



VIVA PRESENTATION TIPS

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Criticism

Second Semester

Week number 9

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Previous Lecture

- Criticism in Design Studios
- Assessment in design studios
- Categories of Design studio Criticism

Lecture Objectives

- Help you get ready to defend your graduation project.
- Teach you how to answer the jury without getting upset or nervous.
- Show you how to speak professionally and confidently.
- Give you tips to feel more confident and calm during your viva.

Contents

- 1.Purpose of Critique**
- 2.Why Students Get Defensive**
- 3.How NOT to Get Defensive**
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- 6.Body Language Tips.**
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- 8.Final Motivation**

Purpose of Critique

- Not a personal attack, it's a professional dialogue

Helps you:

- See weaknesses in your design
- Prepare for real-world projects

"Good critique builds strong designers."

Why Students Get Defensive

- Emotional attachment to the project
- Nervousness in front of authority (jury)
- Misunderstanding critique as rejection

How NOT to Get Defensive

- Listen fully before answering
- Stay calm, even if the question feels harsh
- Say: "Thank you for the comment" before responding
- **Disagree respectfully:**

“I see your point, but I chose this because...”

“I considered that option and decided to go with...”

Avoid saying:

"You're wrong."

"But I like it this way."

"Everyone else said it's good."

Common Jury Questions

Why did you choose this concept?

How does your concept reflect in the design?

Can you explain your zoning decisions?

What materials did you select and why?

How did you consider lighting and ventilation?

Is your design meeting safety codes?

What sustainable solutions are included?

Critique Example

Jury says: **"Your circulation seems confusing — users might get lost."**

Bad answer: "No, it's clear in my opinion."

Good answer: "Thank you, I understand your concern. I can explore simplifying the circulation to make user navigation easier."

Critique Example

◦ Jury says: "This flooring doesn't seem durable for heavy traffic."

Bad answer: "But I like how it looks."

Good answer: "I appreciate the point. I selected it for aesthetics, but I will check for higher durability options."

Critique Example

◦ Jury says: "No sign of sustainable strategies in your design."

Bad answer: "That wasn't my focus."

Good answer: "Thank you for raising this. I will work on integrating sustainable elements."

Critique Example

◦ Jury says: **"Lighting design doesn't seem sufficient."**

Bad answer: "But I added enough lights."

Good answer: "I see your concern. I will review the calculations and consider increasing lighting."

Critique Example

Jury says: **"This staircase doesn't meet safety codes."**

Bad answer: "No one told me before."

Good answer: "I appreciate you mentioning this. I will double-check code requirements and adjust the design."

Critique Example

Jury says: **"This area feels overdesigned — too many elements."**

Bad answer: "But that's my style."

Good answer: "Thank you for the critique. I will study simplifying the design."

Body Language Tips

- ✓ Stand straight with relaxed shoulders
- ✓ Face the jury
- ✓ Use hand gestures to point
- ✓ Keep hands away from pockets
- ✓ Make eye contact
- ✗ Avoid tapping feet, swaying, or playing with objects

Dressing Tips

- ✓ Neat, clean, professional clothes
- ✓ Simple and elegant, avoid distractions
- ✓ Comfortable shoes (you'll be standing)
- ✗ Avoid casual wear (hoodies, sneakers, T-shirts)
- ✗ Avoid over-accessorizing or sloppy appearance

Viva is your chance to show your personality, passion, and expertise

The jury is not your enemy; they are here to push you to be better

Learn to defend your design, but always be open to growing from feedback.

Do you have any questions?