Personal Development Plan

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PDP

My vision

In my vision, I see a world where people live safe and happy together and are able to realize big ideas. A key element which I think is the most important and which makes or breaks my vision is communication. Keatings[1] once said;

> *"Communication is powerful: It brings companions to our side or scatters our rivals, reassures or alerts children, and forges consensus or battle lines between us."*

She is trying to say that communication is necessary to share your beliefs, values, ideas and feelings with other people. I believe that this is also necessary for a good society where people can have good discussions and people understand each other.

I experienced the importance of communication myself. When I was coordinator of our high school light and sound department, I was once discussing a play with the director. These discussions often were very difficult and long. Not that we had trouble understanding each other in what he or she wants, but it was sometimes difficult to understand why someone something wants. Sometimes things can look like very illogical or just weird because you than often don't know why someone wants something in a specific way. But when you finally do understand the meanings of someone, everything looks much more logical and easier to do. That's often also the signal that you are able to tell other people about it and you finally can start to work.

I have seen similar scenarios, not only when I was coordinator but also in my football team, on my work, on school, at home and even within my own friends group when we were trying organizing something. So you'll see good communication is very important in your life.

Designing interesting products and services can help us communicate better, more and different. Twitter for example drastically changed way a lot of people communicate and gain information. Instead of reading long articles, they only read short messages of maximum 140 characters to get the essence of some specific topic or discussion. I want to trigger such changes with the products and services I design.

So that's why I think people need to communicate more with each other and that design can help us. It helps us to understand each other believes, values and ideas which helps us again in understanding and helping each other.

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[1] **Communication Between Cultures**

By Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel

Drawing made by Spencer Nugent

My identity

Leonardo da Vinci is a special man. It is said that he was the most diversely talented person that had ever lived[2]. He was a painter, sculptor, architect, musician, mathematician, engineer, inventor, anatomist, geologist, cartographer, botanist, and writer. As a designer I want to look like him a bit. Just as him, I also want to know from everything a bit. That's because I find almost everything interesting and I want to be able to understand every aspect of my own products.

For example, I find the business side just as interesting as the electronics side of a project. In short, I want to become sort of a ''Leonardo da Vinci" designer, a multidisciplinary thinker. Know from everything something so that you are able to have a good overview of your design which leads to more good decisions. The freedom within this study helps me a lot to decide for myself to do what I want, when I want. That helps me a lot to form my identity as a multidisciplinary thinker.

Working in a team is fun and very helpful. So I want to keep working in the "project" style later in my life. Companies like van Berlo and studio Roosgaarde work exactly in a certain way I also want to work in later in my life. I really want to work on something for some time, but when it is finished I want to do something completely different. For example, when I worked on a project which goes about traffic problems I want the next project to be something with stimulating kids to sport more. It must be something completely different, because that gives me energy. I have to shift my focus again on different things, which give me energy and joy in designing products and services.

I also really like to work in a team. When you work in a team you have far more possibilities because you don't have to do everything by yourself. Also the fact that you have people in your team (if you are working in a good team) with different specialties helps a lot. Someone is very good at programming while someone else is very good at making business models. So in the end you have far more possibilities than if you were working alone.

My role as a "da vinci" designer will be that I have a sort of supervision function, because I know from everything a bit and therefore are able to give feedback on every design branch within a project. I also had some experience with a function like that and I think I'm capable to fulfill such task. That's why I really want to design/work in a team, because you are able to think much bigger than working alone.

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[2] See the quotations from the following authors, in section **Fame and reputation**: Vasari, Boltraffio, Castiglione, "Anonimo" Gaddiano, Berensen, Taine, Fuseli, Rio, Bortolon.

Photo source: http://www.isgeschiedenis.nl/wp-content/uploads/2012/04/Da-Vinci.jpg, maker of this picture unknown.

My plan

My plan is to get more a designer mindset. I want that because if I want to become a designer then I need to think as a designer. I also really want to learn how to draw, because I think it is a really important skill to have as a designer. I think is namely important that you are able to show your ideas, because it is easier to talk about something which you can see than something which is only in your head. I also want to learn something more about the Arduino and how to implement it my future projects. Because I believe an Arduino is the perfect way to implement technology in projects due to its size, its power and its diversity. Also I noticed that the Arduino has become some sort of standard to learn for industrial design. I hope by mastering the Arduino the gap between basic and more advanced technologies closes, so I'm also able to integrate more complex technologies in my projects later on.

Learn about the Arduino
- Buy an Arduino
- Experiment with the Arduino, build some easy circuits to get familiar with the programming language and the basics of the Arduino.
- Follow the workshop: DJD07 - Workshop: Getting started with Electronics and Arduino

Learn how to sketch
- Make a little sketch of everyday objects or situations.
- Read the book *Sketching: The basics by: Koos Eissen & Roselien Steur* and try to make some extensive sketches of ideas which I have.
- Follow the workshop: DG121 - Exploratory Sketching to learn more about the basics and have a good basis to extend.

Develop a designer mindset
- Read the book: Understanding Design by: Kees Dorst
- Read the book: Design thinking : understanding how designers think and by: Nigel Cross

Learn about graphical design:
- Make a start with Adobe Illustrator.
- Design a showcase with help of illustrator.

Learn about presentation methods:
- Try different presentation methods.
- Follow the lecture 8DG000: Instruction *SD&CL: Making your poster* and apply it to my current project.