**A2. Redesign the worst logo**

No one is perfect. Designers also make mistakes. Thankfully, designers learn from their failures and become better for those. Failures are not that bad. We have voted the worst logo design in class.

The winner will be updated right after class and posted on Moodle as well.

Let's find out what makes it even worse and provide the best "visual" solutions for them. Your suggestions can save their design. Please redesign the design above (we voted in class). You can use any graphic tools, software programs, or by hand (but not Canva). Also, provide your own rationale explaining why your solutions are good or better. Your rationale should not be more than 1~2 paragraphs. Please be brief and concise!

**DESIGN PROCESS**

1. **Step 1:** Think about the reason why their design is bad: (Where) What makes it bad?
2. **Step 2:** Define their brand concept, tone & manner, their fictitious target audiences, goal, positioning, budget, location, problem (external/internal), etc.
3. **Step 3:** Based on step 1, brainstorm your design solutions.
4. **Step 4:** Create a new logo.
5. **Step 5:** Provide functional suggestions using a design mockup (if needed).

**REQUIREMENTS**

**File format you submit**: jpeg (Also, save your original work file for revision; .ai or .psd – it’s important)

**Submission:** your new logo design + rationale (1~2 paragraphs)

**Feedback to peers’ works:** Provide other students with your critiques or feedback to help them design better work and improve their work thoroughly. Give at least three pieces of feedback. This would be the 3rd round of each Weekly Design Challenge Project.

Happy designing!