

Personal Development Plan:B2.2

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Vision

I always wanted to become a car designer. I think car designs should look fast as well as be emotional and passionate. Cars I like are the Alfa Romeo 4C, Lotus Elise, or several Spyker models. Besides, I find the racy classic cars also interesting. Cars like the Ferrari Dino 246 and many other classics that were designed by Pininfarina, Bertone, Touring Superleggera or Zagato. I like these designs because of their fluid shapes and streamlined but organic style. This is mostly incorporated in the old car designs. Nowadays I find the car designs too cool, serious or simple. I would like to incorporate some more feeling and emotion into the world of car design.

When it comes to overall design, I think this is the case too. I think here as well there could be implemented some more emotion into the design. I particularly like the colorful designs or the designs with actual materials like wood and polished metal besides the glass and plastic. Besides that I like a better look and feel, I also like to incorporate a more emotional feeling into the interaction. An actual movement or mutation of a device feels so much better than just a touchscreen or a set of buttons.

Where am I now?

Next semester will be my fourth semester. So far, I developed most of the competency areas equally, but I still think that I have to put some focus on some competency areas more into depth. I did not develop any competency area to depth level, but it is time to develop some of the competencies some more as they lack some level of depth that others have for me. The competency areas that I am most skilled in are *Form and Senses*, *Self-Directed and Continuous Learning* and *Socio-Cultural Awareness*. The competency areas I am aiming at are **Descriptive and Mathematical Modeling**, **Integrating Technology** and **Designing Business Processes**. This is because I think I developed *Descriptive and Mathematical Modeling* the least, whereas I developed *Integrating Technology* and *Designing Business Processes* to some extent. However, the last two have not been integrated in the design projects so much so far.

I also have a company named Motio Development in mind for my internship, which gives me the opportunity to find out more about designing in the automotive branch. I am very interested in the automotive branch, as I have a passion for automotive design. One of my hobbies, drawing, has been integrated with that, as I draw cars. After having talked to some people that have experience in either sketching and/or the automotive branch (Lucian Reindl and Bart Hengeveld), I learned that the bar is really high when it comes to sketching, and experience in physical and digital form-giving is appreciated.

Where do I want to be?

My goal for next semester is to develop the aforementioned target competency areas some more into depth. Descriptive and Mathematical Modeling has not been developed half-way yet, which I do like to achieve at least. Integrating Technology and Designing Business Processes were not involved into projects so far, which I think is a shortcoming. In preparation for my internship, I would like to keep developing my sketching skills. I also need to establish an internship for myself if I don't succeed in gaining the internship at Motio Development. That means next semester I would also have to go after that. To keep exploring for internship vacancies that suit my interests for a backup plan.

How am I going to achieve that?

The assignments I chose, are "Creative Programming" (which is a double assignment in the first quartile) and "Exploratory Sketching". These would suit my goal to develop some competency areas more in depth (Creative Programming suits *Integrating Technology* and *Descriptive and Mathematical Modeling*), or my goals for preparing for my internship (Exploratory Sketching). Within my project, "Play your way in the hospital", I would like to put focus on **Integrating Technology** and **Designing Business Processes** as well as **Socio-cultural Awareness** and **User Focus and Perspective**.

Goals

Don't be too helpful to others

I noticed I am quite responsible for what tasks I have to fulfill as well as that I learned to become more proactive (in the sense of being driven to perform activities this was already the case, but now I am also showing it more as well as that I know better what to do and that I step out of my comfort zone easier), which is a pro. But besides, I also have the tendency to prioritize other people's requests above my own work. I am regularly pausing my work for other requests instead of letting the requests wait for another time. I would like to change that. I don't think it is really that bad, but it is delaying my own tasks. I could let people send me reminders via email, and if it is of real importance, I would still help them. If not, I don't have to take effort for them.

Besides I could look into my planning, to search for a "timeslot" where I have time to help them. Involving people in that would make them realize I am busy and I would need to take extra effort for them. This helps as well in becoming "less helpful". I worked on this already with varying success, but I think I can take it a step further. This means it will still remain a goal for me.

Improve my sketching: in preparation for my internship

I would like to carry on with improving my sketch technique, with respect to my desire to become a car designer. Since in this branch of design the designers are really good at sketching, improving my sketching is a goal for me. I am quite competent in sketching, but it is still not perfect. It would be an advantage if I could sketch really well for my internship. What's more, I need to optimize my "automotive" style of sketching, which is more in context with the company I would like to do my internship at. Besides, I think I need an expert for sketching to monitor my sketching techniques, and give me tips on how to improve my sketching. That is why I chose the assignment "Exploratory Sketching", just to iteratively and regularly sketch and get feedback.

Learn how to work with SolidWorks

As I want to improve my form-giving skills, it might be a good idea to broaden my horizon. I would like to explore digital form-giving some more by learning how to work with SolidWorks, which I like to learn this semester. I will follow online tutorials for starting with SolidWorks, and if there are any SolidWorks workshops coming up, I will follow these as well. Because I would like to become a car designer, this is a skill that I really would like to learn.

Create descriptive models for the project

For my own documentation as well as for my development within the competency area *Descriptive and Mathematical Modeling* I will create some descriptive models on the various subjects that I come across. Think of results of research, results of idea generation or outcomes of any user test. My plan is to do this throughout the semester, with some descriptive models at the end of the project, for either documentation and development for the competency area Descriptive and Mathematical Modeling.