

“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

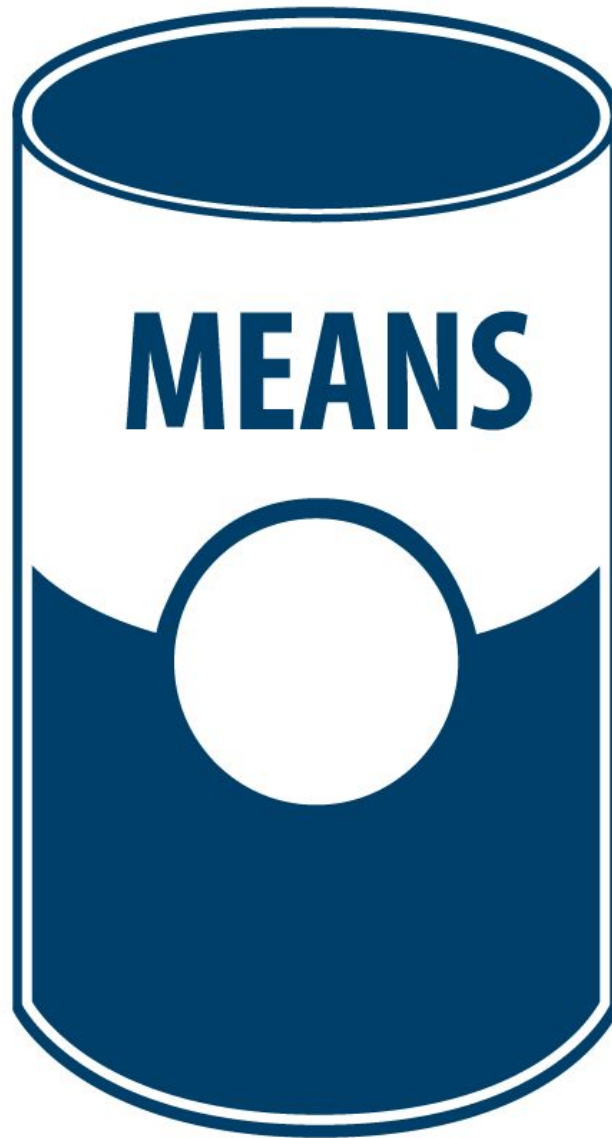


Lens

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



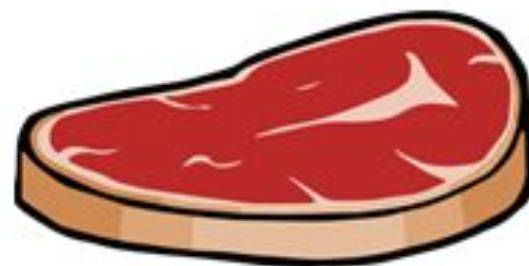
a _____ of pizza



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.

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***.

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.

