

# PERSONAL DEVELOPMENT PLAN

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B1.2

INDUSTRIAL DESIGN

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## PERSONAL DEVELOPMENT PLAN

In this second PDP I tried to make an overview for myself what I am capable of at the moment, what kind of designer I want to become and how I want to develop myself as a designer. I did this on the hand of my identity and vision, looking per competency how I want to develop it and setting smart goals.

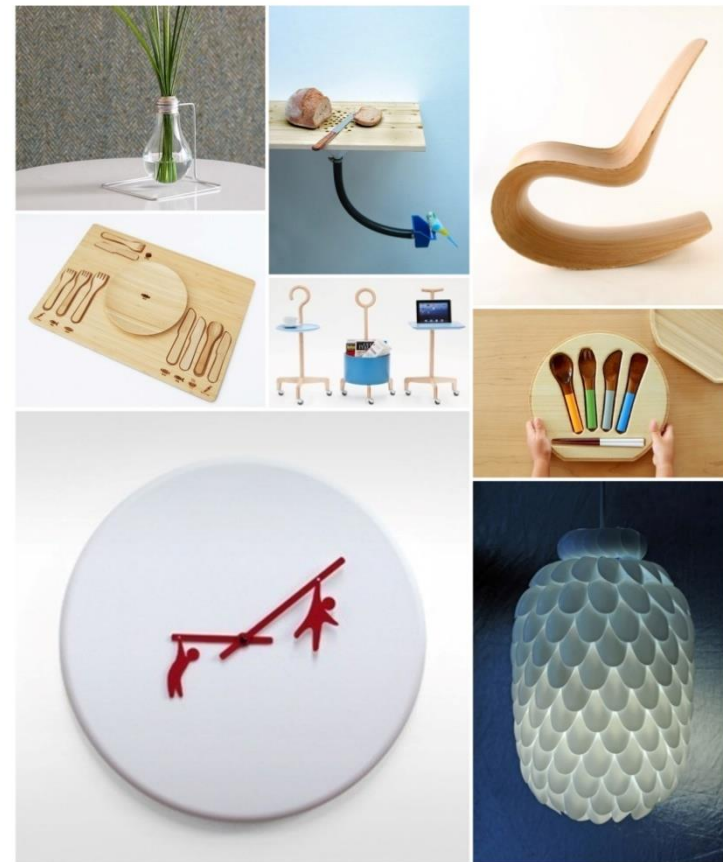
## VISION

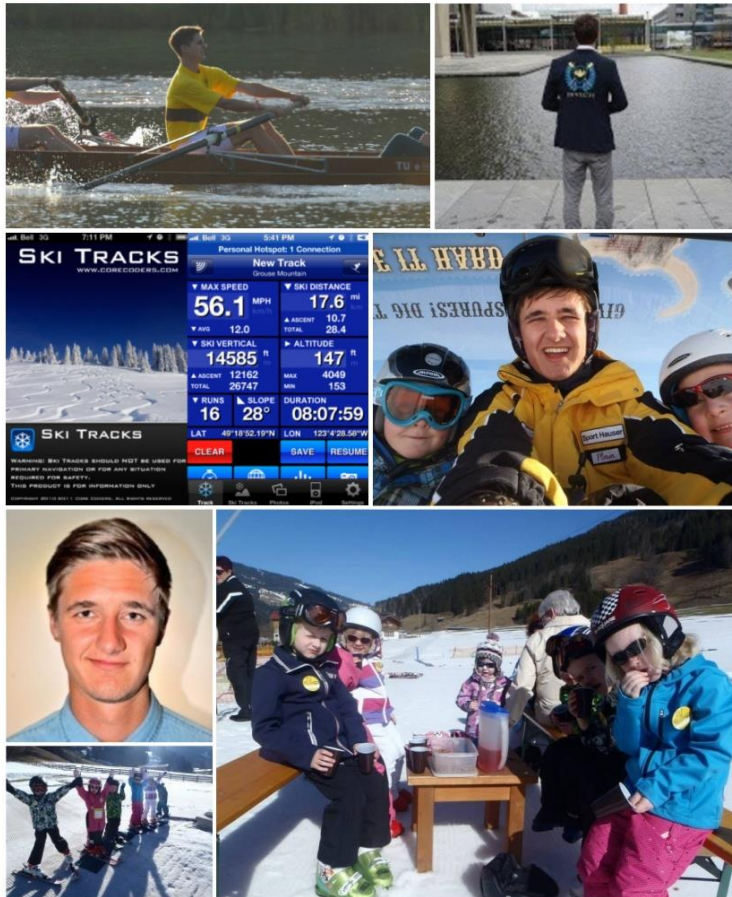
My vision can be summarized in five key elements: **usability for everyone**, **importance of quality**, **simplicity**, **functionality** and **creating a new dimension**.

Pursuing this vision will help me prevent the gap, between the digitalized world and non-digitalized world, from getting bigger. It will help me make **quality**, non-rip-off, products which are **simple** to use **for everyone** and don't require the knowledge of the digitalized world. Think of third world countries, elderly and little children that will be able to use the same designs as people that live in a more digitalized world.

