

## **Art Matters Logo Critique:**

**Group Members:**\_\_\_\_\_

---

**Critique #1 (name)**\_\_\_\_\_

**Critique #2(name)**\_\_\_\_\_

The whole group should answer these questions for each logo along with two members outside the group.

**MAKE CHANGES!!!!** based on peer feedback and submit logo to class website and turn in this form.

- Is the font interesting, legible, and timeless? What would be better?
- Are the colors eye catching or will it work as a stamp on other pieces?
- Is the logo contained in a shape or cohesive?
- Does this logo represent the idea that Art Educations Matters? How?
- Could this logo compete with the other logos that already exist in the market?
- Is it professional enough? Why?
- What would help elevate this logo to the next level?