

Design Speak (Critique) For the Viewer

Design Speak	Formal Design Criticism	How to Start Design Speaking
WHAT	Description	Start your sentences with: I see... I notice... This is what's going on in this design...
GUT	Initial Reaction	This makes me feel... I think the designer felt... I think the designer wanted the viewer to feel...
HOW	Analysis	Use the Visual Vocabulary, including: Elements of Art Principles of Art Materials and Methods
WHY	Interpretation	This makes me think about... I think the designer was thinking about... I think the designer wanted viewers to think about...
SO WHAT?	Evaluation	This work feels successful for me because... This work feels unsuccessful for me because...

Enjoy art speaking!