

Sweating The Pixel

06.10.2021

Scaling Quality Through Critique

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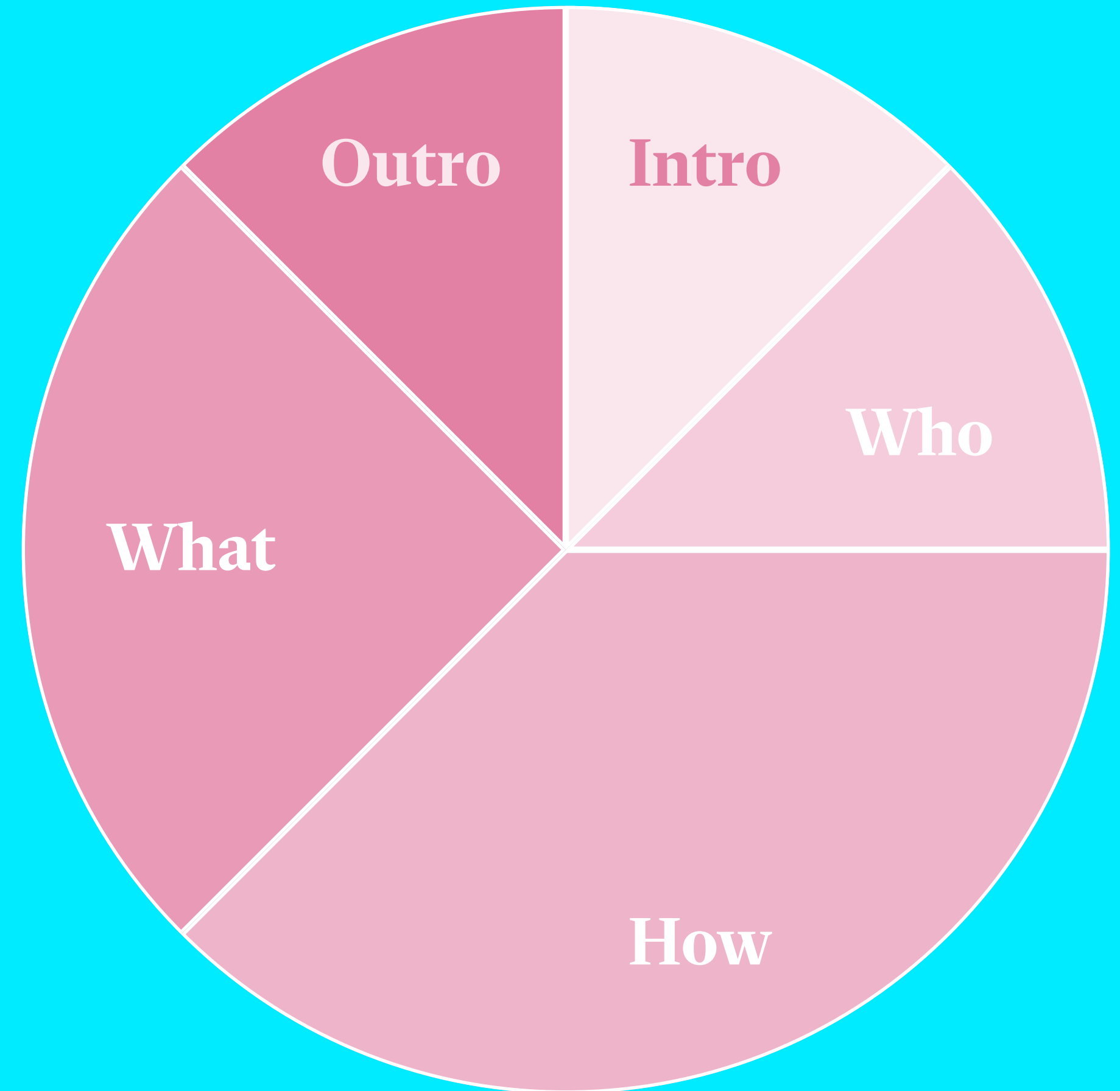
02_Drivers

