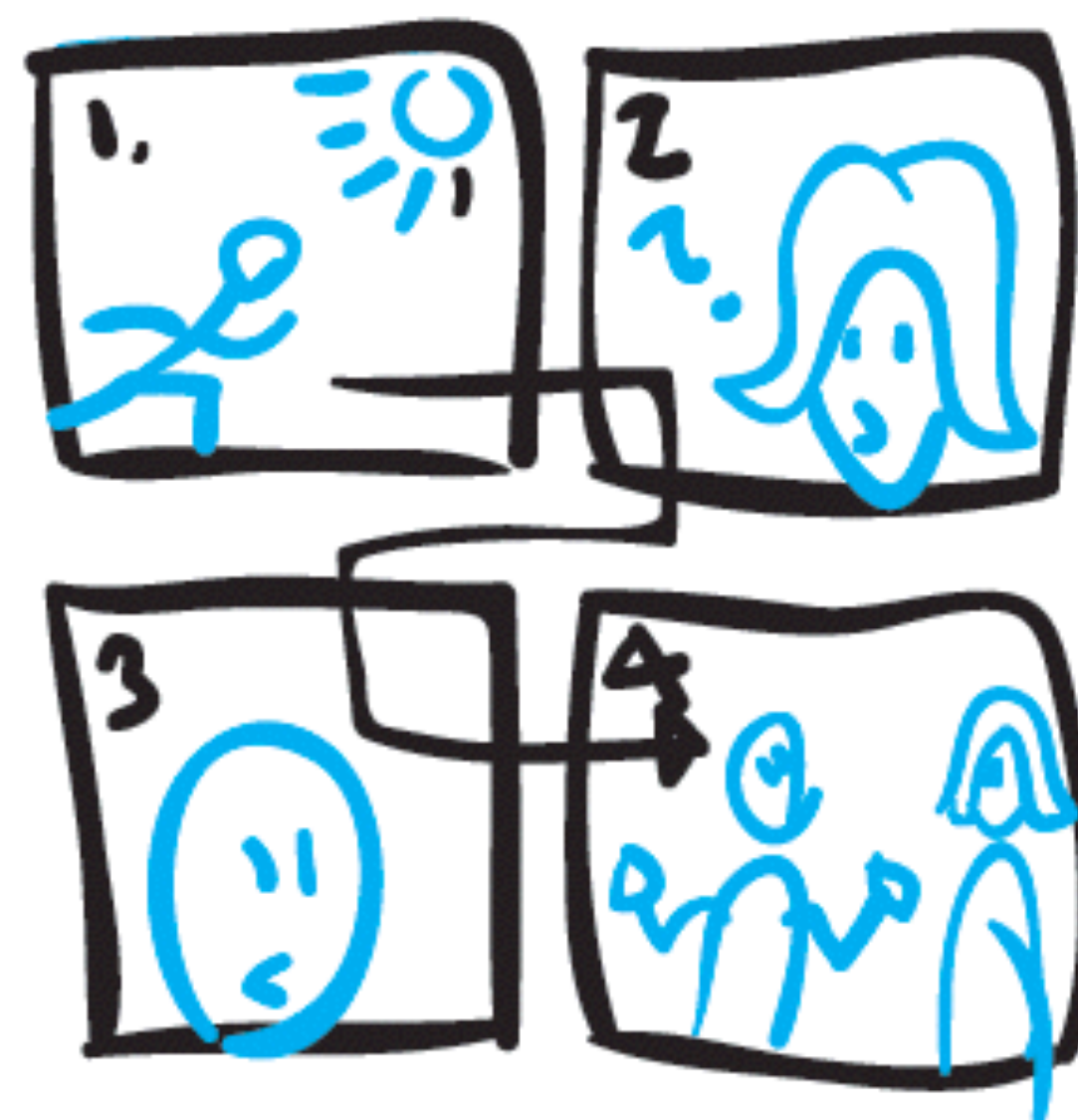
1. WHAT'S YOUR COMIC ABOUT?



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OUTDOORS
Joe is running
JANE
Where are you
DE

