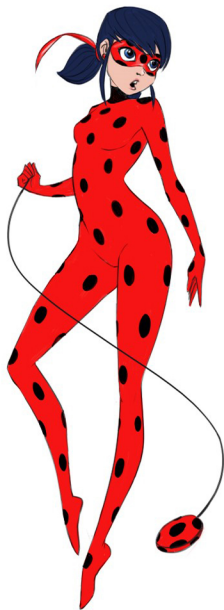


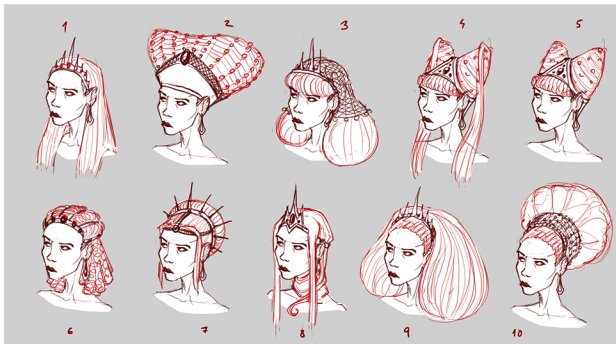
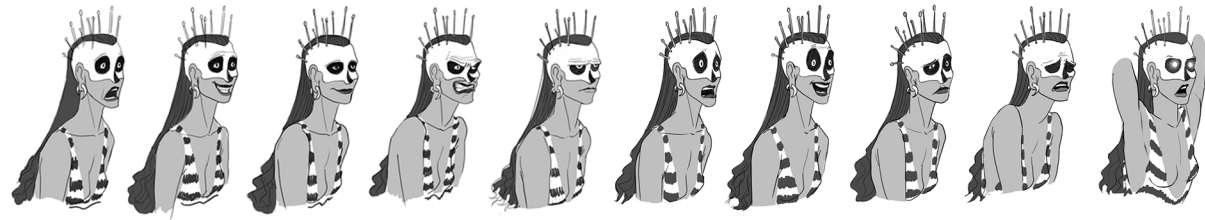


IDEA ACADEMY











TURN AROUND





Redesign



Cat
journalist





- purple circle: luxury, mystery
- orange circle: self-love
- yellow circle: energy

- red circle: power, russian culture
- orange circle: happy, energy
- green circle: loves money

- red circle: danger, anger
- gray circle: high-tech

- brown circle: conservative
 - black circle: evil
- KY. BOG

Ratty

MASHA
(MASHA)

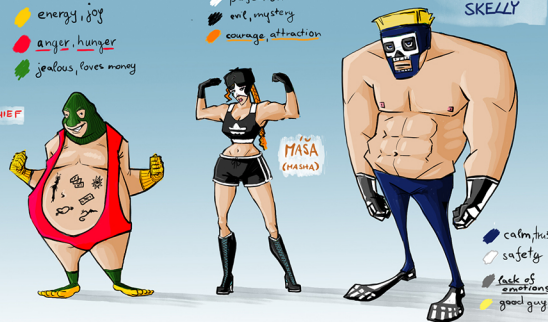


- yellow circle: energy, joy
- red circle: anger, hunger
- green circle: jealous, loves money

- white circle: perfection
- black circle: evil, mystery
- orange circle: courage, attraction

THIEF

MASHA
(MASHA)



SKELLY

- blue circle: calm, trust
- white circle: safety
- gray circle: lack of emotions
- yellow circle: good guy



Mary





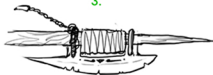
1.



2.



3.



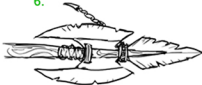
4.



5.



6.



7.



8.



9.



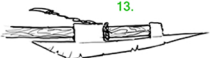
10.



12.



13.



11.



