



Improving the Culture of Critique: Communicating Across Disciplines

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Artist, Harmonix



NEW YORK
ACADEMY
OF ART

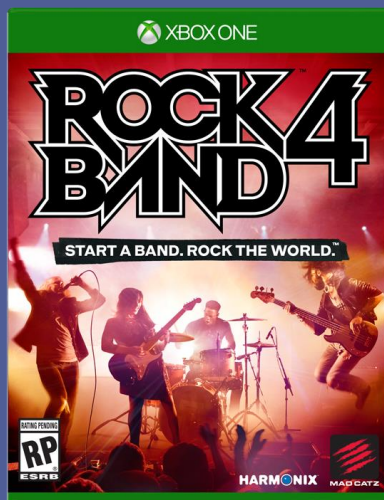
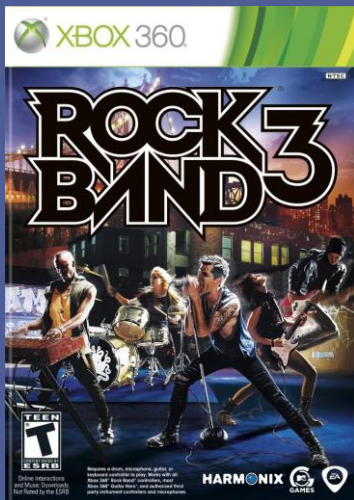


The Metropolitan Museum of Art

Fisher-Price®



HARMONIX®

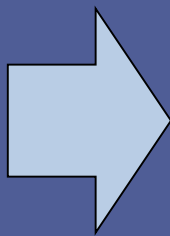


SECRET PORTAL



Expanding from last year

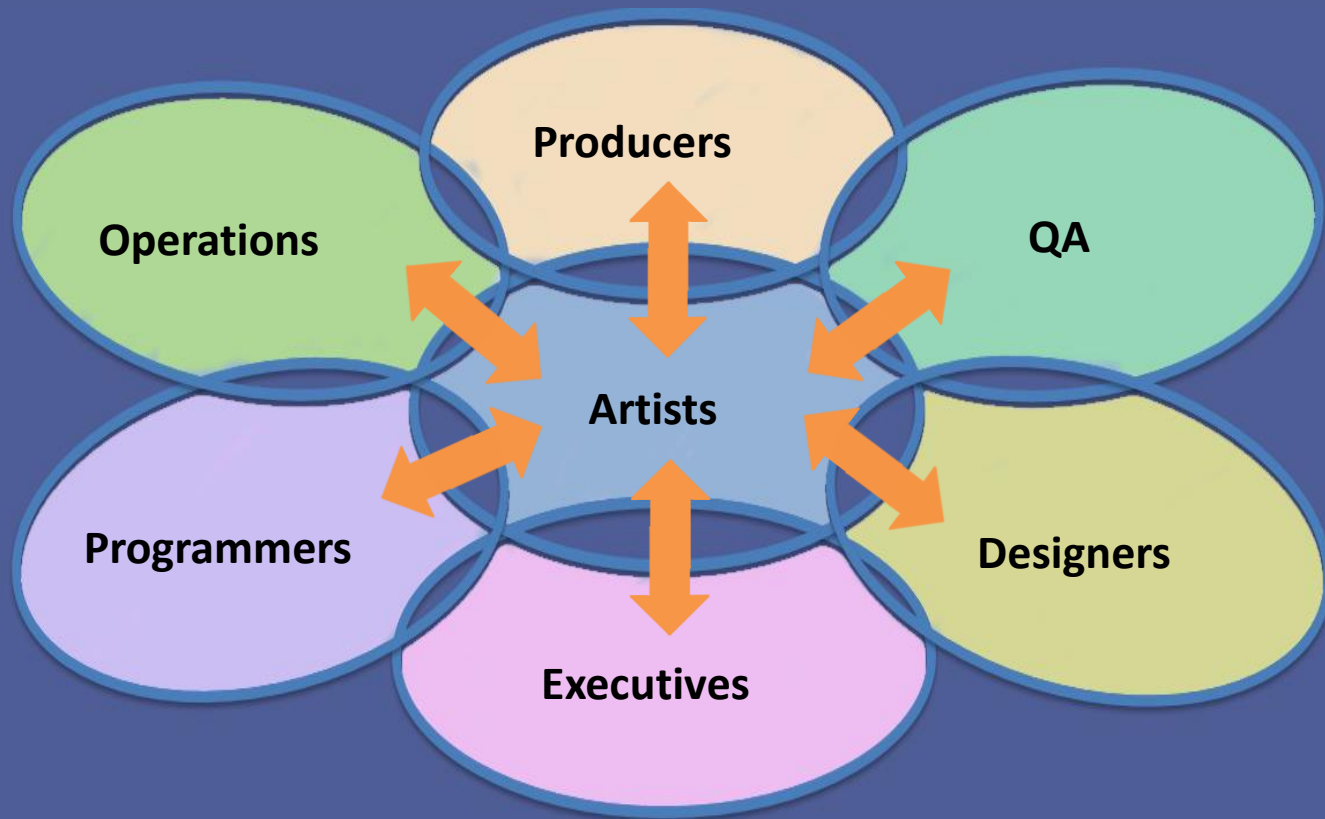
Strategies for
**giving or receiving
feedback**



