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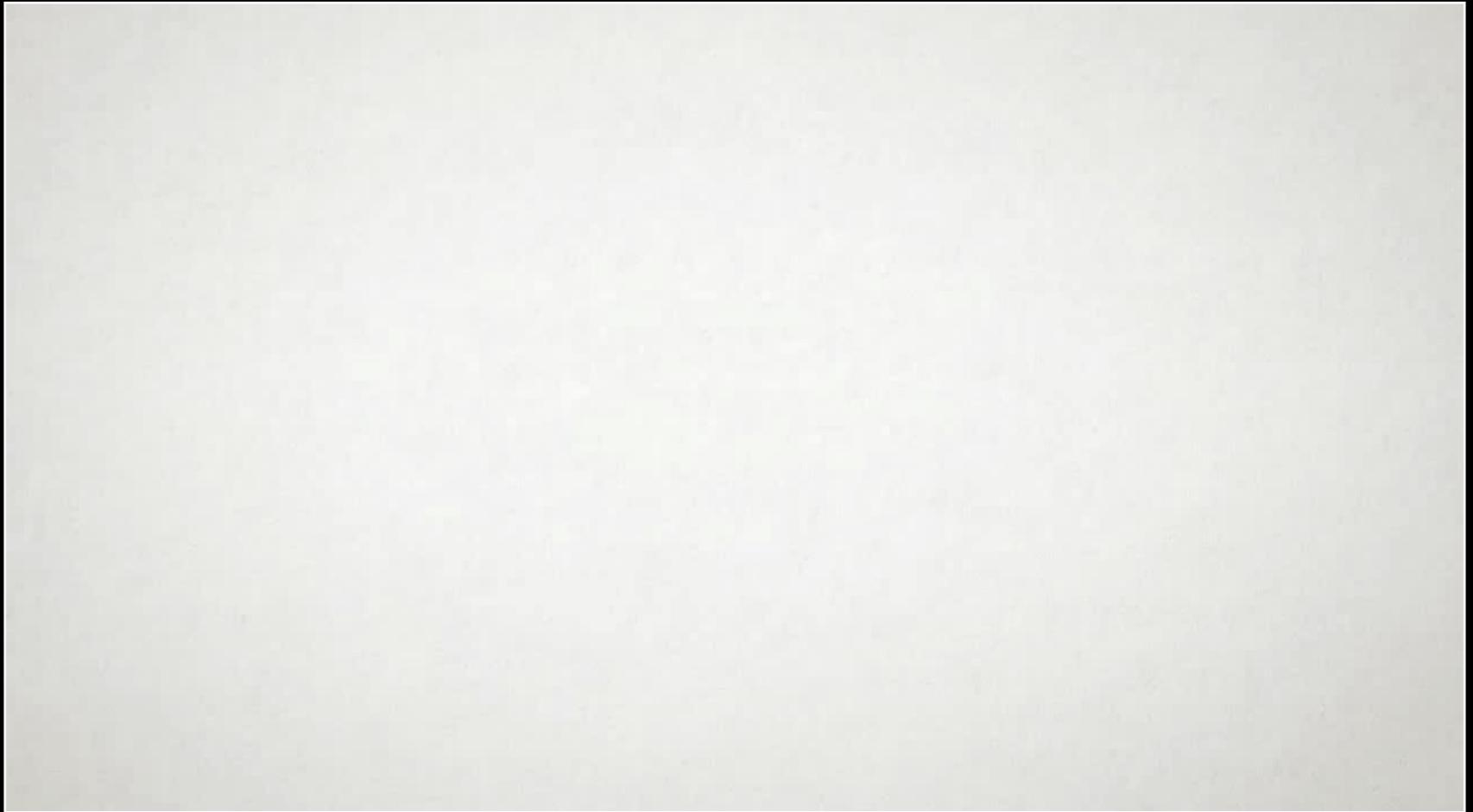
