

DEL DIAGRAMA GENERATIVO

AL MODELO CONCEPTUAL

- **FLUJOGRAMA:**



ORGANIZACIÓN

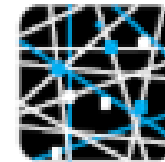


DATOS Y RELACIONES

- **MODELO CONCEPTUAL**



ESTRATEGIA

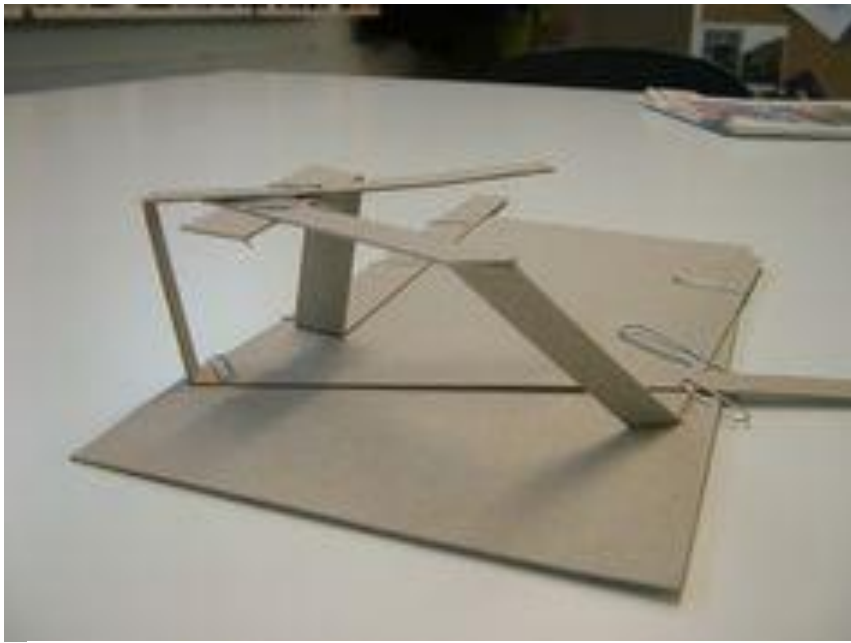


VINCULOS

LUGAR

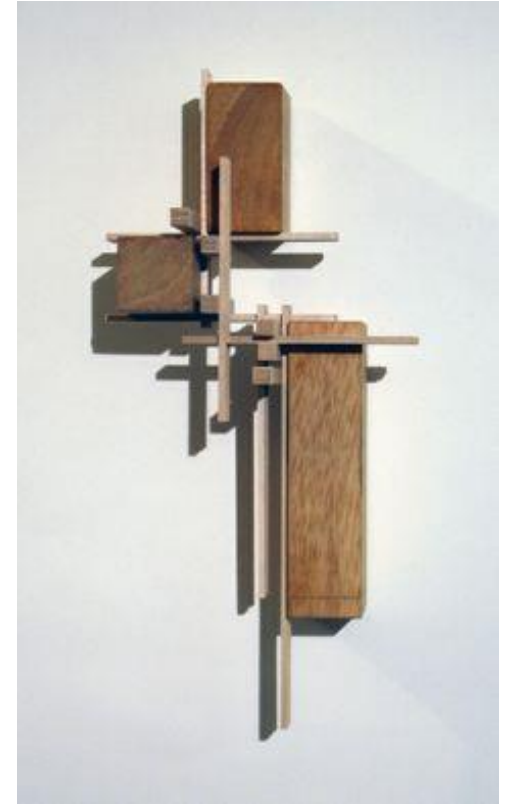
METAFORA
ACTITUD
MENSAJE
