

# Internship Report

## Fashion Tech Farm

09/01/23  
Eindhoven  
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# Table of Content

Summary	3
Introduction	4
Company Description	5
Internship goals	6
Activities and Results	8
Dutch Design Week	8
The Collage Coat	10
Bilihome	13
Bobbi Baby	15
Clothing Design in CLO	17
Reflection	19
Conclusion	21
Acknowledgements	22
References	22
Appendix	
Formal Approval Form	
Personal Development Plan	
The Collage Coat documentation	



01 Sewing the first Farm project



# Summary

This semester, I did an internship at the Fashion Tech Farm. I applied for this internship as I wanted to work more hands-on, develop making skills, work professionally and get a new perspective on design outside of the university.

At the start of my internship, I set five goals to help me guide my development. I achieved these goals by working on ongoing projects and activities at the Fashion Tech Farm. In the first two months of my internship, I organized the **Dutch Design Week** exhibition at the Farm and developed my organizational and professional skills. Parallel to this, I worked on **The Collage Coat**, my own design project for which I made many explorations to help me learn to work with the machines and create interesting looks from scrap materials. For the second half of my internship, I joined the **Bilihome** team and developed my skills in the User & Society expertise area by conducting user tests. I also helped set up **Bobbi Baby** and developed my making skills by helping with the production of rompers. Lastly, I learned to work with **CLO 3D** as a preparation for my Final Bachelor Project.

This internship has overall been a great experience on many levels. From developing new skills, to learning more about myself, to meeting lots of new people and extending my network.



02 Hanging up the DDW banner

# Introduction

As an Industrial Design student, I value making skills. I aim to make designs that people feel connected to and I try to achieve this through tactile experiences rather than digital interfaces. I believe that the ability to make prototypes and explorations is essential to create good, tactile designs. Therefore I am eager to learn to work with different materials and tools. My internship at the Fashion Tech Farm allowed me to learn and develop making skills.

Also, I have always been critical about the expertise areas at the ID faculty and wondered how these come back in a working environment. Being guided by Marina Toeters, I learned about setting up and running a business, I developed my professional skills and learned more about myself in a team.

In this report, I explain the background of the Fashion Tech Farm and the goals I set for this semester. Next, I discuss the projects I have worked on by describing my process, results, and learning points. The report ends with a conclusion.



03 Collection of explorations



# Company Description

The Fashion Tech Farm (FTF) is initiated by Marina Toeters and Matthijs Vertooren. It is a multi-company building for companies that work in the industry of fashion and tech. Marina is the initiator of one of them: by-wire.net. She works on designing and prototyping innovative textile products and garments.

There are many other “farmers” working at FTF daily, all with their own expertise, like 3D printing on fabrics, incorporating technology into fashion or digital fashion. FTF is a place where people can share tools and knowledge in the same working space. This was also one of the reasons I was interested in doing an internship here. I like this diversity and felt like it would be a great opportunity to meet people with different design skills and backgrounds.



04 Working on The Collage Coat at the Fashion Tech Farm



# Internship Goals

For this semester, I set five goals. These were based on my PIV and the projects that were happening at the time at the Fashion Tech Farm.

## **1. Working with soft materials and new techniques – Creativity & Aesthetics**

As I explained, I find making skills essential as a designer to be able to create high-quality prototypes. Therefore, I set the goal to create at least a total of 15 explorations using the machines available at the Fashion Tech Farm, and use these as a basis for a garment. By experimenting with the machines and materials, I want to look for new, interesting looks that I could use as a source of inspiration. Learning about the parameters of the machines can help me create innovative explorations.

## **2. Refine prototyping skills – Technology & Realization**

Not many courses at ID are focused on making “museum-quality” prototypes, yet it is required for projects and demo days. Hence I set the goal to learn to make high-quality products, with of course a focus on fabrics. More specifically, I want to make at least three well-constructed, high-quality products. I believe that this will also be a good preparation for when I start working on my Final Bachelor Project.

## **3. Gain experience in a work environment – Business & Entrepreneurship**

Working at the FTF means becoming a part of the team, having responsibilities, and collaborating. I want to get a taste of this because I think it will help me figure out what I like about a company and what I want to do after my studies.

I have little knowledge and experience in Business & Entrepreneurship, but I do see the important value. Being an intern at FTF is a great opportunity to learn about how a business is structured and how customers are acquired. Eventually, I hope to find out what it takes to start up a company, then how to manage it once it has been established, and how to grow and expand according to the company's vision.

I want to join Marina in at least five professional meetings to learn how such a meeting is structured, and I hope to have these myself too.

## **4. Documenting my learning process and learning activities – Design and research processes**

My fourth goal is to focus on the documentation of my process at my internship to ensure my development in design and research processes. I want to keep a good overview of the things I have worked on and what I learned from these activities. Having a complete overview of my work



should also help me keep track of my progress in achieving my goals. Throughout my internship, I will take photos of my work and put this together in a PowerPoint to create an overview. This allows me to add comments and it's easy to look back at what I have done and learned.

## **5. Event management – Organization and Communication Skills**

My last goal is focused on the organization of the Dutch Design Week exhibition that will take place at the Fashion Tech Farm in October. As "Project Manager DDW" at FTF, I am responsible for ensuring that the event will run smoothly. This means that I communicate with many different people; both DDW participants and people at FTF. I think that my communication skills are already well developed, but organizing a DDW event with over 25 participants asks for good planning and keeping an overview, and thus I hope that my communication skills will improve.

With my experience in organizing events for my study association and also in my spare time this is another great chance to develop myself as a person. This is not only regarding my skills but also my role as a manager and thus having a leading role.

My goal is to set up a successful event by sticking to my planning, communicating clearly to the participants and people at FTF, and learning more about myself when I take on a leadership role.



# Dutch Design Week

## Description

The Fashion Tech Farm has been a Dutch Design Week exhibition space since 2019. With the previous editions being adapted to the Covid pandemic, this year it was finally time to have an exhibition in the Farm again, with over 30 projects on show.

## Process

For the organization of the exhibition, I became 'Project Manager DDW 2022'. I was responsible for the entire organization of the exhibition which can be divided into three main tasks; communication with participants, designing the space, and making promotional materials.

To begin with the latter, I created a logo (figure 06 & 07) to use for promotional materials, like Instagram posts, banners (figure 09 & 10), and posters. For every project, I made a banner with the project information to hang next to the designer's work and I created an Instagram post to attract as many visitors as possible. Furthermore, I joined Marina in a meeting with other DDW exhibition spaces to brainstorm how we could attract more visitors to 'Area West', where these spaces, like the Fashion Tech Farm, are located.

