ASYNCHRONOUS FEEDBACK ON
DESIGNED DOCUMENTS

READ
You'll want to start by reading the piece with a focus on:

AUDIENCE
Who is this for?

PURPOSE
Why was it created?

DESIGN
How is the info presented?

SUMMARIZE
Draft and share a summary of the piece. How do you understand the audience, purpose, and design as reader?

"THIS IS WHAT I LEARNED/KNOW/UNDERSTOOD FROM THIS TEXT--IS THAT WHAT YOU INTENDED?"

RESPOND
Speak to audience and purpose THROUGH THE LENS of design.

HOW IS [SPECIFIC DESIGN ELEMENT] GETTING IN THE WAY OF UNDERSTANDING [AUDIENCE OR PURPOSE]?

INSTEAD OF...

Change the color of this.	This formatting/ capitalization is inconsistent.	This element is too small/large.

TRY SAYING...

This color makes this point stand out/disappear.	I am not connecting these ideas yet because they are formatted inconsistently.	The size of this element tells me it is important/ unimportant.

FOLLOWED BY...

"THIS AFFECTS MY UNDERSTANDING OF YOUR PURPOSE IN THESE WAYS..."