

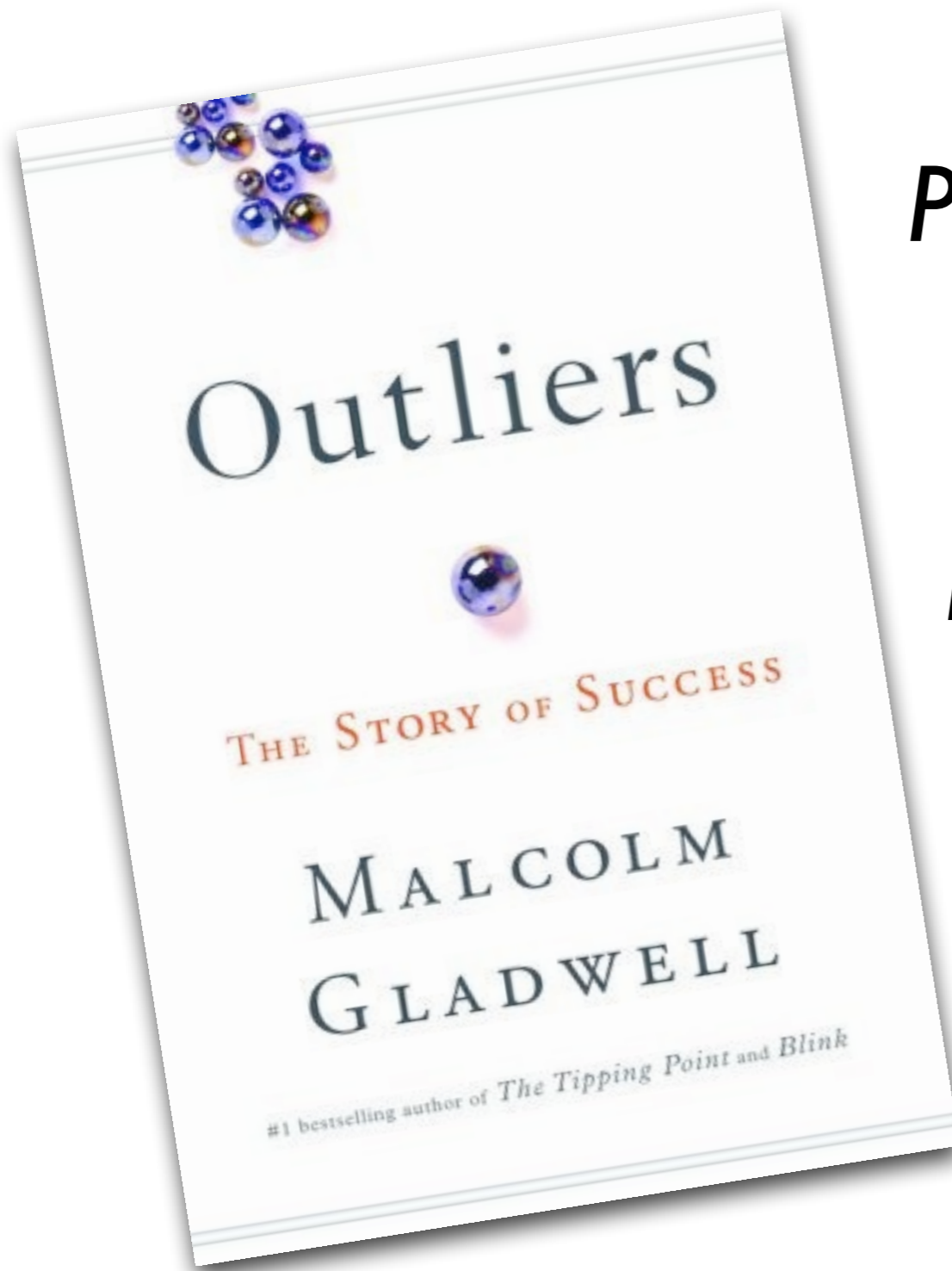


How to How to
will begin soon

How to How to

Judy Belcher • Cynthia Tinapple

So you want to share your knowledge



*Practice isn't the thing you
do once you're good.*

*It's the thing you do that
makes you good.*

Malcolm Gladwell, Outliers

10,000 Hours



to become an expert

If you look at the careers of great entrepreneurs and you look at the moment they took their plunge, the plunge is rarely a great financial or material risk, it's a social risk.

At the moment they started their new businesses, everyone around them said, "You're an idiot".

- Malcolm Gladwell

You're an idiot!

Learn to accept it gracefully

Before you start consider:

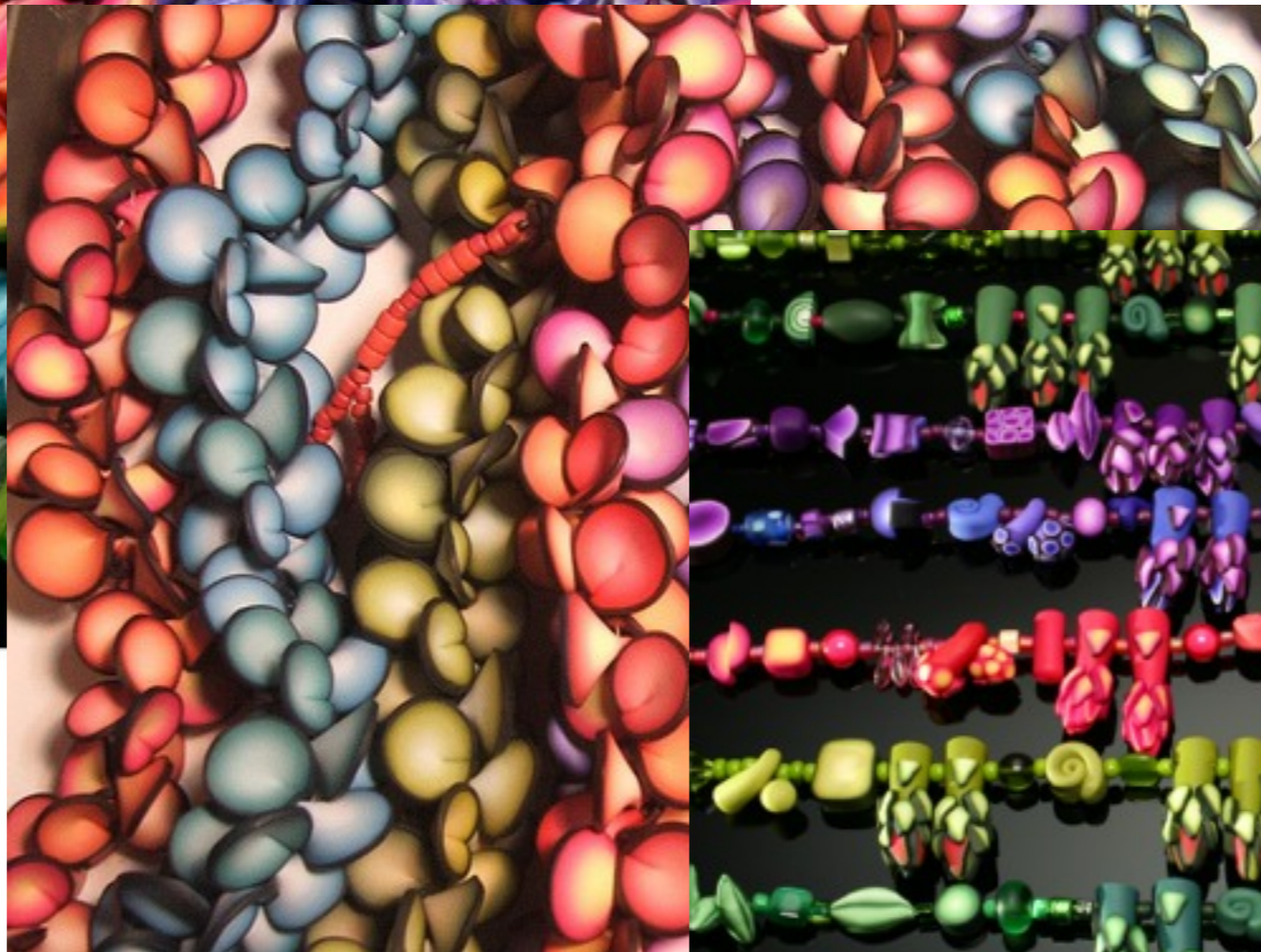
- What is motivating you?
- What will you teach?
- Who is your audience
- What is your natural skill set?

