

Frontpage

This is the front of your reading guide. In Dutch we say: "voorkant". Here you can put your name, the name of the project and where it is about, your phone number, e-mail address, student number and a nice picture of a laptop, or cat, or both. Or not at all?

To sum up: you are the media designer here, this is media, so make independent choices and design it, think about it. Be consequent, consistent, and creative.

Ooh, and if you use this template, please remove all pre-filled text that was in the template and is no longer relevant in your reading guide, it's not a bingo card to be filled in.

Table of content

A table of contents, usually headed simply Contents and abbreviated informally as TOC, is a list, usually found on a page before the start of a written work, of its chapter or section titles or brief descriptions with their commencing page numbers. But you probably knew that too ;)

Do you need this page, use it, you don't? Press the DELETE button.

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The assignment

You may use this entire page to describe the assignment or project. What is it about, what is the context, is there a problem or opportunity statement, which parties are involved, what is the purpose of the assignment, what is the main research question?

Perhaps you shouldn't use the word "assignment", then, but "project". If you don't need the whole page, that's of course no problem, because this is a guideline, anything goes, you decide.

For this semester, we had to include international projects and there is a learning outcome about taking part in these projects. There were two projects in total and I joined both of them. The first one was Dutch Design Week in Eindhoven with guests from Canada. The other project was WeyWeyWeb in Malaga, Spain. The idea behind this project was to attend lectures there, because it is the very up to date information, which can be helpful. First, I am going to talk about the Dutch Design week, then for WeyWeyWeb.

Participating in the Design Design week was a dynamic and collaborative experience as part of my semester project. Welcoming guests from Canada, we embarked on a collective journey to contribute to the vibrant atmosphere of the Dutch Design week. The essence of this project lies in fostering collaboration among diverse students, pooling together our unique perspectives and skills. We wanted to mix our ideas and skills to create something special. This project was all about teamwork, learning, and making cool things happen during the Dutch Design week.

Being part of the WeyWeyWeb event in Malaga, Spain, was an exciting component of my semester journey. In just two days, the event gave us a peek into the latest trends in Web Technologies. We got to explore topics like web programming, JS frameworks, web design UX/UI, product design, mobile development, software architectures, best practices, and web accessibility. It was like a quick journey through the interesting and always-changing world of web technologies. The event promised to be full of learning and fun for everyone involved.

Description of the process (&results)

As you describe the process and the approach, explain how it took place, what choices were made, what methods were used and what the results were, preferably by using the research cycle. You can use 1-4 pages for this. Keep it short, it shouldn't be a thesis ;)*

*

Research cycle:

Research question - method selection - collecting information - analyzing information/results - conclusion.

Or the simple version:

Why, How, What & so What?

Also make sure you clearly describe what your personal part was (and keep this well-balanced). Do all this as briefly and simply as possible. You may make the results described interactive, so that you can click on them and see them immediately on the portfolio. Each cycle could be described in one or a few sentences. In various places you can then include references from your reading guide to intermediate products and results of the work you have performed.

In this document I will summarize my experience attending Dutch Design in Eindhoven and WeyWeyWeb in Malaga, Spain. I am going to start with the first one that I attended and it was Dutch Design week and then the one in Malaga. Scroll down to check the process.

Dutch Design Week Eindhoven

Day 1:

Morning presentation

On the first day of the DDW (Dutch Design Week), we commenced with a presentation outlining our activities for the week.

During the presentation we made groups with the Canadese students. We got the assignment to explore the dutch design week. On wednesday we need to make a video containing our impressions of the Dutch Design week with something we made within a subject we choose.

We opted for the objective of "Creating a living and sustainable environment" because we were keen to explore and draw inspiration from potential solutions in this domain. This theme resonated with our curiosity and desire to discover innovative ideas and approaches that can contribute to a more sustainable and harmonious world.

Piet Hein

Following this, our group headed to Piet Hein, an exhibition space where artists showcased their work in a more commercial setting. Many of the artists were present and eager to discuss their creations. We had a particularly engaging conversation with an artist who had

created a series of minimal toy designs. He exuded passion as he elaborated on his work, sharing insights into his inspirations and design process.

Our exploration continued as we made our way to the heart of Strijp S. This area offered various activities and food options, and we enjoyed a meal with international students. Subsequently, we visited Area 51, where we encountered several captivating modern art pieces.

