



**TAKE  
YOUR  
PLACE**

# Creating an ethnographic doodle


with Kazz Morohashi

Kazz Morohashi is a visual and interaction designer currently working in Los Angeles. She uses the power of art and design to bring people together to think and learn about the world we see today. Her work has received national and international awards and clients include museums and other public institutions, such as the British Council.

## Objective

Ethnographic doodle is a type of illustration practice, combining ethnography (the study of people and culture mainly through observation) and doodling (informal image making) to visually document human culture. During this session you will create your own ethnographic doodle, a powerful visual research method that can be super fun and useful in many career contexts.

## YouTube workshop link

 [Youtube workshop video](#)

## Workshop duration

This activity should take approximately 1-1.5 hours to complete. You can adapt this session to suit your own circumstances.

## What materials do I need?

- 3x sheets of paper (A4 or similar size)
- Pencil
- Coloured pens or pencils (optional)



## Warmup

It's important to warm up your hands and wrists and there are a lot of fun exercises you can do. To start, draw a circle, square, triangle, and a blob in a line on your first piece of paper. Repeat these shapes two or three times. Next, see if you can combine two of these shapes to make a person. Consider the different combinations of shapes that could be used to form a figure.

**TOP TIP:** different shapes can convey different emotions. For example, triangles and angular shapes can convey anger and aggression.

## Task one:

Take a piece of paper and fold it into three sections, with the top section smaller than the other two.

In the top section, write your theme, which will be 'park' for this first task. In the middle section we'll create a word list. Spend a couple of minutes thinking of as many words as you can relating to the theme 'park'. The words could refer to objects, a feeling, a season, absolutely anything that you associate with a park. Next, spend five minutes doodling in the bottom section of your page, taking inspiration from your word list.

## Catch up on the recording:

▶ [Timestamp: 31:26](#)

**TOP TIP:** if you need to, you can do an image search online of words from your list. It's OK to refer to pictures as inspiration for your doodles!

