6 Steps to Understanding an Interactive Scrapbook

Written by Curtiss Cathey | August 2020

There are two common references for scrapbooks – traditional and digital. Because of a scrapbooks long standing history as well as the familiarity of scrapbooks to people both as adults and children, scrapbooks are often used as nomenclature to describe a host of things that are not truly scrapbooks – at least from a traditional sense.
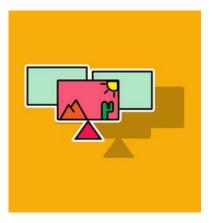
This article is to discuss a novel type of scrapbook – the interactive scrapbook – that we have observed to be closer to traditional scrapbooks and designed for a digital environment. Hence, the tribe at www.ratscoworking.com has been coupling and fusing a specific and novel methodology for our software that people for hundreds of years could understand how to use – scrapbooks.

Step 1: Study the History of Scrapbooks

Before wide usage of internet software, scrapbooking and artworks were the most popular, simple, and visual way to manage and communicate information.

In fact, many influential artists and patrons such as Leonardo Da Vinci, Charles Darwin, Constantinian monks, Benjamin Franklin, and early Egyptian scribes used large scrap books or scrap containers to manage information over their lifetime in science, philosophy, religion, and art. By the 16th century, usage of scrapbooks became so popular with people in England that they were known as "commonplace books" and by the 18th century, Europe was brimming with a vast social network of scrapbookers. People would share their commonplace books with other people similar to how people share their phone screens with other people during conversation. In many ways, scrapbooking was the technology used for information management with common people. In some ways, scrapbooking still is the information management inside the one out of every ten people that scrapbook and use their hands as a tactile force for designing things using scraps from the waste lands.
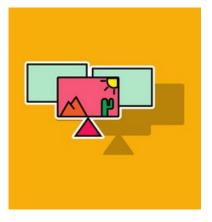
Step 2: Build LABS

LABS - Lifestyle and Business Scrapbooks

Scrapbooks are different from typical websites in one primary way – websites begin with words and integrate images whereas scrapbooks begin with images and integrate words.

LABS are digital scrapbooks developed by Residential Art and Technology Studio and imbued with special features that are familiar to traditional scrapbookers. This familiarity empowers LABS to adopt the exact same nomenclature and jargon of traditional scrapbookers including perforating, cropping, cutting, embellishing, embossing, trimming, stamping, punching, overlaying, coloring, journaling, matting, mounting, scrapping, and templating.

The staff at www.ratscoworking.com developed LABS in order to tap into three primary rules of behavior with traditional scrapbooks – common elements, interchangeable elements, reusable elements – visible and consistent in practically every single scrapbook on earth. To some who do not scrapbook, these rules of behavior give scrapbooks a boring, repetitive, hum-drum, simple, elementary, or junk appearance. However, upon closer inspection, scrapbooks embody every topic under the sun and interactive scrapbooks by the staff at www.ratscoworking.com is revealing their power in the digital world.

Step 3: Configure LABS

LABS - Lifestyle and Business Scrapbooks

First and formost, typically, scrapbooks have common aesthetic elements on every page that gives each scrapbook a common feel – a common base.

Second, other elements excluding the common base are interchangeable – the interchangeable base. Third, any of the common base or interchangeable base are reusable and shared with other scrapbookers. These three rules of behavior result in a viewer going from page to page in a synchronous way. LABS does three things - simulates these rules of behavior in its exact proportions and nomenclature, applies these rules in a digital world, and expands these rules to carefully and respectfully integrate website rules that transform traditional scrapbooks into interactive scrapbooks. In this way, LABS accomplishes the first goal, **maximizing interoperability** or the structure of scrapbooks.

To achieve maximum interoperability, ratscoworking.com began software development of scrapbooks as plug-and-play "mini-scrapbooks" that are contained by "master scrapbooks".

Step 4: Upgrade LABS to FAST

FAST - **F**ine **A**rt, **S**crapbooks, and **T**echnologies

The second goal, **maximizing interactivity**, will imbue the mini-scrapbooks and master scrapbooks with business functionality and linkages necessary to appear as textual websites but maintain the image scraps from LABS.

LABS organizes scraps of content into at least one mini-scrapbook composed by a master scrapbook.
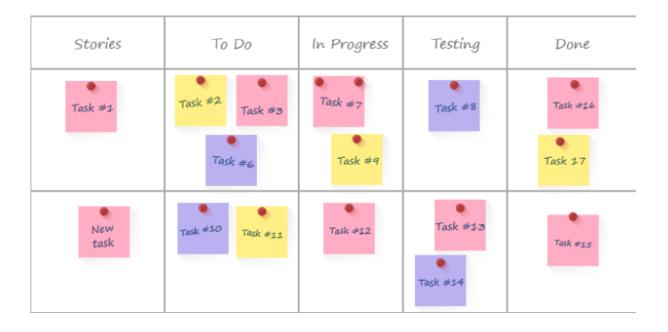
Step 5: Exhibit FAST with FARS

Fine Art Reproductions and Scrapbooks

The third goal, **market appreciation**, will parallel and apply best-of-breed business models from the art industry (galleries, museums, auctions, etc.) to formulate, distribute, and sale mini scrapbooks along side fine art as appreciable artworks.

In this way, scrapbooks can appreciate in financial value similar to any other fine art within the art industry.

A few may ask "Why is this vision revolutionary since websites currently exist for business or lifestyle containing art and photography?" This vision is revolutionary because for the first time, the development of professional business and social software and applications (apps) are being extended outside the typical creators of technology to include the creators of arts and crafts. Secondly, scrapbooking is a more simplistic and **familiar** approach to creation of software than the current WYSIWYG (what you see is what you get) approach used by blogs and most development software for over a decade. And Thirdly, only through the fine arts can we reach the highest level of government, business, and community to evoke positive and substainable development.

Step 6: Control FAST and FARS with BEST

BEST - Business and Electronic Scrapbooking Technology

BEST is a secured dashboard that implements KANBAN progress workflows embedded with 4 other tools – uploader, organizer, publisher, and surveyor – to empower tribes and their interactive scrapbooks and templates.

Today, Kanban (看板) (signboard or billboard in Japanese) is a scheduling system for lean manufacturing and just-in-time manufacturing (JIT). Kanban is one primary method to achieve JIT. Kanban begin in 1953 when Toyota applied this logic in their main plant machine shop. Taiichi Ohno, an industrial engineer at Toyota, developed kanban to improve manufacturing efficiency. The system takes its name from the cards that track production within a factory.

Kanban became an effective tool to support running a production system as a whole, and an excellent way to promote improvement.

BEST uses kanban as the ideal way to assist in improving a tribe while in a growth cycle. Growth cycles can be chaotic and is one of the number one reasons that organizations break apart and become unsustainable.

Go to www.ratscoworking.com and register and attend a workshop to learn more about how RATS Coworking uses Kanban with BEST.