What is motivating you?

Ambition or actualization?

Am I doing this out of a need to win, impress or get recognition (**ambition**) or am I doing this out of a desire to create, play and grow into a fuller expression of myself and share that with others (**actualization**)?

If you are truly engaged...



What will you teach?

- What problem have you solved?
- What technique have you perfected?
- Show me how to use my scrap
- It must be your own!

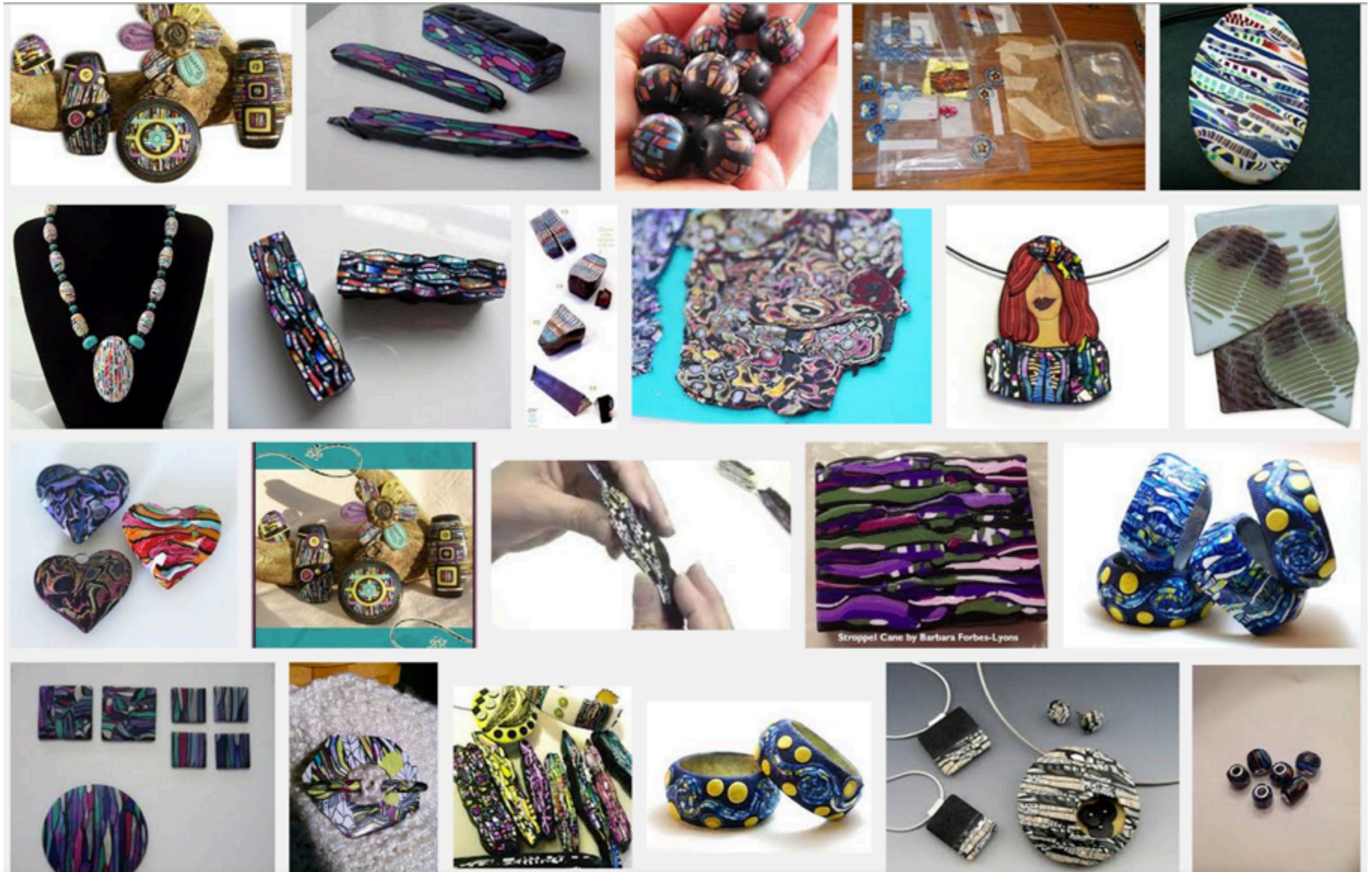
What problem have you solved?



