



# Feedback & Amends


**A guide to working through the process of collecting and collating feedback on design and illustration projects.**

## **Step 1: Before you collect any feedback**

- Decide who needs to give feedback and sign-off and try to keep that group as small and focused as possible.
- Ensure these stakeholders have access to the original brief, any moodboards, direction documents created, and notes that came from your designer about this draft of the project.
- Explain what you need from them, use the information below to help with that. Ensure they know how you need them to send their feedback.
- Know your deadline. Tell everyone you're collecting feedback from when you need their comments by.

## **Step 2: Text amends**

Copy should have been cleared by everyone before getting to the design stage so amends are for fixing small inaccuracies not wholesale rewrites of information.

- Check for accuracy: facts, figures, names, dates, job titles, captions etc.
  - Check for anything that was supposed to change from a previous version and hasn't.
  - Check links, references and any footnotes are correct and hyper linked properly (if relevant).
  - If accessibility is a requirement of your project play the document through a screenreader to check it runs in the correct order.
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### **Step 3: Collecting feedback from your team**

- Ask people to give you written comments, not verbal ones.
- If two people disagree, that conversation happens on your side before anything goes to the designer.
- Questions aren't amends. Resolve them internally or flag them to your designer separately before you write up your feedback document.

### **Step 4: Writing up the feedback**

- Consolidate everything into a single document. One email, from one person.
- Describe problems, not solutions. "This statistic is hard to find" is feedback. "Move the statistic to the top right" is a design decision and your designer may have a better solution. Let them lead the design.
- For each comment, ask: is this a problem, or a personal preference?
- Send the amends to your designer either as a marked up PDF or a clearly structured list referencing page numbers and specific changes: "Page 6, second paragraph, change X to Y".
- For illustration feedback, reference specific areas of the image clearly. An annotated screenshot is often the easiest way to do this.

**SAM OSBORNE**

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