

## What is Critical Practice in Graphic Design

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Before you start posting, reviewing or commenting projects on Critical Daily, you should take in consideration few factors such as authors, motivation, context and content, aims, design process, implementation, testing, feedback, results or evaluation. To be able to analyze, understand, judge and find out if the project is a relevant project for Critical Daily, you should evaluate the projects' characteristics written below. These can help you understand the essence of critical practice and help in making decisions while considering projects and their critical approach.

### Authors

The author of the project is a graphic designer.

The author of the project is a group of graphic designers.

The author of the project is a group of artists and graphic designers.

The author of the project is a group of graphic designers and other professionals.

The author of the project is a client with graphic designer.

The author of the project is a client with group of graphic designers.

### Motivation

The designer decided to create a critical project because of subjective interests in issue.

The designer decided to create a critical project on of someone else impulse.

The designer wanted to raise awareness about an issue.

The designer wanted to and change/influence the thinking of target group.

The designer wanted to and change/influence the behavior of target group.

The designer wanted to achieve a positive social change with the project.

The designer wanted to help other subject in achieving a positive social change.

The designer wanted to be active as free citizen working with visual tools of graphic design.

The designer wanted to display an opposition or raise a protest against an issue.

The designer wanted to open discussion on a certain issue.

### Context and content

The project reflects designers' opinion related to a subjective problem/issue.

The project reflects designers' opinion related to an objective problem/issue.

The designer evaluated the content from the client and added own message.

The designer created the content by her/himself to reflect own message.

The message of the project is clear and easy to understandable.

The context of the project is clear and easy to understand.

The message of the project is controversial but understandable.

The context of the project is complex but understandable.

### Aims and goals

The aim of the project is to raise awareness of the target group about an issue.

The aim of the project is to influence/change the thinking of the target group.

The aim of the project is to influence/change the behavior of the target group.

### Implementation

The designer reflected own subjective critical attitude while working on own brief.

The designer reflected own subjective critical attitude while working on clients' brief.

The designer used critical thinking while analyzing the issue, choosing the visual language and communication medium for the target group.

The designer evaluated every step of the design process in order to achieve planned results.

The designer decided to test the prototype in order to achieve planned results.

## Testing

The project prototype has been tested within the target group.

The testing helped to find better solution and hit the target group more effectively.

The project has been implemented in real physical or digital environment.

The target group after implementation was more aware of the issue the designer was reflecting.

The target group after implementation changed thinking of the issue the designer was reflecting.

The target group after implementation changed behavior related to the issue the designer was reflecting.

## Results

The project opened a discussion on the reflected issue.

The project changed the thinking of the target group.

The project changed the behavior of the target group.

## Feedback

The designer collected feedback from the target group and analyzed it in order to prepare the evaluation.

The project had a positive feedback.

The project had a negative feedback.

## Evaluation

The designer evaluated the results and feedback of the project and came to conclusion.

The evaluation helped the designer to decide about the future of the project.

The evaluation helped the designer to decide about necessity to repeat certain parts of the project.

The evaluation helped the designer to decide about necessity to repeat the whole project from the scratch.

## Conclusion

The project had positive feedback and planned goals have been achieved.

The project had negative feedback, planned goals has not been achieved, therefore the designer decided to repeat implementation.

results came to conclusion and decided to repeat the project in order to gain better results.

The designer came to conclusion and decided to repeat the project in order to gain better results.