

## Topic 9: Presenting and Critiquing Design

Creating pages with HTML and CSS markup goes beyond the basic idea of just creating something that works (i.e., a program in Python), as aesthetics and user experience plays a major role in creating a successful website. Pitching a website to a potential client follows these same guidelines, as your presentation should be attractive, easy to follow, and have laser-like focus on each point you are trying to make about the website. Jonathan Cofer gives [some excellent tips](#) in presenting your work successfully.

He first explains how a presentation should be structured, with the biggest statement being that each slide should have its own focal point. If you have ever sat through a presentation where the presenter practically writes an essay for every slide, you know how overwhelming it can be to retain all the information being thrown at you at once. As Jonathan says, even if it means creating more slides, it is better to only focus on one thing per slide. You may end up with 10 more slides than you would like, but at least you can explicitly drive home each point to your audience at a pace that is easier to follow. Practicing your dialogue for the presentation also helps in making the presentation clear and concise by smoothing out the transition between slides.

Telling a story with your presentation is also important in convincing the audience you have a good product. You should give reason for your design choice, as well as elaborate on the benefits it provides. For presenting a website, it is good to show off the benefits or advantages your site can provide to the company and their project, and a good explanation of your design can convince them that you are a creative person. It is also important to clarify what type of feedback you are looking for in the content of your presentation (i.e., what it accomplishes vs. how it looks). For any critique you may receive, take it constructively instead of defensively, as it will show your receptiveness to outside opinions and it may even help your product in the long run.

On the critiquing side of things, Randall Stutman gives excellent insight on techniques and advice on giving someone feedback in [this](#) video. He states the importance of balancing positive and negative feedback in a critique and gives some examples of how to do this. He starts with the positive feedback to “soften the blow”, then delivers the negative feedback. Negative feedback has much more of an impact than positive feedback, so it is important to elaborate on the positives as much as possible. Critiquing someone’s work in this manner helps prevent the person from becoming defensive and shutting out your feedback. Keeping this balance of feedback helps convey your criticism of someone’s work constructively instead of destructively, which helps guide the person to use your criticism for improving upon their work and performance.