



Imagine That...with Mock-ups Skillshare Class

with Tracy Dawn Brewer

Part 1: Outline Your Class Overview

<p>Class Title:</p> <p><i>Be specific</i> Keep your title to 30 -70 characters</p> <p><i>Incorporate keywords relevant to your class</i> Topic, skills, techniques, tools, project, takeaways</p> <p><i>Use proper capitalization</i></p>	<p>Imagine That...with Mock-ups</p>
<p>Class Description: Write a brief overview of your class, which will be included in written form under your class videos.</p> <p><i>What is the class about?</i> <i>What skills will students learn?</i></p> <p><i>Who is the class for?</i> <i>Is any prior knowledge or experience required?</i></p> <p><i>Why is the class useful?</i> <i>How can the skills learned be applied in different scenarios?</i></p> <p>Materials / Resources <i>What software or equipment is required?</i></p>	<p><i>What:</i> Using Procreate and your iPad, we will explore free resources using pre-made mock-ups and apply your art, illustrations, designs, surface pattern designs, photography...to merchandise and products that you can share on your website and social media.</p> <p><i>Who:</i> This class is designed for those who have a library of designs they would like to apply to products and merchandise mock-ups to help visualize those designs as patterns on objects that could be sold, gifts, etc.</p> <p><i>Why:</i> Visualizing your creative work helps other people see how your illustrations can be used as surface designs.</p> <p><i>Materials / Resources:</i> I will be using Procreate and an iPad Pro with an Apple pencil. You will need access to the internet and a few images that you would like to apply to merchandise and products. A basic knowledge of Procreate is necessary.</p>
<p>Project Description:</p> <p>All Skillshare classes include a class project that prompts students to put their new skills into practice. Come up with an exercise or assignment that students can easily complete. Learn more about crafting a class project here.</p> <p>Start with a concise sentence that summarizes the entire project. Follow with a few lines or a brief</p>	<p>This project will guide you through building mock-ups using your surface pattern designs, illustrations, photography, or any other creative you have designed. Many designers use Adobe PhotoShop to create mock-ups but this class will walk you through using free, pre-made mock-ups to visualize your work. Sharing these mock-ups on your social media platforms, websites, and proposals to potential clients helps others realize how your work looks on products and merchandise.</p> <p>The steps you will follow:</p>

<p>paragraph explaining the details of the project in more depth. You may also share a step-by-step list of instructions.</p> <p>Wrap up the class project description by describing exactly what the finished project will look like and what format it should be in. Encourage students to share their project in the class project gallery.</p> <p>We recommend: <i>Encouraging students to complete their project as they go through the class</i></p> <p><i>Making your project easy to start — students will feel less intimidated and will be more likely to complete the project.</i></p> <p><i>Asking students to share works-in-progress with the class community to foster collaboration between students.</i></p> <p>Brainstorming prompts: What are 3-4 ways someone can demonstrate that they learned this skill? What will students be excited about? What will provide the highest sense of accomplishment? How can your project appeal to a wider range of people?</p>	<ul style="list-style-type: none"> ● Prepare your designs as jpgs or pngs, depending on the transparency needs for your creative ● Determine which free mock-up images you would like to use for your designs ● I will share how to import those mock-ups straight into Procreate ● I will share how to apply your creative to the mock-up, adjust colors, shadows, etc. ● I will share how to brand your final image and save it for sharing ● I will share some helpful organizational hints to maintain your mock-up files <p>Share progress of your work on social media, asking your followers what products they envision your work on and meet those requests by building a mock-up. Explore your illustrations as repeat patterns, single image designs, and more; be creative!</p> <p>After your mock-ups are built, you are encouraged to share on social media with product-specific hashtags. We will discuss the variety of opportunities this could open and attract attention for your work!</p> <p>Just imagine catching the eye of your favorite journal manufacturer, seeing your design on a scarf, adding your work onto a one-of-a-kind dress, pursuing a beverage company to add your design work onto their cans! So many cool opportunities are available.</p>
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Part 2: Outline Your Video Lessons

Outlining your class videos is the best way to ensure your lessons are well-organized and engaging. Skillshare classes, on average, include 20-60 minutes of pre-recorded video content broken down into a series of short 2-5 minute videos. Rather than teaching a broad, sweeping skill set, your class should hone in on one specific project, concept, or skill. This digestible format allows for focused and engaged learning — anytime, anywhere.

Some of our most engaging videos contain a **mix of video formats and media elements**. For example, sharing a screencast while talking through a skill, or adding slides to illustrate key points. You can also add media during the editing process, such as text elements or images that appear on screen as you speak to the camera. Note elements to be added during editing under “Media” in the table below.

