Course: Professional Development/Theory - Positioning & Presentation credits: 5

Course code	VGVB25PTGP1
Name	Professional Development/Theory - Positioning & Presentation
Study year	2026-2027
ECTS credits	5
Language	Dutch, with parts in English, English
Coordinator	H.G. Briër
Modes of delivery	Assignment Peer feedback Self-study
Assessments	Positioning & Presentation - Presentation

Learning outcomes

Level Positioning (semester 8): The student shows the ability to independently design and theoretical research in a, are able to realize work independently and take their own position in the professional field.

2. RESEARCH AND REFLECTION

The student is able to critically and from multiple perspectives consider their own work and working method and that of others. This allows the student to deepen their own design or artistry, make it more layered and position.

The student has a curious, inquisitive, and entrepreneurial attitude towards other perspectives, work practices, and ways of thinking. By sharing findings with fellow students and with the professional field, the student also questions their own ways of thinking, working methods, work and positioning.

3. CONNECTING WITH THE ENVIRONMENT

The student takes position as an artist/designer, both in terms of content and relation, in the (international) contexts in which they work.

The student's positioning is well-considered and is embodied in the work and working method. To this end, the student conducted research.
The student can make the value of this positioning clear in the context in which the student works. The student is able to deal with changing circumstances and different approaches to making and designing art in a resilient and agile way by being open to and acquiring new knowledge, insights and skills.

The student seeks connections with the environment in the student's own way for the benefit of the work and the work process, as a method of artistic research.
The student can allow perspectives of others into the work and work process and is touched and inspired by them. These can be, for example, current developments in society, activities of fellow makers or sources from the past.

Artists/designers work in relation to and together with others. Collaboration, exchange and communication are crucial in the work process. The student actively seeks connections with others in order to advance their work. The student has insight into various forms of (collective) partnerships, both within and outside their own field.
In collaborations, the student can make an appropriate contribution and make their own voice heard, and deal inclusively with the different roles, relationships, motivations, responsibilities, interests, voices and specific qualities.

Content

You present your position as designer, and your graduation project. You share your design process and your final design(s). You use your updated theoretical research and your elaboration on it to ground what you have done.

Theory this semester consists of two assignments.

Designer Profile

In this text (with one or two images) you explain shortly how you position yourself as a designer and what you do in your graduation project. You write your profile preliminary to the Graduation Show; it will be the used for the publicity surrounding this show.

Presentation

You present yourself in 10 minutes, in which you explain your graduation project, sharing your process in designerly and theoretical research and their outcome in your design(s). Part of your presentation is a position mapping in which you show yourself in the theoretical context you work in.
After the presentation, the Assessment Committee has 10 minutes to ask you questions.

The basic format of your presentation is a digital presentation on screen, possibly supported by a small selection of physical objects not exceeding a surface area of approximately 1x2 meter.

NB Based on the nature of your project you may deviate from this format in consultation with the promotors.

NB More detailed information on this content you can find on Brightspace > Design Graduation Year > 2627 Study Guide Design Graduation Year.

Included in programme(s)

Design, Major Graphic Design
Design, Major Offroad
Design, Major Time Based
Design, Major Product Design

School(s)

Arts, Design & Built Environment

Design, Major Illustration and Animation
Design, Major Spatial Design

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