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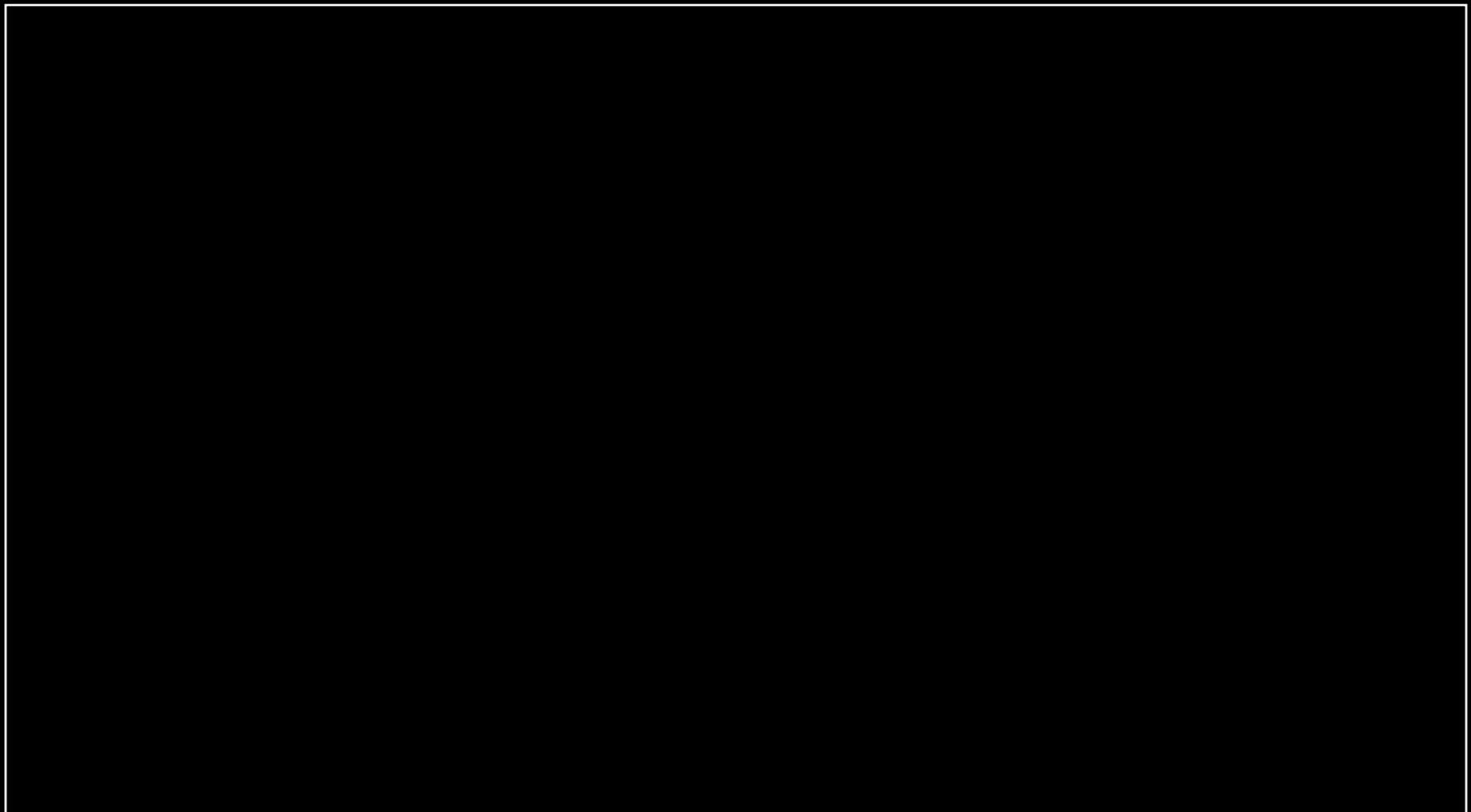
COCA COLA

