

SKETCHING

VISUAL THINKING

POWER TOOL



WHO IS MIKE ROHDE?



DESIGNER



PRINT

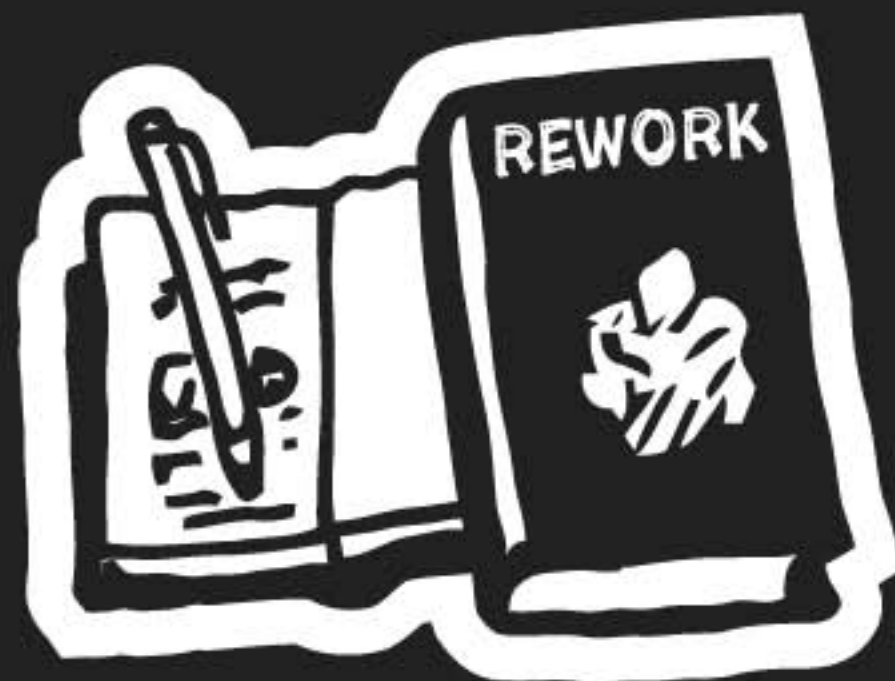


WEB



UI

ILLUSTRATOR



REWORK
\$100 STARTUP

SKETCHNOTER



SXSW • SEED • LEADERCAST
SUMMIT SERIES • EVENT APART

YOU
CAN
DRAW!

