

THE BLUEPRINT — STUDIO: _____

One drawing, big and labelled — your concept as the world will meet it. Ugly is still legal; UNLABELLED is not. All five labels, or it isn't a blueprint.

CONCEPT DRAWING • LABEL EVERYTHING

■ THE FIVE LABELS — WRITTEN HERE AND POINTING AT THE DRAWING

1. NAME (make it sayable): _____

2. WHAT IT IS, one sentence: _____

3. WHO IT'S FOR (the person from your HMW): _____

4. HOW IT ANSWERS OUR HMW:

5. WHAT IT NEEDS TO EXIST (be honest — power? people? money? testing?):

