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PDP   **B3.2**

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Vision

As the owner of my favourite shoe brand Floris van Bommel kindly wrote on the sole of my shoes:

"I like to make nice shoes."

I too like to make nice things, but, apparently like Floris van Bommel, I don't like explaining why they are nice. I want design to be able to capture an observer on its own. Design can uniquely communicate both function and form directly to an observer, by combining these an object can interest and captivate a user, while at the same time telling the user about its functionality. By having the function and aesthetics closely related I aim to intrigue and cause curiosity, allowing an object to capture a user and

make a lasting impression. When famous designer Dieter Rams was asked how much consumer research he did at Braun he simply answered:

"Never. We wanted to change the world."

Good design is timeless. If the essential resource and commitment meet a good idea no matter what the current trend might be, it has great potential for success.

I like to lead a design back to its roots to make it nothing more and nothing less than it should b.
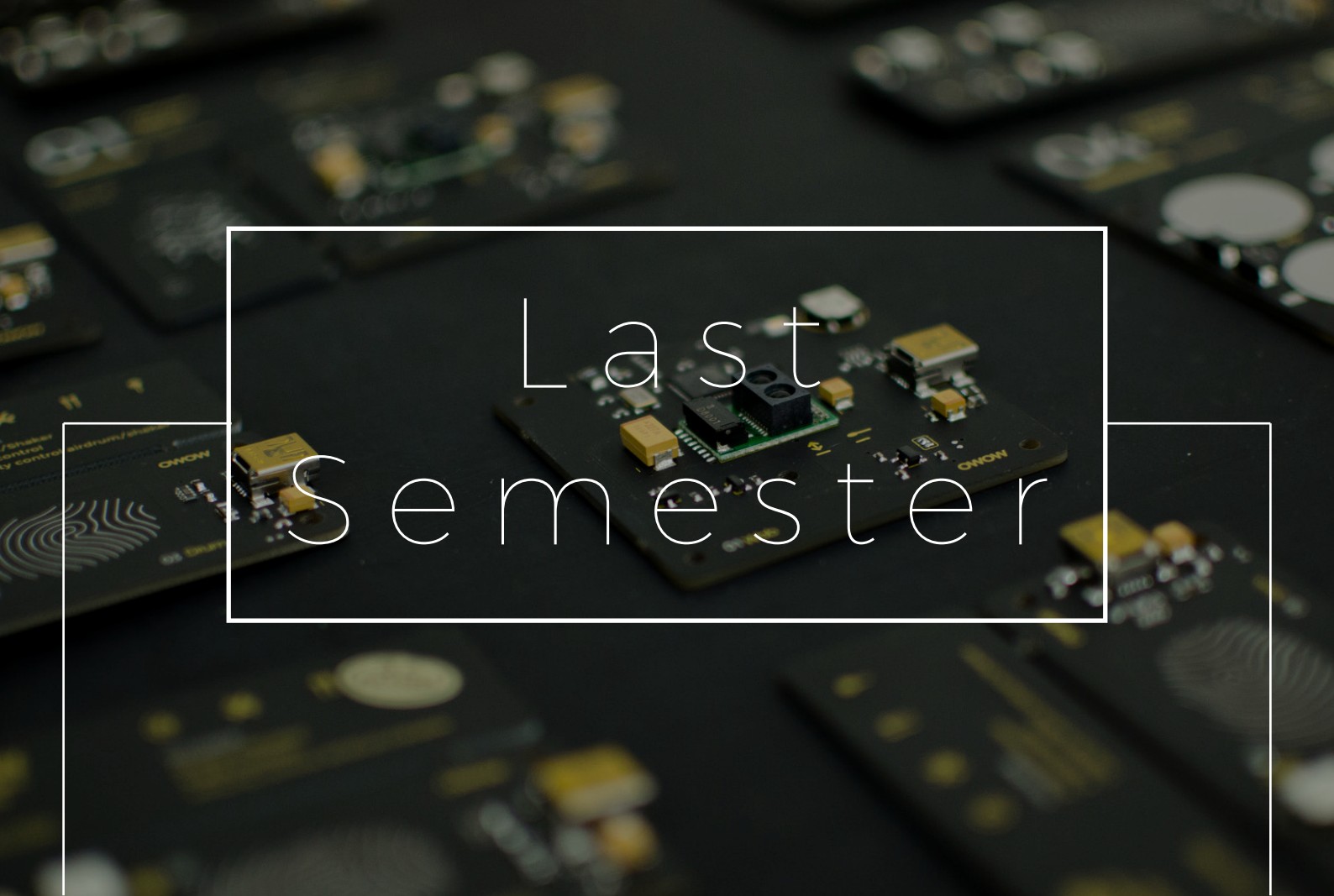
Identity

If you were to ask me what I would want to be when I grow up at the turn of the century I would have exclaimed "inventor!". After all these years I still would. The inventor part of me approaches a problem from a practical, physical standpoint. It wants to create real objects that can be immediately used to test ideas out and get feedback.