I kept in touch with all participants via e-mail to make an inventory of what was needed to translate their wishes into an exhibition that would satisfy everyone. This contributed not only to my



05 The Dutch Design Week exhibition at FTF



communication skills but also to my professional skills as I also had a few meetings with participants and met all of them in person during Dutch Design Week. Having to work on an exhibition with so many people helped me develop in the User & Society expertise area.

Lastly, I was also in charge of designing the space. For this, I had to make a floor plan, assign all participants a spot, and make banners with the project information for the visitors to read.

### Learning points

Through organizing the Dutch Design Week exhibition, I developed my ability to work independently and improved my professional communication, and leadership to oversee the entire organization. I gained more confidence in myself and my skills, and felt more confident in conveying my opinion.

Although I had a managing role, I think that I executed a lot of the work myself, and should have asked others to help me more often. I learned that I set the bar very high for myself and thus want to ensure that the results are good enough. Therefore I tend to take on a lot of tasks myself to ensure this quality.





# The Collage Coat

## Description

When designing, a lot of material is used for explorations and prototyping. At the Fashion Tech Farm, the scraps of fabric are saved in a big shopping bag in the hope that they will be used again. However, the pile of scraps grows fast and thus has to be thrown out often.

The Collage Coat is made completely out of scraps and is carefully put together piece by piece to show the value of the scrap material. The neatly constructed coat made out of fabric scraps highlights the possibilities of what the leftover material can still be used for.

## Process

As I set the goal to make at least 15 explorations with fabrics using the machines, I dove into the bag of scrap materials since I felt it didn't make sense to use new materials. Shortly after the start of my internship, I know noticed how much material goes to waste during making processes at FTF. This is not only fabrics, but also sublimation paper that is thrown away after only one print, and scraps of vinyl that still can be used. I started my process by making explorations with these scraps (figure 13-20). This also helped me to learn to work with the different machines at FTF like the laser cutter, the heat press, the sewing machine, and the locking machine. I developed a sort of collaging method for which I used only scraps. I documented my



12 The Collage Coat

explorations in a PowerPoint as I set a goal for better documentation (appendix 03).

After passing the goal of these 15 explorations, I felt unsure of what to do next. But, as I was doing this project parallel to the organization of Dutch Design Week, I wanted to have a final prototype ready to present so that I could get feedback and give myself a deadline. My explorations and prototyping goal brought me to the idea of making a coat that shows the value of these scraps.

For the design of the coat, I used my own measurements to draft a pattern with the help of Marina. With these measurements I took from my body I made a pattern in Adobe Illustrator which I then cut out using the laser cutter. After sewing and fitting the garment, I made improvements to the pattern which I could then use as a base for my coat pattern. This is quite a technical piece, as it has a complicated collar and pockets. Marina helped me to turn my sketch of the coat into a pattern (figure 21) and taught me how to sew it.

To make the coat, I used big leftover pieces of fabric to create enough material to cut out the pattern on the laser cutter (figure 22). With my explorations as an inspiration, I added scraps of material to the garment, slowly building up the collage look.

### Learning points

Through this design process of 6 weeks, I learned to work with the laser cutter, the locking ma-



13 Fabric scraps in mesh



14 Sublimation print with mesh



15 Resewn scraps with print



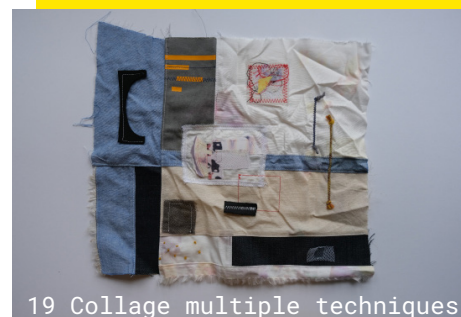
16 Sewn sublimation paper print



17 Threads under melted plastic



18 Collage multiple techniques



19 Collage multiple techniques

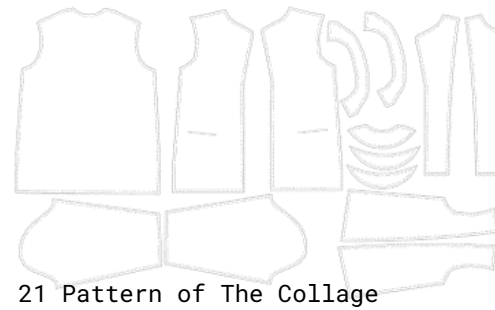


20 Collage multiple techniques

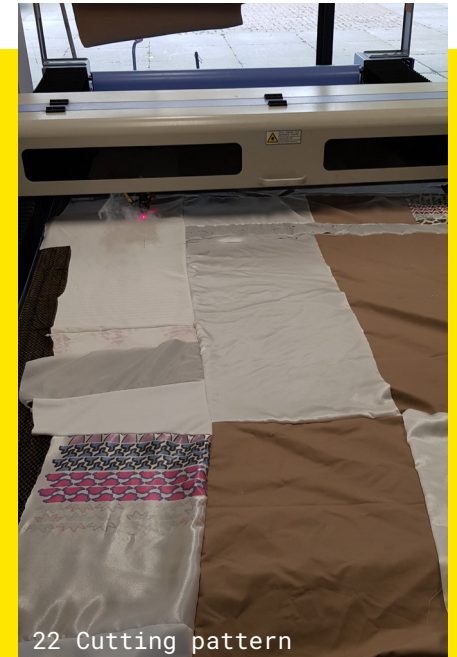


chine and I improved my skills on the sewing machine. I experimented with the heat press and used a wide diversity of materials. Especially because I used such a range of different fabrics, I learned about the different characteristics and qualities of the materials, like strength, how hard it is to work with, and how it reacts to, for example, the laser cutter. Learning about these qualities is important for picking fabric when I make something. Working and experimenting with the machines helped me get a better idea of what I can use them for, and what materials work best.

I learned that I tend to work very precisely which can be time-consuming and that it is also good to let go of this and work in a more loose way as this can result in interesting unexpected outcomes. I think that this “letting go of control” is overall a big learning point for me during my internship and is something I want to work on during my FBP too. I tried to already incorporate this in my final coat where many scraps look rough and unfinished.



