



PEER REVIEW PROCESS

Peer Review is a method for improving and enhancing an artist's skills by receiving constructive feedback. The Guild uses this method solely for the category of exhibition and fine gallery work. Please note that crafters that produce gift shop items are much appreciated and most welcome as members. Their work is simply juried differently. We want to emphasize that we encourage ALL artists to have fun, be creative and produce whatever they love.

Although our guild does support hobby crafters, but work made from kits or patterns or simply assembled are not considered exhibit quality. This also includes pieces made from commercial patterns or molds if the commercial mold is the dominate design feature. These criteria apply only to working being exhibited in shows or galleries.

All artists should be aware of copyright infringement issues. Board members can answer any questions members may have.

Artists may request a peer review at any time and will find it to be a helpful, constructive, educational experience. Send your request to the current president and they will promptly appoint an appropriate Ad Hoc PR committee based on the media of the artist, then schedule the review. For the 2022-2024 seasons please contact Lynn Ondercin at lynn.undercin@gmail.com

The following guidelines are provided to teach guild members how to give proper feedback for good quality pieces and to aid an artist to be able to show fine craft.

How to do a Peer Review

First, do a quality check. Carefully inspect the piece. The basic tenet of this process is that the piece has no quality problems. So, make sure there is no visible glue, sharp edges, loose threads, visible hanging wire, dust, or dirt on the piece. These issues should be corrected first so that an artistic review can continue. Artists should be aware that even a beautiful work can be declined at a show due to quality issues and do their own quality check before presenting it for review. After the quality check, the reviewer should continue to the artistic qualities of the piece.

NOTE: New and unusual techniques, combinations, materials, and experimentation are always accepted and encouraged if the piece is good quality.

Critiquing

Critiquing is an educational process designed to help an artist grow and enables the reviewer to discuss artwork on a deeper level. While thoughtfully considering the artistic qualities of a piece, take notes! Then stop to consider what remedies and suggestions are available to improve their work. Your goal is to be concise and practical in your interaction with the artist.

Artistic qualities to consider when critiquing:

©2022 by Southwest Florida Fine Craft Guild

All Rights Reserved. No image may be used or reproduced without the express written authorization from the artist. Content including text and images displayed on this website are protected by copyright laws. Downloading, republication, retransmission or reproduction of content on this website is strictly prohibited.

www.swffcg.org



Design – Design elements should communicate ideas through design principles. Design elements are line, shape, texture, value, color, size, pattern, movement, and space.

Design principals are harmony, contrast, rhythm, repetition, gradation, and dominance.

Artisanship - Dexterity and technical aspects should display technical skill of construction.

Innovation - Creative expression and inventive ideas should make the piece special.

Some reviewers use a point system. One example that is used by the Basket Guild to measure artistic aspects is, using a scale of 1 through 5, with 5 being the highest score, they examine these elements: Design, use of materials, artisanship, and overall look. The reviewers then write 3 lines of comment.

Interact with the Artist

After your review comes the most important part of the process, speaking with the artist and/or writing out your critique. The artist may request either option, both, or, an open-ended group discussion. In any case, take your time to give thoughtful feedback. Be honest, kind, encouraging and positive. You may differ stylistically but be open minded. Be specific. Use the language of art. Point out what does work and other positives. If something isn't working, offer a solution, suggestion, or alternative idea.

Also remember that it is difficult for anyone to be criticized. The fact the Peer Review process is initiated by the artist and is completely voluntary indicates they're open to guidance. They are putting themselves in a vulnerable position to improve their art, receive solid, practical advice and suggestions. Try to frame some of your commentary in the form of questions or by sharing your own experiences. Most importantly, never offer a negative comment without including a creative suggestion or solution that will correct or prevent the issue you are discussing.