



Handout 3 - Gallery Walk #2 Questions

1. Which logo(s) seemed most effective when evaluated using the 5 principles? Why?
2. Were there any logos that, in your opinion, did not follow the principles? Why?
3. Can logos that do not follow the principles be effective? How and why?
4. Do logos need to follow all of the principles in order to be effective?
5. What might the Rock and Roll Notebook image suggest about the power of an easy-to-draw logo?