IT'S ABOUT
QUALITY
IDEAS
NOT ART



there
are no

MEAN

OLD,

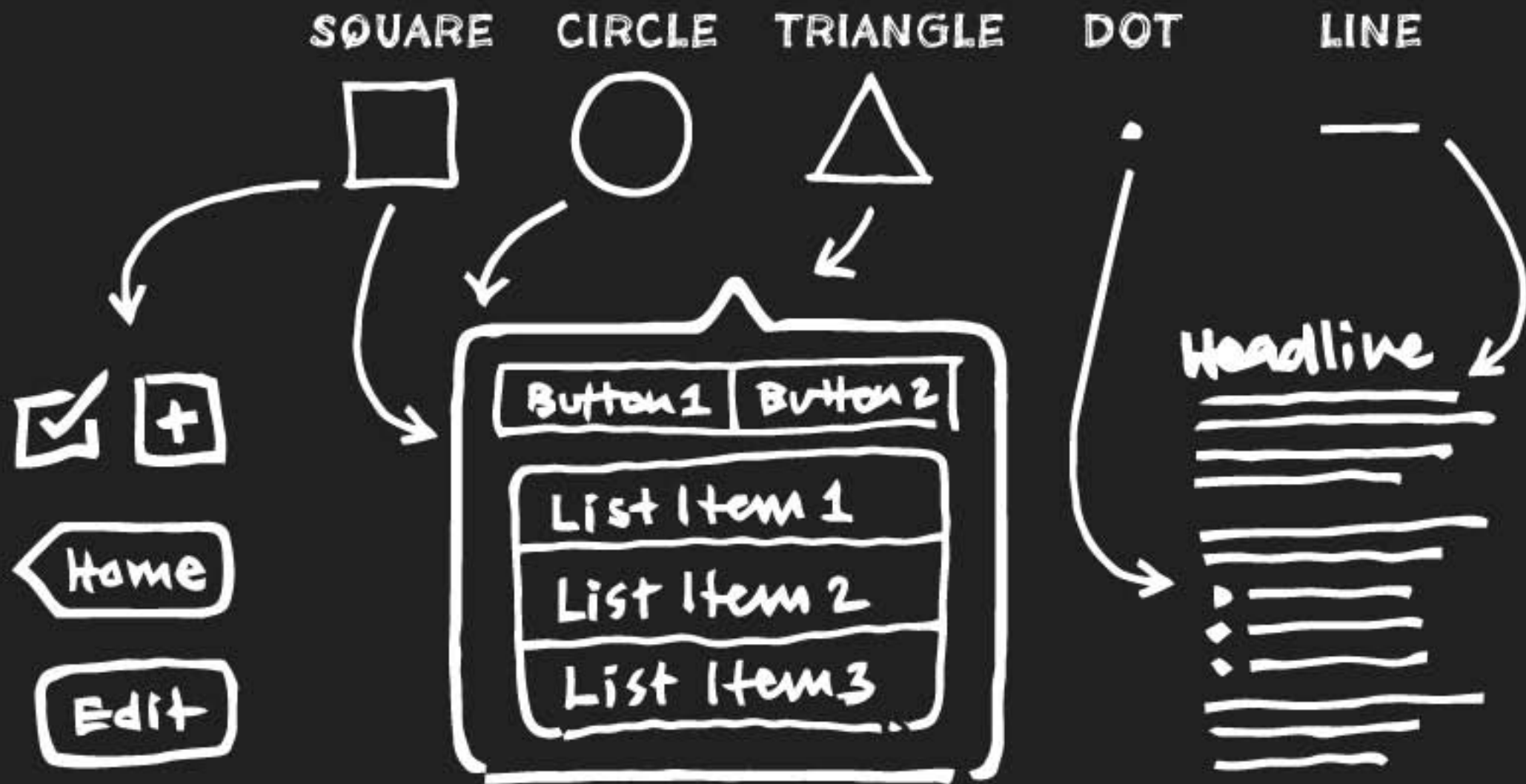
GRUMPY,

CRABBY,
2ND
GRADE
teachers,

GRADING
your

WORK!

DRAW SIMPLE SHAPES!



WHY
SKETCH?

