# The Gleaning Principle

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**Theme**

A business that is built on a model that enables others to profit from its prosperity

actually solidifies its own success. The technology of today makes this type of business model

viable in ways not possible in other eras.

There is an economic model set forth in the ancient Jewish and Christian sacred writings

that when used can strengthen an economy and enable even the poorest of that society to retain at

least some self-sufficiency.  It is called "gleaning" and is presented as a rule of life in Leviticus

and Deuteronomy.  The Israelites were told to not harvest the edges of their fields or vineyards or

olive groves nor even go over them a second time.  They were to leave those gleanings for the

poor, the fatherless, the widow, the alien among them.  At all times, the people of God were to

remember that they were once slaves and to conduct the business of life in such a way as to

enable and empower those less fortunate than themselves.

The ancient Israelites were an agrarian based society.  Hence the instruction about

harvesting fields.  The principle, however, is solid. A business that incorporates this principle not

only helps those less fortunate, but actually empowers the entire society.  Success and prosperity

of the few oppresses and exploits, while success and prosperity garnered from one's own efforts

enables, empowers and enriches. By structuring a business to provide a means for others to

utilize the excess or overflow of that business's product or service, multiple segments of society

prosper in the wake of the original business' success.

This principle is active in today's society, particularly in the technology of the Internet

and World Wide Web.  Open source software, freeware and shareware, Creative Commons

licensing, affiliate marketing are just a few of the gleaning opportunities available in today's

economy.  WordPress is one of the most successful and dynamic examples of this concept.  This robust blogging and website creation software was created by a community of developers and is open sourced, available for download and use by anyone with access to the Internet and a little basic knowledge.  The extensive documentation available on the [WordPress.org](WordPress.org) site simplifies the process of creating a website and utilizing the themes, plugins and features of the WordPress community, making it accessible to all who can read and learn. Individual developers create themes and plugins and offer them to the community for free or for profit.

The Gleaning Principle thesis project will utilize one or more of these opportunities, detailing exactly how a person can "glean" in this field.  Instructions and examples will be designed to create a stepping stone of sorts that will enable more and more people to access, i.e. glean,  the opportunities available to create revenue using the Web.  The exhibit to include web-based and print based displays.  Flyers and postcards will advertise the business(es) created or imagined;  charts detailing and/or comparing companies (like WordPress) who allow gleaning( and those who don't); print and video instructions for creating a revenue stream from "gleanings" will inform those who attend the exhibit.

**Project Goals**

A webpage for at least two sample businesses that can easily be set up and executed by anyone will be created.  Each business will include a rudimentary video class explaining how to set up the business. Online advertising will be created.  A computer will be needed for visitors to browse these websites and view the advertising.  The courses could also be projected onto the wall.  In addition, print material, such as business cards, posters or flyers for each of those

businesses will be arranged in the display area.  One of the businesses may be creating coloring books for adults (apparently a new fad) and/or pads of inspirational sayings.  Those two ideas will probably be merged.  The books and the pads would be arranged and available for exhibit visitors to take.  There would also be posters of a few of the pages enlarged and displayed.

A few charts, indicating various information from the research would also be displayed. Charts comparing various statistics from regions with and without "gleaning" businesses or comparing medians (income, own/rent, property ownership, private businesses, etc) and "spreads" (highest-lowest) would illustrate the information learned during the research process.


**Project Resources**

The research needed includes investigating and discovering the regulations and procedures for starting a business in at least two different places.  Because of personal knowledge of the areas, research may be done on Troy, AL, Covington, GA, and/or Twin Falls, ID).  Some initial research was done using the websites http://freedominthe50states.org and https://www.legalzoom.com/articles/how-free-is-your-state-the-nations-most-libertarian-states.

# Research

| Date Due/Finished | Research Paper |
|---|---|
| 9/4 | Outline |
| 9/11 | Research "gleaning businesses"; WordPress, Amazon Affiliates |
| 9/18 | Research what required to start small business/cottage business |
| 9/25 | Rough draft #1 finished |
| 10/2 | Edit #1 finished |

| Date Due/Finished | Amazon Affiliates Demonstration |
|---|---|
| 8/24 | Amazon Affiliates account - www.StephanieShackelford.com book reviews |
| 8/31 | Link books already reviewed |
| | Write book reviews; 2-4 per month; Link as written |
| 8/31 | Create reviews and links for reading related items (Kindle, accessories, etc) |