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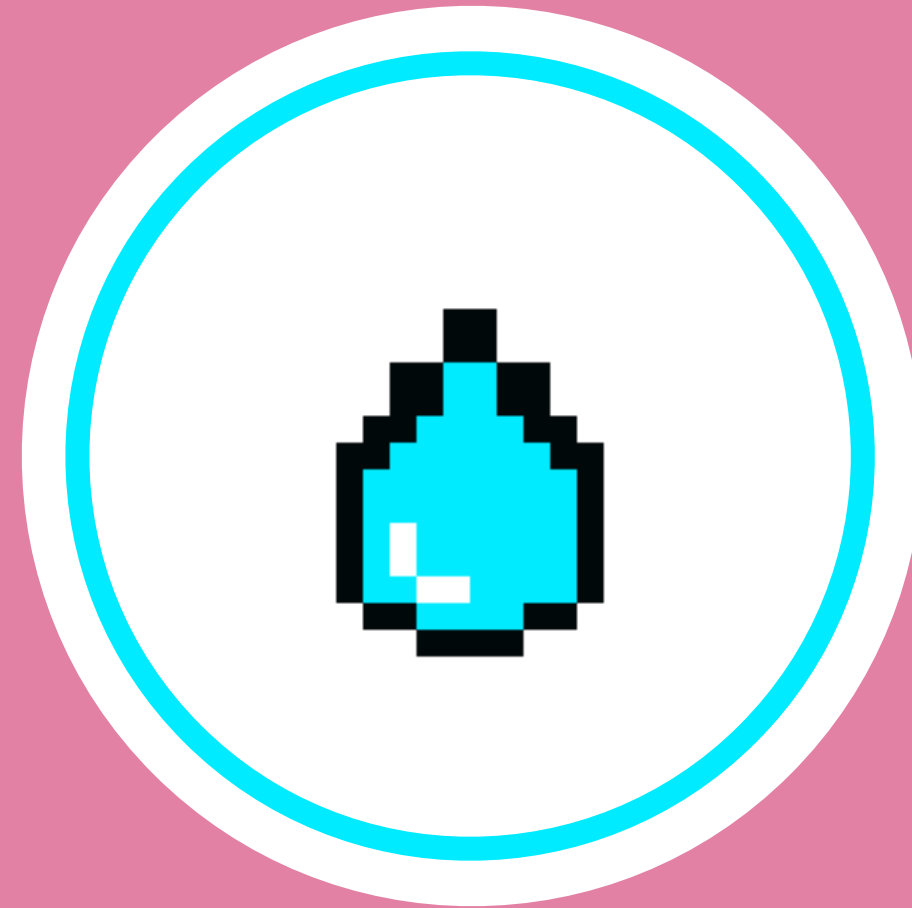
04_Scenarios

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HUH?



