

Name _____

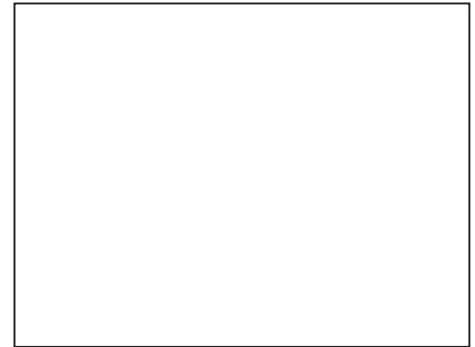
Date _____

Time _____

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:

AOLs?

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!)

Page _____

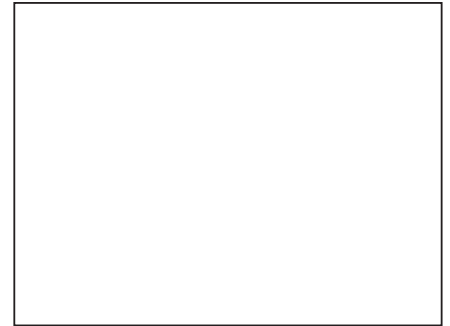
AOLs?

Label Key Site Aspects: [X] [A] [B] etc.

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:

AOLs?

Colors:

Smells:

Tastes:

Temperatures:

Sounds:

Dimensions (minimum of 4):

Aesthetic Impact (AI):

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

Now, add any spontaneous archetypes that you feel should be included in your sketch

SENSORY
S

DIMENSIONS
D

AESTHETICS
A
(Yours)

EMOTIONS
EI
(Theirs)

TANGIBLES
T

INTANGIBLES
I

OVERLAY
AOL

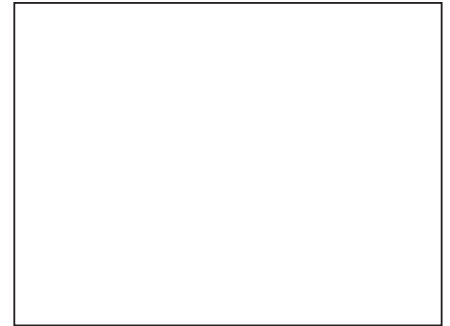
ANALOGY
AOL/S

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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:

AOLs?

Colors:

Smells:

Tastes:

Temperatures:

Sounds:

Dimensions (minimum of 4):

Aesthetic Impact (AI):

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

Now, add any spontaneous archetypes that you feel should be included in your sketch

SENSORY
S

DIMENSIONS
D

AESTHETICS
A/
(Yours)

EMOTIONS
EI
(Theirs)

TANGIBLES
T

INTANGIBLES
I

OVERLAY
AOL

ANALOGY
AOL/S

(Data entries past this approximate point on the page cannot be trusted)
