



# Personal Development Plan

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## Identity

The way of learning at Industrial Design is very different from my previous education. During the pre-master and M11, I gained self directed learning experience, but there is still room for improvement. My reflecting skills are also getting better, but can still be improved.

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 with a linear design process that follows different design stages throughout the process.

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. This effects the quality of my reflections. 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 a nature of their own, 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 to learn more about reasoning behind design and 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.

I can appreciate products that are thought through, where every detail is considered to be a part of the whole and thus requires attention in the designing of the product. Products that are built to last a lifetime and strive for a high level of quality in choice of material and interaction.

My development until now  
 My previous study four years bachelor.

■ little or no development  
 ■ development  
 ■ great development

	1st year	2nd year	3rd year	4th year	premaster	M11
Creativity and Aesthetics	■	■	■	■	■	■
Technology and Realization	■	■	■	■	■	■
User and Society	■	■	■	■	■	■
Business and Entrepreneurship	■	■	■	■	■	■
Math, Data and Computing	■	■	■	■	■	■

**Creativity and Aesthetics:** During the bachelor you're constantly improving brainstorming, generating ideas and sketching. Especially the first year has been important to develop these creative skills. The first three years I had a subject on Formgiving. I used this knowledge during my graduation project.

**Technology and Realization:** 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. M11 was a semester in which I used more advanced electronics and programming. This resulted in the greatest learning leap so far regarding this competency.

**User and Society:** The first year is more theoretical. During the third year I did a project which was focussed on the user. The second year of the bachelor I did a project focussed on society. Also during my graduation project I did a lot of research about the societal context.

**Business and Entrepreneurship:** During the second year I did a project focussed on this topic.

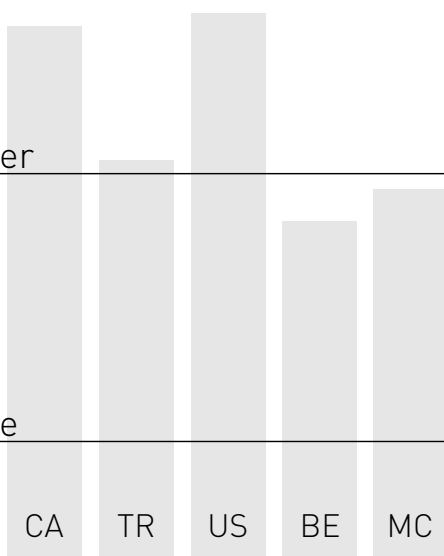
**Math, Data and Computing:** I developed this topic mostly during the first year.

level of competence

expert

practitioner

apprentice



## Goals

This semester is my research project. One of the goals is to deliver a research paper at the end of this semester. It will be my first paper.

Previously I have had comments on my academic writing. By writing a research paper I want to improve my academic writing skills. The paper will be written using an iterative process, with multiple moments of reviewing and improving.

During a project I tend to do as much by myself as possible. I consider this to be a weakness. Therefore I want to share my progress and ideas as much as possible, to receive feedback and hold a mirror to my process. The iterative writing process of the paper will help me to work on this goal.

The topic of this semester's project will allow me to work on a better understanding of why some products have rich interaction and others do not. This is also of importance for my longterm goals.

I feel like I can develop beyond expertise in the topic of Aesthetics and Creativity. I would like to find out if it is possible to specialize more in this topic and what the prospects are for the longterm. This semester's project will support me to develop the way I create and my design process.

