

# CRITIQUES MAKE BETTER *Designers*

## STEP 1

### *Analyze*

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

## STEP 2

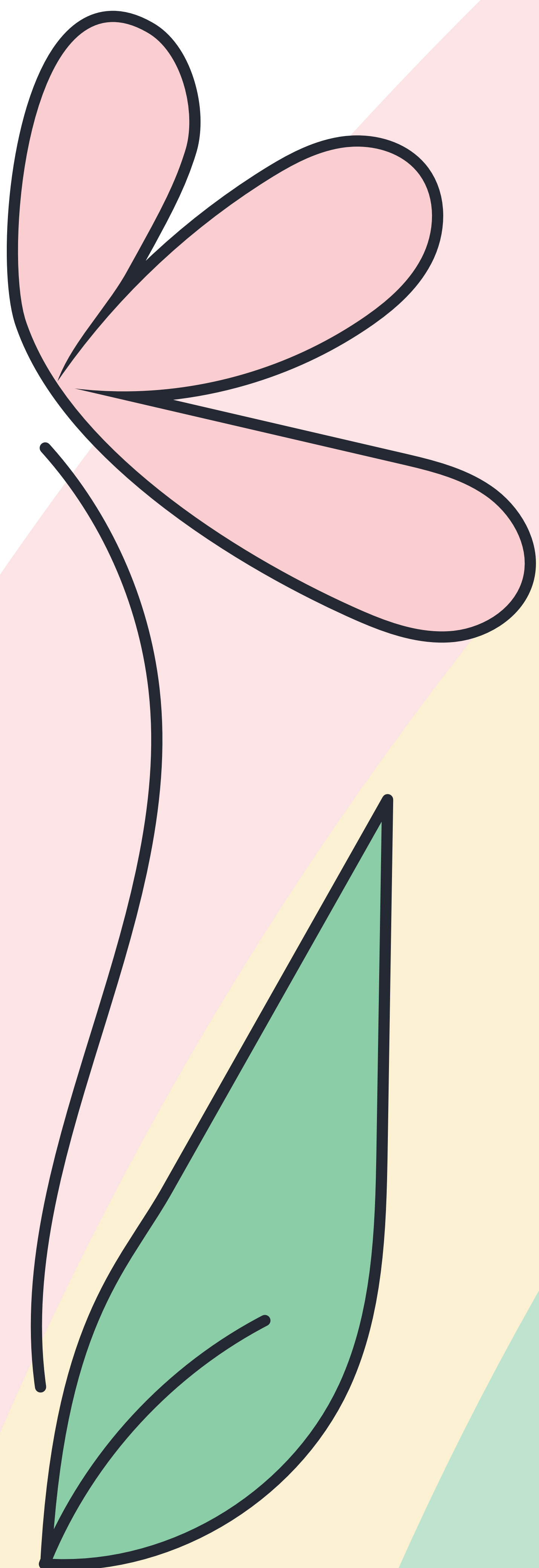
### *Interpret*

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* CRITTIQUES

T I P S

*Focus on*  
**THE DESIGN**

*Note*  
**WHAT WORKS**

*Suggest Ideas For*  
**IMPROVEMENT**

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

