Hanze

Course: Professional Development/Theory - Context Essay & Poster Pitch credits: 15

Course code	VGVB25PDT4
Name	Professional Development/Theory - Context Essay & Poster Pitch
Study year	2025-2026
ECTS credits	15
Language	Dutch, with parts in English, English
Coordinator	H.G. Briër
Modes of delivery	Assignment Peer feedback Self-study
Assessments	Context Essay & Poster Pitch - Other assessment

Learning outcomes

Level Deepening (semester 3-7): The student shows insight into the importance of research and experiment for the acquisition of knowledge and skills and succeed in giving shape to this.

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 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.

Content

Theory this semester consists of two assignments.

Context Essay

You theoretically research the ideas for your graduation project in the contexts and concepts of designers, thinkers and others. This helps you to ground the design dilemma you define for yourself.
You use your skills in finding sources, understanding them and sharing your own story.

You bring the findings of your design experiments and theoretical research together in a (visual) essay. In this essay, you contextualize your design dilemma, explaining your choices in an accountable way. Your essay is 3000 words or 10 minutes listening/watching time.

Poster Pitch

In a short 5-minute pitch for which an A1 poster forms the base, you share your design dilemma and the plans you have for your graduation project. You use the findings of your Context Essay to explain your choices and use the feedback you get to make an updated version of your Poster Pitch.

Included in programme(s)

Design, Major Spatial Design
Design, Major Time Based
Design, Major Graphic Design
Design, Major Offroad
Design, Major Illustration and Animation
Design, Major Product Design

School(s)

Minerva Art Academy

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