Designer's Statement

A Designer's Statement is much like an Artist's Statement; a brief description by an inventive person about their creative process—and the work they produce. Drafting a statement helps the designer focus on their inspirations and style, as well as providing insight into their perspective on the world for others to appreciate. Every piece of work that a designer creates can be considered in relation to such a statement—is it in alignment with the designer's philosophy, does it break new ground, or is it in conflict with the designer's goals and style?

A few questions to ask yourself before writing a Designer's Statement:

- What do you want to say as a designer?
- What kind of impact would you like to make?
- What is your style?
- What are your inspirations?
- *Who* are your inspirations?
- What areas of art & design are most interesting to you?
- Have art & design always been a part of your life?
- Are you compelled to design, or is it more of a career skill, or both?
- What would the world be like without designers?
- Can you talk about/write about your approach to Art? Design? Life?
- What are you resistant to in terms of design?
- Is design an *action* or a *reaction* for you?

For example, what would you say about your design work in terms of the following?

clarity of concept	**influence**
color	**visual impact**
humor	**rhythm**
sophistication	**typography**
social commentary	**composition**
artistic observation	**reaction**
history	**confusion**
beauty	**location**
culture	**storytelling**
aesthetics	**illustration**
synthesis	**photography**
music	**communication**
inspiration	**desire**

* Another area of your work to consider would be your sketchbook, or any process/project books.

Write a ***Designer's Statement***—a short paragraph that describes and defines your creative identity. The statement should be between 4 to 8 sentences in length—a concisely written thumbnail of *why* you do what you do, and where your work is coming from and hopefully going to. This statement is often included in a designer's portfolio—and like the artist it is constantly evolving.