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# Personal development plan

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## Vision

The role of design in the technology of the 21st century has become, as I see it, the narration of a growing part of our lives. As technology conquered a place in our daily routines, the job of the designer became to shape that 'narrative' to be as immersive as possible, leaving distractions of the attention seeking world of notifications and intricate interactions behind. This means that technology should not be interfering with the lives of people, but rather interweaving with it through a dynamic shift across the interaction attention continuum [1]. Making most products in the everyday live practically invisible [2].

As the critical eye of the designer should seek to exert the boundary of what is considered the state of the art, the general point of attention has continuously been shifting from the aesthetics of shape, towards the aesthetics of interaction [3], now exploring the fields of the aesthetics of intelligence. Designing this field comes with many challenges in particular, as products and services become growingly complex with the implementation of intelligent agents. Therefore, it is the designer's job to design the aesthetics of such intelligence with a critical mindset towards its implications [4], while balancing the many aspects through which this intelligence can be experienced as extension in our everyday lives.

All in all, the designers of the future would need to frame the narration of our everyday lives with well-balanced, but exciting experiences across multiple dimensions such as sound and touch. Interaction is well thought of and shifts across the interaction attention continuum, even when implementing well balanced intelligent agents that extend our capabilities in our everyday lives.



# Identity

Curiosity is what drives me in this world of endless discovery, learning and truth-seeking. As a 'thinker' I try to see the bigger picture and deeper meaning in most situations. With these insights I gather, I set my creative guidelines to direct my creativity towards its highest potential. That translates to a strong ideation and a smooth realization, where my imagination often flows. An eye for perfection, albeit with a balance for efficiency, depicts the rest of my work in a design process.

I take a relatively entrepreneurial approach to life, aim for ambitious goals and seek to achieve the most I possibly can. This attitude during projects makes me either a guided and controlled leader in teams, or when no direct leadership is necessary a closely listening and hardworking member. When I lead teams, I aim for a calm and respectful atmosphere where I try to balance personal skillsets of team members to accomplish more effective results.

My interest in design is centered around the connection between the digital and the physical. I like to create experiences and extend or enhance our everyday lives and professional work environments.

My interests reach further than design alone. The audio-visual world namely compliments my creative passion through the media of photo- and videography. The fields in between design and media, being graphic- and sound design for example, have my interest alike. From this world of 'aesthetic communication' [5] I bridge my storytelling abilities towards that of design to help express abstract parts of concepts and immerse users in the experiences I create.

# Goals

## Test group leadership

In a closed setting I will perform a group assignment. During the assignment I will lead the group, after which I let them evaluate my performance. Next to that, I will reflect on my strengths and weaknesses and create learning points for the future. This assignment will take place this quartile with around 5 UNID committee members.

## Storytelling production

As storytelling is a big part of my current research project, I want to be able to showcase my current skill level. Doing a large (video) production provides the possibility to create work that I can use on my portfolio, but also grants the challenge to lead a large multi-disciplinary team for a brief moment in time. The production will be started from my video company, beginning on pre-production next week.

## Build improved portfolio

Making the world aware of you qualities is very important, especially at the start of you career. I am currently very happy with my online portfolio, but I find it important that my new directions in design (e.g. storytelling) are better displayed. In addition, I will be adopting a newer, more design focused graphic style. I will start on building this new portfolio this semester, with an important part ready before the end of this quartile.

## The aesthetics of intelligence

During my M1.2 research project I focus on the field of the Aesthetics of intelligence. This field is relatively new, thus invites to be explored through design research. I see an opportunity to combine my passion for filmmaking with design as storytelling can contribute in this new field. I aim to contribute with a framework around storytelling in film for designers working on the aesthetics of intelligence.

## Extend my understanding of culture and behaviour

As culture is an important topic in my design research project, it is important to grow within the topic. Next to literature research for this project (e.g. reading the book 'Cultures and Organizations), I will follow the course 'Researching the future everyday' where I will analyse and take a close look towards the role of technology in our everyday lives.





[1] Bakker, S., & Niemantsverdriet, K. (2016). The interaction-attention continuum : considering various levels of human attention in interaction design. *International Journal of Design*, 10(2), 1-14.

[2] <https://medium.com/the-year-of-the-looking-glass/the-future-of-design-in-technology-fe1697e5826>

[3] Lenz, E., Diefenbach, S., & Hassenzahl, M. (2014). Aesthetics of interaction. *Proceedings of the 8th Nordic Conference on Human-Computer Interaction Fun, Fast, Foundational - NordiCHI '14*. <https://doi.org/10.1145/2639189.2639198>

[4] Piper, K. (2018, 2 november). Why Elon Musk fears artificial intelligence. Geraadpleegd op 21 februari 2020, van <https://www.vox.com/future-perfect/2018/11/2/18053418/elon-musk-artificial-intelligence-google-deepmind-openai>

[5] Schmidt, J. N. (2009). *Narration in film*. na.