

COM  
PLOT  
Barcelona

COM  
PLOT  
Online  
Experience

# STORYTELLING

COM  
PLOT  
Barcelona

COM  
PLOT  
Online  
Experience

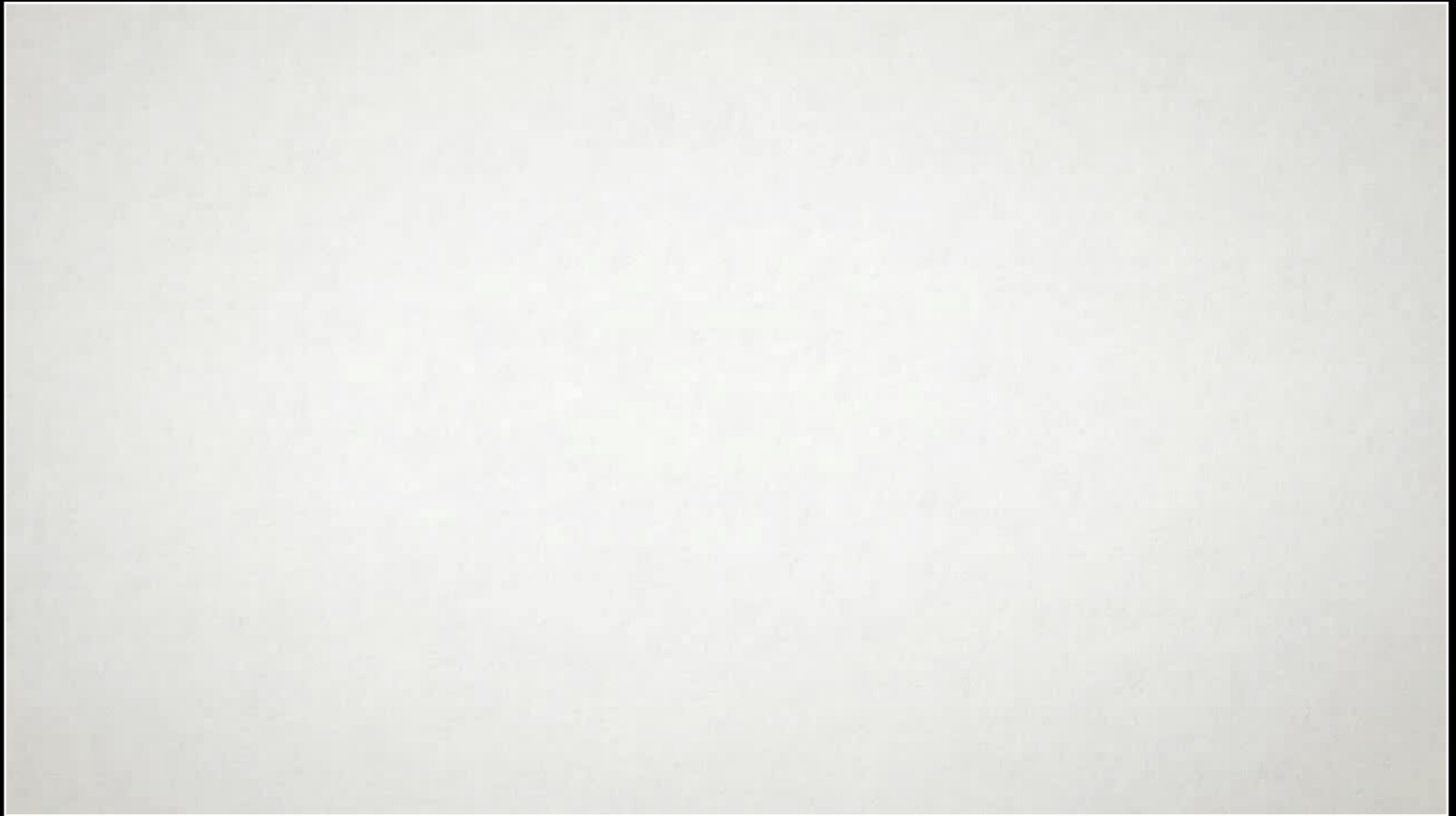


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# MERCEDES BENZ

