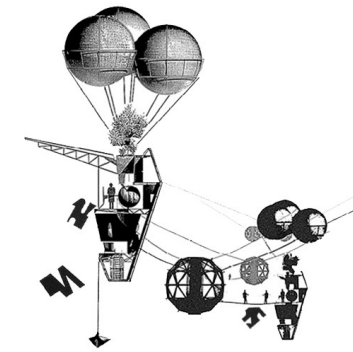**The Process**

FRIEDMAN LAKE'S RETREAT

Congratulations on picking up your copy of the catalogue for Flinterland's premier artist retreat at Friedman Lake. Each cabin is individually conceived for the most unique personalities and every one is the protagonist in their own story.

Assumptions:

$P_{(t)}$ = Pro-tips
$I_{(c)}$ = Icon
$C_{(h)}$ = Character
x = Scale Ratio
$C_{(t)}$ = Cottage
$B_{(l)}$ = Building

The Formula for Characters:

$$|P_{(t)}| = I_{(c)}$$

$$x \bullet I_{(c)} = B_{(e)}$$

$$B_{(l)} + \sqrt{I_{(c)}} = C_{(h)}$$

Character Pro-tips

1. Tri-partite organization
2. Strategic Symmetry and Assymmetry.
3. Zoomorphism and Anthropomorphism
4. Posture - not too upright.

Outfit Pro-tips

1. Doesn't go all the way up or down.
2. More articulate than silhouette.
3. Emphasizes and frames geometry present in silhouette.
4. Takes shape from silhouette.