

## HOW TO GIVE CRITIQUE

Offer criticism in the context of the project's intent. Do not give feedback without first asking questions about the goal of the piece.

Talk about whether or not specific decisions are successful or unsuccessful in achieving the desired outcome. Try to avoid personal taste ('I like' or 'I don't like') and value judgements ('This is good' or 'This is bad') whenever possible. Saying 'I would have done...' or 'I would try...' is not often not helpful feedback.

It's okay to cite precedence and similar work. This can be helpful in learning from successes and failures of the past and should not be perceived as an accusation of plagiarism.

We should be just as concerned with how the work functions within its context as we are with how it looks. Think about audience, intent, goals, and message.

Always ask questions. What is the desired outcome? What is its goal? Why does X do that? We can provide better criticism, and push the projects further, when we fully understand the intent.

There is nothing wrong with simply describing what you see. Talk through the forms, the mode, the interaction, the shapes, the flow. Sometimes talking about work at a base level, can illuminate larger issues. (Think of it like reading a piece of writing out loud to catch grammatical mistakes and hear rhythms.)

Good criticism comes from a place of love and a desire to improve ourselves and our work.

## EXAMPLES OF FEEDBACK THAT ISN'T USEFUL

I like it.  
I hate it.  
It's cool.  
I love it.  
I love you.  
I don't like it.  
I don't like you.  
You're awesome.  
I would do it like this.  
Try it like this.  
This is wrong.  
You're stupid.  
Shut up.  
Marry me.  
You're the best.  
You're the worst.  
[ Texting ]  
[ Tweeting ]  
[ Facebooking ]  
[ Yawning ]