## Task two:

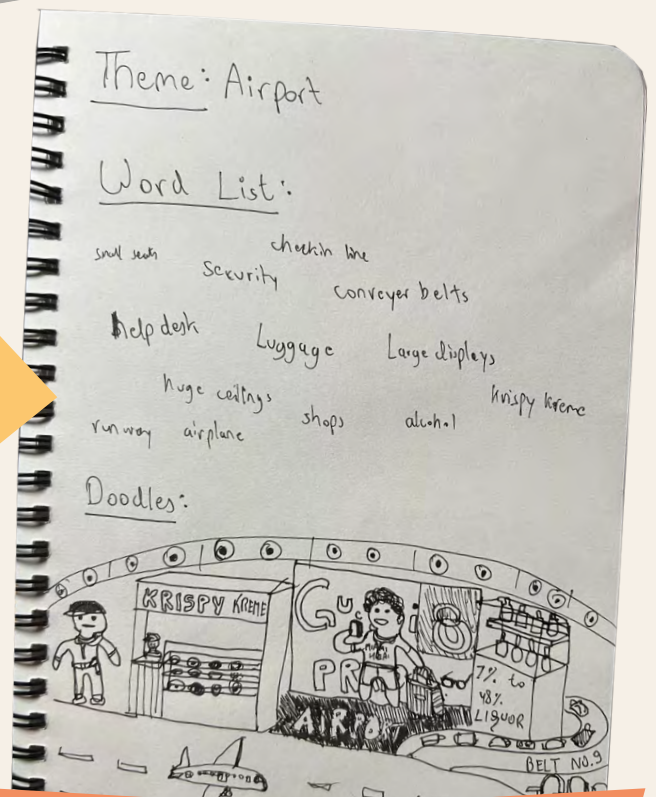
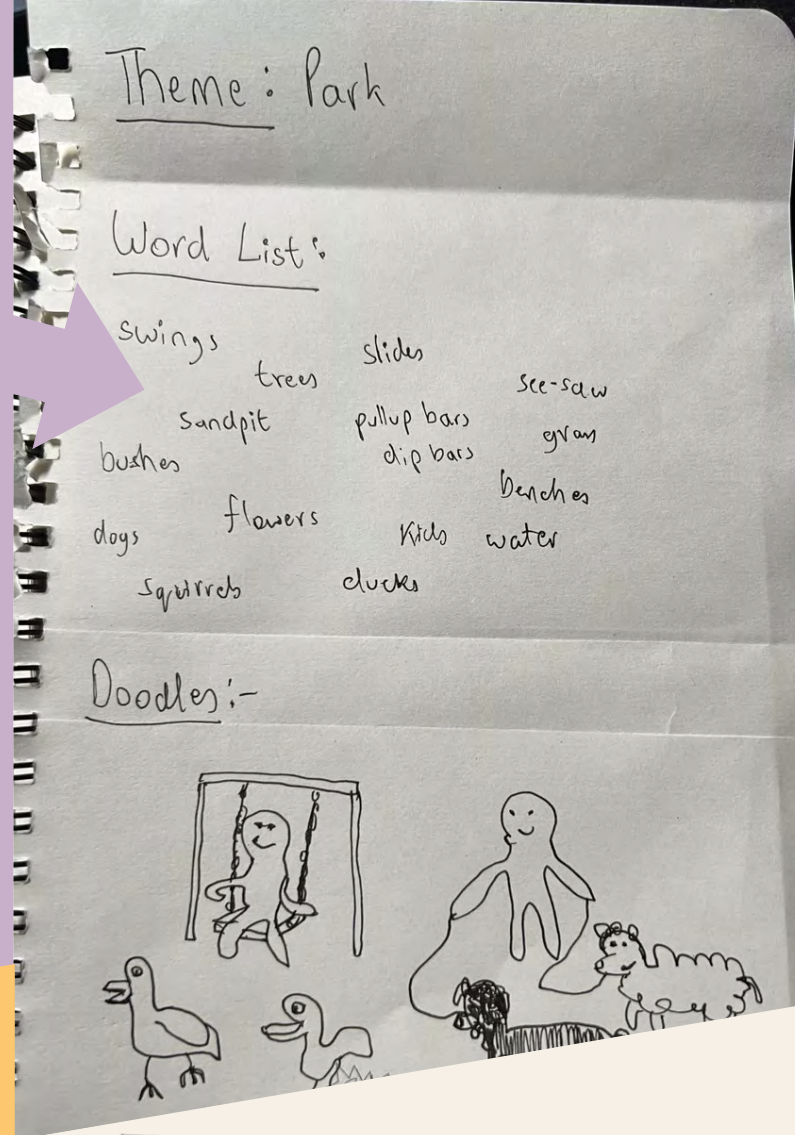
Now you're going to create your own ethnographic doodle, choosing your own theme. Your theme could be a place that's personal to you, your hometown, somewhere you've been on holiday, or somewhere you would love to visit. Your theme could also be something about your identity, a person you're inspired by or an issue you're passionate about.

Divide your page up into three sections again. Write your theme in the top section and then spend five minutes creating your word list in the middle.

When you're ready, spend a couple of minutes creating some initial doodles in the final section of your page. Use this as an opportunity to test out how you might want to represent certain words from your list.

## Catch up on the recording:

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**TOP TIP:** By choosing a theme that's personal to you, you have an opportunity to get your feelings down on paper.

