Note Branding

Textbooks are branded through elements such as boldfaced and italicized words, header coloration, and chart and graph style. However, the publishers don't go out of their way to make each important detail more memorable. That's your task.

Ways to brand your notes:

1. Select a color scheme to represent different subcategories of information, such as different chapter sections. Use different ink, highlighters, and possibly even different paper to color code.

2. Use different handwriting for each subcategory of information. Try print, script, all caps, slanted writing, narrow letters, spaced letters, etc. to emphasize differences. If you're already using color schemes, use fonts to show differences within one subcategory.

3. Create visual icons for important information, jargon, and concepts that are repeated throughout chapters. Use icons instead of, or in addition to, words when taking your notes.

4. Use a different voice when writing notes for different subcategories. Hear your notes as you write them. Vary up the voice behind your words through slang, formal speech, accents/other language words, tone, punchiness, taglines, etc.

The key to branding is consistency. It can be helpful if the symbols you come up with for one test carry through to the next, especially if you have cumulative finals. Regardless, be sure that you are consistent throughout the notes you are taking to prepare for every single test or quiz.