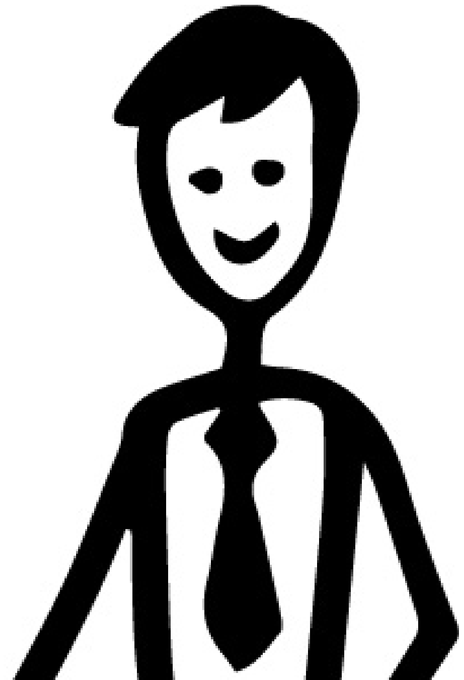
Design Speak

NELA DUNATO

MAKE
THE LOGO
BIGGER!

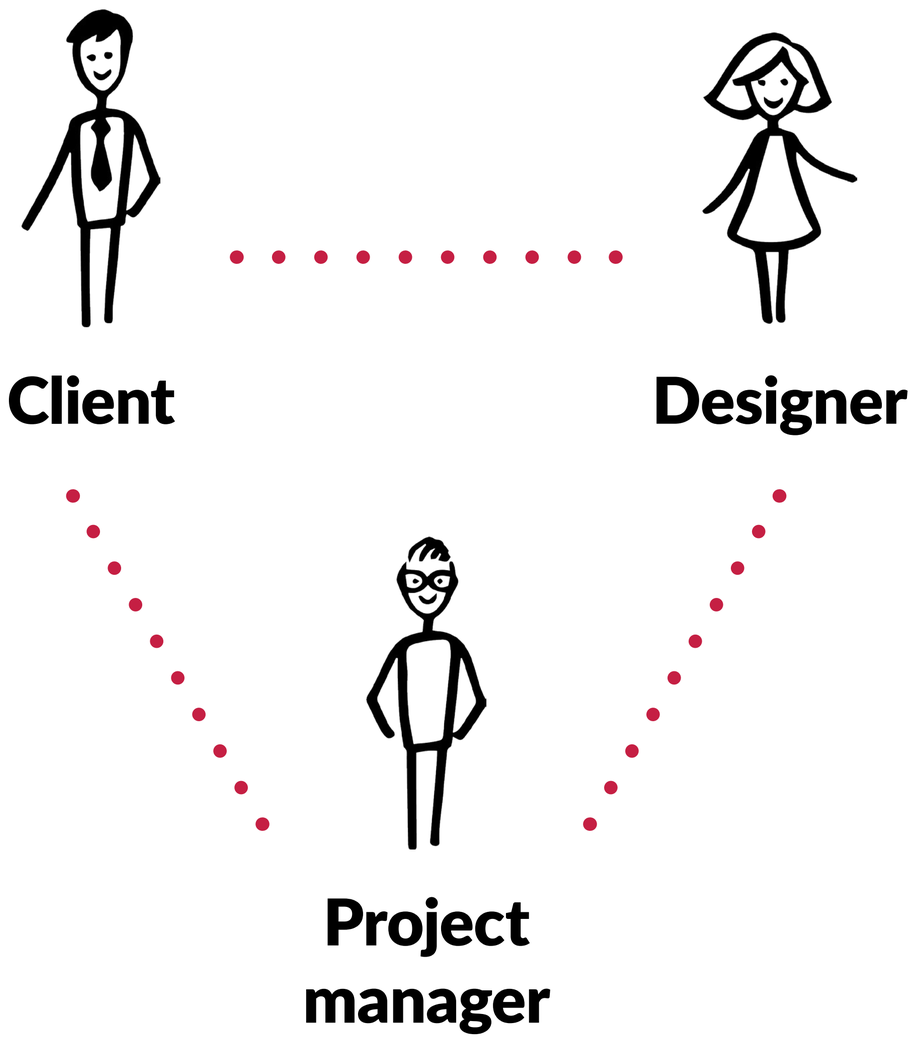
MAKE IT
POP!



