

Brown-RISD MADE Personal Statement Guidelines

Last Updated: August 18, 2026

The statement of intent or personal statement is required as part of your application to the Brown & RISD MADE Program. This is an opportunity for you, as an applicant, to tell us about you and your interest in the program. Your statement should be **750-1000 words total (4 pages double spaced)** and highlight a few of the points below:

In 225-350 words:

- What experiences have shaped your worldview/approach to design?
- What have you learned from making things so far? Suggested prompts:
 - A time you took great initiative to create something. Why did you start it? What did it involve? Did others join you? Did people ultimately find it valuable? How do you know? What lessons did you learn? What would you do the same or differently if you did it again?
 - A time when you joined an initiative started by others. Why did you think it was promising to join it? What was the project like before and after you joined? How did you specifically help develop it towards its potential? Did people ultimately find it valuable? How do you know? What lessons did you learn? What would you do the same or differently?

In 750-1000 words:

- Why is this the right program for you?
- What strengths do you bring that will help strengthen the overall cohort?
- In what areas do you hope to improve yourself during your time with MADE?
- What are your aspirations (and specifically, what future will the program enable you to do)?

When reviewing your statement of intent, we could be considering a number of different points. Some questions that the admissions committee might ask include:

- Do you demonstrate commitment and motivation to your work?
- What are your expectations of the programs and opportunities after?
- What are your short term and long term goals?
- Reasons for applying to this program?
- How do you hope to leverage the opportunity of studying at these two institutions?
- Unique personality - what makes you - YOU!

General tips to consider when writing your statement:

- We recommend creating an outline with 2 - 3 main points and concentrating on those.
 - Do not try to cram in every single point into your statement.
 - Be intentional with what you want the admissions committee to know.
- Hook in your reader in the beginning of your statement, not at the end.
 - The admissions committee will be reading through a lot of applications. It is strategic to catch a reader's attention and get them invested in your statement early on.
- Have multiple friends or colleagues review, critique, or edit your statement. Spelling and grammar errors make essays look rushed or unprofessional.
- It is not necessary to sing the praises of the schools or the faculty. We are more interested in you and what you bring to the table.
- Do not repeat your resume.