

CRITIQUES MAKE BETTER *Designers*

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.

How to Give CRITIQUE

TIPS

Focus on
THE DESIGN

Note
WHAT WORKS

Suggest Ideas For
IMPROVEMENT

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

