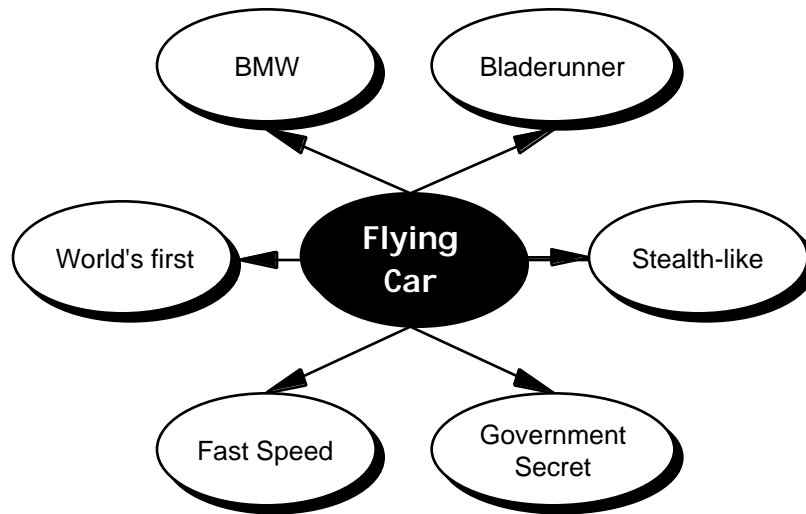


# BRAINSTORMING / CONCEPTUALIZATION



Sample Visual Map

In the center oval below, write down the key word which lies at the core of your idea. Then, in the connecting ovals, write down the first impressions your mind associates with your key word.

