

Megin van Herk

Reading guide



Introduction

This reading guide offers a concise overview of the projects featured on [my portfolio website](#) from this semester. It provides a brief description of each project and the corresponding evidence demonstrating the fulfillment of my learning outcomes. Join me in navigating through the practical aspects and achievements that underline my academic progress this semester.

Table of contents

Introduction	1
Dutch design week	3
Assignment Description	3
Process and Results	3
Proof of Learning Outcomes	3
Planet (Common grounds)	5
Assignment Description	5
Process and Results	5
Proof of Learning Outcomes	6
Portfolio website	8
Assignment Description	8
Process and Results	8
Proof of Learning Outcomes	9
Social sphere	11
Assignment Description	11
Process and Results	11
Proof of Learning Outcomes	12

Dutch design week

Assignment Description

So, we had this cool project for Dutch Design Week (DDW). Our job was to make a 2-minute video inspired by the event. We noticed something interesting: artists who talk about saving the environment still use paper business cards. Our video wanted to shout about this contradiction. We made a tree from those cards, which represent creativity, and then threw them away—showing that these creative cards turn into waste. Our main aim? Get artists and viewers thinking about using eco-friendly stuff to show off their work.

Process and Results

We picked theme 9: Signature and collectible design. Then walked around dutch design week gathering inspiration, and business cards. We then made a tree out of these business cards, and proceeded to recycle them in the wrong bin, on camera.

Planet (Common grounds)

Assignment Description

Our extraterrestrial adventure began at Fontys, where all media design classes gathered for an otherworldly project. Each group was assigned a planet, and I found myself leading the charge for KELT-9b, a scorching exoplanet losing its atmosphere due to intense radiation. As the Health & Recreation department, we envisioned the Keltarans—bioluminescent, self-sustaining beings living in floating colonies fueled by the planet's gasses. Our challenge was to create a prototype that would improve the well-being of "humans," and we opted for an unconventional solution: transforming everyone into Keltarans.

Process and Results

To convince Earth dwellers of our planet's allure, we crafted a travel poster showcasing the ethereal beauty of KELT-9b. With the background story in place, our focus shifted to addressing the UN Sustainable Development Goal of ensuring healthy lives and promoting well-being. Our prototype comprised a 3D model of transformation machines, drawings depicting the Keltarans, and a 3D model of our intergalactic ship.

The journey video encapsulated our project, emphasizing the idea of transforming humans into Keltarans. I, shamelessly, spliced together stock footage to narrate our storyline. This project stretched our creativity, forcing us to think about well-being in a way that challenged traditional norms.

Reflecting on our odyssey, we discovered the intricacies of telling an engaging story. Professionally, we honed our skills in 3D modeling, storytelling, and video editing. In the realm of ICT & Media Design, the project opened our eyes to the potential of using narrative and visuals to provoke thought and action.

The KELT-9b project was an extraterrestrial journey that pushed the boundaries of traditional problem-solving, encouraging us to explore unconventional avenues for societal improvement.

Portfolio website

Assignment Description

The assignment involved the meticulous creation of a personal portfolio, strategically blending style with substance to stand out in the digital landscape. The journey began with a comprehensive competitive analysis, exploring the portfolios of industry leaders for inspiration and identifying key trends. A user-centric philosophy drove the design process, emphasizing personal style preferences and creating a unique visual representation.

To ensure the portfolio's distinctiveness, an exhaustive analysis of available products within the same domain was conducted. This involved dissecting various portfolio styles, noting strengths and weaknesses, and extracting valuable insights to inform an individualized approach. The assignment aimed at not only presenting a collection of works but crafting a digital experience that engages, explores, and connects with the audience on a personal and professional level.

Process and Results

For my portfolio, I started by checking out what successful people in the field were doing and looking at similar websites. I wanted to understand what works and what doesn't. Then, I focused on my own style and created a prototype. This whole process aligns with the DOT framework, where I analyzed the competition and products, and prioritized user-friendly design. The goal was to make a portfolio that stands out in both looks and functionality.

Social sphere

Assignment Description

Garage2020 and the municipality of Eindhoven are teaming up to tackle the digital challenges faced by youth workers in a world where Dutch youth spend around 6 to 7 hours daily online. The municipality has tasked Garage2020 with creating an innovation to boost the impact of youth work in the digital realm.