3. LAYING OUT



4. DRAWING AND REFINING



LAYING OUT

COMPOSITION

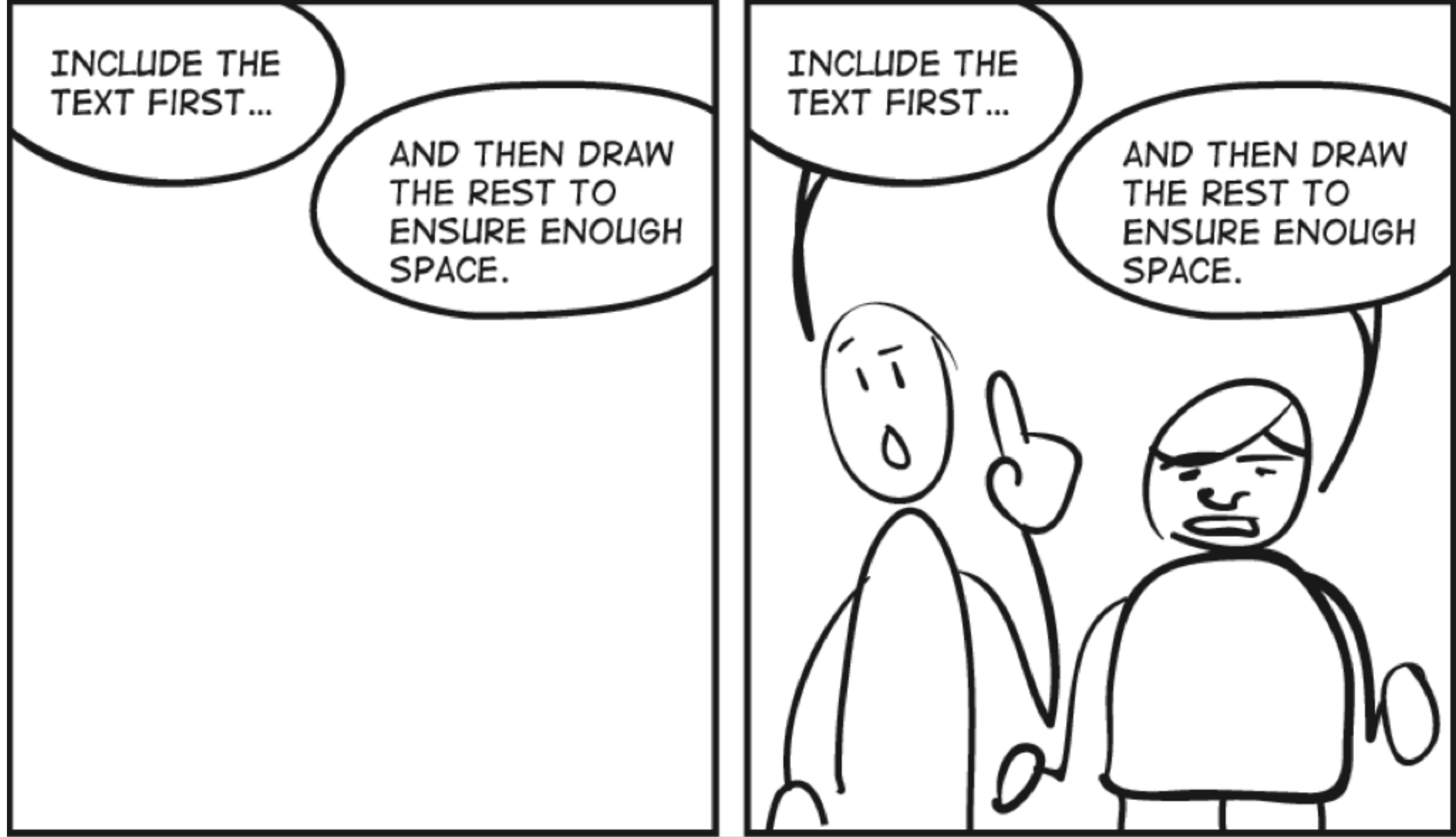
PERSPECTIVE

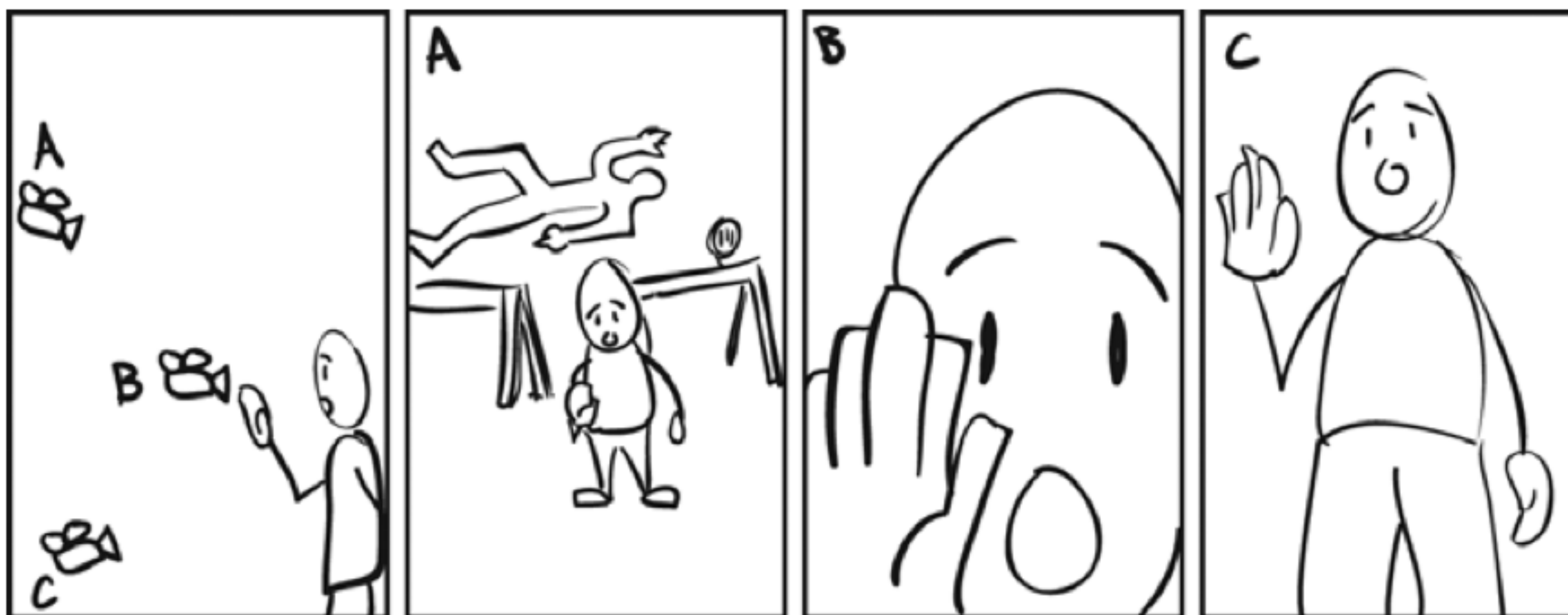
FLOW



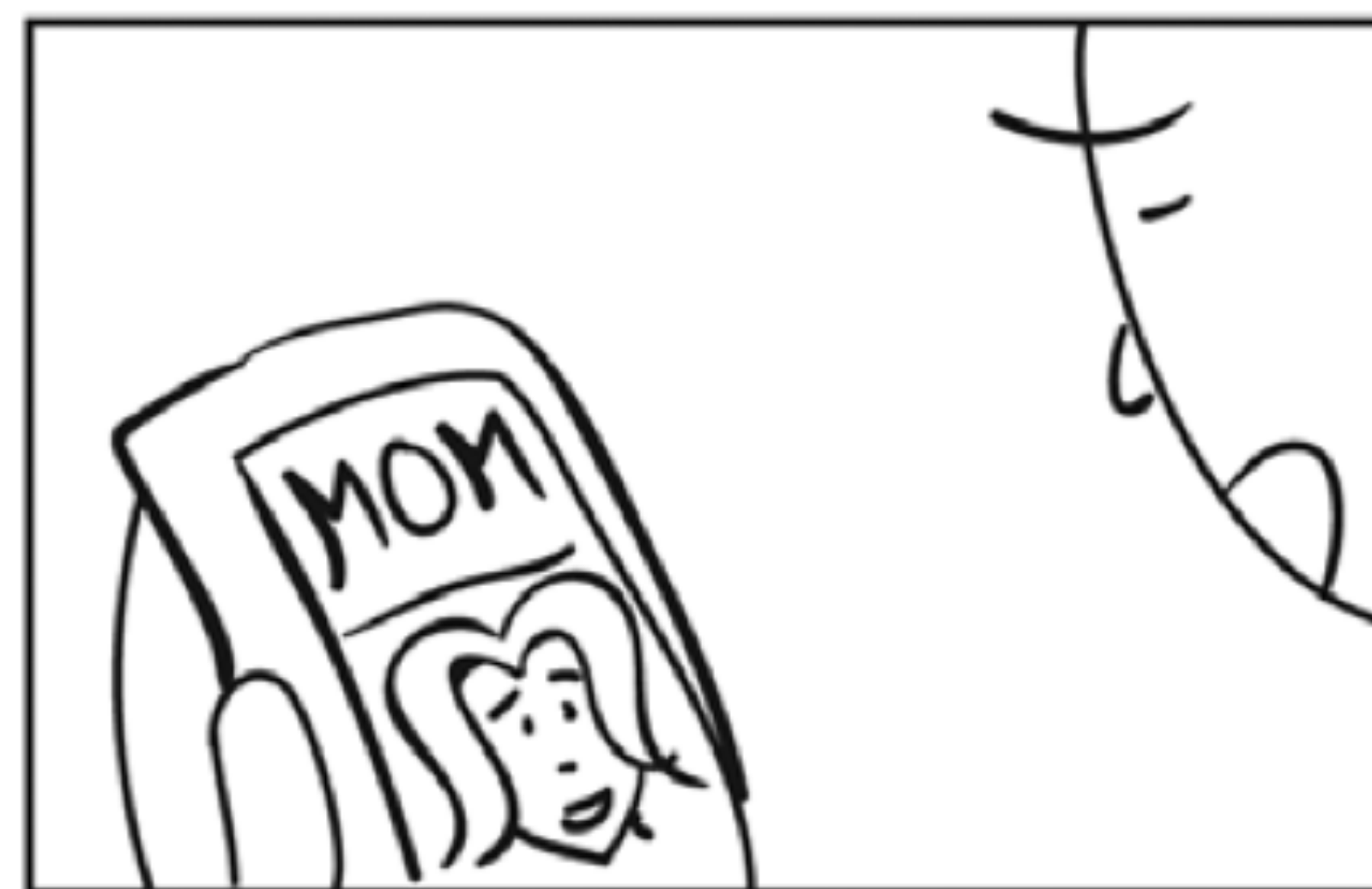


