

lucid
study association industrial design



**year report
2013-2014**

Technical University Eindhoven
Department of Industrial Design
June 2014, The 13th Board

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Lucid

Study Association Industrial Design Lucid is an open, creative and young community. Our aim is to provide both social and educational activities for students in order to develop themselves as a person and as a designer. Lucid accomplishes this by having intensive contact with the faculty, the university, many companies and other parties.

Introduction

One of the most important aspects of a study association is its constant change and urge for achievements. Why? Simply because every year there is a new board consisting of students of the faculty. This year report gives you a summary of these developments and the achievements during the academic year 2013-2014.

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► 1. Introduction

► 1.1. The 13th Board

Chairman: Marijn van der Steen

Hi, I am Marijn! I am 23 years old and already have done quite a couple of things besides school and study, just like this board year. I saw this year as a great opportunity to help a lot of people, working with a great team, develop myself and to have an awesome experience. And because I like to teach and help people and see them improve, I chose to become chairman.

The big challenge for me this year was to cope with a lot of expectations, to keep everything on track and to create a more professional attitude. This year has helped me to develop these skills and will definitely take me a lot further in my professional life.



Secretary & Commissioner of PR: Sjuul Bosmans

My name is Sjuul Bosmans, currently a third year student at Industrial Design. I am interested in strategic business and product design. My aim during the board is to learn more about professionalism and organizational skills while staying close to the faculty. Running an association and approaching companies are activities to develop these skills.

My choice was to become secretary; I've become more structured and professional. Public Relations was chosen to have a lot of contact with the business world. After this board year I want to go a half year abroad to develop my design fundamentals. After my bachelor I want to focus on innovation management and implementation.



Treasurer: Naomi Verdaasdonk

Hi, I am Naomi Verdaasdonk. I just finished my second year. I'm an enthusiastic, spontaneous, honest person who does not mince words. I work hard, have a great sense of responsibility and always want to get the best out of everything. I chose to become a board member for various reasons. I needed a 'break' from my study, I was not ready yet to start my last year of my Bachelor. I still wanted to be involved with the faculty, but on a different level, a new perspective.

Lucid is a beautiful association as it both supports your study and social life. Lucid accepts everyone and allows them to develop in their own way. My dream is to start my own product design agency; good thing being a board member is like running a company!



Commissioner of Education: Pepijn Verburg

My name is Pepijn Verburg. Last year I finished my bachelor in Industrial Design. I've always admired the faculty for its educational model. Reason enough to embark the board as Commissioner of Education.

Developing myself professionally is an important reason for my choice of becoming a board member. However, my main goal was to improve the opinion about Industrial Design within the university, by showing how Self-Directed Learning can be integrated within other studies.



Commissioner of Internal Affairs: Max Weetzel

Hi, I am Max! I am a third year student being interested mostly in the physical part of product design, like production processes, craftsmanship, material properties and how we perceive things.

I really like to help people, help them out with problems and make them achieve their goals, their success drives me. Combine this with a goal to improve my professionalism and my organisational skills, while staying in a familiar environment, made me want to become a board member of Lucid. This is why I wanted to become the commissioner of Internal Affairs, as this allows me to be involved in the most Lucid committees I can support and make it my goal to achieve theirs.



Commissioner of External Affairs: Myrthe Büskens

My name is Myrthe, I am 21 years old and always in search of new experiences. A year ago I decided to become part of the board of Lucid. It took me a long time to make this decision but in the end I realized that being part of the board would teach me enough skills and it would be an opportunity I wouldn't get again very soon. My reasons amongst others for choosing to become a board member of Lucid were that I wanted to improve my professional skills, deal with great responsibilities and finding out what I would want with my future. All these goals fit very well with my function External Affairs due to the professionalism and responsibility. Next to the skills I would gain, I chose to become a board member for the experience of working your asses off with the board and really achieve something.



board picture (visual 1.1.1)

► 1.2. Report structure

Main question

There is one question guiding the content of this report: what is the development of the Study Association Industrial Design Lucid during the academic year 2013-2014? We specifically wrote down for all the activities what their influence was on the association.

