Kreatywni online

01 | CREATIVE IDENTITY

Know what you bring to your creative practice





CREATIVE EUROPE • 2026

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Suggested time: 35—45 minutes

Purpose
To help participants name the abilities, motivations and distinguishing qualities that shape their professional identity.

Learning outcome
The participant creates a concise creative identity statement supported by examples from their work.

Learning content
A name identifies the creator. A personal brand adds meaning to that name. It includes the style of the work, the values behind it, the creator's point of view, and the way these elements appear consistently in communication. Recognition grows when people can connect a name with a clear body of work and a credible story.

Professional visibility often depends on three connected areas: recognition, achievements and promotion. Recognition helps people remember the creator. Achievements provide evidence of skill and commitment. Promotion makes this evidence visible to the right audience. None of these replaces the quality of the work, but quality alone may remain unseen without communication.

Reflection
What do you make or contribute?
Which skills do other people regularly notice in your work?
What subjects, methods or aesthetics return in your projects?
What experience or perspective makes your approach different?

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TOOL 1
CREATIVE IDENTITY CANVAS



Area	Questions	Your notes
Practice	What do you create? Which disciplines or formats do you use?	
Strengths	What can you do reliably and well? What evidence supports this?	
Motivation	What makes you return to this work?	
Distinctive perspective	Which experiences, interests or methods shape your point of view?	
Proof	Which projects, exhibitions, commissions, collaborations or results demonstrate your direction?	

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TOOL 1
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Complete the sentence:
I am a creative professional who...

_____

_____

CHECK AND TAKE ACTION

Which statement best describes a personal brand?
A. A logo and a colour palette.
B. A credible combination of work, values, image and communication.
C. A large number of social media followers.

YOUR OUTPUT
“I am a creative professional who...”
Add what you create, your approach and one piece of proof. Read it to someone who does not know your work. Ask what they understood and what needs clarification.

NEXT STEP: Continue to Module 2: Purpose and values.

*ANSWER: B. VISUAL IDENTITY SUPPORTS A BRAND; IT DOES NOT REPLACE THE WORK AND EVIDENCE BEHIND IT.

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