

Design Critiques

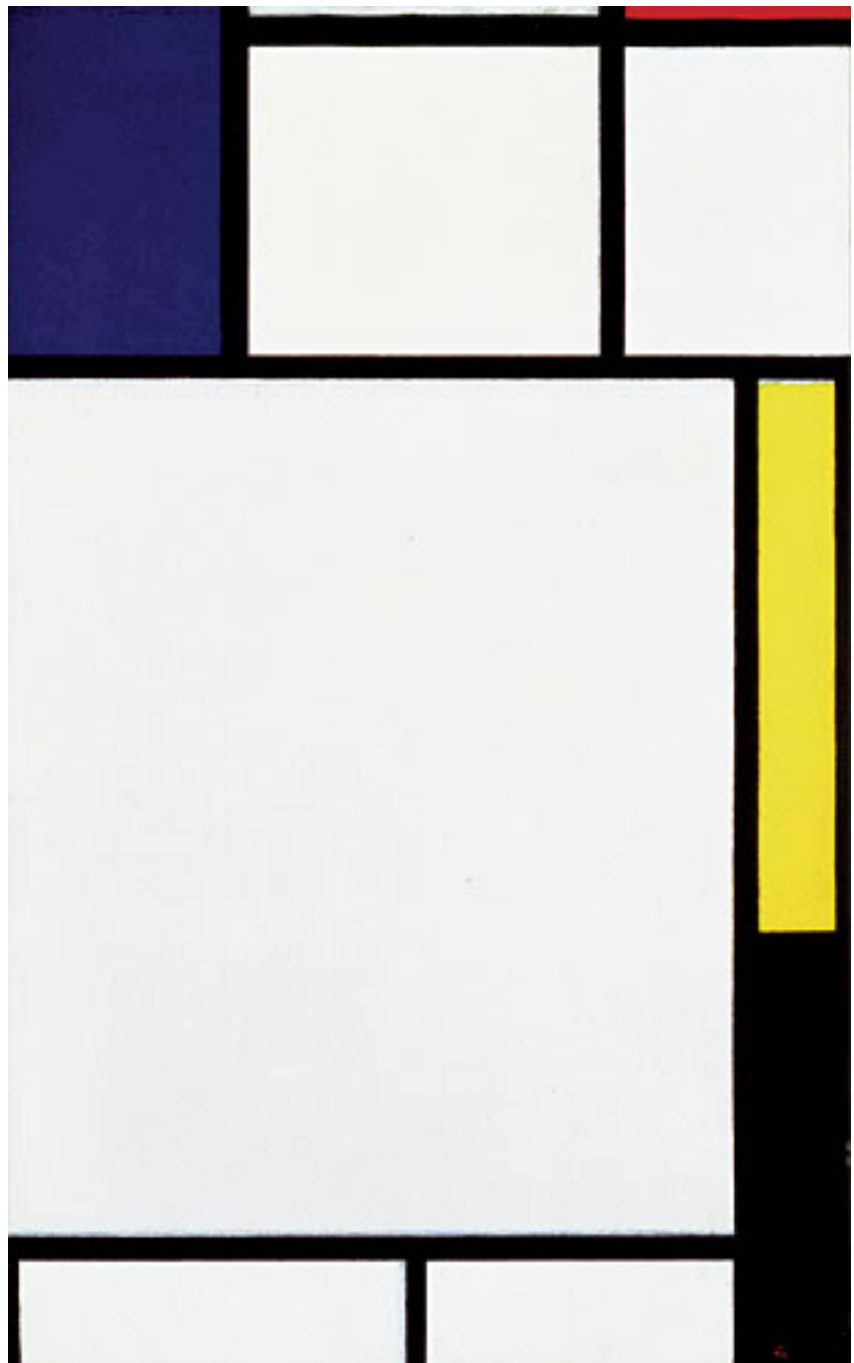
INF 148: Ubiquitous Computing
Prototyping and Projects



When It Starts Dripping From The Ceiling
by Martin Kippenberger (1953 - 1997)
-- approximate value was \$1.1 million

