

What is the name of your venue/app/festival and why?

What colour scheme have you picked? Is there a reason for this colour scheme?

What font/typeface has been used? Why?

Does your venue/app/festival have a particular ethos that makes it stand out ethically or commercially?

How do the designs you have made help you to promote your event ensure that you differ too other similar events?

What is your target audience? Do the designs you have made so far ensure that you attract the attention of those people?