

<b>TOPICS</b>	Discuss these topics when describing design pieces.		
Design Color	Typography Audience	Context vs. Content Emotions	Media Type Form vs. Function

<b>QUESTIONS</b>	Write comments/critique in the designer's sketch book. If suggestion/critique are unclear, seek more specific answers. Rephrase questions so that the critiquers gives you information that you can use. Yes/No answers are not very useful or helpful to the design process. Ask the critiquers to describe, analyze, and interpret the art/design and NOT the designer.
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**1. First Impression**

- What do the critiquers see first?

**2. Purpose/Relevance**

- What do the critiquers see happening in the design?
- Can they identify the purpose/relevance?
- Why or Why not?

**3. Content vs. Context**

- Is the style of the work appropriate to its purpose and audience?
- Paper and graphic choices
- Written Message

**4. Uniqueness**

- How original, innovative, and daring is the work?
- Reminded of any other work?

**5. Attention to Details**

- What are the comments from the critiquers concerning the technical ability?
- production & printing
- presentation

**6. Composition/Design**

- Design comments?
- Typography
- Design Elements  
Space, Line, Texture, Spacial, Value
- Design Principles  
Contrast, Repetition, Alignment, Proximity, Balance, Gestalt

**7. Emotions**

- What feelings and meanings does the design manifest in you?

**8. Title**

- What titles could you give this artwork?

**9. Suggestions**

- What are the suggested changes offered by the critiquers?

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<b>TERMS</b>	Use these and other professional design terms when describing design.		
Contrast Repetition Alignment	Proximity Balance Gestalt	Warm Cold Neutral	Elements Movement Style