

→ SELF-DIRECTED  
CRITIQUE  
GUIDE.

CRITIQUE  
OPTIONS.  
PROCESSES.  
DIRECTIONS.



→ **DIRECTIONS:** Unless otherwise instructed pick one of the following critique options, then follow instructions on the following pages, then follow instructions on critiquing work.



- \_\_a. Self Directed Critique Directions
- \_\_b. Critique Question Samples
- \_\_c. Keyword Samples
- \_\_d. Critique Video Overview

# SELF-DIRECTED CRITIQUE INSTRUCTIONS [Self Critique & Peer Critique]

01.

Choose Method.

Choose Critique Format:	Documentation of critique:
__a. <b>Written Critique.</b>	Document in written form. Follow instructions below.
__b. <b>Verbal Group Conversation.</b> [you choose group members]	Record or Document in written form. If it's a recording, upload the recording to YouTube or a folder in Google Drive. Then you will copy and paste a shared link into your project file. Link sharing needs to be "on" and accessible to anyone. Follow instructions below.
__c. <b>Zoom Critique.</b> [you choose group members]	Record or Document in written form. If it's a recording, upload the recording to YouTube or a folder in Google Drive. Then you will copy and paste a shared link into your project file. Link sharing needs to be "on" and accessible to anyone. Follow instructions below.

02.

Instructions.

- \_\_ DUE: Due by 11:59 pm on Sunday evening.

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- \_\_ SUBMIT WORK: Make sure your required submissions are uploaded in two places: \_\_1. in Microsoft Teams under the Assignments Tab \_\_2. And uploaded to the Microsoft Teams Assignment Channel. **Yes, you will upload your work in two places. Under the Chanel you are only required to upload the PDF.**

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- \_\_ REVIEW: Consider the project objectives, respond, and document in written form. See sample critique questions on the following pages. Make sure to be critical, yet professional and earnest.

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- \_\_ HEADING: Please include a heading in this document with your name, class, project, and title "Self-Driven Critique".

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- \_\_ FORMAT: You can type in Word and export as a PDF file.

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- \_\_ FILE TILE: Title File with the work "Self-Directed Critique", then your name, and assignment name:  
Example: "Critique\_Jane\_Doe\_Unit 01.pdf"

03.

Self Critique.

Critique your work in written form considering the questions on the last page "Critique Question Considerations" and any additional topics you want to cover. Include a list of strengths and weaknesses. Length: 3 paragraph minimum.

**STRENGTHS.** ELEMENTS THAT ENHANCE THIS WORK.

1. \_\_\_\_\_
2. \_\_\_\_\_

**WEAKNESSES.** ELEMENTS THAT DETRACT FROM THIS WORK.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

04.

Peer Critique.

After work has been uploaded to the Microsoft Teams channel titled with assignment name at Sunday 11:59 pm, you will then critique your class mates work by commenting under their posts. Pick five [5] students and give each student critical feedback equaling a minimum of four [4] sentences per student. The critique should be critical considering areas of improvement. Consider the questions on the last page "Critique Question Considerations" and add any additional topics you want to cover.

05.

Further Analysis.

Take a few minutes to look at the your work and take in the formal aspects. Rate the categories below.

DESIGN PROCESS:	1   2   3   4   5	TECH:	1   2   3   4   5
FORMAL QUALITIES:	1   2   3   4   5	TYPOGRAPHY:	1   2   3   4   5
MEANING / CONCEPT:	1   2   3   4   5	FLOW:	1   2   3   4   5
CREATIVITY / UNIQUENESS:	1   2   3   4   5	EXPERIMENTATION:	1   2   3   4   5
VOICE / VISUAL LANGUAGE:	1   2   3   4   5	CRAFT:	1   2   3   4   5

# CRITIQUE QUESTION CONSIDERATIONS.

## Elements & Principles of Design. The basic considerations of space.

A.	What is considered affective form? Are there examples of affective form evident in this piece?
B.	Is there negative space, negative noise, or white space? Is this space being used to balance the composition in an effective way? How?
C.	Is there emphasis? How is it being created?
D.	Is there visual flow, rhythm, or movement? How?
E.	Is there repetition, and/or repetition with variety? How?
F.	Is there contrast and areas of subtlety? How is it being created?
G.	Are there shifts in micro elements and macro elements creating variety?
H.	Is the work communicating some kind of visual hierarchy?
I.	How is the contrast and emphasis working visually?
J.	Is there balance? Asymmetrical? Symmetrical?
K.	Is there a sense of visual language/voice?
L.	Is there a sense of experimentation & risk taking?
M.	Is there a sense of editing the work for successful formal qualities?
N.	Is the work unified?
O.	Is there a sense of pattern and/or texture?
P.	Is there line or movement? Is there variety in the line or movement?
Q.	Is there a nice use of color/pallet[s]?
R.	Are there complex visual forms?
S.	Do the forms hold your gaze? How? Why?
T.	How are the forms rendered using form or line?
U.	Are the forms visually pleasing? How?
V.	Do elements in the composition peak your curiosity? How Why?
W.	Is there depth? How is depth created?
X.	How many spacial layers or planes are working together to make the piece oscillate between micro and macro scale?
Y.	_____ Your Choice.

