

department of Industrial Design

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Datum
2 October 2009

Versie
1.0

Welcome new Industrial Design student

You have successfully subscribed for Industrial Design at Eindhoven University of Technology. The study is totally different than every education YOU had in the past. This letter will explain the principles of Industrial Design and will give an explanation of the tools YOU will need during the coming 5 year to reach enlightenment.

The educational system is based upon one main principle: design according to the rules of nature. YOU have to and will obey them. It is a five year journey in which you will learn, explore and experience all areas of industrial design by the rules of nature.

You might wonder, what are the rules of nature? They are the following:

1. You design for YOURSELF!
2. Don't do something because somebody tells you too, ask what is in it for YOU!
3. Minimize the effort to fulfill your goal.
4. Optimizing works.

Do not resist against these rules, is useless. They are the rules of nature and YOU better find a way to work with them. In order to help YOU to practice using these rules YOU have obtained a Survival KID, which consists of tools that can help YOU to survive at Industrial Design.

The toolkit consists out of 5 pieces:

1. Goal keeper, to create, possess and secure your goals.
2. Personal Enlightenment Map and Development Compass, to keep track of your progress towards enlightenment.
3. Watch, to keep track of and minimize the time.
4. Dilemma Balance to help you making tough decisions within the education
5. Essential Designer Tools.

Keep in mind that YOU are in total control, YOU decided what YOU want and YOU are the one that can make a success out of this study.

Do not resist against the rules of nature. Good luck!

Sjef Fransen

Visionary of Industrial Design