You have been employed at MB Graphic Design Studio as an intern. To give an insight into your design knowledge, the studio has set you the task of analysing some of their client’s logos. You need to analyse four logos and give justification the audience, colour, shape and style choices. Additionally, analyse one design element and principle per logo and write why this was effective/ineffective.

You are then to choose one logo and develop some ideas to redesign it for the same audience. You are to do 7 quick sketches each taking no more than 2-5 minutes. These are not final logos, you are just getting down ideas. This is a skill you will be using further in this unit. Consider your choices in colour, style and shape and give justifications to why you have made these design choices.