Klokgebouw

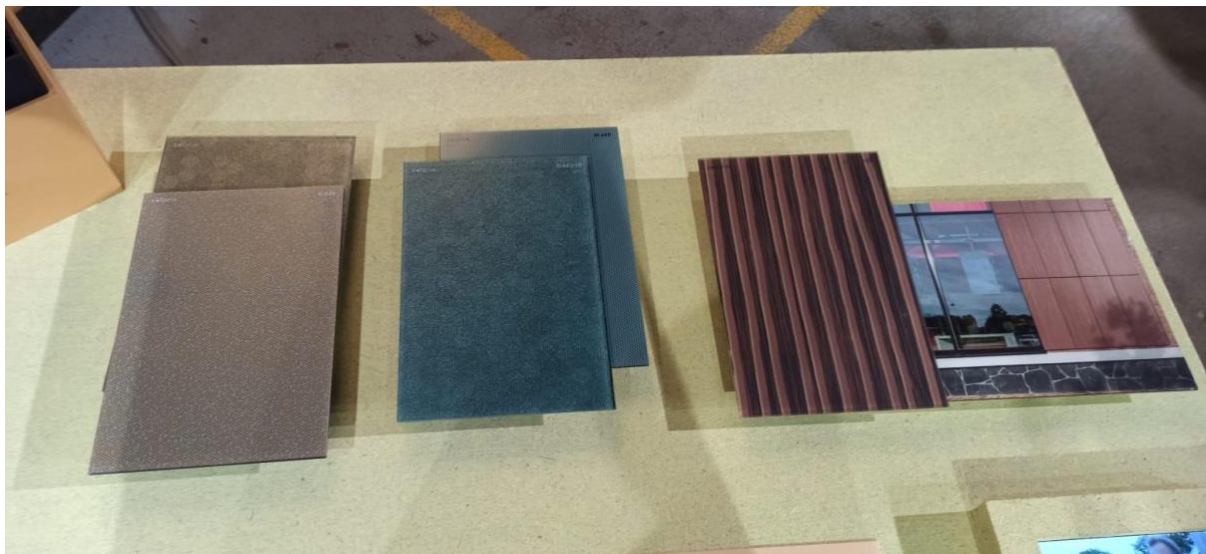
In the afternoon, our group congregated at the Klokgebouw, where a significant event was scheduled. The Klokgebouw housed diverse artworks and exhibitions, with a prevalent theme of sustainability and nature.

One particular exhibit resonated with me deeply – a company dedicated to creating a more sustainable world. They had fashioned a shirt using residual sunflower products and had also developed aesthetically pleasing solar panels. Initially, I questioned the need for visually appealing solar panels, given their placement on rooftops. However, I soon realized their intention was to make solar panels wall-mountable, transforming them into decorative elements for homes.

This experience sparked contemplation about the nature of innovation. It reinforced the idea that there is often room for improvement by thinking creatively and beyond conventional

constraints. By breaking free from preconceived limitations, one can generate truly exceptional and impactful ideas.

After we went to the Klokgebouw we went to a bar to get a drink with everybody to reflect on the day and share a good time.



The solar panels



Day 2 (Thursday 24 - 10 - 2023)

On Thursday, we gathered at Piazza in Eindhoven and took a stroll before heading to Heuvel. The upper level of Heuvel was entirely dedicated to the Dutch Design Week.

The predominant theme at Heuvel revolved around the projects of graduating students. The space was filled with an array of works that encompassed diverse ideas and perspectives.

Heuvel

One of the projects that particularly stood out to me was by a student who aimed to challenge the stigma associated with hemp and marijuana. She crafted shirts and tote bags from hemp, highlighting its strength and eco-friendliness. Her work shed light on the underutilized potential of hemp due to the prevailing stigma surrounding it.

Another noteworthy project was created by a different student, who constructed five pillars using weak materials. These pillars served as a symbol, representing the Turkish government's practice of building houses with subpar materials in regions notorious for earthquakes and other natural disasters. This powerful piece drew attention to the critical issue of building safety and resilience in such vulnerable areas.

Initially, the works by the students may have appeared vague and devoid of clear meaning at first glance. However, upon reading the accompanying signs or engaging in conversations with the artists, the true significance behind the pieces became evident. Most of the time, this deeper understanding was genuinely impressive, as it felt like the puzzle pieces of their creative expressions came together to reveal a cohesive and thought-provoking narrative. This highlights the power of art and design to convey complex messages and provoke contemplation.



Day 3 (Wednesday 25-10-2023)

On the final day, we convened at school to work on our assignment, focusing on the topic we had chosen at the beginning: "Creating a living and sustainable environment."

