

# PEER CRITIQUE OF POSTERS

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**First**, make sure that you have saved your document with the correct settings:

- High Quality Print
- Turn on Trim Marks
- Select "Use Document Bleed Settings"
- **Make sure** you have named it **lastname-poster.pdf** or it might create problems in the critique

**Then**, upload it to the link listed in the schedule (It's different than the last one).

## CRITIQUING

Between 1:00 pm and 3:00 today\*, view each uploaded PDF. Then, find the **5 files** that come up alphabetically *after* yours. This should be the 5 students whose names come after yours alphabetically. If there are less than 5 people after your file, then wrap back to the beginning of the alphabet for the rest of your 5 people/files. (This process is so that each student gets comments from several peers.)

Comment on those 5 people's work by answering all of the questions below for each person. To make comments, double click on a peer's file. In the top right, click on the comment icon. Then select an area and type your comments.

Be honest, as this information will help your peers improve their designs. (I won't be able to give thorough feedback to everyone by Thursday when the final poster is due.)

1. Typographic Hierarchy: What piece of information in their poster is carrying the **most** visual weight so that it feels like the most important in the poster? What piece of information currently feels like it is **second** in the hierarchy? Do the first and second pieces in the hierarchy seem like they **SHOULD** be the first and second? (Did the student emphasize the right things in their typographic hierarchy?) Also, is there any place that could use more separation in its hierarchy, i.e. needing different font weights for dates and times, etc.?
2. Comment on the overall layout, particularly the use of white space (negative space). Click on and describe any areas:
  - where the design feels cluttered, or
  - where the text needs more space around it ("breathing room"),
  - or where the text is too close to the edge of the document and might be outside the margins.

Then, click on and describe an area that is **successful** in its layout & use of whitespace.

3. Take a look at the artwork—any photography or vector illustrations—and describe whether it is supporting the text or whether it is competing with the text. If it is competing too much, is there something that could be done to improve this?
4. If you were to see this poster in hallway, alongside of several other posters, would you notice it and be interested in going to the museum? Why or why not?

Continue >

After this critique, **make edits to your own designs by Thursday**. Feel free to email me if you get conflicting feedback from students and you're not sure which advice to follow.

*\*If your work schedule or family care prevents you from using this time period, just complete this as soon as you're able.*