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Barcelona

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PLOT  
Online  
Experience



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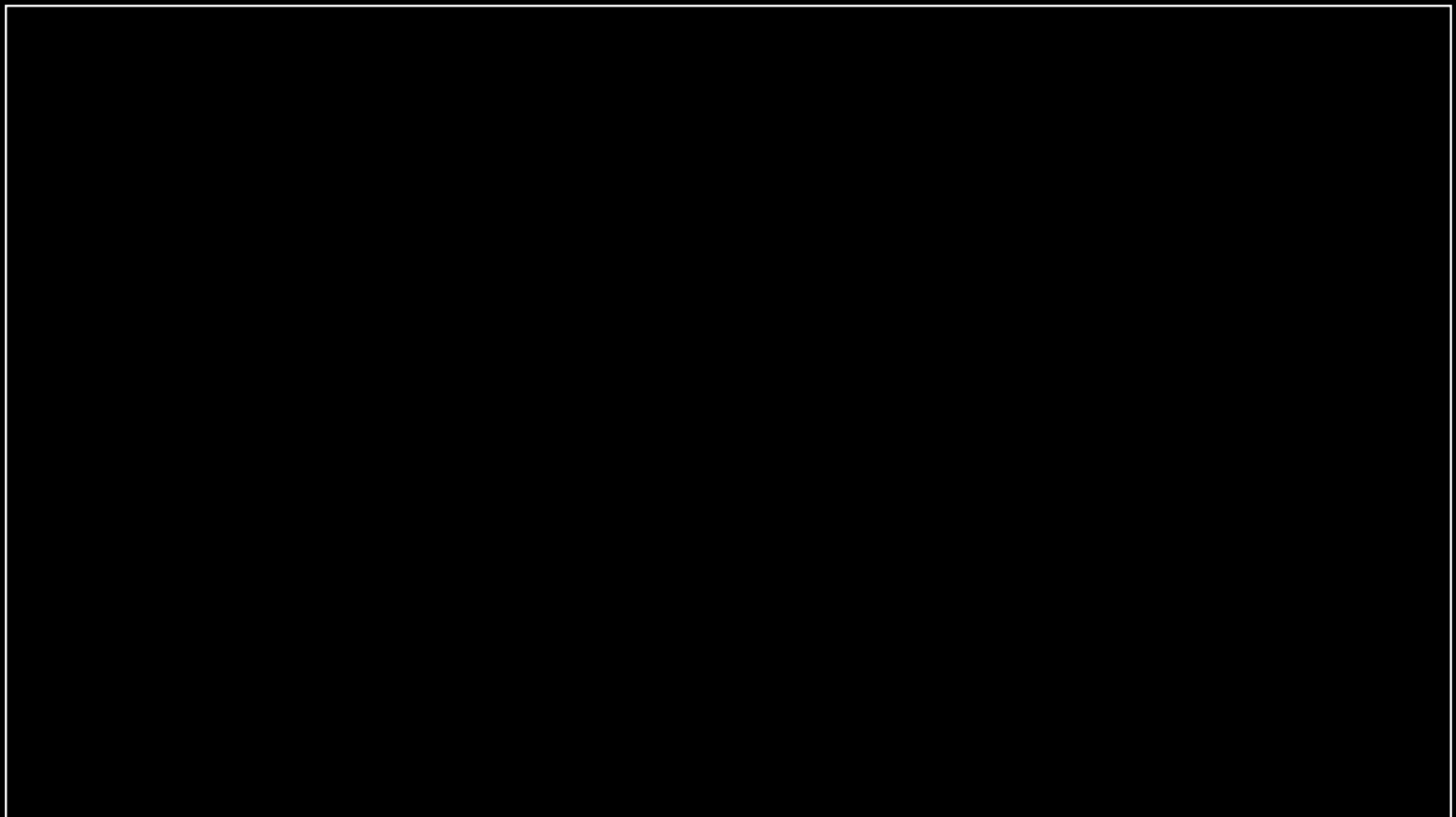
**COCA** COLA