Last semester I found out that I seek **functionality** in design. I want to design things that really work and are not farfetched. So think of technical designs and products, not arty and foggy.

Also, I am interested in designs that give a **new dimension** to already existing products, for example creative DIY products made of everyday things. Finding weaknesses and strengths in products and using these in new designs will result in a whole new variety of improved designs. In order to come up with these kind of products you have to be able to look at designs from a different perspective.





## IDENTITY

I see myself as a **helping and willing** person. A gap-year as a ski-instructor proved that I like to teach and help people improve their weaknesses. I did this by trying another way of teaching: I made my lessons more enjoyable by integrating just a little bit of technology in them. Last semester I found it nice to try to keep people motivated. I had some tough periods myself, but I managed to stay **positive** and convey this positive vibe to people around me.

Concluding from my past, you could say I am a **problem solver**. I have always liked to tweak and improve objects and find other solutions or designs to make living conditions better or more fun.

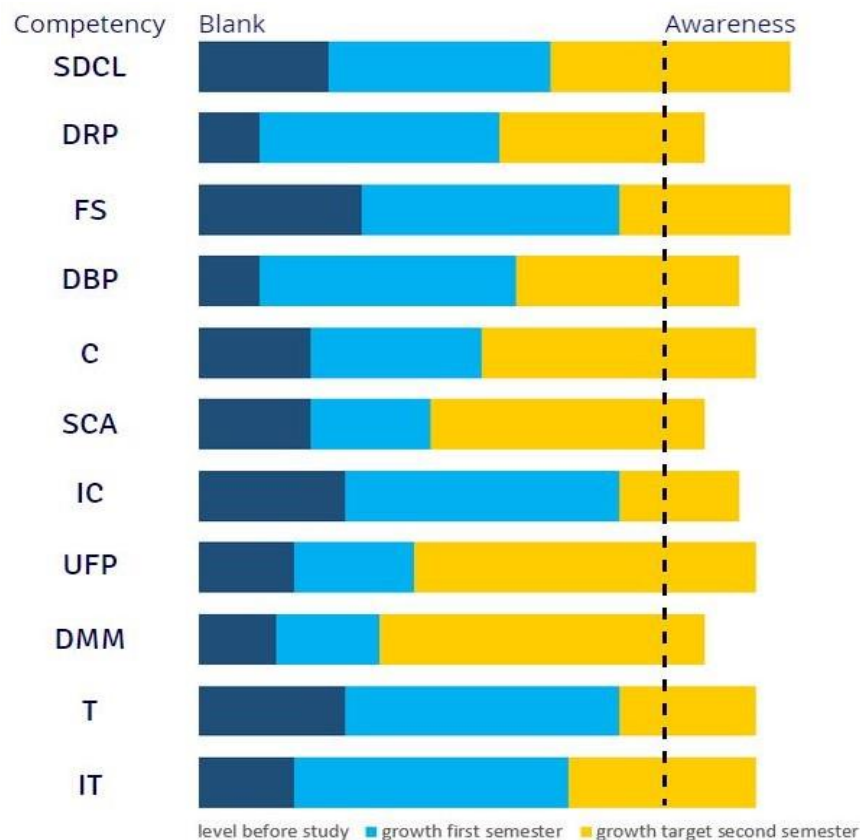
I found out that I am a very **hands-on** designer. Instead of working with products immediately, I like to experience materials first in order to find the possibilities they have.

All my life I have been intrigued by **sports**. It makes people's lives healthier and more fun. Because I know a lot about sports and because it's such a big phenomenon I want to design more regarding to sports.

Instead of inventing new products I would rather improve on existing products and concepts, but still want to become an **innovative** designer. I want to design disruptive products, designs that disrupt the market, designs which are a game-changer, that will change people their life's.

## COMPETENCIES

By each competency I first give a short definition of what the competency is about, for me, in order to make it easier to understand it. After that I evaluate where I am in the competency and where I could improve on and how I am planning on doing that. At last there is a short summary of goals I want to achieve in the upcoming semester. Below is a graph with my development on each competency before study, after B1.1 and my envisioned development.



## IT INTEGRATING TECHNOLOGY

*Being able to design and communicate with others by using technology*

With my next project 'Smart teams on a smart pitch', I will be gaining a lot of knowledge on the matter of new technology in sports. Also I hope to prototype more in the early stage of the design process in order to gain more knowledge earlier on and see that I have to use for example other materials.

Apart from that I would like to keep up with exploring Arduino by making an ambi-light in my room and maybe by creating other small electronic gimmicks.

Also I will do the assignment Creative Electronics, in order to explore the boundaries and limitations of using Arduino.

## T TEAMWORK

*Cooperating and collaborating with others to achieve collective goals*

Last semester I found out that I have one weakness for the teamwork. I can be a little too perfectionistic at some times what causes me to be negative some times which is not nice for the group. I want to combine this perfectionism with a more positive mindset this semester.

Also I would like to take the role of annotating in the project, for example writing down what is said in the group meetings.