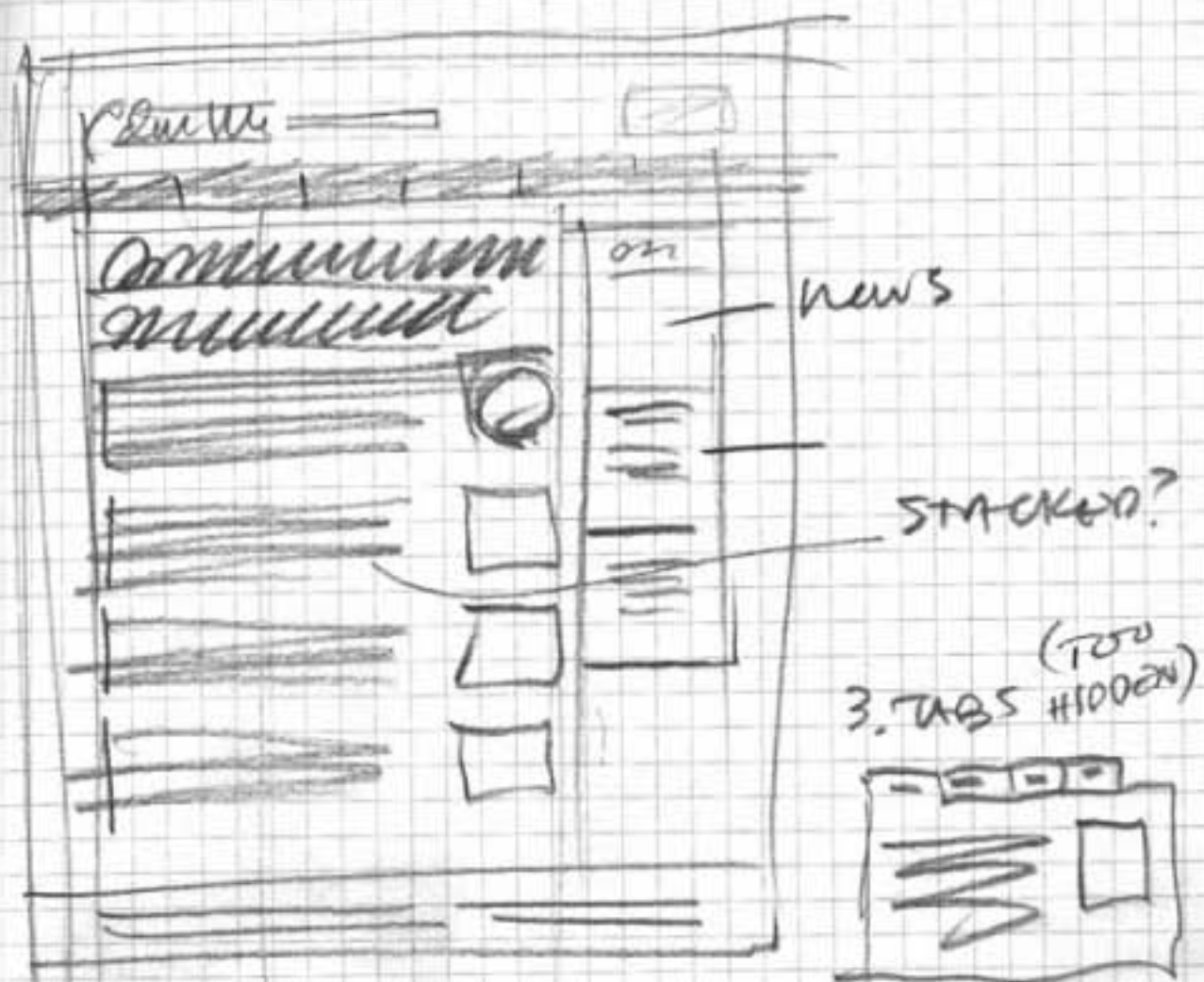
SKETCHING
HELPS YOU
THINK

SKETCHING
IS FREAKIN'
QUICK

SKETCHING
LET'S YOU
EXPLORE

SKETCHING
ENCOURAGES
TALKING

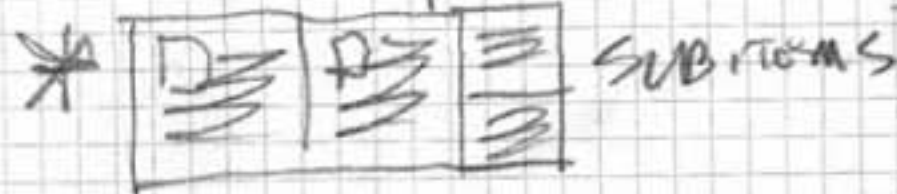
SKETCHING SAMPLES



1. QUADRANT



2. PRIMARY ITEM





A Worldwide Leader in Imaging Development Tools for Windows Developers.

FaxMan

Industry standard fax integration.

Our [FaxMan](#) products allow developers to integrate Fax support for industry standard fax modems in hours instead of the months, writing support from scratch. FaxMan toolkits are designed for developers and include programmatic interfaces in ActiveX, .Net and DLL flavors.

.NET Compatible - includes sample .NET applications and .Net components.

[Details](#)
[Download Demo](#)


Faxman

ImageMan

Over 35 formats in one toolkit.

Our [ImageMan](#) toolkits provide support for loading, processing, displaying, printing and scanning images in over 35 raster and vector image formats, in a toolkit with no distribution royalties. Building imaging & document management applications has never been easier.

New ImageMan.Net Components are now available.

[Details](#)
[Download Demo](#)


ImageIt

Create raster images in multiple formats from any Windows application which supports printing. Our [ImageIt](#) print drivers support TIFF, PCX, DCX, BMP, PNG, JPG, Faxes and more.

[Details](#)
[Download Demo](#)

Fax Modems

We're your source for single and multi-port fax modem hardware and technical support.

[Details](#)


We offer high quality imaging and fax development toolkits and fax modem hardware for Microsoft Windows developers.