STORYTIME

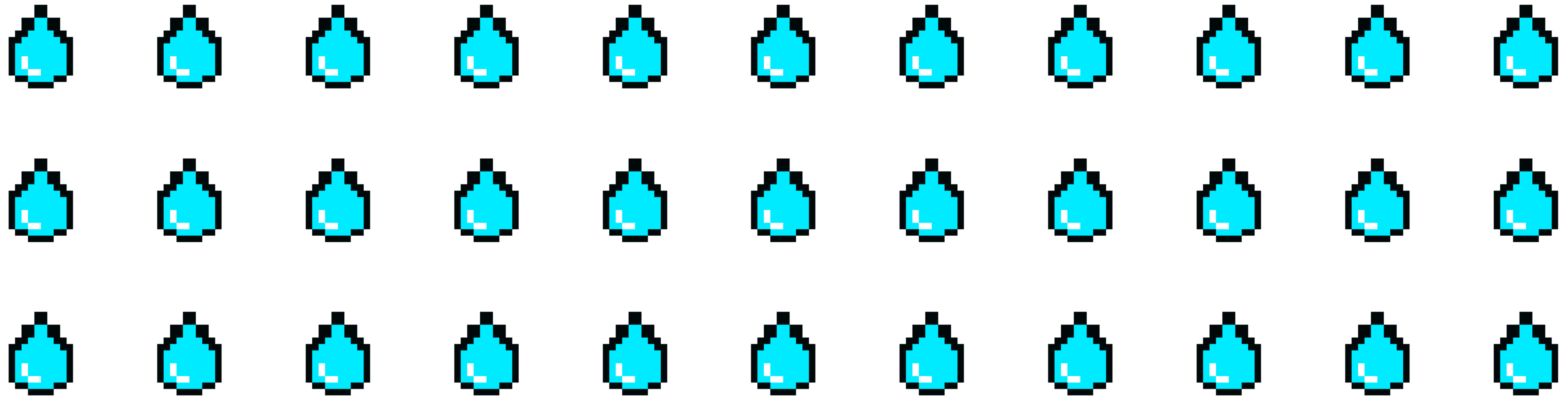
Rewind to

2017

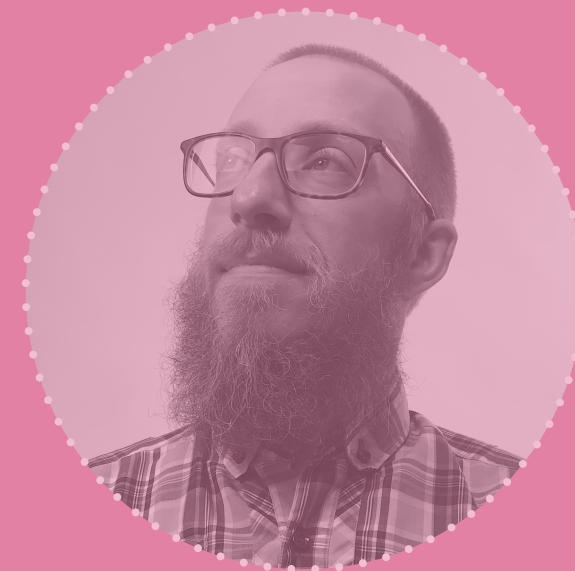
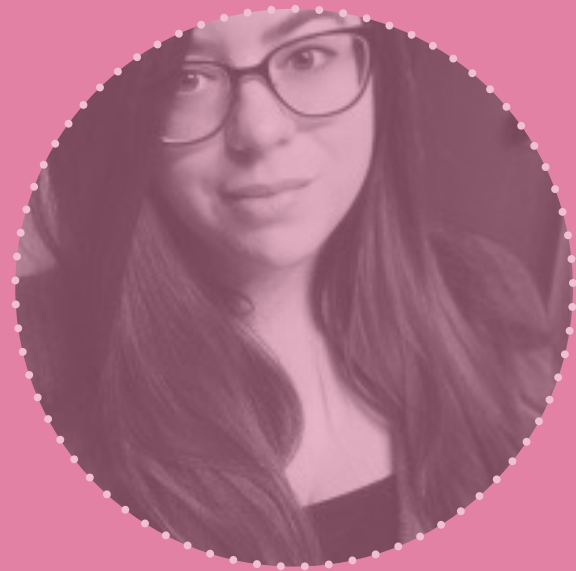
STORYTIME



STORYTIME



CAVEATS



(not me)



**Sharing work in progress
with other Designers
in order to get feedback**

_01

Drivers



Design Team

Designer

Senior Designer

Art Director

Associate Creative Director

Creative Director

Design Principal

Group Creative Director

Head of Design

Distinguished Designer

Vice President of Design

General Manager

DRIVERS

Designer

Senior Designer

Art Director

Associate Creative Director

Creative Director

Design Principal

Group Creative Director

Head of Design

Distinguished Designer

Vice President of Design

General Manager

BENEFITS

Learn by doing

Watch senior team members

BENEFITS

Audit skills

Project fit

BENEFITS

Allocate resources

Target hiring

Habits

According to repeated nationwide surveys,

More Doctors Smoke CAMELS than any other cigarette!

**Doctors in every
branch of medicine
were asked, "What
cigarette do you smoke?"
The brand named most
was Camel!**

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool *mildness*, pack after pack, and a *flavor* unmatched by any other cigarette. Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit *your* throat as your steady smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



H. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

Behavior

Humility

Attention

Gratitude

Ownership

Passion

Acknowledgement

Practice

Giving

Receiving

Observing

Scenarios



SCENARIO ONE

Iteration

Loop

A photograph of a man with dark hair and a beard, wearing a dark jacket, holding a small, fluffy dog. The image is overlaid with a semi-transparent dark red filter. The word "Loop" is written in white serif font over the image.