Types

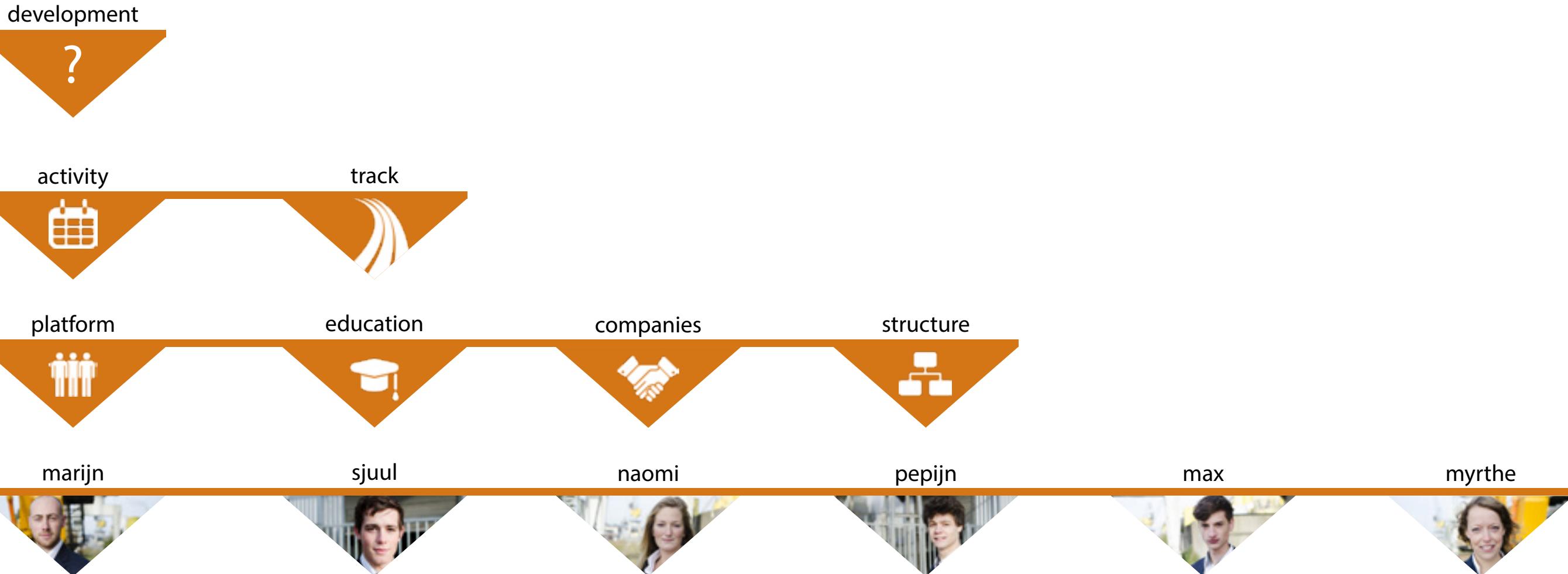
First of all there are several types of developments: activities (chapter 3), tracks (chapter 4). Activities are bound to a specific moment and tracks are longer processes.

Categories

Each activity can be linked with specific categories. The definition of these categories are arbitrary, but we found these the most important ones. Each chapter will show what categories are applicable.

People

A third link can be made with the people of the board that were mainly involved. You can quickly scan the report, if you are looking for content that applies for a specific person.

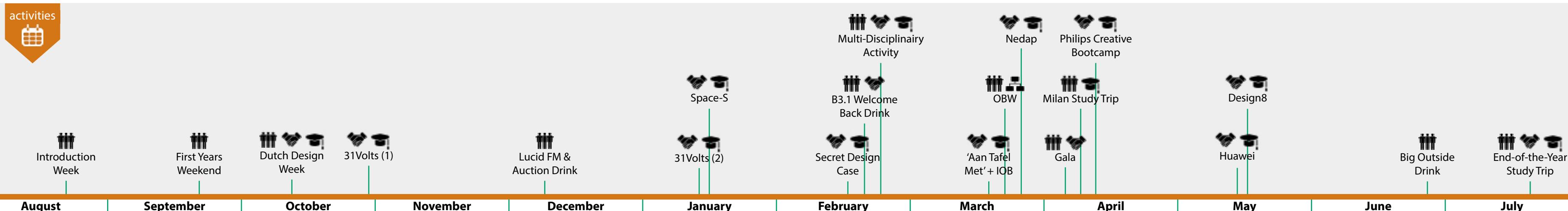
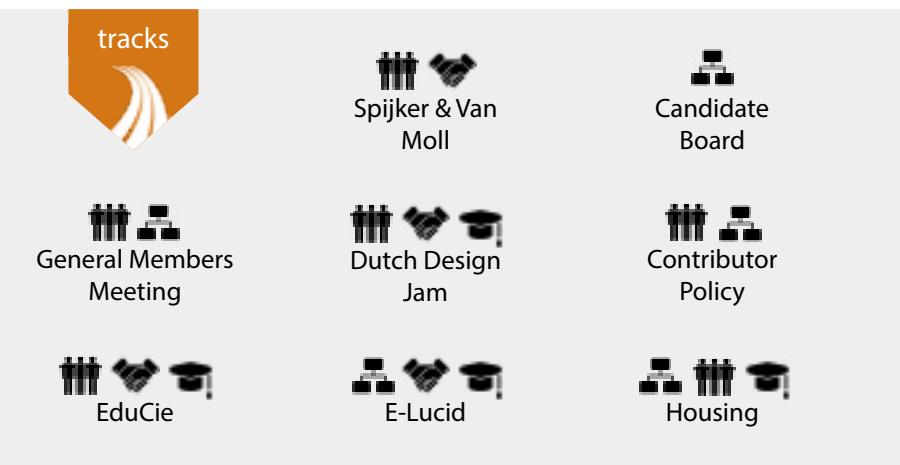


