



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

HND / BA COMPUTER GAMES DESIGN / ANIMATION & VFX

EVOLVING YOUR CREATIVE CRAFT

Mind Maps



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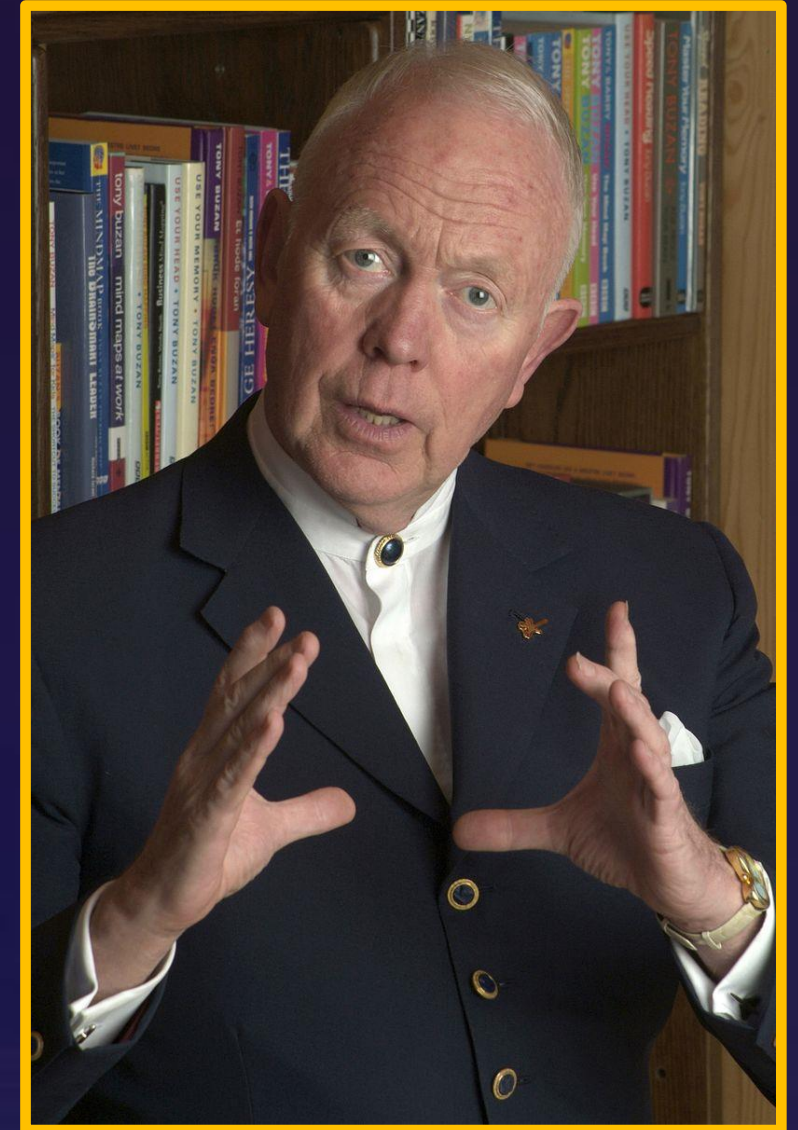
Tony Buzan and the Creation of Mind Mapping



Tony Buzan and the Creation of Mind Mapping

Tony Buzan is considered the father of modern mind-mapping techniques.

Born in Middlesex, United Kingdom, Buzan was dissatisfied with the traditional note-taking and brainstorming methods and understood that the note-taking method needed a 360-degree change. [1]

