

Animator Name: _____

Logo for: _____

Critiquing a Logo

Consider...	Advice... (circle)				Comments...
	Rethink/ Improve!	Could be polished some!	Nice!	Wow! Jealous :)	
The logo is designed simply enough to have a clear, immediate impact even at a small size. Not overly detailed.	1	2	3	4	1) Explain what's not working so animator can address it...2) Also note your favorite 3 things in this animation!... Use back of page if necessary.
Logo style and content fits the purpose and audience.	1	2	3	4	
Contrast of values (light & dark) is effective, creating a bold design with structure.	1	2	3	4	
Repetition (of color, shape, line, or pattern, etc.) unifies the logo.	1	2	3	4	
Variety keeps it interesting without making it confusing.	1	2	3	4	
Colors are appealing and fit the purpose well.	1	2	3	4	
Text is clear and readable.	1	2	3	4	
Logo feels balanced and cohesive. Logo is bold enough. Line and shape are effective.	1	2	3	4	
It looks like a logo, not a poster.	1	2	3	4	
Design works well in grayscale too.	1	2	3	4	
It's technically clean. Anchors are joined at corners, not overlapping or messy. Painted areas are neatly done.	1	2	3	4	
Colored-in areas are shapes, not paths with brushstrokes applied to fill in the space.	1	2	3	4	
Overall, this is a well thought-out, clear logo that fits the bill for the client!	1	2	3	4	
	1	2	3	4	
	1	2	3	4	
	1	2	3	4	
	1	2	3	4	
	1	2	3	4	

Reviewer Name: _____

General Comments:

Reviewer Date: _____