



# Final PDP

## Thijs Reijnders

1699237 | Feb 2022

---

### VISION

As a designer, I would like to contribute to the preservation of our world. I want to mean something to the world. We are working hard on sustainable systems to save our world from global warming and pollution. As designers, we can play a big role in developing new and sustainable systems or everyday products and also help visualize and promote these products through visual designs and videos. As I will tell in my Personal Identity, I would like to convey a message to people or encourage people to do something. Projects such as the Ocean Clean-up project by Boyan Slat and the cars on solar panels of the Solar Team of the Eindhoven University of Technology inspire me enormously and I think these projects show what you can do as a designer and how you can contribute to a better world. For example with the project from Boyan Slat you can see that it started as a small project he did on his own and now it has grown to an worldwide project with a lot of attention and impact on the sustainable view that people have.

I want to mean something to the world, because as an artist (I draw a lot) I am always fascinated by the beauty of nature, by all colors and all shapes, by how nature works. Nature inspires me and I want to make sure that later I can also show this beautiful nature to my children. That I can show them what a beautiful planet we live on and how fascinating nature can be. Nature is also essential for our lives, for humanity. It takes care of everything we need and we have to make sure that our children also have these possibilities later on. As I said as a designer you can contribute a lot to this, for example, you can contribute to a visually appealing design, to new technology and electronics, but also communicate to society through graphic designs and videos about the idea of the project.

In my designs, I would therefore like to contribute to the maintenance and saving of nature. This is based on products that are made entirely from naturally degradable materials and products that help to clean up nature again. In addition, it also seems very interesting to me to work on new ways of generating green energy or to continue in existing ways. I want to achieve this by talking to people and companies such as Boyan Slat and investigating what other possibilities are available in the field of sustainability and green/sustainable products. By doing this I will hopefully be able to start my own business later on and do my part.

So concluding, as a designer you have many areas to which you can contribute to help the world fight climate change. With my design projects, I want to show people what is important to us and our planet and inspire people to do something for our earth and maybe later on far beyond our earth. I want to follow in the footsteps of designers like Boyan Slat and get a little closer to a new and sustainable world.



# PDP THIJS REIJNDERS

## PERSONAL IDENTITY

As a person, I am a very creative and individual person. I like to draw in peace/alone and put the things that I think of in my head on paper. When I was younger I also liked working alone, for various reasons, and I was always drawing. I always strive to make my drawings, but also projects, as perfect as possible, to prove what I can do, but also to convince myself that I can do something and get some kind of satisfaction. I have a rich imagination and I keep coming up with new things. I am a resourceful person, I can very well, when I see or read something, come up with an idea within minutes, either in the field of art or in the field of a project. Something that I find very important is that with my drawings, but also with my projects, I can convey a message or make someone think. I want to make people look at things differently and encourage them to do something themselves. I want to leave something to this world, I want to mean something.

As a designer, I am, as mentioned before, a perfectionist and also aesthetically oriented. I always try to make my drawings and projects as perfect as possible, without mistakes or errors and visual flaws. When I make something, I want it to be a professional project. I focus on all the small details such as color, fonts, shapes, etc. Because when I have a project I always want everything to be perfect, when I do work in a group I always try to be a bit of a leader. Because of this, I know that things always go well and that they do happen. So although I am very individual-oriented, I always like to take the lead in the projects, to make sure that things go well and that everyone does what they have to do. Yet, I also find it very difficult to work in a group, because I am not yet open enough to other ideas and find it difficult to estimate what other people want and can do (this is also why I take the lead because then it happens my way). As can be seen from my Vision, I want to become a sustainable designer, creating my own small project and growing it to a worldwide project (As seen as the project of Boyan Slat in my vision) and make an impact on the people. That's why I am also interested in the business side of designing. How can you promote your product and make it a well-functioning business and grow out to be your own brand? So concluding, I am a sustainable and esthetic-oriented designer. I consider both things equally important in designing because if we want to do something for this world we need sustainable designs, but on the other side, if a design is not visually pleasing no one will use it or be interested in what it does. For me, the main point is that I want to do something for the world and try to show people how beautiful the world can be and that we can save it together through interesting, beautifully designed but also interactive systems.

Things I'm good at are: Art, Programming, Graphic Design, 3D modeling, Idea development. As mentioned before, I like to be creative and because I have been drawing for years, I am very visually active. Because of this I also learned to model and program in 3D. I noticed that with these skills a much bigger world opened up and also other ideas that I devised could be made possible. When I start something new I want to be able to do this and I have become better and better at these skills. This also provides many opportunities in emerging projects. I also really enjoy doing these things.

What I still want to learn and what I have no experience with yet are Communication, User Research, and working in groups. As I've said before, I'm very individual, this way I know what's happening and that it's happening in the right way. Unfortunately, because of this, I am not very sociable and I still find it difficult to work in a group and explain to other people what exactly I have in mind. Because I'm not super social, I have never really done user research for a project, I didn't dare to do this and that's why I never did it. Although I don't master these skills, I want to learn them. These are essential skills for a designer and I hope to learn these skills in the coming semester and especially during Project 1.



# PDP THIJS REIJNDERS

## GOALS

### Communication and User research - U&S

In the 2nd quartile, I followed the User-Centered Design course. It was very interesting to learn how a user can influence a product during the design phase and how the communication between user and designer can lead to the best result. I would like to apply the things I learned in Project 1 in the next semester. In this project, I want to learn how to best get a user to participate in the design of the project. I want to do this by having some users actively participate in the project and asking these users in multiple stages of the project for feedback to achieve a successful result. As a result, if all goes well, at the end of Project 1, I can set up a good user research myself and use this data in developing new products. This skill can be very useful as a designer because you are designing for a user or society and you need to know what they want and need.

### Working in groups - T&R / B&E

In my very first project, during the From Idea to Design course, I noticed that I find it difficult to work in a group. I find it difficult to leave tasks to others and not know what the result will be. I want to unlearn this and especially during Project 1 I want to learn to confidently leave tasks to others and trust that a good result will come out. So at the end of Project 1, I want to be a real team player and be able to work well with and rely on others. This allows me to work better on a project later on and I feel more comfortable in groups. Collaboration is essential as a designer, especially if you are working on a business project, but also to realize a product you need to know your strengths and the strengths of other people in your group.

### Electronics - T&R / MD&C

During the Creative Programming course, I also had to work with Arduino several times. This was very interesting and I also enjoyed doing it, but we didn't learn much about these electronics and how everything works. That is why I, at the end of the Creative Electronics course, want to have learned how exactly you can make an interactive system based on multiple sensors, with Arduino. I think this is important because, although I can already program, I can't apply this skill to devices yet. I would like to be able to make a complete system/product and then, in addition to programming, also know how to build a device with electronics. In addition, I will probably benefit from this skill in my future projects, because as a designer it is important that you can make functional prototypes and electronics are essential for this.



~ Some of my artworks ~