



*Critique
Guide
for*

DESIGN
INSTRUCTORS

Power of POSITIVITY

Many design students struggle with understanding the purpose and the importance of feedback and critique in the design classroom, resulting in a perceived attack on their character and skills, which may lead to a detrimental effect on their mental health.

Students, especially art students, tend to have a very fragile sense of self. Faculty needs to be educated to help them blossom by utilizing the power of positivity to help students understand the importance of the critique and grow as a designer.

RESEARCH

The purpose of my research is to develop a way to educate collegiate design instructors and professors to effectively handle the giving and receiving of feedback with graphic design students regarding their work while utilizing positive reinforcements. The following steps demonstrate the process that instructors and professors should use to educate their design students on how to give critiques.

STEP 1

Analyze

In this step, analysis is important to determine if the design piece is effectively doing its job. The design needs to fulfill its purpose, be aesthetically pleasing, be original and easy to understand.

STEP 2

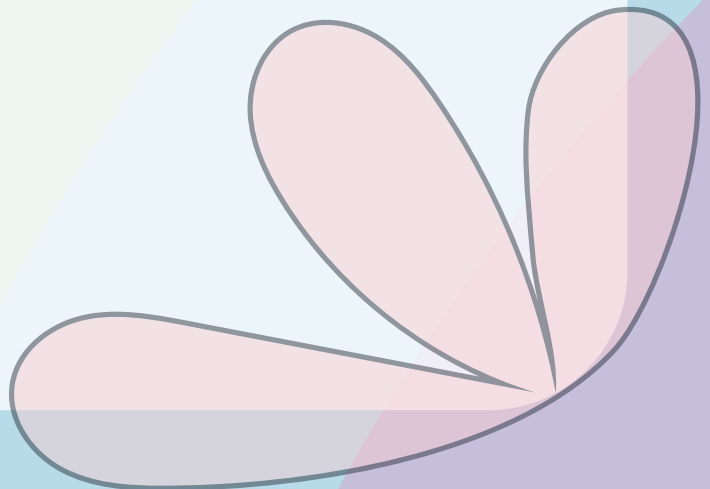
Interpret

In step two, interpreting the design is important to figure out if the viewer is going to connect, engage and concentrate on the multiple layers of information in the piece. Put yourself in the mindset of the intended audience.

STEP 3

Evaluate

In this step, evaluate the design to see if all aspects of the design are working towards the same end goal. Think about color, typography, hierarchy, readability and the design elements and principles.



WORKSHEETS FOR STUDENTS

STUDENT SELF-REFLECTION

INSTRUCTIONS: Answer the questions below based on your design project.

1. Describe your project.
2. Explain your inspiration.
3. What is your favorite aspect and why?
4. What was one aspect you struggled with?
5. What is one aspect you would like to change?

STUDENT CRITIQUE SHEET

INSTRUCTIONS: Write down comments for the project being critiqued.

Tips

Focus on
THE DESIGN

Note
WHAT WORKS

Suggest Ideas For
IMPROVEMENT

Don't Use Terms
LIKE "I" OR "YOU"

Resources

AVAILABLE

Visit the website to access more materials and find out about the research behind the process. There are print materials such as posters and worksheets to utilize in the design classroom in multiple sizes depending on what printing options you have available. These will help reinforce the process as you implement it in the classroom. The worksheets on page three are also available for download as well.

www.mindful-critiques.com