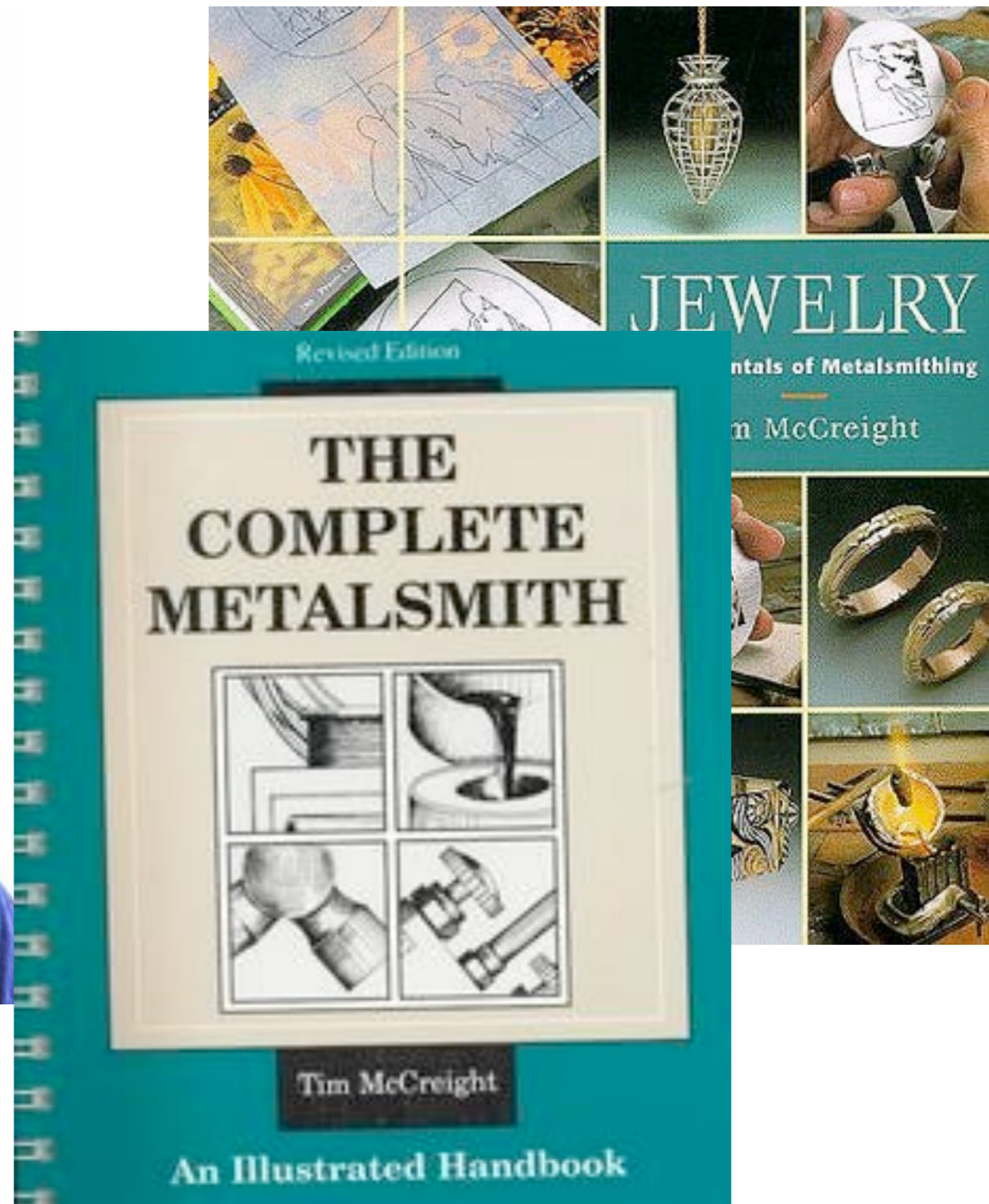
What technique have you devised or perfected??



How to use scrap



It must be your own



Lean In

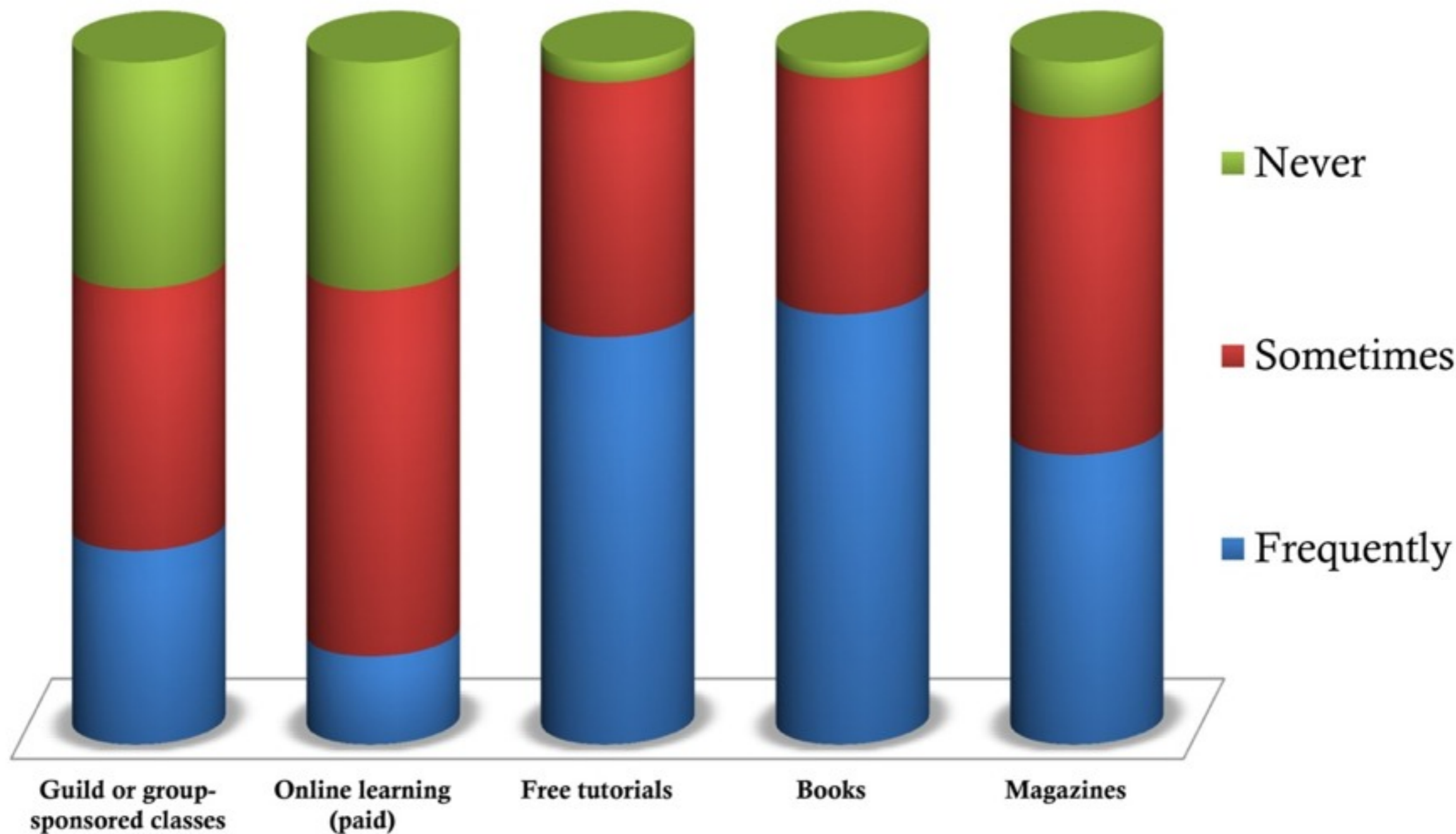
- It's the wild west so strap on your guns
- Don't put it up if you aren't ready to share
- Decide where you will put your energy

Who is your audience?

- Beginners? Advanced?
- Where do they get their instruction now?
- How will you reach them?