Strategies to improve the
**culture of critique
across departments**



Communicating Across Disciplines





CRIT

Criticize ? **Critique**

Personal Preference

Judgmental

First Response

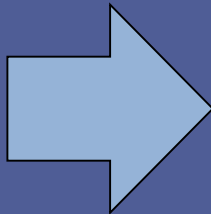
More Objective

Analytical

Reflective



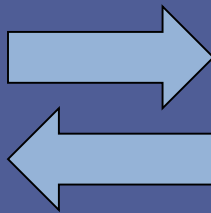
Giving



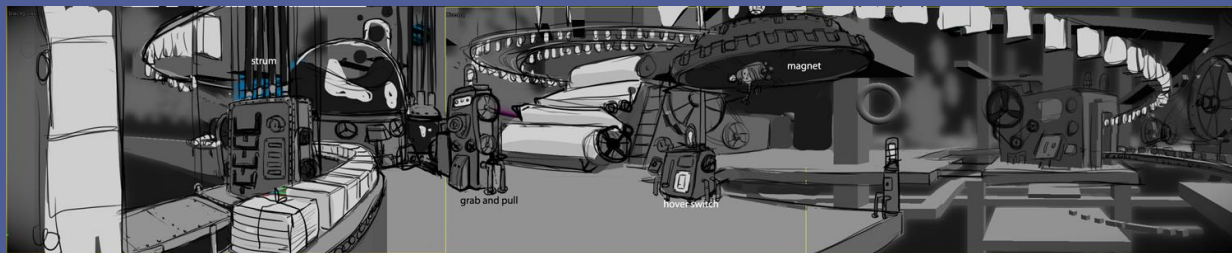
Receiving



Giving



Receiving





EMPATHY!





IMAGINE
from another
point of view



How do you **FEEL** you are seen?

Operations

Do things that are
trivial and easy

Producers

Don't care about quality,
only the deliverable

QA

Are unskilled
slackers

Artists

Take too long

Programmers

Kill good ideas

Designers

Create work for
others

Executives

Give disruptive
directives



How do you **WANT** to be seen?

Operations

Create a better work environment

Producers

Facilitate process

QA

Have a robust understanding of the game across disciplines

Artists

Think in terms of aesthetics and experience

Programmers

Think in terms of systems

Designers

Help us contextualize our work

Executives

Enjoy contributing to the process



Empathic communication is vital



Shortcut to Empathic Communication

Remember that behavior is shaped
by a wish to:

- Be **respected**
- Be **heard**
- Be **valued**



Strategies

To Improve Cross-Disciplinary Critique

Before the conversation

During the conversation



Before the conversation

- Create **Inclusive** structures
- **Prepare** for the conversation
- Build **Relationships**

