



TRANSCRIPT

FRAMEWORKS THAT FASCINATE

Structure 04 | Borrowed Model

Welcome to the Structures that Fascinate module and this lesson on the Borrowed Model course structure.

The Borrowed Model course structure takes a structure from another field and uses it to give shape and format to your own course.

The effect is to LAYER meaning and lessons that come from this borrowed model so that you end up giving your students a fresh way to explore the topic you're teaching.

WHEN TO USE BORROWED MODEL

Use the Borrowed Model structure:

- to give your students a new way of working with and exploring the content in a field for which they have a great passion
- when your content benefits from a connection to the borrowed model. Specifically, when your student's understanding is deepened and their skills grow as a result of working with familiar content in a new light

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- in order to offer a completely fresh and engaging experience as a result of the new framing

(SEE SLIDE 4)

EXAMPLE | YOUR DECEMBER STORY + THE HERO'S JOURNEY: In the scrapbooking world, there's a popular holiday scrapbooking practice of scrapbooking a "December Daily" album. There have been multiple courses and products developed around this topic originated by Ali Edwards in 2007.

To offer a fresh way to approach scrapbooking the December holidays, my course, Your December Story was built using Joseph Campbell's hero's journey structure. It takes students through their own experiences in the December holidays, envisioning themselves as a hero of the season.

The lessons map to several of Campbell's 12 steps, starting with The Ordinary World and Call to Adventure and then proceeding to Mentors and The Magical World and ending with Lesson 6. The Return Home. So while everyone else is scrapbooking EVERY DAY of December, someone with my class would be scrapbooking milestones of their journey through the holiday.

(SEE SLIDE 5)

Each lesson maps to one or two of Campbell's stages. I start by teaching specifically about Campbell's work and then I show how writers of classic literature used these stages. I pulled from older well-known novels in the public domain, actually including excerpts, so that I could show the original writing at work: Alice's Adventures in Wonderland, The Wonderful Wizard of Oz, and Peter and Wendie.

(SEE SLIDE 6)

After the story excerpt, each lesson moves on to present prompts and story angles that scrapbookers could take to tell this aspect of their holidays in a story on the scrapbook page.

(SEE SLIDE 7)

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Finally, they get a short design lesson and see examples of putting the lesson to work on scrapbook pages.

My students told me they loved listening to the audio versions of the lessons over the holiday seasons and hearing those classic novel excerpts as well as pondering on their own story. This class was one in which the experience was as important as the outcome. They found a new way to think about a time of year that had become loaded with years of past activities beliefs--and many found a way to create new ways of thinking and attaching meaning to the holiday season.

(SEE SLIDE 8)

EXAMPLE | BIBLE JOURNAL LOVE: Here's another example of a borrowed model.

My student Robin Sampson teaches Bible Journaling at her website Bible Journal Love.

She frequently uses structures that come directly from the Bible. Her Psalm 119 course is built on the 22 sections of that Bible chapter.

She has another course that comes out of Proverbs 31 and is structured by the verses in it. She also has series of courses organized by the 12 eras of the Bible. Again--those courses are at Bible Journal Love.

(SEE SLIDE 9)

EXAMPLE | DESIGN PRINCIPLES FOR THE SCRAPBOOK PAGE: Design Principles for the Scrapbook Page is a course I created for scrapbookers that took its structure from the 6 design principles that many graphic designers remember with the mnemonic ECBARF:

Emphasis, Contrast, Balance, Alignment, Repetition, Flow

(SEE SLIDE 10)

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Lesson by lesson, students learn first about a design principle and then about its application to scrapbooking.

BORROWED MODEL COURSE DESIGN

(SEE SLIDE 11)

Your work in designing a Borrowed Model course is to find the models that are relevant for what you're teaching, models that give your students a new way to explore and understand and work with the topic you teach.

Here's a list of several models to jumpstart your model hunting. Just think for a minute or two on each one and how they might provide the structure for another course--any course--and then put your mind to finding your own borrowed model.

- Three-act play structure
- Astrological Signs
- Bible eras
- Pillars of health
- Stages of grief
- 7 Chakras
- Color schemes

(SEE SLIDE 12)

As you evaluate and search out borrowed models, a first place to look is to fields that explain the foundations of what you're teaching.

For example, Anatomy is foundation for someone teaching massage.

Color Theory is foundational for artists. You might use a model of color schemes or a model of colors and meaning. Or maybe your course is simply organized BY COLOR. Color theory is also a foundational field for anyone teaching branding.

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What about a branding course that's organized by color schemes--which those mapping to particular brand personalities?

(SEE SLIDE 13)

You can also look to fields that have content parallel to yours. For example, I studied fiction writing and memoir as fields parallel to scrapbooking and they yielded fabulous tools and models for my paid and free content. I created a course that was built on a series of story structures: the journey story, the visitor story, the bear at the door story, the aha story.

(SEE SLIDE 14)

As you consume inspiration and follow trends, keep an eye out for models that connect to your topic. If you find a style or technique or set of rules that feel connected to your work, study this more deeply and look for models. Here's a fun but very workable find: TLC'S What Not To Wear was a television show about fashion that aired for 10 years. One of Stacy London's recommendations for putting together an outfit was that it should have these 4 aspects: color, pattern, texture and shine. Those 4 pieces could be the framework for a class on personal style or DIY home decoration or Even scrapbooking! It all comes back to scrapbooking for me, doesn't it!

(SEE SLIDE 15)

The borrowed model can give you the roadmap to what your course modules be. The model provides the top-level course outline. My course Your December Story used Hero's Journey steps as lessons. My Design Principles for the Scrapbook page used the design principles to define lessons. WITHIN each lesson, look to use a repeating format that shows the application of your content within the borrowed model. That consistency gives the overall course unity as it connect a model from one field to your own.

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WHY IT FASCINATES: BORROWED MODEL

(SEE SLIDE 16)

When you find a new model to give well-known content a new angle, you energize your students. I mentioned before a popular holiday scrapbooking format for courses and products: December Daily. When I created a class that moved away from the day by day format and instead to steps in a hero's journey, I gave scrapbookers a fresh way to engage in their hobby.

The Borrowed model can also connect your students and their learning to the true foundations of the techniques and principles they're using--which deepens understanding and mastery.

You've now got a roadmap to creating courses with the Borrowed Model format, and it's time to find for you to find a model or two that might engage your students.