Sources of Learning About Polymer

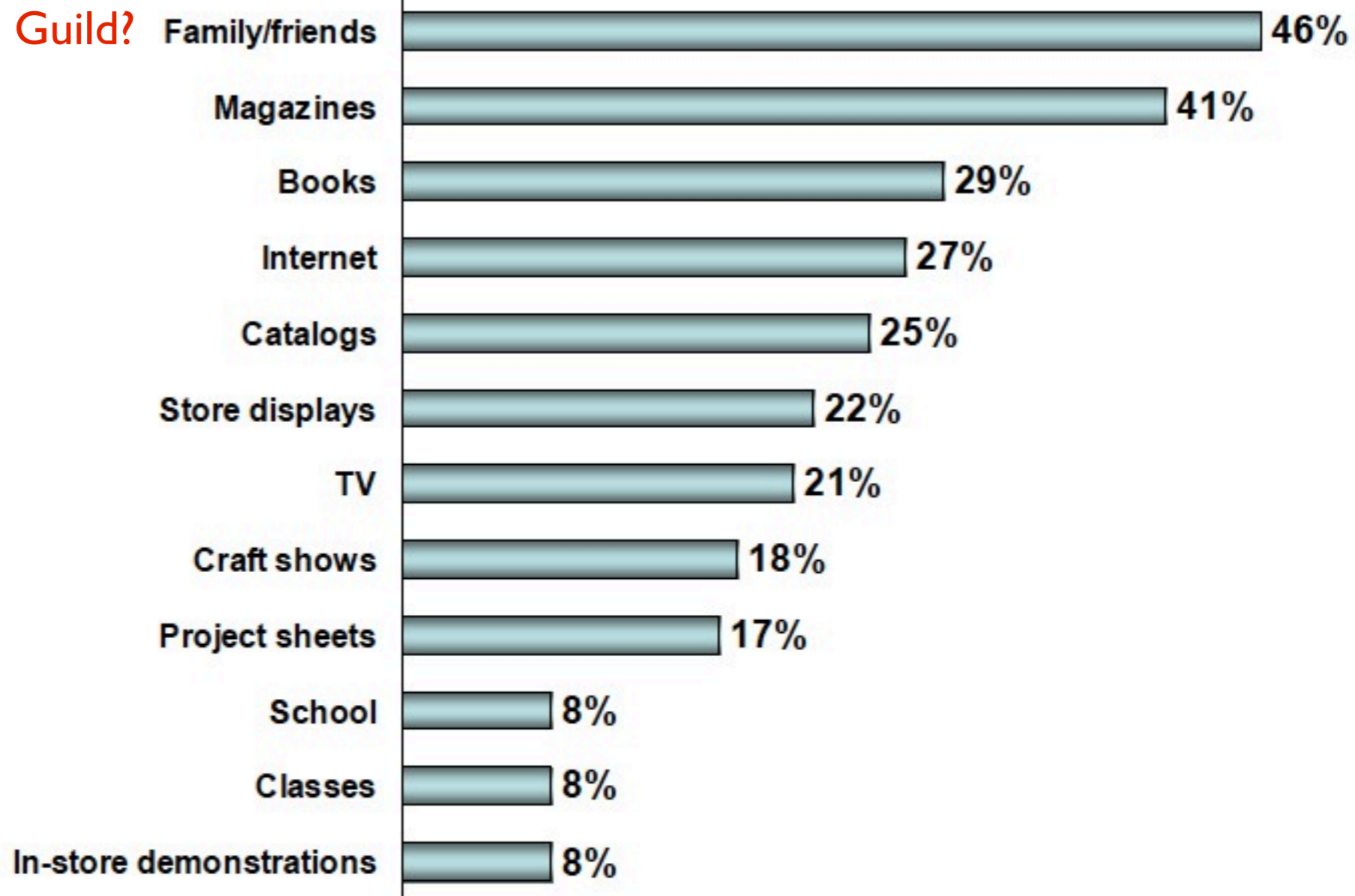


from our 2013 PCDaily survey



Family/Friends and magazines are the pre-eminent sources for new project ideas.

Top Sources for Project Ideas



Data based on 12 months ending December 31, 2010

Projected Base: 63 Million Total US Crafting Households

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What is your natural **skillset**?

- Do you like to speak in front of people?
- Do you have good writing skills?
- What are your strengths?
Play to them.



What teaching vehicle do you choose?

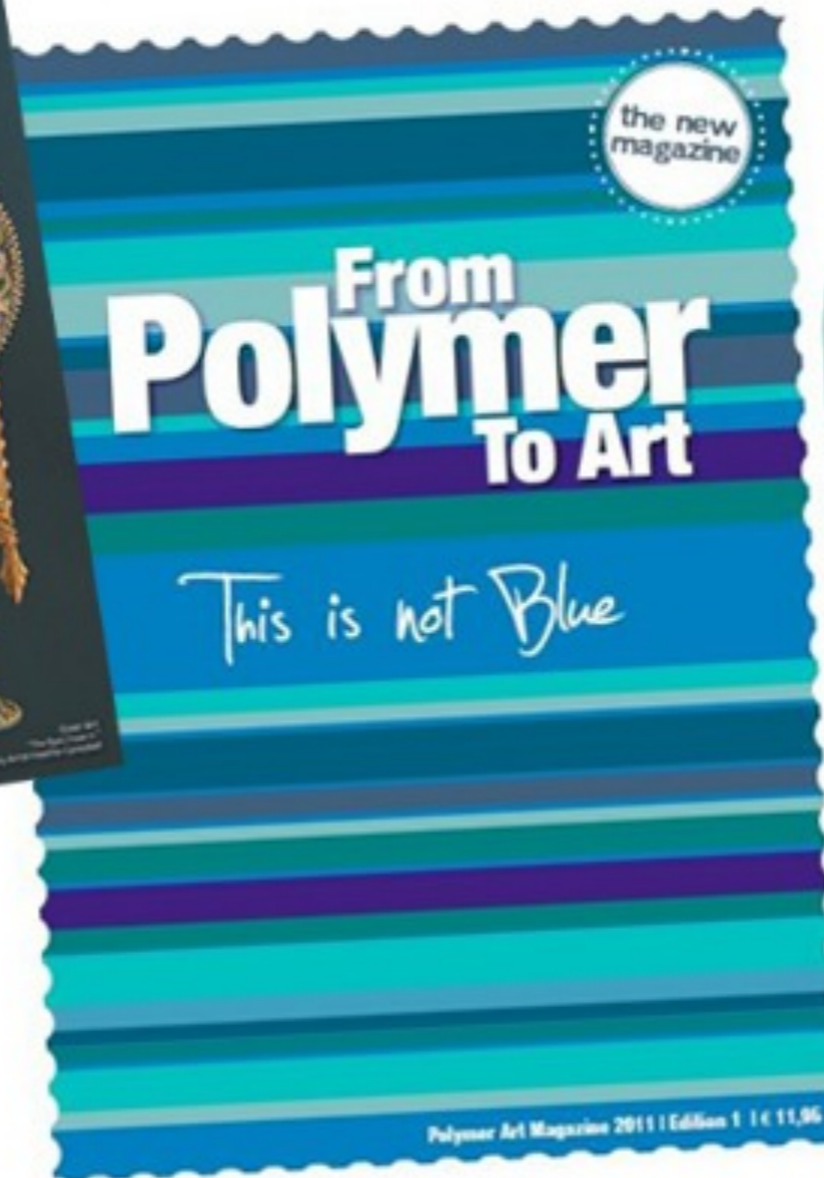


Written?

Online?

