Design Package Analysis

Package consists of:
• Business card for Conan the Librarian
• Letterhead for the Portage Lake District Library
• Brochure promoting the Daylily donation program for the Portage Lake District Library
• 1 page ad promoting the Daylily donation program for the Portage Lake District Library

1. How did you use the principles of design in your designs? Contrast, repetition, alignment, and proximity? Explain how.
   Business Card:
   Letterhead:
   Brochure:
   Ad:

2. What were you thinking when you came up with the design for each? How did you come up with your designs?
   Business Card:
   Letterhead:
   Brochure:
   Ad:

3. What parts of the design package do you like/hate? Why?

4. What would you do differently to any of the parts of your package?

5. If presenting this package to the customer, Conan, what would he think? Would he choose your design to buy? Why or why not?

6. What is important when creating a design package?

7. What did you learn from this design unit? Be specific.

8. What would you change about this design unit?

9. Additional comments about your work or the unit in general?