

'SAY HELLO... WAVE GOODBYE'

In the senior projects class students are being prepared to enter the professional world, with a portfolio and presentation that will get them exactly where they want to be. In order to do that the last project that they have to initiate for themselves should help them reach those aims. Emphasizing on 'personality' and a strength-weakness analysis, presentation techniques and mapping skills versus personality versus future ambitions this class focusses on 'WHO AM I' as a design | media artist.



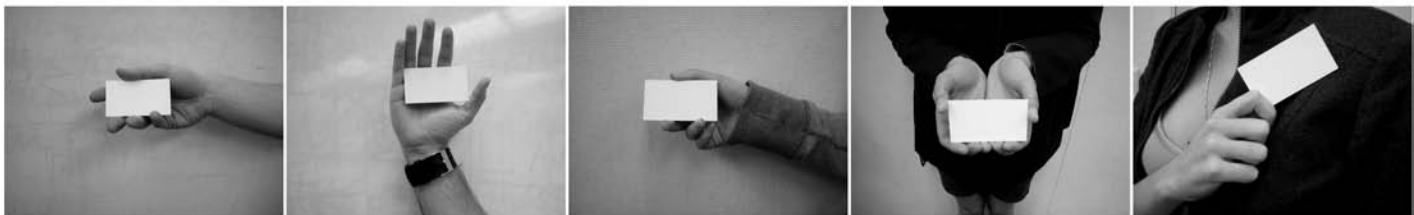
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['PLACE YOUR BUSINESS CARD HERE'-PAGES / D|MA CLASS OF 2005 PUBLICATION]

aims:

- concept for a senior project based on your portfolio, your personality and your future aims
- to execute this plan in clear designs and a process book
- a print presentation showing all the information gathered in class, a visual presentation of your portfolio, a visual presentation of your senior project. Pages of all senior students will be compiled in a book 'D|MA CLASS of 2008' and presented during an event and exhibition.

class will exist of group presentations and one-on-one discussions!

order:

- mapping personality and strength-weakness analysis through tests, portfolio presentation and a self portrait
- a concept for your senior project in writing
- executing the project with digital and print presentations in between

The cognitive curriculum vitae and your portfolio

Until now, designers and media artists have presented themselves through their portfolios, where identification can only be deciphered through finished products. But the process behind every project in your portfolio might be even more insightful than the project itself. Through a ccv you are not only presenting your designs and art pieces but also the person behind the design | media artist.

The cognitive structure of a designer | media artist

A cognitive structure is the complex connexion of our mental functioning like seeing, associating, ordering, remembering, visualizing, judging, communicating, identifying, researching etc.

Your ccv could sketch a portrait by;

what you know, what you have read, what you have seen, how you learn, how you observe, how you gain knowledge, how you look at the world, what you get inspired by, what intelligence you have, what cultural background, etc. but also your wants and needs as a person and an artist!

WHO AM I

A playful way to get to know yourself is by doing these free 'personality tests' on the web.

short personality test 1:

<http://web.tickle.com/personality/>

based on the following personalities; the chosen one / the critic / the lethal weapon / the millionaire / the moviestar / the observer / the poet / the politician / the rockstar / the secret agent / the shark / the skydiver / the socialite

riso + hudson tests 2 + 3:

<http://www.9types.com/rheti/homepage.actual.html>

based on these types of personality; the reformer / the helper / the motivator / the romantic / the thinker / the skeptic / the enthusiast / the leader / the peacemaker

a communication skills test 4:

<http://www.queendom.com/cgi-bin/tests/transfer.cgi>

characteristics in the design process;

the writer / the researcher / the analyst / the concept thinker / the visualizer / the art-director

skills	[what can you do?]
knowledge	[what do you know?]
inspiration	[how do you observe?]
intelligence	[what are you good at?]
cultural background	[how are you influenced?]
gender	[who and what are you?]

Use all this information, and map it in an infographic that is clear and communicates. Based on the outcome you make a self portrait that emphasizes these found results. Parameters on this exercise will be given.

Together with your portfolio presentation and the comments, this should guide you in writing a good concept for your senior project!

After evaluation of your concept, execution begins with weekly discussions of the development.

Guest lecturers MIGHT be provided to give an overview of the professional field.

Attempts are being made to provide this group of students with an exhibition space showing the results of this class and presenting the D|MA class of 2008 publication in order to SAY HELLO (to the professional world) AND GOODBYE (to D|MA).

Have fun! whl