Enter the 'social sphere,' a project aiming to build a platform where youth workers can connect and support young people in Eindhoven through social media channels. The goal is to bridge the gap between traditional youth work and the digital spaces where young individuals are most active.

Collaboration with key stakeholders, including Fenna Dam and Fontys, is essential to propel the 'social sphere' to its next phase. Together, we're working to create an effective solution that enhances the digital footprint of youth work in Eindhoven.

Process and Results

Our journey began with a deep dive into understanding the challenges faced by youth workers in the digital landscape. Research helped us grasp the dynamics of online engagement, the preferences of Dutch youth, and the gaps in the current youth work approach.

The 'social sphere' concept emerged as a response to these challenges. It envisions a platform where youth workers can connect and support young people using social media. This approach aligns with the digital habits of the target audience, providing a dynamic space for meaningful interactions.

Collaboration with stakeholders, including Fenna Dam and Fontys, played a crucial role in refining the initiative. Their insights contributed to shaping the project, ensuring it meets the needs of both youth workers and young people in Eindhoven. Fontys, as an academic partner, brought valuable perspectives to the table.

Ongoing collaboration involves iterative development and testing phases, actively incorporating feedback from youth workers and stakeholders. The aim is to create a flexible platform that adapts to the evolving digital landscape while meeting the immediate needs of youth workers.

The 'social sphere' project is our proactive response to the challenges posed by the digital shift in youth culture. With input from stakeholders and a blend of innovative technology, Garage2020 and the municipality of Eindhoven are working towards a digital platform that enhances the effectiveness of youth work, fostering meaningful connections and support in the online space.

Proof of Learning Outcomes

More in debt description: <http://i430712.hera.fhict.nl/lo.html>

User Interaction (Analysis and Advice):

- Conducted comprehensive analysis for the Social Sphere project, focusing on youth workers in Eindhoven, including the creation of [personas and tailored content based on personality types](#).
- Identified and addressed a contradiction in Dutch Design Week, demonstrating an understanding of [user perceptions and behaviors](#).
- Integral focus on [user interaction](#) in the creation of the portfolio website, aligning with the main research question on enhancing user experience.

User Interaction (Execution & Validation):

- Actively engaged in the practical aspects of the Social Sphere project, executing and validating the user experience, and [providing stakeholders with transparent documentation of the development process](#).
- Contributed to the creation of a [Figma prototype](#) and conducted usability testing for the portfolio website, ensuring a positive user experience.
- Continuous execution and validation of user experience in the portfolio development, involving [real users for testing](#) and [iterative improvements](#).

Software Development:

- Demonstrated proficiency in software development for the Social Sphere project, creating and [designing software](#) with existing components, libraries, and technologies like Figma, After Effects, Python, and JavaScript.
- Developed an [AI model in Python](#) and converted it into a usable application for the Social Sphere project.

-
- Personally [coded and designed the portfolio website](#), showcasing skills in software development.

Future-Oriented Organization:

- Conducted a thorough problem analysis for the Social Sphere project, defining the definitive problem and translating findings into a [comprehensive project plan](#).
- Developed a detailed [background story](#) for the planet project, showcasing a forward-thinking approach to the future of the Keltarans on KELT-9b.
- Demonstrated forward-thinking in [Dutch Design Week by choosing a theme](#) and route aligned with the overall experience.

Investigative Problem Solving:

- Engaged in investigative problem-solving for the group project by [formulating sub-questions](#), employing research methods, and using conclusions to justify design choices.
- [Addressed the environmental impact of artistic practices](#) in Dutch Design Week, demonstrating investigative problem-solving.
- Applied investigative thinking to the [planet project](#), exploring the environmental impact of the Keltarans' lifestyle.

Personal Leadership:

- Showcased personal leadership in leading the creation of the Keltaran narrative for [the planet project](#).
- [Effective leadership](#) and communication in the group project, collaborating with stakeholders, municipality of Eindhoven, Fenna Dam, Fontys, and the diverse team.
- Demonstrated effective leadership in planning and executing the [three-day Dutch Design Week event](#).

Goal-Oriented Interaction:

- [Collaborated with various stakeholders](#) and team members in the group project, focusing on reaching shared project goals.
- Effective communication and coordination as the [leader in the planet project](#), assigning roles, facilitating discussions, and managing team dynamics.
- Demonstrated goal-oriented communication in [planning the three-day Dutch Design Week event](#).