Review and redesign of brochure

Team name: _____ Date: _____

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

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

Meeting initial goals

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

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Does the brochure 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 brochure reflect these?

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Requiring new goals

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

Do you have new long-term goals in mind for the brochure? 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 brochure?

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

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Does the brochure have a clear hierarchy of information? Describe how you could improve this hierarchy in the new version of the brochure.

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

Do you want to include new typographical principles in your brochure? 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 below in addition to writing about them.

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