Since 1984 Data Techniques has been a leader in development tools for Microsoft Windows Developers. Our tools have been



DTI News Center

May 21, 2007

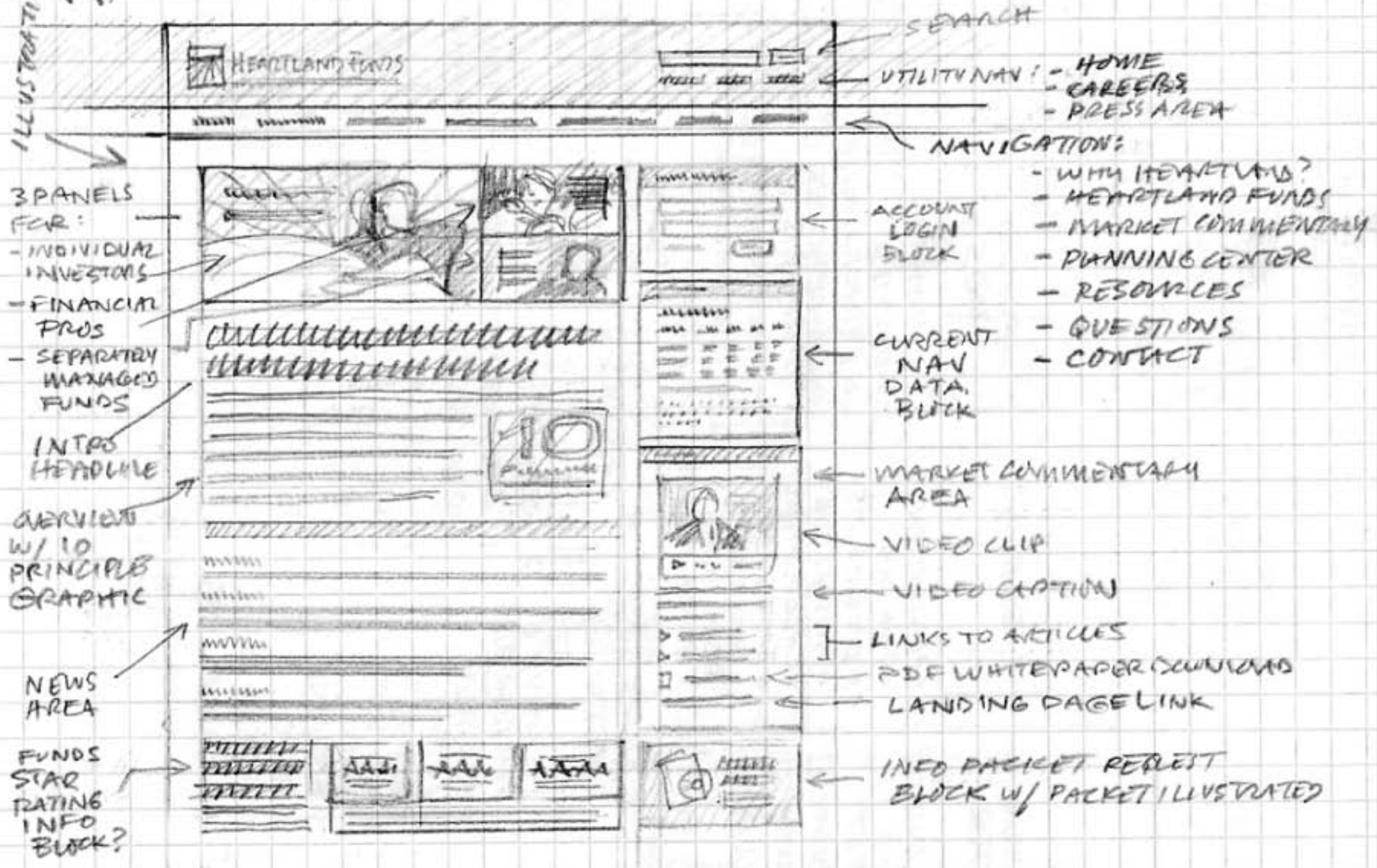
ImageMan.Net Toolkit Ships

The ImageMan.Net toolkit provides

HEARTLAND FUNDS - MAINPAGE WIREFRAME v2

1024PX MAX -
 0 900-950 PX WIDE
 0 CENTERED

ILLUSTRATION +
 PHOTO.
 AN OPTION





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AMERICA'S VALUE INVESTOR®

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"Value investing is our philosophy, our passion, our single-minded pursuit, our commitment to investors. We believe this is the most intelligent way to build an investor's net worth."

