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| **Trends in Logo Design** |
| Name |  | Date |  |
| Mark | /18K | /12C |  |  | TGJ2O1 | Block B | Block D |

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| **1** | Discuss why demonstrating various trends are necessary for Logo Design development? | **/3K** | **/2C** |
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| **2** | What kind of Logo types would suit a multinational company wishing to expand abroad? Why would these choices benefit the company? | **/3K** | **/2C** |
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| **3** | Explain why colour is important to the development of a successful Logo Design. Provide examples of current Logo designs which support your answer. | **/3K** | **/2C** |
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| **4** | What do YOU see as the coming trend in Logo designs? Explain your reasons to support your opinion. | **/3K** | **/2C** |
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| **5** | How do stereotypes affect Logo design? Discuss some social stereotypes in terms of what is considered masculine and what is considered feminine. Is this focus changing? | **/3K** | **/2C** |
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| **6** | Discuss the Logo in the box below **(A)** in terms of design and colour. What is it selling? | **/3K** | **/2C** |
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Red 🡪

Blue 🡪