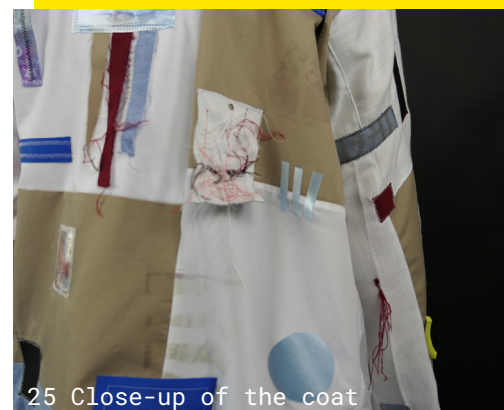
21 Pattern of The Collage



22 Cutting pattern



24 Making the coat



25 Close-up of the coat



26 Close-up of the coat

# Bilihome

## Description

Bilihome aims for natural care for newborns. With their rompers, newborns with jaundice can be treated from home by simply wearing the romper with LED pads instead of having to stay in the hospital in an incubator. The possibility to do the phototherapy from home allows for skin-to-skin contact, easier breastfeeding, and overall a more pleasant maternity period. The romper is designed by Marina at the Fashion Tech Farm.

## Process

I joined the Bilihome team for two months, during which I worked on multiple assignments.

To begin, I made their business cards on fabric with a sublimation print (figure 28) and the logo from vinyl. I also helped with the making of Christmas gifts for business relations. More specifically, I made Christmas card (figure 29) and helped others with the production of the items in the gift box.

Lastly, as the Bilihome project is a medical device, it must pass many CE tests. As part of that, I joined Marina and Margret Huenerbein, the CEO of Bilihome, for three days of user testing. Two of these days were at the Máxima Medisch Centrum in Veldhoven. Where on the first day I helped document the user tests, the second day I had the responsibility to guide the test and give instructions. Being part of these user tests gave



27 Bilihome user test



me a good insight into how the user tests are structured and how the results are documented. For this documentation, I helped with filling out the protocols which helped me get a better understanding of what is important to document and how this can be done in an efficient way.

### Learning points

I developed in the User & Society expertise area by joining the user tests and learning about how these are structured and documented. Through working on the Bilihome project, I developed my professional skills as I joined their team. Again this helped me gain confidence in myself, yet I found it hard to express myself towards others. This is something I want to work on in the future.



28 Cutting business cards



29 Christmas card design



30 Bilihome user test

# Bobbi Baby

## Description

Bobbi Baby is a baby clothing line from Bilihome, that aims to collect feedback on rompers with the Click Close magnet closing system, that is also used in the Bilihome rompers.

## Process

As part of the Bilihome team, I helped set up Bobbi Bay. For this, I worked closely with the other interns, Marina and another Farmer.

My role in this group setting was more executive rather than leading. With my PDP goals in mind, I chose this role as it allowed me to get my hands on the machines more than in a leading position. I designed the baby sling and hangtags (figure 32), and helped with the production of both the rompers and the slings. There was a lot of freedom to implement my creativity in the design of the hangtags and I was able to refine my sewing skills by making many rompers. With the production of the rompers, I learned to construct the garment from beginning to finish.

## Learning points

I enjoyed working in this group as we were able to share ideas and knowledge, and give each other feedback. I learned that I liked this much more than working alone on the DDW exhibition because I like to work towards something together, and I have always someone to spar with. Working with others therefore helps me in making decisions



31 Bobbi Baby



faster. When I work alone I tend to overthink and get stuck in my process, but when I work with others I can discuss my thoughts and take my next steps more quickly.

By experiencing the large production of rompers, I became more aware of the making skills it requires, the amount of time it takes, precision and the pricing too. I liked to learn about these business aspects as it is something I don't consider so much when I'm working on an assignment for my study. I want to implement this in my Final Bachelor Project.



32 Sling packaging



33 Purchase card



34 Cards and hangtags



35 Magnet exploration



36 Cutting logos with plotter



37 Bobbi Baby rompers

# Clothing Design in CLO

## Description

Fast fashion, which refers to a consumer culture in which consumers often buy a lot of cheap clothes that they only wear for a short time [2], has grown immensely over the past years. But, with the climate crisis becoming a more important topic every day, I want to focus on this culture for my Final Bachelor Project. More specifically, I am interested in the value we attach to a certain items and how we can use this to counter the fast fashion industry. This project is a preparation for my FBP.

## Process

To get a first view into what makes a garment valuable, I started by looking at my own closet. What items do I have, what are my favorites, and why? By listing my top five favorite items, I learned that most of them are comfortable, functional, self-made (and therefore unique), and fit me and my style well. With these findings I designed a top for myself using the program CLO; a 3D fashion design software program that can be used to design virtual, true-to-life garment visualization [1]. The goal was more learning the program rather than making a perfect design. However, it is a nice first step for my FBP and easy to do as I use myself as a starting point. I started by making a simple dress, while following a tutorial to learn the basics of CLO. Then I started the design of the top (figure 39). I am now able to draw my own pattern, sew this togeth-



38 Final design made in CLO 3D



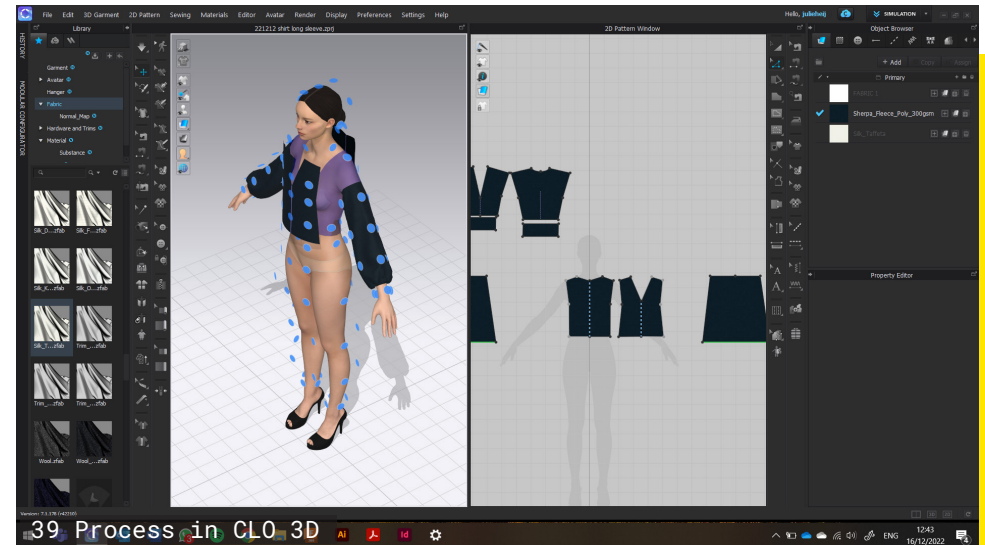
er and add hardware like buttons, zippers, and elastic. I also experimented with different fabrics.