COM  
PLOT

Barcelona

COM  
PLOT

Online  
Experience

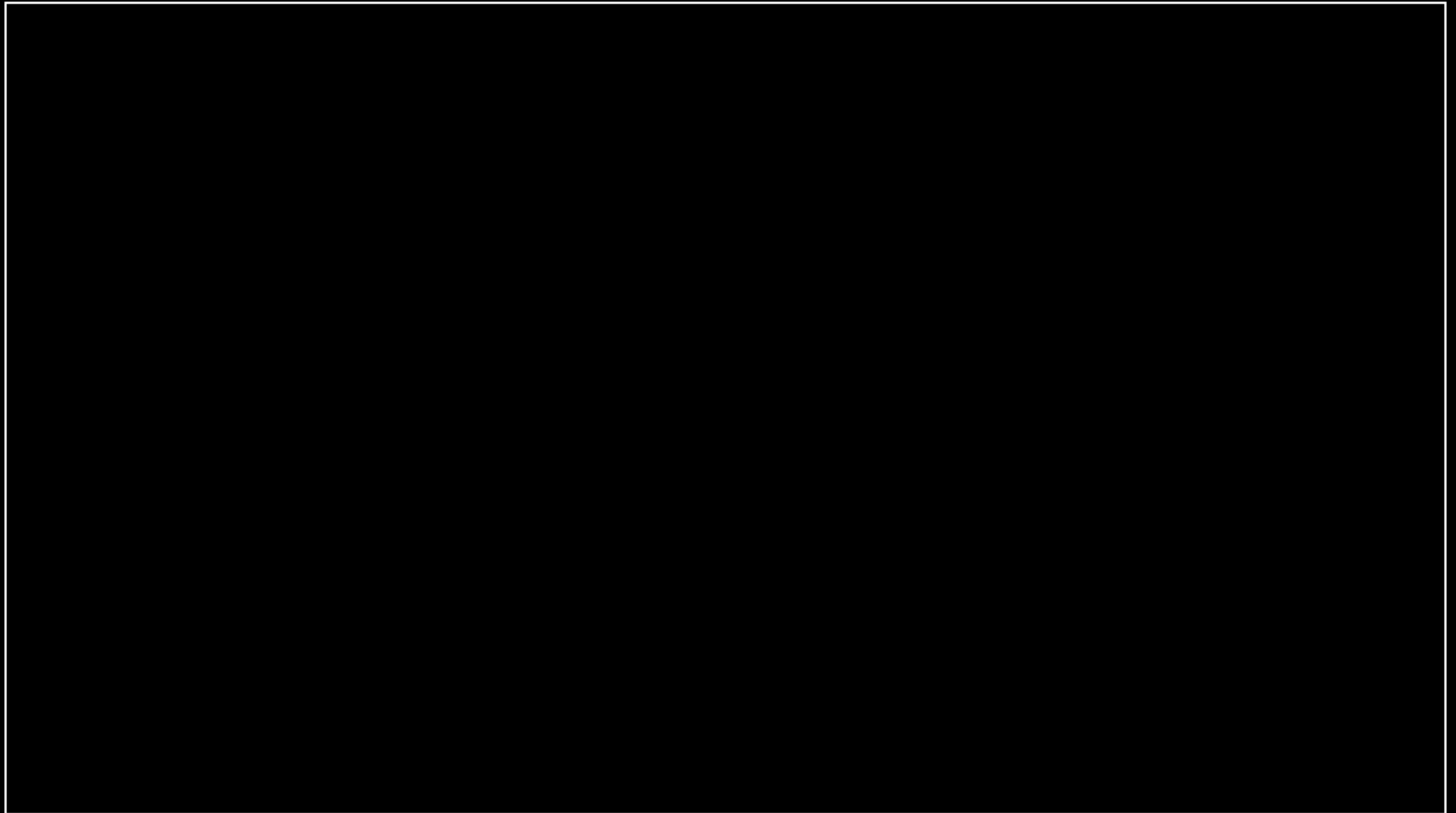


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# FOLLOW THE FROG

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Online  
