

intro to **graphic design**



criticism and critique

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The perception of the word **critique**:

cri·tique [kri-'tēk]

noun

A detailed analysis and assessment of something, especially a literary, philosophical, or political theory.

synonyms: analysis, evaluation, assessment, appraisal, appreciation, review, study

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The usual:

- critical, negative
- severe
- personal in nature
- subjective

The ideal:

- positive, constructive
- direct, honest
- addresses the work
- objective, criteria-based

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It's important to acknowledge that there is no good definition of an “art critique” —**no model, no history, no guide.**

~James Elkins

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It's an activity that is common to any studio class, no matter the discipline, yet styles and approaches can range dramatically. And this is simply because the practice of critiquing has been passed down through a sort of **unregulated osmosis**.

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<https://www.youtube.com/watch?v=9g3Ogtqleyg>



Massimo Vignelli

- fight against the ugliness
- discourse, critical thought = profession
- historical information, introspection, interpretation
- superficial fads
- vacuum in theory; need for criticism

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[://www.youtube.com/watch?v=89cKEgSoAbw](https://www.youtube.com/watch?v=89cKEgSoAbw)

10 Best Practices for Effective Critiquing...

prepared minds

use established criteria

in proper context

using comparison

articulately

without imposing
a personal style

work candidly

with explanation

with suggestions
for improvement

like a good coach



- improvement of the work in the short-term
- improvement of the student/designer in the long-term

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like a good coach

- clearly identified, obtainable goals for those critiquing

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- What is the purpose of the piece?
- What is the intent of the piece?
- Who is the target audience(s)?
- What other variables or parameters are there to consider?
- What phase of the process does this represent?
- What areas would you like me to address in this crit (e.g., type, color, concept, grid, hierarchy, craftsmanship, etc.)?"

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- compare and contrast other approaches and solutions
- different conceptual approaches to solving a similar problem

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- use concrete words, industry terminology
- use the words that best articulate what you find aesthetically appealing or resonating from a message standpoint

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- work should be based on the needs and parameters of the problem, rather than the personal taste of the person critiquing

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- deliver positive and negative comments directly and on equal footing

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- give reasons as to why work is effective or ineffective.

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- recommendations in a critique should leave room for student experimentation

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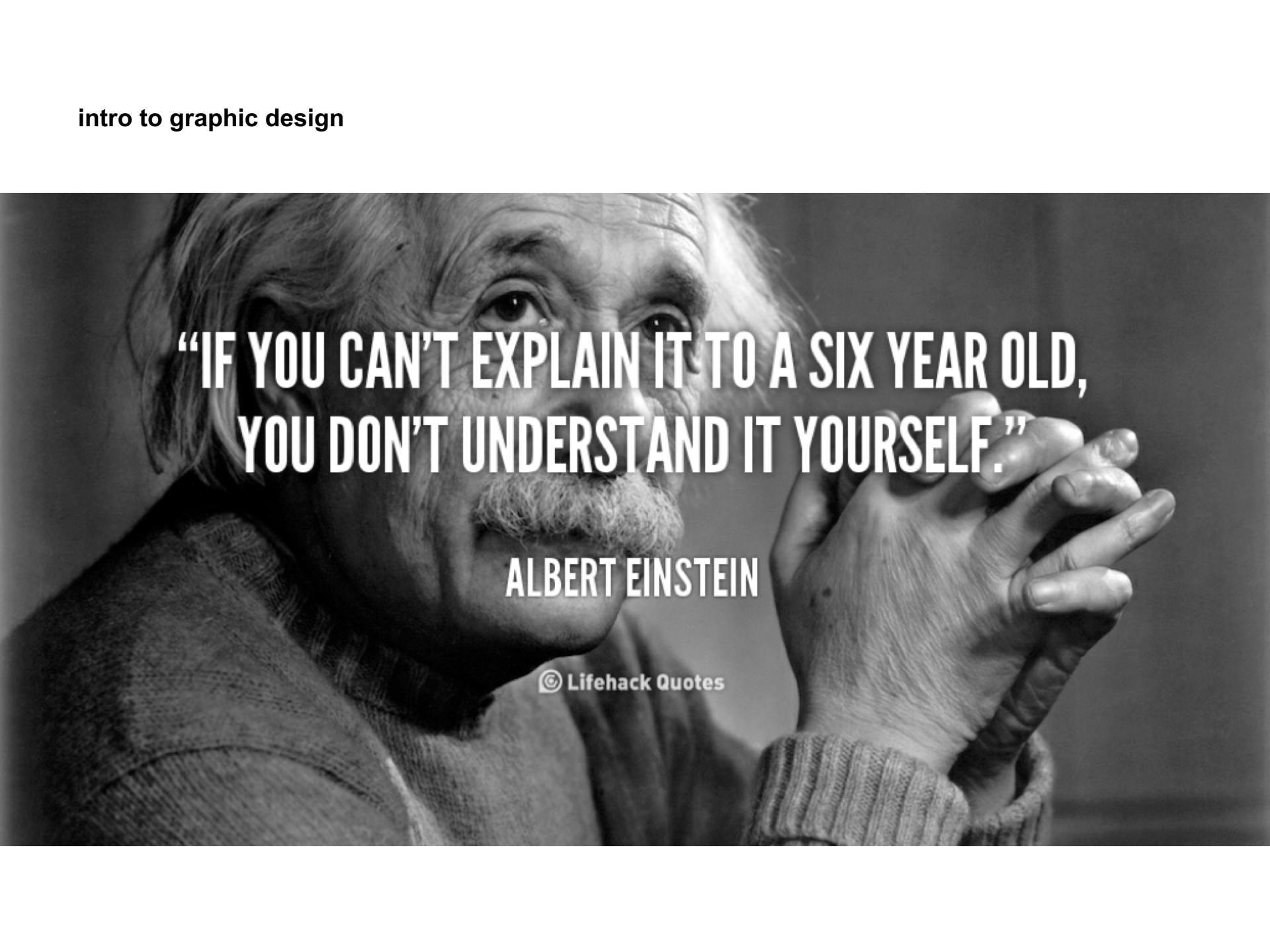
work candidly

with explanation

with suggestions for improvement

like a good coach

- the short-term goal of critique is improvement of the work
- the long-term fruit is a better designer

A black and white close-up photograph of Albert Einstein's face. He has his characteristic wild hair and a full, grey beard. His eyes are looking slightly upwards and to the side with a thoughtful expression. His hands are clasped together in front of him, with his fingers interlaced. The lighting is dramatic, casting deep shadows on one side of his face.

**“IF YOU CAN’T EXPLAIN IT TO A SIX YEAR OLD,
YOU DON’T UNDERSTAND IT YOURSELF.”**

ALBERT EINSTEIN

© Lifehack Quotes

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your homework is to read
“Ten Ideas for More Effective Critiques”

before class on Wednesday, March 4th

you'll find that in the:
CANVAS > files > reading material