CONTEXT

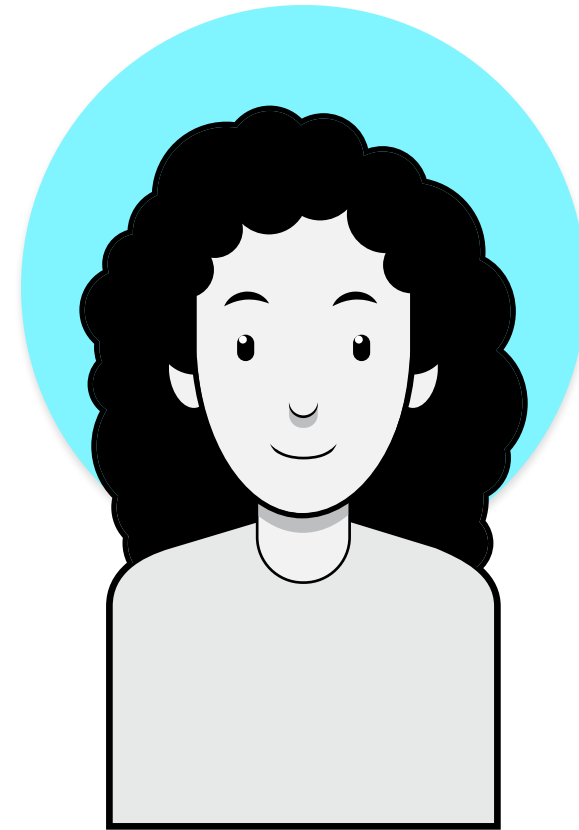
Three Days Before



The Client Meeting

SCENARIO ONE

Designer



RECEIVING

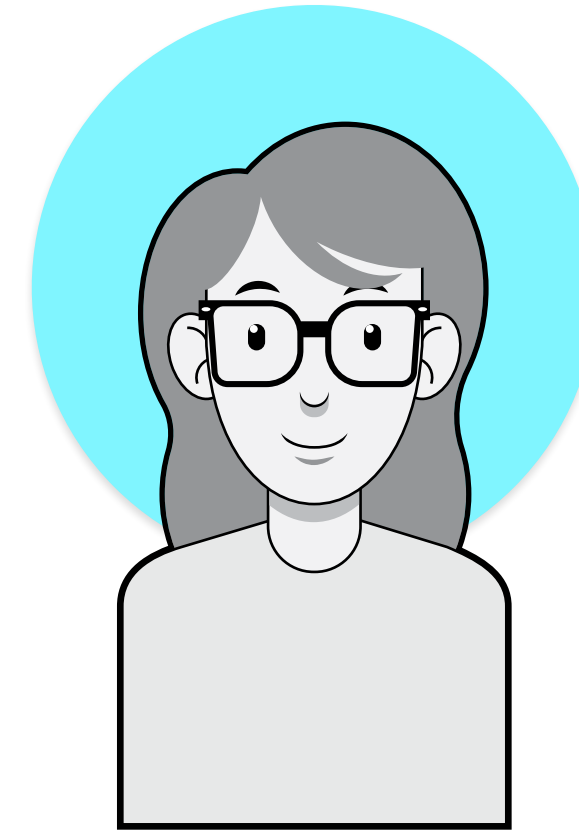
I feel like I keep rearranging the content onscreen and don't know which layout is the best.

Thoughts?

Provide context

Ask Specific, targeted questions

Senior Designer



GIVING

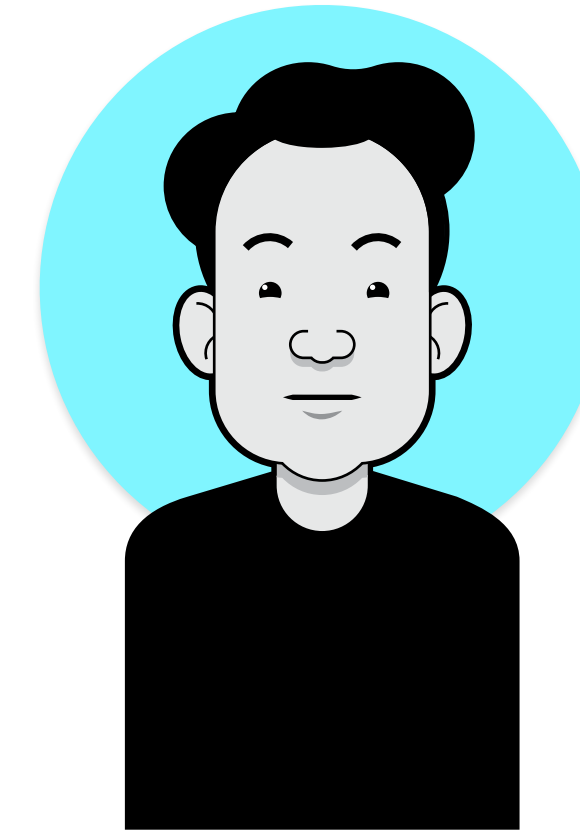
Your work on this client just doesn't seem to be your best, does it?

None of these work—Have you talked to a single user of the current application?

Offer constructive criticism

Be statement, not question-oriented

Designer



OBSERVING

I would do this totally different, let me pull up a few screens to show you what I did for another client.

