

Critique is Everywhere

Criticism vs. Critique

name: _____

cri-tique /kri'tēk/

noun; a detailed analysis and assessment of something, especially a literary, philosophical, or political theory. *verb*; evaluate (a theory or practice) in a detailed and analytical way.

crit-i-cism /kritə'sizəm/

noun; 1: the expression of disapproval of someone or something based on perceived faults or mistakes. 2: the analysis and judgment of the merits and faults of a literary or artistic work.

1. What does criticism look like (use examples from the video)? _____

2. How does criticism feel? _____

3. What does critique look like (use examples from the video)? _____

4. How does critique feel? _____

5. When I give good feedback it should include... _____

6. I can improve when giving feedback by... _____

Word Bank: Specific words or phrases for giving constructive feedback _____

Strategies for giving constructive feedback: _____

Giving feedback, and giving it effectively, is one of the most important things you'll do as a designer, art director or manager. Here are four ways to get better at it.

1. Be careful with the compliment sandwich. This technique includes giving praise to something that has been done well, then give some critical feedback, then wrap up with some more praise, thus “sandwiching” the criticism inside of praise. The problem is that it can make the praise seem insincere, and sometimes the critical part of the message can get lost.

2. Make feedback feel less scary by providing it regularly. By making feedback a regular part of your conversations will help “normalize” it so that you won't see it as an intimidating conversation.

3. Be clear and specific. Too often, we give feedback based on a vague sense, rather than being specific about what we're seeing and what we'd like to happen differently. For instance, if you're dissatisfied with a design, you shouldn't just tell the designer that the piece needs work. Instead, identify specifically what the issue is. For instance, you might say, “I think your use of typography is distracting and overpowering and taking away from the rest of your design.”

4. Make it a two-way conversation. Feedback shouldn't be a monologue; it should be a two-way conversation where you share your thoughts and solicit input. For instance, you might ask questions like:

- “What do you think?”
- “What's your take on that?”
- “What do you think it could be better?”
- “How could you approach it (color, texture, layout, typography, etc.) differently?”

Works Cited

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