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FOLLOW THE FROG

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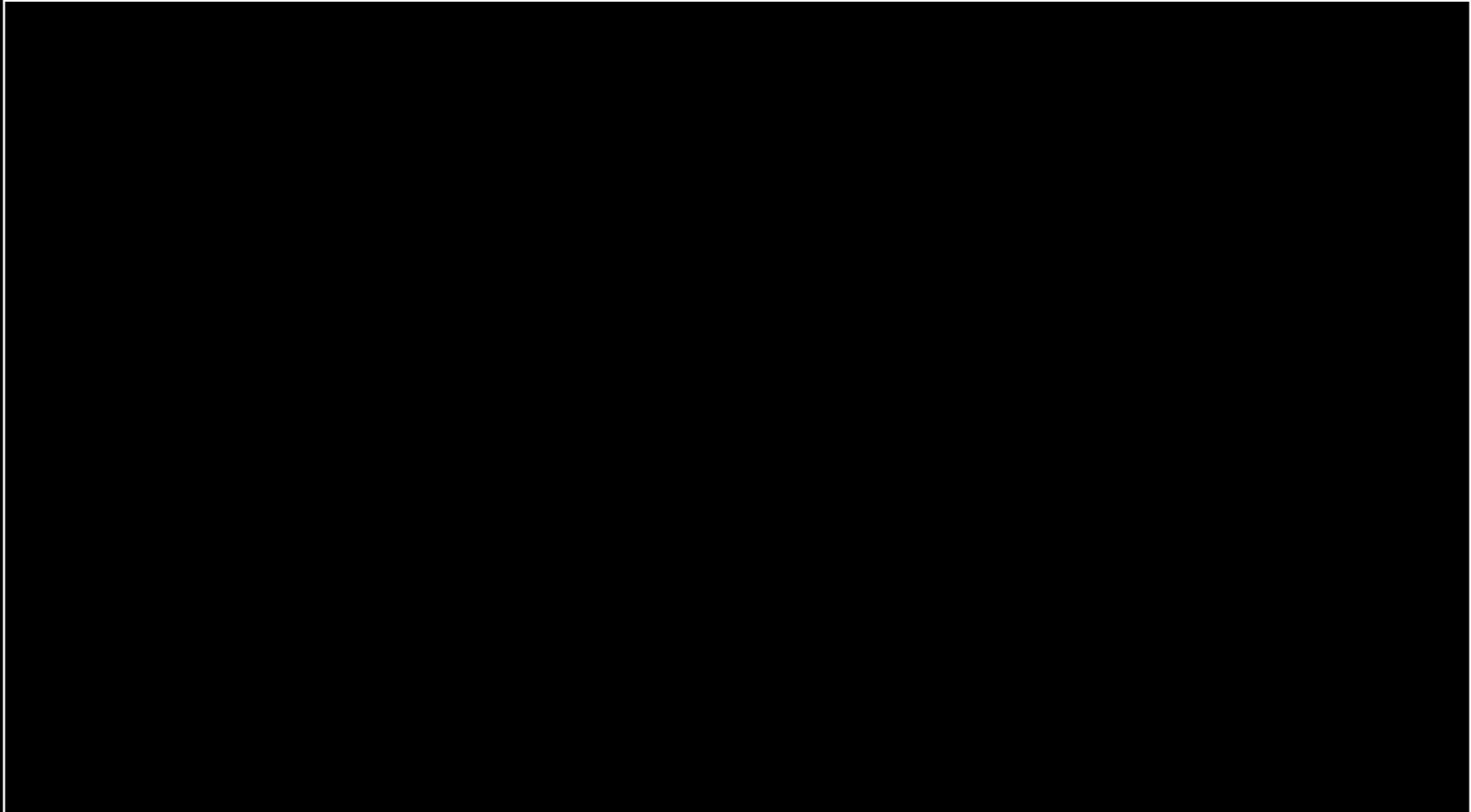
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REVISTA LÍBERO

