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MI 349

Presenting and Critiquing Design

It is necessary to present your own designs to clients in a certain way in order to help them see the creative piece through their eyes. When presenting, it is important to present your low-fidelity prototypes in a higher resolution. This could be done by putting your design on the device it is made to be on, such as a computer screen or phone. Next, it is important to eliminate all visual and auditory distractions. By practicing going through your presentation, having little text, and no visual clutter, you will be able to present your design successfully.

In my opinion, the most important part of presenting your design is storytelling. It is important to be able to control your tempo and finish your story with a captivated audience being your clients. Being able to share how you made your design with confidence is key! Good storytelling is a rare quality to have, however I believe that one can get better at it through practice; practice makes perfect.

Telling your client what type of critique you would like before presenting your design will prevent hurt or misunderstanding. It is important to take critique as is and not put too much feeling into it as critique is meant to make your design more usable. Those may ask for permission to give feedback, but it is not always necessary! In the video *How to Get Balanced Feedback,* Shane Parrish states that "they are doing it because they think they need to have an effect right now which makes them less skillful as masterful at it" (TKP Clips, 2020). Asking for permission to give feedback is confusing and almost "manipulative" to the creator. Negative comments are "overweighted" but constructive criticism is necessary. Imbalance occurs and is necessary to practice to be ready to take in both negative and positive feedback successfully.

Reference

TKP Clips. (2020). *How to Give Balanced Feedback | Randall Stutman. YouTube*. Retrieved

November 29, 2022, from https://www.youtube.com/watch?v=P-Qh2qS0i0Q.