

Peer Feedback Check Sheet

	Step of Decision	Decision Considerations
1	Target Audience	<ul style="list-style-type: none"> • Is there a clear mappable question? • Is there a clear influencer? • Is there a clear agreed reality? • Is there a clear emotional payoff
2	Persuasive Aims	<ul style="list-style-type: none"> • Who is the credible source? • What is the emotional appeal? • Is it logical? Does it start from an agreed reality that the audience/user will understand? • Does the new agreed reality make sense?
3	Story	<ul style="list-style-type: none"> • Does this story reach the aim? • The story has a central question • The story has clear rising tension • The story has a clear answer to the central questions (climax) • The story has a resolution • The story has a universal truth • The story has a symbol/s for the story. • Does the story have good tension? • Does the story have a strong ending? • Is the story told in a way that makes it exciting to find out what happens next?
4	Creative Formats	<ul style="list-style-type: none"> • Is it clear in which format(s) the story will be? • Are the formats used creatively (something new and exciting)?
5	Medium	<ul style="list-style-type: none"> • Is there a clear choice of medium?
6	Channel	<ul style="list-style-type: none"> • Do the channel and the audience match?
7	Presentation	<ul style="list-style-type: none"> • Is the story well-presented and clearly understood?