

A resource book of over 600
illustrations on water, sanitation,
health, hygiene, rescue and care

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DRAWING WATER



Rod Shaw

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A resource book of illustrations on
water, sanitation, health, hygiene, rescue
and care in low-income countries

– Second edition –

Rod Shaw

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Loughborough University
2015



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Please note that some of the images in this book intentionally represent poor practice.

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Designed and produced at WEDC

About the Illustrator

Rod Shaw is a specialist in graphic and information design and the manager of publications, media and communications at WEDC. From a background in Fine Art, he has developed expertise in graphic communication and illustration both in practice (he has over 30 years experience of graphic design) and academically through his research into information design for international development.

Along with many other WEDC publications, he designed and produced the *DFID Guidance Manual on Water Supply and Sanitation Programmes; Violence, Gender and WASH: A Practitioner's Toolkit; Sanitation for Primary Schools in Africa* and *Technical Notes on Drinking-water, Sanitation and Hygiene for Emergencies* for the World Health Organization (WHO). His illustration projects have included the first edition of *Drawing Water* and a volume of 200 illustrations on relief, health and care in emergencies for the International Federation of Red Cross and Red Crescent Societies (IFRC). As Publications and Media Manager, he also contributes editorially to WEDC projects and is the WEDC Conference Editor. He leads the extension of WEDC's publishing programme through integrating emerging electronic technologies with conventional publishing practices. Latterly, this has culminated in the development of e-learning resources including *Rural Sanitation at Scale* in both English and French for the World Bank's Water and Sanitation Program (WSP).

About WEDC

The Water, Engineering and Development Centre (WEDC) is one of the world's leading education and research institutes for developing knowledge and capacity in water and sanitation for sustainable development and emergency relief. WEDC is committed to the provision of effective, evidence-based and appropriate solutions for the improvement of basic infrastructure and essential services for people living in low- and middle-income countries.

With over forty years of experience, WEDC offers expert advice and quality learning opportunities for sector professionals. Founded in 1971, WEDC is based in the School of Civil and Building Engineering at Loughborough University, one of the top UK universities. Being a part of a leading university gives WEDC a recognised platform of independence and quality.

What makes WEDC stand out from the crowd is its outreach to practitioners. The WEDC Knowledge Base and applied research work develops the capacity of individuals and organizations throughout the world. WEDC promotes the integration of social, technical, economic, institutional and environmental activities as foundations for sustainable development.

Visit the WEDC website at <http://wedc.lboro.ac.uk/> to find out more about postgraduate and professional development programmes (MSc, Diplomas and postgraduate certificates available at the University or by distance learning); research; advisory services; international conferences; and the extensive range of information resources which are free to download from the Knowledge Base.

Preface

It is now ten years since the first edition of *Drawing Water* was published and I have been pleased with the number of individuals and organizations who have used the resource book, either as a basis for new illustrations, or simply as they are, without modification.

In the introduction to the first edition, which is reprinted below, I made the case for producing black and white line illustrations as a suitable means of presenting technical subjects in context. I stand by this case for printed materials, but we now live in a world in which the use of computers and mobile electronic devices are becoming increasingly important tools of communication. At WEDC, we have kept up with the times by developing resources for emerging technologies whilst also maintaining our commitment to providing materials in print.

The requirement to devise materials for the screen gave me the reason to rethink the case for using colour illustrations. I continue to illustrate in black and white and have introduced colour digitally so that an illustration can have a life in line, colour or tone depending on how it is to be published and the specific nature of the intended audience. I have also extended the subject of the illustrations over the past decade too, notably as the result of working on a major illustration project for IFRC. The illustrations are still predominantly concerned with water and sanitation, but there are now groups of illustrations relating to emergencies and disasters as well as other aspects of development.

Unlike the first edition, the high-resolution digital images are available online at <http://wedc.lboro.ac.uk/resources/e/de/index.html> as pdfs. Pdf files can now be placed as image files into most word processing and desk-top publishing programs such as Microsoft Word and Powerpoint. In the case of *Drawing Water*, a page can be inserted and a cropping tool can be used to trim the page leaving visible only the image required.

