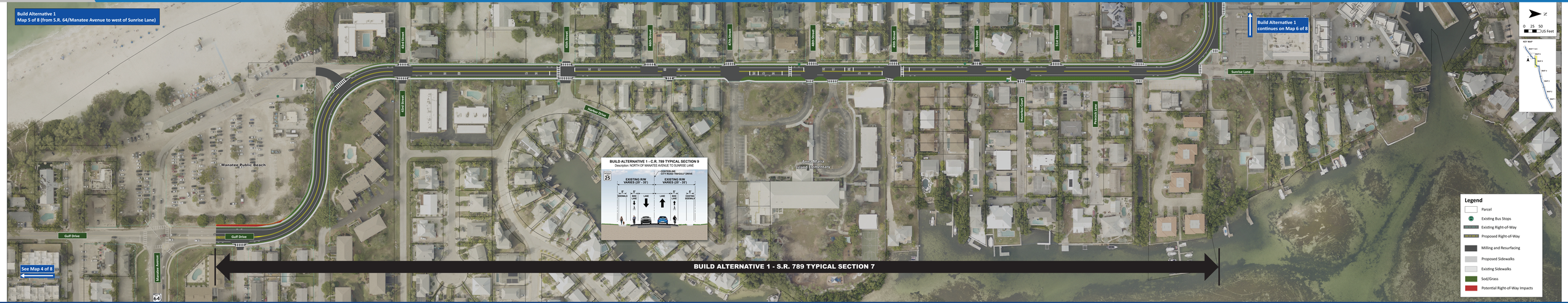BUILD ALTERNATIVE 1 CONCEPT - ROLL PLOT (3 OF 5)