

FEEDBACK

PROCESS & TIPS

GUIDELINES & TIPS

So that we can keep to your project timeline, all feedback is due at the stated date and time.

There will also be times that feedback may be due on a Saturday or Sunday.

Should feedback be submitted late, a late fee may be applied.

REMINDER: Please reply to all tags/emails within a 48 hour timeframe unless otherwise specified by a due date.

HERE ARE SOME HELPFUL TIPS FOR PROVIDING CLEAR AND EFFECTIVE FEEDBACK

1. BE SPECIFIC

When sharing feedback, it's most helpful to avoid vague terms. Design can be quite subjective, so phrases like "make it pop" or "this feels bland" are tough to interpret. Being specific helps your designer understand what you're looking for.

- Less Helpful: "It needs more pop."
- More Helpful: "The font size feels a bit small, and I worry it might be hard for our audience to read."

2. SHARE EXAMPLES

It's totally okay if you find it hard to put your design preferences into words – after all, that's why I'm here! If you're struggling to explain something, feel free to share visual examples, like links, screenshots, or pins. Showing what you like can go a long way, and you can even let me know which elements stand out to you.

- Less Helpful: "This doesn't look bold and adventurous like I imagined."
- More Helpful: "This isn't quite what I pictured for bold and adventurous, but here are some examples that feel closer to the vision. I love the bright colours and playful typography though!"

3. KEEP IT BALANCED

It's natural to focus on areas that need a little refining, but knowing what is working can be just as helpful. Not only does it show what resonates with you, but it also helps me better understand the direction to take. So while it's great to point out what could be improved, mentioning what you love is just as valuable!

- Less Helpful: "The colours aren't right."
- More Helpful: "I'm really drawn to the way the typography feels—it's strong and on-brand! I think the colours could reflect that same energy. Maybe something a bit brighter or with more contrast"