



FEEDBACK GUIDE

This *Feedback Guide* is completed during the **Feedback** phase of the STEMarts design process. This occurs when you have completed the first versions of your design and are evaluating what works and does not work. This is the time for feedback, advice, and tips on ways to tweak, change, or improve the design to meet your expectations and goals.

In order to get the most out of this feedback, it is important to:

- Be clear about your vision, your goals for the design and what you want your audience to get out of it. In addition, identify the specific challenges you will need help with.
- Choose the people and ask them to give you feedback according to your needs. If you are having a technical challenge, find a techie as opposed to asking your best friend. If you want to know how the average person will respond emotionally to your piece, choose random people from different backgrounds i.e. non-artists, techies etc.

The *Feedback Guide* was designed to help you reflect on these goals and expectations. Here are some of the ways that these questions will better prepare you for feedback:

- Does the design remind you of the original vision or meet your expectation?
- Review what you want to get out of this design and what you would like the audience to get out of the experience.
- Build your problem solving skills by asking questions that require you to analyze and think objectively about the challenges and possible solutions.

Part A) Did you achieve what YOU wanted ?

1. What originally excited you and/or inspired your design?

- Think back to when you began your design process – can you think of 3 things about your original inspiration or 3 things that excited you?

2. What did you originally hope to achieve with your project?

- It might help to review some of your early brainstorming, look at your journals, or think about some of the conversations you had with people early on.

3. Can you identify the steps that led you to your initial approach for your design?

4. Is there a big difference between your initial ideas and how your design has developed?

- Looking back at your process and journey will help you see where things changed and why.



FEEDBACK GUIDE

- Maybe you were excited or interested in new ideas. Maybe in your research new information influenced your outcome. Maybe some things weren't working in the design. Try to think about this when answering the questions.

5. Are you pleased with your final design and what are you most pleased about?

6. If you are disappointed, list the specific things that you are not happy with and what you would like to change.

- This list will help you select people who have the knowledge in the specific areas needed in order to get valuable advice on how to fix or improve the design. Sometimes, the process of writing down what bothers generates ideas new solutions.

Part B) Giving and Gaining Feedback

7. Can you think of why you want feedback or why it might be useful to you? List your reasons.

- Is there something you are particularly struggling with in your design or are you just looking to see how people respond to or think of your work? Do you need input to progress your ideas?

8. Why do you think it is useful to get feedback as early as possible?

9. Can you think of key stages in your process that might benefit from feedback?

10. Write down the questions that you would like to ask to get the feedback you want.

11. Do you think you need to implement all the feedback you get?

- You might like to discuss this question with your peers.

12. Who would be useful for you to gain feedback from?

- Try to think of at least 3 – 5 people with related interests or that you trust to approach for feedback.

13. Can you think of 5 ways to share your design so that you can get the most useful feedback?

- Think about your work. Will you need to show people or can you send them an image? Will video be better or a slide presentation? Do you want to do a group feedback session or share with an individual?



FEEDBACK GUIDE

14. Do you think you need to share your design in the same way all the time? Write down other ways that you might share this piece for feedback and why.

15. What stages need different approaches or methods for sharing your design? Why?

- You might want to discuss this question with your peers.

Part C) Thinking about your audience

16. Who is the audience for your work?

- This will depend on what your work. You might want or need different audiences depending on your design. Try to make a list.

17. Where and how might you show your design?

- It might be important to think about the best place or way to show your design to get the sort of audience you want. This may mean that you need to promote your design to target the audience you want. You will need to think how of you might approach it.
- Think of the different ways you could show your design and the different promotional methods you might need.

18. Do you want your audience to explore your design?

- You may need to give them permission, or guide them in how to explore your design, or provide extra information. You might have to think about the best approach.

19. Is it important for your audience to know the ideas behind your design or can they engage with it in their own way?

- If you want them to know your ideas, you have to provide additional information about your design and find the best method to do this. Write a short summary that describes your design and what you want the audience to know about it.

20. What do you hope the audience will take away from your design? What impression do you hope it will leave on them?

- Try to think of 2 - 3 things you hope they will take away.