A Disciplined Approach to Value Investing.

Heartland Funds in quo alii diceret menandri, ad sed legimus mentitum expetendis. Est puto ludus urbanitas ut, nec no quas patrioque deseruisse, adminumus menandri queso. Habeo option praesent. In quo alii diceret menandri, ad sed legimus mentitum expetendis domocilus extensivus adus **10-point investment selection process.**

10
PRINCIPLES
of VALUE INVESTING

THE HEARTLAND FAMILY OF FUNDS

► Select Value Fund

Habeo option praesent. In quo alii diceret menandri, ad sed legimus mentitum expetendis. Est ut, nec no quas patrioque deseruisse, adminumus menandri queso. [Learn More](#)

Morningstar Rating: ★★★★★
out of 314 mid-cap value funds

► Value Plus Fund

Habeo option praesent. In quo alii diceret menandri, ad sed legimus mentitum expetendis. Est ut, nec no quas patrioque deseruisse, adminumus menandri queso. [Learn More](#)

Morningstar Rating: ★★★★★
out of 327 mid-cap value funds

► Value Fund

Habeo option praesent. In quo alii diceret menandri, ad sed legimus mentitum expetendis. Est ut, nec no quas patrioque deseruisse, adminumus menandri queso. [Learn More](#)

Morningstar Rating: ★★★★★
out of 327 mid-cap value funds

Morningstar propriat ratings reflect historical risk-adjusted performance as of May 31, 2008. The Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its three-, five-, and 10-year Morningstar Rating metrics.

Heartland Account Access

[Secure Account Login](#)

[► Open a New Account](#)

Heartland Investment Results

Investor Shares* Institutional Shares

Price at Market Close — 6/24/2008

Heartland Select Value Fund

NAV: 26.77 Change: -0.50

Heartland Value Plus Fund

NAV: 26.11 Change: -0.37

Heartland Value Fund

NAV: 42.54 Change: -0.53

► Full Investment Results

*Effective May 1, 2008 current shares issued by the Funds were reclassified as "Investor Class Shares" and the Funds made "Institutional Class Shares" available to investors. Morningstar Rankings shown are for the Heartland Funds Investor Shares Class.

Professional Resources

- Financial Professionals
- Separately Managed Accounts

Request a free Information Kit



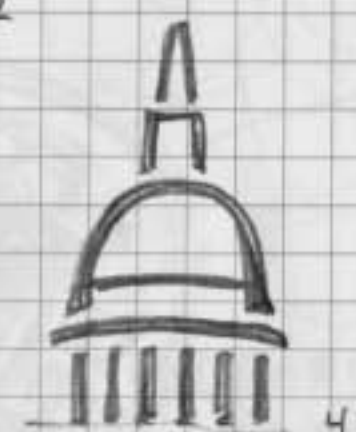
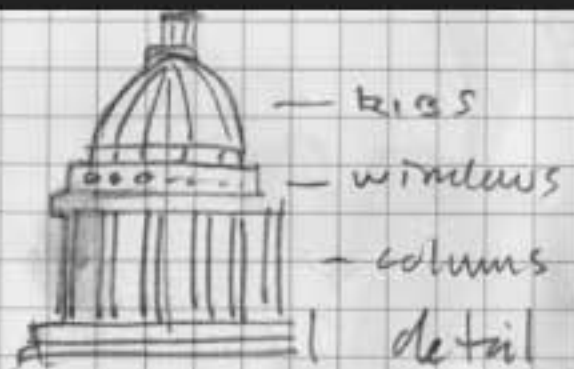
Sign up for more detailed Heartland Fund information.

the ASSET pipeline
AND our POST-MODERN
HYBRID Javascript
FUTURE



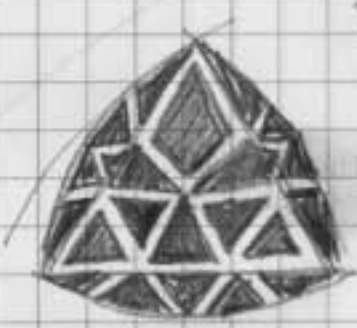
the **ASSET PIPELINE** AND OUR
POST-MODERN, HYBRID,
Javascript **FUTURE**