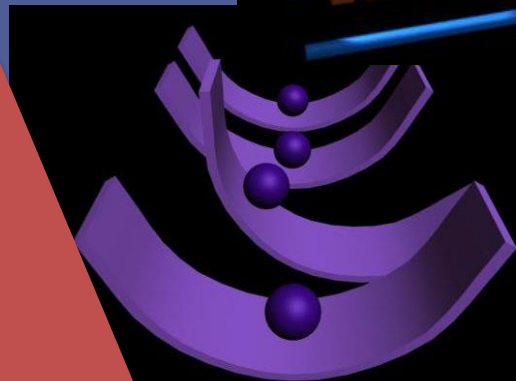
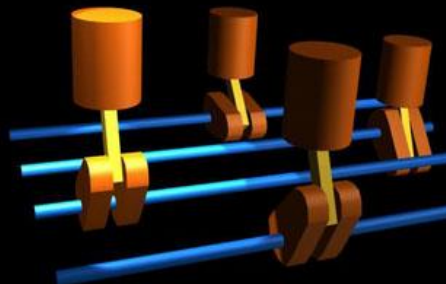
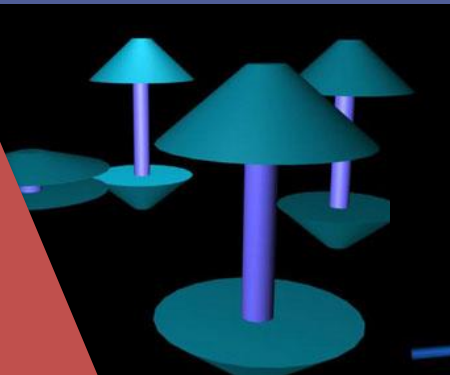
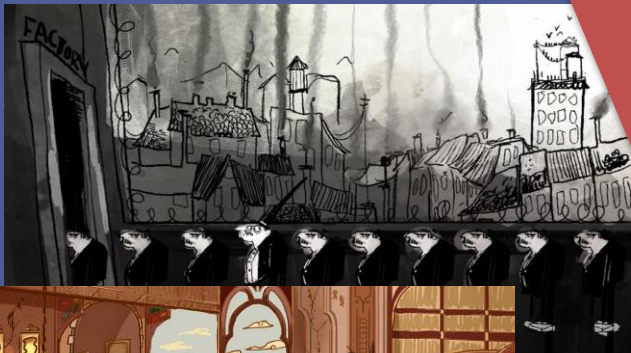


Before the conversation

- Create **Inclusive** structures
- Prepare for the conversation
- Build Relationships



Be Inclusive with a Kick-off Meeting





Be **Inclusive** with **Regular Communication**





Be **Inclusive** with **Established Methods of Critique**

Part One: **Get to know the damn thing**

- Describe it **objectively**
- Describe your **subjective reactions** to it

Part Two: **Analyze it**

- What is the **goal**?
- What were the makers **intentions**?
- **How** does the work **achieve** its goals or **fall short**?