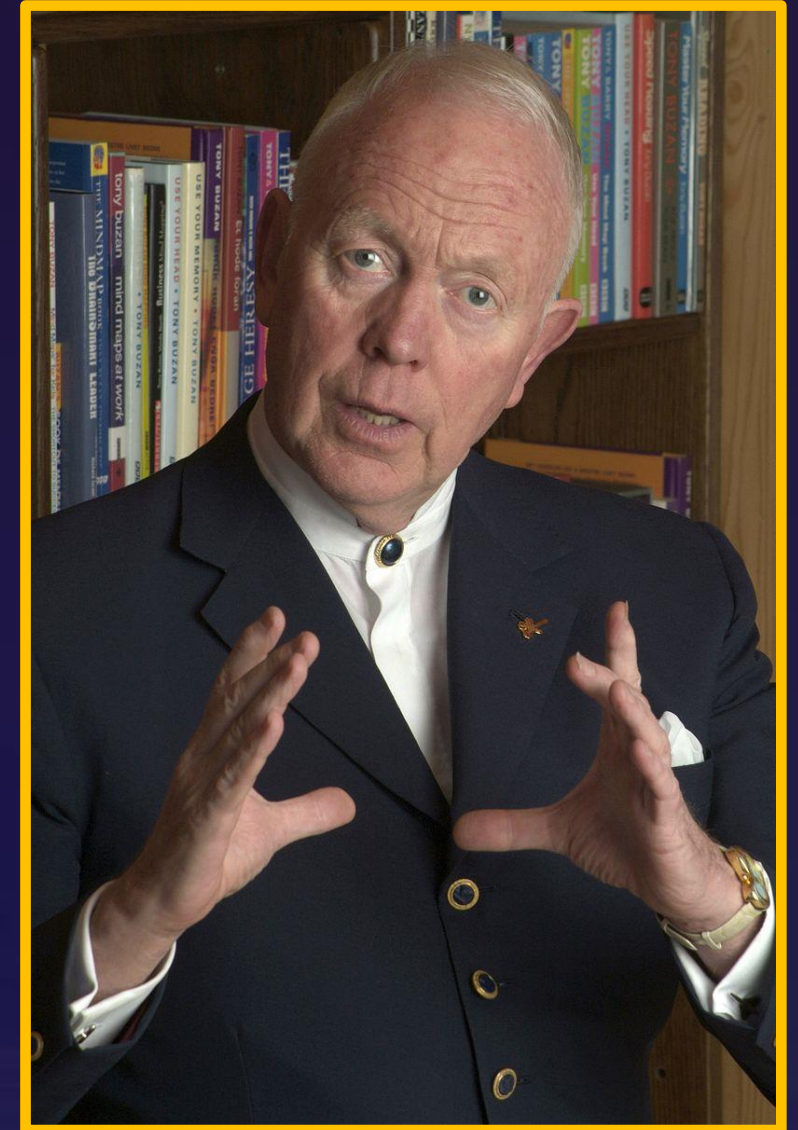




Tony Buzan and the Creation of Mind Mapping

During his early research, he promoted mnemonic systems and integrated **memory techniques** into note-taking methods.

Over the years, Buzan went on to write multiple books on mind mapping, like *Master Your Memory*, *Use Your Head*, *The Speed Reading Book*, *The Mind Map Book*, and *Use Your Memory*. In late 2006, Buzan went on to invent his own mind mapping software, **iMindMap**. [1]





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How To Mind Map With Tony Buzan [2]





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The 4 Components of a Mind Map



The 4 Components of A Mind Map

The **four major components of a mind map** are as follows:

- Central Theme
- Primary categories
- Secondary Branches
- Connections Between Parent and Child



