

Outside Reviews

In order to prepare you for the final review as well as get you comfortable showing your work outside the academic environment, you will be required to show your work to outside reviewers. These reviewers should be in the design field (studio principal, art director, creative director) and should not be peers. The reviewer will be asked to fill out the same form presented to reviewers at your final review. I will hand out a self-addressed, stamped envelope so that his/her response can be mailed directly to me. These reviews will be part of your final grade but more importantly will help me flag if you have a specific presentation weakness that needs to be discussed.

You are required to write your own assessment of the review as well. Consider the following questions:

How do you think you did as a presenter? Is there an area you need to work on? Did you get to show everything you wanted and speak articulately about each project? Did you get hung up on any particular project? Were you able to fluidly show all of your projects? What was the response to your work? Are there areas you were told to work on?

How did you find the person who reviewed your work? What is it about his/her work that you admire? What were the presentation circumstances? Did you feel like you had the attention of your reviewer? Did he/she give you constructive feedback? What was the environment of the workplace like? Is it a place you could see yourself working, why/why not?

In 500 words, discuss the above points in narrative manner along with examples of studio's work or website address.

First review due March 19

Second due April 21