Experience

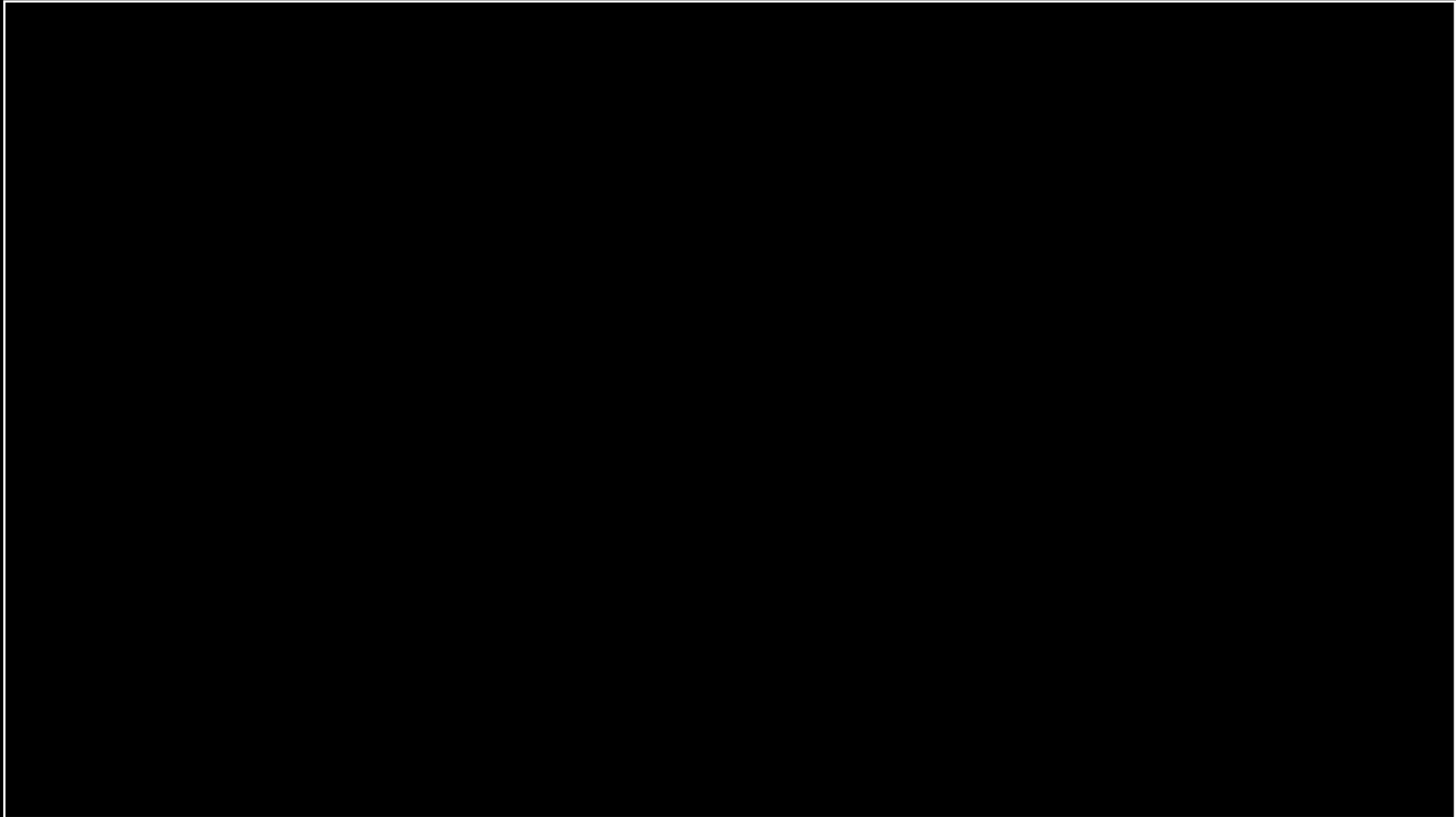


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# REVISTA LÍBERO

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Barcelona

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PLOT  