## DMM DESCRIPTIVE & MATHEMATICAL MODELING

*Getting more grip on complexity that designers encounter, by using modeling*

This is one competency that deserves a little bit more attention. I think I will work enough on this competency with the bachelor college basic course [Modeling](#).

Also I will gain a knowledge in modeling by doing the assignment [Creative Electronics](#). In that assignment I will have to be coding, which from my point of view can be also seen as analyzing complexity.

## IC IDEAS & CONCEPTS

*Generating, selecting and refining ideas into well-developed concepts*

I think this competency develops by just doing. Experiencing what works during brainstorming and what doesn't. Therefore I want to focus on the ideation phase of the next project and determine what works the best for me.

I would like to improve on clearly conveying my ideas by working on my [sketching & presenting skills](#) and use them to make ideas more understandable and clearer in the early stages of the design process. This way, I will become more apparent, both non-verbal as verbal. So, I am going to do short presentations during the semester and taking sketching courses on internet. On top of that I want to read the books 'Show your work!' & 'Steal like an artist' by Austin Kleon.

## UFP USER FOCUS & PERSPECTIVE

*Empathizing with people and involving them in the design process; Acknowledging that designing can cause societal change.*

Last semester I had a project where we didn't focus enough on the user. That's why I chose 'Smart Team on a Smart Pitch' as project because I think it is more user focused. In this project I hope to test more in an earlier stage in order to gain more insights and feedback which can help us overcome problems earlier on.

I also chose the assignment [Co-Creation](#), which I hope will also give me a little more insight on user focused thinking

## SCA SOCIO-CULTURAL AWARENESS

*Being aware that culture affects design & design affects culture and gaining knowledge about culture*

With the globalizing that is taking place now in rapid speed you have to design for a user-group that is broader than ever; design has to have more elements of different cultures. I think I can gain knowledge about other cultures by [visiting exhibitions](#) and find out what influence culture can have on my designs.

Apart of the cultural aspect, it is important for an industrial-designer to be [up-to-date with new trends](#). I think I will get in touch with a lot of new trends in sport the upcoming semester in my project. Maybe I will even see differences between cultures.

## C COMMUNICATION

*Communicating through different media*

Last semester I learned a lot within this competency. This semester I want to focus on getting in contact with people and built up more contacts within Industrial Design, but not only within Industrial Design, also other studies on the TU/e, in order to communicate more with people with other expertise's.

## DBP DESIGNING BUSINESS PROCESSES

*Creating, analyzing and using business processes to make meaningful product-service systems that contribute to a business performance product*

This semester I will again take the [assignment Co-creation](#) which is focused on DBP. I want to do this because I think I haven't developed this competency enough to be on awareness level.

Also within the project I think I will work on this competency by working for -hopefully- a client. This will be giving me a real kick and will have a really different approach for the project. Not for just learning to work and experience how to design, but also a lot more new experiences

## FS FORM & SENSES

*Realizing that our senses affect the way we react to objects, spaces and the physical world we inhabit*

This semester I want to improve my sketching skills more. Last semester I wanted to improve my sketching skills to get my thoughts easier explained to my project group, which I partly succeeded in. I pushed myself to draw instead of explain, though the sketching skills itself weren't that good.

Now I want to improve on my way of sketching and make them more suitable for design -create more form in designs- and as a way to communicate with clients.

## DRP DESIGN & RESEARCH PROCESSES

*Using, grasping, adapting and inventing design & research processes*

As said earlier I want to fasten up the design process in the ideation and prototyping phase in this project, this in order to not get stuck in these phases. I want to switch quicker, in the Reflective Transformative Design Process, from prototyping back to redefining the concept and start prototyping again.

Also I think the next project will need more research and I am new with that so I will have to find a way that suits me.



## SDCL SELF-DIRECTED & CONTINUOUS LEARNING

*Taking responsibility for and giving direction to your own personal development*

This semester I will have to improve my planning. I am a person that likes to spend too much time on subjects I like doing. I will have to focus more on my Bachelor College this semester in order to still be able to do this study.

Making concrete planning and really keep up with the courses will help me with this, though I will still have to do what I like too.

## GOALS

### Short-Term Goals

1. I want to make an ambi-light in behind my bed and maybe, if time lets me, work on other small tech-gimmicks by work with Arduino.  
*FS, SDCL, IT*
2. Pass the Bachelor College courses Applied Physics and Modeling  
*DMM, SDCL*
3. I want to improve on my sketching in a way that I can use sketches to communicate to clients and not only within a project group. It will make it easier and more professional to show my ideas. I am also going to read the books

‘Sketching: the basics’ and ‘Sketching\*\*\*\*’ and watch some tutorials on internet. At the end of the semester I want an expert on this topic to assess my progress and give me feedback.

*FS, IC, C, SDCL*

4. I want to find out how I can make a good looking showcase that looks professional and clear. I will do this by either personalizing a template or by using Muse. The evidence will be my B1.2 Showcase.  
*SDLC, DMM, FS*
5. Getting out there with prototypes and filming this.  
*UFP, FS*
6. Visit exhibitions during the SDL-weeks or other moments will help understand other cultures and design more.

*SCA, SDCL*