

### dot concept crit guide—proximity, continuance, similarity

**Crittee**—Takes notes in VJ and listen carefully; pay attention to others perceptions.

1. Can you see their viewpoint? Is it stronger than your initial intent?
2. What could be adjusted to strengthen either your intent or teams perception?
3. Are you surprised? How so? Not surprised? Why not?
4. For final three selected by team, agree or disagree with each selection and explain why?
5. Be VERY specific. How could even these be strengthened? TEST IT?
6. If yes, make this refinement for final ones.

Address all questions in crit write up.

#### Critters

1. Quickly **SORT** as a team into categories based on 3 dominating principle. Team may also need to "don't know pile."
2. One category at a time, **analyze** for meaning; **eliminate** the weakest -- flip over and set to side away from rest; continue process of elimination down to best (strongest meaning + interesting/novel visual solution) TWO for each category.
3. Select **final 3**—Be sure the final set shows varied/distinct solutions. Lay them out together (couple inches between each; not touching). Are they too much the same or do they show good variety? How interesting are they as a set? Using tracing paper over each (3) quickly note suggestions for refine to strengthen composition and/or concept.

#### Crittee follow up

1. Tape original team selected three solutions in VJ (or Xerox copy).
2. Put crit write up below comps.
3. Based on crit determine any items still needing to be resolved/refined and update. Test changes (render them). If yes, go with refined solution.
4. You may make an executive decision to substitute ONE totally different comp than the team chose, BUT for that one you must include tape copy of team--selected comp next to one you select AND give a written justification as to why you have chosen to switch out that comp.
5. Execute top three pristine BW on 5x5 INKJET MATTE PHOTO PAPER. Mount each 5x5 on 9x9 black construction paper with 5x5 perfectly centered.

### dot concept crit guide—proximity, continuance, similarity

**Crittee**—Takes notes in VJ and listen carefully; pay attention to others perceptions.

1. Can you see their viewpoint? Is it stronger than your initial intent?
2. What could be adjusted to strengthen either your intent or teams perception?
3. Are you surprised? How so? Not surprised? Why not?
4. For final three selected by team, agree or disagree with each selection and explain why?
5. Be VERY specific. How could even these be strengthened? TEST IT?
6. If yes, make this refinement for final ones.

Address all questions in crit write up.

#### Critters

1. Quickly **SORT** as a team into categories based on 3 dominating principle. Team may also need to "don't know pile."
2. One category at a time, **analyze** for meaning; **eliminate** the weakest -- flip over and set to side away from rest; continue process of elimination down to best (strongest meaning + interesting/novel visual solution) TWO for each category.
3. Select **final 3**—Be sure the final set shows varied/distinct solutions. Lay them out together (couple inches between each; not touching). Are they too much the same or do they show good variety? How interesting are they as a set? Using tracing paper over each (3) quickly note suggestions for refine to strengthen composition and/or concept.

#### Crittee follow up

1. Tape original team selected three solutions in VJ (or Xerox copy).
2. Put crit write up below comps.
3. Based on crit determine any items still needing to be resolved/refined and update. Test changes (render them). If yes, go with refined solution.
4. You may make an executive decision to substitute ONE totally different comp than the team chose, BUT for that one you must include tape copy of team--selected comp next to one you select AND give a written justification as to why you have chosen to switch out that comp.
5. Execute top three pristine BW on 5x5 INKJET MATTE PHOTO PAPER. Mount each 5x5 on 9x9 black construction paper with 5x5 perfectly centered.