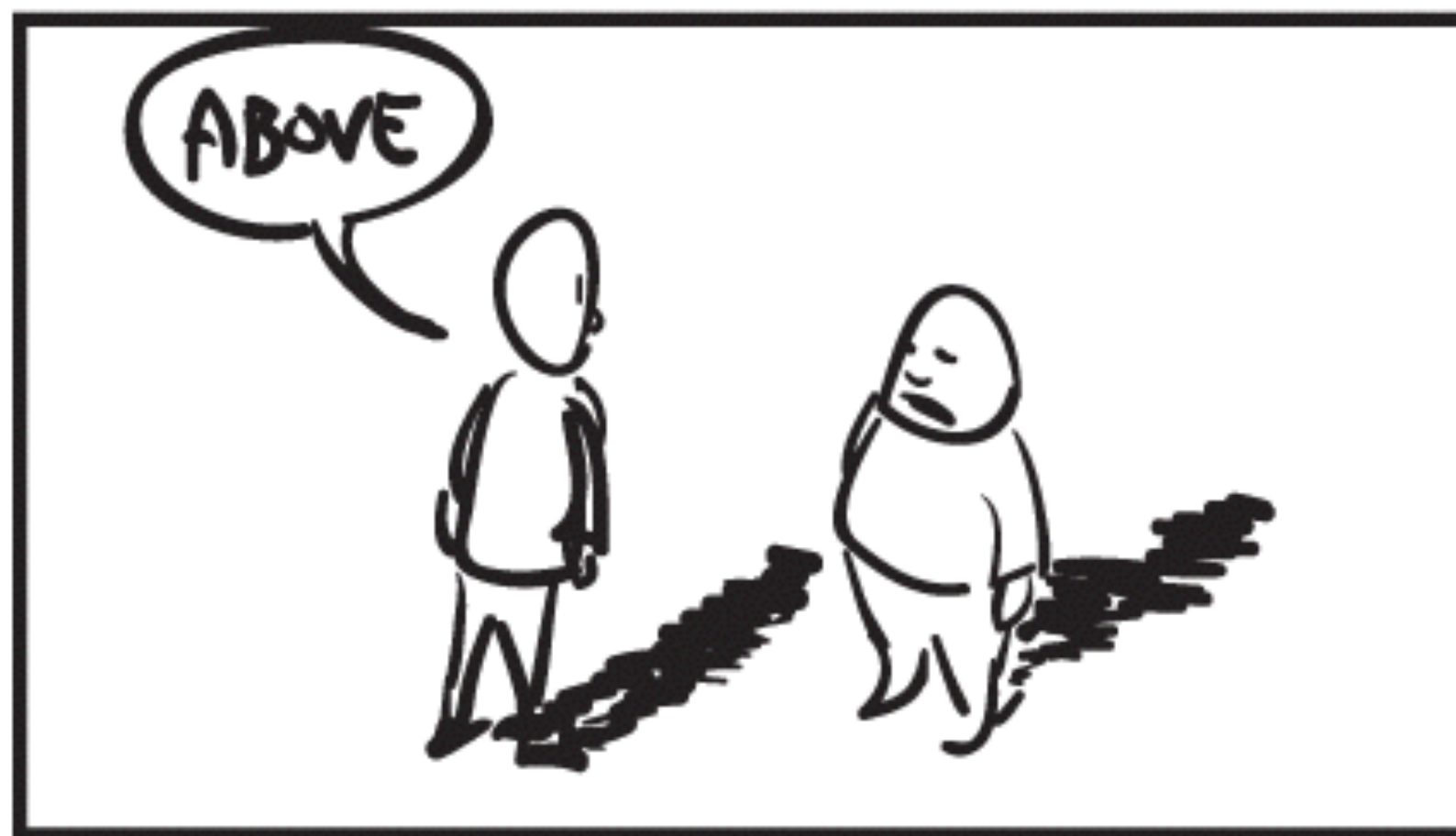
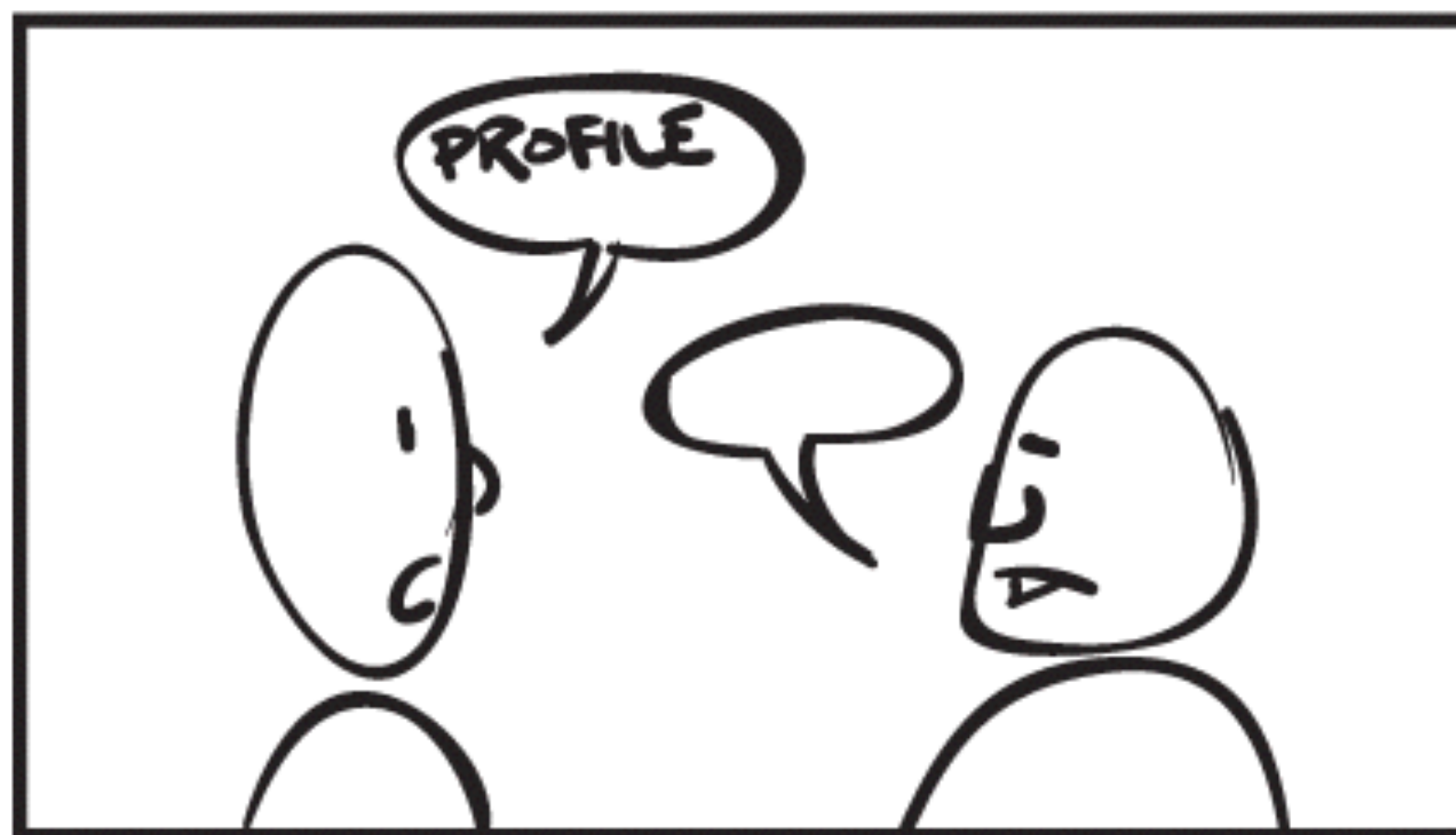












TOOLS FOR CREATING COMICS

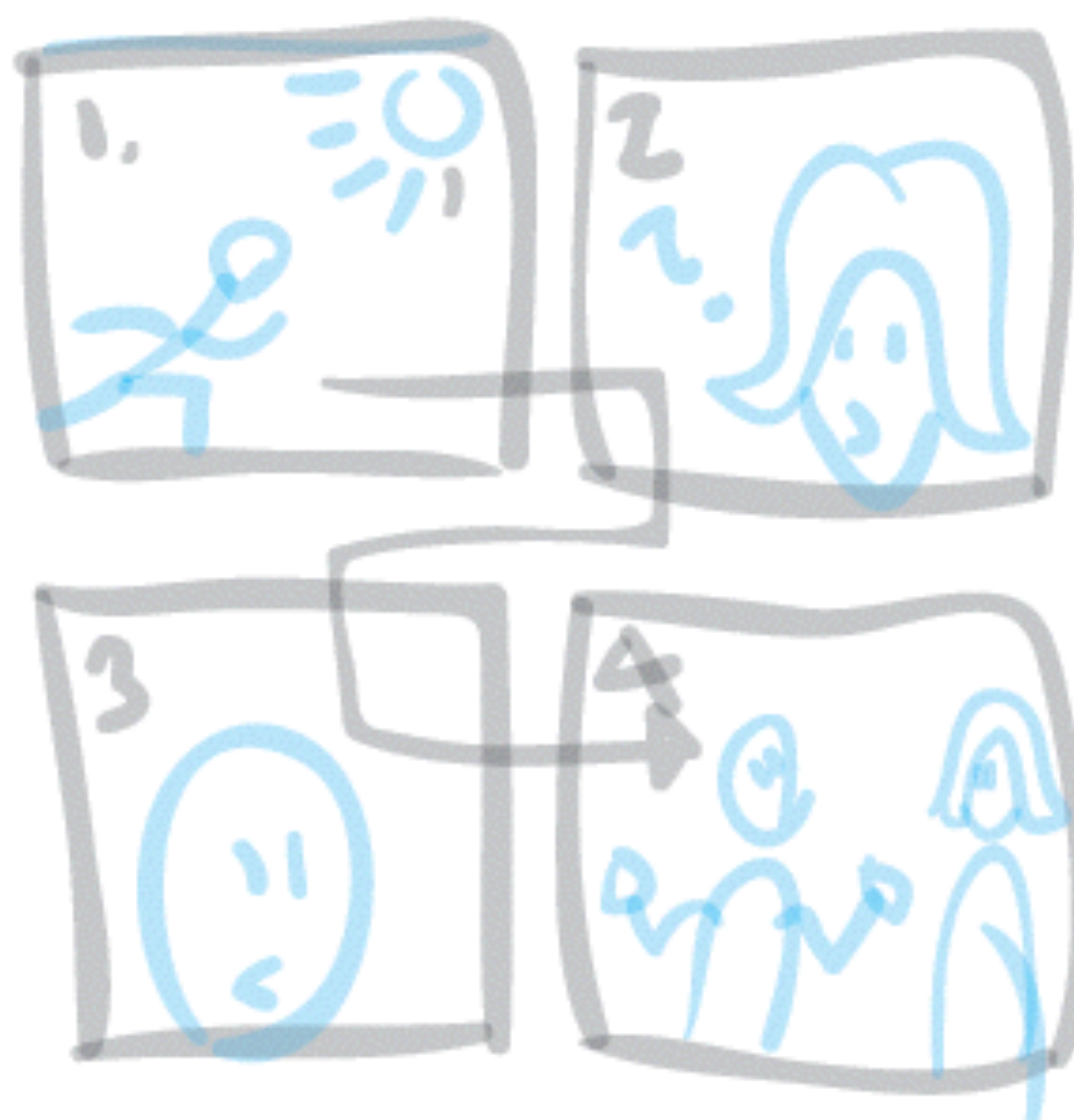
1. WHAT'S YOUR COMIC ABOUT?