Using CLO is a sustainable way of prototyping and designing as it allows you to create and perfect your pattern without using any fabric. As I will be doing my FBP in the Crafting Wearables Senses squad, this program seemed useful to me for designing garments.

### Learning points

Although I am very focussed on working hands-on, I enjoyed using CLO and I find the sustainability aspect of the program very important. I like to experiment with it, however it often takes me longer to create a design with CLO than when I use fabric because I am not that experienced with the program yet. CLO will never replace physical explorations for me, but it will become a tool in my design proces.

I want to continue learning to work with CLO and learn to create more complicated patterns, and using different stitches and hardware.



40 Close up final design



41 Close up final design



42 Final design

# Reflection

The past semester, I was an intern at the Fashion Tech Farm. A multi-company building where people work in the area of fashion and tech. I applied for an internship here as I wanted to work hands-on and develop my making skills, which was in line with my vision. In this reflection, I will discuss my learning points and my development in PIV.

## **Making skills**

To begin, I set five goals in different expertise areas to ensure broad development, with a main focus on making skills.

By working on the Bobbi Baby romper production, I learned to make neat prototypes and developed my skills on several machines. Since it was quite a production – around 50 pieces – I was able to thoroughly refine my skills. By making many explorations for my project I learned more about different material properties and how they behave and interact with machines.

## **Professional skills**

An important reason for me to do an internship was to get experience in a working environment and learn more about my preferred working style and the type of colleague I am.

Through organizing the Dutch Design Week exhibition, I improved my communication skills by being the contact person for all participants and

meeting them to set up the exhibition in the best possible way. Additionally, the Bilihome project let me join their team, where I was given the responsibility of executive tasks, and meeting users for user tests, therefore professionally interacting with them. It helped me work more independently and gain more confidence in myself.

## **Professional Identity and Vision**

Besides skills, I also developed my professional identity and vision. Where at the beginning of my internship I found it hard to define my identity, I now learned what separates me from other designers. Working at the Fashion Tech Farm made me more aware of my skills, knowledge, and attitude. As can be read in the evaluation form, I am “trustworthy” and “I am both directive as well as follow up on tasks well”. I learned that my knowledge and skills are already quite well developed, however, I struggled with my attitude. My primary struggle is that at the beginning of the design process, I often aim to create something ‘perfect’, and therefore focus too much on the details. This ‘fear of making mistakes’ has prevented me from being more experimental. I want to work on being more confident and experimental in the future and think that my FBP will provide a great learning opportunity for this.

My vision has become more specific but is still focused on the connection between person and product. However, this ‘product’ has now changed



into clothing. I will be doing my FBP within this topic.

### **Conclusion**

To conclude, my internship has brought me many valuable learning experiences. I learned to let go of my fear of making mistakes and to take on a more experimental attitude. Secondly, by working hands-on I learned how to use a wide array of machines and discovered many new techniques to work with fabric materials. Overall, my internship at the Fashion Tech Farm has contributed enormously to my skills in the expertise areas, and has shaped me and my professional identity and vision in many ways.

# Conclusion

During my internship at the Fashion Tech Farm, I contributed to ongoing projects and activities. With my Personal Development Plan as a guide, I developed my skills and PIV.

The Dutch Design Week organization and Bilihome taught me a lot about my preferred working style and helped me gain confidence, and my own two projects helped me become more self-directing and explorative. Being an intern at this company also shaped my vision. At the start of my internship, I wanted to let go of technology and just focus on craftsmanship and developing (new) making skills. Now I learned that adding technology is not always a bad thing, and can be used as a tool for better designs.

Also, my professional identity has developed massively. My coach meetings and frequent discussions with Marina helped me with this. My skills and knowledge were of good level, but I struggled to define my attitude as a designer. Working at the Fashion Tech Farm, I learned what distinguishes me from others: I am good at managing as I can keep a good overview and I like to work in a small team. I prefer to work hands-on and I like to work on multiple things to keep my mind fresh and prevent boredom. My strengths are good communication and planning, but I should try to express my thoughts and concerns more quickly and take on a more explorative attitude. My internship has helped me gain confidence and has made

it easier for me to convey my opinions.

I broadened myself by working on projects that I would not work on at university, like the event management of the Dutch Design Week, and the medical products of Bilihome. I was able to meet many designers and develop my network and professional skills. And working closely with Marina helped me get a better understanding of what it's like to run a business which has made me more enthusiastic about setting up a business myself.

All in all, I can conclude that my internship at the Fashion Tech Farm has been a great learning experience. Not only have I developed existing and new skills, but I also learned about myself, the fashion world and I have met many great people. Everything has helped me in my development and I look forward to my next challenge with great excitement.



## Acknowledgments

First and foremost, I would like to thank Marina Toeters for having me as her intern and for sharing her knowledge, insights, and experiences with me. Her guidance has been extremely helpful in my development and it was truly very inspirational to be an intern at the Fashion Tech Farm. Also, the other farmers have been of great help and I would like to thank them for the fun and educational moments at the Fashion Tech Farm.

Lastly, I want to thank my coach, Oscar Tomico, for his guidance and support throughout the entire semester.

## References

[1] CLO | 3D Fashion Design Software. (z.d.). CLO Official Site. <https://www.clo3d.com/en/> Retrieved on 5 January 2023.

[2] Liu, N. & Xie, F. (2022). Sustainable Practices in Fast Fashion. [https://doi.org/10.1007/978-981-19-1177-4\\_3](https://doi.org/10.1007/978-981-19-1177-4_3). Retrieved on 5 January 2023.

