

VISION

Design is everywhere. Everything we use in our daily lives, everything that is made by human hands is design. Therefore we as designers design the world and influence people's behavior, changing society. And I, as a designer, feel responsible for contributing in creating the future society. I believe that our current society based on consumption and making money, is coming to an end. As I feel all around me, people do not longer accept the coldness and speed of this complex society. In my view we have to create a society in which wellbeing of people is most important. By using new technology in sustainable designs, we can create a more simple and straightforward living environment.

IDENTITY

I grew up in a small village close by nature. I love to live outside and I am always impressed by the nature around me. I think that it is very important to take care of your living environment. Your living environment is a big part of your identity and therefore a part of you. So I believe people should feel responsible and take care of their living environment in the same way they take care of themselves. I want to make people aware of their lifestyles, to broaden their view on their living environments. I feel that when you have a good look around you, and look at things from different perspectives, you see much more things you can enjoy. I show this in products and projects that bring people together.

IDEAS AND CONCEPTS

'The idea generation was the least developed part during this project. So you should try to improve this in a next project.' – Guido van Gageldonck, coach B1.1

I really need to learn different brainstorm techniques so I will be able to generate more ideas more easily. I am going to use the book 'Thinkertoys – a handbook of creative-thinking techniques' by Michael Michalko, to develop this competency. I want to set up at least two brainstorm sessions, one to learn about how to set up a brainstorm session, then reflect on it. After that I want to do another session to put in practice what I've learnt.

INTEGRATING TECHNOLOGY

I really want to develop Arduino programming skills, because this is an important technology to build prototypes. During the next RSDL week, I am going to run a little project, wherein I want to program Arduino. This activity will also be the topic for a Physics report, which is part of the bachelor course Applied Physics.

USER FOCUS AND PERSPECTIVE

'Your UFP needs more development. Don't be too easy-going here. You should not underestimate the depth that is expected of you in the end.' – René Ahn, Assessor B1.1

Although I have developed this competency already quite well, I need to go more in depth, in terms of a well carried out user test. This semester I want to do two user tests in my project. During the 4th quartile, I will do the bachelor college course USE. This courses focuses on the user perspective of designing innovative products.

SOCIAL CULTURAL AWARENESS

I am going to read the book 'in the bubble' By John Thackara. I already covered two of his chapters in the research I did during my semester, but I want to analyze his whole book. I also want to read the books 'living with complexity' and 'three ways how good design makes you happy' by Don Norman. I believe this books are important to understand the current developments in design, and therefor in society. I want to reflect on these three books, and embed my new insights in my vision and identity.

DESIGNING BUSINESS PROCESSES

At the end of next semester, I need to have developed this competency at least as far as the others. Therefor I have chosen the assignment 'Designing tangible business models', by Camilla van den Boom. During this assignment I will learn how to develop a sustainable business model. And I will learn a strong fundamental understanding in designing business models.

FORM AND SENSES

I want to learn about interaction design. I believe interactive products are getting very important in our society. So as an industrial designer I want to understand how a product can interact with people, and what kind of effect these interactions have on these people. As I explained in my identity, I want to make technology feel more natural. I think this competency is the most important of all to succeed in this. Since I am doing the project 'responsive performance spaces' in out of control, I have to design an interactive element that will be part of a system.

DESCRIPTIVE MATHEMATICAL MODELING

Within the bachelor college course of Modelling during the 3th quartile, I will have to deliver a working mathematical model from scratch. In this subject I will develop this competency sufficiently. The goal I will set for this quartile is to pass my modelling course.

DESIGN AND RESEARCH PROCESSES

I want to do a more complex design process, with more iterations and reflection moments. Therefore I need to keep track of my design process more consequently. I also want to embed at least one extensive literature research in my project design process.

TEAMWORK

I want to keep up this great way of working and studying. Maybe I was just lucky last semester to work with such great students, and will next semester be more challenging in teamwork. As this is my strongest competency, I think I cannot state a clear goal. I want to work together as smooth as possible. Therefore we set up a planning and made decisions on who will take which roles in our group.

COMMUNICATION

In order to enlarge my knowledge about graphic design I am going to collect graphic designs I like. I am also going to participate in Educie's graphic design workshops. I want to analyse them, and learn from these designs. To develop my graphic design skills I am going to practise making layouts for every report and reflection I write, using InDesign, Photoshop and Illustrator. I want to ask feedback on these deliverables from Unid's chief graphic designer. I also want to improve my English vocabulary by writing these reports and reflections.

SELF-DIRECTED AND CONTINUOUS LEARNING

I still need to improve my time management. I already have the overview on the tasks that need to be done, but sometimes I work very inefficient. To solve this problem I am going to make weekly planning's and stick to them. Only then I can deliver the work and the quality I want to, and reduce the level of stress I felt last semester. As I now feel like I'm drowning in the work I have to do, I want to have the confidence I can finish my work in time. Another goal this semester is improving my attitude. I am eager to learn, but I really need to motivate myself to put effort in aspects of less interest to me, as writing reflections, and most of the technical aspects of designing. I think the best way to improve my self-directed learning is by creating a clear rhythm in the tasks I need to do. Then I will have the energy to finish the things I need to do in a reasonable time.