SIMBOLO

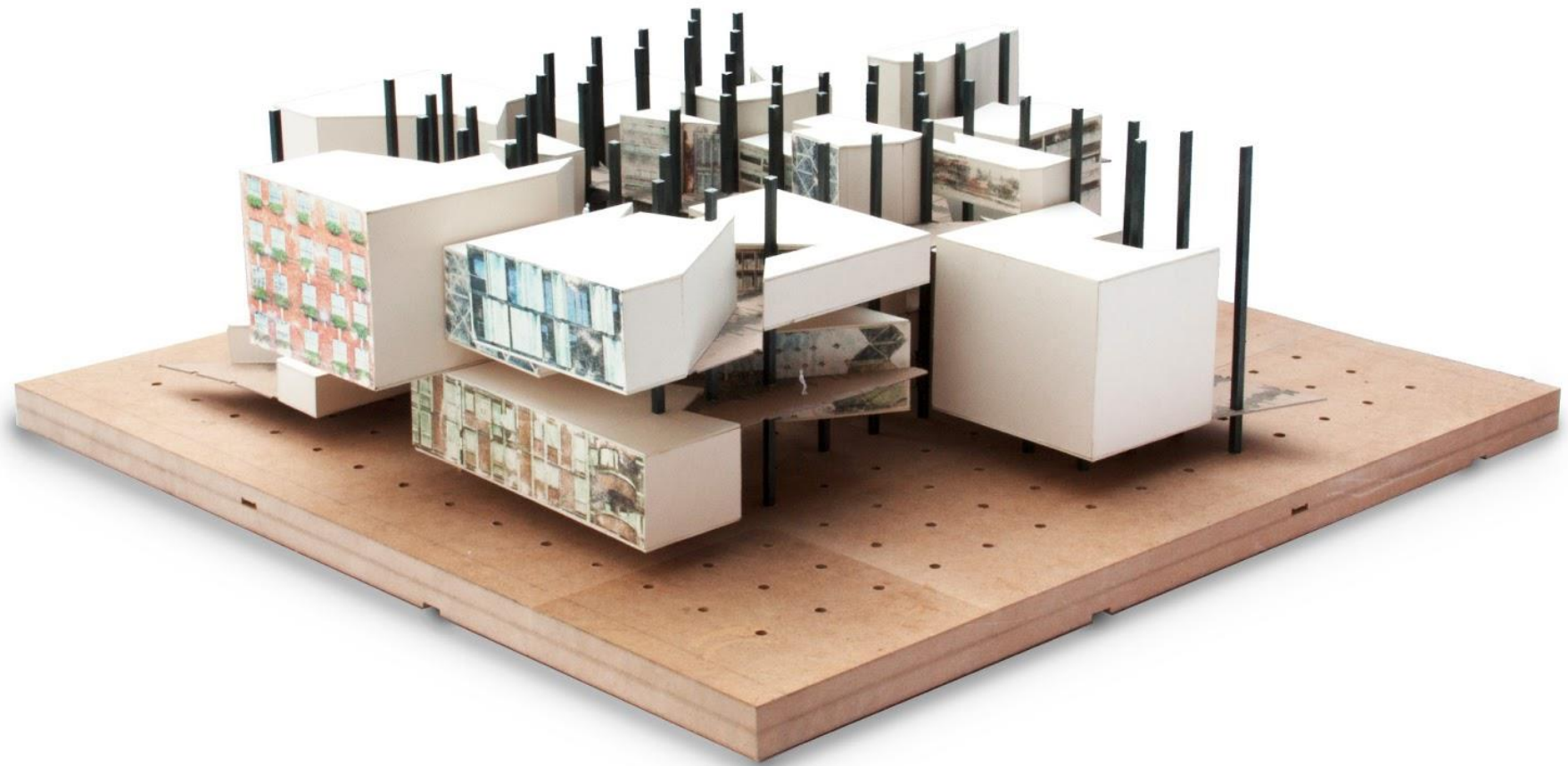
PRINCIPIO ORDENADOR

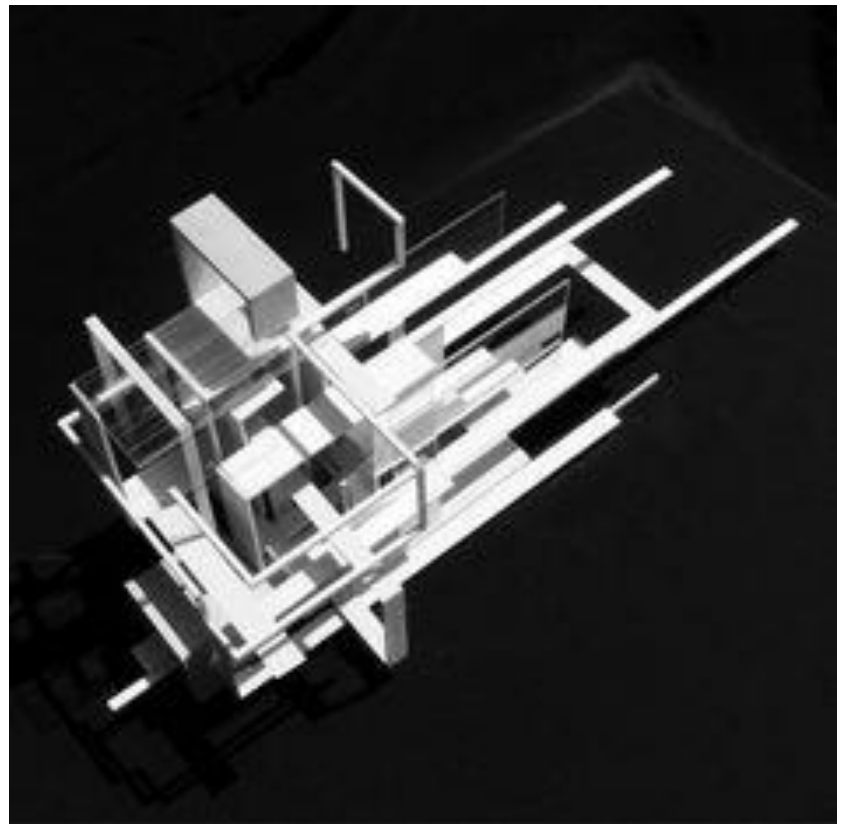
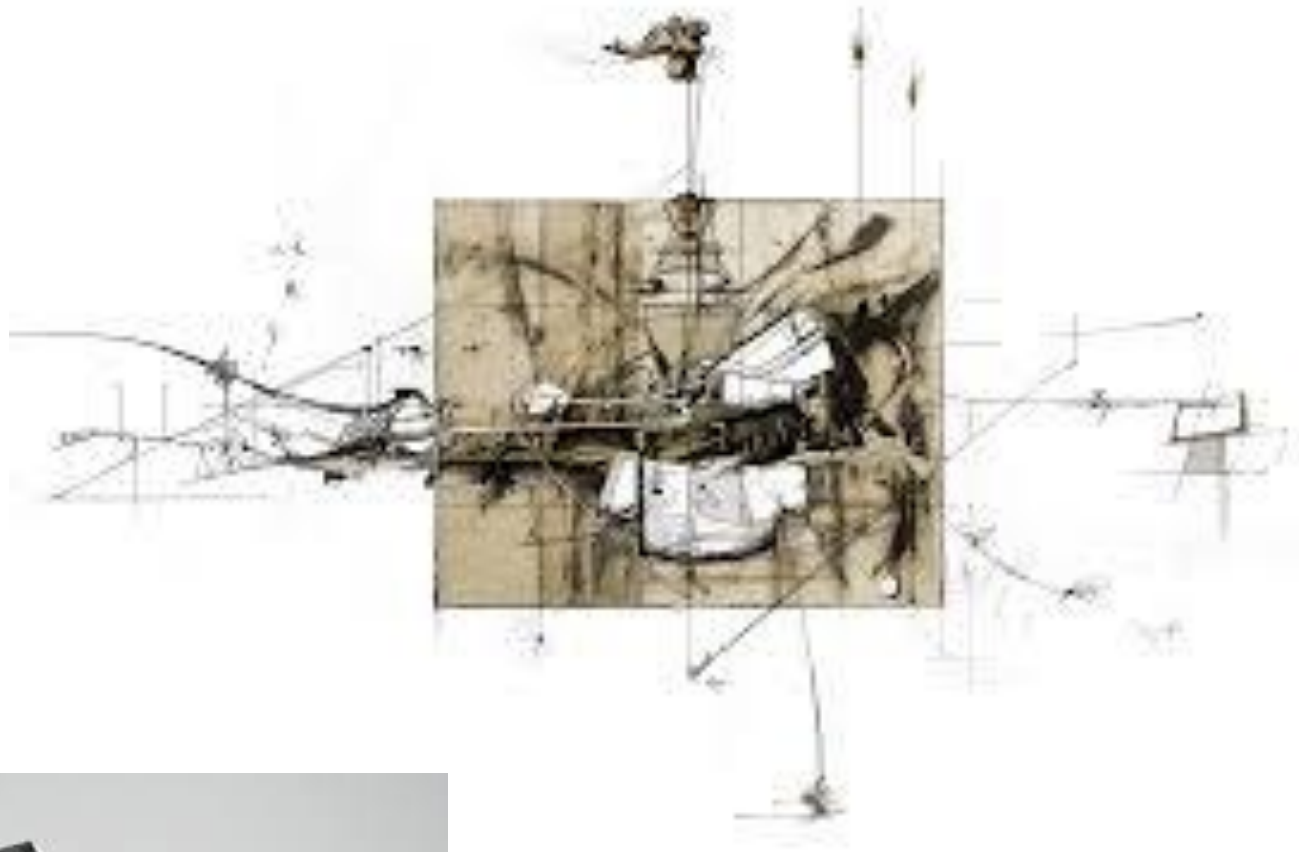