2. WRITING THE STORY

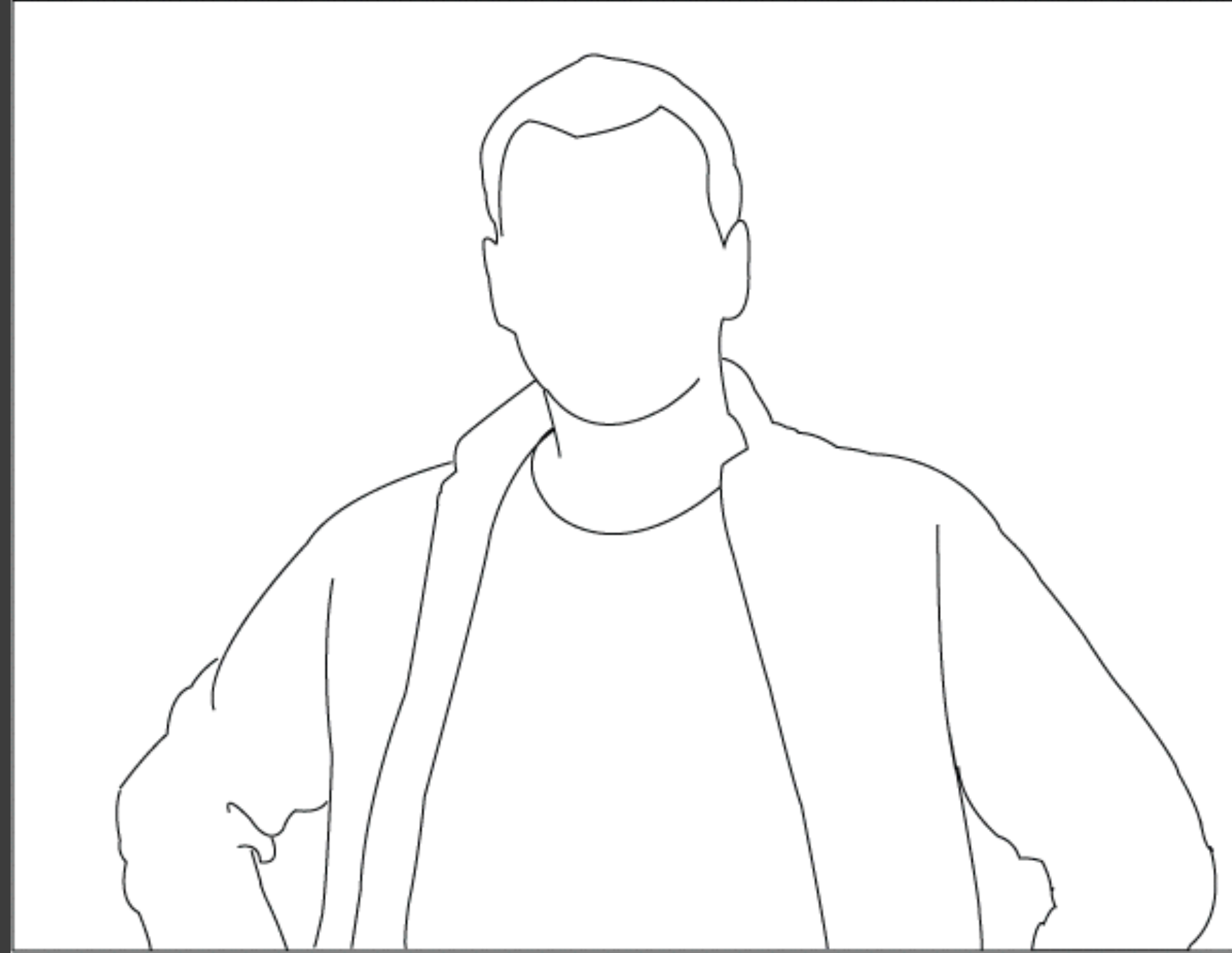
OUTDOORS
Joe is running
JANE
Where are you
DE

3. LAYING OUT



4. DRAWING AND REFINING







<http://avatars.yahoo.com>

STEP 1: Choose starter avatar

FEMALE



MALE





[Buy Now!](#)

[Upgrade](#)

The Workspace

[The Timeline](#)

[Pan & Zoom](#)

[Printing](#)

[Import Export](#)

Main Toolbar

Play your storyboards back, see an overview, custom print your board and use our new Pan and Zoom tool.

Navigation Tools

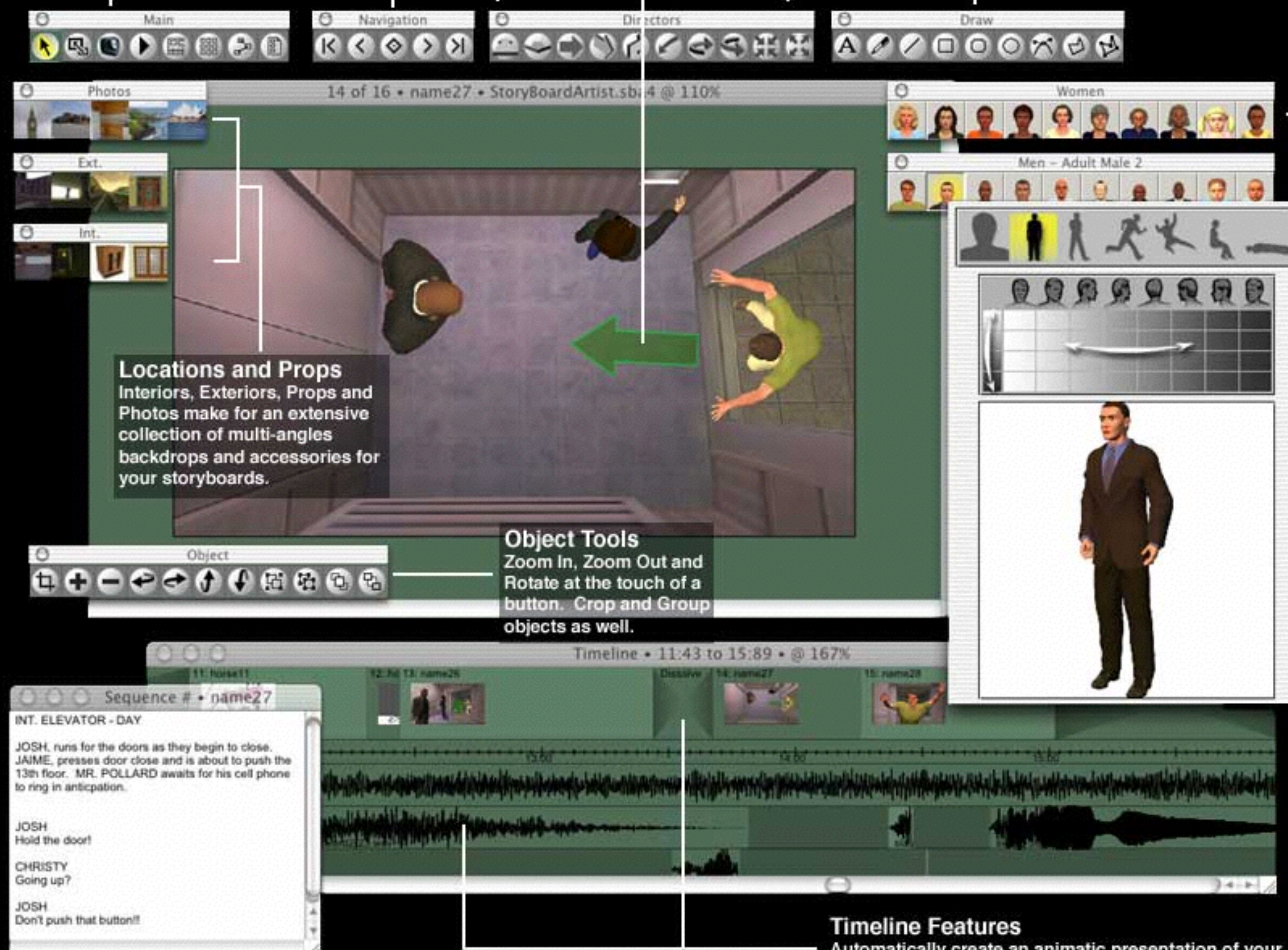
Go to any point in your story series with one click.