The 4 Components of A Mind Map

Central Theme





The 4 Components of A Mind Map

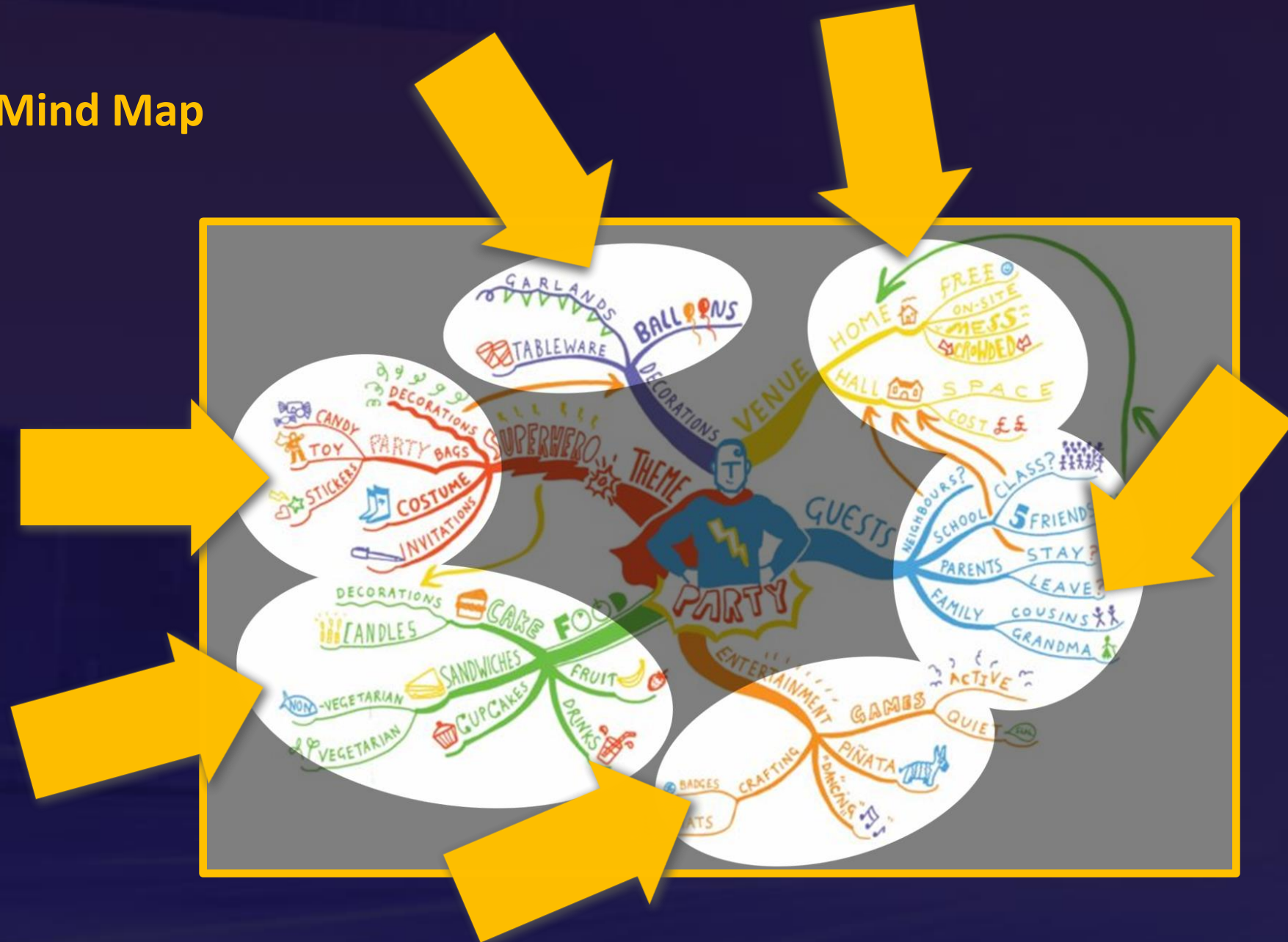
Primary categories





The 4 Components of A Mind Map

Secondary Branches





The 4 Components of A Mind Map

Connections Between
Parent and Child





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3 Simple Rules of Mind Mapping



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- 2. Add thoughts to the centre**



3 Simple Rules of Mind Mapping

By employing Tony Buzan's 3 simple rules of mind mapping, one can easily create mind maps of any given topic.

The 3 simple rules of mind mapping by Tony Buzan are:

- 1. Start from the middle**
- 2. Add thoughts to the centre**
- 3. Use text, images, and colors**



3 Simple Rules of Mind Mapping

1. Start from the middle



When we are creating a mind map, we should **always start from the middle** of the diagram. It should be noted here that **our brain does not operate in a single line**; rather, it leaps from one idea to the other. Hence, the foremost step that we need to follow is to **gather all the information that we have in one place together** and place the central topic in the middle of the paper from where you can easily draw around it.

By starting from the middle of the paper, we **program our minds to understand that this is the topic that we need to focus more on**. This way, we can easily come up with different **thoughts and categories** that would later radiate from this central theme. [1]



3 Simple Rules of Mind Mapping

2. Add thoughts to the centre

The second rule of Tony Buzan for mind mapping talks about **adding thoughts and branches to the centre**. When it comes to nonlinear mind mapping techniques, thoughts, and branches are extremely important as **they help us understand the central theme in detail**.

Start adding branches and integrate them with the central theme in a way that keeps the concept of memorization intact. Always remember to **take it slow and not rush** in adding the branches. According to Buzan, while updating your mind map with new information, always **draw a little line from the center and write your new work on the line**. [1]





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3 Simple Rules of Mind Mapping

3. Use text, images, and colors



What sets Tony Buzan's mind map technique different from other methods is the **use of a variety of images, colors, and texts** that all come together to make a desired mind map. According to Buzan, if we need to **activate and utilize all the powers of our brain**, we always need to **add as many visual elements as possible**.

