

Explanatory notes on Building Talent designer's canvas for starting designers

We recommend that you download [*the designer's canvas*](#) and complete it with Adobe Acrobat Reader.

The designer's canvas is utilized for drawing up and submitting the research proposal for Building Talent. This enables the external advisory committee to quickly form a picture of the motivation, the profile and the affinity with the selected research task.

By filling in the canvas, the starting designer gains insight into the motivation for the design task, the available expertise, the artistic principles and vision, the working methods utilized and the degree to which the collaborative programme aligns with their own development potential and the possibility for professionalization.

Please note: When filling in the designer's canvas, please be careful with privacy-sensitive information. The designer's canvas will be passed on to the experienced design agency in the event of a positive assessment.

A brief explanation of each canvas component follows below.

Motivation - *approx. 1780 characters including spaces*

Indicate why you would like to work with this design agency and on this design task.

Positioning - *approx. 1780 characters including spaces*

Reflect on your own development as a designer so far and explain how you position yourself in the design field.

Working method & Vision - *approx. 1780 characters including spaces*

What is your design vision? Explain how your perspective, expertise and working method can contribute to this design task.

Intended aims - *approx. 1780 characters including spaces*

What would you like to achieve by starting this collaborative programme with an experienced design agency?