Be **Inclusive** through **Brainstorming**



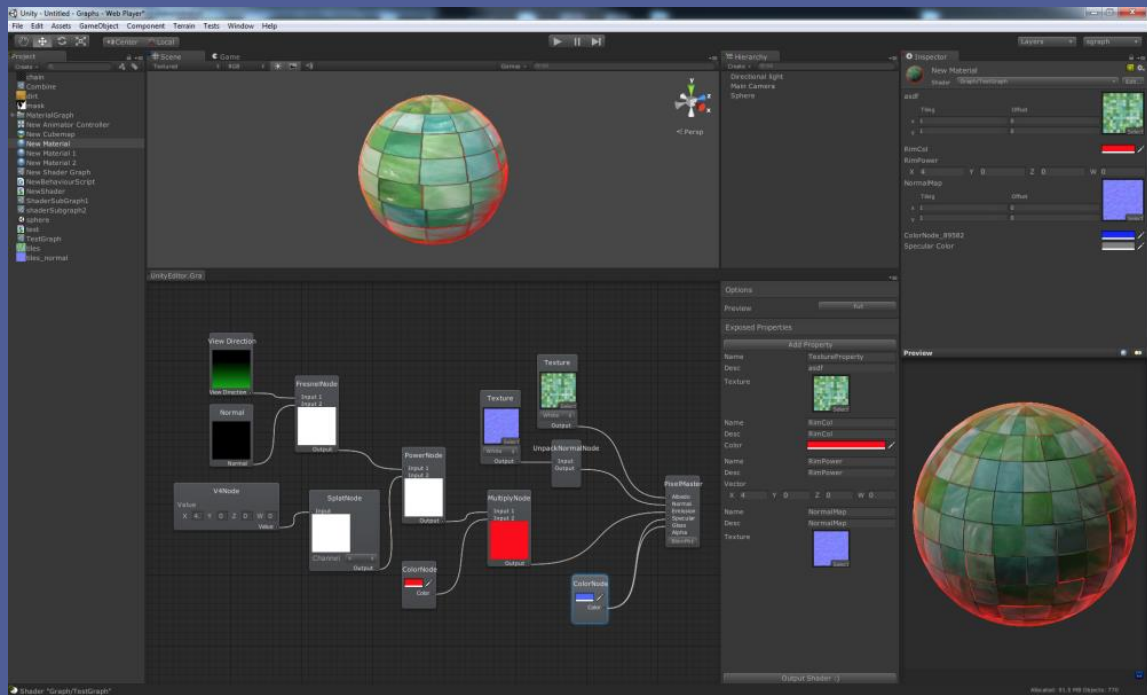


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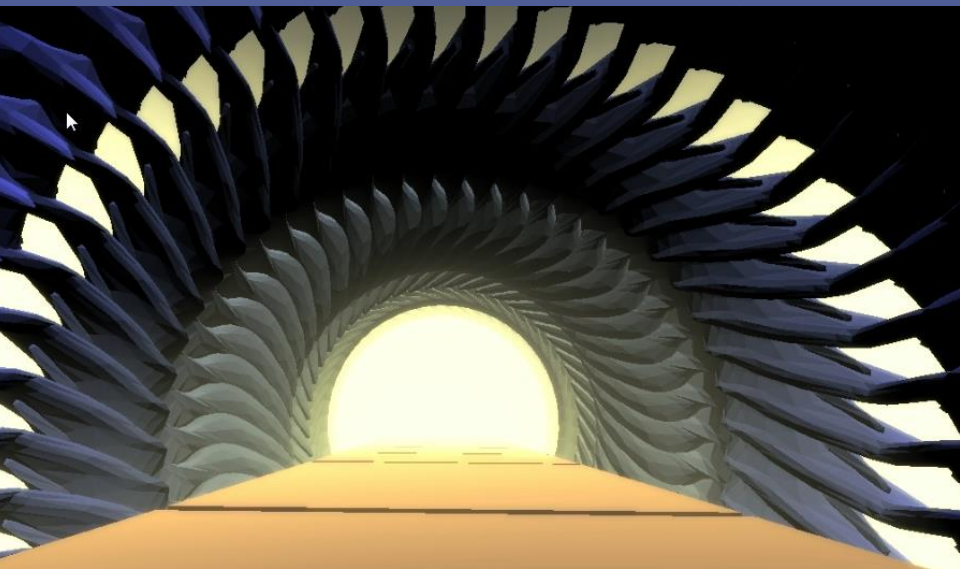


