

MOTIVATION LETTER

Dear colleagues and Presidium Members of the International Association Cumulus!

My name is Victor Klimenko. I began my way in the design industry in 2007 with startup of an IT company, which became WEB Studio later. Eventually, it was transformed into a design studio specializing in the identical with own printing house. Since 2014, I have been teaching in various Russian universities the disciplines of "graphic design" and "design management". Since 2015, I have been participating in the development of new educational programs in the field of design.

Working in the field of education, science and design in Russia, I see from personal experience the slowed rate of development of this field in comparison with foreign companies and universities. Development is impossible without dialogue among professionals from all over the world. Therefore, the Research and Educational Center "Siberian Design Centre" of Tomsk State University was founded together with like-minded people in 2017. Today it is the leading Russian research center in the field of design and the key player in the Siberia market of design education. I am sure that Russia is able to create and develop all the necessary design industries that are competitive on the global market.

TSU is a full member of Cumulus since 2018. Separate design sections are organized at various conferences and congresses due to membership in Cumulus. Students have the opportunity to participate in Cumulus+ grants.

Russia has ten universities-members of the Cumulus International Association for the moment. However, most of them simply automatically renew their membership annually to fulfil formal indicators without interacting with other Cumulus members and do not represent their country. There are more than 200 universities that train specialists in the field of design in Russia. Unfortunately, many of them do not know or do not understand what opportunities membership in Cumulus offers for universities. Being an active member of the Association, I am going to represent higher education in art, design, and media throughout Russia, which will contribute to cooperation and common advantage of all Cumulus members.

Membership in the Executive Board is a big responsibility and a unique opportunity. I think, the key objective of membership in the Cumulus Executive Board is development and strengthening of interaction between Russian universities and the international community, providing of additional opportunities for cooperation by using platform solutions based on digital technologies, including joint educational and research projects. It is important to include in this list development of curricula and assessment methods that will allow students to maximize their own capabilities and personal skills. On behalf of Tomsk State University I would like to express willingness to take the role of the organizer and moderator of Cumulus projects in Russia, its representation in the Cumulus Executive Board.