Peer review

Name: _____ Date: _____

Project: _____

Overview

Revision is an important part of the design process. In addition to conducting review and redesign cycles personally and with your client, using peer review can also be beneficial to your project. Peer review occurs in many professional environments, and it is an essential skill to start learning.

When giving peer review, be sure to make both positive and negative points. Give critiques as suggestions, not commands. When receiving peer review, do not feel disenchanted or think you did a bad job based on one review. Every review is different and what one person may not approve, the next person may find exemplary.

Process for presenting work for peer review

- When presenting your work for peer review, state the purpose, audience, and goals of your video and point out any concerns you have.
- When someone else presents work for you to review, your first response should be to reiterate their purpose, audience, and goals.
- When the producer's purpose, audience, and goals are clear, ask questions of the producer, make comments, and offer suggestions.
- To conclude, have the producer summarize the suggestions and offer a plan for revision.

Guidelines for giving comments and suggestions

- Before making any comments, review the entire video and make sure you understand the producer's intentions.
- Point out the strengths as well as the weaknesses of the video (shot selection, writing, transitions, effects, and so on).
- Offer suggestions, not commands. For instance, do not say "You should do this…." Instead, use "I" statements: "I see that…" or "I'm confused about...."
- Be respectful and considerate of your peer's feelings. Do not say or write anything you wouldn't want to hear about yourself. There is no reason to be rude.
- Make sure your comments are clear and specific so your peer knows what you are referring to. Give specific examples and point to video shooting techniques, editing techniques, script writing, and so on to make your point. (Comments such as "This is unclear" or "This is too vague" are too general to be helpful. Rather, make a comment such as "I'm confused by this clip because it seems out of place.")
- If you are writing your comments, reread them before giving them to your peer. Make sure your comments make sense and are easy to follow.

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