Online  
Experience

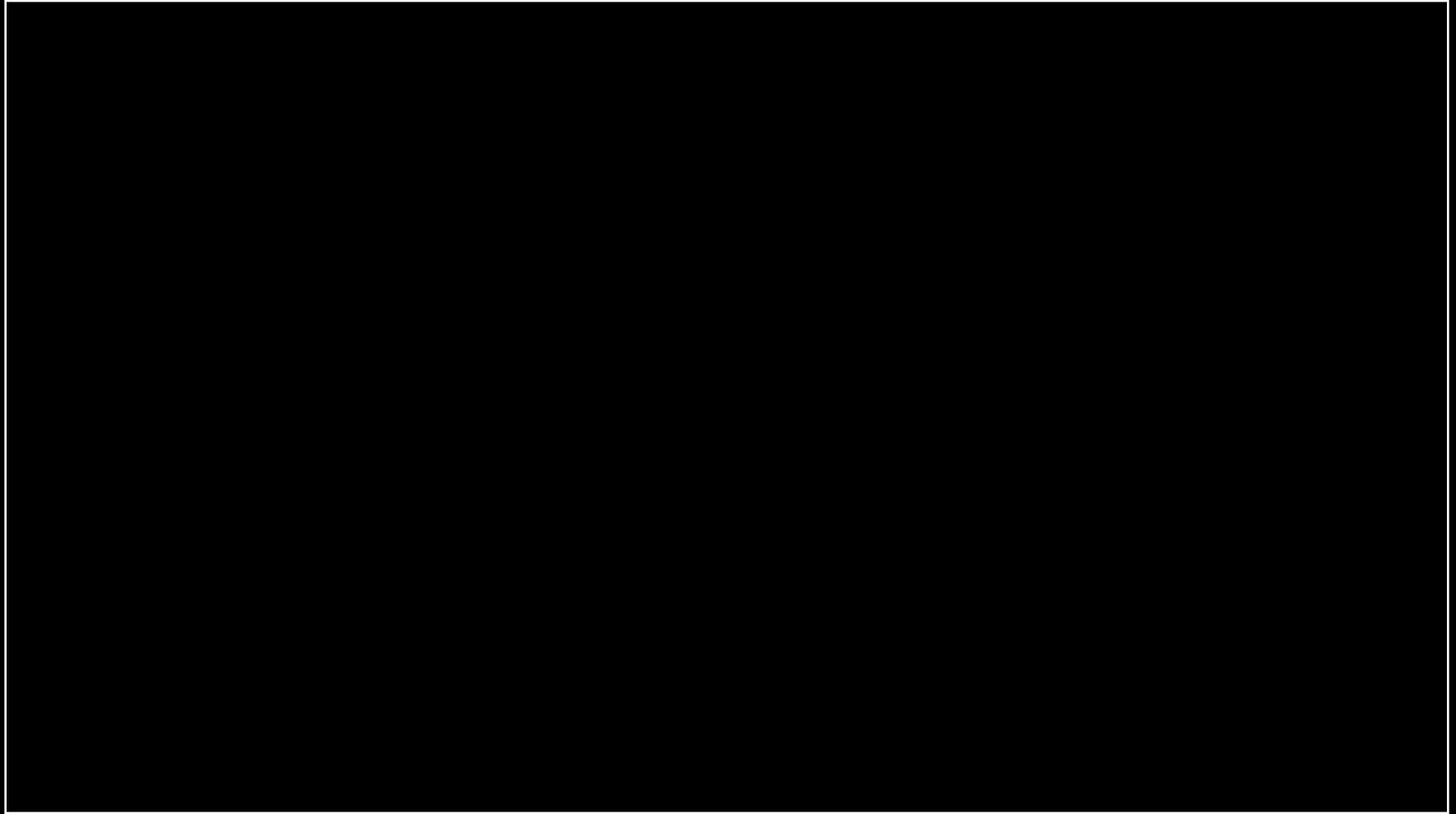


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# REVISTA LÍBERO

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Experience