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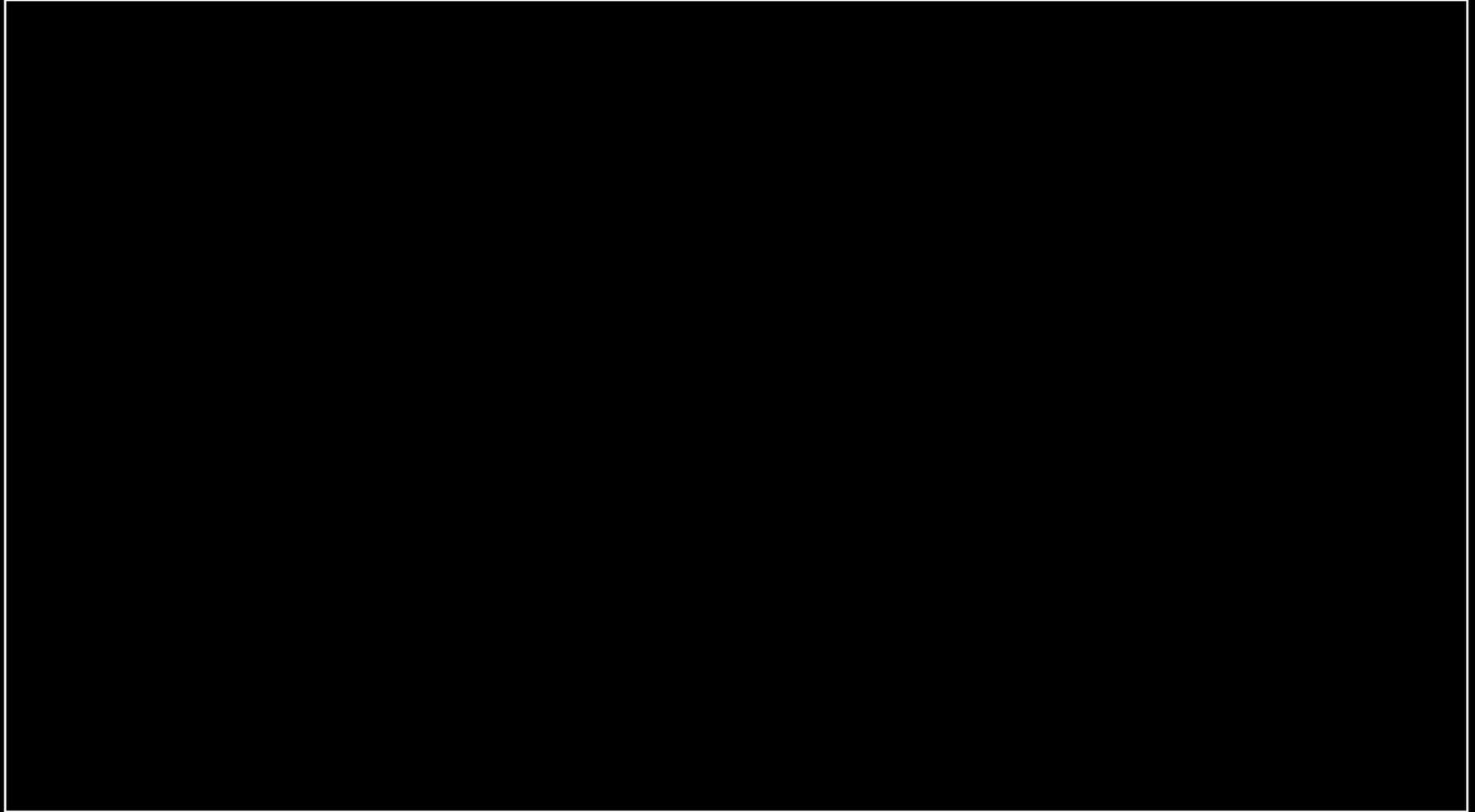
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DISEÑAR ESQUEMA