► 1.3. Timeline

Introduction

This overview shows you what activities are included in this report and when they took place. There has been a strict selection whether they are relevant for the report, because there are many more events. Icons are added to make clear which category they are part of.

- structure
- platform
- companies
- education





► 2. Association

► 2.1. Position & facts

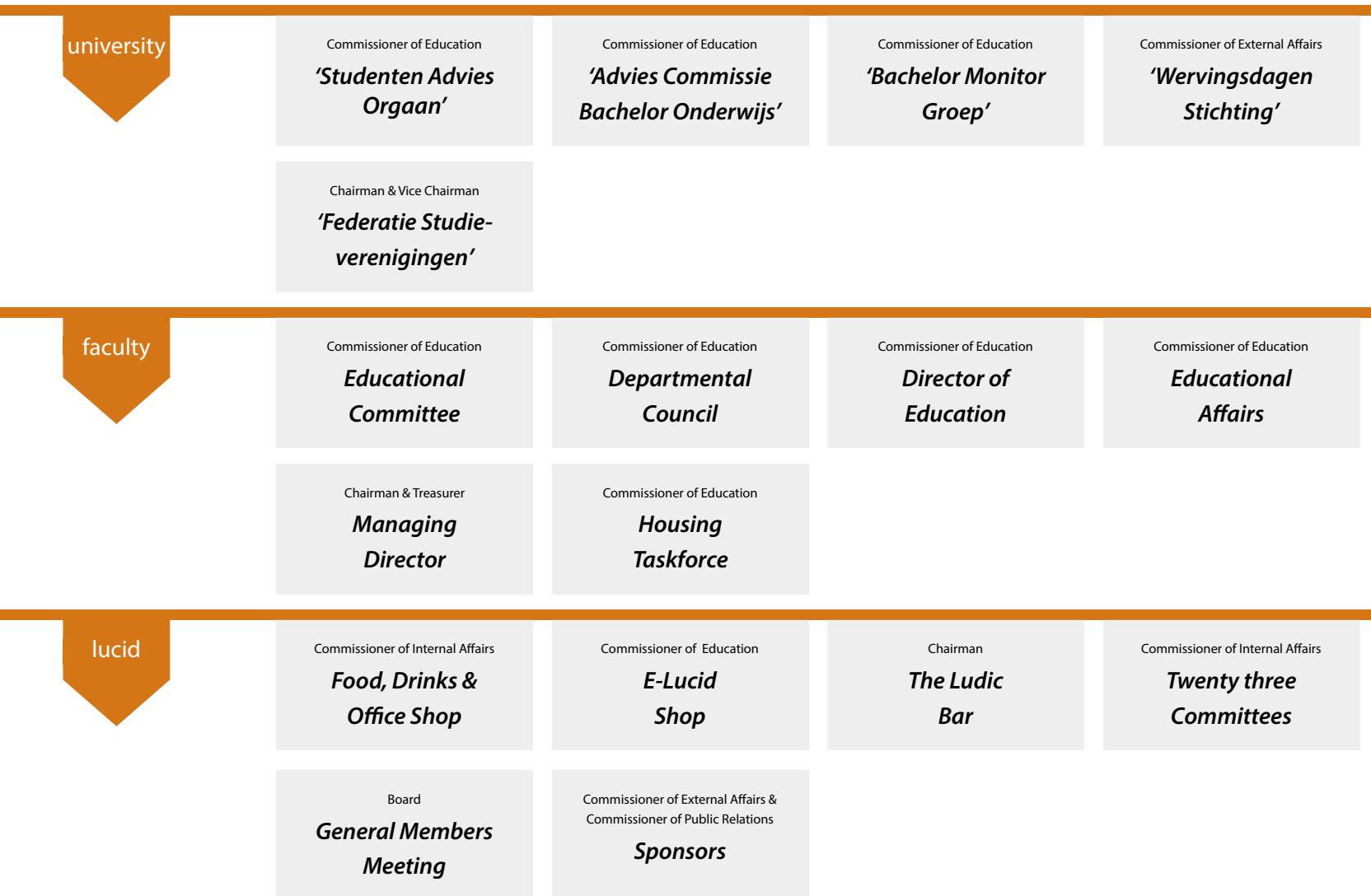
Introduction

This section will show the most important segments of the university where Lucid is involved with on a regular basis. This is valuable to visualize as we can deduct consequences for certain connections due to activities or decisions. Below are some facts about Lucid to give you an idea of the size of the association.

Facts

Several nice-to-know facts about Lucid for the year 2013-2014:

- 1) There are around 700 members (of which 200 are active).
- 2) 66 subscribable events are organized with...
- 3) 2046 subscriptions for these activities...
- 4) consisting of 389 unique people.
- 5) Almost €13.000 has been spent at E-Lucid...
- 6) by 359 unique people.
