

PDP of Job van Gennip

Student Industrial Design (B3.2)

VISION

Bond more with your products

In today's society products lose their identity. **People no longer bond** with their products it is something that they use and if it breaks they will throw it away. This has to do with two things. First products become **less intuitive**. You are nowhere without a manual nowadays and with the step from action to reaction getting bigger and less transparent people get distant from their products. Second people **can't repair** their own products so if something breaks down they will just send it to someone to fix or buy something new.

In my perfect world products would become lower tech like this speaker [image 1]. A lot of people use sound docks, but often don't fully understand how it works. Add the risk of the sound dock breaking to the point where you can't fix it and it suddenly doesn't seem as appealing anymore. That is why I like the design of this sound dock so much it is simple and low tech and if you will somehow be able to break it you could repair it yourself using plain wood. This project also immediately speaks for itself. Doesn't matter how experienced you are with technology you will know what to do.



My goal as a designer is to give people **alternatives for today's mass production** market. I want to give them products of which they **understand how they work** and will be **easy to fix**. My products will bring back the **bonding to products** people had. I want to achieve this with the help of 3D printers. 3D printing allows for a lot of customization in your products. I think this will become the new form producing.

IDENTITY

For me **doing** is more important than thinking. That is also where a big part of my vision originates from I like to start using a product as soon as it comes out of the box and don't like to sit down for an hour to read the manual. As a child I also started to tear things apart, not because I was violent but because I was **curious** about how they worked. This is something that remains still, I want to understand how everything works. This is also where the wish for **transparency** comes from. As the son of a bicycle repairman and a carpenter I learned on a young age how to **work with my hands**. An annual event in my village (de Brabantsedag [image 2]) helped to increase these skills even more and now building things is also a way of expressing myself.



As a designer I like to **create**. **Prototyping** is a very important part of the design process for me. This is also because when I finish a prototype it is like I reach a **goal** and I can see the progress I made. This is also a way for me to stay motivated. I am very focused on **ease of use** and **feedforwarding** in my products. This originates from the wish for transparency.

During my internship I have learned about using **3D printing**. By listening to a lot of people their stories I learned how to use this technology in order to create new values. It also taught me something interesting concerning my vision. If you print the entire product you will learn how it works during the assembly and will make it really your product. This will make sure the mechanics are easily understandable. Also it is very easy to **customize** parts before 3D printing (writing your name on it for example).

WHERE AM I NOW?

During my internship I learned a lot about 3D printing in general. However because of the amount of design projects I got, I also learned how to apply 3D printing in the design process. It also gave me some new insights in how design projects in the real world work.

I have all my competencies developed in depth although some competencies are developed more than others. This has to do with my interests. This means that this project I will not focus on particular competencies. I will make sure that I will make an all-round design project.

WHERE DO I WANT TO BE?

During this semester I want to make sure I show who I am as a designer and what I can do as a designer. I want to make a Final Bachelor Project (FBP) in which I can show my interests and show the skills I have gained during my 3 years of ID.

I want to go through the entire design process and make all the steps. I will try to do everything from brainstorming up to a business model. However in earlier projects I have experienced that setting to strict goals often gives me problems. That is why I want to make sure that the quality of my products stays on the level of a B3.2 student. Quality goes over quantity.

I also would like to incorporate 3D printing in my project, however same as previous paragraph I want to make sure that I will not sacrifice quality just because I want to incorporate more steps within my design project.

This semester I also want to improve my documentation. I want to make sure that I have more evidence of what I have done and I want this to be good evidence and I want to incorporate this evidence within my showcase.

HOW DO I GET THERE?

I think the most important will to have a good planning. Unlike previous years I will make my planning a little bit later so that I have more information and can make a better planning.

Also I want to start my design project with first a few dedicated weeks of research. This will help me establish a firmer base and will make sure there will not be any surprises during the rest of my design process.

Last I also want to use my new knowledge in 3D printing to make more iterations. I also want to use these iterations as an easy way to keep setting goals for my project. By setting small goals and making a lot of iterations I think my design process will be clearer.

Bronnen

[Image 1] <https://www.pinterest.com/pin/548665167076134528/> Hexaphone iPhone Amp by Trendhunter

[Image 2] <http://www.brabantsedag.nl/Files/PhotoAlbum/47/13781491253704oude-ambachten-copyright-foto-margot-van-den-boer---402a.jpg> Magisch by de Oude Ambachte