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.