

# A Graphic Design Problem Worksheet

*Complete this worksheet while viewing the project notes slideshow.*

What are the Application Requirements for the printer's logo? What will the printing company use the logo for?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What are the Personal Requests for the printer's logo? This company is owned by an individual and he has some ideas for what he wants in his logo, what are they?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Review the application requirements and the client's personal requests and then compare them with the four thumbnail designs proposed for this account.

Which one is LEAST suited to the client's needs? \_\_\_\_\_

Why is that one the LEAST suited to the client's needs? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Which one BEST suits the client's needs? \_\_\_\_\_

Why does this one BEST suit to the client's needs? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_ Per: \_\_\_\_\_