OCEANS

METAPHOR, EXTENDED:

WATER CYCLE
PECKING ORDER
  whales eat sharks eat fish eat plankton eat microscopic oranisms
SPECIES VARIATIONS
  varying size, complexity, numbers, aggressiveness, peculiarities (narwhal vs. dolphin)
WATER CURRENTS
OCEAN DEPTHS
MOVING ORGANISMS VS. NON-MOVING ORGANISMS
LIFE and DEATH
UNDERWATER VOLCANIC LAND CREATION
GRADUAL TRANSITION TO LAND
POLLUTANTS
INTERNATIONAL WATERS
COMPLEXITY AND MYSTERY OF SEA CREATURES
OTHER MYSTERIOUS PHENOMENA
  bermuda triangle, whirlpools
VARIOUS SMALLER SEAS
DIVERSE OCEANS

CHARACTERISTICS OF METAPHOR:

COMMUNITY-ORIENTED
  all aspects work together in organic framework in order to survive as a whole
EARTH-CONSCIOUS
VIEWABLE FROM MANY PERSPECTIVES
  fish density, sea life cycle, ocean floor topography, water cycle, etc. etc.
SOCIAL
TELESCOPIC COMPLEXITY
  from ocean to complex self-sustaining natural habitat with multitudes of animal life
TELESCOPIC SIZE
  from tiniest organelle to earth’s oceans to planets within solar system
CONSTANTLY CHANGING
INCLUSIVE YET VIRTUALLY LIMITLESS
VERBAL PUN WITH “SCHOOLS” OF FISH
HAS MANY EXISTING VISUAL LANGUAGES (STYLES)
  from old treasure maps to scientific drawings to modern color-coded ocean current studies, etc.
  still has the potential to be “sexed up” a bit
FULL OF QUICK, UNIVERSAL IMAGERY
POWERFUL
SUSTAINABLE
  naturally balanced
EVOLVING
SMALL TOWN / CITY

METAPHOR, EXTENDED:

INTERPERSONAL RELATIONSHIPS
VIEWABLE FROM MANY PERSPECTIVES
CHARACTERS/STEREOTYPES WITHIN COMMUNITY
  lazy sherifs, gossiping wives, church-goers
  perhaps could use Henri Lucas’s group’s “the” words
HIERARCHY OF GOVERNMENT
EVENTS HAPPEN
  beauty pageants, town faires, visiting B-level celebrities, banjo bands etc.
GEOGRAPHY OF TOWN
BASIC LOCATIONS WITHIN
  general store, saloon, city hall, fair grounds

CHARACTERISTICS OF METAPHOR:

POSITION OURSELVES AS AMERICAN (OR AWARE OF IT)
COMMUNITY-ORIENTED
PEOPLE CHANGE WITH STATIONARY FRAMEWORK
CAN GROW
TELESCOPIC SIZE
COLLABORATIVE
GLOBAL/LOCAL
RESONANT
  “characters” within small town resonate off each other as would aspects of department

EVOLVING

GAMES
(FROM SOCCER TO CHECKERS)

METAPHOR, EXTENDED:

TELESCOPIC COMPLEXITY
  from “board games” to specific rules for chess
VARYING LEVELS OF DIFFICULTY
VARYING LEVELS OF AGE ASSOCIATED WITH GAMES
VARYING LEVELS OF INTENSITY
VARYING LEVELS OF TECHNOLOGY
LIMITLESS NUMBERS OF TYPES
MULTI-CULTURAL
WINNERS and LOSERS

CHARACTERISTICS OF METAPHOR:

COMMUNITY-ORIENTED
MULTI-CULTURAL
TELESCOPIC SIZE