

Name \_\_\_\_\_

Date \_\_\_\_\_

Time \_\_\_\_\_

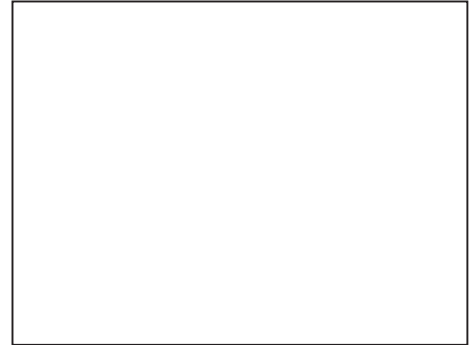
**Stage 1 of the Site** (Ideogram - 2 seconds!)

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 \_\_\_\_\_

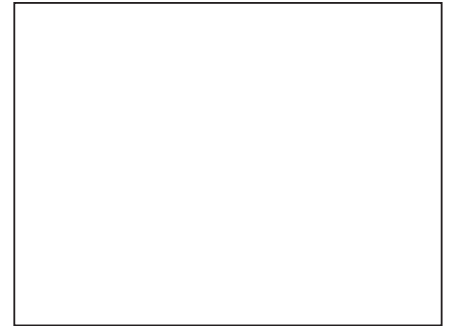
AOLs?

**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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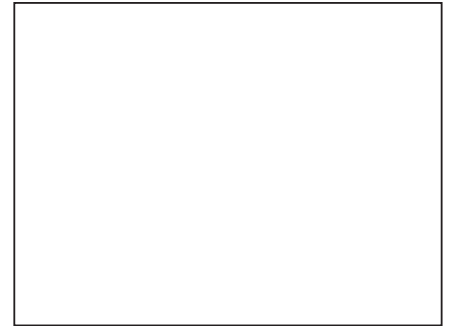
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**Stage 1 of [ ]**

(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**

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