MASTERS OF STRATEGY TOUR IN BERLIN

LAST FEBRUARY, THE ASSOCIATION OF THE STRATEGIC PRODUCT DESIGN (SPD) MASTER, CALLED STUDIO 360, ORGANISED THEIR FOUR-DAYS STUDY TRIP ‘MASTERS OF STRATEGY’ TO THE CITY OF BERLIN.

The idea is that students of the SPD master visit companies all over the city to solve strategic design cases. With this matter, 25 enthusiastic students visited the Dutch Embassy and the offices of Soundcloud, Wunderlist, Gestalten and the strategic agency Different, where they spent part of the day solving the challenges that the companies had set for them. Apart from solving cases and doing presentations, students got the chance to tour the offices, know more about the culture of the company and how it would be to work there.

But of course, not everything was about working! Students enjoyed the city nightlife together and had one free day to do sight-seeing around Berlin.

Every year, the master association Studio 360 organises a study trip to a different location, so if the Berlin experience sounds good to you, stay tuned for next year’s trip! Apart from the Masters of Strategy tour, Studio 360 puts together many other activities throughout the year, such as workshops or one day cases in companies.

Not going to be a student of the SPD master? Don’t worry, each master has an association that organises trips, workshops and other activities! Futury is the association of the Integrated Product Design (IPD) master and Infuse the one of Design for Interaction (Dfi). Follow them in their facebook pages to know first-hand what they are up to.
EVER SINCE I WAS PLANNING ON COMING TO THE NETHERLANDS TO DO MY MASTER I GOT VERY EXCITED ABOUT THE IDEA OF WORKING IN AN INTERNATIONAL ENVIRONMENT. GETTING TO KNOW NEW PEOPLE WITH A DIFFERENT CULTURAL BACKGROUND IS ALWAYS A NICE WAY TO GROW AND IT REPRESENTS AN OPPORTUNITY TO OPEN UP YOUR MIND AND BEAT ANY WRONG PRECONCEPTIONS YOU MAY HAVE. AS AN INTERNATIONAL STUDENT I AM ALWAYS PART OF THE MINORITY IN EVERY COURSE, BUT THAT DOESN’T MEAN I FEEL EXCLUDED. ON THE CONTRARY, THE SCHOOL PUSHES YOU, THROUGH WORKSHOPS, GROUP WORK AND SOME EXTRA ACADEMIC ACTIVITIES, TO MEET PEOPLE AND START CONNECTING.

BY ELIZABETH PÉREZ DEL REAL

Studying in a Dutch environment

Group work is a basic way of working in IDE and most of the times the setting will consist of internationals mixed with dutchies. You may feel tempted to work with people from the same country or language as you, but I recommend you to stand out and dig in the adventure of having Dutch friends. Depending on your country of origin, you may find some cultural differences with other internationals, but mostly with ‘dutchies’. Differences that can have a positive impact on you and that you will be able to embrace and make the most out of them.

The most important one, is the element of time. Dutch people always plan everything, but really everything. So you better start preparing to become a very organised and schedule-based person. As time is very important for them, they work very efficiently and they stick to their time slots. This is very good when it comes to organisation and planning of your own time, but also is not that good if you try to invite a ‘dutchie’ to a random dinner out on a casual day. So plan ahead!

Another cultural difference is the straightforward behavior. If a dutchie thinks you are not performing well or that you are doing a task wrong, they will not try to put it in nice, polite words. They will just say it right away. But this doesn’t mean that they are doing it to offend you, they will just tell what they think in a very direct way. Be open for criticism and don’t take things personal.

When it comes to start working, Dutch students, specially the ones that did the bachelor in TU Delft are used to work with methods. This goes along with the well structured way to do things in The Netherlands in general. This was a big difference, at least for me and some other internationals, that work more in an informal way. As Clara Soriano (SPD) mentioned in a conversation “I remember the very first time I had to work in a group, we were all sitting and one of the dutchies just said...What about using H2’s? I was there with my poker face without even knowing what it was, but apparently they were all happy to work with it. After explaining me the “How to...?” method we actually came out with very good ideas”. Applying some methods in the design process is an effective way of working and it teaches you how to implement a guided tool for designing products and services. (Delft Design Guide, Delft Design Approach MOOC)

Methods, time and being direct will be some of the many skills that you will slowly, but steadily acquire and put into practice into your life in Delft. My advice is to be open and try to adapt, but never lose what makes you different. Welcome and enjoy this incredible -customer- journey! (Haha don’t worry, you will get this joke after the C&C course).
WHAT ARE THE MAIN OBJECTIVES OF THE ASSOCIATION?
i.d exists for all IDE students. As we want to represent their interests, we gather education input and share it with the faculty to improve IDE courses.

