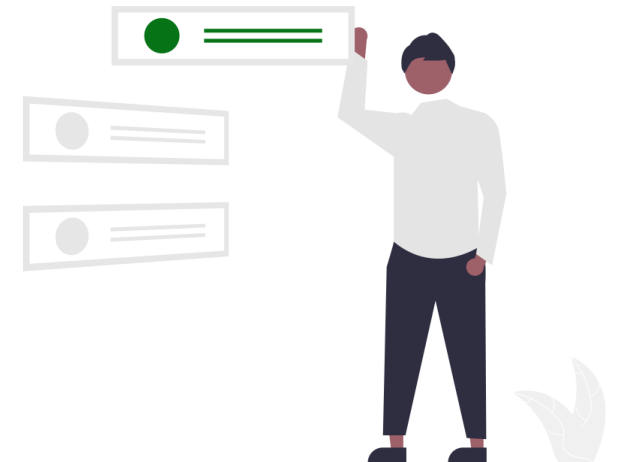


Fundamentals of Design Review and Critique

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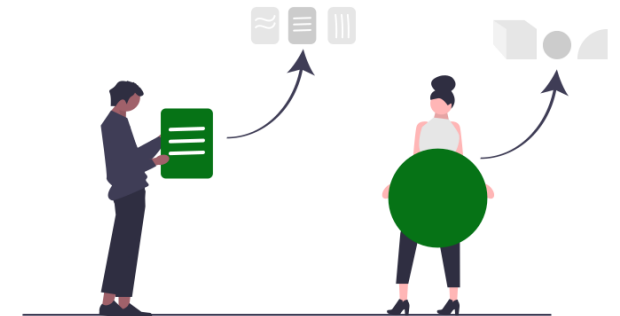
Why do we use structured methods to deliver critique?

- **Clarity:** Structured methods provide a clear and organized framework for delivering design critique, ensuring that feedback is easily understandable.
- **Consistency:** Using a structured approach helps maintain consistency in evaluating and providing feedback across different design elements or projects.
- **Efficiency:** Structured methods promote efficiency by streamlining the critique process, making it more focused and less time-consuming.
- **Comprehensive Evaluation:** It ensures that all relevant aspects of the design are considered, preventing the omission of critical elements during the critique.



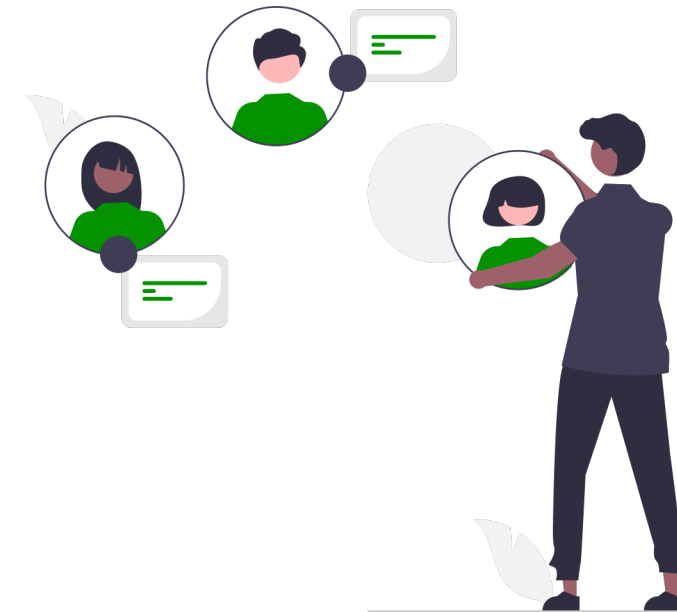
Why do we use structured methods to deliver critique?

- **Facilitates Communication:** Structured methods make it easier to communicate feedback between team members, as everyone follows a common language and format.
- **Objectivity:** A structured framework helps in maintaining objectivity by providing specific criteria for evaluation, reducing the influence of personal biases.
- **Actionable Feedback:** By breaking down feedback into specific points within a structure, it becomes more actionable, allowing designers to address issues systematically.