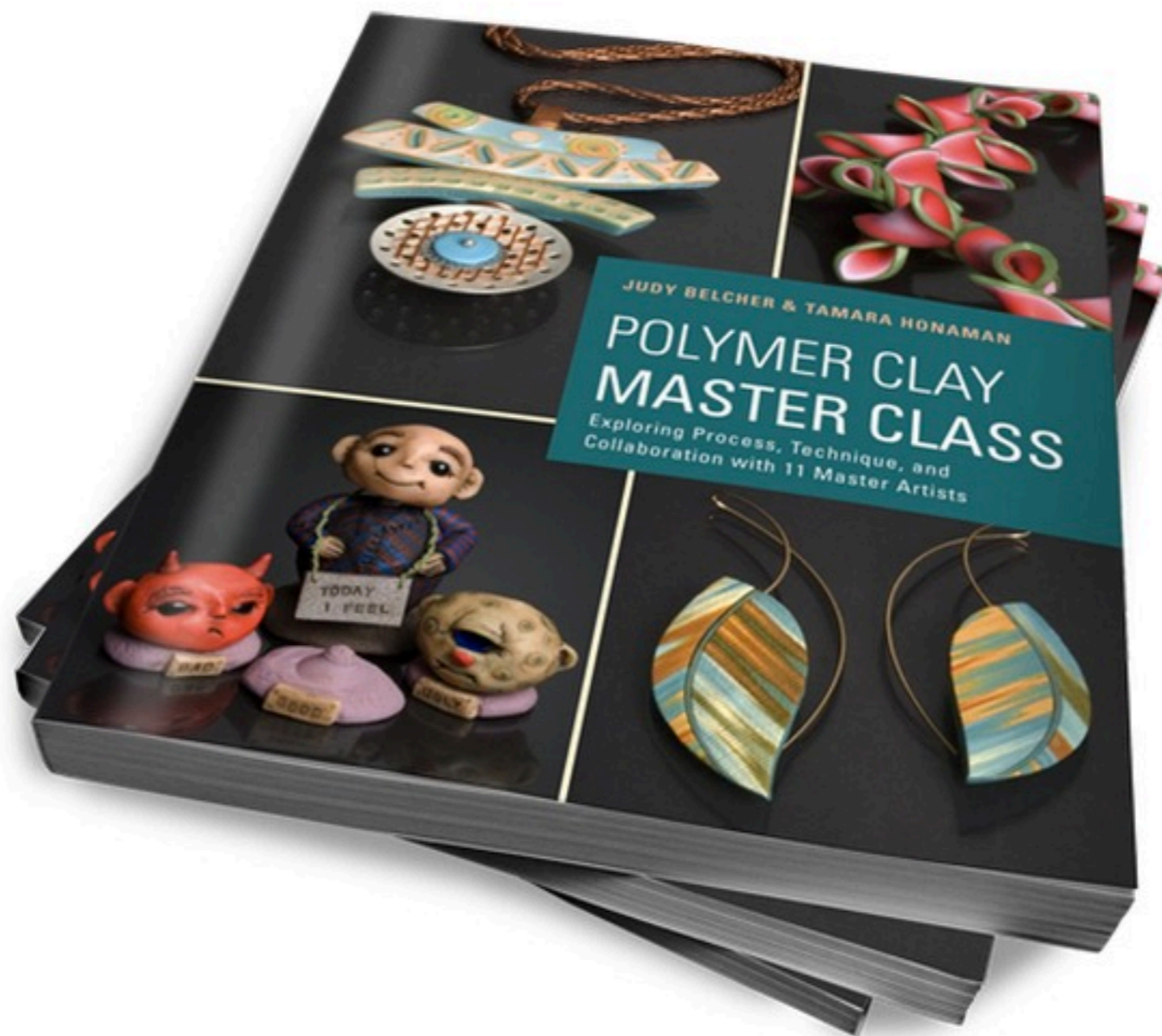
In Person?

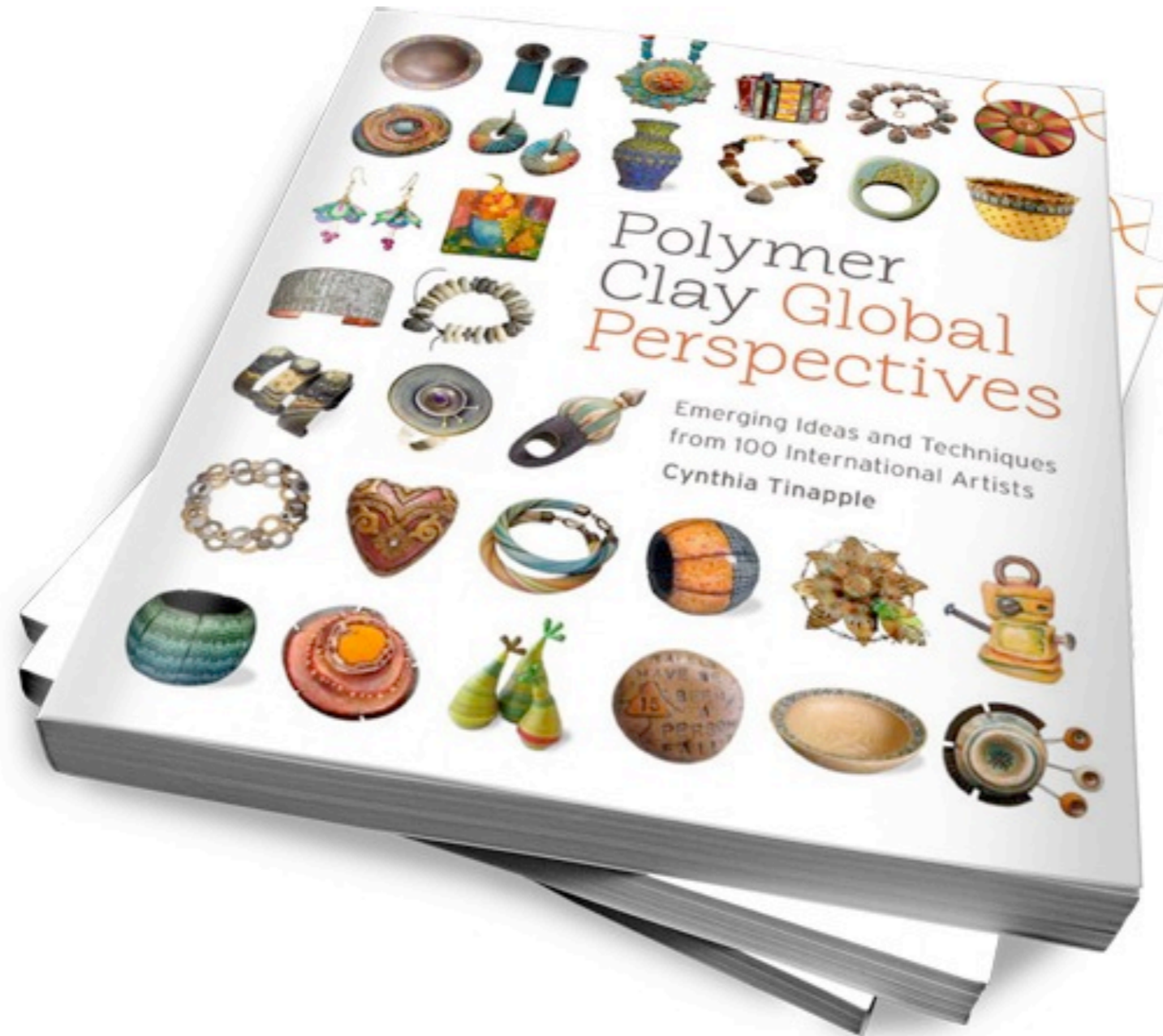
Magazines



Published books







Books & Mags

- You are dealing with only what is seen on the page
 - Must be clearly written with plenty of photographs. May never be enough for some learners (so you need a thick skin)
- Know the cost (time, effort, copyright issues)
- Generally low return (low \$\$ compared to other instructional options)
- The reward is exposure! No monetary value in doing Carol Duvall, but terrific exposure



Online tutorials & virtual classes



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

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learn, create, connect.

