Identity

Quick facts
João Pedro "Joca" van der Horst / 19 years old (turning 20 in February) / Dutch-Brazilian roots / loves writing / + taking (analog) photographs / Born in Arnhem, been in Amsterdam / now based in Eindhoven / ENFP personality

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I am a disciplined worker and I love to learn new things all by myself. That's how I started with photography, writing and graphic design. I like to have a sense of freedom, being in control of my development. Within the educational model at the deparment of Industrial Design I am able to integrate these things in my studies.

"Very conscious, analytical, interested… but maybe a little bit too cognitive (i.e., looking for the right insights and arguments)"
J.B.O.S. Martens, coach

When I started at high school, I had the somewhat naïve ideal to be a 'uomo universali'[c](#). I still believe (a little) knowledge of a great variety of disciplines is the key to understanding other people better and seeing things in a broader perspective.
Next to design I am really interested in journalism, especially in innovative initiatives in this field like [Blendle](#) and [De Correspondent](#).

Vision

I believe in design as a means of communication. Like an article or cartoon, a good design can make the user look at certain phenomena with another perspective. The communicative power of a design can by influenced positively by matching choices in material, technology and the user experience.

Following from this I think it is important to design products with a modest approach. A design should blend in my daily routine, improves it and feels like it has always been there, although it is a totally new type of product. Then it leaves room to the user to think about the product they are actually using.

What I want to communicate in my designs are the possibilities to make products more sustainable in a environmental or social way. Though difficult, I want to do that by optimizing the design and the production process.

Inspiration

Personally, I think the Fairphone is a good example of the kind of designs I'd like to create: the process of making this smartphone is used to improve the sustainability of the supply chain. They do that for example by participating in mining projects and improving the working conditions of the miners. The story of the product creates awareness for the social and environmental problems in the production chain of mobile phones.

What I like about the Correspondent is that it is a news platform that rather introduces its readers to new topics, than just covering the latest news. The design of the website perfectly fits this approach by focusing on showing the expertise of the editors and a excellent readability of the articles on various platforms. For my showcase I was inspired by the typography, structure and responsive design of this website.
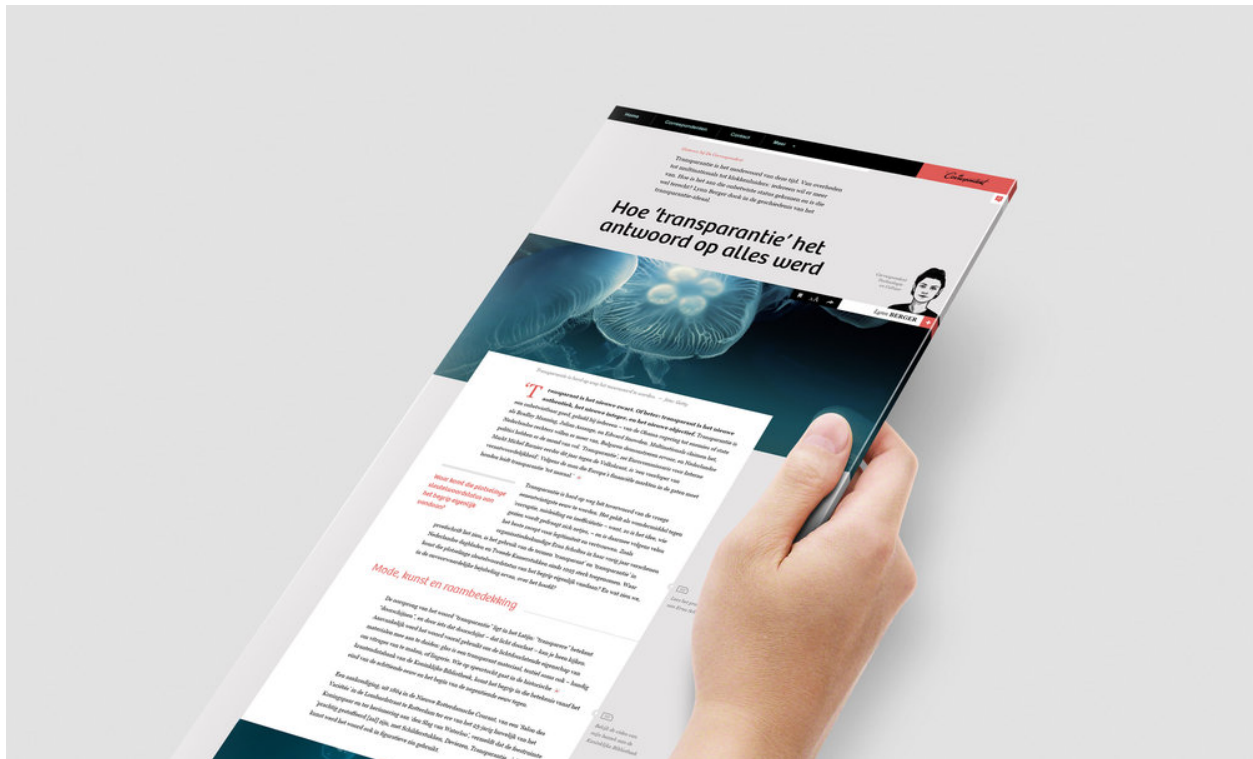
The visual design of the website © 2013 Momkai

Growth & Activities

/SDCL

SDCL is a really important competence for me, because it is about taking the responsibility of my learning and study effectively within the educational system of this studies. I obtained an active attitude by reflecting regularly about my activities.