Ideation

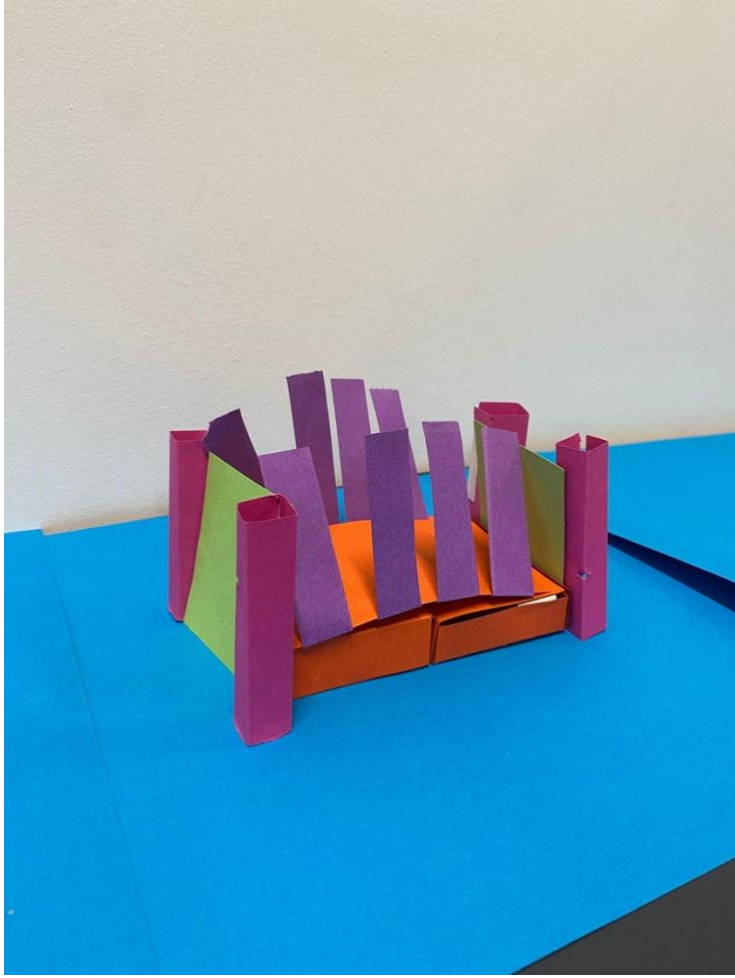
Our inspiration for the project came from our observations during the Dutch Design Week, where we encountered numerous artists emphasizing the concept of modularity. This theme of modularity resonated with us, and we were eager to create something modular that would minimize waste.

The idea that surfaced was to design a modular bed. We considered the fact that over a lifetime, people often require different bed sizes. This led us to ask ourselves, "Why not create a bed that can be transformed into various sizes?" Our goal was to design a bed that could adapt to changing needs and spaces, aligning with our commitment to sustainability and minimizing waste.

Prototyping

Once we had the concept for our modular bed, we initiated the design process by sketching out our ideas. We then progressed to develop a paper prototype. We opted for this approach because it allowed us to quickly visualize and understand the core concept without investing a significant amount of effort and resources.

While some team members were busy with the paper prototype, others focused on creating a poster and video to present the idea in a more visually compelling manner. This combination of a tangible prototype and visual presentation was crucial in effectively conveying our concept to others.



