

PERSONAL DEVELOPMENT PLAN

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B1.1

INDUSTRIAL DESIGN

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PERSONAL DEVELOPMENT PLAN

In this first PDP I tried to make an overview for myself of what I am capable of at the moment, by trying to describe my identity as a designer and my vision on design. To give a more detailed inside on who I am, I have looked per competency what qualities I already have and on what I could and should improve.

IDENTITY

During my gap-year as a ski-instructor I learned a lot about myself. I found out that teaching suits me and that I like to -and I am good- at **helping people** to learn in a fun way and getting people to do things they have never done before. This was possible by making my lessons different than others. I made them less boring by making them more fun, but also by integrating technology by filming and giving feedback by using the film footage. This is just one example, this characteristics however are quite typical for me. Making things better and making them more technical.

Concluding from my past you could say I am a problem solver. I have always liked to **tweak and improve** objects and find solutions or other designs to make living conditions better.

I would like to see myself become a designer that has the attitude and skills to find solutions or make improvement possible by integrating new elements -e.g. integrating technology-. Becoming an inventor is probably too much pioneer-ship for me, but I like to become an **innovative** designer. I want to enhance this by keeping up with trends in design and become an expert in using these new trends.

Pleun Heeres

VISION

There are so many new designs, new products and new technology invented in the world every day. This quantity makes it hard to see the real improvement of technology and design.

So what I want to integrate in my vision on design is the **importance of quality** of design. Making designs that really help people in their lives and not wasting their lives by chasing and using rip-off products. With rip-off products I mean products that are not ground-breaking anymore but seem more or like the same as others -for instance the huge amount of tablets nowadays-. I want to get people to see there are new products that are actually useful.

This could be done by seeking **simplicity in design**. Designs have to be clear for all users, but a part of that, also have to give a added value to people their life's. Less technology is better sometimes in that case. I want to learn more about the technology that comes with the digitalizing of our society, however I think it is better to integrate less technology in designs. This will prevent making the gap bigger between people that are into technology and the ones who are not.

This will make designing for **children and elderly** people more attractive, because they have problems understanding the technology. As I said before, I have worked with this user-group as a ski-instructor, so I already know I find this group nice to work with/for.

PDP B1.1

COMPETENCIES

By each competency I first give a short definition of what the competency is about to make it easier to understand it. After that I evaluate where I am in the competency and where I could improve on and how I am planning on doing that. At last there is a short summary of goals I want to achieve in the upcoming semester and year.

IT INTEGRATING TECHNOLOGY

Being able to design and communicate with others by using technology

I personally don't know a lot about technology so I want to become more aware about the technology around me such as **Arduino** and even my own computer.

For example, in the Dutch Design Week-project we are doing at the moment, I am not able to help with integrating technology. Though I find it very interesting and I am learning a lot already. So I want to keep up expanding my knowledge on Arduino by working on the technology in our project 'Bugged' at Playful Interactions.

Also I am going to gain a lot of knowledge for programming **HTML&CSS** and making websites in order to make my showcase. I am going to do this by asking experts on how to improve and maybe even get them to teach me.

T TEAMWORK

Cooperating and collaborating with others to achieve collective goals

Teamwork is not new for me, because in elementary and secondary school we always worked in groups. I think this competency will improve itself during the semester, mostly because of learning by failure. I want to keep this at a minimum by keeping the group together and keep people working by the planning. I also want to **reflect** on the teamwork my group has delivered and what went wrong during and at the end of the semester.

DMM DESCRIPTIVE & MATHEMATICAL MODELING

Getting more grip on complexity that designers encounter, by using modeling

This is a competency that needs a lot of improvement. The **basic course Calculus** of the Bachelor College will provide a lot of knowledge to progress in this competency. I will really have to work hard on this, because I have a slight backlog on math.

UFP USER FOCUS & PERSPECTIVE

Empathizing with people and involving them in the design process; Acknowledging that designing can cause societal change.

In my point of view this competence is about observing people, taking your design to the people, get them involved with designing and get good feedback at the end and start over again.

I am completely blank at this moment on this competency. I only have my own experiences with design. So in the coming project I want to gain knowledge about this by really taking designs to the people and **filming** their behavior and interactions. This will hopefully give me more insight on what this competency is all about.

IC IDEAS & CONCEPTS

Generating, selecting and refining ideas into well-developed concepts

For me, generating ideas has never been a problem. The difficult part in the competency 'Ideas & Concepts' is getting my thoughts/words clear to others.

I would like to improve on clearly conveying my ideas by working on my **sketching & presenting skills** and use them to make ideas more understandable and clearer in the early stages of the design process. This way, I will become more apparent, both non-verbal as verbal. I think I can achieve this by really

doing it. So, I am going to do short presentations during the semester and taking sketching courses on internet. On top of that I want to read the books '**Show your work!**' & '**Steal like an artist**' by Austin Kleon.