3D Directors Tools

Indicate camera movement and shot direction with the Directors tools. Change color and opacity.

Draw Tools

Create in-frame text, use pen tool, lines, polygons and bezier curves for custom needs.



Locations and Props
Interiors, Exteriors, Props and Photos make for an extensive collection of multi-angles backdrops and accessories for your storyboards.

Object Tools

Zoom In, Zoom Out and Rotate at the touch of a button. Crop and Group objects as well.

Characters

Pre-drawn characters come in various rotations, positions, angles as well as expressions. No rendering necessary.

Timeline Features

Automatically create an animatic presentation of your storyboards. Between-frame transitions, multiple tracks of editable sound and easy to set frame durations make seeing your board in action a snap.

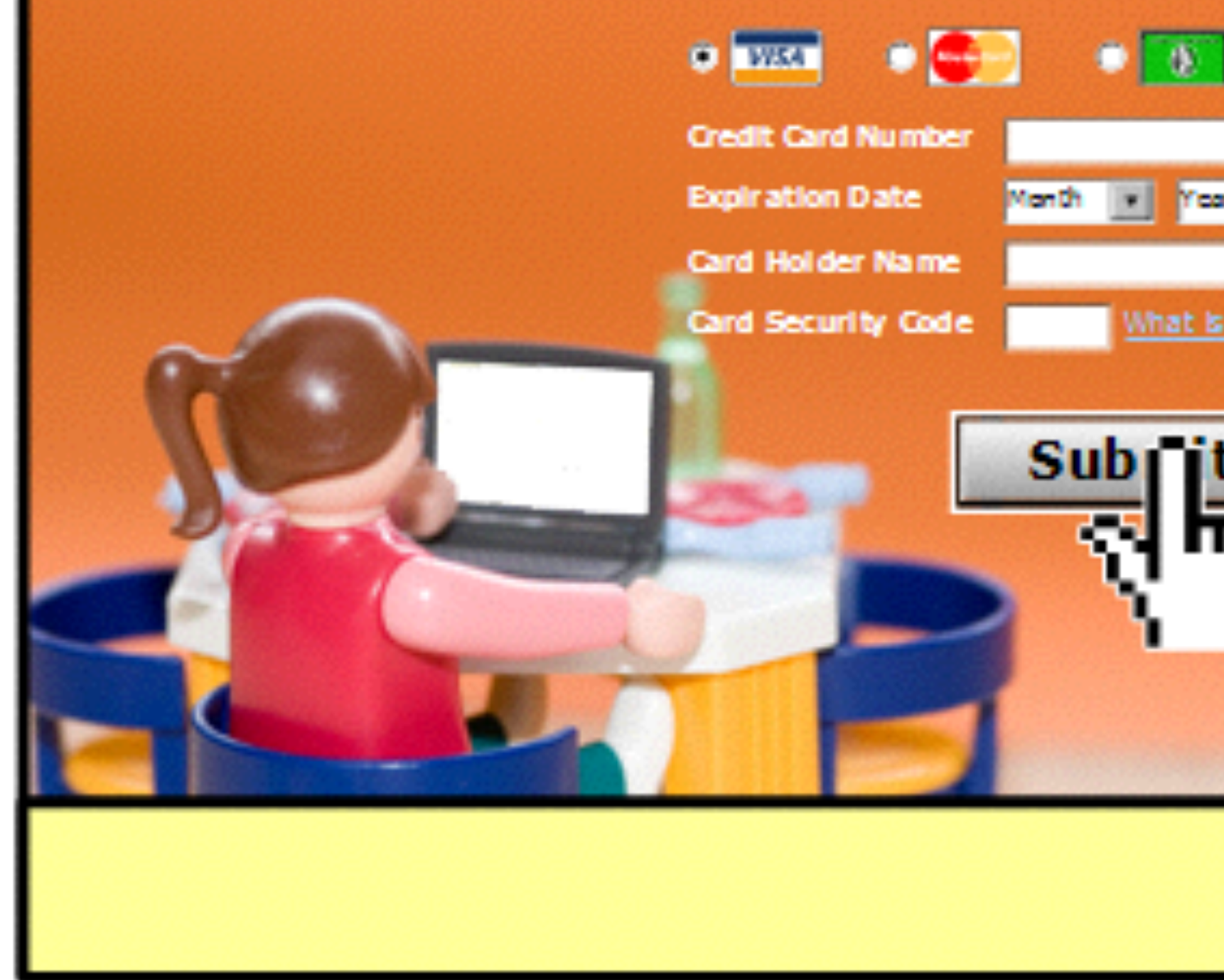
Text Fields

Import your script from any screenwriting tool and manage your project with over 15 data text fields. Create a searchable database from your script.