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

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

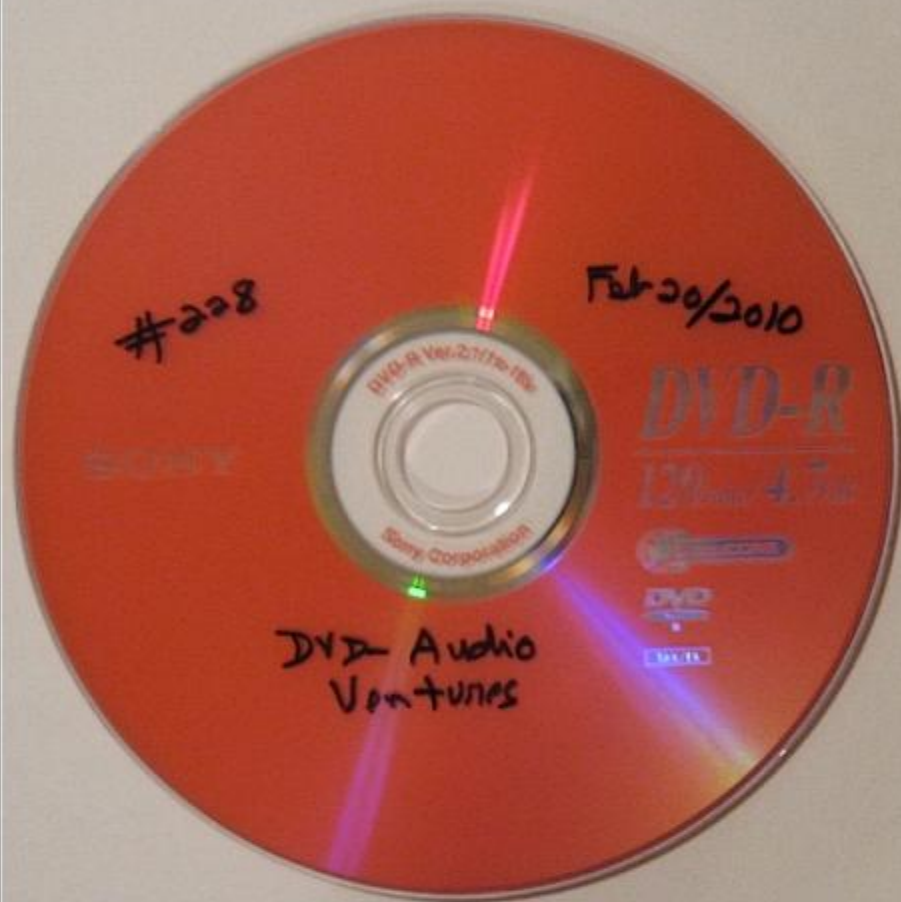


fuzzimo.com



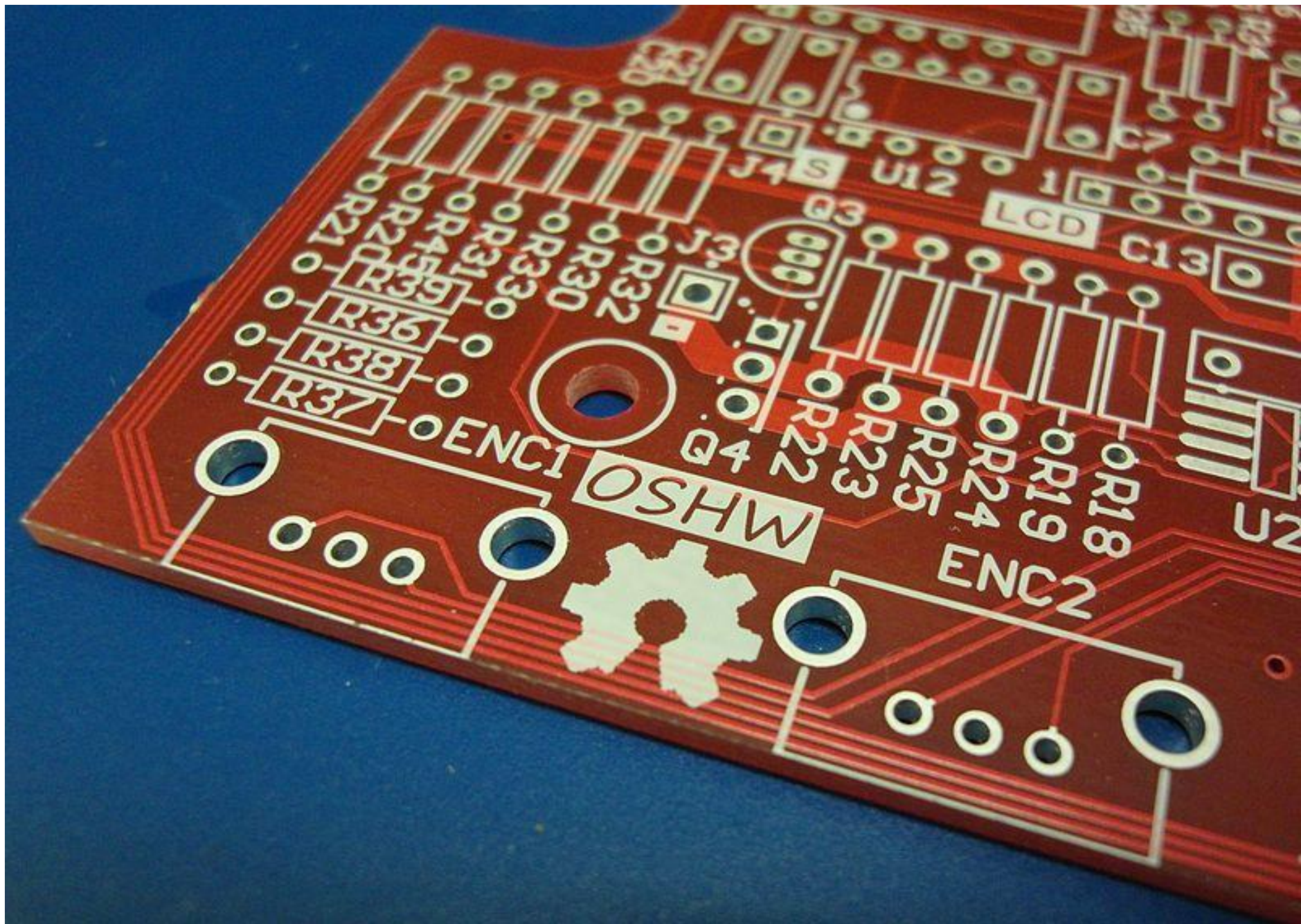
SAMIZDAT







happy
birthday









GO THINK BIG.CO.UK