- 7) There was a total revenue of around €300.000.
- 8) 820 rolls of Ductape were sold.
- 9) Over 132.000 words are in the board minutes.
- 10) More than 14.000 working hours by the board.
- 11) Over 75 posters were made and archived.
- 12) The car has driven 4640 kilometers.
- 13) Received sponsoring from Philips for the first time.



► 2.2. Committees

Committees are groups of Lucid members who help the board with organising activities. These activities range from small sports events and cooking workshops to trips to a foreign country and a giant weeklong activity on the Dutch Design Week.

Preparations

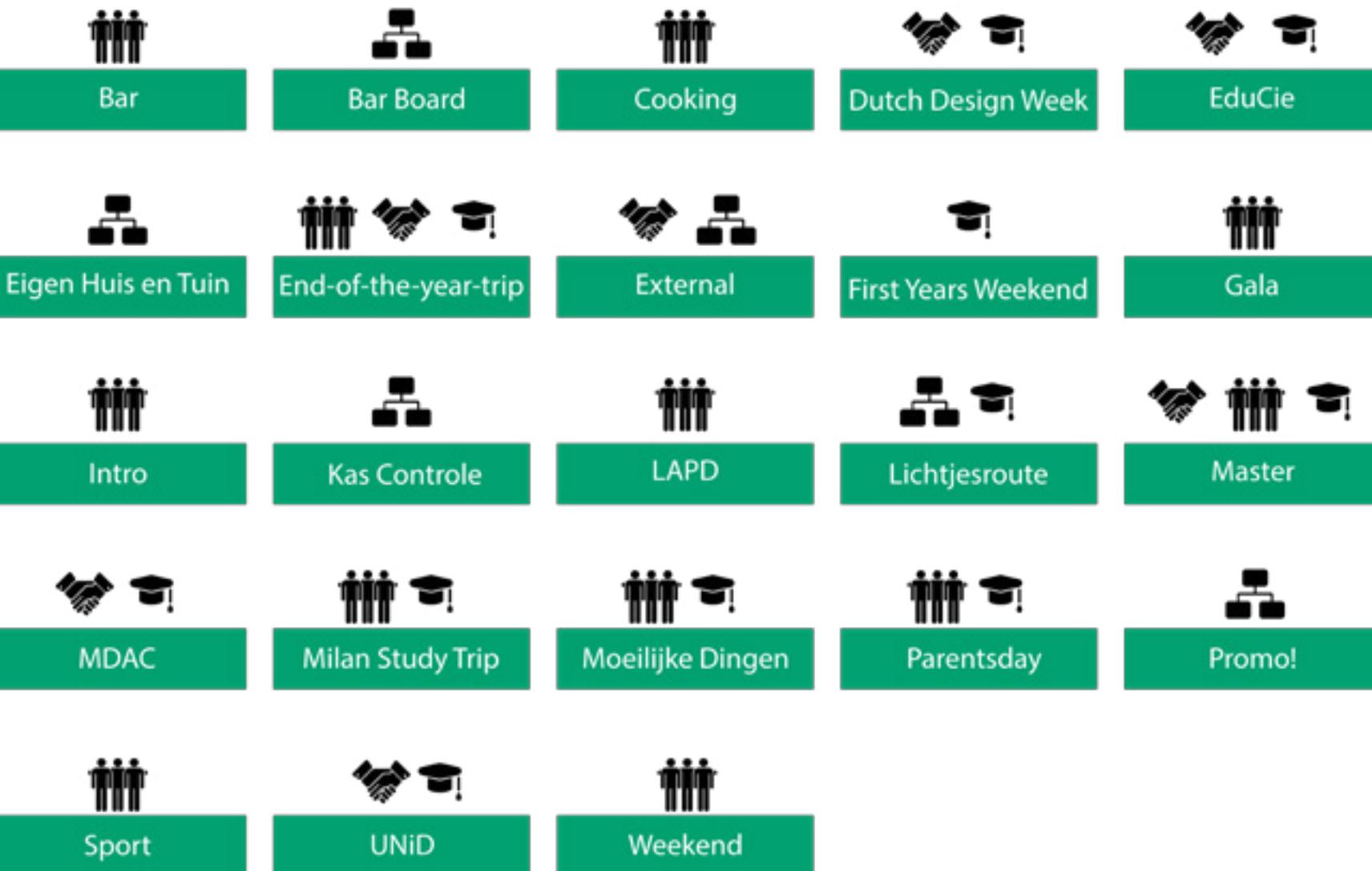
A committee commonly exists out of 5-6 people, including first years to masters. To maintain structure each committee is divided like a small board; There is a chairman which guides and leads the committee, a secretary to keep structure by making minutes and scripts, and a treasurer to maintain the financial part by making budgets and accounts. These are the 3 obligatory functions, but sometimes more are added, like a promotional or external responsible etc.