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ARQUITRAMA

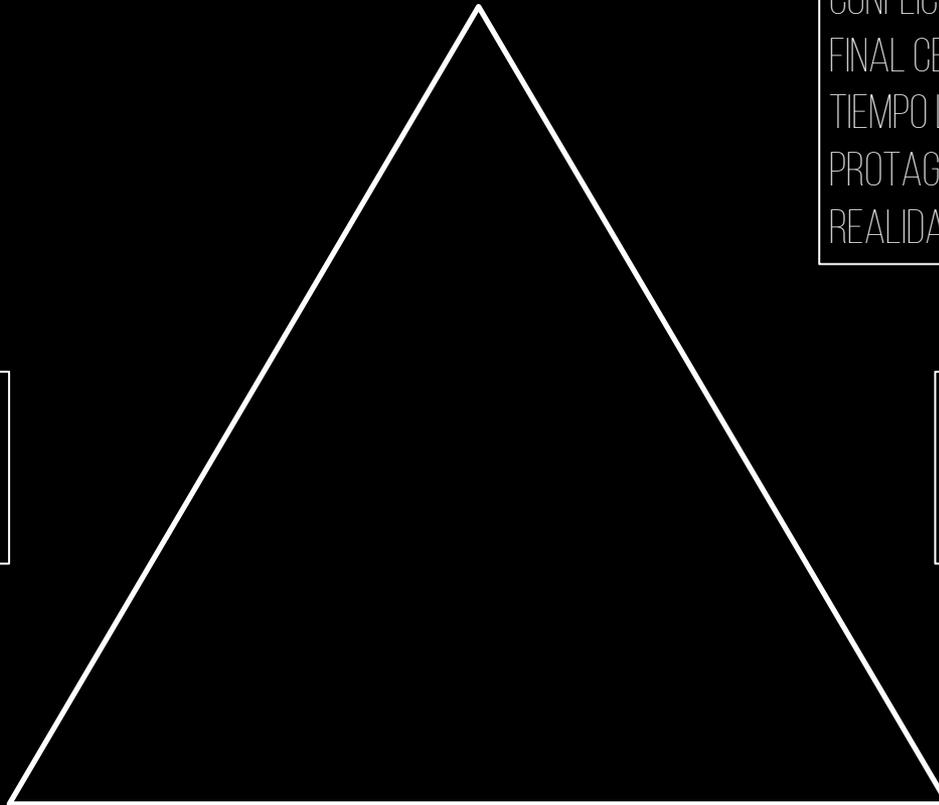


CAUSALIDAD
CONFLICTO EXTERNO
FINAL CERRADO
TIEMPO LINEAL
PROTAGONISTA ÚNICO
REALIDAD COHERENTE

FINAL ABIERTO
CONFLICTO INTERNO