## Typographic Forms.

Z.	How does Type and Image work together to create a strong message?
Z1.	Is the typeface selection sophisticated? Why, or why not?
Z2.	How is the typographic spacing [Kerning, Tracking, and Leading] working in this piece? Are typographic forms spaced to give an appropriate balance?
Z3.	Are there typographic rivers, orphans, widows, or ragged rags within the typographic setting [styling]? Should these be resolved?
Z4.	Are typographic forms styled to communicate a message utilizing visual language and personality?
Z5.	Does the work communicate perspective and voice using typographic decisions?
Z6.	How is typographic contrast and hierarchy being considered? Are there calculated emphasis on the differences in scale, weight, style, alignment, spacing, implied line, etc? Where does the eye drift, is there hierarchy?
Z7.	Is there appropriate hierarchy? How is working? Does the hierarchy need work?
Z8.	If you were to "judge a book by its cover," considering typography and form, would you pick this one up?
	Are the margins sucessfully considered? Is there a significant about of spacing around edges of page and within the presence of juxtaposing objects?

## Concept / Messaging / Emotion.

Z9.	How would you illustrate, depict, or visualize these ideas in a creative way that is not purely literal?
Z10.	What elements make design visually and conceptually interesting?
Z11.	What are the most creative outcomes?
Z12.	Does the work inspire your imagination?
Z13.	Is the work depicted in a way that illustrates or visualizes using creativity pushing imagery outside of the purely literal realm?
Z14.	What emotions are communicated with the work?
Z15.	Are you using visual metaphor or visual devices to communicate an idea?

## Key Words.

Formal Terminology.  
Including the Elements  
& Principles of Design

POINT / LINE / PLANE	PATTERN	REPETITION	LINEAR/ NON-LINEAR	CURVILINEAR / ORGANIC
SHAPE	CONTRAST	UNITY WITH VARIETY	BIOMORPHIC	RECTILINEAR / GEOMETRIC
COLOR / LIGHT	EMPHASIS	FOCAL POINT	DARK / LIGHT / MEDIUM	PALE / MUTED / DULL / SUBDUED
TEXTURE	BALANCE	SYMMETRY / ASYMMETRY	WARM / COOL	CRAFT / TECHNIQUE
ILLUSION OF FORM	SCALE / PROPORTION	PROXIMITY	THIN / THICK	PROCESS / EXPERIMENTATION
ILLUSION OF SPACE	HARMONY / UNITY	GESTURAL	INSIDE / OUTSIDE	PRIMARY / SECONDARY / TERTIARY
VALUE	RHYTHM / MOVEMENT	DUALITY / OPPOSITES	SHADOWS / HIGHLIGHTS	POSITIVE / NEGATIVE
TIME	SEQUENTIAL	MICRO / MACRO	MONOCHROMATIC	FIGURE / GROUND
MASS	ACTIVATING SPACE	GAZE	LINEAR	HEAVY / LIGHT
SYSTEM	NEGATIVE SPACE	VOICE	DYNAMIC	LINEAR PERSPECTIVE
SERIES	INSIDE / OUTSIDE	CREATIVITY	STATIC	ATMOSPHERIC PERSPECTIVE
OPEN / CLOSED	MARGINS	VISUAL LANGUAGE	INTER-LOCKING	GRAVITY / BALANCE
STRUCTURE	TENSION	CALCULATED RISKS	INTERPENETRATION	AMBIGUOUS
ALIGNMENT	VIBRATION	FLOW / RHYTHM	HAUNTING	CONNECTION / ISOLATION
TYPOGRAPHY	TYPOGRAPHIC STYLING	GRID / STRUCTURE	TYPEFACE SELECTION	EPHEMERAL
HIERARCHY	TYPOGRAPHIC PAIRING	LEADING	KERNING / TRACKING	ANTHROPOMORPHIC

## How to Critique .

\_\_\_ . Art Professors Explain How to Critique Art

[https://youtu.be/bT5wTnRz\\_v4](https://youtu.be/bT5wTnRz_v4)