

GOOD CRITIQUE USES SOCRATIC QUESTIONS

BASED ON THE IDEA MAXIMIZE CRITICAL REFLECTION BY ASKING SPECIFIC, OPEN QUESTIONS

RATHER THAN TELLING THE ANSWERS

SO INSTEAD OF SAYING... SAY...

"THIS BOX DOESN'T ALIGN WITH THE BRAND!" → "HOW DOES THIS DESIGN ALIGN WITH THE BRAND?"

"I THINK THE PACK FORMAT IS WRONG FOR THIS?" → "WHAT COULD AN ALTERNATIVE FORMAT BE?"

THESE QUESTIONS COULD INSPIRE SOLUTIONS NEITHER PERSON WOULD HAVE THOUGHT OF!

	TOO NEGATIVE	JUST RIGHT	TOO POSITIVE
CONTEXT	ALL NEGATIVE	MIXED / GOOD & BAD	ALL POSITIVE
MODE/POST	BLASPH	FAIR	OVERHEATED
ATTITUDE	BIAS/BIAS	EMPATHETIC	SYMPHANTIC
EXPECTATIONS	TOO HIGH FOR THE LEVEL OF WORK	WORTHY WORK LEVEL	TOO LOW FOR THE LEVEL OF WORK
FOCUS	PERSONAL OPINION	OBSERVATIVE WORK QUALITIES	PERSONAL "YOU SHOULD"
PURPOSE	GENERIC CRITICS	GENERIC PROJECT NEEDS & PERSONAL	NO CONSTRUCTIVE FEEDBACK
QUANTITY	DESTRUCTIVE FRUIT DRIVERS	CONSTRUCTIVE RESOURCES / VALUE	UNHELPFUL QUANTITY CONCENTRATED PROBLEMS
VOICE	BLIND	RESPECTFUL	OVERHEARD
RESOURCES	NO ADDITIONAL RESOURCES / POINTS	SUGGESTS ALTERNATIVE RESOURCES / POINTS	NO ADDITIONAL RESOURCES / POINTS
SCOPE OF PROBLEMS	PELLING	QUESTIONING	FRUSTRATING
EFFORT	MISSTRENGTHENING	MEASURE A WIDENING	MEASURE MISTAKES / BEWILDERING

GOOD CRITIQUE SITS BETWEEN NEGATIVE & POSITIVE

FIND THE GOOD COOKS... THE ONE THAT IS JUST RIGHT!

SEE TABLE LEFT! → IN BOTTOM

@deanoj312 BY ANDREW WILSHIRE

DESIGN CRITIQUE BEST PRACTICES

BY DESIGNLABS.COM

TWO KEY TASKS OF A CRITIQUE:

1. SEPARATE THE GOOD FROM BAD
2. FORM OVERALL JUDGEMENT OF THE WORK.

GOOD CRITIQUE IS NOT ABOUT FINDING... FAULTS!

ALL ABOUT: FAIRNESS, HONESTY & EMPATHY. GOOD CRITIQUE HELPS IMPROVE WORK!

GOOD VS. BAD

BASED ON A PACKAGING CRITIQUE

GOOD RESPONSE

ACTUALLY ENJOYED YOUR BOX, ITS GONNA BE A GREAT PRODUCT!

LAYOUT: FRESH, MINIMAL BUT I AM NOT SURE ITS SUPPORT FOR OUR BRAND.

THROWAWAY: TEXT IS HARD TO READ. MAKE YOU CONSIDER OTHER FONTS BLANK SPACE: IS THERE ANY SOME VALUE ADDED BENEFITS WE CAN FEEL THE BOTTLE ABOUT?

MOVE THAT HELPS ITS LOOKING FANTASTIC! LET ME KNOW IF YOU HAVE ANY QUESTIONS, LOOK FORWARD TO SEE NEXT BATCH!

BAD RESPONSE

BAD LAYOUT, FONTS ARE TOO SMALL!

DO MUCH BLANK SPACE - LOOK AT THIS IMAGE, POOR FONT CHOICE, TRY A SIMPLER BOX TOO SMALL!

I DON'T LIKE IT!

HOW CAN WE IMPROVE?

A CREATIVE TASK NOT A DESTRUCTIVE

- WHEN CRITIQUE IS DONE WELL:
1. IDENTIFY THE STRENGTHS
 2. TAKE HOME WISDOMS
 3. HELPS PROFESSIONAL DEVELOPMENT
 4. ENHANCES MUTUAL TRUST & COLLABORATION
 5. PUSH OUTSIDE BOUNDARIES & GROW