# Appendix

01 Formal Approval Form  
02 Personal Development Plan  
03 The Collage Coat documentation



# 01 Formal Approval Form

## FORMAL APPROVAL INTERNSHIP



Student Julie Heij (1449475)  
Teacher coach **Oscar Tomico**  
Period activity ☒ September - December ☐ February - June

Date: [Click to enter a date](#)

Personal Development Plan for formal approval	Does the choice of the learning activity align with the Professional Identity and Vision development of the student and are his/her choices well-argued?	Yes <a href="#">Additional feedback</a>
	Does the learning activity contribute to the development of the student?	Yes <a href="#">Additional feedback</a>
	Does the chosen learning activity contribute to a balanced development in the Bachelor program of Industrial Design?	Okay <a href="#">Additional feedback</a>
	Are the goals well formulated?	Yes <a href="#">Additional feedback</a>
Complete the aspects only for the <b>chosen</b> learning activity:		
Internship (worth 25 ECTS) (requisites: 100 ECTS + P1, P2, P3)	Does the company profile align with the <b>requirements for internships</b> ?  • Doing an internship at one-man businesses is not allowed; unless the company owner is currently teaching at the Department of Industrial Design, Eindhoven University of Technology. • The company must support development in several expertise areas.	Okay The selection of companies make sense.
	Does the company coach align with the <b>guidelines for internships</b> ?  The company coach must hold a MSc. degree in (Industrial) Design or has at least 10 years of professional experience as a designer.	Needs improvement Will need to be checked.
	Can the student work on a clearly framed design project or tasks?	Needs improvement Will need to be described better once the company is selected
	Personal Development Goals (minimum 1 - to include on Assessment form as well)*:  *Discuss goals and positive and negative points in the coach meeting to guide how the student can develop expertise areas that might not be covered within the internship. The same goals will be included in the assessment form at the end of the internship.	<ul style="list-style-type: none"> <li>Working with new materials and techniques</li> <li>Refine prototyping skills</li> <li>Gain experience in a work environment</li> </ul> <ul style="list-style-type: none"> <li><a href="#">Learning goal</a></li> <li><a href="#">Learning goal</a></li> <li><a href="#">Learning goal</a></li> </ul>
Exchange (worth 25 ECTS) (requisites: 90 ECTS when the student leaves on exchange)	Name Exchange University and Department	(Name exchange university and department option 1) (Name exchange university and department option 2) (Name exchange university and department option 3) (Name exchange university and department option 4)
Minor (worth 25 ECTS) (requisites: 100 ECTS of which P1, P2, P3) + EC approval for free minor)	Minor at Department of Industrial Design at University of Twente; or at the Department Industrial Design Engineering at Delft University of Technology. (No other departments at these Universities or other Universities in the Netherlands are allowed without permission of the Examination Committee.)	(Name University and Department where Minor is done) ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> )
	Minor at a University elsewhere in the Netherlands	(Name University and Department where Minor is done) ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> )
Electives (worth 25 ECTS)	What are the chosen electives?	( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), ( <a href="#">Elective</a> ), (Generations before 2015-2016 choose 6 electives, later generations choose 5 electives)

### More information:

This form needs to be completed and signed by the teacher coach. In case of an internship as activity, the student has to add their personal development plan plus this form signed by the teacher coach to the appendix of their internship report. In case of an exchange, the student needs to deliver (a copy of) this form to the International Office at the Department of ID.

	In case a student chooses to do more than 15 ECTS worth of electives outside of the Department of Industrial Design, the student needs, next to the formal approval of the coach, to file a request to the Examination Committee.	
Approval	The personal development plan and chosen learning activity are approved by the coach**.	Yes (When the answer above is no, please explain why)
	**Provided the request is granted/supported by the Examination Committee.	

### Please note:

- For exchange and activities that take places abroad it is strongly advised to consult the exchange coordinator for arranging insurance and to explore scholarship opportunities. Please be aware that exchange students need to be nominated by the exchange coordinator.
- For an internships it is strongly advised to contact Annalisa Franco (Internship Coordinator) for arranging your internship details.
- For all B3.1 options: In total students are allowed to choose a maximum of 45 ECTS of courses outside the Industrial Design Department next to the Industrial Design major. When they would like to choose more than 15 ECTS of electives outside the Industrial Design department, they have to motivate their choices and get approval of the Examination Committee (next to the formal approval of the coach per this formal approval form).

Teacher Coach: **Oscar Tomico**

Signature:

### More information:

This form needs to be completed and signed by the teacher coach. In case of an internship as activity, the student has to add their personal development plan plus this form signed by the teacher coach to the appendix of their internship report. In case of an exchange, the student needs to deliver (a copy of) this form to the International Office at the Department of ID.

## 02 Personal Development Plan

### My professional identity

As a designer I have always liked speculative design and working with a hands-on approach. The speculative design practice allows me to work creatively and consider wild concepts, as the boundaries are undefined. Furthermore, my hands-on skills lead to my keen interest in haptics and tactile experiences. My strengths lie in creating both lo-fi as well as hi-fi prototypes, often involving creative explorations. Additionally, I like to explore my designs via sketches as I am a visual thinker. This also helps me to communicate my ideas to others in a clear and simple way. I am especially experienced in the Creativity & Aesthetics and Technology & Realization competency areas. I have a lot of knowledge on working with materials and creating neat prototypes. I have an eye for detail and always reflect on my work in a critical way.

I enjoy working in a team setting because it provides a good opportunity to learn from each other and promotes discussion from different viewpoints. Oftentimes, I find myself to be in the leading position of a team. As a leader, I think I have several personal skills that can bring the best out of my team. One element I highly value is team communication and discussion. Therefore, I seek to encourage everyone to contribute, and I listen to everyone's opinions while keeping an open mind to new ideas. Another element I highly value in a team is distributing tasks and keeping people actively engaged. To do this effectively I assess the strengths, skills and interests of my group mates to see what tasks would be most suitable for them. By pairing my teammates with tasks that align with their interests, I believe they are more likely to be passionate and engaged in their work and also achieve their goals.

### My vision on design

With the rapid development of technology in the digital age we live in today, things are progressing and getting done so quickly that everyday life has become ever-so rushed and busy. Although the accessibility of high-speed internet is a great convenience, it also has the potential to easily bombard oneself with overwhelming amounts of information. Every day we are going through hundreds of emails for work, trying to stay updated on the never-ending news going on around the world, and keeping up with what friends are up to on social media. Two years ago, the Covid pandemic brought this all to an abrupt halt for me.

In this moment I put my computer devices aside, and I realized something important: time slowed down, and I felt much more relaxed and connected to the world around me. This awareness of my surroundings inspired me to become more involved in creating more haptic and tactile experiences. People tend to have a closer connection to physical objects rather than digital ones. For example, a physical photo album may feel more intimate than an Instagram post and a collection of vinyl records may feel more special than a Spotify playlist. Unlike their digital counterparts, these physical products do not bombard us with the distractions of irrelevant or overwhelming amounts of information. Consequently, this allows us to focus on what is at hand. My vision is to veer away from the common trend of untactile touchscreens found in most devices today, and instead promote our use of touch with haptic and tactile experiences. Through this I hope to give people a deeper sense of connection and engagement to their products.



## Goals

### 1. *Working with soft materials and new techniques – Creativity & Aesthetics*

I have some experience with sewing and I enjoy the endless things I can make with just fabric and a sewing machine. However, because of my interest in haptics and tactile experiences, I want to challenge myself in making more complicated things and learning to work with different techniques and machines.