# DISEÑAR ESQUEMA

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Experience

**ARQUITRAMA**

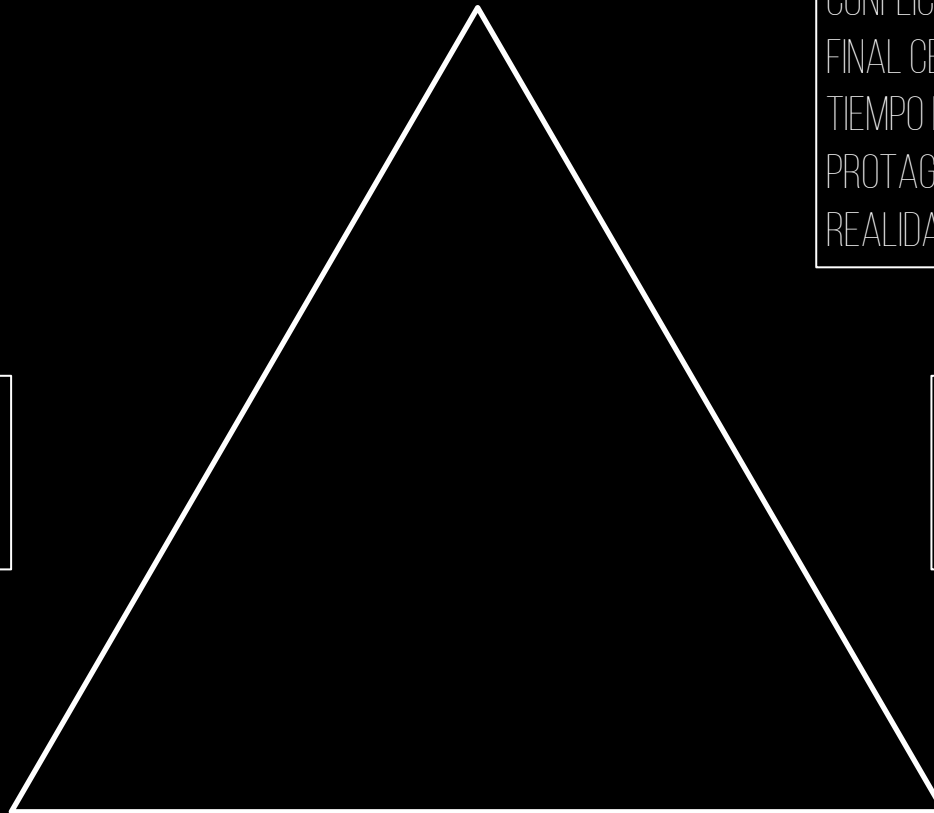
CAUSALIDAD  
CONFLICTO EXTERNO  
FINAL CERRADO  
TIEMPO LINEAL  
PROTAGONISTA ÚNICO  
REALIDAD COHERENTE

