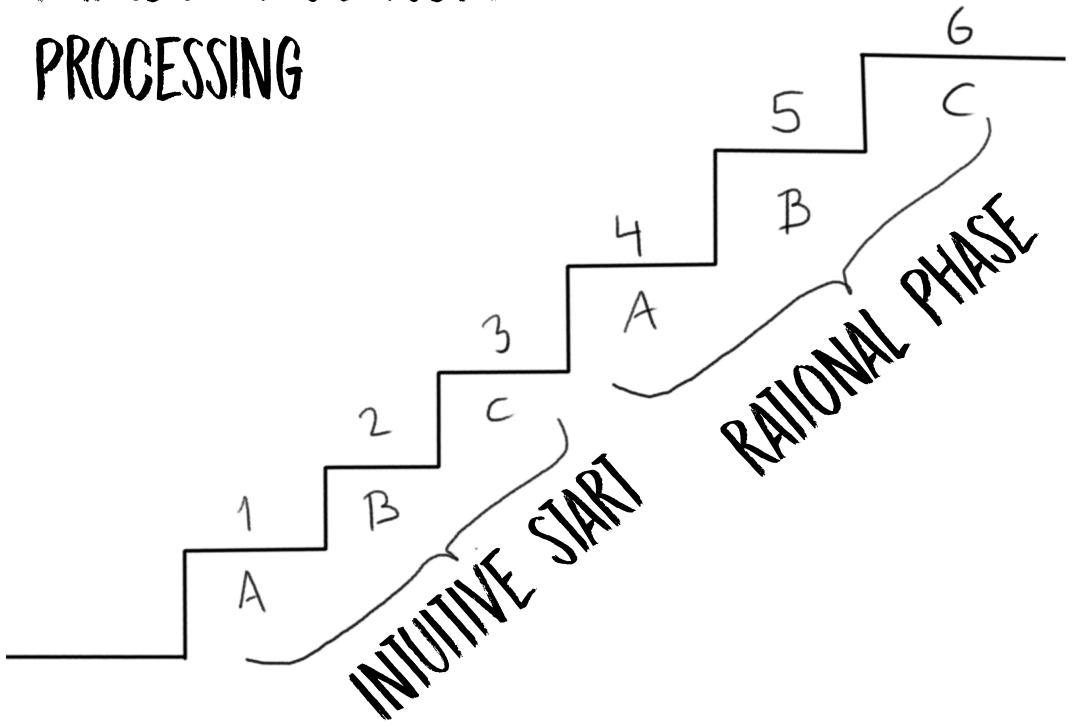


PHASES IN CONCEPT PROCESSING



Intuitive

1. ideate & associate

2. first vision

3. first design

Rational

4. Gather info

5. Concept & Plan

6. Finishing touches