

EVALUATION FORM

Internship



Student	Danielle Ramp
Company	CvdBremen Empathic design - Cultural diversity
Company coach	Cindy van den Bremen
Position	Owner
Period	<input checked="" type="checkbox"/> September / December <input type="checkbox"/> February / June
Total weeks	[17 weken (plus Dutch Design Week weekends!!!)]

Overall Competence of Design	Task Dutch Design Week : production, organisation & realisation Quadrant: developing seating system for network Buurtcontract meetings Woonbedrijf & Gemeente Eindhoven: content, preparation & presentation Capsters: assisting owners in company & brand development, customer support, warehouse, preparing orders for both customers & resellers, Social Media, Avans Innovation Studio project, Ambassador plan Education: Intercultural Awareness & Design Elective, preparing classes, critical viewpoint from student perspective (Danielle followed the class herself 2 years ago) CvdBremen studio: networking, conferences, presentations, reflection on Social Design, acquisition meetings, daily tasks
	Design and research processes Danielle came in the studio after the summer, in a period where the work of CvdBremen was mainly focussed on the production and realisation of projects like the big DDW Expo for Woonbedrijf that was already conceptualised. Therefore not much research was done. Danielle did get a lot of freedom though to design the physical aspects of part of the expo (mostly graphics like posters and a small booklet with Buurtcultuurfonds projects). Danielle played a big role in the BuurtCultuur Fonds event on the Thursday in the DDW as far as coming up with the (visual) structure and logistics of the event, she was also in charge of this during the event since Cindy was the moderator. Danielle was in direct contact with the graphic design studio that provided the identity of the expo, supplying them with the right information, images and gathering quotes to decide on which material to use. Most of the design projects at CvdBremen are Social Design related and therefore the design often lies in the process and how this results into a concept and less in physical deliverables. For the Buurtcontract meetings Danielle assisted Cindy in the research, concept development and coming up with an engaging presentation to reach the goal of commitment with the different parties in the neighbourhood.
	Deliverables DDW: pressfile of The Social Design Street, Poster for the program, A3 calendar with program of the day, several posters for the routing, PPT for breakfastsessions and ladies night, crowd management signs, small booklet of Buurtcultuurfonds projects, tekst signs, design of the BCF event programm & structure. Quadrant: seating system (made of puzzles, lasercut and prints) Buurtcontract meetings: PPT and little gadgets Capsters: Ambassadors overview, Social Media messages, data analysis google Education: PPT presentation adjustments CvdBremen: lettering, website adjustments (to do) Overall the quality of the deliverables of Danielle during her internship are of good quality, Danielle has a high sense of responsibility.
Scientific and Professional Skills	Presenting During this internship Danielle has not presented in public, only did some tours during the DDW which she did great and with passion. As far as presenting her ideas and/or designs within the studio both at CvdBremen as well as Capsters, Danielle has a professional way of clearly presenting her ideas and answering the

		<p>questions adequately.</p> <p><input type="checkbox"/> Not applicable / unable to judge</p>
	Reporting	<p>Danielle has made the pressfile for The Social Design Street independently with great results, receiving positive feedback from both me, Woonbedrijf as well as the people receiving the file. Also Danielle has written a nice report on her internship and the insight gained, skills developed and lessons learned. Very pleasant to read.</p> <p><input type="checkbox"/> Not applicable / unable to judge</p>
	Organizing and planning	<p>Due to her year at the Lucid Board, Danielle is clearly capable of organising and planning, not only her work but e.g. also events. She was a great assistant during the hectic times when we received lots of different groups and people at the DDW, and the people from Woonbedrijf could address her for questions on things as well. Since the work at CvdBremen is so depending on the process, and about how everything comes together with 3rd parties, I always include my interns in cc's of mails about projects like the DDW. This way they know the little steps and why I take certain decisions and when I feel the need for a sound board I discuss topics with the interns and involve them in the decision making. Lot of my interns in the past have passively taken notice of my extended email conversations, but Danielle actually anticipated on them. Resulting in the responsible role she took in taking charge in building up the DDW expo when I was sick. I would not have trusted everyone for this, Danielle knew exactly when to double check things with me, but we were always on the same line.</p>
	Reflecting	<p>Danielle is very able to reflect on her own progress, assignments and deliverables. What I really appreciate is that she does not get defensive when we (either my business partner at Capsters Karin) or me would point out something that didn't go well. This happened rarely by the way! She has a good resilience and uses her sense of humor to put things in perspective</p> <p><input type="checkbox"/> Not applicable / unable to judge</p>
	Cooperating	<p>Danielle gained a lot of respect throughout the DDW with the people from Woonbedrijf, just by her presence and professional attitude. This was shown clearly on the last day when the managers (our assigners) thanked both Danielle and me for the wonderful expo with a nice bottle of champagne (one for each of us!)</p>
Vision and Identity	Professional identity	<p>Danielle was already pretty professional when it comes to taking responsibility, being a coordinator and organising events from her experience in the Lucid Board. Danielle has reported herself in the internship report about the progress she made when it comes to reality check of working in the field of Social Design as an entrepreneur and one-man company. She knows better now what it takes to run a company by yourself. What is nice to mention is that Danielle did not only grow as a professional but also on a personal level in sharing her thoughts and feelings more easily.</p> <p><input type="checkbox"/> Not applicable / unable to judge</p>
	Vision	<p>Danielle developed an interest in the sessions both me and my business partner Karin have organised with participants. Positioning herself as a designer with an interest in education and Social Design she carefully thought through her future path with me and her coach, and consulted my business partner Karin at Capsters as well, who has a business background. She found a FBP project that fits this identity and helps her further develop herself in the direction of interest.</p> <p><input type="checkbox"/> Not applicable / unable to judge</p>
Contribution and Development	How did you consider the contribution of the student:	<p>Best 10%*</p> <p>In the past I have had many interns, my first intern Fiona Jongejans (Alumni of TU/e ID) was the best so far in many aspects, actually Fiona convinced me to start taking in interns (which I was hesitant about at first). I didn't think it was possible to meet the level of Fiona, but Danielle definitely did equal her! She is very mature, responsible, professional and most appreciated honest in her work. Besides all of these aspects that you prefer in a colleague she is also a very pleasant person, who has a great sense of humor, always has a positive attitude and a wonderful personality. I am sure that any company or assigner that works with Danielle in the future will be happy to have her on board!</p>
	Provide an indication of the development the student has made	<p>Above average</p> <p>Danielle her growth is more on a personal level than in a professional sense. The</p>

	<p>throughout the internship: danielle that I met and knew before she did her Lucid board year was insecure, and a bit hesitant in showing herself. The Danielle that walked in the door at the studio on the first day of her intership was that of a very steady young woman, ready to start a.s.a.p. to show what she's worth. The reality check, that she refers to in her report is a nice way of putting her growth in a professional sense and as a person she is able to show more of herself: that of a very pleasant human being that is fun to be around with and contributes greatly to your team!</p>
<p>Feedback</p>	<p>2 days before the DDW in the midst of building up the rather big expo The Social Design Straat, unfortunately I became ill. Danielle took over and consulted me when necessary over the phone. Even when she had to defend the esthetics of the expo (due to internal misscommunication about saftey standards) she stood her ground, she litterly defended the expo physically by blocking the people to move the structure of one of the houses. I am very proud of how she did this, she was fully aware of my interest as a curator and at the same time keeping the conversation open with the Woonbedrijf employee, in the end we came to a concensus because of this.</p>

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