WE WANT
IT TO LOOK
LIKE APPLE.

Constructive and thoughtful feedback makes design better.

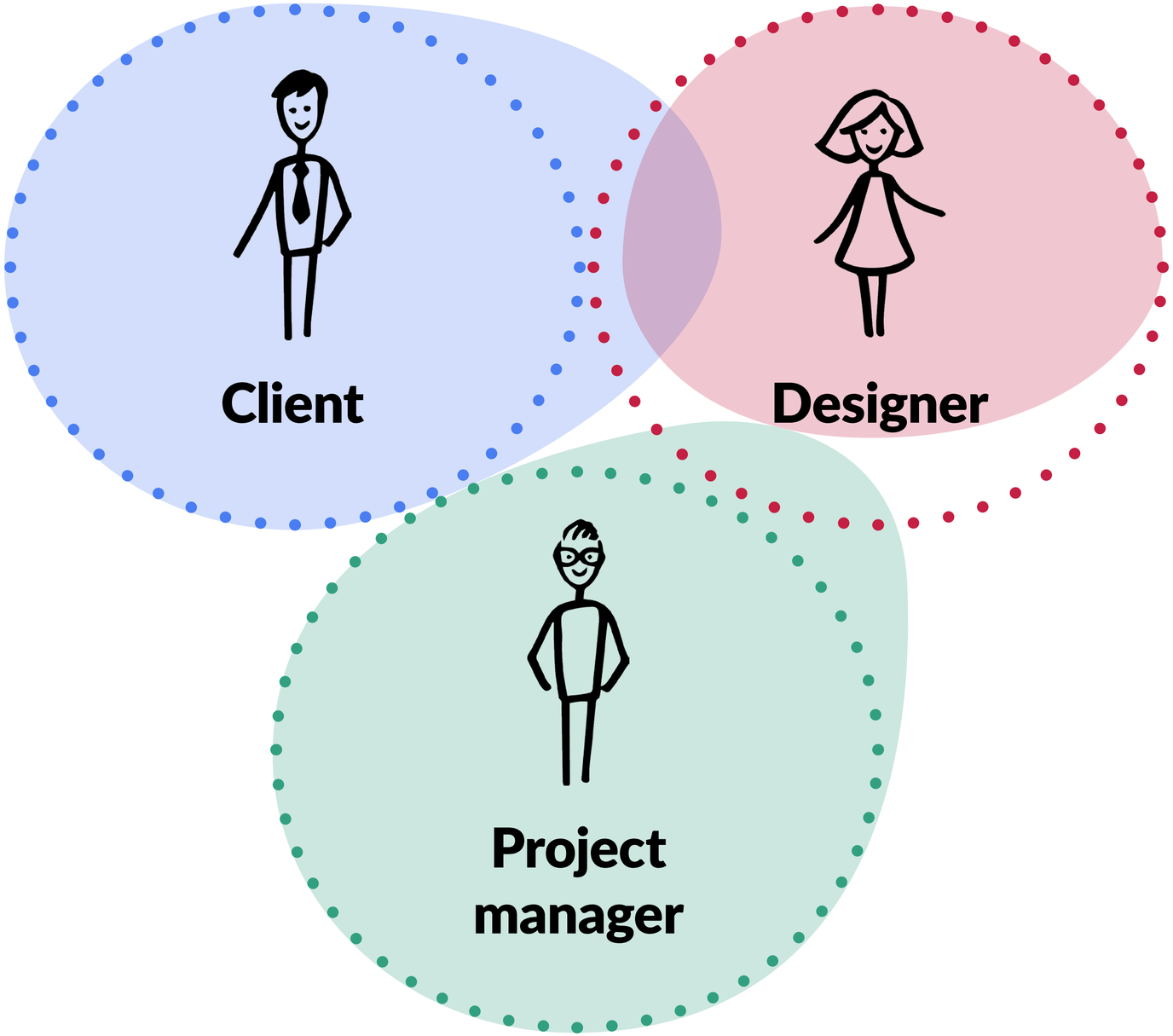
Designers are humans, and
we have blindspots.


