



Reflection

My internship at OWOW taught me a bunch of things, but my biggest takeaway is that everyone, even huge corporations, can get excited by cool stuff. The guys at OWOW aren't afraid to step to a company and just show them an interesting idea. As long as you're behind your own idea, as long as you're convinced it should exist, as long as you're prepared to work hard for an idea there will be a takeaway. Maybe the company doesn't want it, how about another one? Or just start your own company and do it anyway!

OWOW made me to not only broaden my view, by allowing me to work with real, big clients and very diverse projects. They also allowed me to deepen it,

doing what I love. Because the requirements were absolutely different from week to week or even day to day, I got the opportunity to absolute lose myself in a subject for a little while, figure it out on my own or with the people around me. It's impossible for a designer to just be trained and work from that for the rest of their career, you have to prepared and able to educate yourself.

Another point of interest is knowing your limits and goals. Teaching yourself is crucial, but sometimes you just can't, or shouldn't, do it on your own. Giving project out of hands is always hard, the temptation to get side-tracked and just keep the project to your self is immense. At OWOW however I learned how im-

portant it is to know your own skills and to involve others when creating something you might now have the required knowledge for. You need contacts and experts to guide or help out if you really want to get ahead.

Due to the big and diverse clients OWOW had, I got to work on some projects I really wouldn't be able to at the study. I got to see up close how it is to maintain a relationship with a client, how to communicate to them and how to make sense of the combined experience of two or more companies to reach a mutual end goal. It was great to actually be able to finish a job for Facturis and not exclusively get stuck on "helping out" with projects, it allowed me to more seriously be part of a company and get a better insight in what that means.

On the completely opposite side of the scale I got to see how it is for a company to dive into a completely conceptual project. Not even knowing where it will end, but just sticking with an idea you think is worthwhile. An interesting pro-

ject is a great way to collaborate with other companies and organisations and when it's done it can be a great way to attract attention to your ideas and show a certain drive and vision to the outside world.

I think that overall, the experience of being able to work in a company is absolutely invaluable. Due to the different projects I think I got a really good cross-section of how it is to work in a design studio. I also think I really got a good chance to explore my personal design process in a real world setting, with real stakes and real business relationships involved. I had a lot of fun in the office and every day was a new experience and I really think I had a huge takeaway from this. Both directly, as Pieter-Jan proposed to continue work on the Human Decoder, but also indirectly; by now being able to apply the aforementioned lessons to my own design progress. Hopefully I can use everything I learned in my final bachelor project!