

Armand DiLisio
Mi349

Top 10 Things we didn't cover (Presenting and Critiquing Design)

In the world of web design it's one thing to have a great platform/ design but it's another thing to present it. A key factor when designing is to be able to sell the designs you create. When presenting your work to colleges or clients it's important for your presentation to look professional and clean. Make sure to limit words on the screen as well as other distractions from the main content you are presenting. This allows for a clearer focus on your material. Now when presenting make sure you provide context to your design to allow for everyone to be on the same page. This goes along with re-explain your goals for the project as well as the steps you have gone through since the potential last time you showed of this design as well as where you might take it if it's not completely finished. This context will allow your peers or client to give appropriate feedback on your work to really get the most out of what they want and what you want. That being said being able to control the pace of the presentation is very important as well. Including a slide that tells everyone to hold questions and comments to the end is best as it allows you to keep up pace with however you want. Lastly but probably the most important is dealing with the feedback. It's okay to disagree with a client about their feedback on your design. If anything, this makes you look more knowledgeable. The key is to hear them out fully to completely understand what they are saying and then come back with reasons and explanations on why you did the things you did. The biggest factor is to not be super defensive. People don't like people that can't take criticism and being super defensive about your work would probably put off your client.

