Design Critique

Interaction design SoSe 2016

Why design critique?

- Design critique helps focus on evaluating a set of existing ideas, and possibly identify future directions or changes.

- It's worth setting up a specific critique to drive a design forward instead of hoping that informal discussions will resolve the issues.

How to get critique

- Prepare a short talk (3-5 min) about the background of your project

- Tell the group what kind of feedback you're looking for. Write down a list of 5 questions for everyone to see.

- Select a moderator. Based on your questions, this person will help the discussion stay on track and tell people when their comments are out of line.

- Don't defend your designs or explain yourself. Listen to the feedback you receive and see it as an opportunity to improve your designs.

How to give critique

- Listen before talking.

- Start off with a few questions and suggestions to help the person explore different alternatives. Don't make commands.

- Make sure your critique is answering the questions the person is asking for. If your suggestions are out of the defined scope, as them if they are interested to hear it.

- Avoid absolutes. Don't just tell them that you hate something, but ask why they made that design choice – maybe there is something you did not consider. Offer a suggestion.

- Speak from your own experience. Avoid playing devil's advocate – don't give an opinion that you don't agree with.

Read more: http://www.aiga.org/how-to-survive-a-critique/
http://scottberkun.com/essays/23-how-to-run-a-design-critique/

Design critique guidelines
(just some ideas!)

- Readability

- Layout

- Balance
  (e.g. are the parts arranged in an aesthetically pleasing way?)

- Simplicity
  (e.g. is it visually clear and easy to understand?)

- Emphasis
  (e.g. Does it create a focal point in a design? Does it bring attention to what is most important?)

- Consistency
  (e.g. Is it logically coherent and harmonious?)

- Appropriateness
  (e.g. Is it suitable or fitting for a particular purpose, person, occasion…?)

Show your work!

Make use of online communities to receive critique on your designs – and practice giving it to others!

https://dribbble.com/

https://www.behance.net/