

DEL DIAGRAMA GENERATIVO

AL MODELO CONCEPTUAL

- **FLUJOGRAMA:**



ORGANIZACIÓN



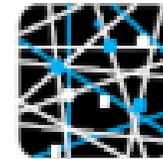
DATOS Y RELACIONES



- **MODELO CONCEPTUAL**



ESTRATEGIA



VINCULOS



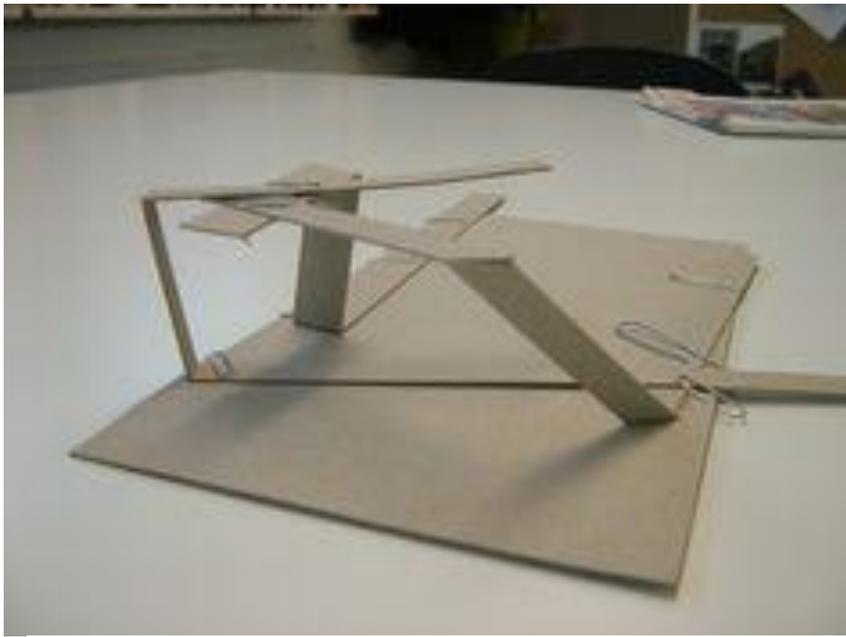
LUGAR



METAFORA
ACTITUD
MENSAJE
SIMBOLO

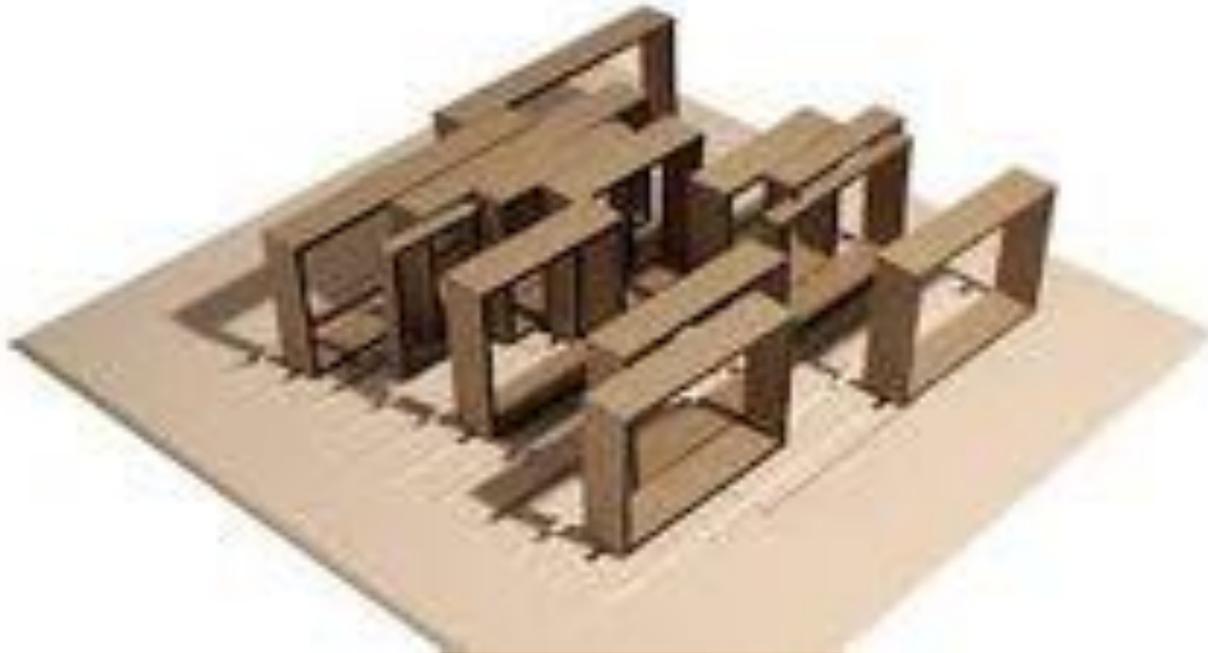
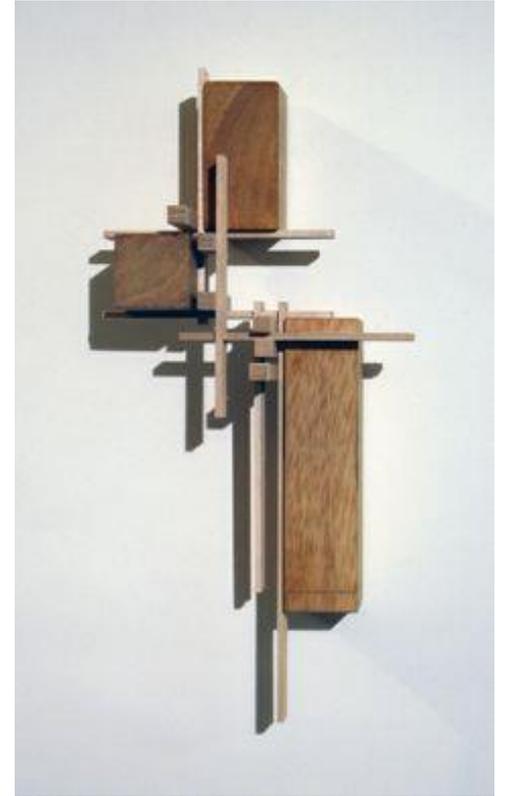
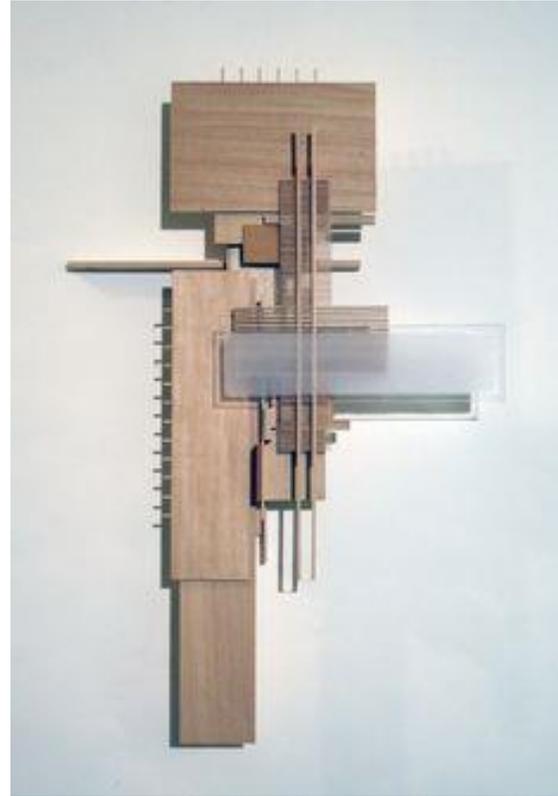


