Personal Development Plan

Bram Rutten
M11 - s140795

Identity

My strength is seeing the bigger picture. During my graduation project my coach called it helicopter view. I believe designers need to be interested in what is going on in the world. I'm interested in systems behind a product or service and how different elements of such a system work together. My weakness is talking/writing. I find it hard to turn my thoughts into words.

The way of learning at Industrial Design is very different from my previous education. Self directed learning is completely new for me. During the pre-master I gained some self directed learning experience, but there is still room for improvement.

My previous education is Industrial Product Design at The Hague University of applied sciences (hbo). I learned about design using the Delft-designmethod. This is the more traditional view on designing. The next few years I would like to learn more about Technology in products, because this topic was almost not included in my previous study and is becoming more important in Design. I don't need to become a programmer, but at least understand what it means to integrate technology in products.

Vision

The reason why integrating technology is an important topic for me personally, is because I love intelligence in products.

Especially autonomous systems and products that are operating by themselves and have grown beyond human control. Products that are smart enough to operate autonomously and adapt to their environment will make a contribution to society that was not possible before.

The main reason for me to come to TU/e is the more future focussed view on designing. I find this important, because the designers standing up today will have to design for the future. Developing the right interests and skills I will be able to contribute to society with new expertise.

■ little or no development
■ development
■ great development

	1st year	2nd year	3rd year	4th year	premaster
Ideas and Concepts	great development	development	development	development	development
Integrating Technology	little or no development	little or no development	development	little or no development	great development
User Focus and Perspective	little or no development	development	great development	development	development
Socio-cultural Awareness	little or no development	development	little or no development	development	development
Designing Business Processes	development	great development	little or no development	development	little or no development
Form and Senses	great development	great development	great development	development	development
Descriptive and Mathematical Modeling	great development	development	development	little or no development	development

level of competence

expertise

depth

awareness

IC IT UFP SCA DBP FS DMM

Ideas and Concepts: During the bachelor you're constantly improving brainstorming, generating ideas and sketching. Especially the first year has been important to develop these creative skills.

Integrating Technology: The third year I did a project focussed on electronics. This was useful to get acquainted with the basics of how electronics work. During the premaster my knowledge of programming has grown.

User Focus and Perspective: The first year is more theoretical. During the third year I did a project which was focussed on the user.

Socio-cultural Awareness: The second year of the bachelor I did a project focussed on this topic. Also during my graduation project I did a lot of research about Socio-cultural Awareness.

Designing Business Processes: During the second year I did a project focussed on this topic.

Form and Senses: The first three years I had a subject on Form and Senses. I used this knowledge during my graduation project.

Descriptive and Mathematical Modeling: I developed this topic during the first year. Following a lot of lectures.
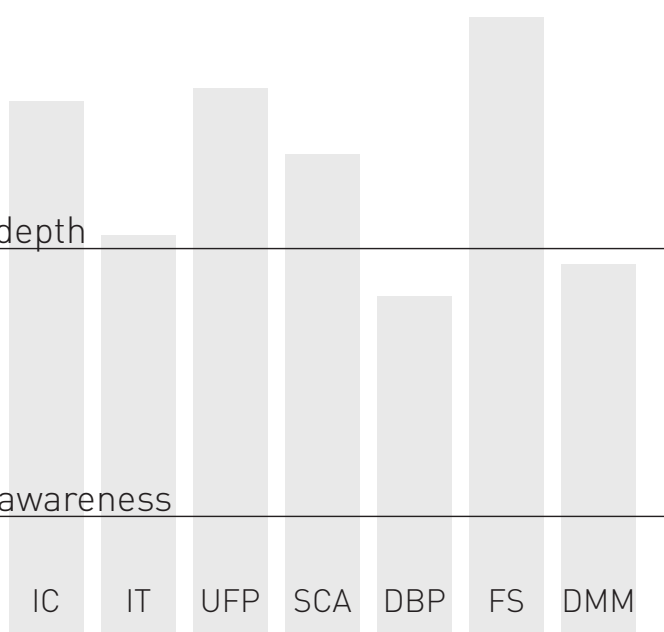
I was less in development during the fourth year of my bachelor. Thats precisely how I felt. Like the study was gradually slowing down.

Goals semester

Project
I would like to develop my Design and Research Processes competency. That is why I will do a research project. I want to practice my academic writing skills, because this was a comment made by several assignors, during the premasters. I want to improve by practicing. This semester will test my academic writing skills. During my masters I want to develop two areas of expertise. I want to develop my expertise within the area of autonomous systems or products with a certain behavior. Why is it that autonomous systems behave the way they do? What influences this behavior? How do people react on these systems? These are all questions that intrigue me. That's why I will investigate this topic during my project this semester. Time management will have to be done better. I will look for a method to make it easier for myself to plan and get work done in time.

Modules
Another area of interest is User Focus and Perspective. I would like to gain extra expertise within this field, especially on user experience. To reach this goal I will follow the module The User Experience. What makes a product a nice experience to the user? Probably it is a combination of things.