

“Be” is the most irregular English  
verb

It got semantically joined in times  
of Middle English from three  
different verbs:

Greek (Am, Is) – “be here”

I – Eimi (Am)

Thou - Ei

He – Esti (Est, Is)

We - Esmen

You - Este

They - Eisi

Sanskrit

I – Asmi

Thou - Asi

He – Asti

We – Smas (Sind)

You - Stha

They - Santi

Sanskrit “Bhu” meaning “to dwell, to live” and French stem “Fio” “to become” shape the BE/BEEN part

Was/were are mirrored in  
Sanskrit “vasati” – to stay,  
dwell, reside

Will (wollen) – to will,  
to wish something to  
become

# Countable/Uncountable Nouns

## Singular/Plural

an apple/several apples

a fish/several fish

a horse/several horses

a hair/several hairs (by a hair)

love/some love

hair/some hair

ice-cream/some ice-cream



**Singular Uncountable**



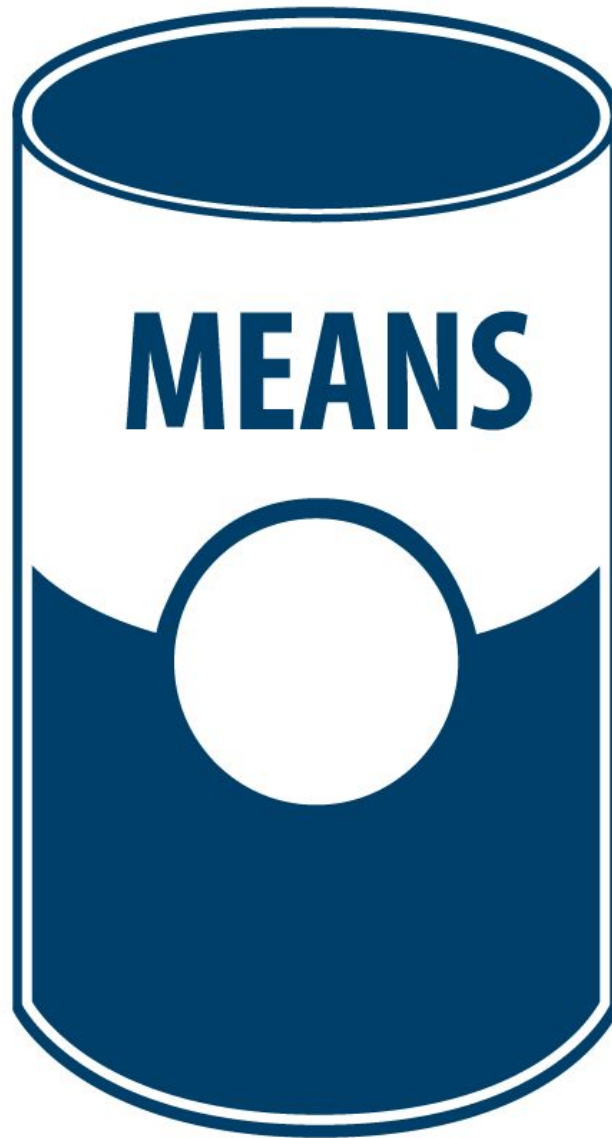


# Lens

Singular Countable (Lenses)



**Singular Countable (series)**



**Singular Countable (means)**

# Measles

IT ISN'T JUST A LITTLE RASH



**Singular Uncountable**



# BELLOWS

Singular Countable (bellows)

# JEANS THIGHS TROUSERS PANTS

Plural countables



1#



2#



3#



4#



5#



6#



7#



8#



9#



10#



11#



12#



I LOVE THE SMELL  
OF HORSE MANURE  
IN THE MORNING

# Partitives



a \_\_\_\_\_ of yarn



a \_\_\_\_\_ of cereals



Three \_\_\_\_\_ of sugar



a \_\_\_\_\_ of soup



a \_\_\_\_\_ of soda



a \_\_\_\_\_ of pizza

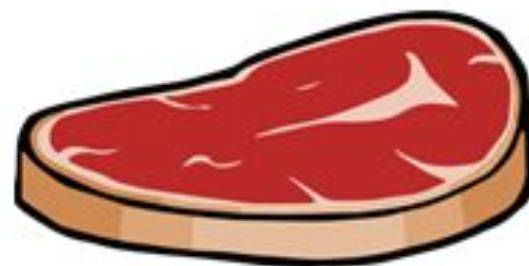




a \_\_\_\_\_ of salt



a \_\_\_\_\_ of bread



a \_\_\_\_\_ of meat



a \_\_\_\_\_ of milk



a \_\_\_\_\_ of tea



a \_\_\_\_\_ of juice







# DIY



I have to admit, when it comes to crafting, I am a fiend. I loyally follow Hobby Lobby and Michaels on social media, and I get excited when I see my weekly coupon from both crafting outlets. This new desire and appreciation for crafting has not taken hold of just me, though I do admit – I tend to take it to the extreme. Generation Y is becoming Generation DIY in more ways than just crafting.

