

Nicholas Batschynsky

One of the core pieces of information that I took away from this class was how important the overall design of a website (or any product for that matter) is to its success. That's why I found the articles on presenting and critiquing design to be both informative and useful.

When it comes to presenting designs, a big factor that could affect the way other people view them is visual noise created by background distractions like browser windows, a favorites tab, other applications, etc.. In order to alleviate this issue, fullscreening your design in a singular window or capturing it within the dimensions of the device it is meant to be displayed on would be optimal. This would provide the best visualization of the design in its practical use state and prevent any clients/viewers from seeing it in a context other than what was intended.

Templates are also very important for making sure your presentation is well-designed and easily understood. Having too much text on a slide, for example, could distract the audience from what you are saying. The same goes for other types of content; only having one focal point per slide is an effective way to reduce the possibility of a client feeling overwhelmed. Not only is it important to not include too much information on a single slide, but it's also incredibly necessary to provide context for your audience so that your presentation doesn't feel unfocused. Establishing the context will generally include speaking about the ideas that will be discussed, the project's overall goals, and any feedback that has been provided (+ how it has sponsored changes in the newest iteration of the design).

Lastly, it is incredibly important to make sure that you tell a story with your design by describing your inspiration for it, and to guide your audience into providing feedback on the things you are specifically looking to be critiqued. You want to make sure that clients are focusing on the right things so that needless critiques aren't made and time isn't spent thinking about something other than achieving both yours and the client's desired outcome.