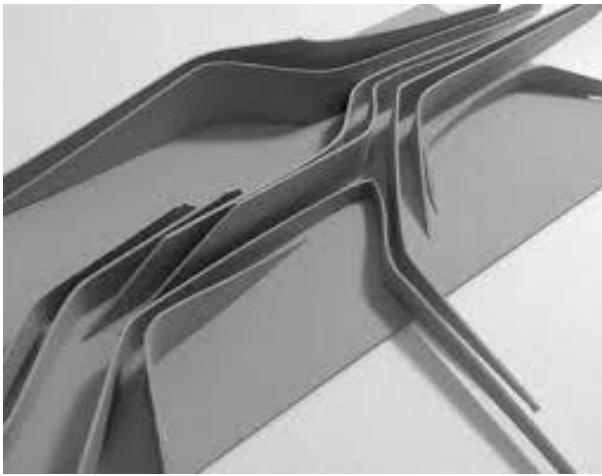
ESTRATEGIA PUEDE
SER SOLO

ORDEN COMPOSITIVO

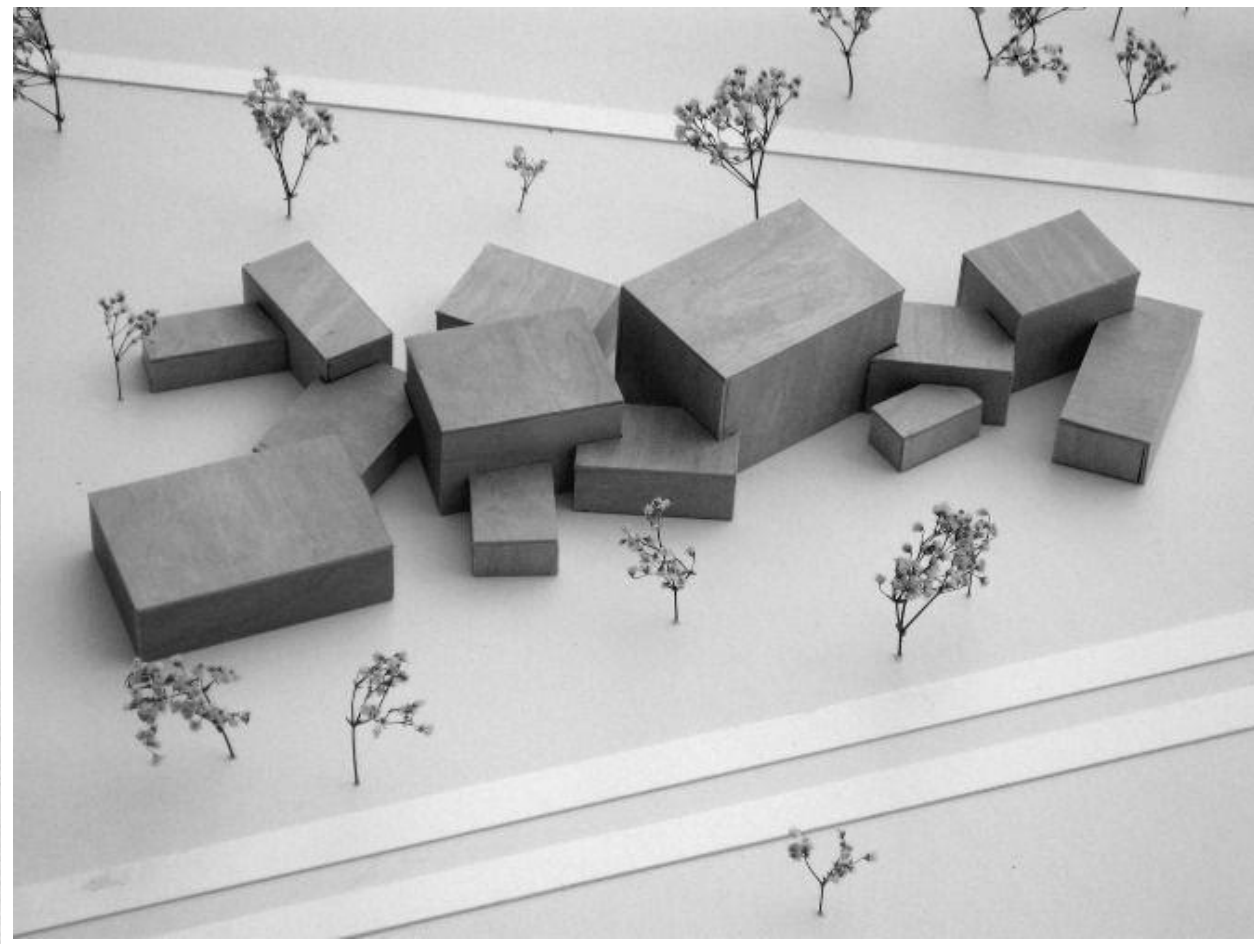








← ESTRATEGIA PUEDE
SER SOLO
UNA ACTITUD
↓



ESTRATEGIA PUEDE
SER SOLO

METAFORA
(ALEGORÍA)

