

On the Subject of Critiques:

We use in-class critiques to refine our skills, both aesthetically and technically. It's important that we are able to give and receive feedback on a project or assignment. To critique is a valuable part of the design process.

When viewing work, begin with the overall impression it makes. Ask yourself:

- Does it satisfy the assignment?
- Is it functional and useful? Does it do what was intended?
- Technically, did it amaze? Fall short? Surprise you? Or even, was it seamless and invisible?
- How creative and original is the work. Have you seen nothing like it, some things similar, or far too much of it?
- Does it look like it was thrown together in 30 minutes or less? Or is it a thoughtful piece that works both artistically and structurally?
- Be specific and explain why and what

Use words that describe the effect you want the work to have as you critique.

Design:

Point, line, plane, media, scale, depth, proportion, weight, emphasis, contrast, balance, tone

Typeface/fonts:

Readability, complementary, unique, margins, point size, tracking, kerning

Aesthetics:

Texture, flow, gloss, continuity, color, context, images, dimensionality, shape, patterns, presence, impact, profile/silhouette, tangents, technique, structure, volume, power, silence, tension, inspiration, style, mood, character, humor, inversion, ambiguity, emotion

Remember, designing interactive projects is an iterative process. We design, create, test and then re-design. The critique process must be done honestly so that the finished project is truly successful. Offer solutions when possible, try not to be brutal in our appraisal, and look through the eyes of the target audience.

Anonymous Critique Form

Use this form as a guide in the critique of your own work or that of your classmates.

Project Title/Description: _____

- Overall impressions. What was your first impression upon viewing the work?
- Does it satisfy the assignment, and is of the level and complexity you'd expect for a quarter long effort?
- Is it functional and useful? Does it do what was intended?
- How creative and original is the work? Did it amaze? Fall short? Surprise you? Or even, was it seamless and invisible?
- How could the creator of this project take it to the next level?

Design:

Point, line, plane, media, scale, depth, proportion, weight, emphasis, contrast, balance, tone

Typeface/fonts:

Readability, complementary, unique, margins, point size, tracking, kerning

Aesthetics:

Texture, flow, gloss, continuity, color, context, images, dimensionality, shape, patterns, presence, impact, profile/silhouette, tangents, technique, structure, volume, power, silence, tension, inspiration, style, mood, character, humor, inversion, ambiguity, emotion