Peer Feedback Check Sheet

|  |  |  |
| --- | --- | --- |
| **​** | **Step** | **Decision Considerations​** |
| **1​** | **Target Audience​** | * 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** | * Who is the credible source​?
* What is the emotional appeal​?
* Is it logical? Does it start from an agreed reality that the audience will understand?
* Does the new agreed reality make sense? ​
 |
| **3​** | **Story​** | * 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
* 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 Format​s** | * Is it clear in which format(s) the story will be? ​
* Are the formats used creatively?​
 |
| **5​** | **Medium ​** | * Is there a clear choice of medium?
 |
| **6​** | **Channel ​** | * Do the channel and the audience match?​
 |
| **7​** | **Presentation ​** | * Is the story well-presented and clearly understood? ​
 |
| **8** | **Content** | * Is the piece of content engaging and well made?
* Does it suit the platform it was created for?
 |