Why do we use structured methods to deliver critique?

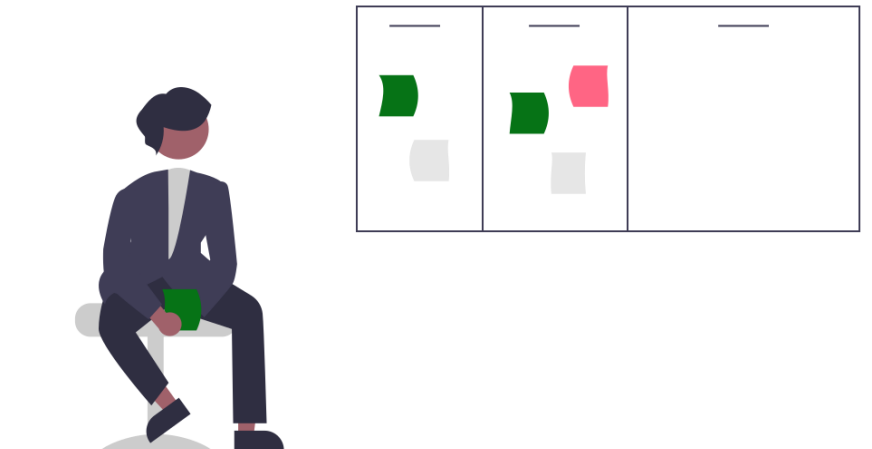
- **Learning and Improvement:** Designers can use structured critiques as learning opportunities, understanding not only what needs improvement but also why based on the defined criteria.
- **Encourages Collaboration:** Structured methods encourage collaboration by providing a shared framework that team members can use to collectively assess and improve designs.
- **Documentation:** A structured critique provides a documented record of feedback, serving as a reference for future iterations and allowing for the tracking of design improvements over time.



I like, I wish, What if?

Presents the feedback in a a three part structure:

- **Calling out the positives:** Acknowledging there are positive aspects and making it more comfortable to receive feedback
- **I wish:** A way to discuss what doesn't appeal to us in a constructive way.
- **What if:** Starting the ideation and solutioning



Lets critique these slides:

I like:

That they are visually clean

The content

I wish:

I could get more content on parts of the material

See example on how to do things

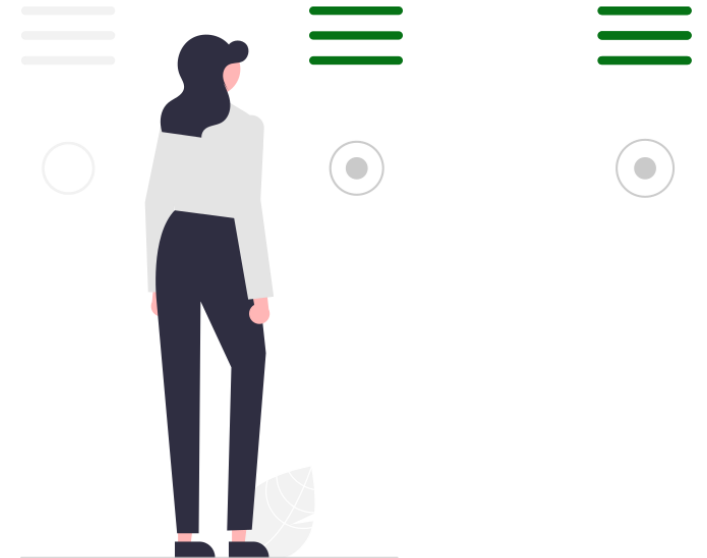
What if:

There was a page at the end listing more reading sources

You included an example for each method or activity

What other design critique methods are out there?

- Rose, bud, thorn
- Squack
- Visual design critique
- Interaction design critique
- Heuristic evaluations
- ...Other ones that you came across?



Let's try them out...