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In the past, crafting and “doing it yourself” seemed to be reserved for grandmas and middle aged women book club activities. Now, young adults under the age of 35 dominate the 29 billion dollar crafting industry. Millennials are bringing together technology, creativity and entrepreneurism as they take on more DIY projects.

Harnessing this new mentality is key for brands breaking into the millennial market. For brands that **want to tap into** the millennial DIY culture, they must understand the millennial desire for ***active participation, individual customization*** and ***experiential value***.

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### Co-creation & Individual Customization

It is not enough to just give millennials a project and hope they carry it out. Millennials want to work with brands to create the perfect product. Research shows that 4 in 10 millennials are interested in co-creating products with companies. Many brands are taking advantage of this and are now offering customizable options.

TOMS shoes, wildly popular product for the millennial generation, now offers the ability to purchase a customized pair with their launch of Live Custom. Tyler Ramsey is an artist working with TOMS shoes to create unique pairs of TOMS based off of a customer's requests. TOMS allows consumers to participate and individualize their experience with the brand.

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### Experiential Value

One of the best parts of a DIY project, is sharing it with the world. Whether it be an Instagram post or a tweet, millennials love to brag about experiences with their friends and networks. DIY projects create these shareworthy experiences.



Pinterest is dedicated to allowing individuals to share their projects with others. Users can search specifically for DIY projects and hundreds of projects pop up with links to different crafting outlets and blogs. Pinterest not only allows for Gen Y to brag about their latest creation, but it also allows them to discover unique projects to try for themselves. Pinterest is an excellent source for brands to promote DIY projects and ideas to millennials.

The most exciting part about the DIY trend, is that it is turning into more than just arts and crafts. Millennials are now running some of the most prosperous startup companies – because they wanted to develop their own ideas, brands and positions. If a millennial doesn't see what they want or cannot find it somewhere, they will do it themselves

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From building your own bookshelf to starting your own company, millennials have embraced the do-it-yourself culture. By creating a DIY feel for your brand and allowing Gen Y consumers to play an active role in customizing content and products, you will capture the hearts of the DIY generation.

1912 the first mention of DIY  
house improvement kit

ZINE culture of 1950s  
(maga-zine)

# Self-publishing



1930s – during Great depression and after, the magazines of “pulp fiction” started to receive a lot of letters with critics from their readers

Pulp fiction is term from  
1920s, when to reduce  
the cost of the cheap  
books, they were printed  
on very low quality (pulp)  
paper

Magazines started to publish the letters from critics with their return addresses, thus creating connection between readers and adding new touch to the fan universe.



Thus appeared Fan-Zines  
and Personal-Zines.  
Lots of world-known  
authors first published in  
Zines (i.e. Azimov)

1970s punk movement gave a  
new facet to the DIY:  
Punks rejected the necessity to  
pay government and  
companies for things they  
believed should be cheaper if  
not free (books, music, videos)



# Crafts

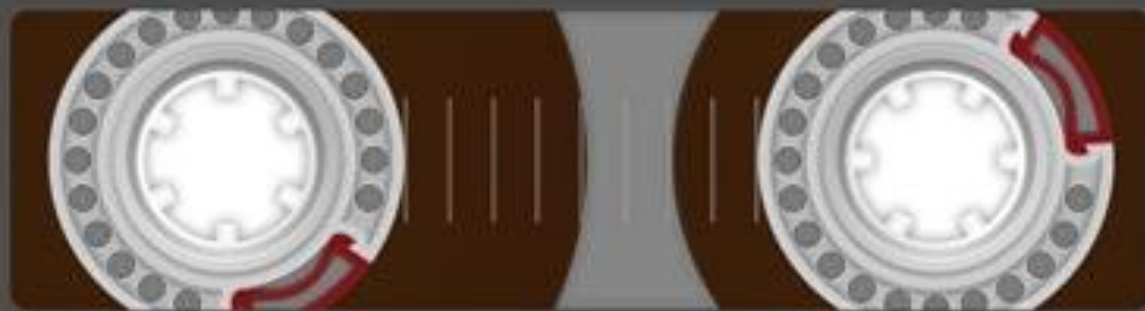
as a sub-culture became increasingly popular with Millennials generation