Storyboard Artist: <http://storyboardartist.com>

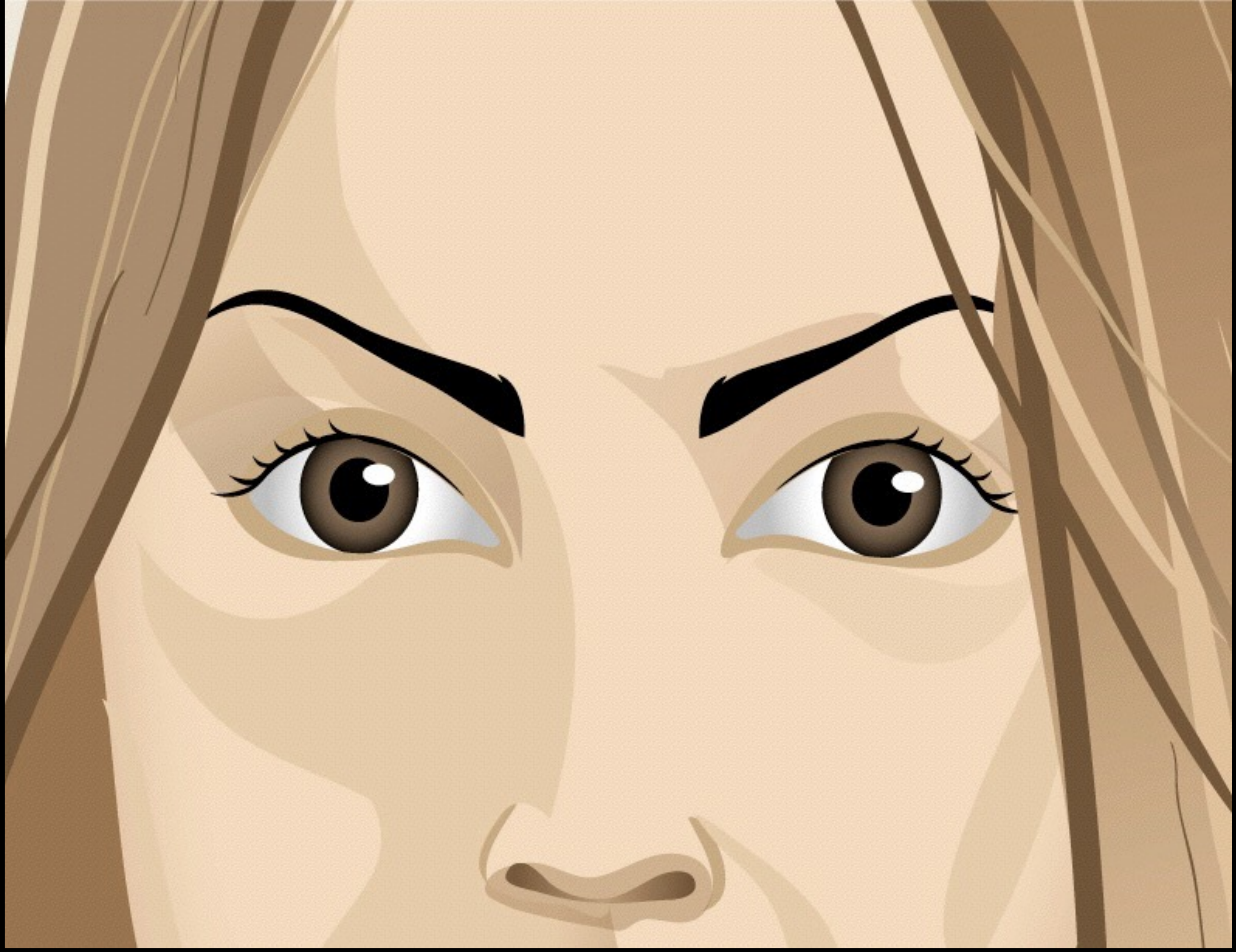








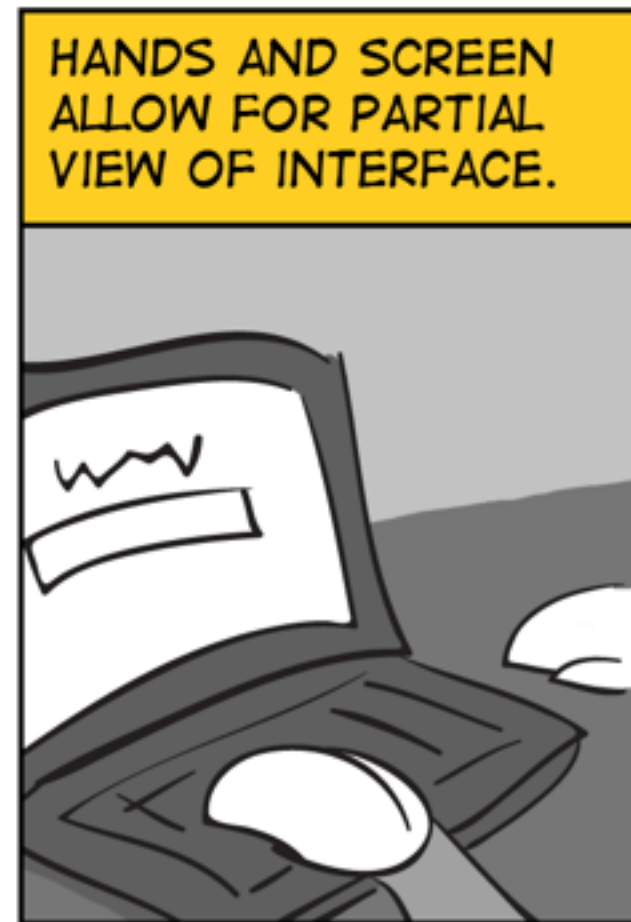
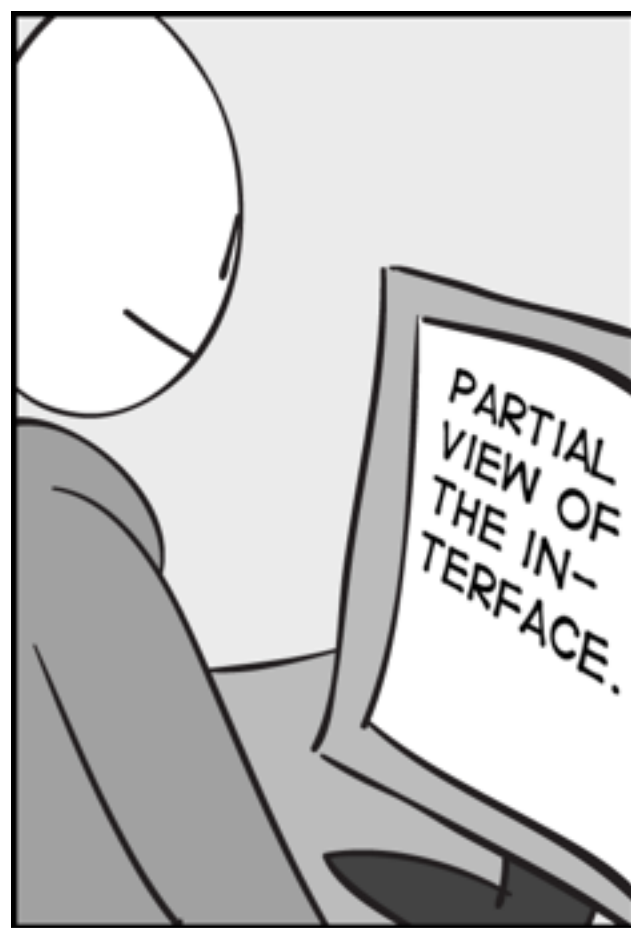


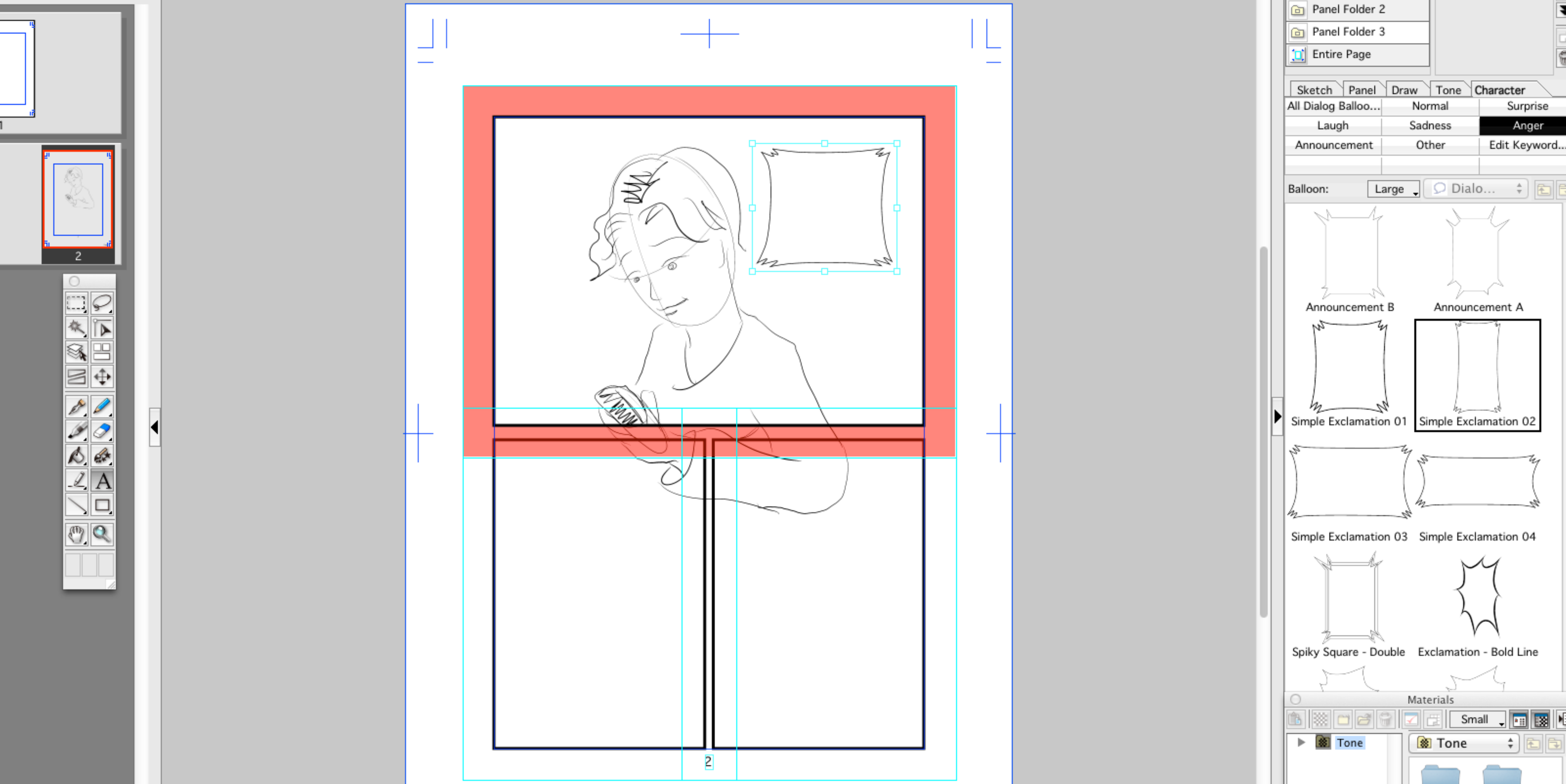
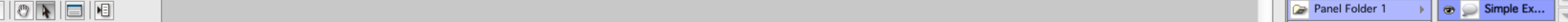
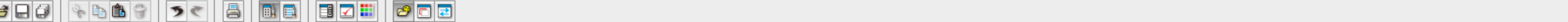