In the ideation-phase our project group already used the IDEO-method cards and the book '**Thinkertoys**' by Michael Michalko. Especially the last one worked quite well, so I am considering reading that and using the strategies and methods that are described in the book more often.

SCA SOCIO-CULTURAL AWARENESS

Being aware that culture effects design & design effects culture and gaining knowledge about culture

Socio-cultural awareness is becoming more important every day. With the globalizing that is taking place now in rapid speed you have to design for a user-group that is broader than ever; design has to have more elements of different cultures. I already know a lot of cultures because I have been travelling a lot so I want to focus on cultures I don't know yet; Asia and South-America. I want to do this by focusing on their art. **Visiting exhibitions** during the SDL-weeks will help me in this competency.

Apart of the cultural aspect, it is important for an industrial-designer to be **up-to-date with new trends**. If you want your design to be a success you will need be aware of the current trends to incorporate them within your design or even improve the trend aspects within your design. This is something what I haven't done good enough so I am going to keep up with the latest trends.

C COMMUNICATION

Communicating through different media

This competency is very much in line with the competency 'Ideas & Concepts'. You have to be able to communicate about your ideas and present them properly. As I mentioned already I have to work on this last one by just getting over it and putting myself out there.

Apart of this 'presenting' aspect of communication I won't have to much trouble with this competency. The development I made during my gap-year as a ski-instructor really gives me the ability to 'read' and interpret body language of kids, (their) parents and elderly people. A part of that it gave me a lot of confidence to just talk with people.

DBP DESIGNING BUSINESS PROCESSES

Creating, analyzing and using business processes to make meaningful product-service systems that contribute to a business performance product

I have some experience towards 'Designing Business Processes' due to working at my dad's business, though this knowledge is really basic. So in the future I would like to **approach companies** early on in the design process and not only be advising in design but also be contributing in the business process. This will help me a lot in improving my knowledge about Business Processes.

FS FORM & SENSES

Realizing that our senses affect the way we react to objects, spaces and the physical world we inhabit

All my life (school & work) I have worked with the aesthetics and forms of designs. I think I should keep on improving on making real prototypes. I will do this by working on prototypes in **Vertigo** and by improving my **sketching skills**.

I think it will be nice to extend this visual form of aesthetics by **integrating the senses** more in my design. For example, work with sounds or taste. This will make designs more attractive and fascinating.

DRP DESIGN & RESEARCH PROCESSES

Using, grasping, adapting and inventing design & research processes

In the DG000 lectures & assignments I am following this quartile I am learning a lot of different approaches and processes. I want to reflect after the Demo-day & Dutch Design Week which processes were used through the two projects I am doing this semester. I especially want to evaluate if it worked for me and the project-group. After evaluating this I will be able to see the importance of each design process as a whole and if it will be useful for further projects.

SDCL SELF-DIRECTED & CONTINUOUS LEARNING

Taking responsibility for and giving direction to your own personal development

Coming out of a passively self-educative learning culture of my pre-university education and getting into an active self-educative learning system will be really hard for me. I will have to take full responsibility for my own learning process. In the last few weeks the importance of getting to people and asking for help, getting feedback and finding own learning resources has shown already.

By developing the other competencies I hope I could raise the awareness of this competency. Very important is to reflect on myself and learn by trial and error. In this way I hope to learn more about myself and designing in general. I hope to be able set goals at the end of this semester

GOALS

1. Get better at sketching. I want to improve on my sketching skills because this makes it easier and more professional to show your ideas. I will have to learn by doing a lot so I was thinking about making at least 5-10 sketches a week. Apart of that I am to read a book 'Sketching: the basics' and see some tutorials on

internet. At the end of the semester I want an expert on this topic to asses my progress and give me feedback.

FS, IC, C, SDLC

2. Pass the Calculus exam.
SDLC, DMM
3. Get to know how to build websites, work with computers and work with HTML&CSS. Proving my progress will be by making my showcase a success.
SDLC, DMM, FS
4. Read and use the books 'Show your work!' & 'Steal like an artist' by Austin Kleon.
5. Learn more about electronics. Being responsible (with others) on integrating technology in our project Bugged with for example Arduino and work with the starting electronics kit of Lucid will help me improve in working with electronics.
'LittleBits' is also a good product to use in user tests. It is easy to use and adjust, so I would like to use that in user tests.
IT, SDCL, UFP
6. Getting out there with prototypes and filming this.
UFP,FS
7. Visit exhibitions during the SDL-weeks (or other moments will help understand other cultures and design more.

SCA, SDCL