

THE PRIVATE EYE®

(5X) LOOKING / THINKING BY ANALOGY®

hands-on thinking skills, creativity,

literacy & scientific literacy



The Private Eye®

Dandelions! Crickets! Eyeballs! Use a jeweler's loupe, simple questions and thinking by analogy to go really close-up—to develop the essential habits of mind of scientist, writer, artist and mathematician. All ages.

Take a walk on the back of your hand, slide down a lily's throat, go eye to eye with a cricket! Everyday's an adventure — with The Private Eye.

You'll discover the drama and wonder of looking closely at the world, thinking by analogy, changing scale and theorizing.

Peer through The Private Eye loupe into the face of a flower, its leaf or hairy stem. It's like landing on another planet! Loupe-study rocks, strawberries, popcorn, even your own hand. Concentration soars. Why? The loupe cuts out the rest of the world so it rivets the eye and the mind.

As you explore, ask The Private Eye's simple questions (There's no wrong answer!)— to see beyond stereotypes to wildly inviting investigations.

Your loupe-observations (in the form of metaphors and similes) become "bones-for-poems," nature journals, essays and stories — and serve as clues for hypothesizing, theorizing, invention, design — in an approach simple enough for kindergarten, sophisticated enough for college.

Founded by Kerry Ruef in 1989, piloted in the Seattle Public Schools, The Private Eye has been used by thousands of teachers, professionals, and over two million students in the United States and Canada. It's for every kind of classroom, every kind of learner: so-called "regular classrooms", gifted, at-risk, ELL and special education.

Start on Monday, use all year!

“ I'm very impressed. A really exciting set of tools ... to bring out the gifted in everyone.

—Joseph Renzulli, Director, The National Research Center on the Gifted and Talented

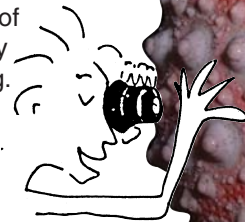


Welcome to The Private Eye!

Discover new worlds

Turn on your sense of wonder!

Inquiry across the curriculum



See the world! Magnify your mind!



The Private Eye:

- turns us into wonderers!
- motivates interest in all subjects
- Develops higher order thinking skills, creativity, literacy and scientific literacy
- builds communication and problem solving skills
- creates the habits of mind for success:
 - looking closely
 - thinking by analogy
 - understanding change of scale
 - theorizing / inventing / designing

“ This book takes the reader on a journey of discovery that incorporates science, art, literature, and creative thinking. The author leads the reader through the creative process, quoting writers and scientists and presenting solid scientific research. Open, study, and explore this book and discover the treasures waiting within. ”

—Dolores Choat, *Science and Children* (NSTA)



Explore the book!

**The Private Eye® — (5X) Looking / Thinking by Analogy:
A Guide to Developing the Interdisciplinary Mind** by Kerry Ruef.
(The Private Eye Project, 2003, 1998,1992) 240 pages.
K-16 through life. Profusely illustrated in black and white. \$24.95

This best-selling introduction to The Private Eye program will propel you and your students into worlds of wonder and intellectual growth.

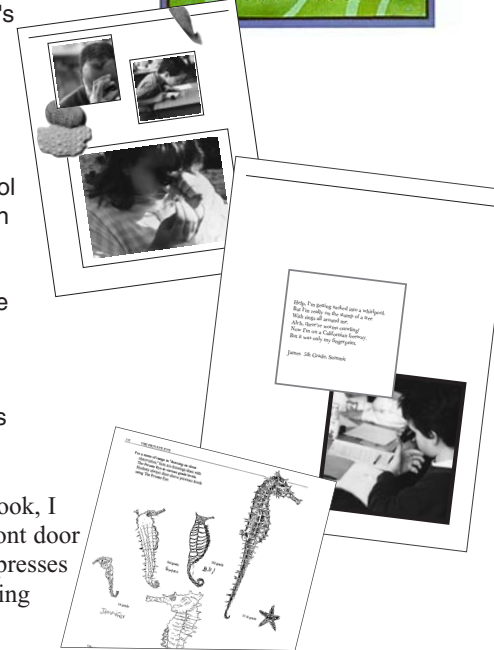
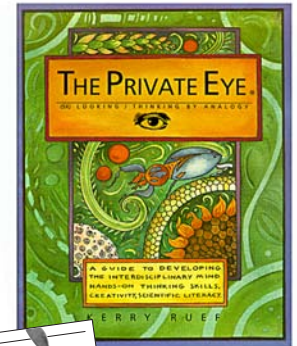
You'll discover the drama and wonder of looking closely at the world, thinking by analogy, changing scale and theorizing — and how The Private Eye's simple "tools" produce "gifted" results. Whether you're teaching science, language arts, art, math and/or social studies, you'll be amazed at how students love the process: with a jeweler's loupe, everyday objects and The Private Eye's simple questions — you'll accelerate and magnify thought as students write, draw, theorize and invent.