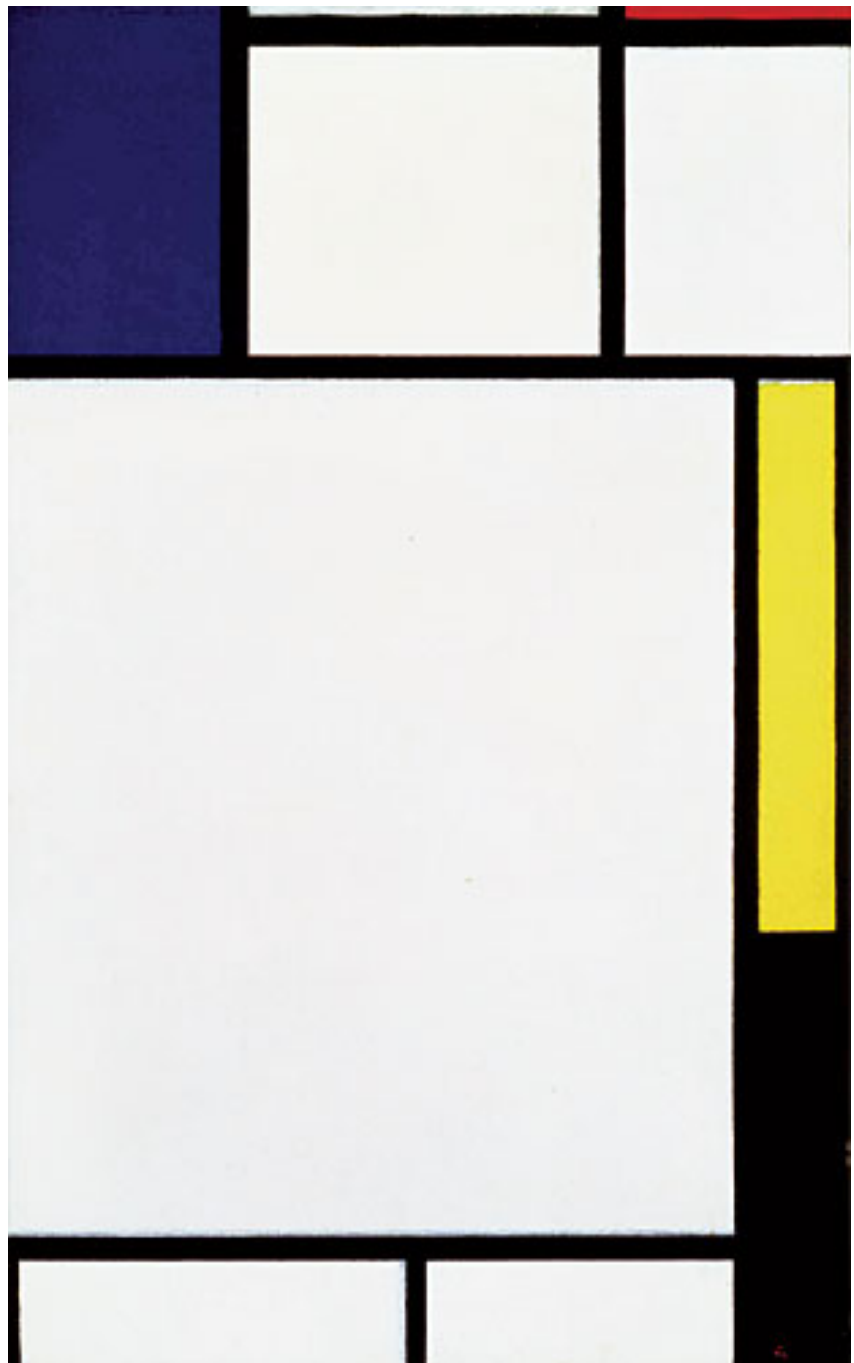


Practice Critique:



