



# DIGITAL CONTENT CREATION

Day 12: Feedback



**Week 3**

**Production & Editing**

**Editing & Feedback**

**Sharing & Feedback**

**Graduation**

# AGENDA DAY 12



180 minutes

**Feedback: models and frames**

**Tips & tricks**

A person's hands are holding a white speech bubble against a bright yellow background. The word "Feedback" is written in a bold, dark blue font inside the speech bubble. The person is wearing a yellow sweater.

**Feedback**

## STEP 1 - Presenter's request

- Give a **short introduction** to the context/status of your work; is it a draft, a last version? Think about the decisions you need to make in this point.
- Be explicit with **what would you like to come out of this feedback**? Example: I want feedback on the content, or on the chosen aesthetics.
- **What's your question** for the audience? Try to be as clear as possible.

## STEP 2 - Showing

- **Provide pen & papers** for the audience to write their thoughts during the presentation. No talking/discussing during the presentation.
- Make sure the **presentation style fits the needs** of the feedback moment; either just showing the material or talking through.

## STEP 3 – Affirmative feedback

- Think about **the work in and of itself**: what is it trying to do. Within that logic think of all the things that ‘worked’ and share them with the presenter.
- “**What worked for me was...**”

## STEP 4 – Perspectives

- Give an **insight from a specific perspective**.
- Imagine yourself to be **in the 'shoes'** of a potential audience of this work. Think of feedback from this perspective.
- **“As a ‘young college student’ I would like this work to...”**



## STEP 5 – Open questions

- Audience: **write** on a paper **open questions** that cannot be answered with a yes/no.
- Presenter: **collect the questions**, do not give immediate answers but keep them for later reflections

## STEP 5 – Tips & tricks

- This space can be used for **everyone to share tips and tricks** regarding specific things that the presentation opened-up.
- Be **concise** and keep it **short**
- Try **organizing the tips in topics**, you can have a document/mural/board for this collection.
- This section can also be used to share **references, examples and suggestions.**

1. Presenter: having clarity as to the need for feedback. Be as specific as possible with what you need out of this process.
2. Presenter: listen to what people have to say and make notes, try not to respond/defend your choices, this is a moment to listen.
3. Audience: follow the structure proposed by the presenter. Try to be concise with your input, short and simple.
4. Audience: ask questions that are helpful/constructive



# ASSIGNMENT

**Work on feedback:** develop 2 feedback questions for your work. Practice the steps.



# QUESTIONS





# Thank you!