Client
Designer
Project
manager

Client

Designer

Project manager


Client
Designer
Project
manager

You can’t have a design conversation without a designer in the room.

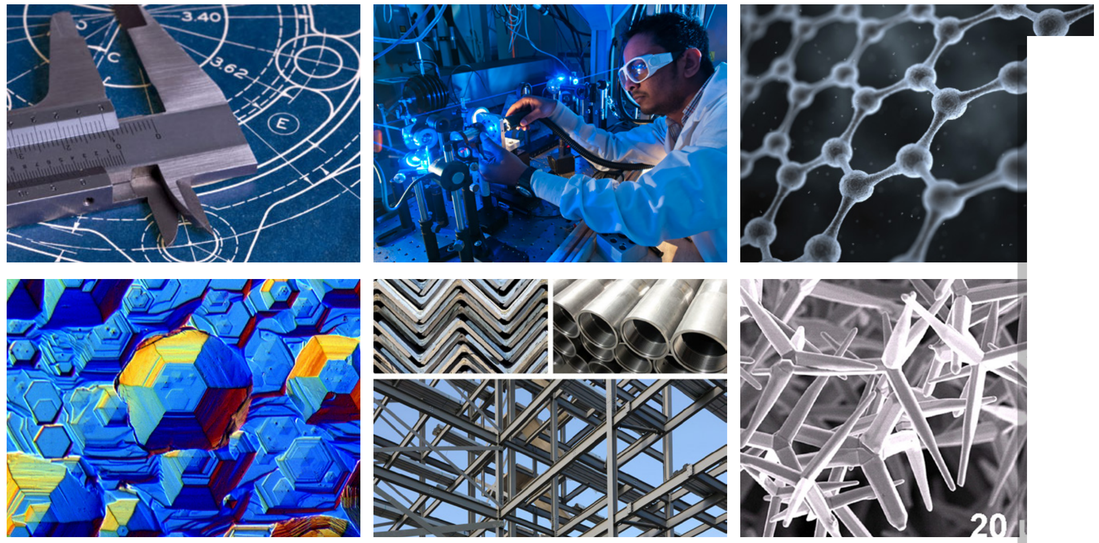
The more information you have in advance, the lesser the need for feedback.

Encourage designers to
ask more questions.

The person who created the design proposal should be the one presenting it.

Inspiracija

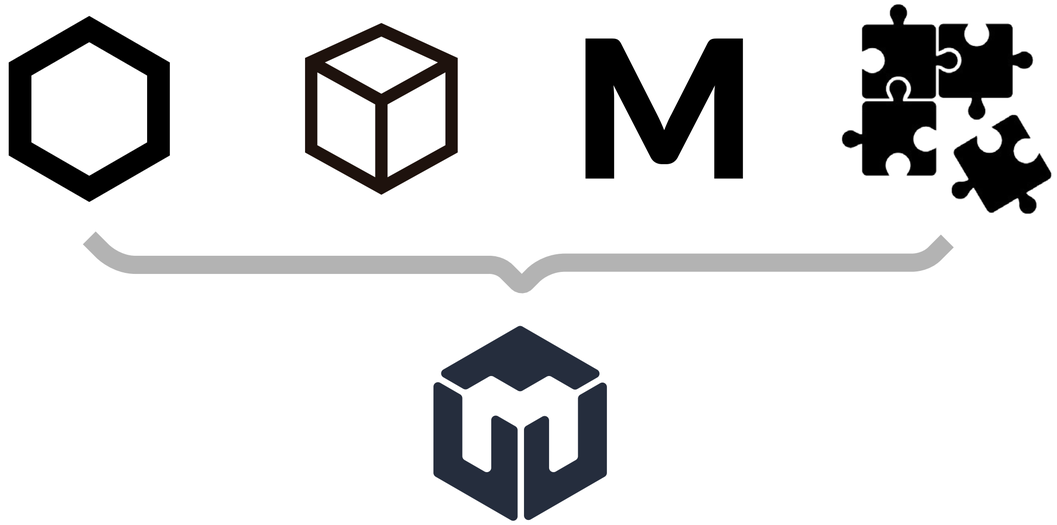
Kao polazišnu točku za vizuale odabrala sam slike koje na neki način simbolički ili doslovno prezentiraju temu MATDAT sustava i atmosferu koju se želi komunicirati. Oblici koji se često pojavljuju su heksagoni, kubične mreže i krugovi.