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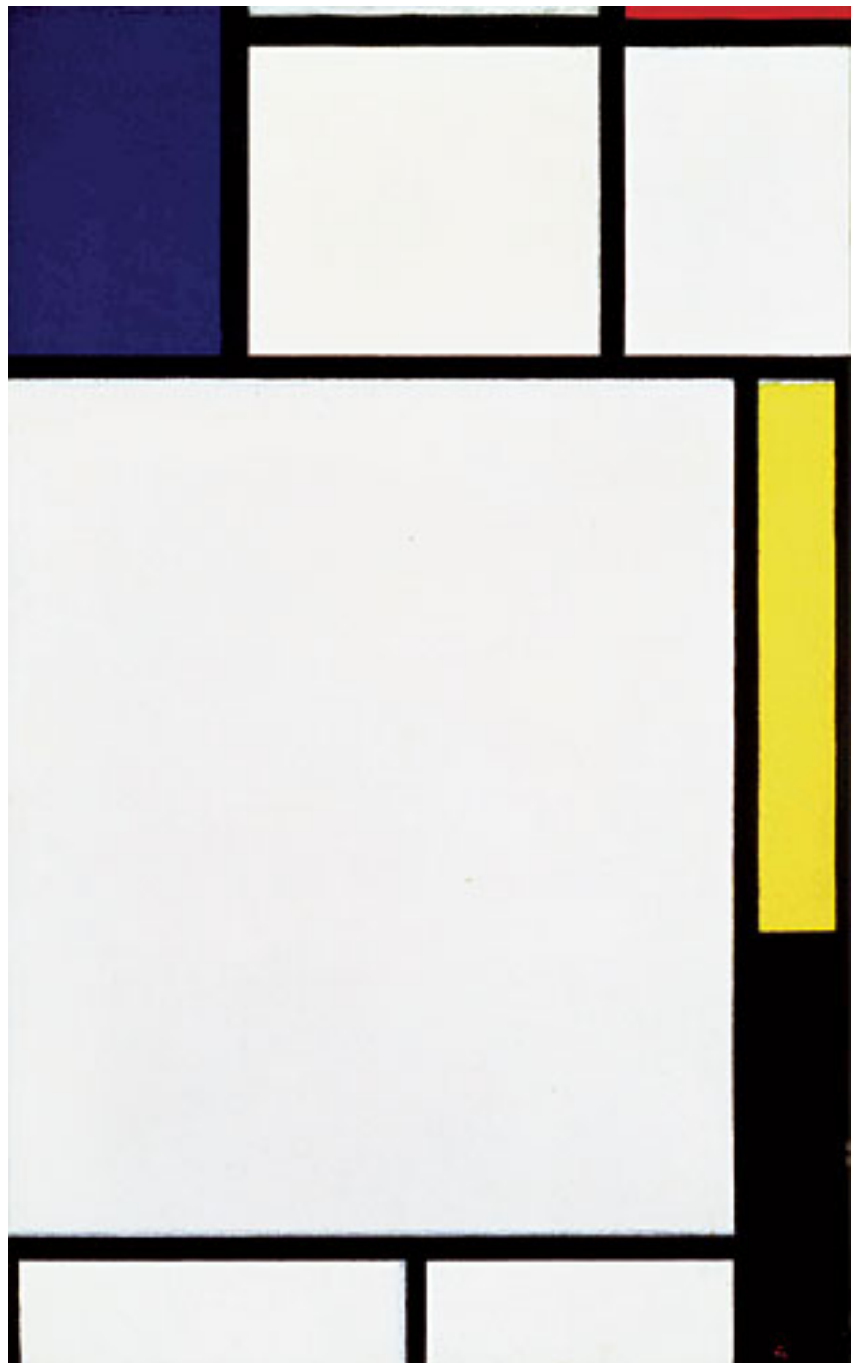
What can you see?



Practice Critique:

What can you see?

What does it make
you feel?