# Exhibit

| Date Due/Finished | Logo/Branding |
|---|---|
| 8/31 | Logo Ideation/Color Scheme |
| | Preliminary designs/Gather input |
| 9/21 | Logo designed, ready for use |
| 9/28 | Stationary designed |
| 10/5 | Website header designed |
| 10/23 | Logo and design integrated into video slides |

| Date Due/Finished | Artist Website |
|---|---|
| 8/31 | Wireframe created |
| 9/7 | Preliminary designs/Gather input |
| 9/21 | HTML/CSS structure created |
| 9/28 | Content (or place holders) in place |
| 10/12 | Design elements (logo, images, etc) in place |
| 10/23 | Website complete |

| **Date Due/Finished** | **Gleaning Principle Website** |
|---|---|
| 9/4 | Wireframe created; will incorporate WordPress platform |
| 9/21 | Content outlined |
| 9/21 | Themes and plugins, design elements in place |
| 10/12 | Content written and in place |

| **Date Due/Finished** | **Video Instruction packet** |
|---|---|
| 9/15 | Outline |
| 9/30 | Storyboard |
| 10/5 | Content written |
| 10/30 | Video slides-rough |
| 11/13 | Video slides-polished |

## Artistic Ideas and Influences

It is unclear which artists are directly influencing the visual ideation process, but there are some specific artistic ideas being generated during this planning stage of this project. The visual theme initially conceived is of growth. The growth of a business within a society is juxtaposed with and compared to the growth of the society from the presence and operation of the business. The visuals created will illustrate this natural, organic growth happening in a structured way that mirrors the ideal growth of commercial enterprises within a society.

The following images will serve as inspiration for ways in which type can be arranged with design elements to convey lines of a plowed field or growth that occurs in a fertile natural environment.
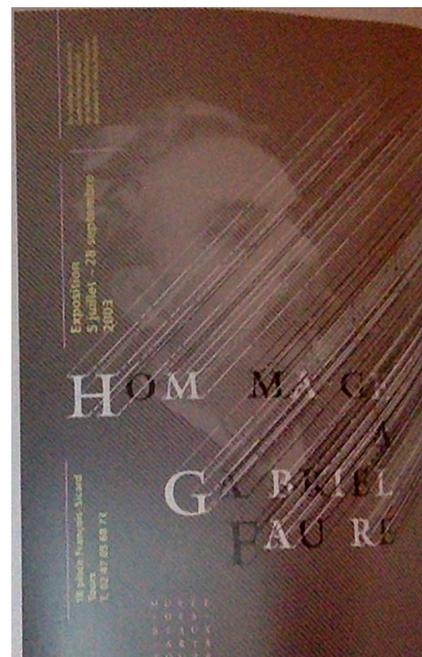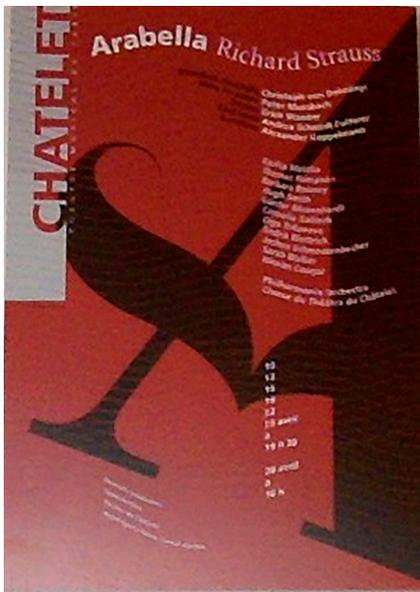
The seeming random arrangement of numbers and facts could be used to convey the organic growth of open-sourced businesses, such as WordPress.  Facts about growth, the monetary success , the number of users or developers, themes, plugins and more could be superimposed with each other in an informative, attractive style.  This could help to convey the impression that each of these components feed and create success and growth together, rather than being isolated from the other components contributing to the success of the business.

This arrangement of positive and negative space, where each defines the other, is an especially intriguing effect.  It can be used to highlight the ways in which open source and collaborative type businesses define themselves and their particular market even as the segment of society gleaning from their successful "harvests" define the business.

# Estimated costs

The majority of the work involved in the research and art creation will cost little. The Creative Cloud Suite, particularly Dreamweaver, Photoshop, Illustrator and Premier will be used extensively. The poster designs, video class and websites will be created using these products. A subscription to Creative Cloud, already purchased, is $30 per month. Storyboarding paper, about $15, will be purchased for the planning process of the video scenes. A free version of a screen recorder can be used, but the $15 per year premium version will most likely be purchased. A monthly subscription to lynda.com might be beneficial, for inspiration and research. Part of the research process will include creating a small cottage business. There may be startup fees or that. As the exhibit approaches, funds will be needed for printing costs for stationary, posters, business cards, etc. A rough estimate of those costs is $50-100.

For the exhibit, a computer with one or two monitors will be needed. One monitor will run the video class while the other could be used to browse or display the website. A personal computer, already owned and/or one from the computer lab will be used. Some exhibition supplies might be needed, such as metal tension hangers for hanging the poster(s). Those costs might be as much as $50, probably not more.

**Total estimate of costs: $150-500**
Video class subscriptions?  For research and inspiration  $25-35 per month
Storyboarding paper  $5-15
CC subscription - ongoing. $30 per month
Posters   1.60 per foot; + .02 per sq ft.
Screen recorder  $15/yr; other?
Fees for business creation up to $100
Business cards and stationary  $50-100