WALLY WOODS 22 PANELS THAT ALWAYS WORK !!

OR SOME INTERESTING WAYS TO GET SOME VARIETY INTO THOSE BORING PANELS WHERE SOME DUMB WRITER HAS A BUNCH OF LAME CHARACTERS SITTING AROUND AND TALKING FOR PAGE AFTER PAGE!







Beginner's Assistant

Edit Layer : Simple Exclam... 100 %

Panel Folder 1

Panel Folder 2

Panel Folder 3

Entire Page

Sketch

Panel

Draw

Tone

Character

All Dialog Balloo...	Normal	Surprise
Laugh	Sadness	Anger
Announcement	Other	Edit Keyword...

Balloon: Large Dialog...

Announcement B

Announcement A

Simple Exclamation 01

Simple Exclamation 02

Simple Exclamation 03

Simple Exclamation 04

Spiky Square - Double

Exclamation - Bold Line

Materials

Tone

Tone



Save



Print



Email



Facebook



New Page



Zoom In



Zoom Out



Fit



Front



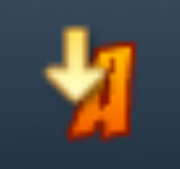
Back



Style



Bigger



Smaller



Inspector



Colors

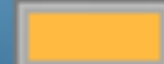


Fonts

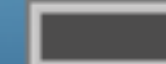
Stroke:



Fill:



Shadow



Your Title Here

Your words here...

Your words here...

1

DRAW IN A TEMPLATE OR LAYOUT



TEMPLATE PAGES

PANEL LAYOUTS



FOLDER:



KC



Bitstrips

Read

Create

Comic
Character
Avatar

 Login

— or —

Email:

Password:

LOGIN

[Lost password?](#)

Bitstrips

About
Community
Guidelines
Help
Feedback
Report Bug

COMIC BUILDER

LAYOUT

ART LIBRARY

TEXT BUBBLES

CONTROLS

FILTERS

Collections

Search

- Beach
- City
- Electronics
- Home

Characters

Scenes

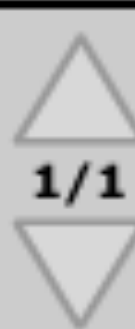
Props

Furniture

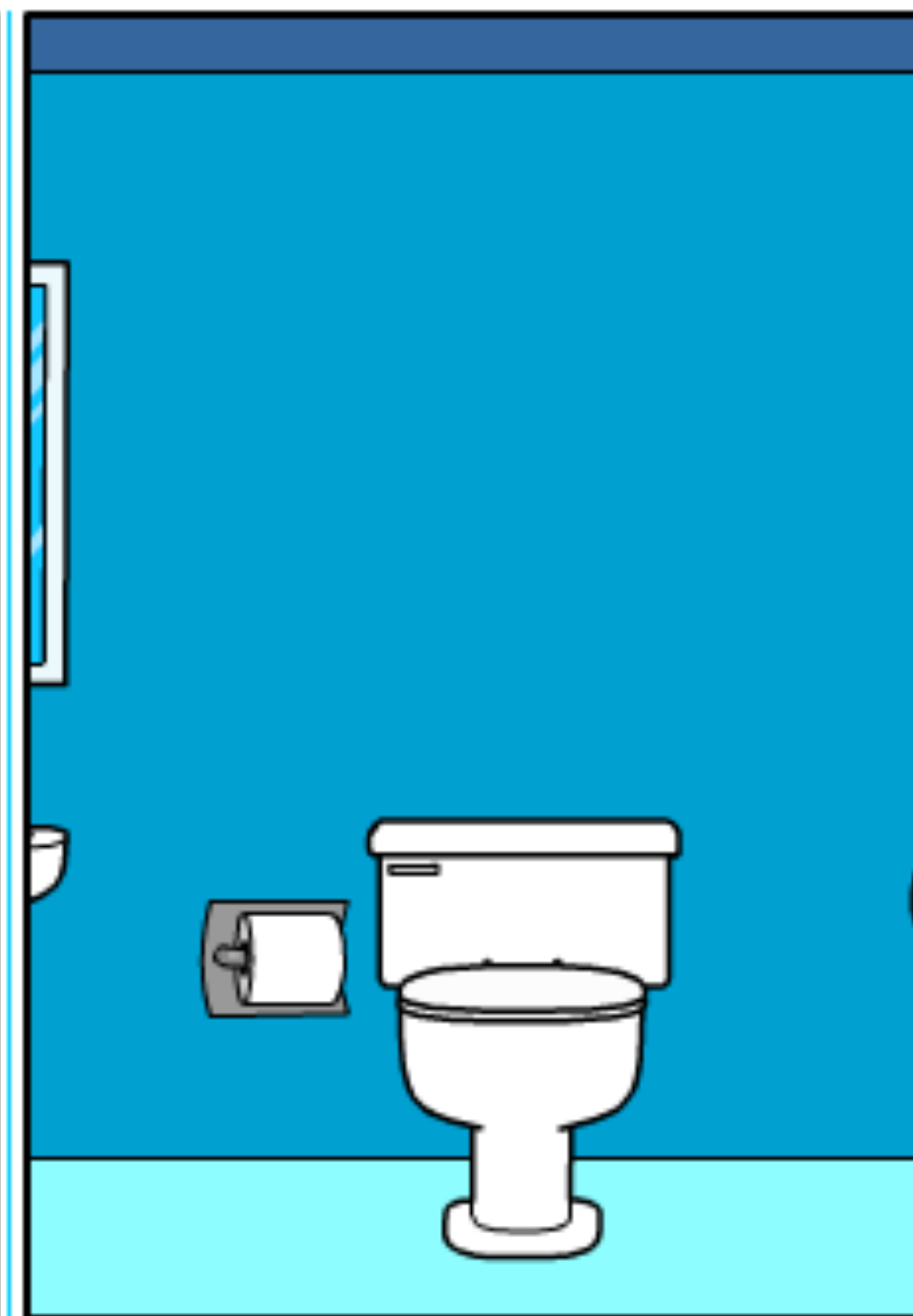
Effects

Shapes

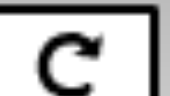
Outfits



'Title of Strip'