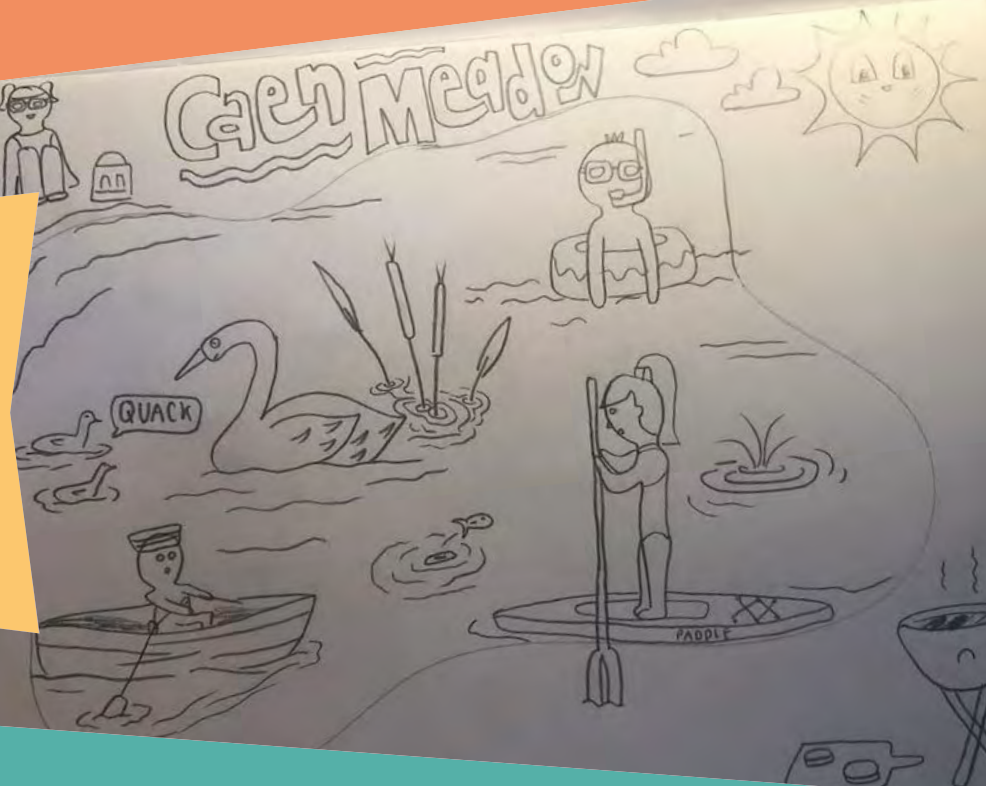
### Task three:

Now you're going to create your full ethnographic doodle on a new sheet of paper. It can be helpful to write your theme in the centre of the page and to also draw a frame around the edge of the paper. A blank page can be intimidating sometimes! You should spend at least 30 minutes creating your doodle. Try to represent as many words from your list as you can and to fill the space with imagery.

### Catch up on the recording:

▶ [Timestamp: 54:19](#)

**TOP TIP:** it can be useful to add text to your doodle to help convey your ideas. These could be speech bubbles from a character or headings. Think about the style of your text and how you might create an interesting typeface by hand.