All committees are created for a certain purpose; The Milan committee organises a trip to milan, the Promo committee supports other committees by supplying promotional material or activities, the EduCie organises workshops and lectures and so on. This year we needed 23 committees to help realise our plans (see visual 2.2.1 for an overview). In appendix 9 there is an overview per category. With every committee there is a responsible from the board to make sure everything goes right, give advice or help with problems.

Committees do not only help us, it is also a great learning experience for its members! In every committee you will gain basic to advanced organisation skills depending on the difficulty level of the committee and its task, but also teamwork, planning, independence and specific skills or knowledge can all be improved from committee work. The chairman will learn more about leading, motivating and keeping control, a secretary gains more knowledge on how to record information so it is clear what happened/needs to be done by using minutes and scripts. The treasurer learns about the financial side of activities and how to set up budgets and accounts.

Influence

Committees are a very valuable aspect of the association, it not only makes the board able to organise more activities for members, without them most activities would not be possible and we need those activities to supply leisure and education to our members, it is the core of the association. It also is of great importance for the connection between Lucid and its members, as members get in touch with Lucid and its board through the committee. This stimulates members to an active attitude within Lucid. They might start with a small accessible committee, where they enjoy it and learn a lot, after which they go to a bigger and more difficult committee. Lucid needs these kind of people to make the association grow further.



► 2.3. Chairman

The chairman will lead and coordinate the Lucid board. The chairman monitors the unity within the board and keeps an eye on the board policy (appendix 1). The chairman also makes sure that the profile of Lucid is carried out correctly. Besides the monitoring task, the chairman also has a motivating task. He needs to make sure that he is always up to date about what is going on within the board but also within and even around the association. The chairman is also the face of the board and the study association and has to act upon this.

Evaluating the Board

Together with leading the board come individual and group evaluations. With group evaluations you can look back at activities in the past, the way you treat each other but also the way you treat your members, if you are still following your policy and evaluate important things that went either bad or good. By this you can see where you are now and create plans for the future.

Individual evaluations are mainly used to relieve a fellow board member of a troubled mind, discuss his or her learning goals and to bring up points for improvement or change.

Speaking in Public

Being the chairman, it is expected of you to be able to speak in public during internal, external and combined activities. It is important to take into account that you speak in name of the board and/or the association. Therefore you should be well informed and know what you are going to tell. It also helps when you speak positively, with energy and that you are convinced of what you are about to tell.