I aim for making at least 15 explorations to see what can be done with different fabrics and the different machines that are available at the Fashion Tech Farm. Maybe I can discover new "looks" or purposes. These explorations will form the basis of my own project that I will run at FTF for which I want to make an item that is mostly made out of waste produced by people who work at FTF. This goal forces me to try out many things and explore the possibilities.

Although I am already quite developed in the C&A area, it is in line with my vision to develop my hands-on skills.

### 2. *Refine prototyping skills – Technology & Realization*

Not many courses at ID are focused on making "museum-quality" prototypes, yet it is required for projects and demo days. During my internship, I want to learn to make high-quality products, with of course a focus on fabrics. At home, I only have a basic sewing machine, so locking edges for example is not as neat and easy as when using an overlock machine. I want to make at least three well-constructed, high-quality products. This goal is mostly focused on the creation of the item I discussed in my first goal, but of course, also applies to everything else I will make. I believe that this will also be a good preparation for when I start working on my Final Bachelor Project.

The people who work at FTF have different backgrounds and inspire me with their projects. They make me want to create and discover new things. They are extremely helpful and willing to share their knowledge and help me wherever they can. I think that FTF is a great place to achieve this goal.

### 3. *Gain experience in a work environment – Business & Entrepreneurship*

Working at the FTF means becoming a part of the team, having responsibilities, and collaborating. I want to get a taste of this because I think it will help me figure out what I like about a company and what I want to do after my studies. Besides, I am meeting a lot of people which is both inspiring as well as good for my networking skills.

I have little knowledge and experience in Business & Entrepreneurship, but I do see the important value. Being an intern at FTF is a great opportunity to learn about how a business is structured and how customers are acquired. Eventually, I hope to find out what it takes to start up a company, then how to manage it once it has been established, and how to grow and expand according to the company's vision.

I want to join Marina in the conversations she has with customers to learn how such a meeting is structured, and I hope to have these myself too. I hope that this will help me with growing confidence as well. I will be open to meeting others and learning about their projects and expertise.

#### *4. Documenting my learning process and learning activities – Design and research processes*

My fourth goal is to focus on the documentation of my process at my internship to ensure my development in design and research processes. I want to keep a good overview of the things I have worked on and what I learned from these activities. Having a complete overview of my work should also help me keep track of my progress in achieving my goals.

I hope that my documentation will help me reflect better, and I think it is a good practice for when I start my FBP. Throughout my internship, I will take photos of my work and put this together in a PowerPoint to create an overview. This allows me to add comments and it's easy to look back at what I have done and learned.

#### *5. Event management – Organization and Communication Skills*

My last goal is focused on the organization of the Dutch Design Week exhibition that will take place at the Fashion Tech Farm in October. As Project Manager DDW at FTF, I am responsible for ensuring that the event will run smoothly. This means that I communicate with many different people; both DDW participants and people at FTF. I think that my communication skills are already well developed, but organizing a DDW event with over 25 participants asks for good planning and keeping an overview, and thus I hope that my communication skills will improve.

With my experience in organizing events for my study association and also in my spare time this is another great chance to develop myself as a person. This is not only regarding my skills but also my role as a manager and thus having a leading role.

My goal is to set up a successful event by sticking to my planning, communicating clearly to the participants and people at FTF, and learning more about myself when I take on a leadership role.



# Internship at the Fashion Tech Farm

Documentation of explorations

# Explorations



Fabric scraps and threads sewn in between two layers of mesh







Fabric scraps and threads sewn in between a layer of fabric with sublimation print and a layer of mesh. The filling is secured by curved stitches on top



I did the sublimation print on the back after sewing. This made it flatter as I put it in the heat press. Doing the print before sewing would have made the end result thicker and more textured.



Pieces of used sublimation paper torn into smaller pieces to create a new look



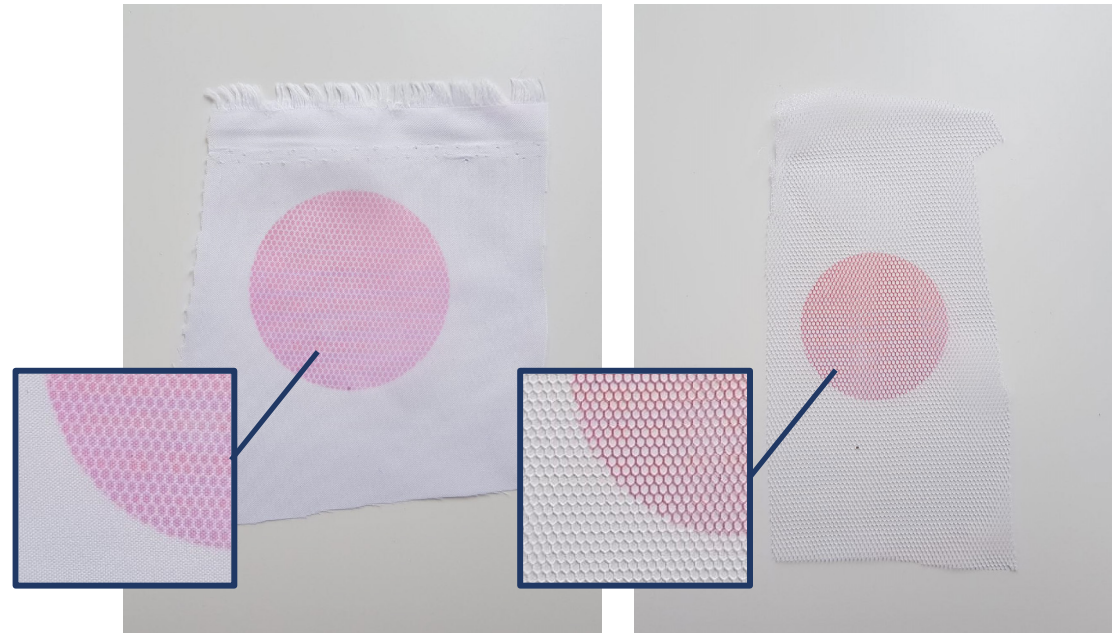
The pattern on the fabric after using the paper scraps in the heat press

Sublimation paper is usually used only once as the color is not as vibrant when used for a second time. However, this paper can still be used to create interesting looks!