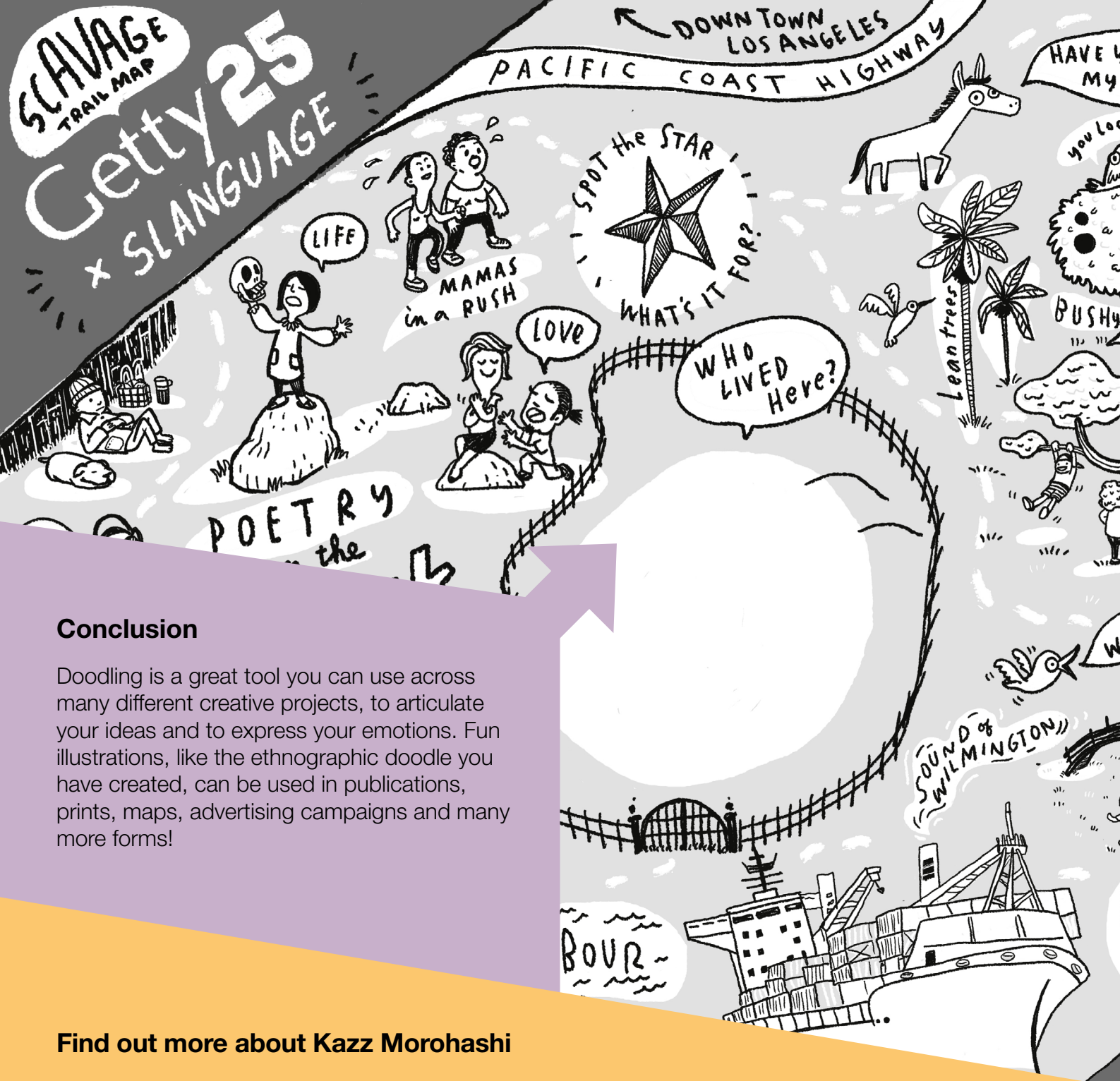


### Next steps

Take a moment to consider your ethnographic doodle:

- Are there ways that you could improve the overall layout? Would you move certain elements around in any way?
- Could you add colour to your design, if you haven't already?
- Could you develop the design into a print?
- Could you use this method to keep a visual diary and doodle every day?






## Conclusion

Doodling is a great tool you can use across many different creative projects, to articulate your ideas and to express your emotions. Fun illustrations, like the ethnographic doodle you have created, can be used in publications, prints, maps, advertising campaigns and many more forms!


## Find out more about Kazz Morohashi

 [@kazzmorohashi](https://www.instagram.com/kazzmorohashi)

 [Kazz Morohashi's website](#)

We would love to see your work! Share it with us on Instagram:

 [@NUAoutreach](https://www.instagram.com/NUAoutreach)

 [@takeyourplace\\_he](https://www.instagram.com/takeyourplace_he)


Take a look at our Padlet board from the live session to see how others responded to the workshop!

 [View our Padlet board here](#)

## Further resources

 *Maps*, Aleksandra Mizielińska, Daniel Mizieliński, Quynh Chi

 *Manabé Shima*, Florent Chavouet

 *Tokyo on Foot*, Florent Chavouet

## Useful links

 [@norwichuniarts](https://www.instagram.com/norwichuniarts)  [Creative Careers](#)

 [Take Your Place](#)  [NUA website](#)