**A**

FREE Vector Cassette Tapes

NR  ON  OFF

90



TYPE I NORMAL POSITION

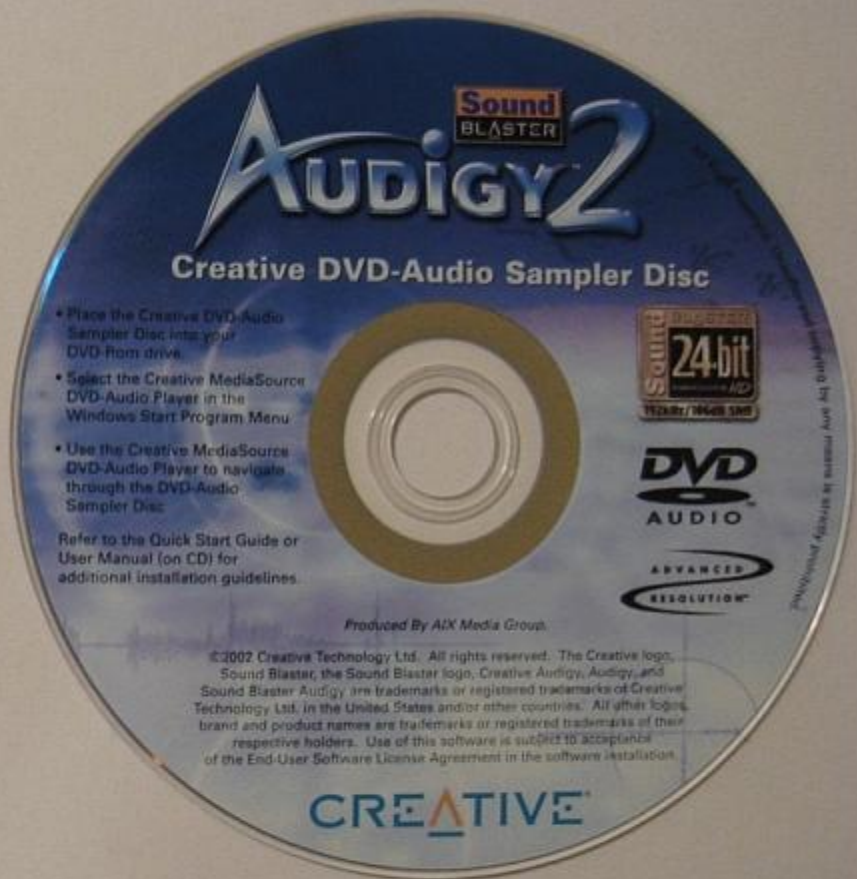
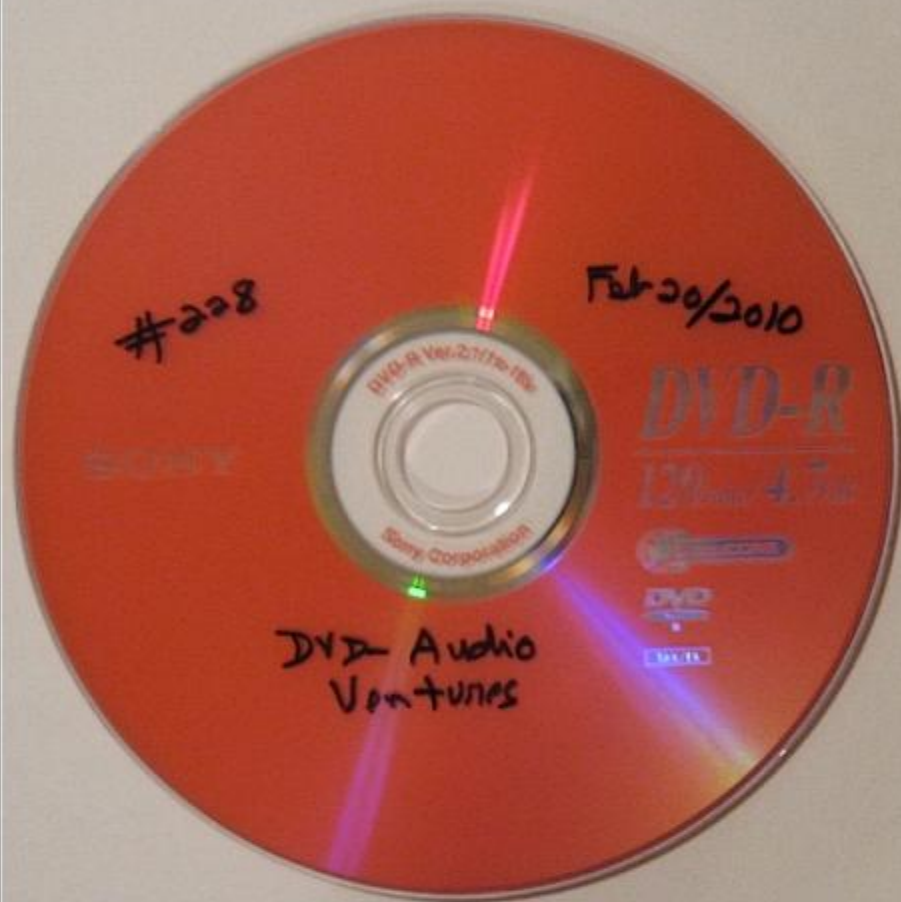