Capitol
Reversal
in circle w/
surrounding
type

GEMS



MADISON
RUBY CONFERENCE

MADISON
RUBY CONFERENCE

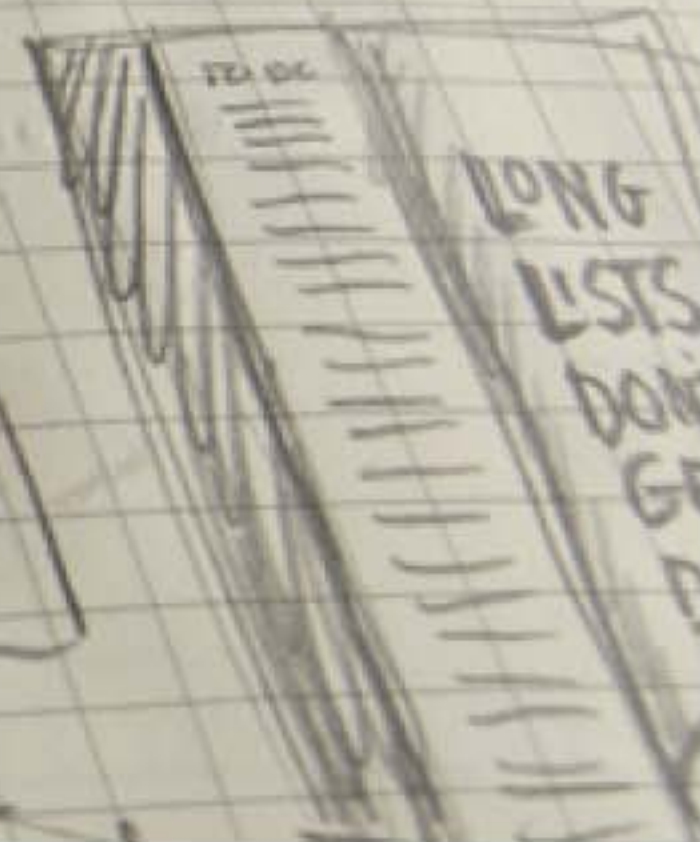


MADISON
RUBY

LONG LISTS DONT GET DONE



CRASH



LONG
LISTS
don't
GET
DONE

TASKS

[Handwritten notes, mostly illegible due to blurring]

Down
Down
Down
Down
Down
Down
Down
Down
Down

[Handwritten notes:]

- Omm
- Omm
- Omm
- Omm
- Omm
- Omm
- Omm
- Omm
- Omm

- ☐ Brown
- ☐ Green
- ☐ Yellow
- ☐ Orange
- ☐ Purple
- ☐ Blue
- ☐ Pink
- ☐ Grey
- ☐ Black

Long lists don't get done

Long lists Start making smaller to-do lists too. Long lists collect dust. When's the last time you finished a long list of things? You might have knocked off the first few chances are you eventually abandoned it (or better yet, checked off items that weren't really done properly). Shorter lists are guilt trips. The longer the list, the more guilt.

Long lists are guilt trips. The longer the list of finished items, the worse you feel about it. At a certain point, you just stop looking at it because you feel bad. Then you stress out and the whole thing turns into a big mess.

There's a better way. Break that long list into a bunch of smaller lists. For example, break a hundred items into ten lists of ten items each. When you finish an item on a list, you've completed 10 percent of that list, instead of 1 percent.

Yes, you still have the same amount do. But now you can look at the small satisfaction, motivation, and progress. than staring at the huge picture and demoralized.

Whenever you can, divide pro
and smaller pieces until you're abl
completely and quickly. Simply re
this way can have an amazing im