WHAT ARE THE MAIN ACTIVITIES I.D ORGANISES?
In May we organise Cases on Tour, where a group of Master students travel through the country for a week and solve design cases for different companies. This is a good way to get some experience within the working field of IDE. There’s also the weekly drinks at i.d-Kafee, and the big IO Festival. On 10 June, the whole faculty turns into a festival area with stages, bands and DJ’s playing.

WHAT IS YOUR ROLE WITHIN I.D?
As Publicity commissioner, I’m responsible for all the publications of the association, for example our magazine Turn The Page. Last academic year, when organising the Spring Trip to Istanbul, I wanted to become a member of this year’s board!

WHAT DOES THE I.D ASSOCIATION DO FOR NEW STUDENTS?
i.d offers different experiences, whether it’s about their career or just for having a good time. Students can get involved by organising events, doing a committee, and joining activities!

WHICH PROFESSIONAL OPPORTUNITIES DOES THIS PROVIDE TO STUDENTS?
We bring students and companies together through company visits, workshops, a business fair and lectures. We facilitate the transition to the working field of IDE.

HOW CAN STUDENTS GET INVOLVED WITH I.D?
You can come to i.d Kafee and drink with other IDE students, join the activities we organise, and get an overview on our website. We also put everything on our Facebook page, here you can find updates.

IOB
Each year the study association i.d organises a two-day business fair (IOB). During the two-day fair, students can stroll around the stands of about 30 different companies in the field of industrial design. The fair takes place in the main hall of the IDE faculty. Students can also attend inspirational talks, participate in one of the workshops or get more personal in a speed date with a company.

IOF
i.d also organises a music festival for students in/around the IDE faculty with new and upcoming talent. IO festival (IOF) is the biggest annual music festival organised by students in the Netherlands. There are different stages where many different bands or artists perform. Quite some bands that have played at the IO festival have become famous in the meanwhile! In June 2016 the next edition will take place with the theme ‘Parallel Universe’.

I.D-KAFEE
Every Wednesday from 17:00 i.d-Kafee is open to all students and staff to have some drinks with each other.
COUNSELLING SERVICES FOR INTERNATIONAL STUDENTS

DO YOU CONSIDER STUDYING AT TU DELFT? DURING YOUR STUDIES HERE YOU CAN FREELY MAKE USE OF OUR SERVICES AT THE CAREER & COUNSELLING SERVICES (C&CS).

We support all BSc- and MSc students as well as PhD/PdEng students in the development of personal, study related or career skills here at the TU Delft. A team of experienced and expert Psychologists, Central Student Counsellors and Careers Counsellors are standing by to advise you and help you find the best type of support to suit your needs.

Career & Counselling Services has a vast array of (mostly free) workshops and personal coaching or counselling options when you want to improve your study skills, need to deal with personal issues or are looking for career support.

WHERE CAN YOU FIND US?
You can find us on campus in the Education & Student Affairs Building, Jaffalaan 9a. Walk-in hours are every day of the week.

WHAT CAN I EXPECT FROM THE CAREER & COUNSELLING SERVICES?
Examples of workshop we offer are: Time-management for Master students; Finding a job in the Netherlands; LinkedIn Masterclass, Constructive thinking; Mindful stress relief, Discover your skills through Serious gaming and join us for daily CV and cover letter checks.

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Q: FOR WHOM ARE THE SERVICES OF THE CAREER & COUNSELLING SERVICES? BSc- and MSc students as well as PhD/ PdEng students. Alumni up to 1 year after graduation can make use of all services for free. Alumni up to 5 years after graduation can make an appointment with one of the Careers Counsellors through the services of the TU Delft Alumni network. A small contribution is required for the use of these services.

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Visit our website for more information. Keep up to date on our activities: Sign up for our monthly Newsletter Check us regularly for last minute insights. See our latest job/internship openings on our vacancy wall.

EVENTS

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THE INTERNATIONAL OFFICE OF IDE

At the faculty of IDE internationalisation is taken very seriously! With a team of three people we focus on how to make the faculty of IDE more international. Currently about 25% of the students in our MSc programme is international, our goal is to increase this percentage in the coming years. We strongly believe that working in international teams makes all students more creative and will prepare students for an international working environment. We also aim to increase the number of our students who have an international experience during their studies, for example by studying or doing an internship or study project abroad. For international students studying at our faculty we organise activities, such as multicultural dinners, a celebration around a typical Dutch holiday called Sinterklaas, and of course many introduction activities when you arrive. We are the contact persons if you have questions before, during and after your studies and do our best to help and support you where we can. Because some questions are best answered by other students we will bring admitted international students (still abroad) in contact with Long Distance Mentors, international students studying in the same MSc programmes you have been admitted to. And when you arrive you will also get mentors, both a Dutch and an international student studying in the same MSc programme to help you find your way. Since our new colleague Johanna started in April, the international office at IDE is now open every day of the week. Two of the three international office staff members have a MSc from the faculty in IDE, so we have a good idea of what it can be like to study at this faculty… :) Good luck with the preparations for your international study experience, we are hoping to welcome you to Delft in August!