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CraftArtEdu

Artwork By: Gordon Uyehara
Media: Jewelry



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THE #1 WEBSITE FOR
ONLINE CRAFTING CLASSES
A whole new way to learn online.



Watch Introduction Video



LIVE ONLINE CLASSES

WATCH NOW

KEEP IN TOUCH

Sign up and receive valuable coupons,
hard to find resource lists plus a link to

Highly recommended to introduce you to the possibilities

Susan Lomuto's
(dailyartmuse)
online course



\$125 diy or \$197 with support

Stuck?

GOOGLE IT



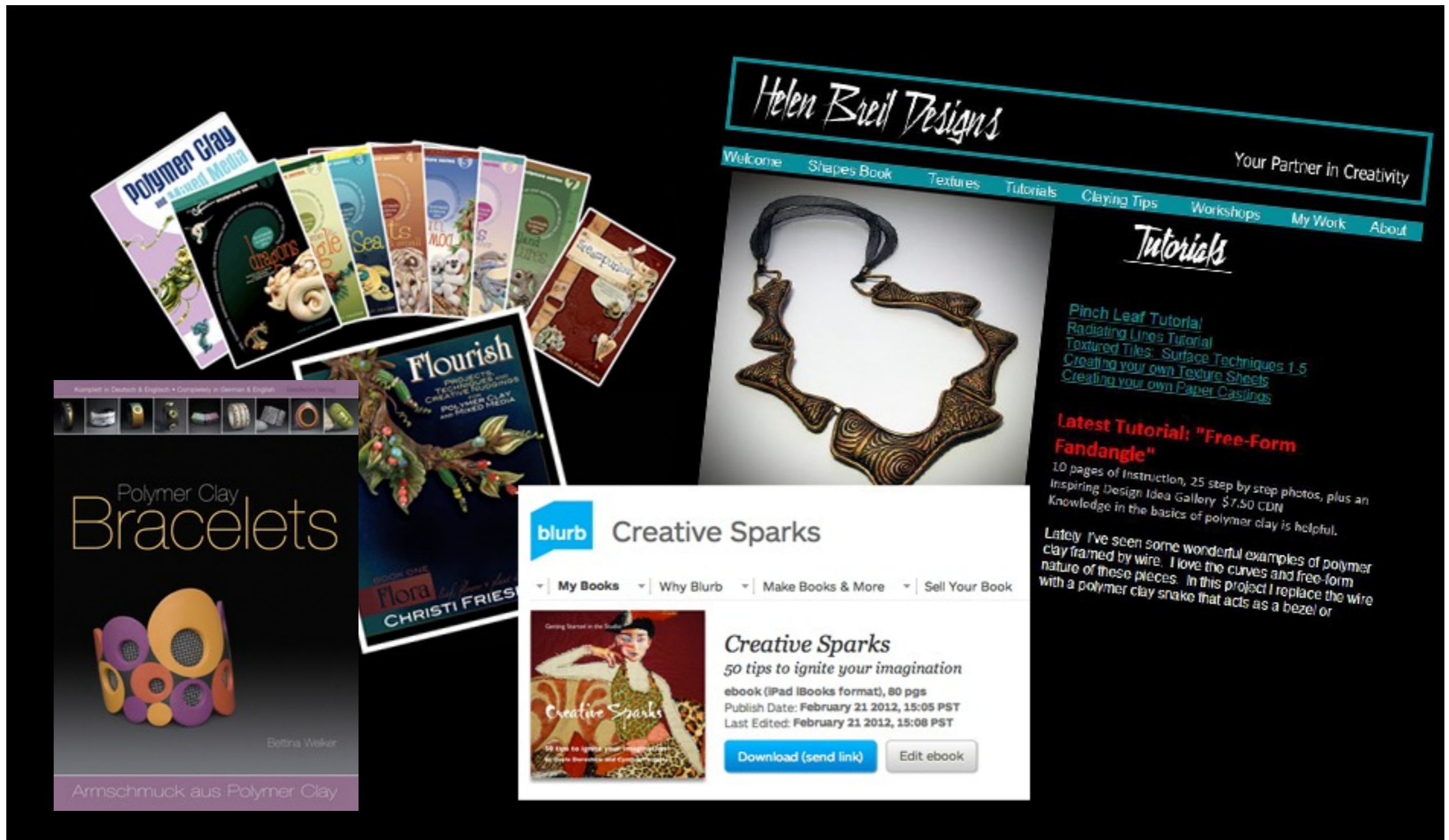
Virtual teaching/selling

- Craftcast
- CraftArtEdu
- Etsy (and others abroad)
- Personal sales site/blog
- Subscriptions/memberships
- Craftsy
- CraftTV
- Fire Mountain Gems
- Polymer Manufacturers
- YouTube/Vimeo

The value of free tutorials



Self-published books, ebooks





Christi Friesen talks about her ten self-published books.

from StudioMojo

Teaching in person



Getting started with teaching



Beta test - Offer to demo where your work is sold, teach children – they will test your skills

Attract students - Show your work, attend retreats and conferences, demo at stores, be active in your guild, connect with the media

