Asynchronous Feedback on Designed Documents

Quick Reference Guide

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# Read

Begin your feedback by reading the piece focusing on the following elements:

* audience: who is this for?
* purpose: why was it created?
* design: What is special, unique or interesting about how the information is presented?

# Summarize

Draft and include a summary of the piece in your feedback.

* How do you, as the reader, understand the audience, purpose and design?
* Consider this general template: “This is what I learned/know/understood from this piece/text/composition–is that what you intended?

# Respond

Speak to audience and purpose through the lens of design.

* How is [insert specific design element] getting in the way of understanding the audience or purpose?
* How is [insert specific design element] affecting what you, as the reader, focus on or gloss over?

Instead of directing the writer to change the color of an element, try sharing how the current color is making the element stand out or disappear.

Instead of simply pointing out inconsistent formatting or capitalization, try explaining how the inconsistency makes it difficult for you to connect ideas or follow a line of thinking.

Instead of directly stating that an element is too small or too large, try telling the writer about what the size of the element suggests to you as the reader.

Follow each piece of feedback with a connection back to the effect on purpose and audience.

“This affects my understanding of your purpose in these ways…”

References

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