

# Explanation Building Talent Project Canvas

*N.B.: When filling in the project canvas, please be careful with privacy-sensitive information. The project canvas serves as the foundation for a subsequent open call for starting designers and is used for communication purposes.*

The project canvas is utilized for drawing up and submitting the research proposal for Building Talent. It enables the committee that will assess the proposals to quickly form a picture of the intended research.

By filling in the project canvas, the design agency provides insight into the task to be worked on, its own design practice, the motivation for the collaborative programme and what the starting designer or maker is offered in the collaboration. It serves as a means to sharply formulate the task and conditions in advance. During the course of the collaborative programme, the canvas can also be used as a guide to monitor progress.

Information from the project canvas will also be used to present the task and the design agency to the starting designers, who can then apply on that basis.

A brief explanation of each canvas component follows below.

## **Intended period of collaboration**

This is a 3-month collaboration period, to be started in the period September to December 2021. Give an indication here of the intended start date of the collaborative programme.

## **Pitch** - circa 540 characters including spaces

Summarize the task in an appealing way in a few sentences that illustrate what it is essentially about. Think about the who, what, where, when, why and how questions.

## **The task**

### *Design issue* - circa 1780 characters including spaces

What topic or social design issue is central to the research or experiment? Place the proposal within the context of current social developments and the professional field. If possible, please indicate which partners/stakeholders are collaborating or involved in the task, and to what extent they are involved.

### *Planned approach* - circa 1780 characters including spaces

How will the design task be approached? What substantive method or strategy is to be utilized in the context of the specified task?

## **The design practice** - circa 1780 characters including spaces

Provide a brief profile of the organization, its own design vision, and its positioning within the field. Explain how the proposed task can contribute to the development of the agency's own design practice.

## **The collaboration**

### *Motivation for the collaborative programme* - circa 1780 characters including spaces

What is the expected added value for the agency of the collaborative programme with a starting designer or maker? What changes could this bring about (internally or externally)?

### *Experienced designer involved from the agency and expertise involved* - circa 825 characters including spaces

Which experienced designer will participate in the collaborative programme and what expertise will that person bring?

### *Form of the collaboration* - approx. 825 characters including spaces

What is offered to the starting designer or maker by the agency? In what way are the parties involved collaborating?