Takes notes on feedback

Follow-up at another time, actively listen to feedback

TYPE

Ad Hoc

Peer to Peer

In real time

Lower Fidelity Artifacts

Provide direction

Instill confidence

Accelerate delivery

Refinement

Compass

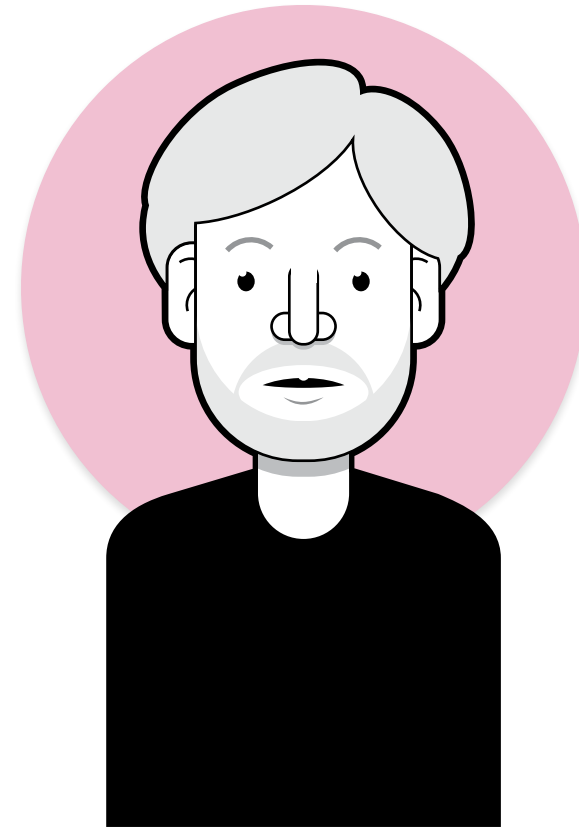
CONTEXT

Weekly Critique



At the Agency

Senior Designer



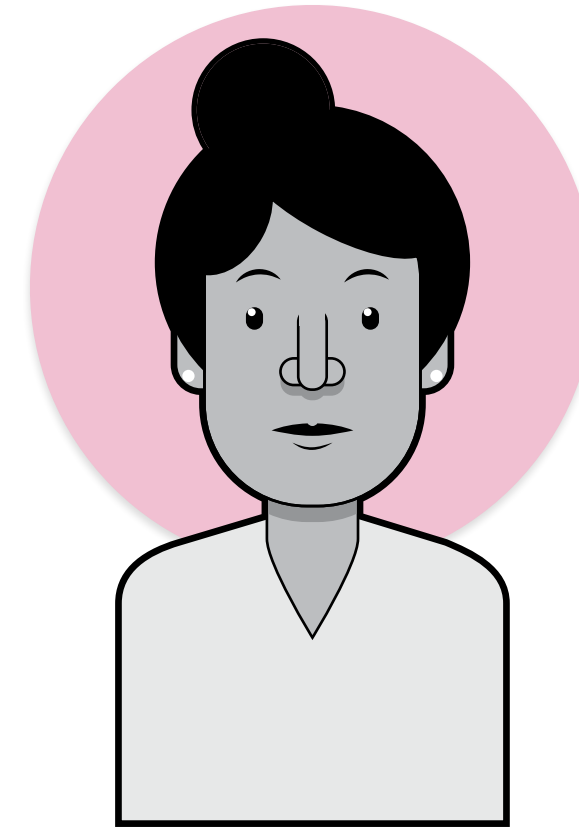
RECEIVING

I could use a second set of eyes on these comps for this quick turn project. One of these will go production this afternoon. What do you think?

Share early and often

Highlight areas of input

Associate Creative Director



GIVING

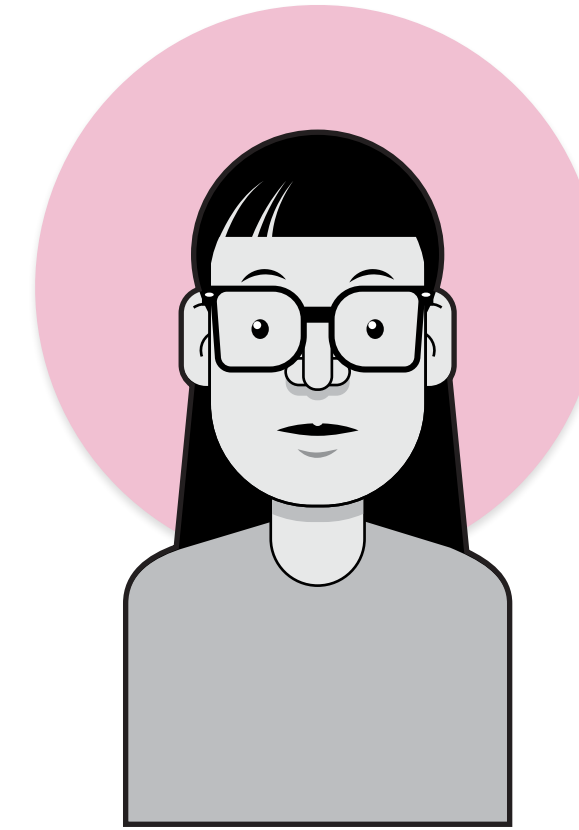
You work is always so great. It's difficult to pick.