Prepare by **Researching ahead of time**



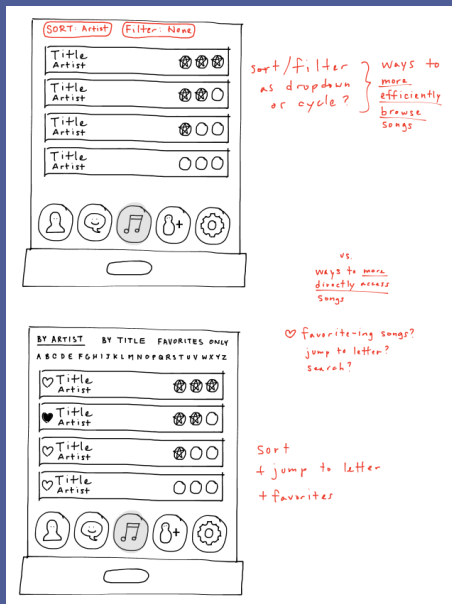
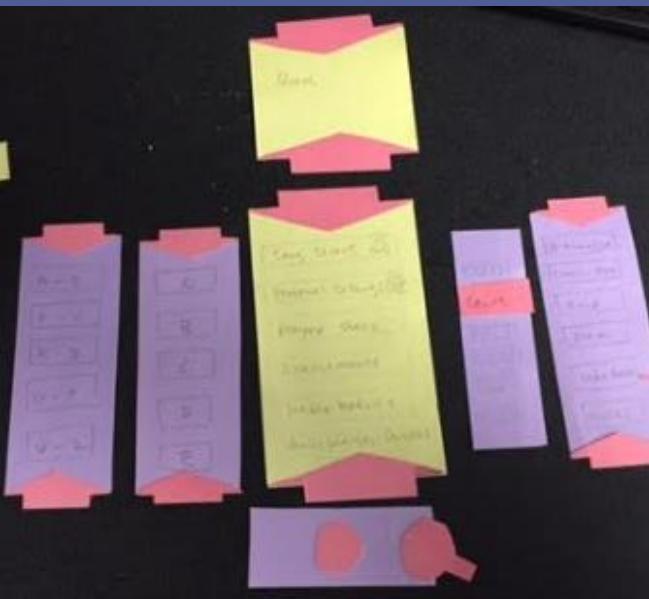


Prepare with **quick prototypes**





Prepare with **visualizations**





Prepare by **Defining Problems**





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Build Relationships through sharing appreciation and respect

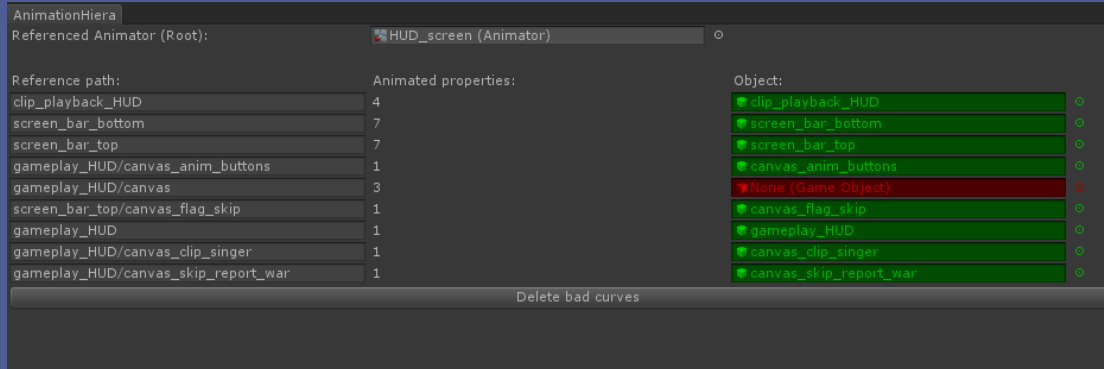
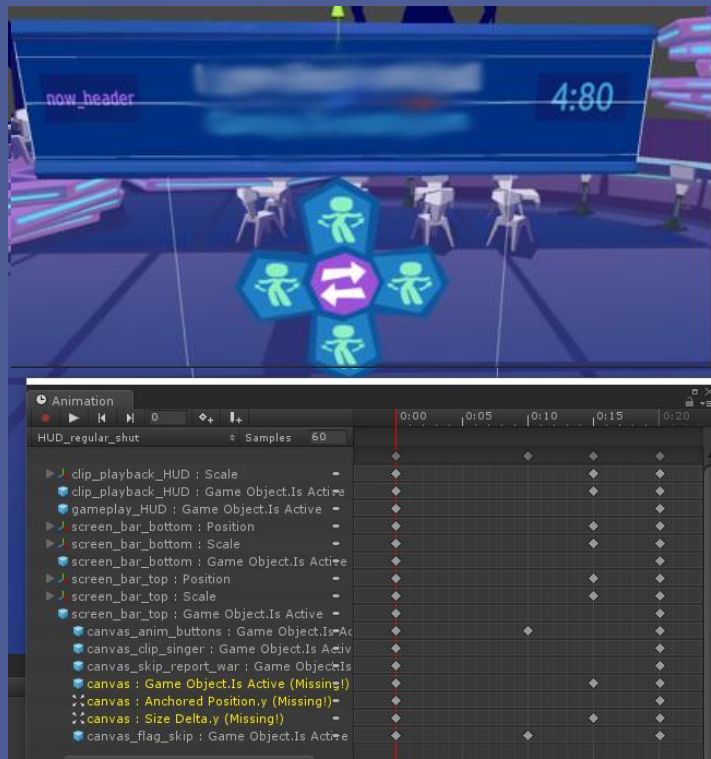
If you SEE
something