General Members Meeting

The GMM is used to inform the members of the recent period and to discuss important points with those members. The chairman leads these meetings and discusses the points with the GMM. The chairman is normally the one who is speaking and can give the word to others. Some discussions can come to a vote, it is important for the chairman to lead such a vote and keep a good overview of the outcome.

► 2.4. Secretary

The main responsibility of the secretary is to maintain the general structure within the board and the association. The secretary is the right hand of the chairman. Here is an overview of all the responsibilities of the secretary:

- 1) Provide the agenda and planning**
- 2) Keep an overview of all processes (e.g. activities)**
- 3) Makes the minutes (e.g. board meeting)**
- 4) Communication (internal & external)**

Result

Planning

Since most students follow different schedules, think of bachelor college courses, master modules and assignment weeks, it is important to keep an overview of the planning of the students so that association activities are planned in a way that is most optimal for the target group.

For this Sjuul created an overview in the year planning (see appendix 5) in a way that activities are not planned during these important curriculum time slots. This overview had to be accessible to the rest of the board so that they can understand the planning and look for proper dates themselves. The excel sheet offered an instant overview of what the associations was doing, what the students were doing,

what deadlines were coming and what activities the students might be doing in their free time (think of PinkPop or the World Cup).

Other

Since the tasks of a secretary are mostly maintaining overview and communicating we cannot say specific developments or results about this. Sjuul maintained the agenda, mail and other forms of communication well.

Influence

Association

Students now had a better chance on participating with activities. Especially the bachelor college students had an advantage with this planning. Although the activities that were not planned during the specific curriculum of BC students we did however got some 'terror' weeks were we had more than 6 activities in one week. This is not only tiring for the board but also for the participating members and committees.

Board

As the secretary needs to know about every activity other board members often asked Sjuul information when another board responsible was not present. This was quite handy to smoothen the workflow.

► 2.5. Treasurer

An association cannot exist without a treasurer, it is one of the main functions of an association. A treasurer is responsible for all the financial aspects of an association like, invoices, budgets, results, declarations, the treasurer is the contact person for the bank, she needs to keep an eye on that the board is following the financial budget etc. All in all, the treasurer has the responsibility to keep the association financially 'healthy'. To ensure this the treasurer is responsible for the financial budget, see appendix 4 (numbers are removed).

Policy

The financial budget is a reflection of the general policy. In here you can see which activities we organize and which of them are more important to us. Besides the budget of the association, the treasurer is also responsible for the budgets of the committees. She teaches the treasurer of the committee the basics of finances and let them make the budget but she needs to control and adjust all the overviews herself.

Money flows

The treasurer also needs to control every cash flow, she needs to be updated on where money goes out and where money comes in. So that the association never makes a loss. Therefore the treasurer makes financial overviews. First of all for herself second of all to be able to communicate the financial status of the association to her members, fellow board members and cash control committee. The treasurer always needs to be updated about the financial status of the association.

► 2.6. Commissioner of Education

The main task of the Commissioner of Education is to represent the students towards the faculty and university. The Commissioner of Education is represented in many meetings throughout the university and is required to provide feedback and give advice on a diverse set of topics about for example education, student life and the campus.

Faculty level

On a faculty level there are four main tasks:

- 1) **Educational Committee:** give advice on topics related to the educational program (e.g. assignments, Bachelor College).
- 2) **The Departmental Council:** give advice on subjects about the faculty (e.g. workload, housing).
- 3) **Meeting with Director of Education:** discuss future related topics, more vision.
- 4) **Meeting with Educational Affairs:** discuss short-term topics, more practicalities.

University level

When looking at a university level there is another set of tasks:

- 1) **'Studenten Advies Orgaan':** give advice on more visionary ideas to the rector.

2) **'Bachelor Monitor Groep':** give detailed feedback about Bachelor College.

3) **'Advies Commissie Bachelor Onderwijs':** give in-depth advices about Bachelor College.

Influence

The Commissioner of Education has a significant influence on the decisions made within the university. People trust the fact that you represent the students.

Furthermore, at the Lucid boardroom you are the person to talk to when students have issues related to the study. It is easier for them to approach a student than going to the Educational Office. The Commissioner of Education immediately knows where and to which person to send specific remarks or complaints to.

This year the main focus was on the 'Student Advies Orgaan'. Self-Directed and Continuous Learning is something not many people fully understand. However, they talk about similar models in many of the university's documents. In several presentations this way of learning has been explained as a future proposal for the education. This is a slow and long-term process that cannot be noticed in one year. It is up to the next board to decide whether this focus should continue.