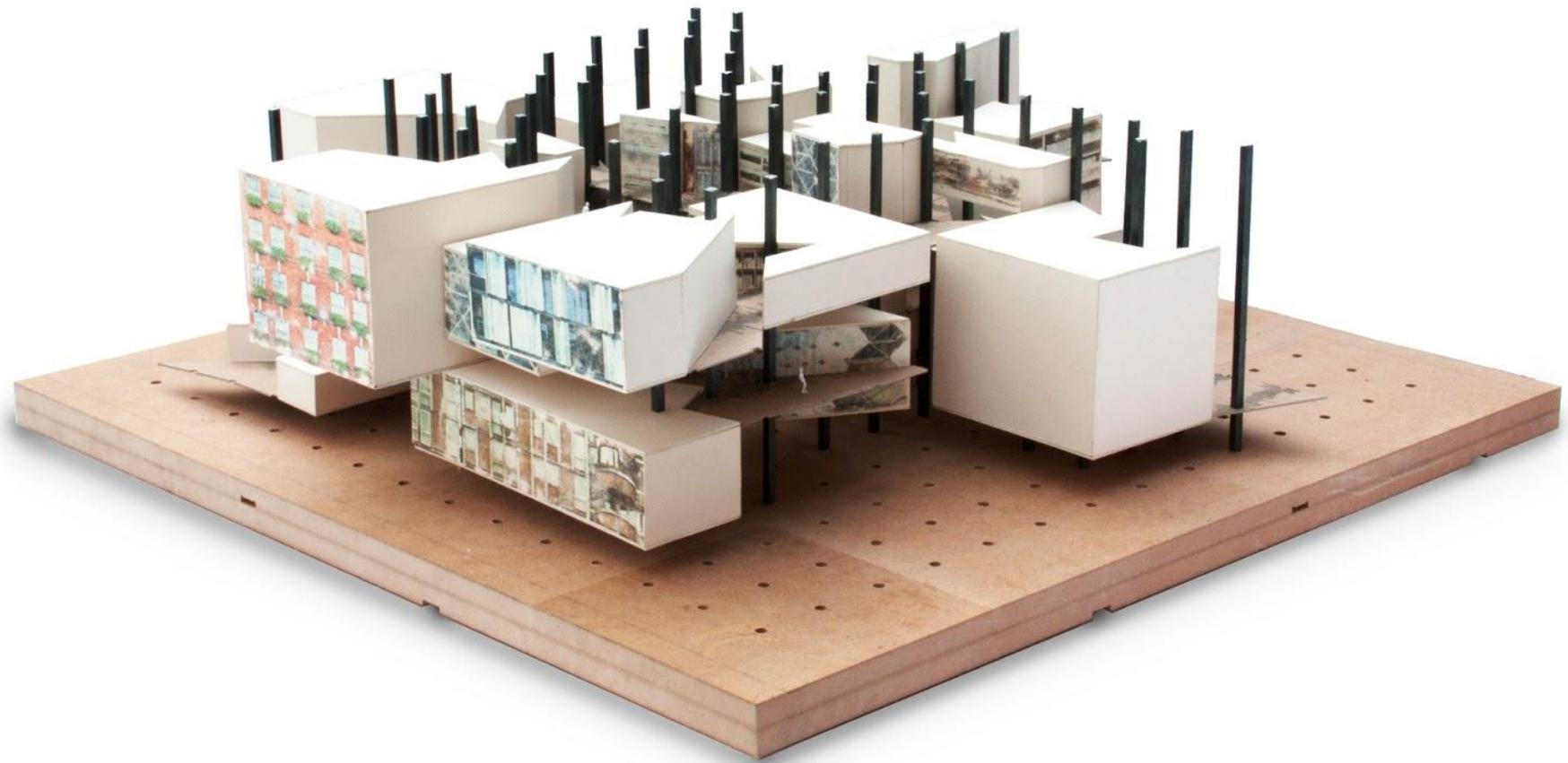
PRINCIPIO ORDENADOR

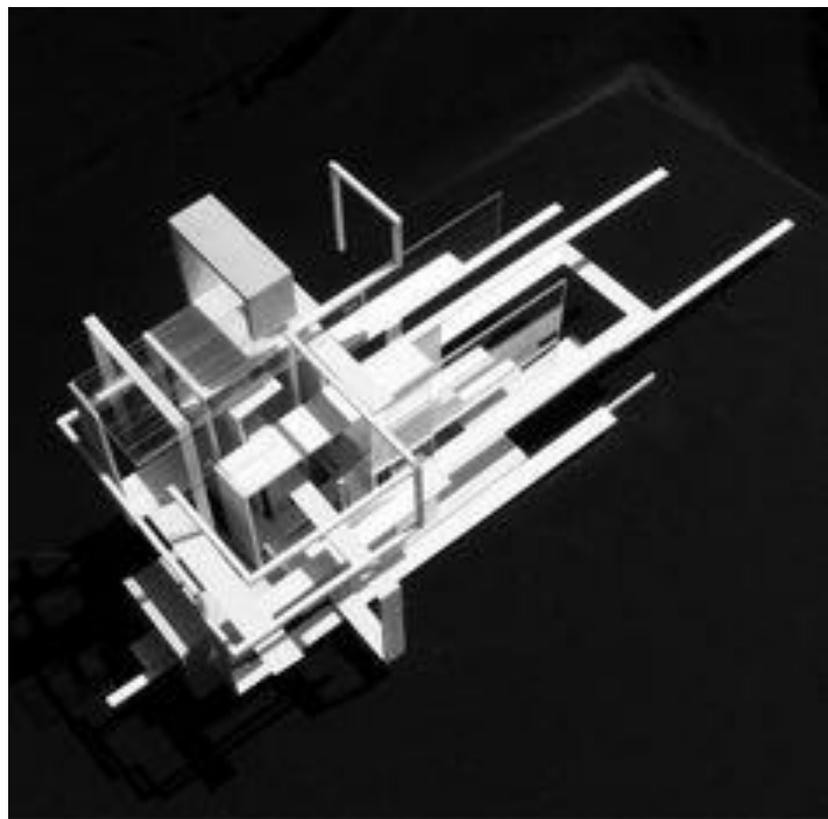
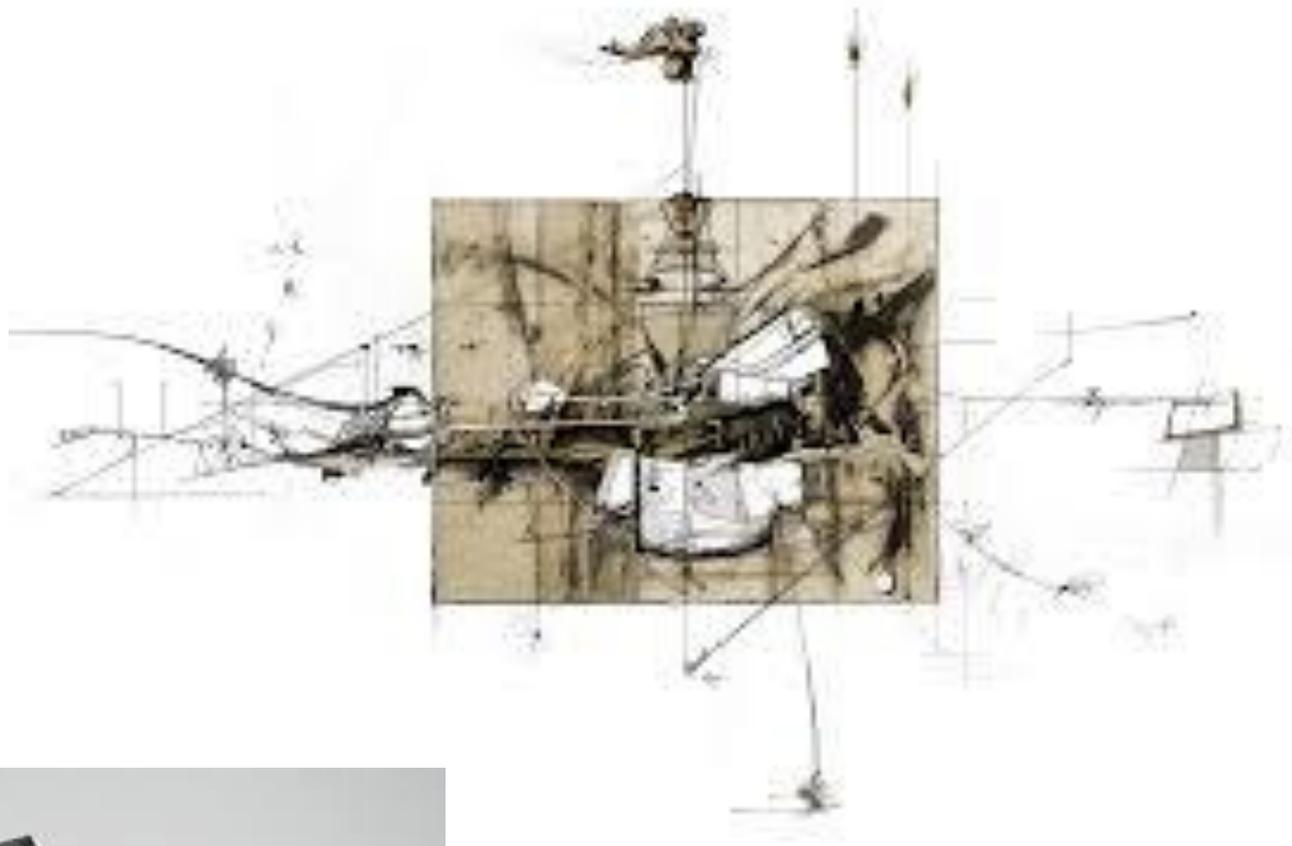


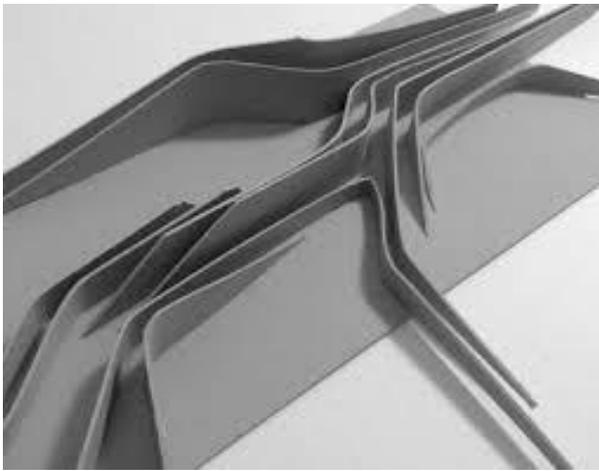
ESTRATEGIA PUEDE
SER SOLO

ORDEN COMPOSITIVO









← ESTRATEGIA PUEDE
SER SOLO
UNA ACTITUD
↓



ESTRATEGIA PUEDE
SER SOLO

METAFORA
(ALEGORÍA)