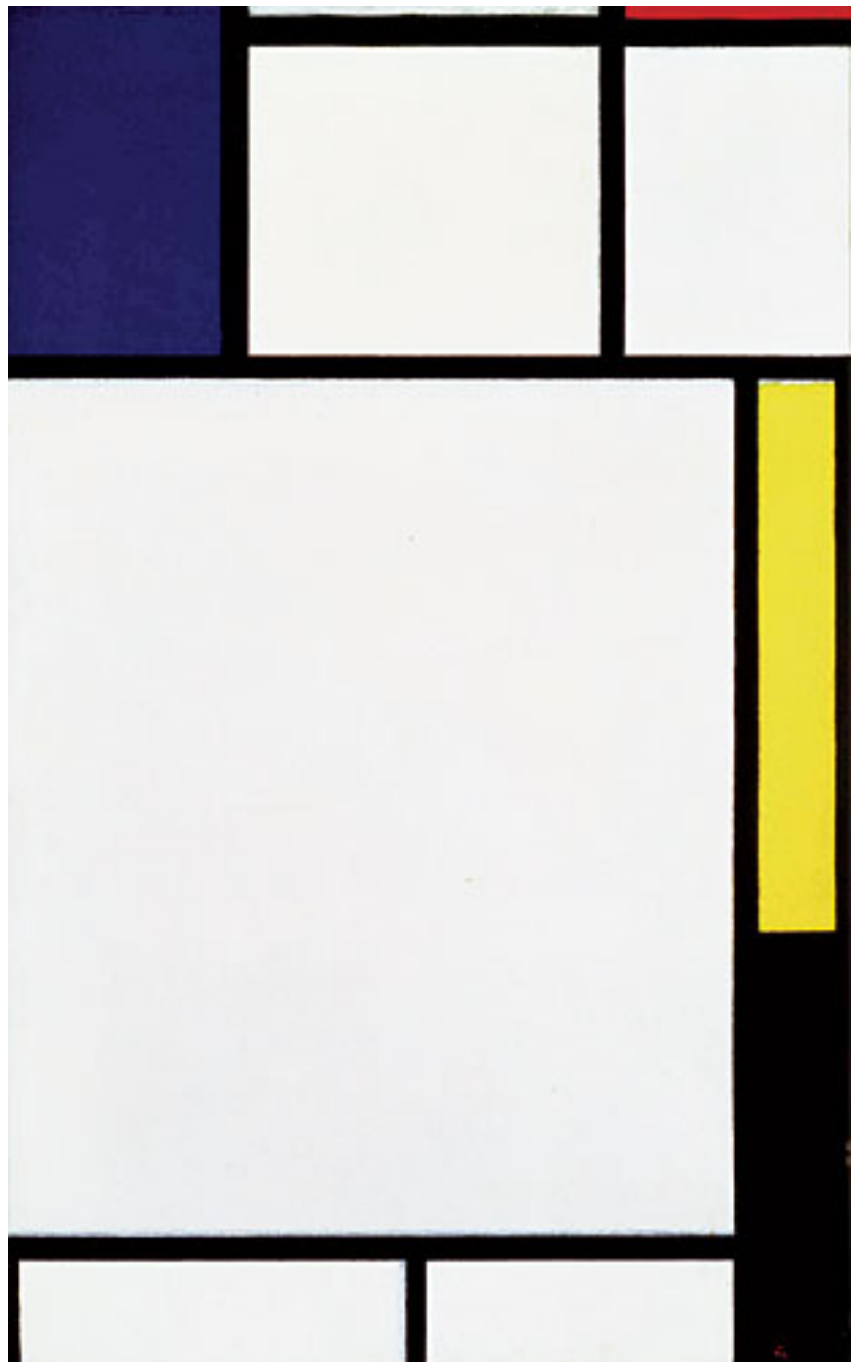


Practice Critique:

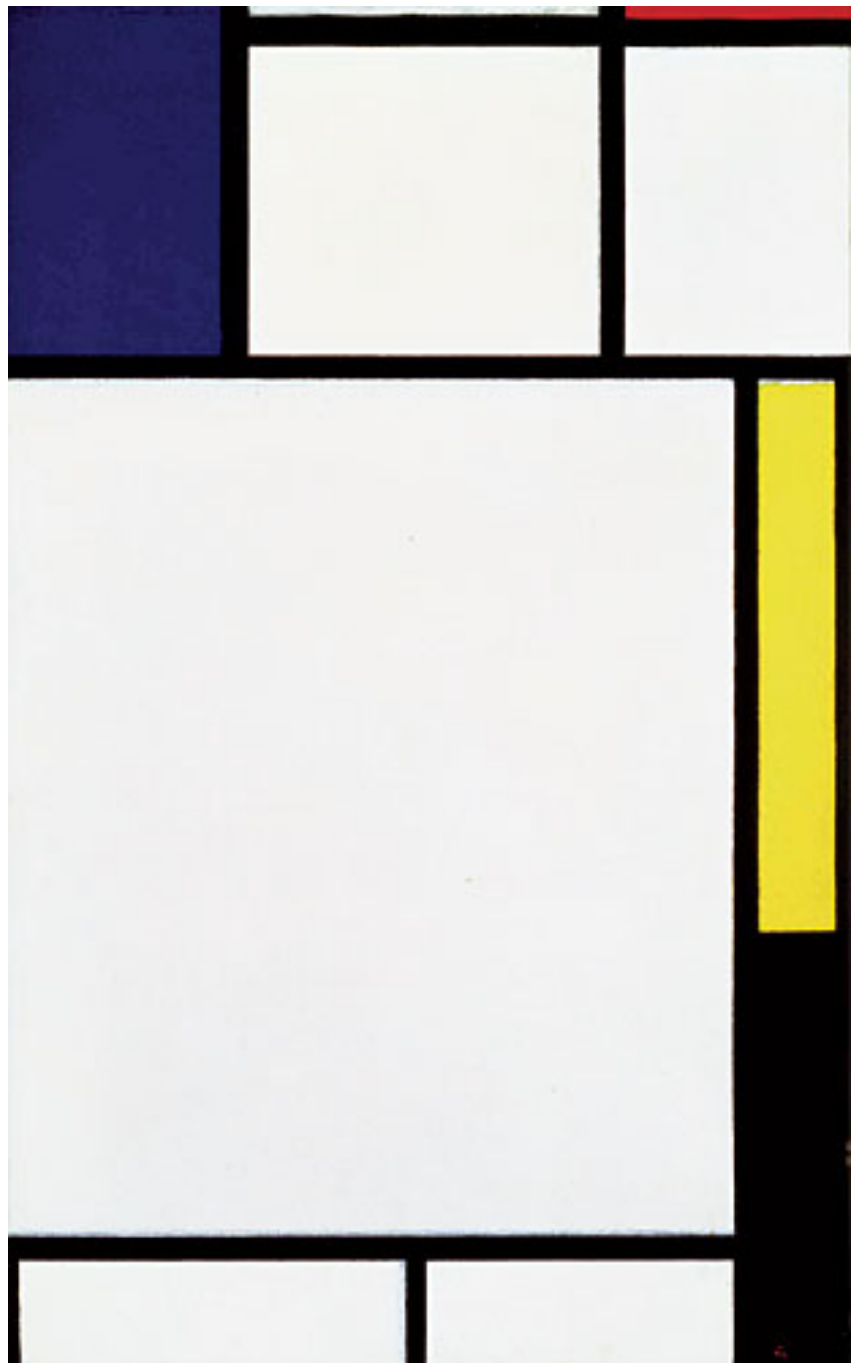
What can you see?

What does it make
you feel?

And...