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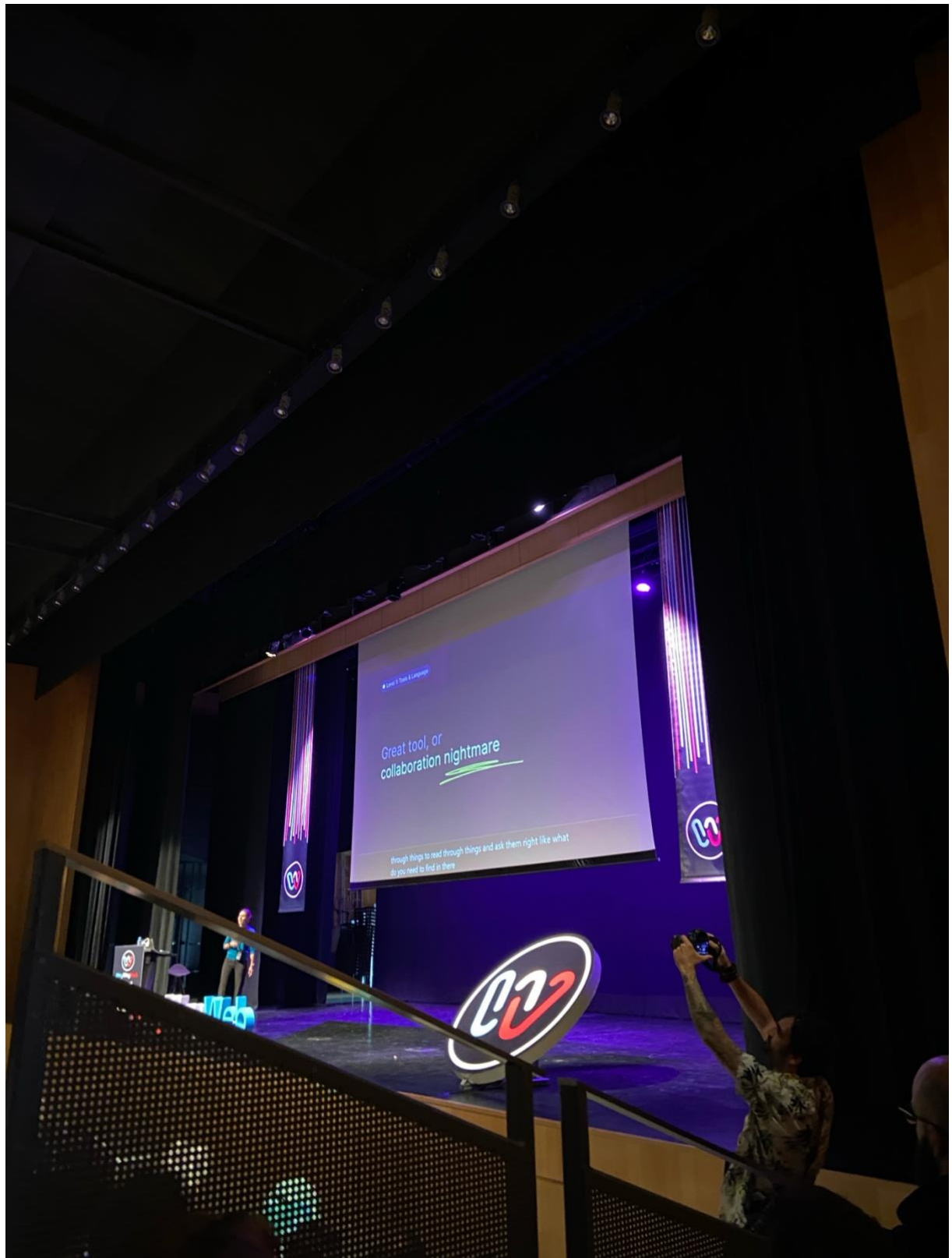
FEATURED ARTISTS

TODOR | SADITIM | RYAN | TWAN
CAMILLE | YAREAD | DANNY | GEERT

WeyWeyWeb Malaga, Spain

Day one in Malaga for WeyWeyWeb was a fantastic start! We kicked off with an engaging lecture focusing on web programming and JS Frameworks. It was a deep dive into the nuts and bolts of these technologies, sparking insightful discussions and giving us a lot to think about.