Sublimation print on fabric with a layer of mesh in between



The pattern on the fabric (left), and on the mesh (right)



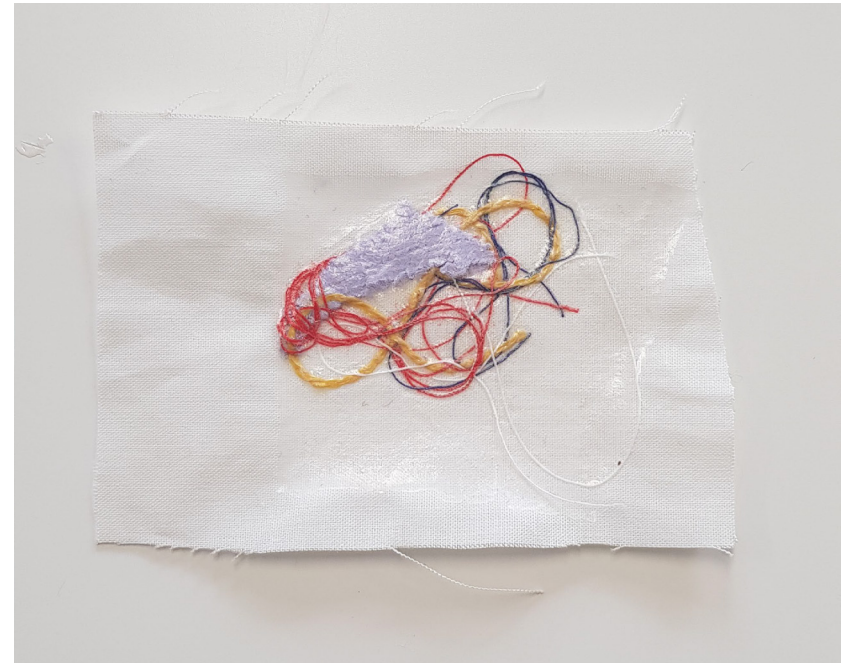
Fabric scraps and threads sewn in between a layer of fabric and plastic leftovers from vinyl



As the fabric I used is quite thin and the plastic quite thick, it creates an interesting texture.

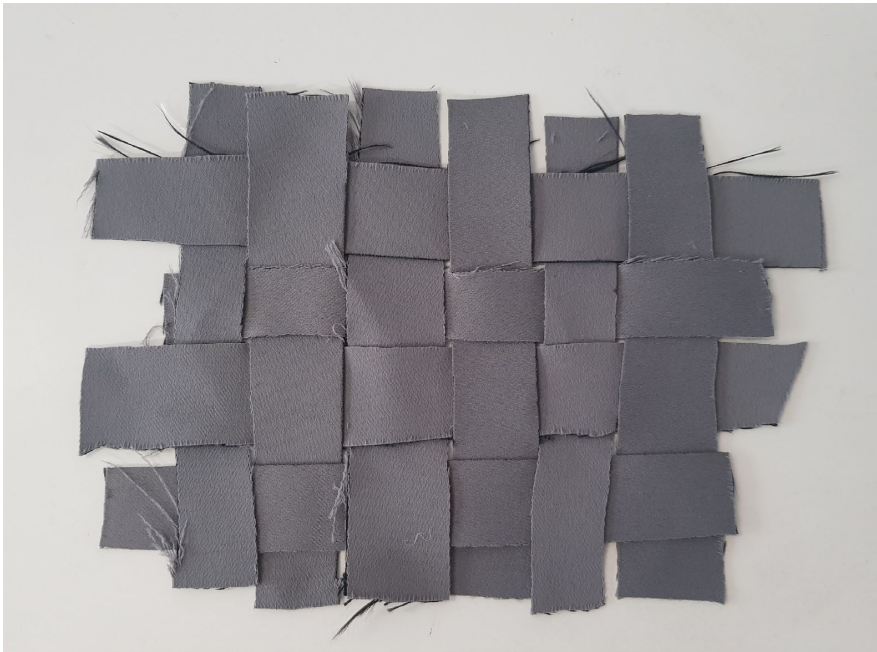


Fabric scraps and threads sewn in between two layers of mesh with a grid of stitches on top



