

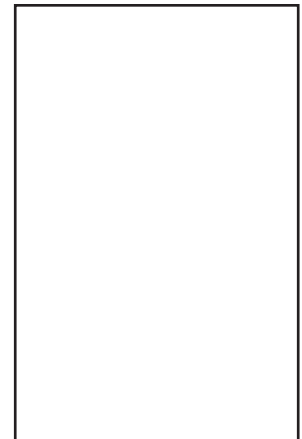
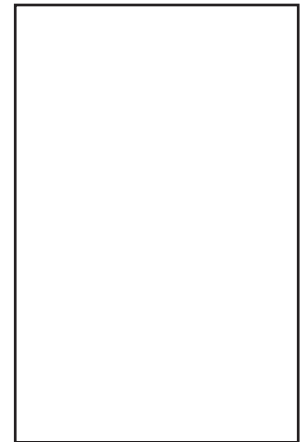
Name _____ Project _____

Objective: _____

Strategy: _____

Thumbnail criteria:

- * Are fast and un-detailed
- * Convey three separate or different creative concepts:
 - a) typographic solution
 - b) visual analogy
 - c) Image/symbol
- * Show emphasis, balance, rhythm, unity
- * Shows use of Gestalt principles: similarity, proximity, continuation, closure, figure/ground
- * Conveys composition, sizing and position
- * Shows the relationship between graphic elements
- * Shows general shapes of graphic elements



Describe the intended qualities:

- line

- shape

- colors

- texture(s)

- value

