TRANSCRIPT

FRAMEWORKS THAT FASCINATE

Structure 07 | Look Book

Welcome to the Structures that Fascinate module and this lesson on the Look Book course structure.

I'm borrowing the term Look Book from the fashion industry where it can refer to a collection of photos that show off a designer's clothing line or a stylist or a model.

Here's how we're thinking about the Look Book as a course structure.

When you use the Look Book course structure, each of your modules is a "look" that your students can try on for their own work. The hope is that several of these "looks" or approaches not only fit them well, but also inspire and motivate their work.

The modules are more than "looks." In each of them, you'll give your students the breadcrumbs they need to get going with their own work. This lesson you're watching right now is part of a "look book" of course structures.

(SLIDE 4)

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WHEN TO USE THE LOOK BOOK

Use it when you've got this 1-2 punch:

One: When you've got a substantial body of your own work and experiences (+ a bunch of observations as you've observed your industry). All of this is great fodder for Look Book content.

And the really great reason for using it is when you can combine that body of experience WITH: students who are looking for inspiration and fresh approaches to fuel their own creative and intellectual work.

(SEE SLIDE 5)

EXAMPLE | STORY STYLES: Story Styles a Look Book I made for my members at Get It Scrapped. It's a Look Book of 10 distinct styles of scrapbook page storytelling that I identified and described. These styles have to do with the way photos and journaling are used and supported by the rest of the page elements.

Committed scrapbookers will recognize 3 or 4 of these styles, but most will be fresh to them. Again, I, as the teacher, defined these styles as a result of working through the 1000+ of scrapbook pages made that had presented in our courses over the years.

The course presented these 10 story styles:
• Photo-journalist
• Incident
• Data graphic
• Moment
• Allegorist
• Reflective
• Theme-crafted
• List
• Artsy
• Compositional

(SEE SLIDE 6)

Here's how each LOOK—each story style--is taught. There's a first description of what the look is, a description that I, as the teacher, crafted.

Here's the beginning of the Data Graphic story style. It's described as: "borrowing from visual devices like pie charts, maps, Venn diagrams, timelines and the infor-graphic format."

Then within the lesson are several of examples--each of them illustrating as aspect of how the data-graphic style works. The first example teaches that it shows relationships visually.

(SEE SLIDE 7)

The next examples show how the data-graphic style show both the parts and the whole visually.

(SEE SLIDE 8)

The theme-crafted story style is introduced as a style "in which every choice is made to reflect the page theme. Motif, pattern, color, typefaces, and design elements are all used to further story, set mood, and convey information.

And then come the illustrations that make key points about this look.

Every look was taught with the same approach. The overall impact of this course was that students had a big bookful of ideas for scrapbook page storytelling with examples and specific approaches that could fuel their work and teach.

(SEE SLIDE 9)

EXAMPLE | FRAMEWORKS THAT FASCINATE: This course that you're in with me now has a LOOK BOOK course format in the second module. I've taught you about the Skills-on-Fire Bootcamp, the Personal Journey, the Borrowed Model. And right now I'm teaching you about the Look Book.

Just as with the Story Styles course I told you about, I came up with these looks. A couple may feel familiar to you, but many should be new—and the way they are presented is definitely new and developed by me as a result of my experiences with lots and lots of courses.

(SEE SLIDE 10)

Also, as in the Story Styles course, every lesson has the same structure.

- It opens with an ABOUT section
- Then moves to advise on WHEN TO USE this structure.
- Next you get examples
- Then course design tips.
- And each lesson ends with a section on why this course structure fascinates.

(SEE SLIDE 11)

EXAMPLE | SCRAPBOOKING TRAVEL & VACATION: Here's another Look Book course. Remember: you are developing and defining the looks. You're mining your experience and knowledge of the field to give your students a motivating tour.

The course Scrapbook Travel presents the work of making scrapbook pages about travel and vacation by using a Look Book format that presents 5 looks for these pages. The looks correspond to trip types:

- The weekend getaway
- The road trip
- Being there (that's the staycation)
- On tour, and
- Themed destinations

Within each lesson the look covers:
- story arc for this type of trip
- design tips
- color schemes, and
- page templates

(SEE SLIDE 12)

EXAMPLE | LOOK BOOK-STYLED CREATIVE PROMPT: As I was creating this lesson, it happened to be Folk Tale Week. One month every November, artists in a variety of mediums create theme-driven artwork in a folk-tale style. The themes this year are shown on this capture I grabbed from Instagram. They are: home, secret, path, smoke, darkness, key, crown.

Seeing this made me think that Look Books could also be styled around themes or prompts—and that I'd done just that.

(SEE SLIDE 13)

EXAMPLE | HYBRID COURSE STRUCTURE: In 2017, we offered a series of LOOKS at story prompts at Get It Scrapped. Here are a few of them: tribe, wisdom, origins, clutter.

Each story prompt was also paired with an advanced design lesson. So this is a HYBRID course design—I think of it as a LOOK BOOK + SKILLS ON FIRE.

The LOOK BOOK portion are the story prompts. The SKILLS ON FIRE portion are the advanced design lessons.

(SEE SLIDE 14)

One month the story prompt we were LOOK-BOOKING was Wisdom. Just as with the other LOOK BOOK examples I shared, the LOOK gets defined at the beginning of the lesson.

And then, in this course, the next section of every LOOK was a set of detailed prompts for exploring our stories around the prompt.

And then came the examples. Multiple examples of people telling their stories on this topic.

LOOK BOOK COURSE DESIGN

(SEE SLIDE 15)

Let's talk about the work of designing your Look Book course.

- To begin with, you'll need to dig into the work of categorizing. That means looking at various aspects of what you do and then, within each aspect of that doing, it'll be time to "count the ways" this work can be approached.
- This is strategic and methodical work. You might be deconstructing the whole. You might be enumerating alternatives. You might be doing both.
- Look to how others in your field work, too. What approaches can you identify in their work? Can you understand these approaches and add them to your "looks?"
- The opposite of deconstruction is generation. Once you've broken it all down, look to your work and identify areas in which you can generate prompts, and challenges and alternatives.
- Be sure that whenever you think you're done, you dig in more deeply. GET CREATIVE. Relook at all you've considered from more new angles.

(SEE SLIDE 8)

WHY IT FASCINATES: LOOK BOOK

- It presents a menu of possibilities—which is an exciting proposition--for your students to consider and try out.
- Going through these possibilities grows their understanding of all they could do and even be. With a rich list of LOOKS, there has to be some way for each student to get started.
- Whats more, within the series of looks, there can be one that's the unexpected yet winning option--the very thing that takes them where they want to go—and in an original way.

Now that you've learned the Look Book story structure, it's time for you to discover the categories or approaches or prompts that could define your own look book series.