Threads under a layer of melted, thin, packaging plastic

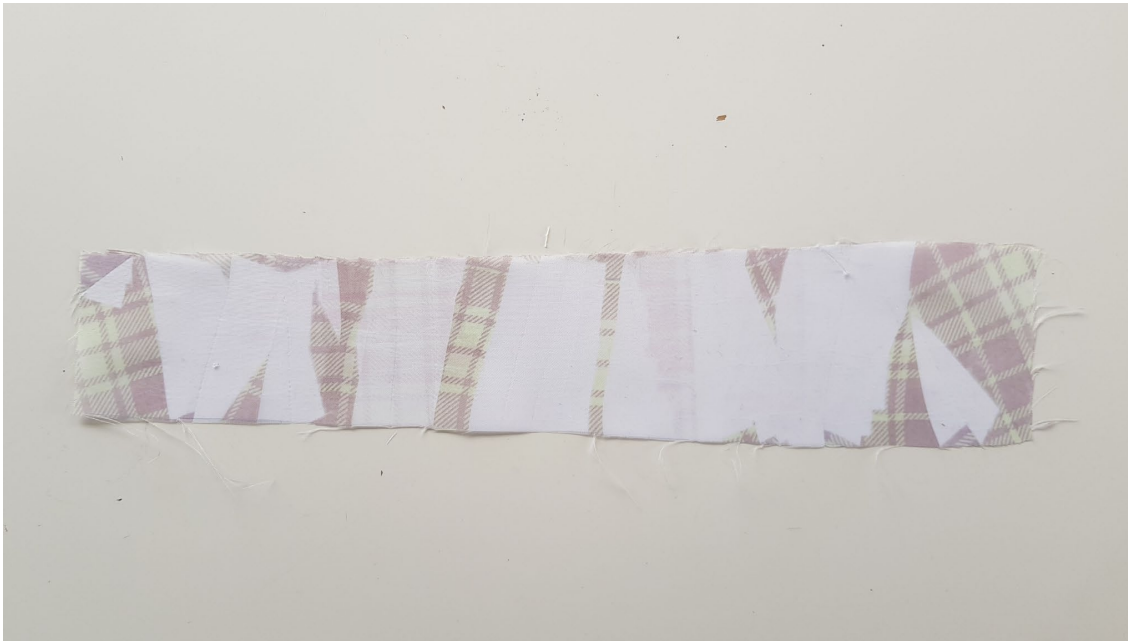




Woven scraps



Strings of fabric stitched together at one end



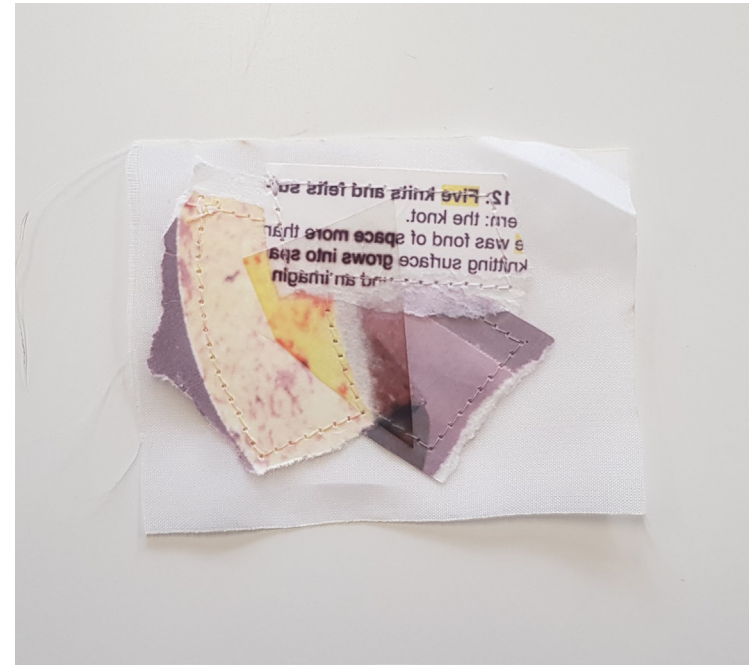
Sublimation paper used on a folded piece of fabric under the heat press



Woven fabric with strings pulled out



Sublimation paper scraps sewn to fabric and printed onto fabric



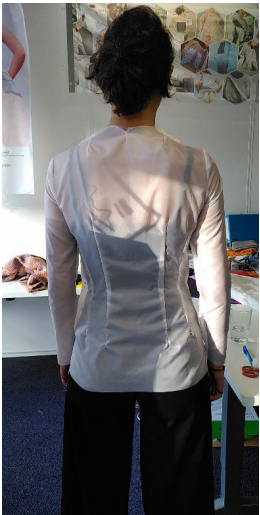
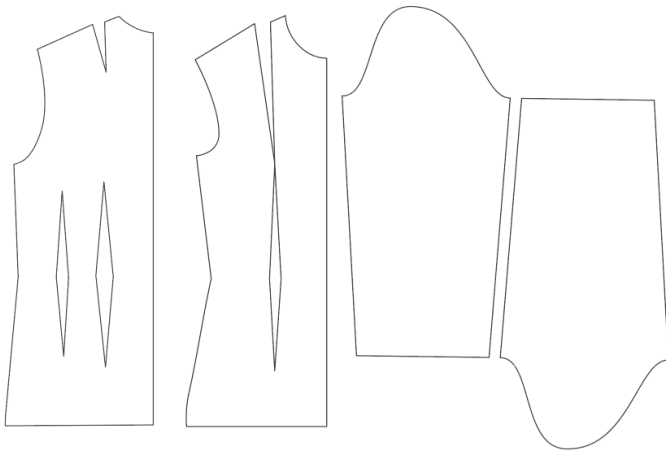
Sublimation paper scraps sewn to fabric with a piece of plastic melted on top



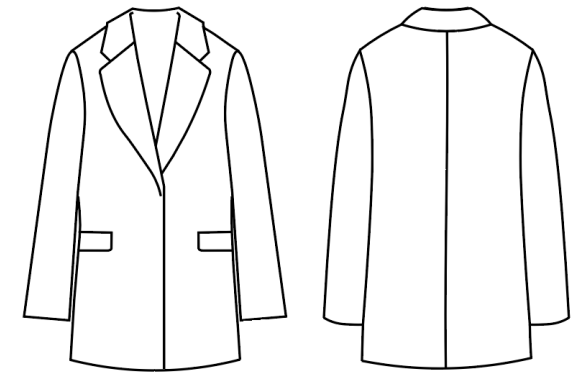


I combined my explorations into a bigger piece that I call a “collage of fabrics”. It is a playful way of combining my explorations and has an interesting look.

# Creating the pattern



Using a basic pattern for woven fabrics I made a pattern with the measurements of my own body. After sewing and putting on the garment, I made improvements to my pattern, and drafted a pattern for the coat.



Technical drawing of the coat



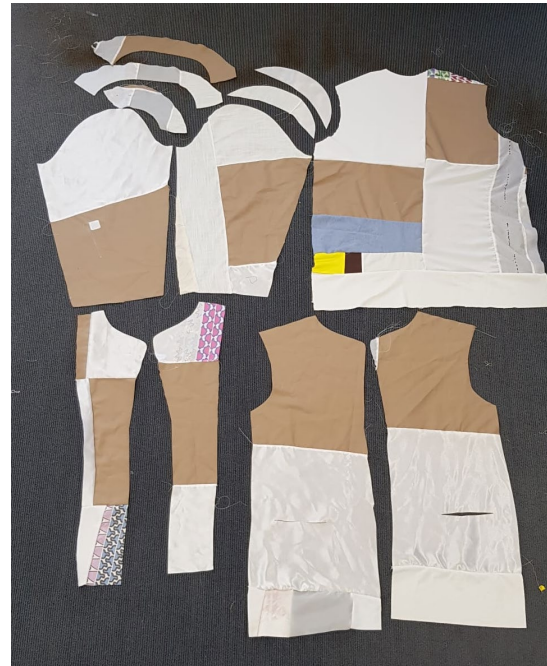
Pattern for the coat



From my box of scraps, I used the biggest pieces to cut my pattern from



Cutting the pattern using the laser cutter



All the pieces cut out from the fabric

To make one big piece of fabric to cut out my fabric from, I combined leftover fabrics by stitching them together on the locking and sewing machine. I learned from the diversity of scraps that not all fabrics were handy to use as some were too thick, or too stretchy.



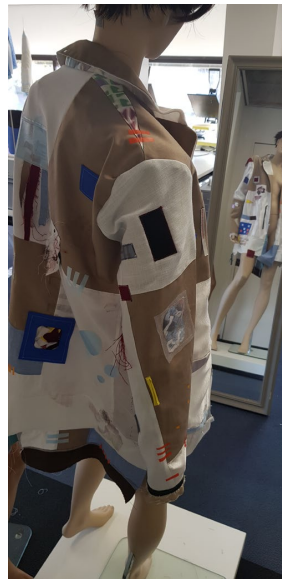
## Making the coat



I made the collar and basis of the coat first and added scraps later for the collage look



Slowly building up the look with scraps



Sewing on the sleeves



The final outcome

