

International Entrepreneurship Educator's Programme

Entrepreneurial Learning - Pedagogical Note Series

9. Use of Drawing

1. What is Use of Drawing?

This is essentially the transmission of ideas into pictures. It is used to stimulate participants in a programme to express themselves and their ideas in a pictorial form, often with the use of metaphor. It then stands as a basis for discussion of participant ideas and concepts.

2. How is the exercise constructed?

Programme participants are asked, usually in groups, to discuss the meaning of a concept or an event. They are asked to portray this in pictorial form as a basis for presentation and discussion with other participants.

An example:

- the object of the session is to explore the concept of enterprise culture. The aim is to begin with an exploration of what this means to the participants and to explore whether there is a shared concept
- the class is divided into small groups and each are given pens and a flip chart sheet. Each group is asked to 'discover' its own meaning for enterprise culture and to write down what they see as the key components
- the group is then asked to draw a picture which they believe encapsulates the meaning of enterprise culture
- the picture is then shown to the rest of the class and the class are asked to describe what it means to them
- this is then compared with the meaning that the group was trying to portray and the group are asked to explain this to other participants
- the facilitator notes all the meanings given and attempts to pull these together for discussion of the concept and why it was given different meanings. Academic concepts and research work can be introduced to build wider understanding

The approach can be used in a number of ways but most importantly; to test understanding after readings and discussion; and, to harvest preconceived views and attitudes relating to a subject as a basis for discussion

3. Relevance to Entrepreneurial Learning

The exercise aims to stimulate creative expression. It also is designed to give ownership of learning to participants by creating discussion on the basis of their existing knowledge and ideas.

4. Outcomes

A strong basis for mutual understanding is created. A sense of ownership is given and participation in learning is maximised. The power of visual presentation is demonstrated.