Technically, if you are only using the words to express your thoughts and data, then you are **only activating the left side of the brain**. However, if you also need to activate the right hemisphere, we need to **add as many images, media files, colors, and clipart as possible**.



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Tony Buzan: 7 Step Guide for Mind Mapping



7 Step Guide for Mind Mapping

In order to implement his 3 simple rules for mind mapping, Tony Buzan developed a **7 step guide** that helps beginners and professionals.

The seven-step guide for mind mapping **follows a different approach** than your usual mind mapping. The 7-step guide is as follows [1]:



7 Step Guide for Mind Mapping

Step 1: Brainstorm a Central Idea

Step 2: Come Up With an Impressive Image

Step 3: Color Your Map

Step 4: Create Connections

Step 5: Make Your Branches Curved

Step 6: Use Single Keywords

Step 7: Replace Words With Pictures



7 Step Guide for Mind Mapping

Step 1: Brainstorm a Central Idea

The first step is **to not rush in finalizing the central idea**. Buzan suggests we should always **brainstorm a central idea to the fullest**, even before we sit down and make a mind map. This way, we would ensure that everyone is on the same page and is planning to understand the same topic.

Start unfolding the mind map **only when you have brainstormed the central idea to the fullest**. Once you have brainstormed it, add it in the middle of the paper or in a suitable software application. [1]



7 Step Guide for Mind Mapping

Step 2: Come Up With an Impressive Image

Every central idea or topic must have an **impressive image** that also defines the **central idea**. As per the mapping of our brains, **we comprehend visual aspects more quickly** than going through a bunch of sentences.

If you are creating a mind map for education, try adding a **relevant image of that subject**. If you are creating the diagram for projects, try adding a **project-related image** to your mind. [1]



7 Step Guide for Mind Mapping

Step 3: Colour Your Map

When you start making the mind map, **start using as many colours as possible**. The best possible way to start colouring the mind map is by **updating the colours of the shapes, lines, connectors, and even the background**.

Always add colours to your mind map that have some meaning to it. For instance, if you are creating mind maps for your school activities, do not add extra bright colours.

Some **pleasing and aesthetic colour palettes** would enhance the creativity of your mind maps. [1]



7 Step Guide for Mind Mapping

Step 4: Create Connections

A well-structured mind map is a **visual representation of thoughts and ideas** that shows how a **central idea is properly connected with the primary and secondary connections**.

This linking of ideas helps the viewer understand the core nature of the mind map.

We should **always create the primary branches in the beginning**. Once we have laid all of them down in any manner possible, only then do we need to add their respective children. This way, our entire mind map will be well-organized, and we will not miss out on important information. [1]



7 Step Guide for Mind Mapping

Step 5: Make Your Branches Curved

When we create **straight lines** between the parent and child in a mind map, we make it **non-creative**.

Tony Buzan's approach to creating mind maps is to **provoke ideas and glorify the interest** in any given topic.

When you make a mind map, **try making the lines a little curved from the corners**. This will have a much greater appeal to the viewer than the straight lines and will also **bring more focus** towards the ideas and their respective connections. [1]



7 Step Guide for Mind Mapping

Step 6: Use Single Keywords

Instead of using long sentences or paragraphs to depict the topics, always go ahead with **single keywords**.

For instance, if you are discussing the importance of a certain topic, then **try to summarize** it in one single word.

It should be noted that the **long phrases may cause confusion to the readers** and often do not look that good in mind maps. But if you are using single words, then you are **providing relevant information to the topic** without affecting your reader's mind and focus. [1]



7 Step Guide for Mind Mapping

Step 7: Replace Words With Pictures

Tony Buzan has stated on multiple occasions that **pictures and other graphic mediums have the ability to grasp our attention** to the fullest.

Pictures, images, and even clipart or emojis resonate with the idea more powerfully than an array of words.

Go through your mind map and try **replacing the texts or words with any image** you can find - though remember not to push yourself by adding over-complicated emojis or clipart. [1]



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Exercise



Exercise

Use **Tony Busan's Mind Mapping techniques** to help you map out your ideas.

You may have already used software to do this – if so, **take a look at your current work** and see if it adheres to Busan's theories for engagement and memory. Make amendments and additions if necessary. Alternatively, make a **hand-drawn version of your existing Mind Map** and see if this is useful.

This exercise can eventually be **submitted in your design portfolio** as the first part of your assessment.



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Any Questions?



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