Make a fuss online - social media, email newsletters

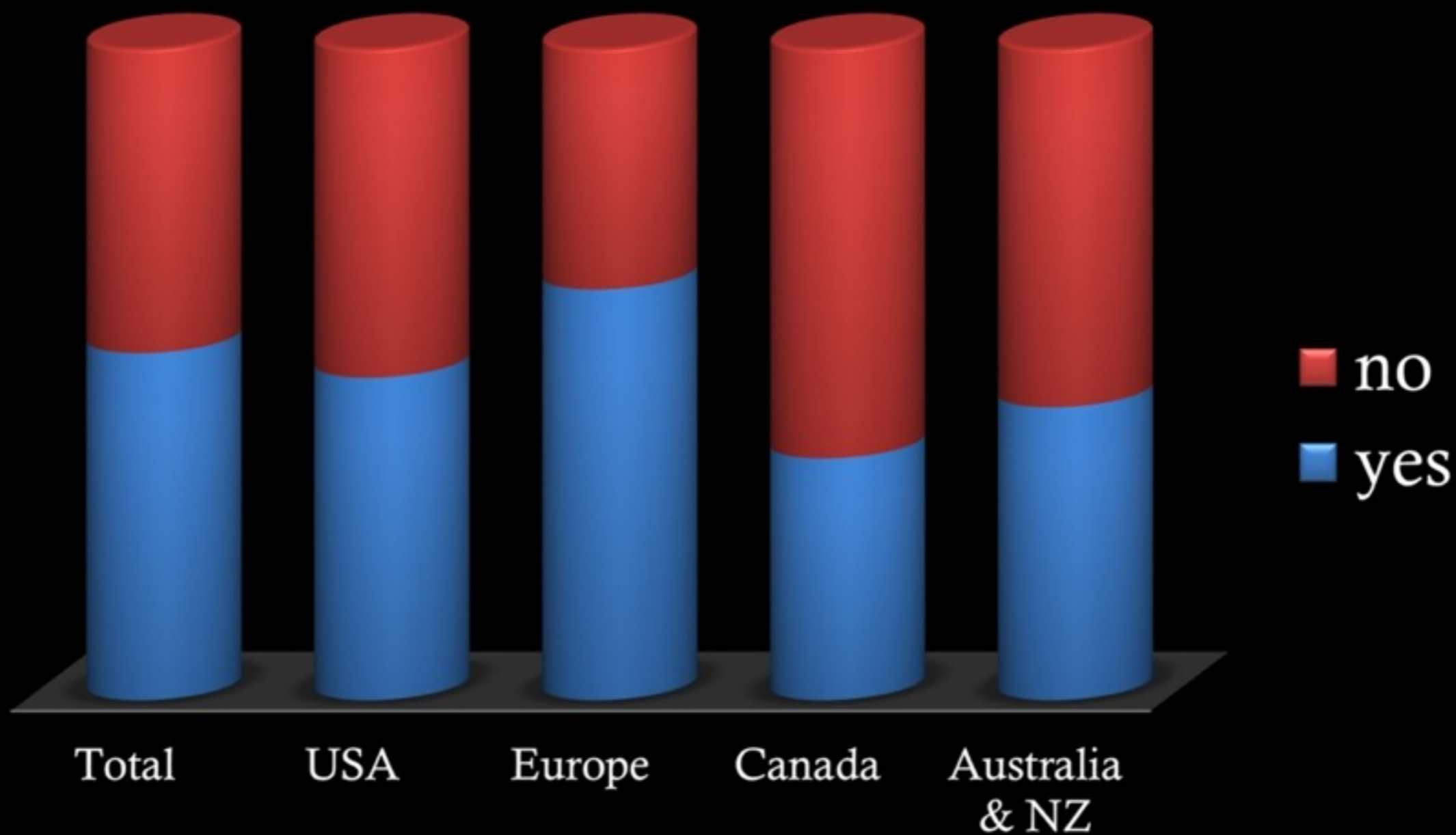
Where can visitors find...



Encourage guilds and artists to put instructions for visitors on their websites.

Travelers want to know where to find polymer work, polymer classes, polymer stores in an area when they visit or vacation.

Are you part of a polymer group, guild or organization?





TOUCHSTONE CENTER FOR CRAFTS

The natural setting for your creative nature

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Home

TOUCHSTONE CENTER FOR CRAFTS

Touchstone is a unique three-seasons craft school in the beautiful Laurel Highlands, only 60 miles southeast of Pittsburgh, Pennsylvania. Founded in 1972 as Pioneer Crafts Council, Touchstone's original mission was to foster interest in the preservation of traditional mountain crafts. Today, this unique craft school has expanded to include contemporary and experimental techniques in addition to traditional and historic methods in



Other venues

Craft Schools

- Arrowmont
- Touchstone
- Penland
- John C Campbell Folk School
- Haystack
- Snowfarm
- Peters Valley



Does online teaching take away from other teaching?

Alison Lee for StudioMojo

Consider this...



- **Every brain is wired differently** You may have to teach the same thing, but state it differently, show it differently... and male and female brains are different.
- **Your energy level** No one can pay attention when you are boring.
- **Repeat, repeat, repeat** Think of all the ways to repeat the most important parts of your lesson
- **Vision trumps all other senses** Show and show again.
- **Social learners** Some people prefer to learn in groups or with other people.
- **Solitary learners** Some people prefer to work alone and use self-study.
- Consider adding a **critique or evaluation** to your lesson.