Goal: To create a more concrete vision I want to go on the study trip to milan. In February I will look for more information about this trip and decide I am able to participate. In the RSDL-week I will also visit the exhibition *The Green Light District* in Kortrijk (Belgium) and reflect about it in my showcase.

/DBP

The entrepreneurial aspects in Industrial Design have my interest. I improved my knowledge about the different companies present in Eindhoven and what makes this region so suitable for businesses. Now I want to focus more on this competence in a future project.

Goal: I want to apply this competence directly in a future project the next semester. I will do that by filling in a business model canvas. I will ask an expert for feedback and reflect on it in my showcase.

/SCA

Although I find this competence interesting, I found it difficult to think of activities to develop SCA. I realized later that design history is also a part of SCA. For the assignment Basic Formgiving Skills I read the book 'The Theory, History and Practice of Product Design.'

Goal: If nothing else, I will approach an expert before March 1. I will ask the expert about a good book to study to learn about the influences of different cultures in a design process.

/IT

Before I started this program, I had zero experience with programming and electronics. Now I am able to program an Arduino with RFID-reader and LED's, because of the things I learnt while developing the prototype for the project.

Goal: The past semester I combined different pre-made codes with my own for creating a prototype. This semester I want to improve my skills in coding from scratch. During the SDL-week I will finish a tutorial covering this skill on Code.org.

/TC

Initially I had some problems. I learned to deal better with these issues and my tendency of perfectionism. The result was that I contributed to a good workflow. I saw clearly that working with positive energy is way more effective.

Goal: In my new project group I will try to not by annoyed by small things and work with positive energy. At the end of the project I will ask my team members to give feedback on my teamwork and reflect on it in my showcase.

/UFP

By doing an observation and a user test at a primary school, I learned how to involve the user in a design project and get quality results out of it by setting a goal and a strategy.

Goal: I want to study more theory about user centred design, to analyze the results more structurally to get more information out of it. During the SDL week I will study the IDEO Human Centered Design Toolkit and reflect about it.

/DRP

In the first quartile the process of the project was mostly linear, while in the second quartile we worked more according to RTDP: working alinear on various aspects of the project and using the results of a usertest to influence the integrated technology and the other way around.

Goal: In the project I will use the skills I learned with the expert session information brokering for doing research. In my showcase I will reflect on the results and its influence on the project.

/FS

Thanks to the assignment Basic Formgiving Skills I made a lot of growth in this competence. I made a number of models in a process of sketching, making models of foam, creating a final model of mdf and giving it a nice finish. I also got more insight in the theoretical part of this competence.

Goal: I want to use to skills I learnt in the assignment Basic Formgiving Skills in a prototype for the project, thus focusing on the form instead of the technology as I did in the first semester. During the SDL-week I want to make an abstract shape out of something different than MDF, to experiment with using new materials.

/IC

At the start of the project we used different brainstorm strategies, but a bit chaotically: we hopped from fantasizing about a situation in 2050 to a strategy called 'cubing'. During the project I learned about the usefulness of prototypes to test concepts and to redefine aspects of an idea.

Goal: I want to improve my sketching as a means of ideazation and conceptualization. Before the mid-term demoday I will sketch an object in my room in 4 stages of abstraction. These sketches should be accurate and contain elements like shadows.

/DMM

I learnt that DMM is about the arrangement and analysis of information. The DG000 assignment about this competence made me realize that. The exercise was about filling in an interaction scheme for our project.

Goal: To have a solid base of mathematical modeling, I want to pass the basic courses Physics and Modeling this academic year.

Activities

Projects: In the new semester I'd like to expercience the atmosphere at another theme. I have a preference for two projects: Gamification of training in Smart Health and Responsive Performance Spaces in Out of Control. What I find interesting about these projects is that they are about interaction. The project in Smart Health is more concrete and could be a great opportunity to develop in DBP and SCA, while the project in Out of Control gives room for growth SCA, DRP and IT.

Basic courses: In semester 2 I will follow introduction to modeling 0LEB0. I hope this will improve my knowledge and skills of DMM. In the second quartile I'll do the course USE, which will help me in developing DBP and UFP

Assignments: There are two assignments that are in my opinion really relevant for the competences I want to develop in.

DG412 Intercultural Awareness - This assignment is a good way to study influences of different cultures in a design process and to get awareness of the competency SCA.

DG590 Disruptive Business Processes - By doing this assignment I can learn to put DBP into practice. The subject is also interesting because of its relations to succesful companies of nowadays like Über and AirBnB. What they have in common is a disruptive business model.