

EVALUATIONFORM



Student Michelle van Lieshout

Company Bruns

Company coach Ilone Bloemen

Position Technical specialist Multimedia, AV and Robotics

-Task:

Michelle gave herself a very challenging task, she wanted to challenge herself to see if she could create a concept to lure a new age group (young adults) to art museum. She didn't only want to create the concept, but also design and develop this. Very challenging as not many museums dare to focus on this group. Partly they don't feel the need as this target group isn't visiting their museum often, but mainly because it is very hard to reach this group. What normally is interested for this target group will not easily be found in a museum, so Michelle enthusiastically took the challenge to find out what their interest is, and how this can be applied to the target group.

-Design and research processes:

Before Michelle started with the design, she did a very thorough and broad research process. She used very different techniques and when we invited her to participate in a (to her) new technique she couldn't wait to get this going. We introduced her to the Disney-loop. It's quite rare to see someone who has so many on her shoulders still being so enthusiastic and eager to learn a new process. Michelle took a deep breath of the knowledge that we provided her and immediately used it wherever she could.

-Deliverables

Michelle has been working very independent. After the first research she did, she came up with 4 possible concepts. In our opinion all 4 concepts could work, so it was only a matter of choosing for the best one, and one we could realize within time and budget. This also shows in the end result. A beautiful appealing product which works!! In my opinion this is an idea which can easily be applied to many art museums. With the right implementation and marketing and after growing up a bit more it could really become a new thing which works in the museum world.

-Presenting

When Michelle is presenting her work there is again the word enthusiasm which is shining so bright it almost blinds you. But sometimes that also seems to blind Michelle herself a bit as her presentations could be a bit more organized and structured. If the reason is that the student hasn't prepared him/herself then this would be really annoying, but with Michelle it is more endearing than annoying as you can see that it is because of her energy in wanting to tell you everything. This also makes you want to hear everything, so for her it works out in a positive way.

-Reporting

Michelle has a lot to tell, but I guess sometimes less is more. Sometimes the exact point misses as there are so many words describing the outcome. It is all there, but you need to apply a filter. Again this can be brought down to her enthusiasm and energy. If you ask for a conclusion she is always able to provide you with a very clear and brief story.

-Organizing and planning

This is something which had me worried somewhere in the process. Michelle invested a great amount of time in research, making the time for production quite short. But it turned out that I worried for nothing, cause she all had it planned perfectly as everything was finished perfect on time. So the way she chose was the one where she could reach the highest outcome because she really got the most out of her time which was available. Still I am happy that it actually turned out the way she planned, cause there wasn't a lot of room for failure.

-Reflecting

When receiving critique this could sometime unbalance Michelle. Not because she can't handle it, but because she's open for it to listen and process it.

-Cooperating

Working with Michelle has been a pleasant journey. She is very independent, but absolutely listens to advice and ideas from others. She carefully judges

the critiques and picks out what she needs to grow. She also can stand for her own ideas strongly which shows a group where she wants to go. Now when the last giggles are gone, she can be a powerful player in any cooperation.

-Professional identity

As said before Michelle was like a sponge. Learning and applying immediately what she learned.

-Vision

Michelle has done research in a field where not many museums dare to come. By showing that there is something that can be developed for this target group which is received in a positive way, I hope she can break the boundaries for the museums to try to reach this target group more often. Keep going strong on your mission with your vision!

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Signature