[fuzzimo.com](http://fuzzimo.com)



**SAMIZDAT**

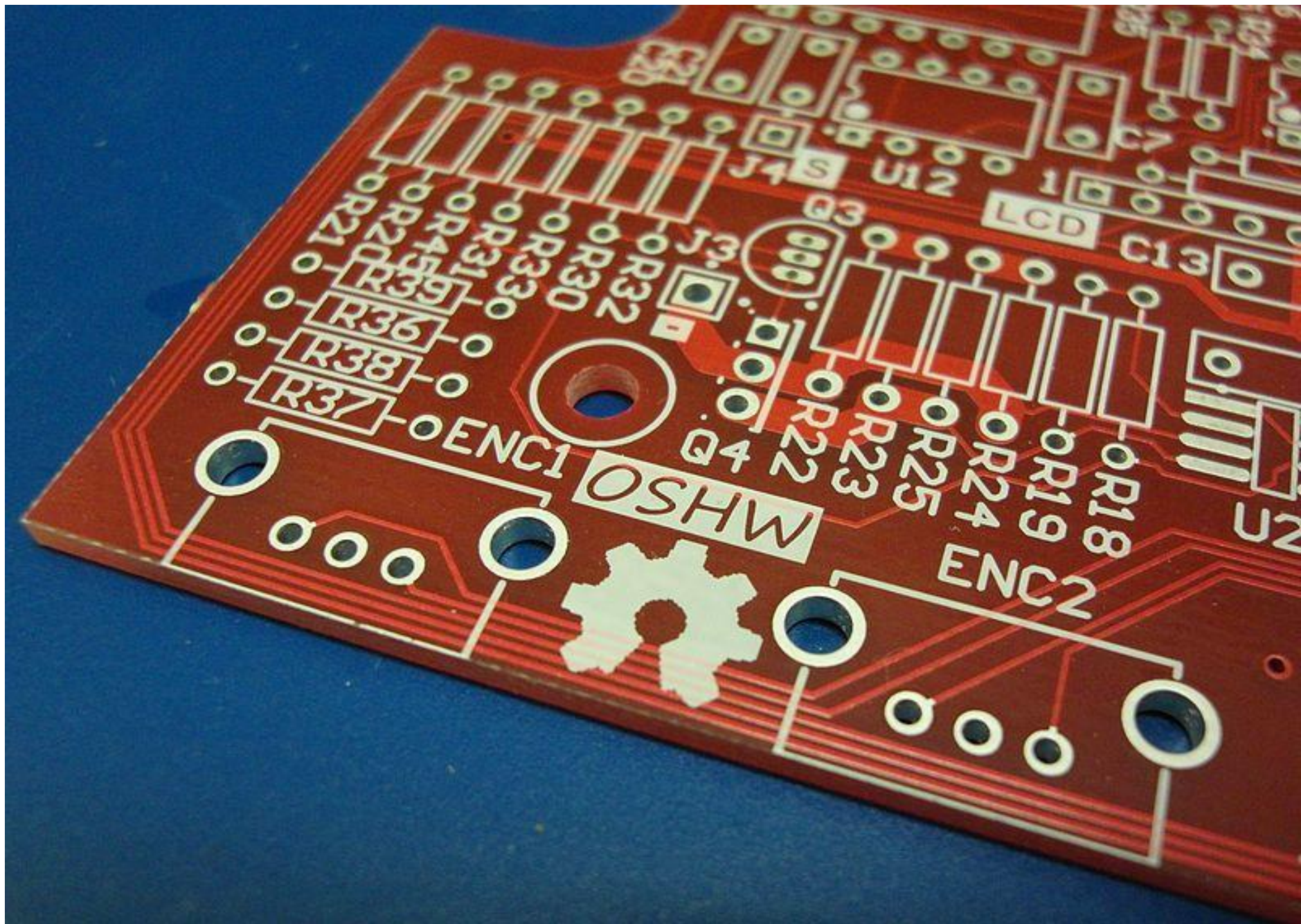








happy  
birthday









GO THINK BIG.CO.UK

INDIE  
LABEL













# DIY Movie Clapper

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by:  
Something On  
Everything

