Draft PDP B2.1
Joca van der Horst
s148879 - 18/6/2015

Identity

//João Pedro **"Joca"** van der Horst / 1995, born near Arnhem / Dutch-Brazilian roots / background in writing and **blogging** / Interested in innovation in journalism / loves (analog) photography//

I have broad interests and like to learn things myself, going out of my comfort zone. My education at Industrial design connects to these characteristics, which motivates me to work hard and take responsibility of my development.

"motivated, responsible, pleasant to work with"

I.J. Boloz – Coach

When I started at high school, I had the somewhat naïve ideal to be a 'uomo universali'. 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.

Often I use humor to show my opinion. A few year's ago I ran for **mayor in my hometown Arnhem**, to see what would happen if a 18-year old applied for this job. My campaign as 'shadow mayor' showed in a funny way the absurdity of the dutch procedure to choose a mayor.

"honest, willing to share his opinion, with a healthy dosis of humor!"

C.L. van den Bremen – Assignor

Vision

I believe in design that raises a subject and makes people first wonder, then laugh and eventually think differently. Just like articles and cartoons have the power to give readers another perspective at the world.

With my designs I would like to play with what users expect out of their culture or past experiences. By doing this my work can stimulate people to look critically at their daily life and motivate them to change it for the better.

To have the best effect, my designs should be a product suitable for everyday life and not a piece of art. A design should blend in a daily routine, improves it and feels like it has always been there. Projects like the Fairphone show that it is possible to balance activism through design and making a product one can actually use.

Goals

In the new semester I'd like to go more in depth at certain competencies. I will also try to make my identity and vision more stand out in the project, which will be easier to do in a individual project than in group projects like this year. Based on this I have set new goals and made a first draft of my PDP for the next semester.

DBP - I will read the recommended book "Betrouwbaarheid van Technische Systemen" by M.R. de Greaf during the summer holidays. Next to that I will do an MIR analysis of the design process of the group project in the basic course Engineering Design next quartile and reflect on it in my showcase.

DRP - In my next project literary research will be one of the core activities during the first two weeks. I will ask my coach for feedback and reflect on the influence of this activity for my ideation process.

I will follow the basic course Engineering design to experience a new kind of design process, involving team member from other disciplines.

IC - I will make a moodboard for my next project and focus on sorting the images into themes, continuously updating the moodboard over the course of the design process. I will reflect on if this method works in my showcase.

If Nahmans toolkit about System Thinking for Designers is available in september (they are working on it at the moment), I will study it and integrate the theory in my project.

UFP - I will follow the USE learning line "The secret life of light" in the third quartile. This course teaches me about user centered design. I will apply the theory in the fourth quartile in tests for my project.

SCA - During the third quartile I'd like to follow the assignment 'Design for debate', to integrate what I learned about SCA prominently in a design process.

IT - I will try to use tools like Git in the projects at ID and the basic course Engineering Design, to document properly different versions of the code. Making sure the structure is simple and clear throughout the whole process.

FS - In the summer holidays I will do research on suitable literature to learn how people perceive an image and make a list of interesting material. I will read different items and reflect on it in my showcase and use it to fine-tune my visual communication.

In the new project I'd like to integrate FS in the design of the interaction of the product. Going a step further than only using it for the static form of an object.

Learning activities

Projects - There are two projects I find especially interesting to do during the next semester:

[Tangible and Reciprocal Shape Changing Interfaces](#)

This project deals with design for products that change of shape during interaction. I like the explorative character of the project and the possibility to develop Form and Senses for non-static objects, combined with UFP and IT.

[Ultra Personalized Smart Textiles PSS](#)

The topic of this project the creation of ultra personalized wearables. I'm interested in the combination of fashion and technology and this project helps in developing competencies like Designing Business Processes, FS and SCA.

Assignments - Unfortunately my two free timeslots next to the project are occupied by Bachelor College courses in the first quartile.

[Design for Debate](#)

In the second quartile I'd like to follow this course, because it fits really well with my vision and it is a chance to practice using SCA in a design process.

Bachelor College - In the first quartile I will follow the Basic Course [Engineering Design](#), which helps in developing DRP. In the same quartile starts my USE learning line 'The Secret Life of Light'. The [explorative course](#) in the first quartile features User Centered Design, which helps me develop UFP. The [specialization course](#) in the second quartile is about setting up research about the influence of light on users. This will develop DRP.

Student mentor - During the first quartile I will be a student mentor, helping first-years students finding their way in their studies at ID. It is a chance to develop skills like leading a meeting and sharing knowledge to fellow students. The student mentor meetings during the first semester helped me a lot in finding my way in the educational system at the department. As a student mentor I hope that I can do the same for the new students, helping them in being part of the ID community.