SAY
something



Build Relationships through Asking for HELP





Build Relationships through **organized events**





Before the conversation

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During the conversation



What helps
conversations
go well?

A Moderator!





Moderators

facilitate **empathic communication**

- **Focus** the critique
- **Clarify** communication
- See conversations **from the outside**

Anyone,
anytime
can be a
Moderator





Moderate by **defining our unique perspective**





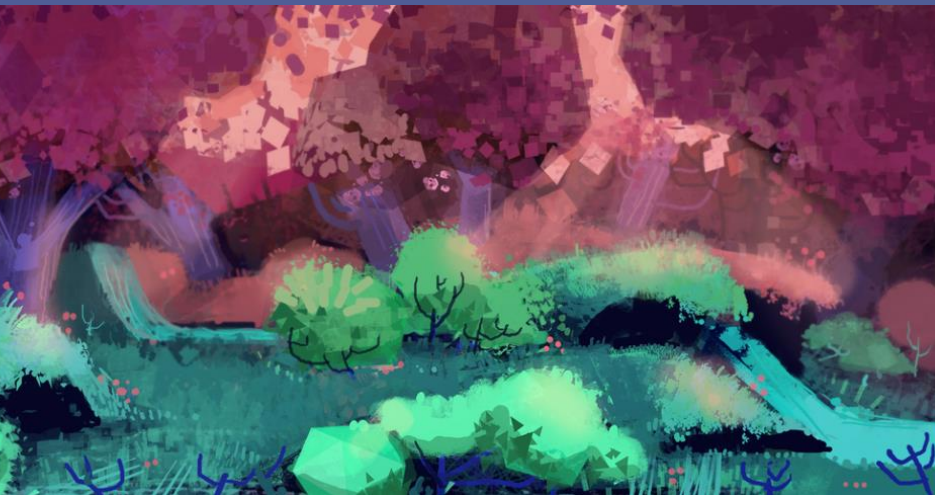
Moderate by **defining our unique perspective**

- **Invite others** to do the same
 - **“As a designer, how do you see this issue?”**
- Establishes value of all points of view





Moderate through **Reflection**





Moderate through **Reflection**

- **Rephrase** (don't repeat)
- Excellent **translation** technique
- Disciplines may speak about the **same thing in different ways**