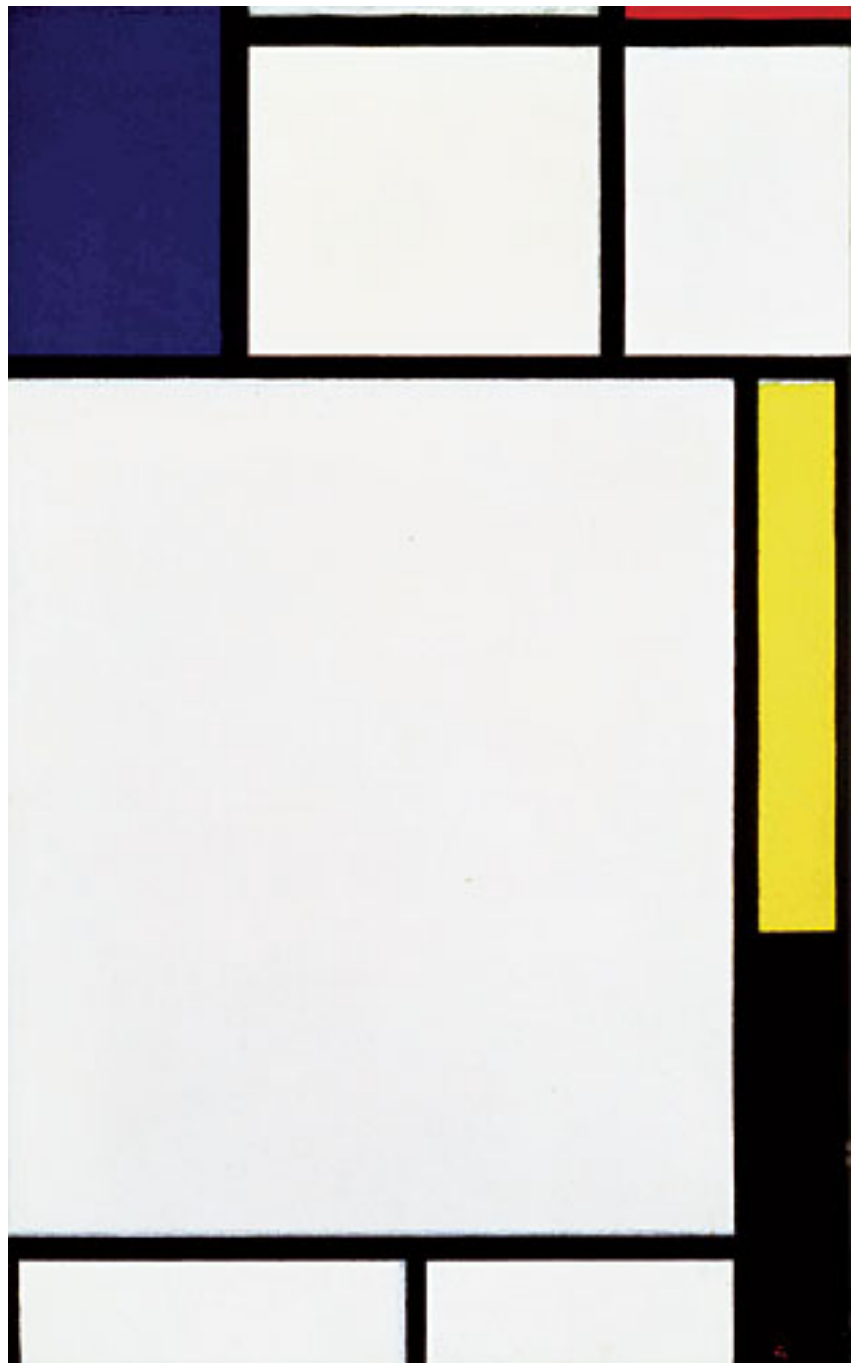


“Constructive
Feedback”



“Constructive Feedback”

Requires knowledge
about the purpose
of the work.



Design Critiques

- In INF 148:
 - 1.) Individual Assignments & Portfolio
 - Responsibilities
 - Creating your own project as designer
 - Defining the purpose of your project
 - 2.) Group Project
 - Team Responsibility
 - Follow the purpose of the group project as defined by the supervisor

Group Project Critiques

- For Presenters:
 - Communicate the design direction(s):
 - Methods: Sketching, hybrid sketching, physical prototyping, interactive prototyping, narrative storyboarding, interactive storyboarding, role-playing, video prototyping.

Group Project Critiques

- For Critics:
 - Critique for Design:
 - What can you see? What is the story?
 - What methods are used?
 - What alternatives are considered?
 - What is presented as the best idea?
 - What does it make you feel? What is the flow of the work?
 - What does the design remind you of?
 - Would you use the product? Recommend it to a friend?
 - Does the direction of the design fit with the purpose of the project? What does (not) work?
 - Are they accomplishing their goal, has the problem been solved?