► 2.7. Comm. of Internal Affairs

The Commissioner of Internal Affairs is mostly concerned about the members of Lucid. More specifically the committees and the social cohesion within the association. The Commissioner of Internal Affairs makes sure committees and activities are running well and stimulates the connection between Lucid and its members.

The commissioner of Internal Affairs is the final responsible for all committees, so also the ones he does not actively guide. He sets up a policy concerning all committees on how to improve certain aspects. The core goal is to make committees more independent and put more responsibility in their hands. So committee members will be more dedicated and will feel more successful and proud of the credits they get.

To achieve this we introduced some new elements; for example, every committee now has to present themselves, their plan and a budget during a GMM. This gives them a more serious attitude about the work they will be doing.

We also introduced a common committee document. This document contains general information about things like the function within a committee and how they should be executed, which board member

you need for what topics, but also practical information for instance how they can promote their activities. This makes the committee less dependable of the board responsible as they can find information themselves more easily.

Finally the attitude of the board responsible is very important, how he/she acts within the committee. We tried to immediately show that we are merely there to guide and monitor them, instead of actively helping by doing tasks. However sometime the committee does need some extra hands to finish in time and then the board responsible might also join in.

The board responsible is also concerned with guaranteeing and improving the social cohesion within the association. This means on the one hand he wants members to have a good connection with the board and another part to create a comfortable environment around the association where everyone can enjoy being him- or herself. No big measures were taken to improve this, it was mostly a mindset of the commissioner of internal affairs to mind the little things. These are things like making sure the board is present and recognizable at all activities, welcoming people when they enter the shop, walking around the spaces sometimes for a chat and things like that.

► 2.8. Comm. of External Affairs

When we were dividing functions within the board we choose for the function commissioner of external affairs as well as the commissioner of public relations since expanding our external contacts and making Industrial Design better known were focus points in our policy. Both functions have to do with external contacts so we needed to define the difference between the two. We decided that the commissioner of external affairs would be responsible for the contacts that are interesting for Lucid and Industrial Design students in the long term. While the commissioner of public relations focusses on establishing contacts and making companies familiar with Industrial Design by short-term collaborations.

This past year we had a big focus on external affairs. In order to challenge ourselves in this we decided to make the sponsorship target higher than it has ever been before. Especially when you take into account that we decided to terminate the contract with two companies that we have had a fixed contract with for years. Both companies, Spijker (this was our pub) and Smaac (design marketing company with whom we brainstormed several times a year), did not fit the needs and wishes of the students any more. So instead of choosing for the money we chose to stop these contacts in order to challenge ourselves in finding better replacements.

At the beginning of our board year Sjuul and Myrthe sat down to make a plan for the external affairs of Lucid. This plan contained the maintenance of knowledge over the years. Therefore, we proposed our plan to former commissioners of external affairs of Lucid. During this meeting we got hands-on tips about acquisition and terminating contracts. This helped us in concretizing our plan which in the end contained the following points:

1) Focusing on smaller companies near Eindhoven

We thought that it would be difficult to establish contacts with big companies due to that Industrial Design in Eindhoven is widely known yet. Therefore, we thought it would be a good idea to start with spreading our name in our direct surroundings. The collaboration with Space-S is a good example of this (see chapter 3.6).

2) Gather information of the internship contacts

Every year about 50 students find a company for their internship which means that every year about 50 companies get in contact with an Industrial Designer. The best way to establish a new contact is via a reference. So making clear to which companies our B3.1 students are going could help Lucid in establishing new contacts. We did this by organizing the Welcome Back Drink for B3.1 students (see chapter 3.8).

Work together with IDEa

IDEa is the association for graduated ID students. A cooperation between IDEa en Lucid could mean getting an overview of where ID graduates work now which would be very valuable for Lucid. Unfortunately this cooperation between two associations never took place due to lack of time. This plan will however be transferred to the next board.

Maintaining en transferring knowledge over the years

It would be a waste of time for a board to do things that other boards have already done before. To prevent this, knowledge should be transferred carefully. To ensure this for our external affairs we invented and installed a new committee this year: the "external committee". This committee consists out of 4-5 people who will be in the committee for ideally 2 years. This would mean that the knowledge won't be lost when the boards switch but that it will remain in the committee. There are different responsibilities within this committee such as the UNiD (our magazine) board responsible. This person is responsible for filling the UNiD with advertisements and company articles.