Which one is your favorite?

Be direct

Don't make it personal

Designer



OBSERVING

Not to interrupt but hey this reminds me of a project that involved a similar client that I got an award for last year and...

Ask questions or provide input when it's your turn—don't make statements to draw attention to yourself.

Informal

As-needed

Rotating Host

In Process Artifacts

Experience Themes

Deep Dives

User Needs

Challenges

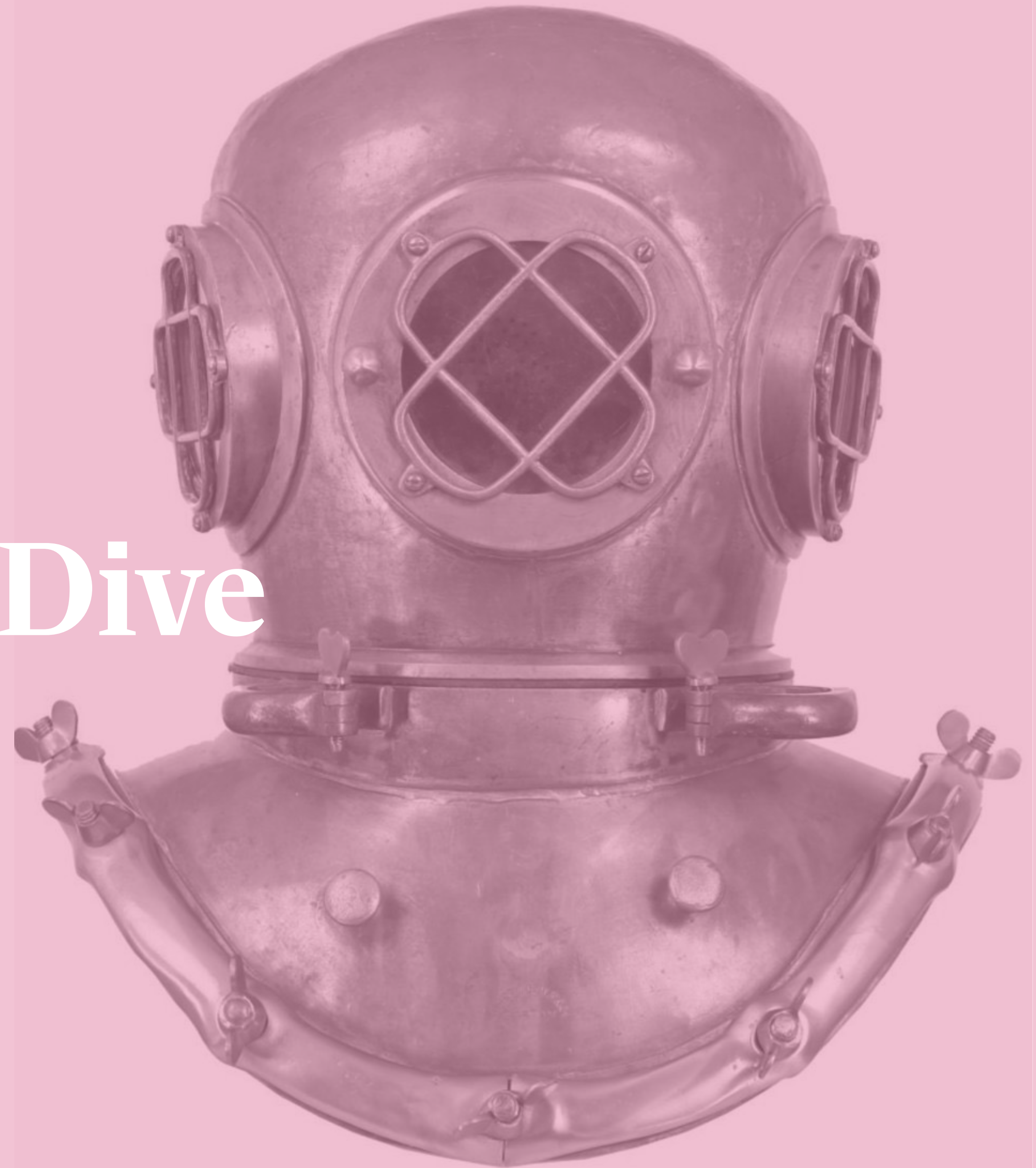
Artifact refinement

Progress tracking

Format iteration

Contextual

Dive



CONTEXT

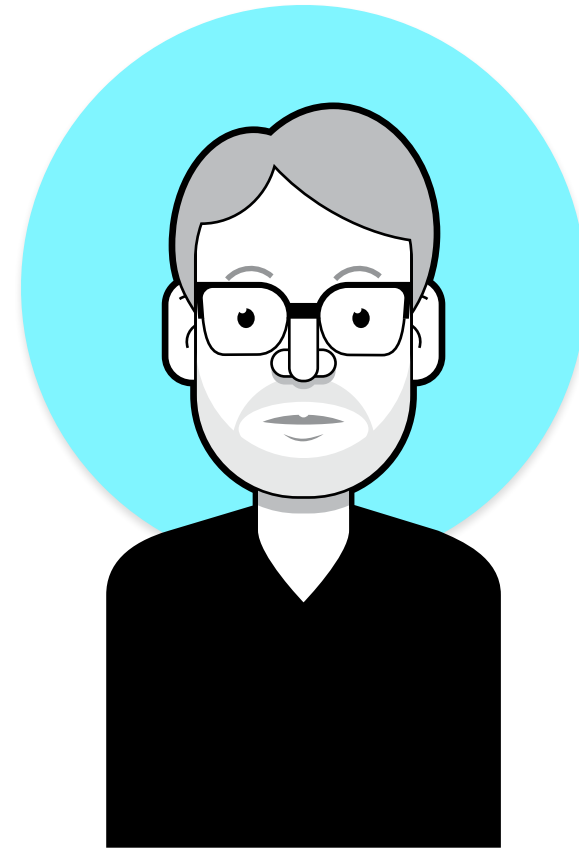