Receiving Critiques

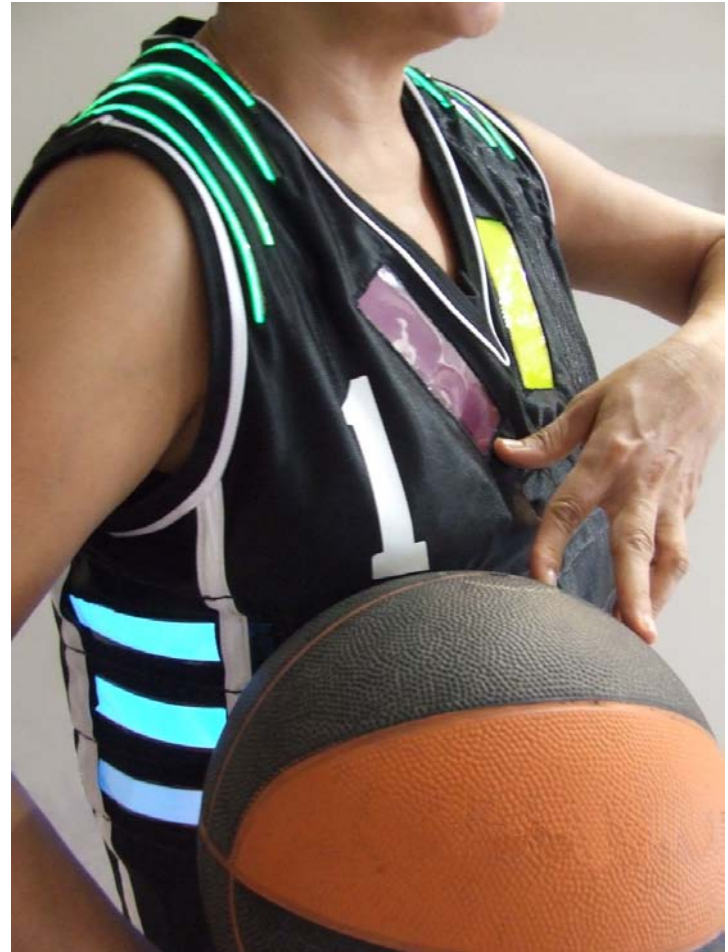
- About group project critiques:
 - Not intimate
 - It will be in front of all students and project mentors.
 - Individuals are not on the spot—it's a team experience.

Individual Assignment & Portfolio Critiques

- For Presenters:
 - Be creative and communicative.
 - Remember: “...evaluated primarily on the creativity of thinking represented and the communicative effectiveness of the deliverable; less focus will be placed on the artistic merit of the submissions.”
 - Explain by introducing:
 - What the design exercise is of.
 - What it is supposed to do for the user.
 - The novelty of the design; where your idea(s) came from.

Exercise 1: GOOD IDEAS

Sketches (Wearable Computing)



Exercise 1: BAD IDEAS

Sketches (Wearable Computing)



Individual Assignment & Portfolio Critiques

- For Critics:
 - Critique for Design:
 - What is going on?
 - Does the prototype communicate what is intended?
 - What would the design make/have the user do?
 - What is the flow of the interaction? Does it remind you of something?
 - What would it be like to use the design?
 - Would you use the designed prototype?
 - What do you (not) like about it?
 - Does it follow a creative purpose? Is it quality work?
 - Is it original?
 - Is it similar to another product or person's work?
 - What can be changed to make it more original?

Giving Critiques

- About individual assignment and portfolio critiques:
 - Not recommended, although it is still OK to do:
 - “I don’t understand the sketch, it looks like a scribble and lines; I wouldn’t use it, I don’t really like it; the design isn’t original, it’s just like that other person’s work but with more buttons.”

Giving Critiques

- About individual assignment and portfolio critiques:
 - Encourage:
 - Start with a positive comment.
 - End with a neutral comment.
 - Say everything that you find bad during the middle of the critique.