Review and redesign of logos

Student name:_____ Date: _____

The questions on this worksheet will help you think about reviewing and redesigning your logo.

Questions are in the following four categories:

- Meeting initial goals
- Requiring new goals
- Reflecting good design principles
- Planning redesign changes

Meeting initial goals

What were your initial goals for the logo?

_____

_____

_____

_____

Does the logo you have match the initial goals? Why or why not?

_____

_____

_____

_____

Requiring new goals

Do you have new goals in mind for the logo? If so, what are these and why are you changing your goals?

_____

_____

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_____

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Reflecting good design principles

What design elements and principles did you originally incorporate into the logo?

Do you want to include new design elements or principles in your logo? If so, what are they and why do you want to include them?

Planning redesign changes

What changes do you need to make to account for the new design elements and principles? Sketch your changes below in addition to writing about them.

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