Review and redesign of advertisement

Team name: _____ Date: _____

Answer the following questions, which will help you think about reviewing and redesigning your advertisement.

- Meeting initial goals
- Requiring new goals
- Reflecting good design principles
- Redesign changes

Meeting initial goals

What were your initial goals for the advertisement? What were your client's initial goals for the advertisement?

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

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List some reasons why/how your audience will benefit from your product or service. How does the advertisement reflect these?

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Requiring new goals

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

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

Reflecting good design principles

What design concepts and principles did you originally incorporate into the advertisement?

What typographical principles did you originally incorporate into the advertisement? Describe how your typographical choices work with your other design choices.

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Is there a clear hierarchy of information in the advertisements? Describe how you could improve this hierarchy in the new version of the advertisements.

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

Do you want to include new typographical principles in your advertisement? If so, what are they and why do you want to include them? How will these changes work with your other design changes?

Redesign changes

What changes do you need to make to account for the new design concepts and principles? Sketch your changes on the next page, in addition to writing about them.

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