

Learning goals B3.1

Integrating technology: Use technology myself to create working prototypes.

Designing an atmosphere strongly depends on the use of light and sound. As light and sound are no physical design aspects and therefore cannot be formed physically, they need to be formed digitally. To be able to create and explore atmospheres on my own, I need to learn how to program light and sound.

Activities: During my internship I will work together tightly with programmers of light and sound, and I probably will take on a program activity myself. I will have to start learning to program from the beginning and practice myself. The elective Creative Programming will offer me this opportunity in the coding language of Processing. The programming activity I will take on in my internship will probably be in another coding language.

Professional identity and vision: What are my capabilities and what do I love to do

I believe that this internship fits me perfectly: it is in line with my vision of creating atmospheres and experiences that have an impact on people, and the activities I will take on (mainly conceptualizing and designing the experience) fit my personal interests as a designer. This internship is the perfect activity to deepen my professional identity and check my vision in practice. At the end of my internship I want to have a clear answer on these questions:

- What are my capabilities as a designer (or person) that I was not aware of on forehand and how does that change my professional identity as a designer?
- Does this work field of light design and conceptual art fit me as a future work field, and why?
- What are my shortcomings in working on projects like this, and what do I need to do to improve?

Design Process: speed up decision making

As I learned during my research project, I have an analytic design approach. I always want to understand the background of a design direction before I am able to design with it. By combining academic literature, my own view and user studies, I usually can bring a design together, but I feel that I take too much time to take decisions. To speed this up I want to combine this analytical approach with the experimental approach of exploring with the material (or in this case experience) right away from the start. I believe that while doing several design activities in parallel I can take design decisions based on more information, and I will be able to work a lot faster.

Academic literature: where and when to use it

Another insight from my research project was that academic literature makes a process much richer. I want to explore how to use academic literature in a design process. What kind of activities do I have to base on literature, and when do I take the literature only as an inspiration? And are there more situations where I should use academic literature in my process and in what way? When designing the installation 'intermedia' I will find out.

Visual communication and presentation: presentation is key

Communicating concepts, design opportunities or insights is key to work together in a design process, or when presenting my work. The visual communication defines the first impressions of an idea, and therefore has to be clear and well put together. I experienced that I can explain my work quite well, but I don't have the abilities yet to show it without words. I want to develop the following skills in this area: sketching, video editing and graphic design.

Activities:

Sketching: the elective Sketching the basics, during the second quartile. I will learn how to translate my ideas into a

Video editing: Within my internship I am going to do several explorations on two light installations. I am going to document them on video and create a process video. During Glow, I am going to document both installations on video and create a convincing impression of the experiences of the two installations.

Graphic design: After my internship, I will create a portfolio containing my projects until then. This probably will be an interactive PDF which will reflect my vision and identity. Creating this portfolio is an opportunity to practice my graphic design skills and present my capabilities as a designer.

Designing business processes: how to create a life on its own

During my studies so far, I only learned the theory behind value creation, in the assignment of Designing tangible business models. But I never came across an opportunity to put this knowledge into practice. During my internship I will take on the task to make the installation of intermedia a traveling installation.

Another activity where I will gain experience in the area of business processes will be during my board year for the student association ESMG Quadrivium. As commissioner of Ensuite, the symphony orchestra of the association, it will be my responsibility to organize the concerts of this orchestra. To make these concerts successful, I will apply the theory of value creation in practice.