The high stakes



Product
Release

SCENARIO THREE

Designer



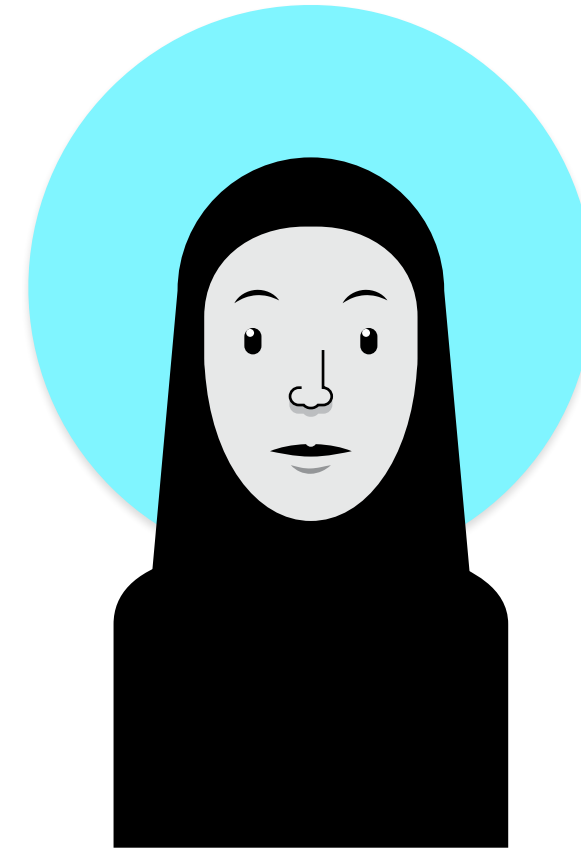
RECEIVING

Finally! I spent all night working on this presentation, and have waited for the last 32 minutes while other people have been talking for my turn to go.

Practice active listening

Respect the time of others

Design Team Lead



GIVING

I don't like this. Everything is off, I really don't know where to start. Can someone else jump in?

Make actionable comments

Provide specific input

Director



OBSERVING

Everyone is being a bit defensive, which makes me feel disappointed.