Undo/Redo



BG Move/Zoom/Rotate



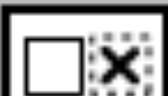
Lock



Layer up/down



Copy/Paste/Delete



Add/Remove Panel, Row

SAVE



Untitled

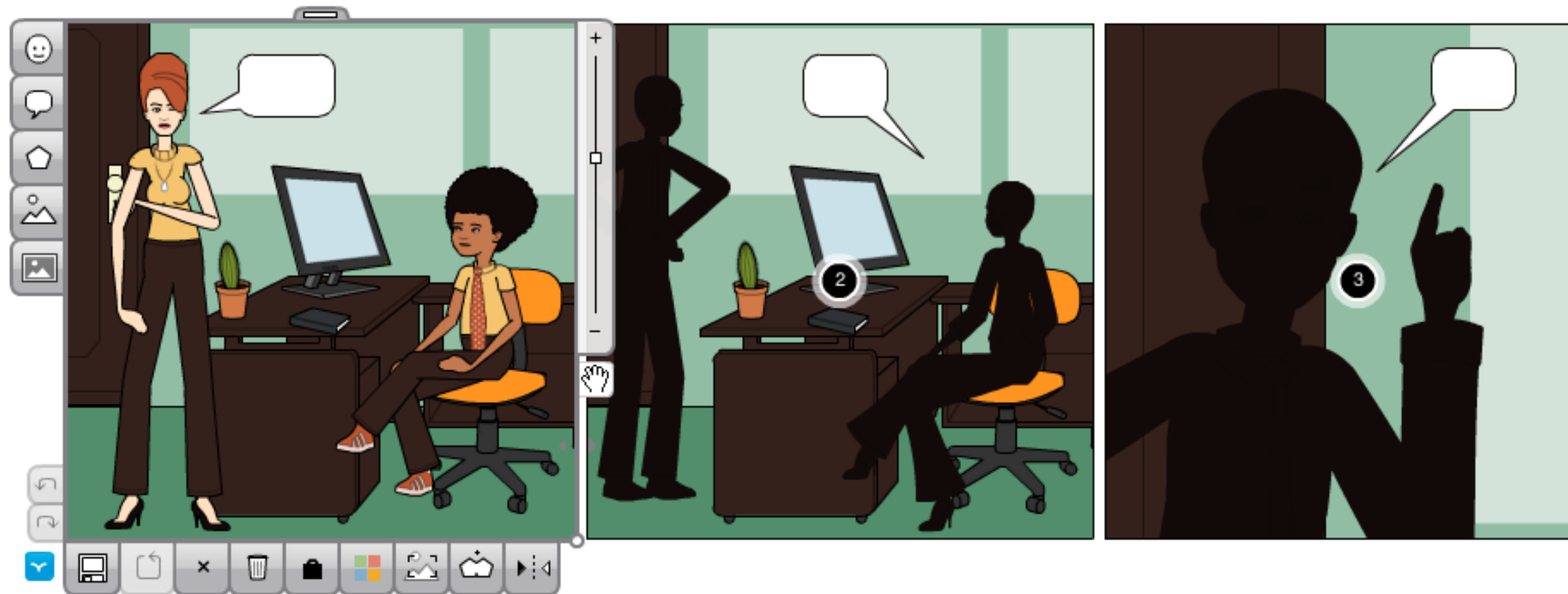
[Make this a Team Comic™ \(beta\)](#)



Advanced Comic Maker



Edit Settings



[Save for Later](#)

[Save and Continue](#)

Pixton

DRAW!

DECIDE ON LAYOUTS / ANGLES / FLOW

DON'T FORGET TO ADD DIALOGUE

GESTURE AND FACIAL EXPRESSIONS SAY A LOT

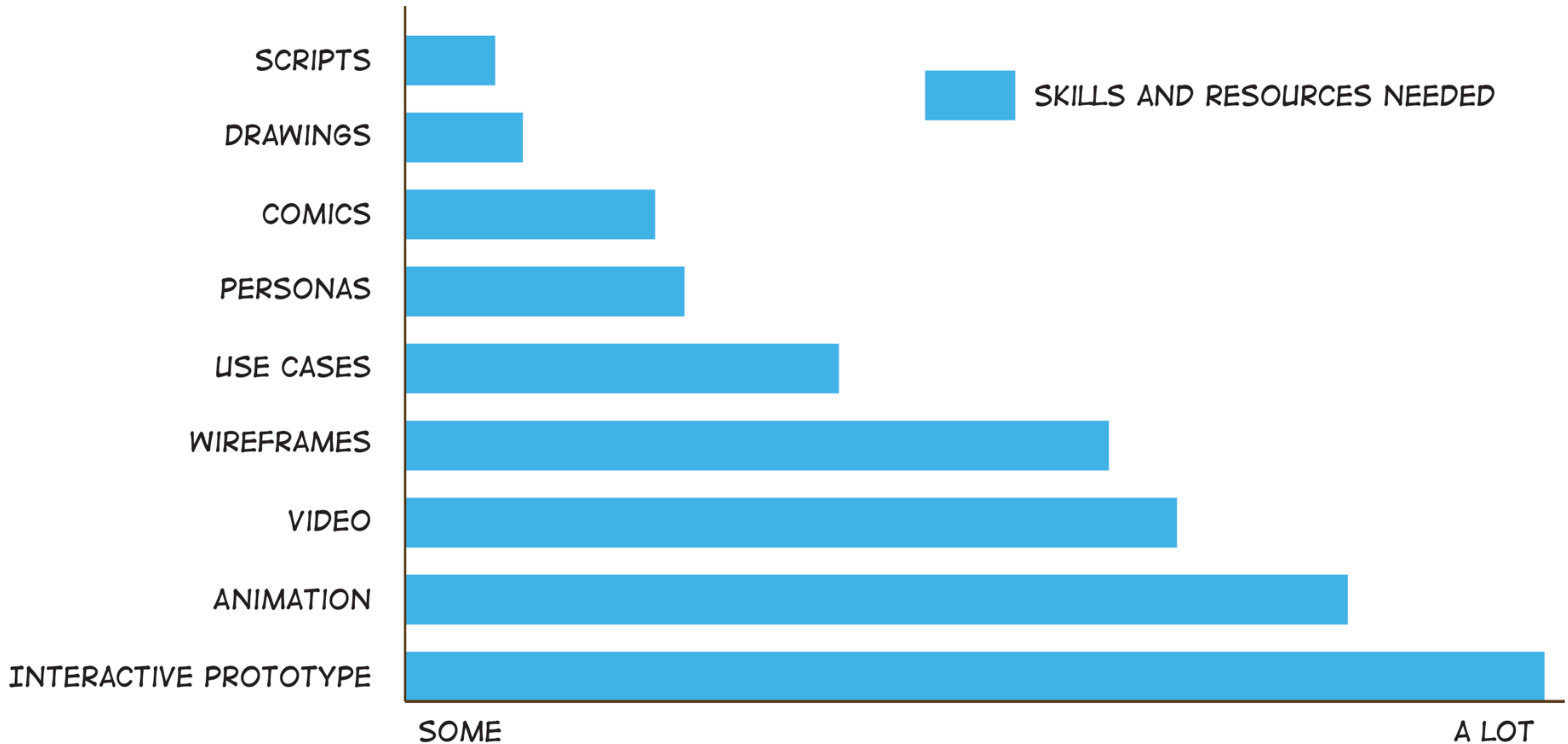
SHOULD COMMUNICATE STORY ON ITS OWN

SELLING TO YOUR
ORGANIZATION

COMICS?! HA!







Based on original chart by Gayle Curtis and Laurie Vertelney

THEY WANT STRATEGIC LESSONS – AND THEY WANT IT PRESENTED IN AN ACCESSIBLE, TO-THE-POINT WAY. MOST CAREER BOOKS TAKE ABOUT 30 HOURS TO PLOW THROUGH.

YOU CAN READ THIS BOOK IN AN HOUR.

– DANIEL PINK



KEITH STARTS PLAYING A GAME.



RAPTR DETECTS THIS AND INFORMS KEITH'S FRIENDS ...



ON THE RAPTR CLIENT ...



ON FACEBOOK ...



AND ON TWITTER.



THEY LOG ONTO THE GAME AND JOIN KEITH IN AN EPIC GAME OF WITS AND SKILL.



Raptr is the Social Platform for Those Who Like to Play and Discover Games

KNOW

SHARE

DISCOVER

UPDATE



**"INSTRUCTIONS THAT LOOK
EASIER ARE INTERPRETED AS
EASIER TASKS."**

A RECIPE FOR MOTIVATION: EASY TO READ, EASY TO DO

<http://www.scientificamerican.com/article.cfm?id=a-recipe-for-motivation>

INSTEAD OF...

DO YOU UH...WANT TO
SEE THIS...COMIC I
MADE?

...MAYBE?



TRY...

I'D LIKE TO REVIEW
THIS STORYBOARD
FOR OUR PRODUCT
CONCEPT.





YOU WERE GREAT!

KC@KEVNULL.COM

- pinboard.in/u:kevnull/t:seewhatimean

twitter: [@kc](https://twitter.com/kc)

book: seewhatimean.org

code: [UXLONDON](#)

blog: kevnull.com

comic: okcancel.com

