Review and redesign of business cards

Name: _____ Date: _____

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

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 business card?

_____

_____

_____

_____

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

_____

_____

_____

_____

Requiring new goals

Do you have new goals in mind for the business card? 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 concepts and principles did you originally incorporate into the business card?

Do you want to include new design concepts or principles in your business card? 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 concepts and principles? Sketch your changes below in addition to writing about them.

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