

## Nature Study: functionalist self-crit

*The purpose, here, is to assess how your current design is doing compared to your own goals and objectives.*

### Step 1) Your concept statement.

**Refresh yourself on your own goals. Remind yourself what the purpose of this design is – what is it supposed to do?**

**Rediscover the attitude and connotations that you are aiming for.**

**Make sure your concept statement is complete enough.**

A concept statement that is vague, is not much help – it can make both design decisions and design critique more difficult.

Your concept statement might explore: What information should my Nature Study convey? What audience is this meant for?

What are their expectations, interests, needs or values? What mood or attitude is to be established? (and is this a “want” or a

“need”) What functional needs are present? What parts must be durable? What must be flexible?

— *After reviewing your concept statement, describe the top 3 functions, purposes or outcomes that you are pursuing in this design. Feel free to add to, expand or clarify your concept statement if needed.*

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

Other: \_\_\_\_\_

### Step 2) Review your design — compare concept to form.

Go through your layouts, sketches, drafts and finished\* portions. Remind yourself why you selected each feature or trait – what reasoning led to this form or that layout or this content? Look at your design, one feature at a time...ask yourself “why is that here?” “what does this contribute?” “what does this have to do with my concept?” Which statements in my concept justify this feature? (\*but be careful about that word “finished” – don’t “Let Go” of any part of your design until it satisfies your unifying concept. Everything is a draft until it contributes a unified whole.)

— *Pick 3 traits in your current design (consider the format, materials, color scheme, content, theme, layout, type selection, etc.). For each trait, describe how it does, or does not meet the priorities you described earlier. Be honest. Don’t try to justify what you’ve done, instead think critically about your goals and your choices – evaluate how your design is going. Look for strengths that you can build on, weaknesses that need to be corrected, and voids that need to be filled. Be critical so that you can design still more quality into your project.*

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

### Step 3) Revise the Design/Forms of your Nature Study

Anything that doesn't fit the concept needs to be changed or deleted.

Every form, placement, material, image and format should be an outcome of the purpose of the design — a response to functional needs

Also, look for your design's strengths. Expand on them. Traits that serve your concept well might be expanded, used more widely or might suggest possibilities for other aspects of your design..

— *Describe 3 changes that you would like to make to your current design. Describe how your concept motivates these changes – in what way does this change “answer” your goals for the project?*

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

### 4) Concept Revision

Sometimes the concept statement needs to be revised —occasionally you discover goals or requirements that are not yet described in your concept statement. However, when you revise your concept statement, you then also need to go back through all of your sketches and every aspect of your design – reassess your other design choices to see how they fit the revised concept, and review your rejected sketches for better solutions.

*Every design choice serves the concept; the concept describes how your design will serve, influence and interact with others.*

— ***Rewrite your your concept statement.***

*How might you revise your concept statement to better clarify your goals for this project? What you might add to your concept statement? What needs to be clearer? What is unnecessary, redundant or off-target?*