

Creating a rich picture

Follow these instructions to create a rich picture:



1. Take a blank piece of paper, A4 format, or a larger poster in landscape orientation
2. Use colours, as colours stimulate creativity and capture attention
3. Imagine your beneficiaries 10 years from now: what would be your dream for them
4. Draw your beneficiaries and their direct family
5. Draw the people that helped them to reach their dream (family, friends, teachers, community workers, and so on)
6. Draw the institutions that helped them to reach their dream (churches, schools, community councils, village committees, NGOs, and so on)
7. Draw the institutions in which they are involved themselves (work, schools, shops, councils, politics, churches, and so on)
8. Draw yourself into the picture
9. Draw connecting arrows between all people involved
10. Reflect on what changes in behaviour have occurred – then draw emotions on the faces of the people, for example a smiling face, a proud face, and so on
11. Reflect on who were influential people to decide on the change to happen (decision makers)? Check whether they are in your picture. If not, add them
12. Reflect on who was influential to change the behaviour of these decision makers. Make sure this person/these persons are in your picture

It is important to use a little humour or exaggeration in your picture. Feel free to use pictorial symbols, multiple colours, cartoons, keywords, sketches, lines, arrows, and so on. This exercise is to think creatively and out-of-the-box! It is not yet about being realistic.