Focus on the work, never the presenter (or yourself)

Avoid interrupting others

TYPE

Formal

Scheduled

Dedicated Host

In Process Artifacts

Competitive

Inspiration

Constraints

Styling

Intent understood

Actionable feedback

Estimate impact

Critiques



Design Share

Formal

Facilitated

Presentation

Solution

Practice

Method

Communication

Context

Goals

Playback

Audience

Feedback

Story

Status

Alignment

Clarity

Visibility

Do It Yourself



DIY

Dogmatic



DIY

Critique

Select a type

Start today

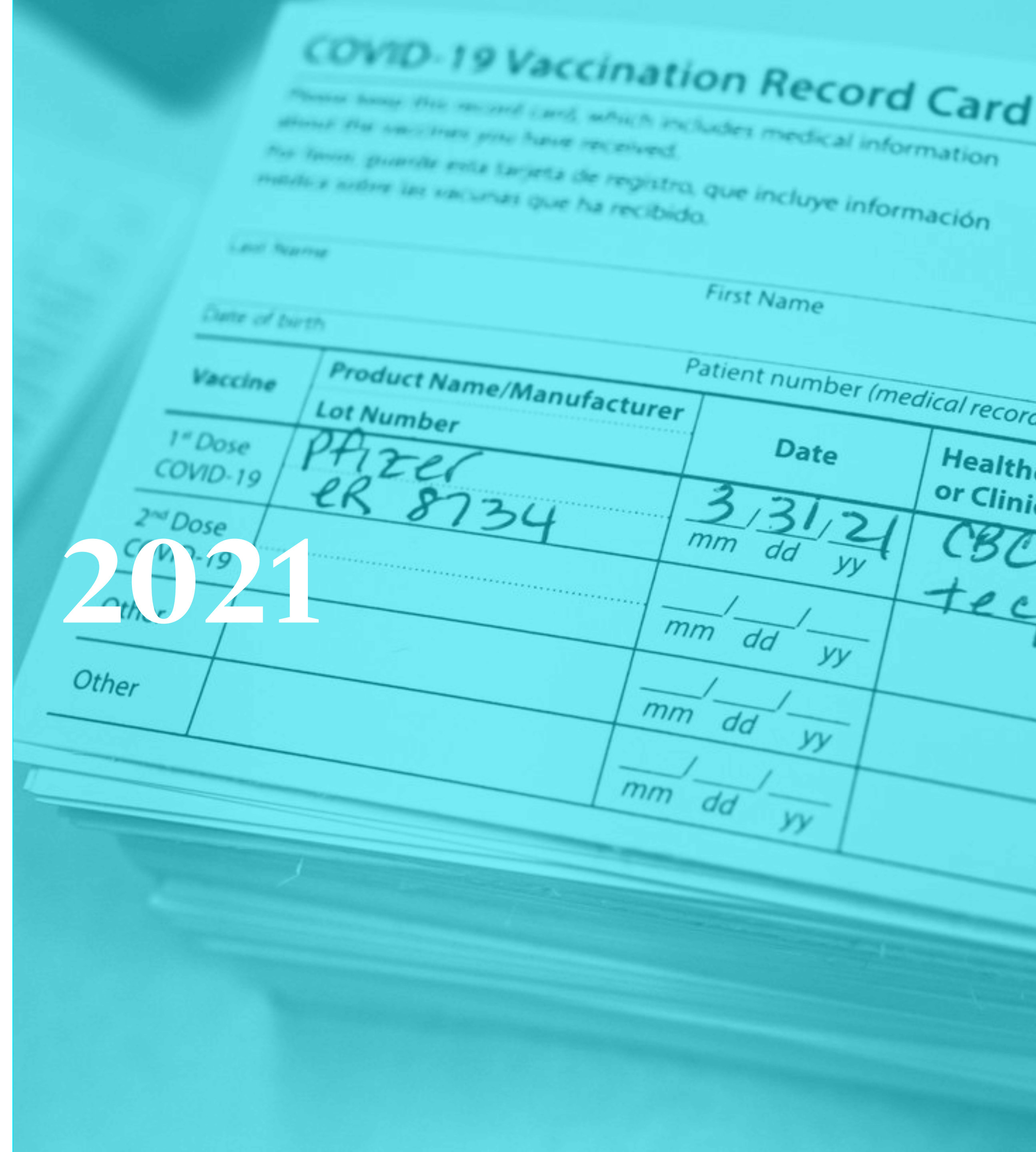
Identify a host

Invite the team

Curate artifacts

Fast Forward to

2021



THANKS