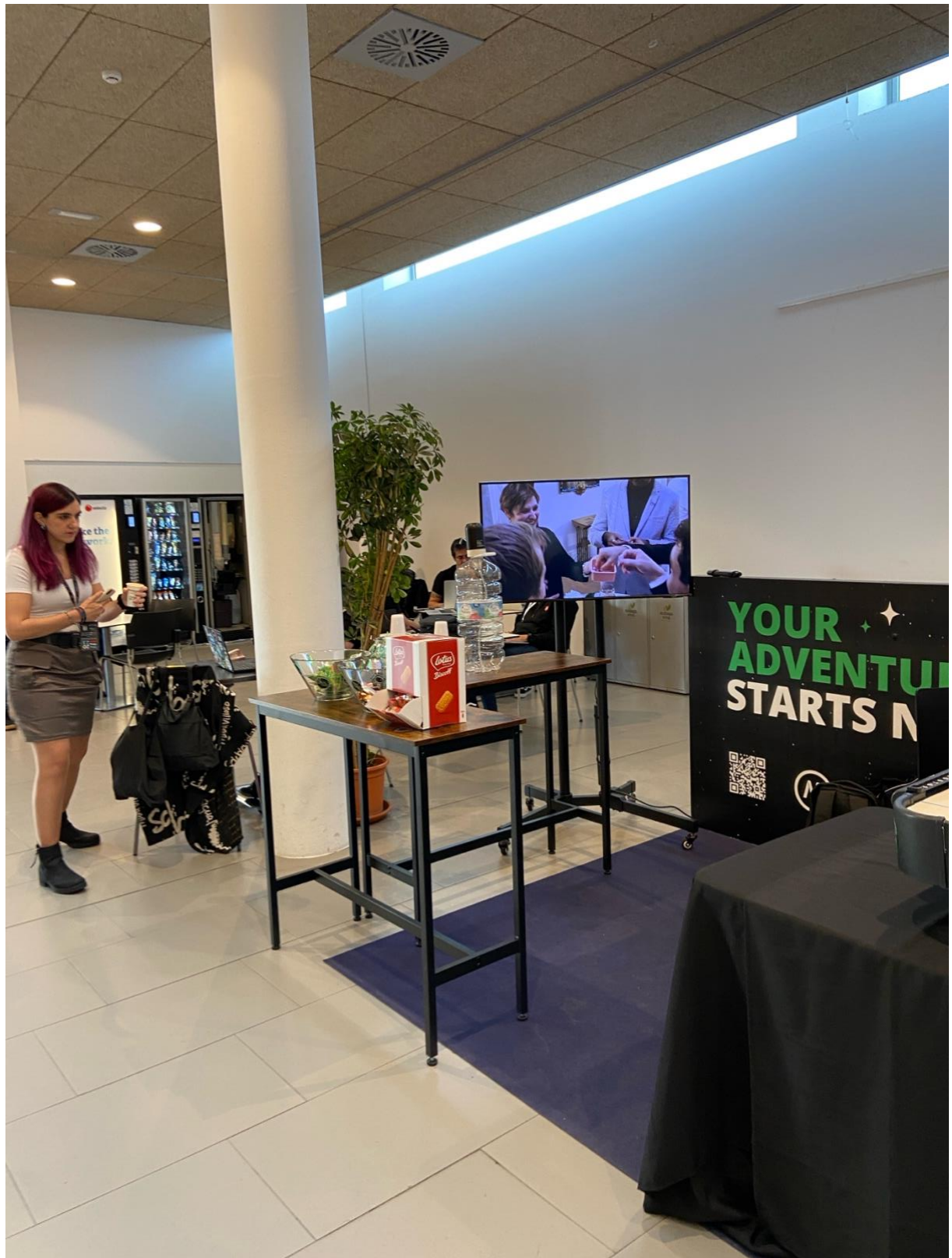








On day two, the excitement continued with another intriguing lecture, this time centered around web design and mobile development. We explored the creative side of web technologies and dove into the world of building applications for mobile devices. The two days at WeyWeyWeb were an enriching experience, blending technical insights with creative exploration.







Reflection

Reflection on the process, the professional aspects and personal learning and functioning during this assignment or project. Keep it short. You could put this information also somewhere on your portfolio, just think about it. Maybe just the highlights?

Participating in the Dutch Design Week project was a valuable experience that significantly influenced my professional growth. Exploring different fields like History, Arts, Technology, Science, Education, and Health gave me a well-rounded understanding of design. Working with students from Canada made it even more special and emphasized the importance of teamwork and collaboration. This immersive experience not only improved my design skills but also deepened my appreciation for the creative synergy that arises from diverse talents working together. The Dutch Design Week project provided a dynamic learning platform, fostering creativity and cultivating a collaborative mindset that will impact my future design endeavors.

Going to Malaga for this project was really great! I learned so much and got updates on the newest things happening in web technologies at WeyWeyWeb. It was like getting a fresh look at how websites and cool features are made. This not only helped me with my work but also made me feel positive and excited. Being around other students and professionals created a nice community feeling, and I left Malaga not just with more knowledge but also with a happy and motivated mindset to keep going in the world of web technologies.

Evidence (table)

Completion of the table in the appendix with where to find the 'evidence' for the learning outcomes that you must demonstrate in the Advanced Media Design semester. In fact, this refers to the same “products” that are also referred to from the description of the “process”, only this time sorted by learning outcomes.

It should be a simple display of all the tasks you have done and products you have made, in an overview. Preferably make it clickable so you can also use it as navigation. Most users like that. Don't link directly to research material (appendix-files) but always to product pages on your portfolio to give the reader some extra context

Appendix: Evidence

Learning outcome	Proof
User interaction (analysis and advice)	
User interaction (execution & validation	
Software development	
Future oriented organisation	
Investigative problem solving	
Personal leadership	
Goal-oriented interaction	