

# Reflection



## Trend Cockpit

Due to the fact that I did not know anything about the trends and socio culture, I felt attending this assignment would be the chance to develop myself within this designing aspect. So my objective was to become aware of what this designing aspect includes. I wanted to become aware, because I think it is really important that you know who your consumers are and where you can find them.

Before this assignment I expected a lot to learn. Next to the theoretical information which I knew, was missing, I was expecting a lot to do in practice. With exercises I hoped to practice those theories. These exercises would hopefully develop my thoughts and actions during my own designing processes the upcoming periods of time. I knew that the assignment was almost overlapping half of my designing process this semester. So I expect to involve my development and improved knowledge during my second year in this study. It would be fantastic if I am able to apply all this in my first year already.

I improved my designer insight during this assignment. I can say that my assignor gave me a lot of insight in where I can find my consumers and where I should design. The first lesson was about gaining knowledge and processing theories of trends. These theories were very useful for me to already become aware of all the directions in which I could go.

Furthermore, I noticed that the several exercises we did, added a lot to my insight. For example the exercise with all the token images of the fair event. This exercise was about becoming aware of the 6 sides of a designer DNA. These six ones are material, detail, colour, shape, user experience and pattern. While we were dividing all the photos over the separated DNA aspects, I became a lot more aware of the reason why we went to the IDS fair at all. During the visit I did not completely get the clue of why we had to go there, but after this exercise I did. Right now, I know where I have to focus on, while observing design. So the next time when I am going to such a collection of designs, I will compare those aspects step by step. Next to this, I could conclude where the trends were going to, after this exercise and that was of course the whole objective of this visitation. I am glad I realised

that. I think this the concept 'designer DNA' is helpful for me as well when I want to describe my own designer vision. The exercise after this was about exploring the designer DNA of your assigned designer, in my case Dieter Rams. With my group we did explored all his designs while looking to the designer DNA aspects. Right now, I can say what sort of designer Dieter Rams actually is, by looking to his DNA. He uses a wood, aluminium and plastic, not that much details and either not that much colours. Basically always black and white and the wood colour. His shapes are really geometrical and he gives a lot attention to his user experience and finally uses grid patterns.

I think a good exercise for me after this assignment is to also write down my own designer DNA. This could be the basis of my identity and vision.

In my own designing process I noticed that we chose a lot with our consumer attitude. This is something I want to get rid of, in my next projects. I want to design for the future and not for the present, the consumers willing of the moment. In my next project I will also explore the biggest opportunities in the market such as the target group and what sort of consumers are coming.