



The three deliveries (essay, BB and g-pitch) discussed in the text as processes are all *content centred*. A model can be developed to manage them, as the contents start bleeding into each other.

Great advantage can be gained by considering the BlackBook as a *process* rather than as a product. The same is true of the essay and the *greenwasher-/g-pitch* that we also do in this course. So, this they have in *common*. But the process of the essay, the BB and the pitch also *differ* from one another.

The essay is *not* a confession, but features a concern that is professionally dear to you (and intimate in this sense). The BlackBook is a vehicle of exchange that you interact with, *show* and *share* to *span* opportunities. The *g-pitch* is intended for a *public* which whom your are remotely connected.

Because of their autonomy—not in spite of it—they *can* form an ecosystem. Like the networked *actors* Bruno Latour speaks about, but also as vehicles of *passive* affordances that come with the work of time. The BB is autonomous and can act as an *intermediary* between the essay and your *g-pitch*.



Here I am using a gyroscope as an *active model*: what is meant by this is not only what the ecosystem formed by the essay, BB and g-pitch looks like, but what it feels like to handle. The more you handle it the more you understand.

In this flyer I will describe and analyse the BlackBook as a *process*. The process is *experimental* in the sense that you submitted BlackBook1 to me, got each a flyer with feedback from me: based on *that* experiment, you ask—*where do I take it from here in BlackBook2?* Here you have the modules.

There are two steps: 1) appropriate the modules from the sample I fed back to you; 2) find a way to apply what you have learned in your BlackBook2. The modules have been explained to you individually using your BlackBook1 as case. From here you go to *experiment*, *narrative*, *format* and *scenario* in BB2.

Which means that the cycled started with experimenting on how to work with BB2, using the QUADs as sounding-board. Then, having tentatively made up your mind, establish some narratives from what you pick up in theory-classes, and/or the specialisation, and start developing one that *interests* you.

The narrative is your nascent sense of problem with which you will work, which you can stage using your BBs: so rather than racing toward a finished narrative, prepare for it. The sheet is used to stage a narrative. The one that will surface, given a threshold amount of work: the problem in search mode.

Use your senses and be *specific*: a narrative is received more than it is produced. A narrative is a *sensorial* pattern related in story. Here the work of time is your *ally*. Format, however, turns to production. How the BB2 is *made*: by now you will have a sense of your making-patterns in BB2.

The *patterns* we pick up from *sensing* and *receiving* readily diverge from our *making patterns*; sometimes to the point of lacking consistency, falling apart and working *against* the individuation we seek by keeping a BB: the individuation of the *work*, the *problem*, *ourselves* and *whom* we want to reach.

If we manage to make senses communicate with making, then we are ready for the last module: the task of the *scenario* is to make a professional stand based on *real* work, but not yet *realised*. We are doing this all the time, but we do not always give it the attention/focus that the scenario provides.

So, this is a *stepwise* account of the BlackBook modules in which progress is determined by the *work* put in. Having done that, however, you will be able to return to each module, that you that you pick up in the course, and use them to file and categorise stuff. To do this you need to spare some extra pages.

To cap this walkthrough: this is the way I receive and work with all your work: whether it is BB, essay or Greenwasher-pitch. I ask these questions: **a)** *what have we here* [sensing]? **b)** *where is it going* [problem]; **c)** *how far has it come in terms of what has already been achieved* [making]? Learn to do this.