Stage 1 of the Site

(Ideogram - 2 seconds!)

Write Target Reference Numbers:

___________________  ___________________

Go!

Stage 2 of the Site
-In each category, list as many sensory descriptor words that enter awareness

Textures:

Colors:

Smells:

Tastes:

Temperatures:

Sounds:

Dimensions - minimum of 4 (including Motion and Density descriptors):

Aesthetic Impact (AI) - 1 word only (How would the site make you feel if you were physically there?):
Stage 3 of the Site (Freehand Sketch - 15 seconds!)
Stage 1 of [ ]

(Read the following prompt and produce a new ideogram)
"From the top of [ ] something should be perceivable"
<table>
<thead>
<tr>
<th>SENSORY</th>
<th>DIMENSIONS</th>
<th>AESTHETICS</th>
<th>EMOTIONS</th>
<th>TANGIBLES</th>
<th>INTANGIBLES</th>
<th>OVERLAY</th>
<th>ANALOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>D</td>
<td>AI</td>
<td>EI</td>
<td>T</td>
<td>I</td>
<td>AOL</td>
<td>AOL/S</td>
</tr>
</tbody>
</table>

(Yours)  (Theirs)

(Data entries past this approximate point on the page cannot be trusted)
Stage 1 of [ ]

(Read the following prompt and produce a new ideogram)

"From the top of [ ] something should be perceivable"

Stage 2 of [ ] (Again, all of the sensory words that enter awareness)

Textures:
Colors:
Smells:
Tastes:
Temperatures:
Sounds:

Dimensions (minimum of 4):

Aesthetic Impact (AI):

Stage 3 of [ ] (Analytical Sketch - render each Stage 2 Dimension word in line form)

Now, add any spontaneous archetypes that you feel should be included in your sketch
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(Yours) (Theirs)

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