- Learn how the loupe (a magnification tool with a simple but amazing difference) can improve student concentration and attention to detail
- Use the loupe + The Private Eye's simple but powerful questions to vastly improve student writing, drawing and theorizing
- See examples of student work
- Over 200 lesson plans, ideas and ticklers to enrich the five core disciplines

“ After looking through the book, I felt like I'd walked in the front door of heaven. What really impresses me is the scientific learning that you've built into observation,

and the chance to draw. I think how you've tied thinking by analogy and theorizing with the loupe is spectacular. ”

—Ann H. Zwinger,
naturalist, author of
*The Mysterious Lands;
Downcanyon*



Materials

hands-on thinking skills, creativity,
literacy & scientific literacy



The Private Eye Loupes and Kits bring the drama and wonder of the world into the classroom every day. A small scale, with the loupe's help and the power of analogies, is vivid and large. A few representative objects... and you feel you're in a park, a garden, a vacant lot, at a beach, a pond—to explore. Close-up views of kits: www.theprivateeye.com

To order materials call: 509-365-3007 or download an order form: www.theprivateeye.com

Workshops

The Private Eye: Hands-on Inquiry across-the-Curriculum, K-16 through life



Introductory Workshop

Choose a one or two day adventure into the hands-on, interdisciplinary Private Eye program. Whether you're teaching science, writing, art, math, or social studies, you'll learn how to use The Private Eye's simple "tools" to produce "gifted" results in your students. You'll be amazed and invigorated as you explore hidden worlds, write, draw and theorize. Discover how The Private Eye develops higher order thinking skills, creativity, literacy and scientific literacy—across subjects. The Private Eye is a natural way to meet the standards, providing one of the easiest and most complete means for blending literacy and inquiry with content.

Follow-up Workshops:

- **Writing Workshops** (choose: Science Research Writing or Literary Genres)
- **Botanical Garden Workshop**
- **Connect-a-Kit Workshop** (link to Gems, Insights, Foss)
- **Art and Design Extravaganza Workshop**
- **Energy, Power and Conservation Workshop**
- **Customized Workshops**

workshop slide shows at
www.theprivateeye.com

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“What a fantastic day that was! Everyone loved your presentation. Your work is wonderful.”

—Dee Goldberg, Coordinator of Sci/Tech, Springbranch ISD, Houston

“Thanks so much for a great two days. ...it was all the talk in the faculty rooms the rest of the week. I've had nothing but rave reviews.”

—Kathe Poteet, K-12 Curriculum Specialist, Modesto SD, CA

“What a fantastically successful and effective program! I'm tremendously impressed. It's the best, most innovative program I've seen in a long time.”

—Ola Edwards, Biology Professor, University of Washington

“The best workshop I've been to, ever. It really changed my thinking; it really changed my approach to what I'm doing with the kids.”

—Gail Greenleaf, teacher, Tucson Unified School District

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"The pattern-recognition skills embedded in *The Private Eye* are central to learning **systems thinking**. When children (and adults) apply the lessons of *The Private Eye* to their own contexts, they can improve their higher-order thinking and become more ecologically aware — a valuable approach to enhancing ecoliteracy in the classroom and beyond."

— Fritjof Capra, Ph.D., physicist and systems theorist; founding director of the Center for Ecoliteracy in Berkeley, CA; author of *The Tao of Physics*, *The Turning Point*, *The Web of Life*, and *The Hidden Connections*



"The **most influential program** you can put in a school. The loupe is the best little tool you'll ever find. *The Private Eye* guide is the best book around."

—Jeff Self, teacher
Presidential Award Recipient
Eureka City Schools, CA.

"... an exciting approach to engaging students in the art of scientific and mathematical thinking. It **should be a part of every school program**."

—George "Pinky" Nelson,
former Director, Project 2061

"**A visionary work**. *The Private Eye* is a gift to all those who care about language."

—Richard Lederer, author of
The Miracle of Language; Crazy English; Pun and Games

"*The Private Eye* is a **wonderful contribution** to literacy, poetry and ecological awareness."

—Robert Hass, former U.S. Poet Laureate and National Book Award recipient

"Every person I've exposed this to has fallen in love with it. It's just **phenomenal**."

—Amy Ouchley, Biology Professor,
NE Louisiana University

"...**exceptionally ingenious and effective** program for science teaching. ... *The Private Eye* Project is the most promising such innovation I have ever seen."

—Charles L. Remington, Professor of Biology and Environmental Studies,
Yale University; Curator, Yale Natural History Museum

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