

Logo review and redesign

Student name: _____ Date: _____

Answer the questions in each of the following categories, which will help you think about reviewing and redesigning your logo.

- Meeting initial goals
- Requiring new goals
- Reflecting good design principles
- 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 they and why?

Reflecting good design principles

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

Are there new design concepts or principles you want to include in your logo? If so, what are they and why?

Redesign changes

What changes do you need to make to match your initial goals? Sketch or draw the changes in addition to writing about them.

What changes do you need to make to account for the new design concepts and principles? Sketch or draw the changes in addition to writing about them.
