

PDP B2.2

Learning goals according to a balanced growth

- Business and entrepreneurship
is of a low level, a business model should be covered in the next project
- User understanding
Understand why people use design, where do their needs come from. The deeper layer under the practice of user testing (assignment ddb 912)
- Technology + realisation
Production techniques:
I have no experience in digital fabrication, neither craftsmanship. Broaden my knowledge on material use, fabrication.
(project, basic formgiving skills)
- Programming
Arduino is developed to some extent, but processing skills still are really poor. I already know this is not my cup of tea, but I still have to develop this knowledge and skills. During the USE project, I want to be able to understand the processing code that we will use in the prototype.
- Presentation
My visual communication needs to be improved before I want to do an internship. I still struggle while using InDesign, I don't have any experience in Photoshop and I still need to learn to work with Illustrator. Before I go on to my next semester, I want to feel more secure using this software.
I also believe that it really is a plus to be able to use Premiere Pro. I am not a natural talented speaker (I speak too shy and not convincing) it can be a huge advantage to show my ideas in a video instead of having to explain my vision verbally.
I need to improve my writing, especially my English vocabulary. This will also help me to find the words to express myself more easily.
Lastly, I have to work on how I present myself as a person. I need to speak up and show myself as a confident designer. I have valuable ideas, but to realise these ideas, people need to notice them, and therefore notice me.

Learning goals according to my vision

- Form and senses
- User understanding
- Presentation
- Realisation