Learning styles

- Listening
- Seeing
- Touch/experience



Tools for teaching



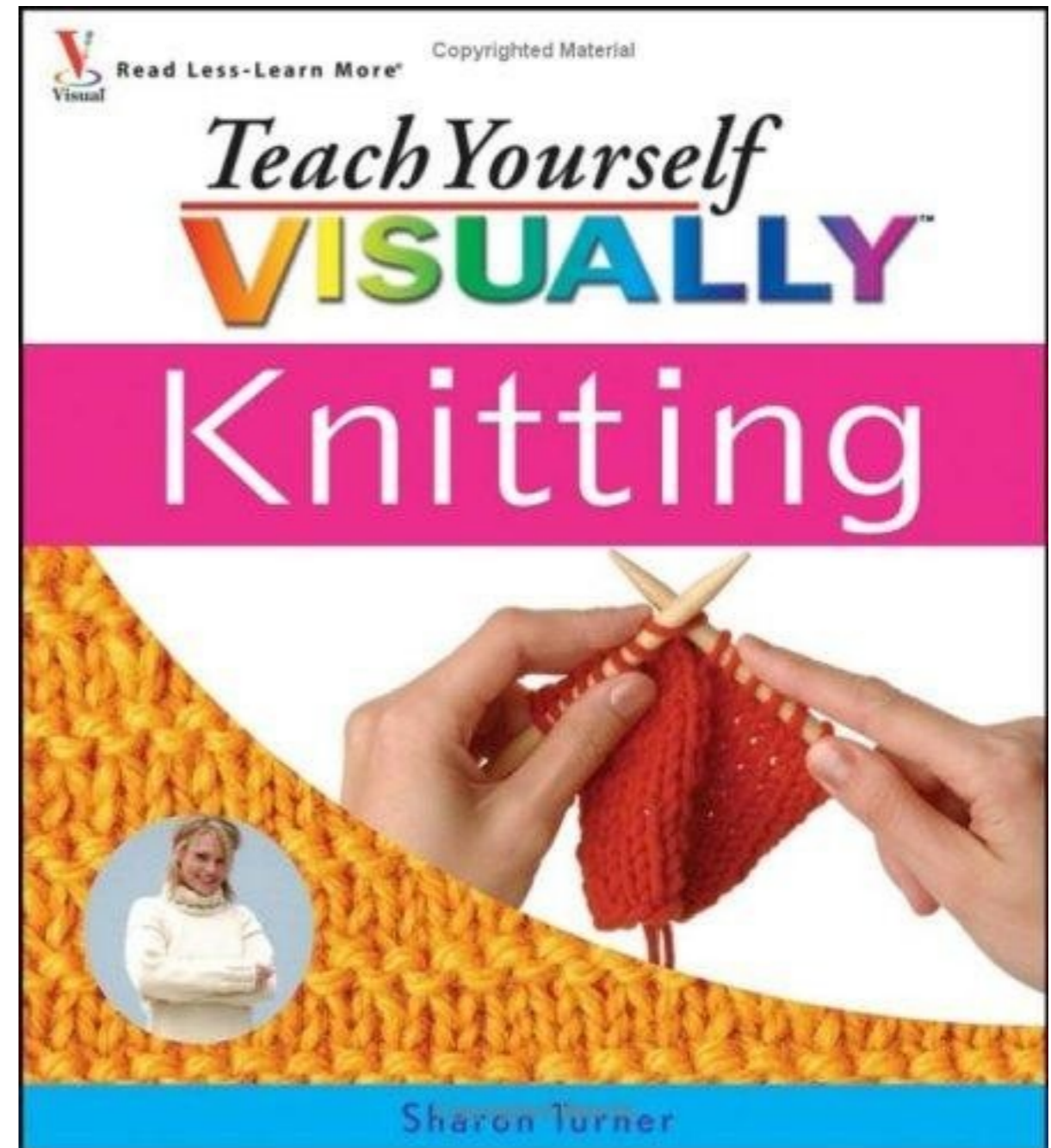
Find
your
inspiration



MISSONI
TARGET



Figure out
how to
do it

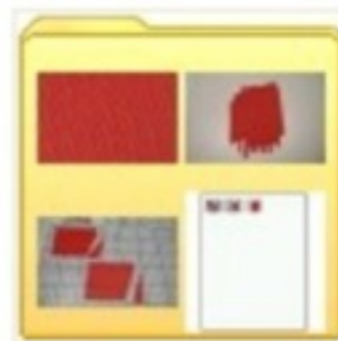




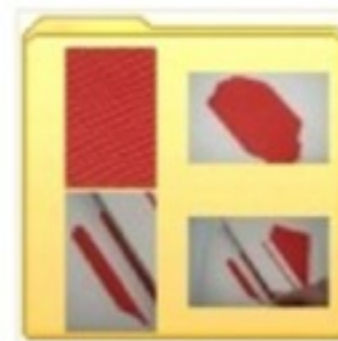
1 stockinette stitch



2 Chevron Stitch 73 degrees



3 Herringbone Stitch 73 degree offset



4 garter stitch



5 seed stitch



6 rib stitch



7 Rib seed stitch



8 Double seed stitch



9 Woven Chevron stitch



10 seed stitch stripe



11 Diamond Brocade



12 Basket Weave stitch



13 Diamond weave



14 Double rib stitch



15 Missoni 2



16 Missoni 1



17 Missoni 3



18 Missoni 4



Finished Jewelry



Knitting images



web images



x opening shots

Prepare too many steps!

Prepare for class

POLYMER KNITTING WITH JUDY BELCHER

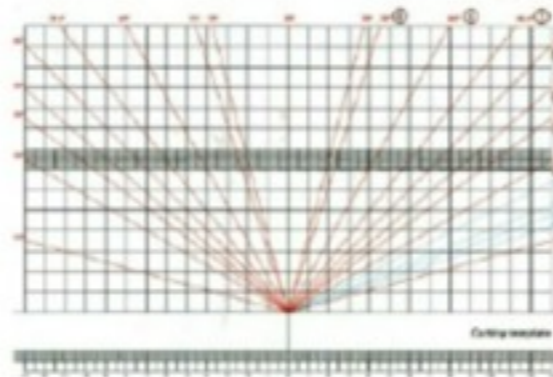


List all supplies



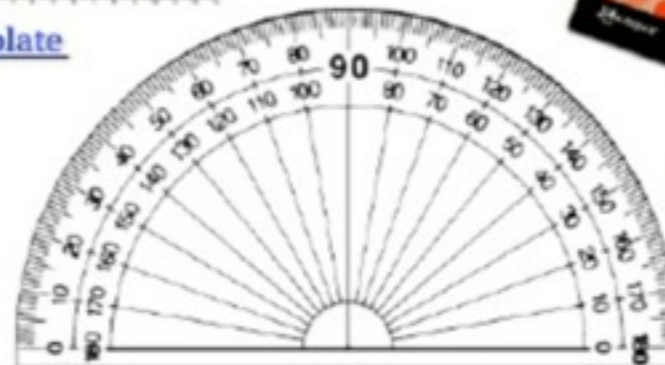
Supplies List:

- A stiffer brand of Polymer Clay
- Pasta Machine
- Stiff Clay Blade
- A Ceramic Tile
- A variety of threaded rods



New Clay Yo Template

Rubit Scrubit
rubber stamp cleaning pad
Or similar tight texture
like 60 grit sandpaper



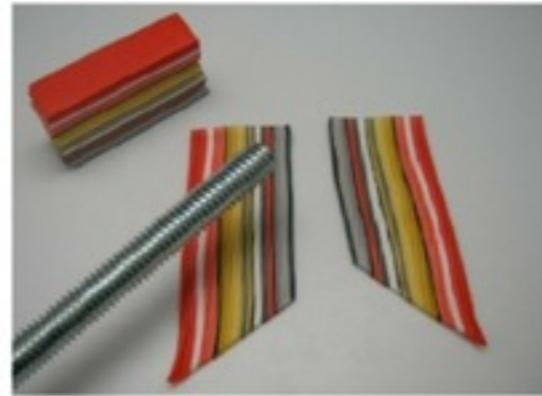
Printable Protractor

Set Up Steps

Basic



- Tint several colors by adding a bit of white to create 4 sheets of clay of differing value
- Roll each sheet in a variety of thicknesses
- Missoni uses black to add high contrast to it's knits. I used a very dark grey rolled on a very thin settings
- I also used white clay for an additional contrasting color



- Stack the sheets of clay into a striped cane
- Cut 2 slices from the cane
- Roll thru pasta machine on a medium thin setting
- Flip one slice over
- Roll with the medium threaded rod
- Cut each slice at a 45° angle

- Cut strips from each slice
- Follow the angle cut line on each slice
- Reassemble, alternating strips from each slice
- Match grooves



- Cut each sheet at a 72° angle
- Note that only a portion of the sheet is cut

- Cut strips from each sheet
- Follow the angle cut line on each sheet
- Assemble, alternating strips from each sheet
- Match grooves



- Each of the sheets are rolled at different settings on the pasta machine
- Each of the sheets are rolled with a variety of threaded rods

- Cut slices from each of the sheets in a variety of widths
- Cut the strips perpendicular to the grooves on the sheet
- Reassemble the strips into a sheet similar to the seed stitch



- Cut the sheet at a 60° angle
- Flip the sheet over to make the second angle cut
- Cut thin strips from each side of the sheet
- Follow the angle cut line



Photography

- modahaus, cubes and other setups
- Cynthia's Mojo experience with video
- professional photographer
- take an online class
- links to SNAG photography-in-flux presentation

Follow your passion
Listen to your inner voice
(not your inner critic)

You ARE ready

Take the leap!



Don't water your weeds.

Harvey MacKay

Don't let money drive your decisions



But wait!



There's more!

Find a helpful list of
teaching software, resources and tips at:

polymerclaydaily.com/teaching

Panel of experts

- **Alison Gallant**, UK - in-person, books/mags
- **Lindly Haunani** - done it all
- **Bettina Welker**, Germany - done it all
- **Jana Roberts Benzon** - teaching online/in-person
- **Natalia Garcia de Leaniz**, Spain - teaching online/in-person
- **Laurie Mika** - in-person teaching, books
- **Helen Breil**, Canada - done it all
- **Seth Savarick** - in-person/online teaching