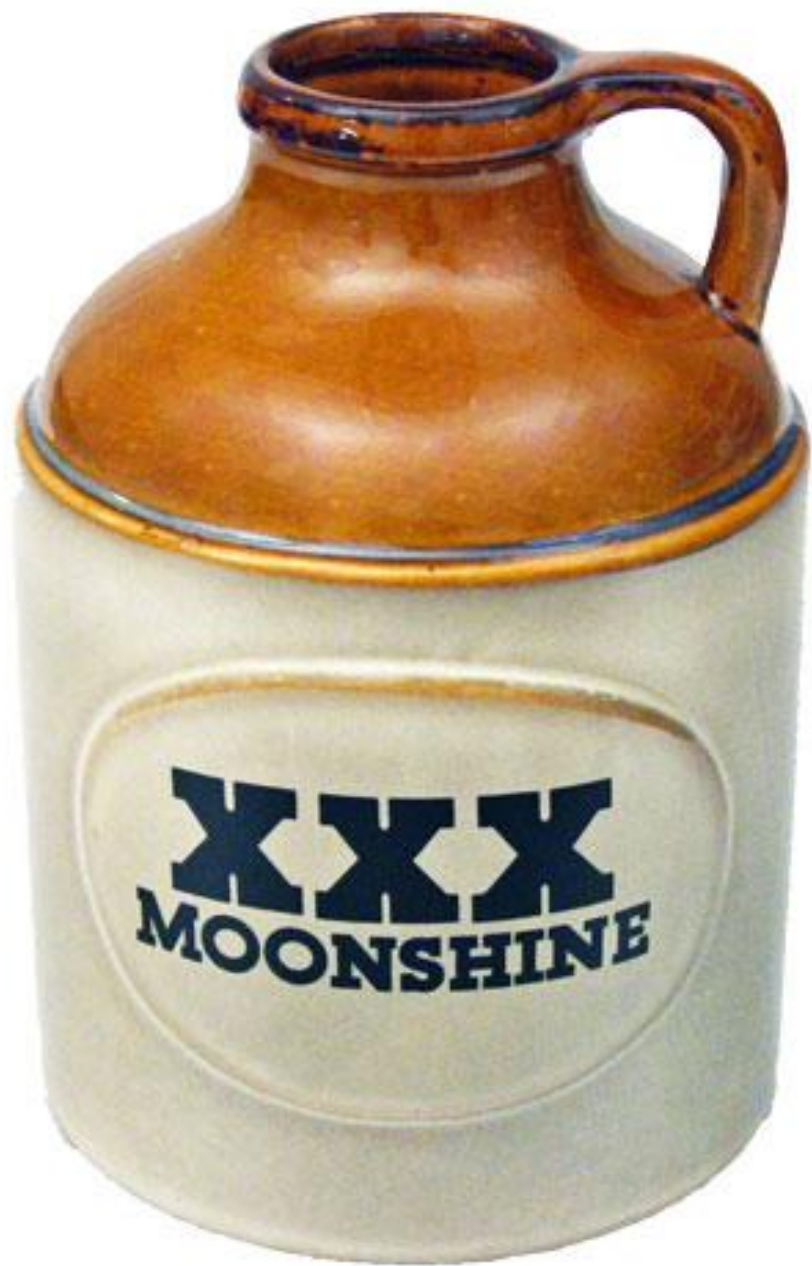












**XXX**  
**MOONSHINE**













funded  
with

**KICK  
STARTER**

Are you good with your  
hands?

Do you prefer to  
purchase things or do  
them yourself? Why?



What's your favorite  
craft?

Is it always reasonable  
to craft something  
when you are able to  
do so?

What craft would you  
love to master if you  
could?

Have you ever modded  
a game or made a print  
and play version?

Do you think DIY is  
more a hobby or a  
freelance business?

Is DIY good or bad for  
economy?

Are there a lot of DIY  
shops in our city that  
you know of?