INDIE
LABEL











DIY Movie Clapper

by:
Something On
Everything

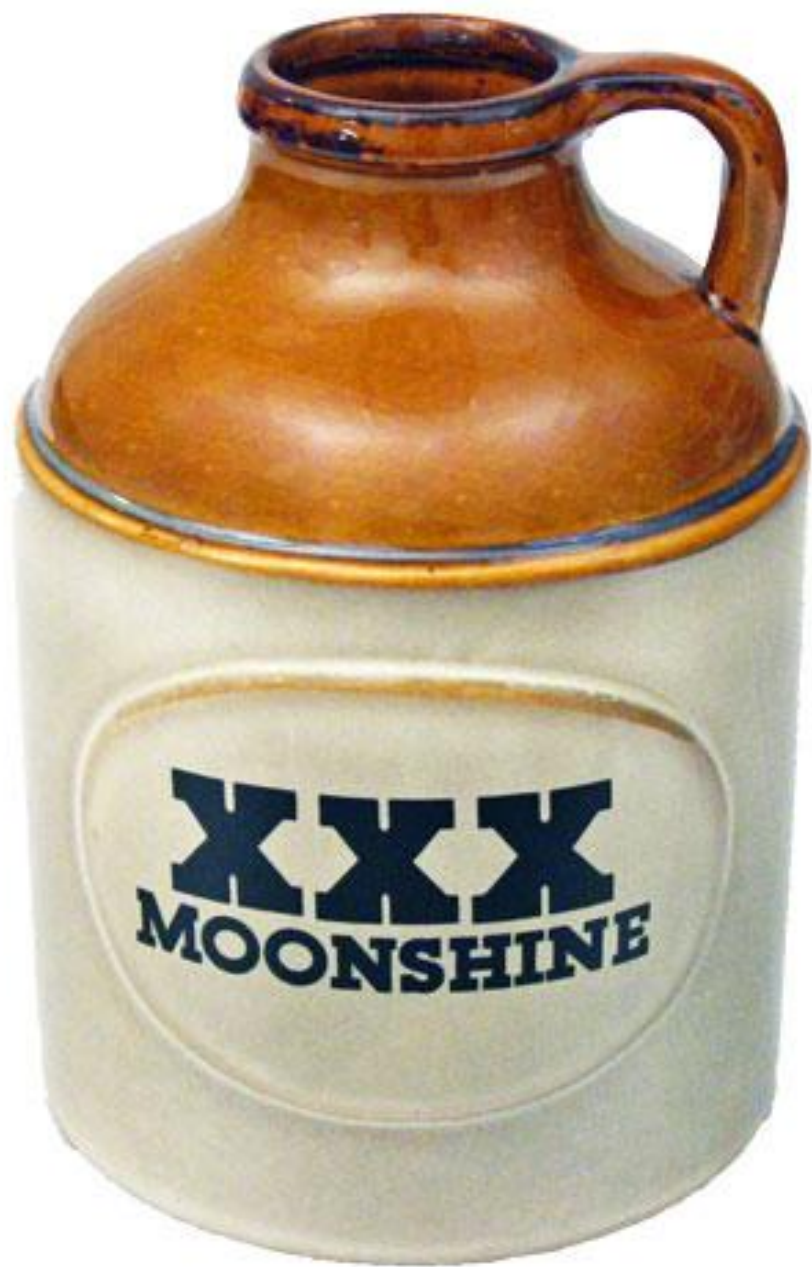












XXX
MOONSHINE











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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?