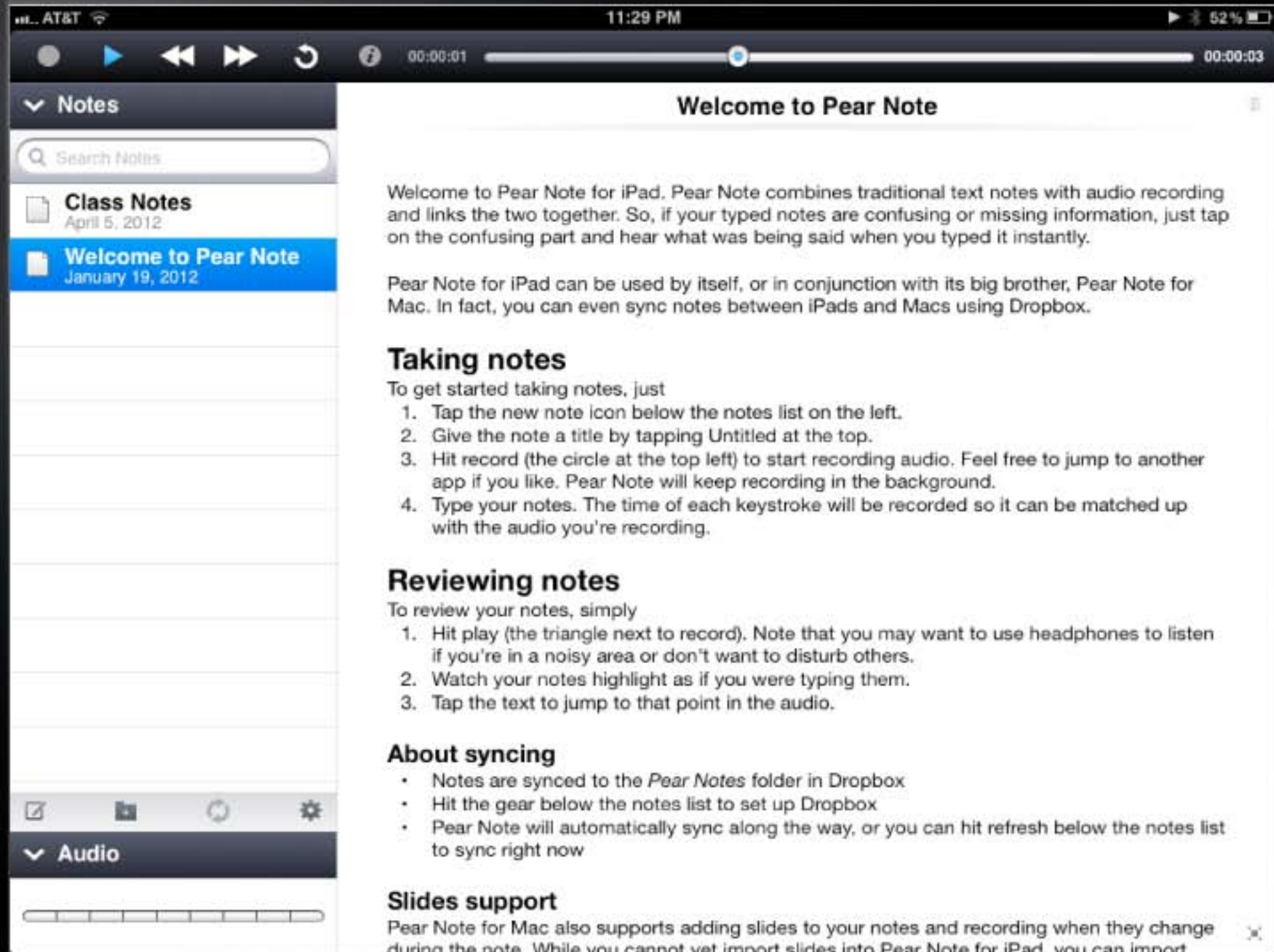
POSTBOX v9





PEAR NOTE for iPad - CONCEPTS 1 OF 2



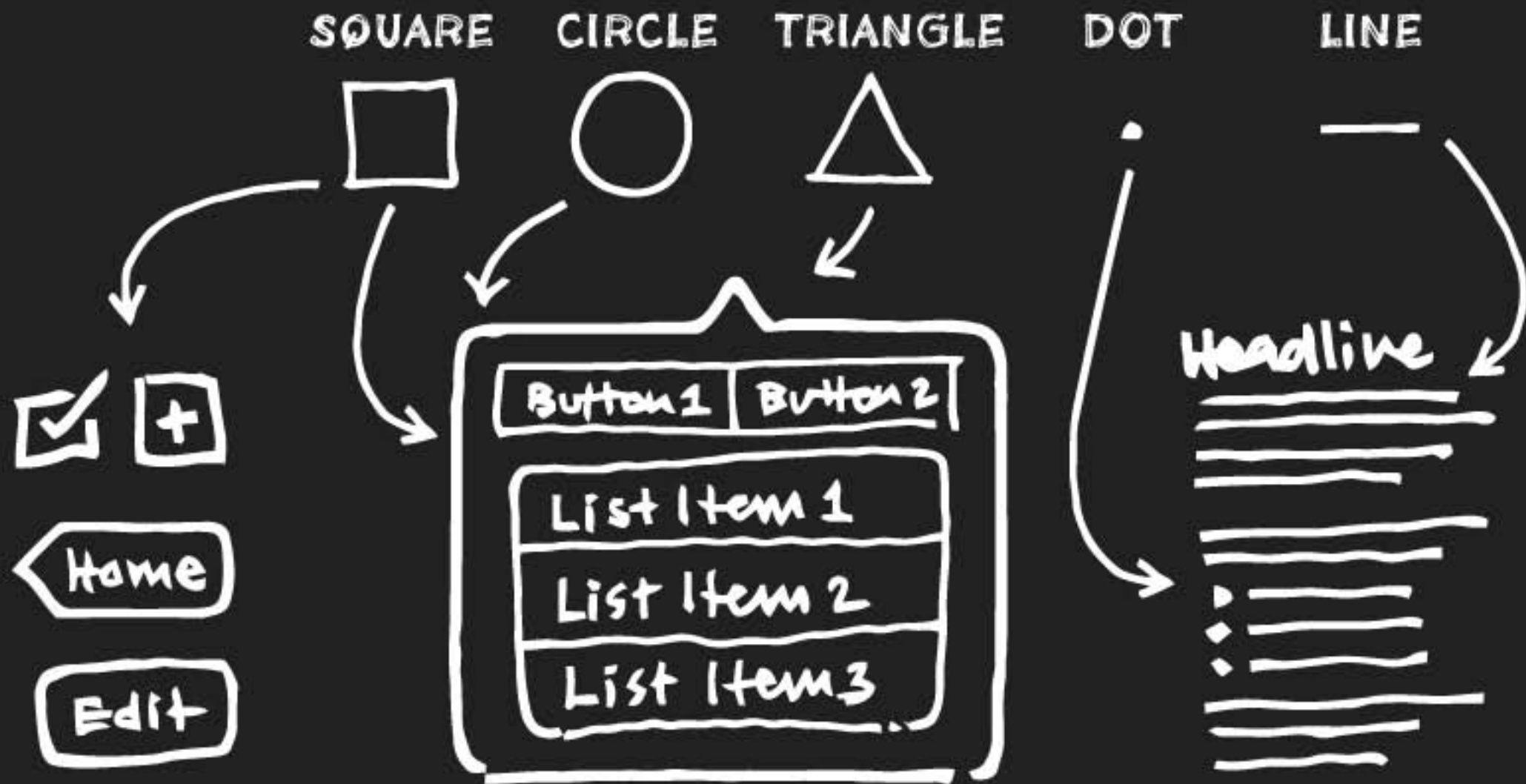


SKETCHING EXERCISES!

STAY
LOOSE
AND
RELAXED

REMEMBER!
QUALITY
IDEAS
NOT ART

DRAW SIMPLE SHAPES!



SKETCH EXERCISE 1

IDEA
LIBRARY

① IDEA LIBRARY:

- 5 minutes to draw things in your kitchen - from memory.
- Remember: use simple elements:



- Relax and draw **IDEAS**
NOT ART.

SKETCHERCISE 2

PANDORA
UI IDEAS

PANDORA UI sketch

- Explore ideas for a new UI for music app PANDORA
- Rethink station listing and playback screens
- Keep it loose - try crazy ideas
- 10 min for both screens

Edit

By Date

A - Z

Now
Playing



QuickMix



Alt Pop 80s



Happy Alt-Pop



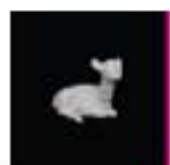
VeggieTales Theme Son...



Dunya Radio



Phoenix Radio



Collections Of Colonies...



Halloween Party Radio



Stations



New Station



Bookmarks



Settings



Howard Jones
New Song
Human's Lib



HOWARD JONES

— HUMAN'S LIB —



THANKS!

@ROHDESIGN



Q AND A