One – on – One
Peer In-Progress Critique

Follow this format:

1. Look at your peer's work. *Don't say anything*; just look for now.

2. The artist will remain quiet while the peer reviewer comments. *The artist should avoid the urge to 'jump in.'*

3. After the peer reviewer comments, the artist will have a chance to clarify, add comments or ask questions of the reviewer.

4. Open discussion time.

QUESTIONS for the reviewer to think about:

1. What are the strong parts of the design?

2. Does the design work as a symbol? Does it create a visual statement?

3. Is there any part of the design that you think *doesn't* work or is *weak*? *Why*?

4. What do you think the design 'says' or suggests? Or, what does the design *convey*?

5. Do you think the design tries to do too much or does it do to little? Just right?

When you comment, *Be as SPECIFIC as POSSIBLE.*

(Example: Instead of saying the font is simple, elaborate by saying that the simple font makes you think of someone who is straight-forward….or maybe it conjures up the feeling of cleanliness….Search for the right words to really say what you mean).

For the artist/designer:

- Be open-minded
- Be a good listener: let the reviewer talk and wait to respond when it's your turn
- Explain what you *intended* for your design
- Now that you've heard comments & had discussion, do you think the intentions of your design are clear?
- What do you need to clarify your design?