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