FINAL ABIERTO  
CONFLICTO INTERNO  
PROTAGONISTAS MÚLTIPLES

**MINI - TRAMA**

CAUSALIDAD  
TIEMPO NO LINEAL  
REALIDADES INCOHERENTES

**ANTI - TRAMA**





# DISEÑAR ESQUEMA

## PT. 1

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Barcelona

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PLOT  
Online  
Experience

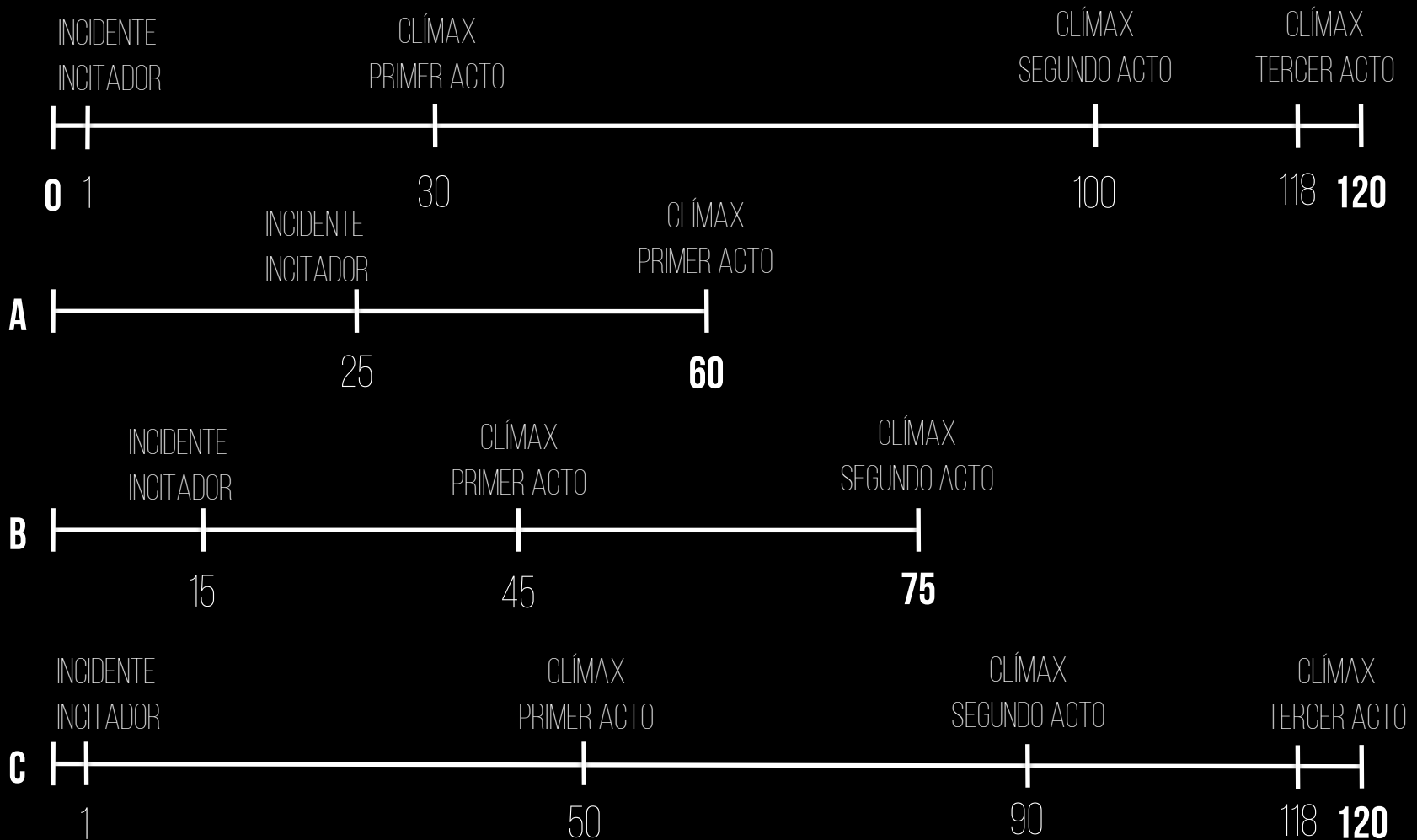


# DISEÑAR ESQUEMA

## PT. 2

COM  
PLOT  
Barcelona

COM  
PLOT  
Online  
Experience

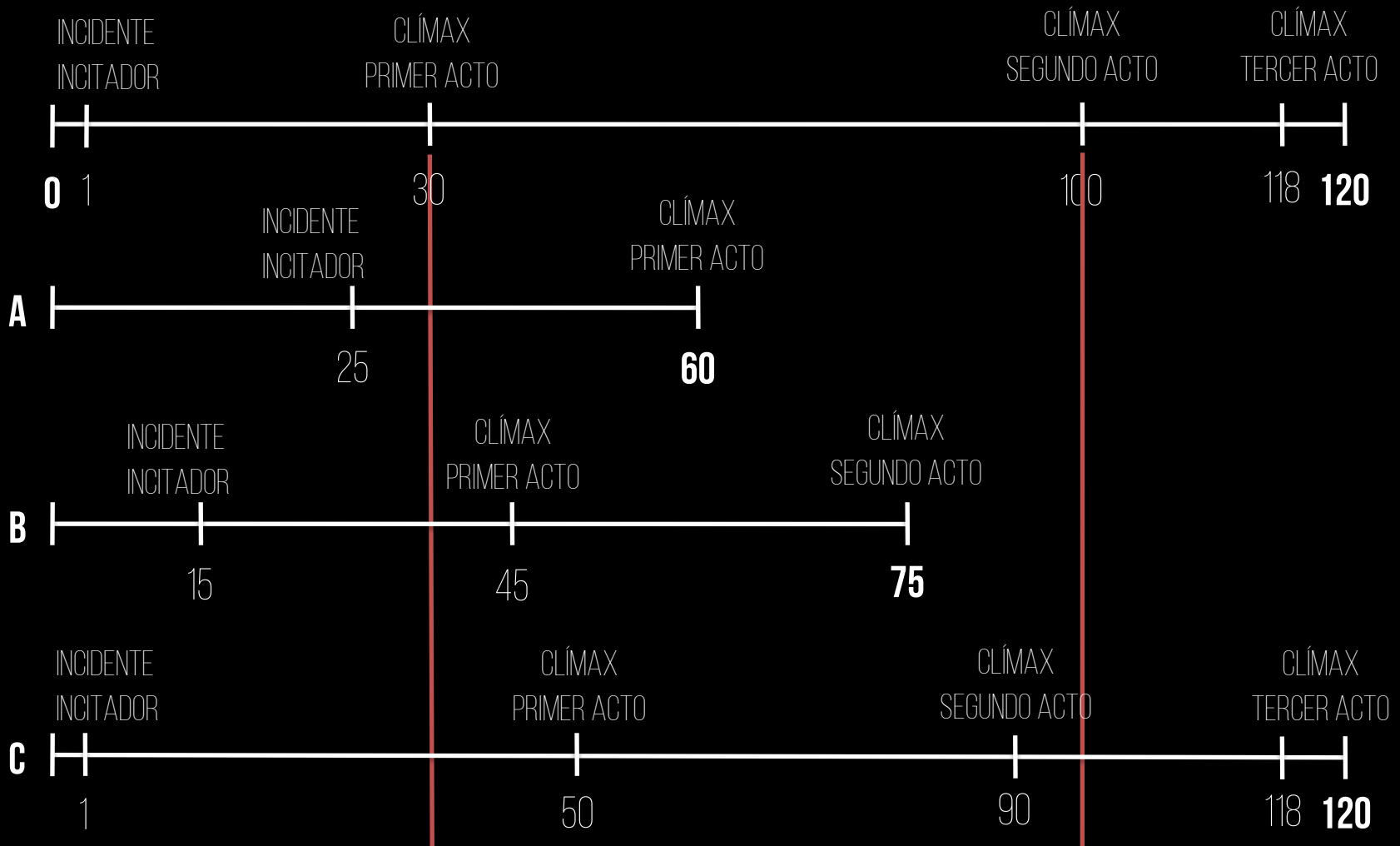


# DISEÑAR ESQUEMA

## PT. 3

COM  
PLOT  
Barcelona

COM  
PLOT  
Online  
Experience



COM  
PLOT  
Barcelona

COM  
PLOT  
Online  
Experience

**GRACIAS**  
POR VUESTRA ATENCIÓN