Double-Degree Project
I attended a double-degree master program that requires an integrated graduation project. My graduation project included multiple parts that revolve around the topic ‘professionalizing academic industrial designers’.

Professionalizing Academic Industrial Designers

SEC Project
I performed an explorative, qualitative study into industrial designer professionalization to give recommendations for two cases. The TU Delft Career Centre (CC) wanted recommendations on how she can prepare Industrial Design Engineering (IDE) students better for presenting themselves to employers. The IDE faculty wanted recommendations on how she can offer professionalization activities to alumni effectively.

I conducted literature research and interviews with industrial design alumni, IDE professionals, and CC professionals to understand the professionalization process and to discuss solutions.

I found that IDE students need to come in contact with employers for real during their education and need guidance from professionals to better prepare themselves. I found that the TU Delft’s professionalization offers for alumni are suitable but that the available offers are difficult to find. Alumni also do not see the TU Delft as an obvious organization to look for such offers.

SPD Project
I worked on the development of an education method for written communication that is tailored to academic industrial design students. This method should support both teachers and students.

I conducted interviews with teachers to better understand their situation and I used my own earlier research into which topics writing education should include. I conducted a design philosophical study into which competences academic industrial design students should learn. I explored various solutions to find out what kind of solution teachers and students need.

The Professionalization Situation

I developed an education method set-up in the format of a magazine that allows students to study the topic independently. Teachers can refer students to specific topics in the magazine. The magazine supports teachers in setting up writing education.

I evaluated the magazine set-up with teachers and students by letting them proofread draft articles for the magazine. They responded largely positive to the magazine format and contents. They stated that the magazine set-up addresses the students’ and teachers’ needs well as teachers can make little time for writing education.

Report
You can find my graduation report in the TU Delft Repository under the same title as this poster: Professionalizing Academic Industrial Designers.