Moderate through **Reflection**

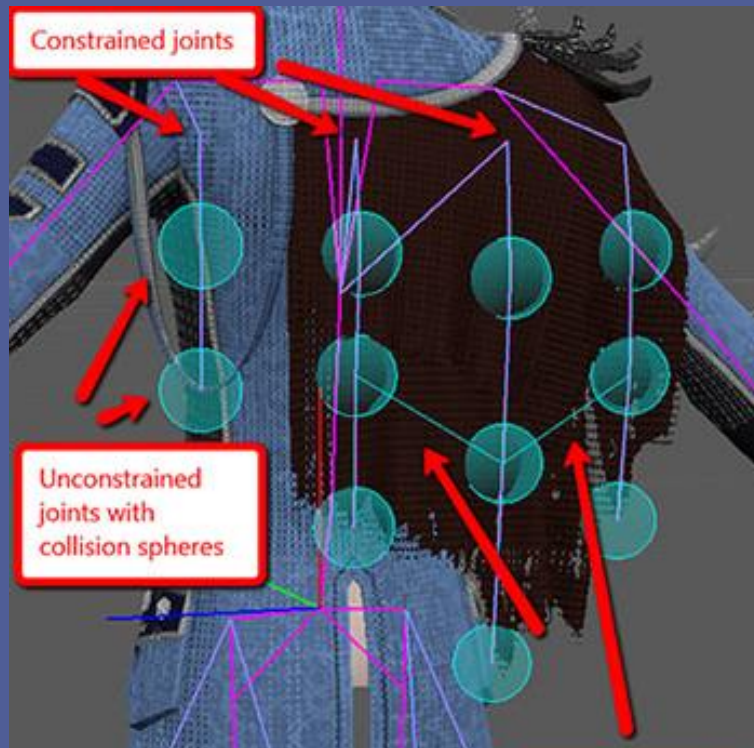
- Shows you are **listening**
- Shows you **care**
- Helps others **hear you**
- **Especially if your feedback will be difficult to hear**





Moderate by **Asking Questions** when **giving** feedback

- **Assume** our assumptions are **FALSE**
- Saves **time** and **energy**
- Helps people feel **included** and **valued**





Moderate by **Asking Questions** when **receiving** feedback





Moderate by **Asking Questions** when **receiving** feedback

- Non-artists often find it **difficult to talk about art**





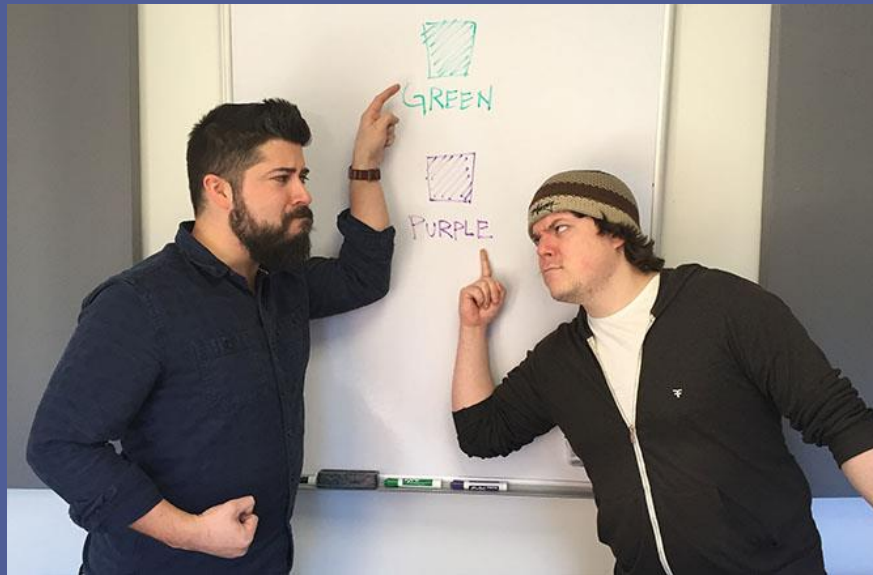
During the conversation

- Be **participants** and **moderators**
 - **Define** our unique perspectives
 - And help others define theirs
 - Rephrase and **reflect** ideas back
 - **Ask** questions



Sometimes we just disagree

- Have a **structure** in place





Sometimes we just disagree

- These strategies help us **disagree with respect** and understanding





Sometimes we just disagree

- Disagreements can be a **way to bond**





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During the conversation

- **Engage** participants and moderators
- **Define** unique perspectives
 - And help others define theirs
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Behave with
other people's experience
in mind



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- Invite participants and moderators
- Define our unique perspectives
 - And help others define theirs
- Rephrase and **reflect** ideas back
- **Ask** questions

Focus on empathic
communication



IMAGINE
from another
point of view



Thank you!

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