I hope you find this new and extended edition of *Drawing Water* useful.

Rod Shaw
Water, Engineering and Development Centre
Loughborough University
2015

Acknowledgements

I am again grateful to my colleagues at WEDC and those at IFRC for providing photographic materials as a source for many of the illustrations presented in this volume. I am grateful too, to my family who have willingly acted as models for many other illustrations, appearing in guise from birth to adulthood!

Introduction to the first edition

In 1988, John Pickford, co-founder and Leader of WEDC invited me for an interview for the post of Editorial Assistant. Drawing skills featured in the job description, so with a degree in Fine Art behind me and an interest in international development, I thought I might be in with a chance. I asked John if he would like me to bring along to the interview a portfolio of my artwork for inspection. To this he replied: “Just bring along any drawings you’ve done of people sitting on the toilet!”

I was somewhat taken aback by his response, and wondered whether this really was the job for me. But I was also curious. Needless to say, my portfolio was missing the vital collection of images that would sway the appointment in my favour. Not sure whether John was joking or not, I hurriedly produced a few sketches and set off to attend the interview.

I soon discovered what WEDC was about. It had an established reputation as one of the world’s leading centres for education, training and research concerned, principally, with improving access to water and sanitation for the poor in low- and middle-income countries. I was immediately struck by ‘the human touch’ which pervaded the ethos of WEDC and realized that this was intended to spill over into the publications which WEDC produced. Not only were technical illustrations used to convey information, but line drawings were to be used to describe the context of a subject in an approachable way, and also to enliven the page.

With the advancement of printing and publishing technologies throughout the 1990s, I questioned whether black and white line drawings were still an effective means of visual communication. After all, the advent of desktop scanning and digital photography meant that photographs were now easy to drop into documents. There were (and still are), however, problems associated with using photographs. They are usually country or culture specific and do not withstand multiple-generation copying. Both factors are limiting for materials intended for wide distribution in developing countries. Furthermore, particular features of a subject can be emphasized and given focus using an illustration. My doubts over the continued relevance of line drawings were finally put to rest when I researched the issue during the course of studying for my postgraduate degree. Many accounts suggest that the pictorial style most easily understood by people who have had relatively little exposure to pictures are shaded line drawings¹.

In 2004, I was commissioned by the World Health Organization and UNICEF through their Joint Monitoring Programme to prepare a set of illustrations on a broad range of subjects relating to water supply and sanitation in developing countries. They were produced to feature in educational materials for staff as they train to conduct household surveys designed to report global estimates of access to water supply and sanitation. This project provided the opportunity for me to gather together into a set the line illustrations I have produced over the years for various reasons, and to present them here as a resource for others.

Drawing Water follows in the tradition of other collections of development illustrations, notably *The Copy Book*² and *Where There is No Artist*³. As such, I hope it will be useful for teachers, project managers, fieldworkers and health professionals active in communication and education work. It provides 'ready-made' drawings, but can also be used as a source from which locally-adapted drawings can be made by artists and non-artists alike.

My thanks go to colleagues at WEDC who have provided descriptions and photographs from which a number of the illustrations published in this volume have been produced, and to the willing models who posed for many of the others.

Rod Shaw
Water, Engineering and Development Centre
Loughborough University
2005

1. Shaw, R.J. (2001) *Information Design and Distance Learning for International Development: A WEDC M.Phil. study*, WEDC, Loughborough University, UK.

2. Rohr-Rouendaa, Petra (1997) *Where There is No Artist: Development drawings and how to use them*, ITDG Publishing, Rugby, UK. This book contains more than 400 drawings relating to a wide range of educational and health issues, along with advice on copying, enlarging and otherwise changing the illustrations without using special equipment to make them appropriate to a particular situation.

3. Linney, Bob and Wilson, Bruce (1988) *The Copy Book: Copyright free illustrations for development*, ITDG Publishing, Rugby, UK. This book comprises over a hundred pages of drawings donated by the British Association of Illustrators. It covers food, water, health, shelter and work.

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