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Presenting and Critiquing Design

Presenting and giving effective feedback are skills that all designers should possess. They are necessary to convey detailed information to clients or team members about projects or ideas.

Presentations are useful tools for sharing thoughts and concepts with others. For designers, it can be especially helpful in helping clients envision a final product or design. According to Jonathan Cofer, the Creative Director of Upwork, polishing your presentation, setting context, telling a story, controlling the pace, guiding feedback, and being confident are all beneficial steps for ensuring an effective presentation when showing designs. Important takeaways from Jonathan's tips include avoiding putting too much text on a slide and focusing on a single key point to avoid overwhelming the audience. Other suggestions include storytelling throughout the design process, asking the client to hold their feedback, and expressing confidence and enthusiasm while presenting.

Randall Stutman, an executive coach and leadership expert, provides interesting insight about giving balanced feedback. For example, he begins with a positive comment or remark before offering constructive criticism to "soften the blow." Most feedback has a negative connotation, so people need to buffer their feedback. It also needs to be balanced (e.g., two positive remarks for two negative critiques).