PROTAGONISTAS MÚLTIPLES



MINI-TRAMA



CAUSALIDAD
TIEMPO NO LINEAL
REALIDADES INCOHERENTES



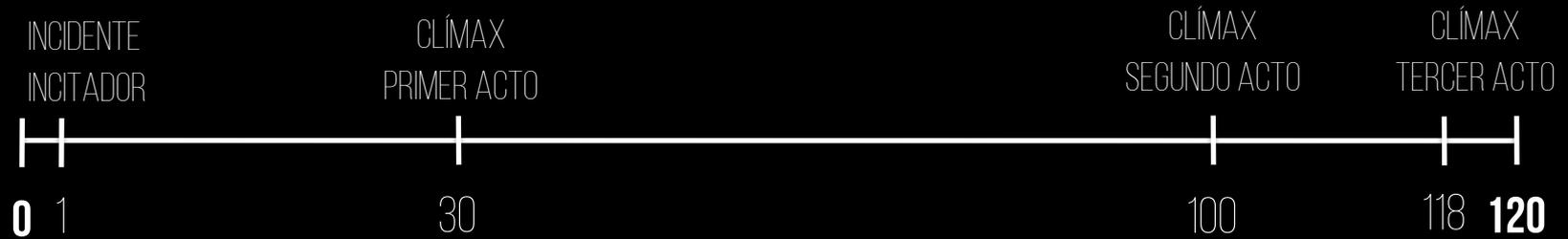
ANTI-TRAMA

DISEÑAR ESQUEMA

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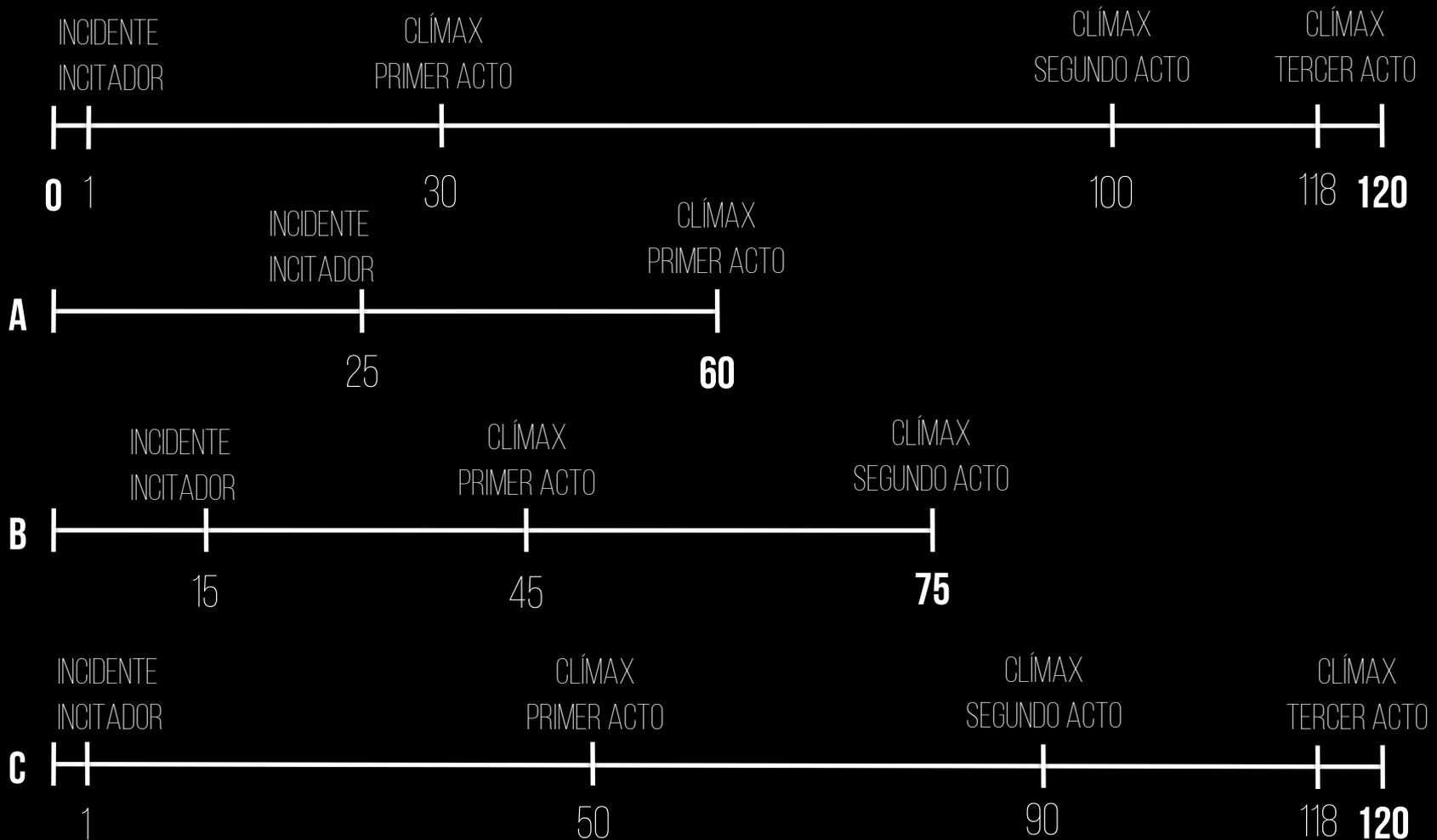


