

Virtual Big Book Crit - guidelines for students

- The Virtual Big Book Crit is an opportunity for students who want to get into the creative advertising and marketing industry, to receive professional feedback on their portfolio of work, outside of their educational environment.
- This initiative is ideal for students who have a book (or at least three pieces) of creative work – whether that’s illustration, design, copywriting or animation.
- You can apply to take part in a virtual crit via in May 2020 our online form, found here:
<https://dma.org.uk/dma-talents-virtual-big-book-crit-spring-2020-sign-up-form>
- Your application will be reviewed by DMA Talent who will match you with a professional Creative based on your course or area of expertise.
- DMA Talent will introduce you to a professional Creative by email as soon as we can.
- It’s then your responsibility to initiate contact with the professional Creative and arrange a critiquing session at a time that is suitable for you both.
- Critiquing sessions can be in the form of whatever you like e.g. Skype, Microsoft Teams, Zoom, Google Hangouts or good old-fashioned phone and email - whatever you find suits you both and you are both comfortable with.
- Set expectations from the start. The professional creatives are volunteering their time, often alongside their day-jobs, so time is likely to be precious. Although these critiques won’t be timed, you should agree the duration of the session e.g. 30 minutes to cover one or two pieces of work, or longer if you want the crit to be more in-depth and you are both happy to commit more time. Ultimately it is up to you both to decide this.
- Your portfolio or piece(s) of work should be in a shareable format so that you can virtually share it or send it ahead of the “meeting” electronically.
- Prepare your “pitch”. Explain the brief, present your work and talk about your creative rationale – as clearly and concisely as you can. We suggest spending five to 10 minutes on your “pitch”, after which the Creative will share their feedback and you’ll have a discussion.
- Remember to take notes of the feedback while you’re on the call so you don’t forget what you’ve heard.
- Have confidence in your work and present it with pride. The critique can be just as much about how you communicate your thinking verbally as the work itself (i.e. presentation skills).
- Try not to be intimidated. The professional creatives are there because they want to help.
- Be resilient. Remember, creative opinion is subjective and you may not agree with the feedback.
- Do a bit of research on the Creative before you “meet”, so you know who you’re going to be speaking to.
- Make connections! Ask to stay in touch or add them on LinkedIn. They could be the key to your first/next job.
- Enjoy it!

If you have any questions or want to get in touch for any reason, email jessica.reilly@dma.org.uk.

The Virtual Big Book Crit is an initiative run by [DMA Talent](#) and the [Graeme Robertson Trust](#).