Personal Development Plan:B3.1

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Vision

When I think of where I want to be in a couple of years, I want to be an Industrial Designer in the automotive sector. Automotive design is my passion, and that is where I want to design in the future. When I see designs in this sector nowadays, every car virtually looks the same. Seats, Audis and Volkswagens are based on the same formula, and so are Lancias and Chryslers. This is a shame in my opinion, as I think exterior and interior design is what distinguishes a car. If there is no difference, there is only little to distinguish. What you design for, needs to have a distinguishable identity.

I tried to implement this in my projects, which are more than just some iPads. The shape and the interaction are original, do not have too many frills and are mostly not shaped too rationally. I like to keep hold of this in my future designs, as well as for my future in design. I like to become a car designer or a concept designer.

Where am I now?

In my next semester, B3.1, I have to do a minor semester. I chose either do an internship or a minor. I enrolled for the minor " Entrepreneurship & Innovation", and I am looking for internships. The internship would have priority, but the minor is a solid backup. Where I want to be in the future as a designer, is within the concept design. Preferably, I would like to end up in the automotive sector, but concept design gets my interest as well. I have several applications still open at design companies as either concept designer, industrial designer or user experience designer.

To get the most out of my study concerning these goals, I need to develop some specific competency areas to a higher extent than others. Think of **Form and Senses**, **Ideas and Concepts**, **Teamwork and Communication**, **Integrating Technology** and **Design & Research Processes**. Competency model-wise all competency areas are close to depth level, some competencies more than others. I expect to develop quite some competency areas during my internship, as many of the internship applications I did consist of internships with a wide variety of activities. I plan to develop the competency areas that are related to my vision more than the others, but I still want to develop the other competency areas in a balanced manner.

Where do I want to be?

Depending on what I will do the next semester, I will either do an internship and develop a wide variety of competency areas, or do a minor, which is mostly focused on competency areas like **Designing Business Processes**, **Descriptive and Mathematical Modeling**, **Socio-cultural Awareness** and **Teamwork and Communication**. Either way, I want to develop most of the competency areas to depth level by the end of my Bachelor Program. For my personal preference, but also in preparation for a possible internship next semester, I have some goals for developing skills during the summer holiday.

Goals

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. The last time I sketched automotive designs, was before I enrolled the assignment "Exploratory Sketching", so newly learned skills could be applied in automotive design. Frequent practice will help, and the new techniques will train overall sketching competence. What's more, I need to optimize my "automotive" style of sketching, as during the assignment I learned to sketch products, not yet cars.

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.