By creating an object in the fastest, most direct I actively reveal ideas to me and the world around me. Thinking about something not always provides an image of the entire product, the only way to really grasp the entire concept of it is to make it.

Next to this inventor identity is a graphic design identity. This part approaches problems in a more abstract way. It looks at the function of other objects and aesthetics and what I think is important to emphasise and tone down. I try to keep graphical design as easy to understand as possible. By making important information jump out and keeping objects that could divert attention from the central message I make peaceful sometimes minimalistic work. Iterating is important within this identity, looking at the entire product can give a better idea of the overall feel of a product.

Last Semester

EC-Verdict

My last semester was an internship semester. I worked at OWOW in Eindhoven. Despite their relatively small size they do impressive projects for diverse clients. OWOW combines creative design work with creating strong brand identities. It's hard to say what the main business is, but work for clients allows them to work on their own elaborate products. Like a series of new MIDI instruments that will launch on Kickstarter this June. My goal was to be able to both expand my own vision and process, and to be able to profit from a large network and experience. Besides this I also wanted to be a valuable member of a team. The prospect of being able to provide a valuable service to a real company motivated me.

The end result of the internship was a positive one; I received an EC verdict. Both my competency and my company coaches were happy with the result and even months later I'm still working with contacts from OWOW.

The condition entails that I need to put more effort in reflection. I need to connect them better to what I want to do in the future. Especially at this point it's important to look at how I want to implement the skills I have acquired at ID after my bachelor. I need to show that I have developed and am able to continue developing in my FBP.

Plans

To me it is central this semester to show what I can do and accomplish in the context of an individual ID project. While usually I'm all about trying new things and experimenting, I think it's important to show this semester that I also know what the type of designer I want to be is. To do this I have formulated the following goals:

Physical

Within the project I'm doing this semester (Design for Creatives, DfC) I want to be able to show the type of designer I am. Part of this is that I think physical exploration is very important. Within DfC it is very easy to dive into a completely digital project, so this is a point where I very consciously need to apply my personal vision.

The goal is to not keep the exploration internal and digital, but external and at least part of it physical. It's okay if the end result is a digital product or service. When displaying the process during the (mid-term) demo-days I want there to be physical explorations of the concept.

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Feedback

Even though I prefer group projects, I need to be able to do individual projects as well, one of those individual projects is the final bachelor project. I think one of the biggest pitfalls is losing contact with the world around and other students. DfC mainly relates to designers, which are all around in the ID department, it is a project about working together so it's important to keep that in mind.

Because coach meetings are very sparse in the new ID system, I want to gather a group of other students to meet together and discuss the proceedings on a regular (weekly?) basis. I also want to include and consult at least 3 experts during the process, to develop a richer end product.

Programming

During my internship I have made huge steps in programming. By getting the chance to implement Processing, Arduino, PHP and Javascript throughout several projects in my internship, I feel far more comfortable in implementing them into my individual projects too.
My goal is to have an interactive prototype to show and test during the midterm demo days that uses my newfound knowledge, so I can both retain

and develop these skills that I think are very valuable for the future.

Graphic Design

During my last two semesters I had a lot of chances to implement graphic design, mainly in the form of websites, but sometimes print work (which is my preference). In DfC this is not where the focus is. So to still actively develop my skills and interest in this subject I'm exploring options outside of the study.
To both achieve development in the graphic design field and in my professional skills, I want to deliver at least two commissioned projects, most likely websites.

Electives

This semester I'm doing 2 electives; DAB911 Exploratory Sketching and DEB913 Designing Tangible Business Models.

While Sketching will definitely improve my basic drawing skills I don't like to think of it as a "drawing class". My goal is to be able to more quickly and more effectively be able to communicate and develop ideas. Right now I don't really have the skill and confidence to use sketching as a presenting tool and want to, near the end of the semester, actually use it in my project.

Designing Tangible Business (DTB) models will help me link destining for businesses to my personal visual approach to design. DBP has always been a tough competency for me and I hope DTB can provide me with the tools to work on Business Processes in a more hands-on, tangible approach.

Condition

To tackle the condition I have from my last semester I need to work on reflections. I think the main problem is leaving the reflection to the end of the semester. To really make the connection to the future I also have to do intermediate reflections, which will also help me to shape the process towards the development I aim for. My assessor recommended me to work on my reflections together with my coach, if the new system allows for this I definitely will.

To help myself relating to the future I want to look back and reflect on my project and electives with my student/mentor coach during the designated weeks.

2015

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