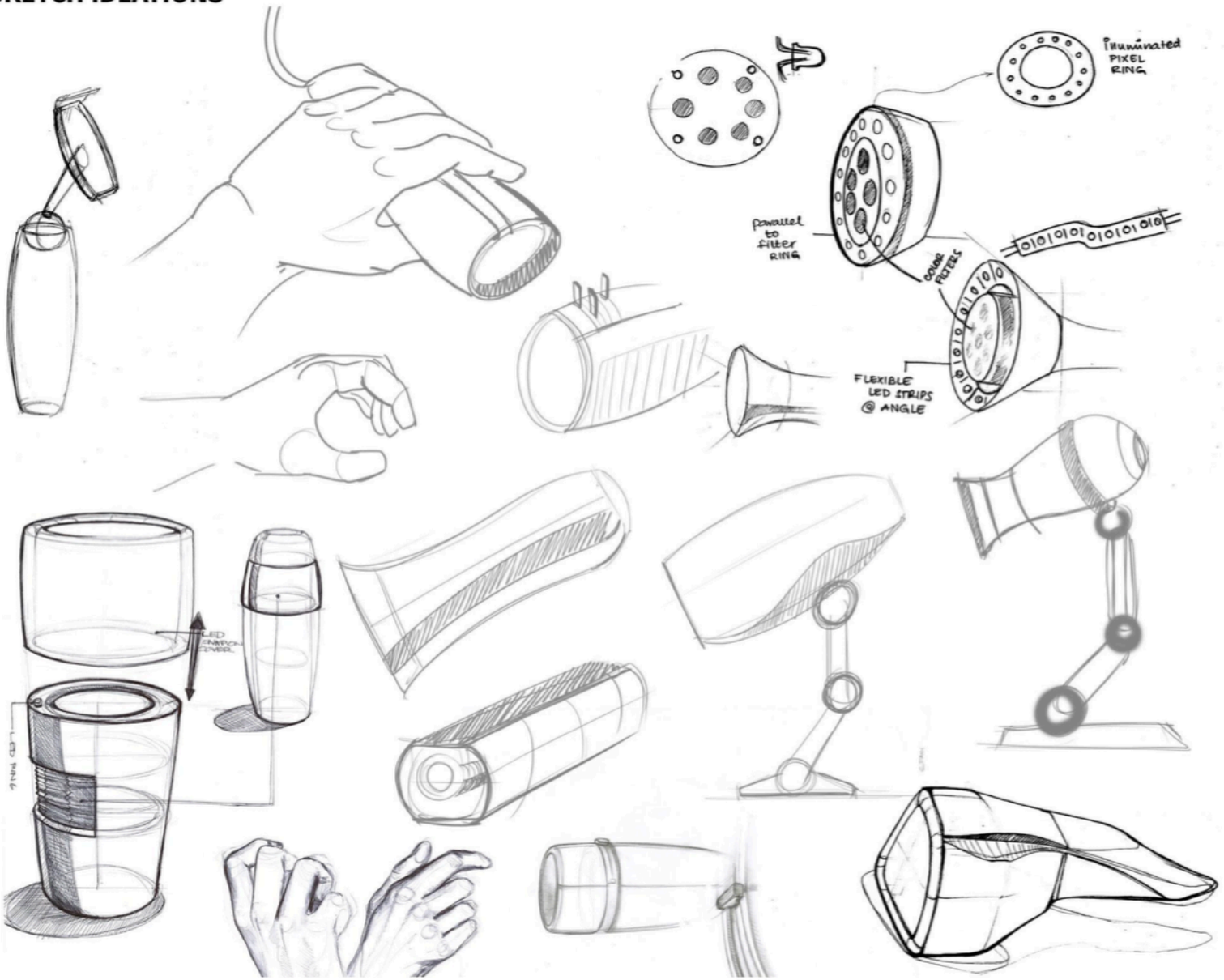INITIAL SKETCH IDEATIONS