DISEÑAR ESQUEMA

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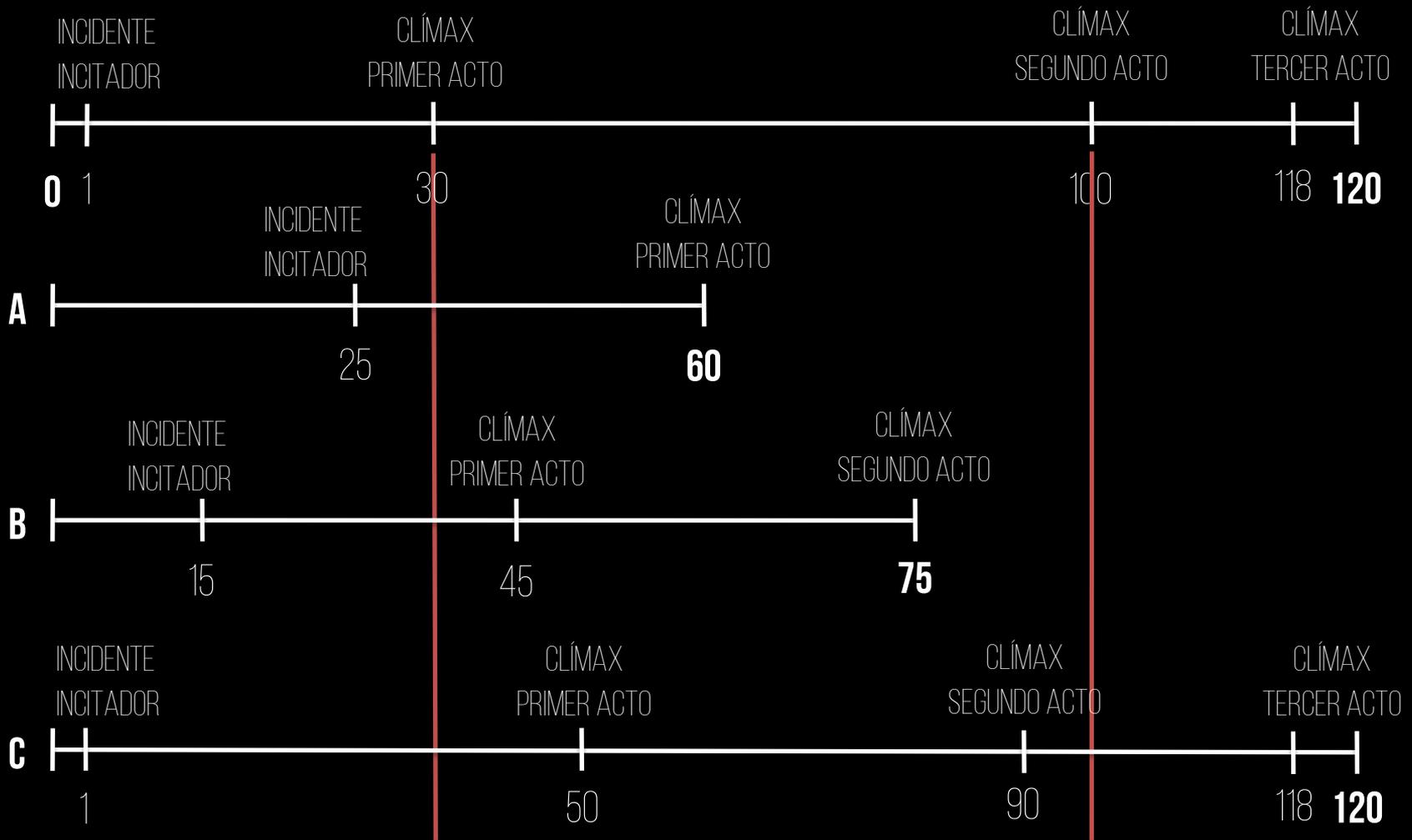


DISEÑAR ESQUEMA

PT. 3

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GRACIAS
POR VUESTRA ATENCIÓN