Zabranjeno je korištenje rješenja izloženih u ovome dokumentu ili njihovo javno objavljivanje bez dozvole autora.

Razvoj znaka

Oblik logotipa baziran je na heksagonu, a obojene površine sugeriraju trodimenzionalnu kocku. Oblici se međusobno nadopunjuju poput slagalice, a negativni prostor među njima ocrtava slovo M.



Zabranjeno je korištenje rješenja izloženih u ovome dokumentu ili njihovo javno objavljivanje bez dozvole autora.

In person presentation
makes the best impact.

Give the client an opportunity to think about the proposal for a while.

Teach your clients how to give useful feedback.

WHAT GOOD FEEDBACK SOUNDS LIKE

I've included examples of poor quality feedback alongside good quality feedback. Compare from which point of view they're made of, and the reasoning they provide.

Not so useful feedback	What's wrong?	Useful feedback
"I don't like the colors."	• Subjective • Not specific	*"I believe the colors might clash with some of our product photos. Here are some product photos, so you can test for yourself."*
"I don't like the photo in the header."	• Subjective • Not specific • Not relating to the target market	*"I'm afraid the photo in the header wouldn't engage our clients, because they associate themselves with a more hippy, nature loving vibe, and less with minimalist, professional spaces."*
"My wife doesn't like it."	• Subjective • Not specific • Not relating to the target market	*"I showed the concept to a focus group of people in my target market, and they didn't understand it very well."*
"I want it to look more 'designed'."	• Not specific	*"I realize that when I originally asked for a simple, minimalist design, I had something else in mind. Please feel free to add more visual interest."*
"Please change the menu bar background to blue."	• Prescriptive	*"I think the menu bar isn't visible enough and that people might miss it. Can you propose a different solution?"*

I hope this clarifies what I mean by good quality feedback and poor quality feedback. If you have any questions, feel free to ask.

My feedback guidelines

(THE SHORT VERSION)

1.

Any person who can shoot down the project needs to be included in every feedback session.

2.

Be honest.

3.

Be specific.

4.

Put yourself in the shoes of your target audience.

5.

Focus on your business goals.

6.

Let me do my job.

“I don’t like the colors.”

✗ Subjective ✗ Not specific

Useful feedback:

“These colors might clash with some of our product photos. Here are a few, so you can test for yourself.”

“I don’t like the photo in the header.”

✗ Subjective ✗ Not specific
✗ Not relating to target audience

Useful feedback:

“I don’t think the photo in the header would engage our clients, because they associate themselves with a more hippy, nature loving vibe, and less with minimalist, professional spaces.”

“My wife doesn’t like it.”

✗ Subjective ✗ Not specific
✗ Not relating to target audience

Useful feedback:

“I showed the concept to a focus group of people in my target market, and they didn’t understand it very well.”

“I want it to look more ‘designed’.”

✖ Not specific

Useful feedback:

“I realize that when I originally asked for a simple, minimalist design, I had something else in mind. Please feel free to add more visual interest.”

“Please change the menu bar background to blue.”

✖ Prescriptive

Useful feedback:

“I think the menu bar isn’t visible enough and that people might miss it. Can you propose a different solution?”

Receiving feedback

DOS & DON'TS

Listen carefully and pay attention to what they may not be saying.

Ask follow-up questions.

Don’t argue, get defensive,
or make it about you.

Use data and examples
to prove your point.

Explain design terms in
plain language.

Be patient and answer people’s questions.

Teach clients about design.

Write a feedback summary and get the client to confirm in writing

1. Collect as much information in advance as possible
2. Improve your proposal presentations
3. Teach clients how to give useful feedback

Thank
You
FABER-CASTELL
MICRON

neladunato.com
hi@neladunato.com
@nelchee

PRESENTATION SLIDES:

bit.ly/designspeak