

DCB170

Socio-cultural Sensitivity

Reflection P.I.M. Roelen 1255576

Date: 31-01-2018

Lecturers:
dr. Johanna Kint
ir. Maarten Versteeg

Before we covered history of literature on my secondary school, I was never interested in literature or painting. But by following that subject I became more and more interested. I still wasn't interested in the way the painting looked, but in the way that the artist has thought about it. I think at this point my interest about the idea behind things, and the purpose of certain functions in products started to grow.

At first that was the reason why I wanted to visit the Rietveld Schröderhouse. Because I knew that he had a strong vision and an idea behind his products. I visited the house once before, but that was a long time ago. I realized that it hadn't made such an impact the last time in comparison with this visit. Rietveld thought about literally everything in the house, big or small. And everything fitted in the big picture, the vision behind the house. Every choice was made based on this vision. And that inspired me a lot and I got very enthusiastic about it.

An example, Rietveld wanted the house to be part of the surrounding nature, what consisted of a field with grass and trees as far as you could look. When you just standing in the house it might not catch your eye at first. But mrs Schröder was a small woman, and from her perspective the window frames on the right are forming lines going to infinity. Furthermore the frames on the front didn't bother her because of her length. Rietveld made his choices based on his vision.

When he heard that there was going to be a highway almost next to the house, as seen in the lowest picture, and the nature around it changed, he even wanted to break down the house, because it's essence was gone.



A picture from the book 'Gerrit Rietveld' by Ida van Zijl.



A picture I made when I visited the Rietveld Schröderhouse.

I visited the Rietveld Schröderhouse between the first and the second assignment. And after my visit, when I looked back to the first assignment, I understood the critique of the assessors. And when I thought about it, our idea, our vision wasn't that strong. We didn't get to the bottom to search for our idea about the exhibition. The assessors also asked a few questions about choices we made, and none of us couldn't answer all the questions. So this was really an eye-opener, that my vision really wasn't clear enough.

Besides that, we thought the execution of the idea into the exhibition would be a lot different, than it eventually became. The assessors also emphasized that, and I agreed that the execution of the idea could also be a lot better.

The second assignment, we thought a lot more about our vision and what we wanted to show in the video. I was quite satisfied with the result. But the assessors thought that the speaker and the video were a little boring sometimes. I agreed, again the execution of the idea could be easily elaborated. I found out that it's important to sympathize the receiver of the vision, to actually make people interested in the vision, because everyone has other thoughts about things, because they have different backgrounds. The same for this project the assessors wanted to see some things a little different because they thought about it in another way.

So in the next assignment I tried to keep looking through the eyes of the users, the ajax fans in this situation. I suggested to use our free days to just think a lot about our vision and the specifying of it. And I think I improved on that. When someone came up with an idea I consciously tried to zoom out the whole time and ask myself, what do we want to say with this. I think this improved a lot on my way of sober thinking, placing things in perspective and weigh things. How are we going to present this. When someone came up with something of which I thought, this vision is not strong and clear enough, I suggested to keep brainstorming. Of course I discussed about why we should do that. And I think because of this our vision was clear and we could make grounded choices for our chair, and I think that improves the idea a lot because you can explain why you made a certain choice.

When we had our idea we tried to make this vision clear to the 'outsiders'. I thought it would be nice to show other people how much wood we wasted to make our chair. Besides we made a small sign with our idea upon it, to make it clearer. I was quite happy with the result. I thought I really improved on vision and the looks of the product. But the idea seemed not very clear for the assessors. In my opinion we didn't succeed to transfer our vision to the assessors in the presentation, so learned that besides a strong vision and a clear execution, a good way of presenting is also important to transfer your vision.

In the last project we defined a clear vision quite fast. Because of that we clearly knew what kind of results we wanted to receive out of the intervention. Although it was not the hardest task to execute this idea, we received what we wanted, so our vision and presentation was clear to the receiver.

I think that only in this course my way of holding on to a vision and transferring my idea in the way I want people to receive it has improved a lot. Although I think there is a lot of improvement possible. When you have a clear vision, you can make decisions easily and resoluteness and execute your product following your vision. This in combination with a good presentation your vision and product get a lot more clear to people, and faster too. In this way people get interested in your product and might even take over your vision.

I think this changes a lot in my way of working as a designer. I want to keep up the improvement. I've bought a book at the Rietveld Schröderhouse to immerse myself in it and also an Adobe workshop book to get more familiar with the adobe programs, and improve my skills. Using that I want to make my presentation more clear and interesting.