For more resources and guidance, explore the [Planning Your Class](#) section of the Teacher Handbook.

Video Lesson Title	Video Format & Media	Video Length	Talking Points & Key Concepts	Tips & Best Practices
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Give each video lesson a clear, concise title.	Examples: Talking Head, Physical Demo, Screencast and Slides. Aim to vary your video format every 1 - 2 minutes to keep your audience engaged.	Video lessons are 2-5 minutes, on average.	Skillshare classes are typically 20-60 minutes in total length. Each video lesson can include: a demonstration of techniques, definition of concepts, examples of work, and your unique perspective!	*Add as many video lessons as you need. To add more rows: Right click > Insert row
Introduction	Cover photo, talking head, wearing a final dress that uses my designs. Cheerful music background	2 min	<ul style="list-style-type: none"> ● Introduce myself in a cheerful environment ● Discuss my love of art and how I enjoy creating items others enjoy ● Share my love of creating, sewing and crafting which led to my love of applying my work on ready-made merchandise ● Share my love of Procreate and how I use the single program to create my work from design phase to product conceptualization 	In the first video, give a brief (<2 min) overview of who you are, your work experience related to the class, what you'll be teaching, what students will learn, and why this class is important. For a more complete intro video template, head here .
Class Project	My Cover photo shares 3 steps: design phase, mock-up , and final product. I will provide a high-level overview of the steps. I will offer a video montage of the steps..	2-3 min	<ul style="list-style-type: none"> ● Choose from your own pre-made designs in either a jpg or png ● Visit source websites to browse the free mock-up selections ● Download mock-ups and import straight into Procreate ● Apply designs ● Organize your work into stacks for easier sharing 	In the second video we suggest giving a high-level overview of the class project. You can use these questions as prompts: (1) What is the project for today's class? (2) Why did you choose this project? (3) Any suggestions for setting yourself up for a successful project? (4) Anything students should know or do before diving into the main lessons?
Overview of procreate	Cover image Overhead video- Selection of my sample designs and show from overhead on iPad Final image, with what to cover in the next video	5 min	<ul style="list-style-type: none"> ● Show overview of my Procreate workspace ● Select a new design file to keep in mind while searching mock-up website ● Share tips to save designs and organize files 	In each of your main video lessons, try to include the following: (1) Introduce what you'll be covering and define key concepts up front. (2) Demonstrate what you'll be creating or doing in the lesson. (3) Share personal tips, tricks and hacks. (4) Recap key takeaways from the lesson. (5) Include a student action that helps them progress in their class project. (6) Share what students should do or consider at the end of this lesson before moving on and let them know what the next lesson will cover.
Choosing your mock-up subject	Cover image Overhead video-	5 min	<ul style="list-style-type: none"> ● Choose mock-up ● Download mock-up ● Learn how to import into Procreate ● Review other procreate tools 	

	<p>Visit website, browse mock-ups Review download, import and open in Procreate</p> <p>Final image, with what to cover in the next video</p>			
Choose and apply your design	<p>Cover image</p> <p>Overhead video-</p> <p>Apply design to mock-up Adjust with existing tools</p> <p>Final image, with what to cover in the next video</p>	5 min	<ul style="list-style-type: none"> • Apply your design • Learn the correct layering techniques, color adjustments, etc. • Apply your brand or watermark 	
Saving your image	<p>Cover image</p> <p>Saving for social media</p> <p>Final image, with what to cover in the next video</p>	5-7 min	<ul style="list-style-type: none"> • Review the various saving options • Organize your work • Review how to share in on social and your website 	
Final thoughts	<p>Cover photo, talking head, share examples products, fabrics, etc. Use music in the background</p>	2 min	<ul style="list-style-type: none"> • Review the steps • Share the possibilities • Thanks for watching • Share your thoughts about the class 	<i>In your last video lesson recap key points of the class and encourage students to post their projects to the project gallery.</i>
BONUS: POD opportunities	<p>Cover image</p> <p>Discuss what POD is and how to use it</p>	5 min	<ul style="list-style-type: none"> • Print on Demand allows you to sell your work without storing inventory and allows drop-shipping direct to buyer. 	

Helpful Links & Resources:

[Teacher Handbook](#)

[Class Publishing Checklist](#)

[Teach Challenge](#)

Curious to see how a great outline can produce a fantastic class? Check out these outlines and the fabulous classes that came from them!

- Dylan Mierzwinski's [outline](#) for her class [Digitizing Hand Drawn Sketches with Character](#)
- Stanley Idesis' [outline](#) for his class [Content That Attracts: Discover Content Ideas and Grow Your Audience](#)