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, you can also benefit from peer review. Additionally, peer review occurs in many professional environments and it will be good practice to start on this essential skill now.

When giving peer review, be sure your points are both positive and negative. Give your critiques as suggestions, not commands. When receiving peer review, do not be disenchanted or feel that you did a bad job based on one review. Every review is different, and what one person does not approve of, 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 document and point out any concerns you have.
- To conclude, summarize the reviewer's suggestions and offer a plan for revision.

Guidelines for giving comments and suggestions

- Before making any comments, review the entire document and make sure you understand the designer's intentions. Or, if being presented work by a designer, your first response should be to reiterate the designer's purpose, audience, and goals.
- After the designer's purpose, audience, and goals are clear, ask questions of the designer, make comments, and offer suggestions.
- Point out both the strengths and the weaknesses of the document (design, layout, typography, and so on).
- Offer suggestions, not commands. For instance, do not use "should," as in "You should do this…." Instead, use "I" statements, such as "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 receive 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. It is important to give specific examples and point to design principles, image composition, layout guidelines, and so on to make your point. Such comments as "this is unclear" or "this is too vague," are too general to be helpful. Rather make a comment like, "I'm confused by this image because there is no caption identifying what it is").
- If you are writing your comments, reread them before passing them on to your peer. Make sure all your comments make sense and are easy to follow.

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