**Company:** You have been asked by the company called ‘In The News’ to design a logo that they will use to brand their company. The company needs this logo to be on all products within the project. The logo use a special design which makes them appeal to the target audience.

**Requirements:** In The News would like a simple logo produced that symbolises their operation. It should use a maximum of 2 colours and be easy to read. You will need to produce multiple different draft designs so that the client can choose their favourite. Once chosen you can design your final logo in either Adobe Fireworks or Adobe Illustrator and will be reviewed by your test buddy.

**Timings:** 1 hour 10 minutes to have completed this worksheet with your drafts and final design ready for feedback from your ‘Test Buddy’ and one other person.

Draft Design 1

|  |  |  |
| --- | --- | --- |
| Font Style =  Font Size =  Font Colour = |  | Why you think this design is successful? |

Draft Design 2

|  |  |  |
| --- | --- | --- |
| Font Style =  Font Size =  Font Colour = |  | Why you think this design is successful? |

|  |  |  |
| --- | --- | --- |
| Font Style =  Font Size =  Font Colour = |  | Why you think this design is successful? |

Draft Design 3

|  |  |  |
| --- | --- | --- |
| Font Style =  Font Size =  Font Colour = |  | Why you think this design is successful? |

Draft Design 4

|  |  |  |
| --- | --- | --- |
| Font Style =  Font Size =  Font Colour = |  | Why you think this design is successful? |

Draft Design 5

The client has decided that the chosen design should be:

**Design 1** / **Design 2**

**Final Design:** (Print out, cut and stick your finished design in the space below)

|  |
| --- |
|  |

**Feedback:** You need write down their feedback below and what you think you did well and what you could do better if you were to do this again:

|  |
| --- |
| WWW (what went well): |
| EBI: (even better if): |