Handle contacts professionally

We wanted to have a responsible approach to our external contacts. Therefore, we designed our own business cards and we stayed professional in our communication. However, we also wanted to stay within the focus of a company even though the activity between Lucid and company had already taken place. In December we

designed special Christmas cards and sent this to every company with whom we had established contact and with whom a contact would be interesting.

Use a design case driven approach when finding new contacts

When we made the plan to establish more contacts with companies we found it important that these companies would be interesting for the members of Lucid. Therefore, we did not search for companies who were for example only interested in advertising a mobile phone. We wanted to organize for example a design case together with an interesting company so that the activity would be of educational value for the student and would get financial security for Lucid.

Establish at least one collaboration with a big company

When Sjouil and Myrthe created a plan for the external affairs (see appendix 7) we of course had a desire to establish a contact with a well-known, big company. Since we did not know how difficult this would be we set our goal to at least one contact of which we would be really proud later of. In the end we worked together with Philips, Huawei and Nedap. The important thing for now is that these contacts are transferred carefully to the next board so that these collaborations will not become a one-off. More details about these collaborations can be found in chapters 3.16, 3.18 and 3.10.

On the right side you can see relatively how much different companies have contributed to our sponsorship target.



► 2.9. Comm. of Public Relations

The main responsibility of the Commissioner of Public Relations is to get awareness of the study and association amongst the rest of the world. The commissioner of PR works closely with the commissioner of external affairs when it comes to approaching companies. More information about this can be read in the policy at chapter 4.8.8 (appendix 1).

Preparation

The first preparation to professionalize the board was to get proper suits. Although it is a tradition to use the color of the current board in the suits we chose not to go for a screaming orange suit. We chose for a subtle dark blue suit with orange accents (see visual 2.9.1). By doing so we were now able to wear our suits to official events and differ ourselves from student associations (whom are often linked to drinking and partying).

A first step towards professionalizing Lucid was to follow a course in Acquisition. After this workshop Myrthe and Sjuul learned how to approach companies through online media and decided to improve the online media of Lucid. The current website did not show what a company could do with Lucid or even what Lucid has done before. This was one of the motivations to start the External Committee.

Execution

We took a series of steps to profile Lucid; this can be divided over the four following points (see visual 2.9.2 for an overview of all activities):

- 1) Visiting career/network events
- 2) Collaborate with network associations
- 3) Improve online media
- 4) Involve media to Lucid events

Visiting career/network events

Together with Myrthe, Sjuul visited a series of career events such as the IOB, Saloni di Mobile, van Holst and VROAAM!. During these events Myrthe and Sjuul approached companies and discussed about the influence of students involving their projects. We believe it is important to visit such events. It is an unique opportunity to talk to a very large group of companies/organizations who are open for collaboration.

Collaborate with network associations

There are four network associations that were approached in Eindhoven. The first and second are a lot alike; UniPartners and Integrant. Both supplying students to companies as intern or student-assistant. During these talks Sjuul showed what Lucid and the study is about. The associations have now got a better impression about the competencies of an Industrial Designer from the TU/e.

The third 'association' was Brainport (Brabant), Sjuul and Myrthe were invited to come by and discussed how to connect students, government and companies. Although it was very interesting it did not deliver anything to Lucid.

Lastly was visiting the EUBC (Eindhoven University Business Club) were it was the intention to possibly link start-ups to ID students. Unfortunately also these start-ups were too fragile to collaborate with.

Improve online media

We decided that the online media was slightly outdated and needed an update. First of all the LinkedIn page and groups were updated and it was communicated to (ex) members. By doing so the amount of connections of the general Lucid LinkedIn group almost doubled. As mentioned before the company segment of the website has received an update.

Involve media in Lucid events

The biggest chance to get media attention for Lucid was the DDW (see chapter 3.4). Many newspapers, weblogs and related magazines were approached for media attention. Our project got into 'De Ingenieur'.

Result

The result of the function Public Relations was unfortunately not what we hoped for. We believe this came due to the lack of strategy and most importantly the lack of concrete goals. Hereby involvement of media in Lucid events was minimal. Instead of investing time and effort into gaining more awareness amongst companies through promotion and brand awareness Sjuul has focused more on helping Myrthe with her external affairs by helping organizing activities such as Philips Creative Boot camp, Huawei and Nedap and even initiating projects such as Space-S, Design8, Van Berlo in-house day, Design2Gather and visiting the IOB. This resulted in additional sponsorship and more awareness amongst companies.

Influence Association

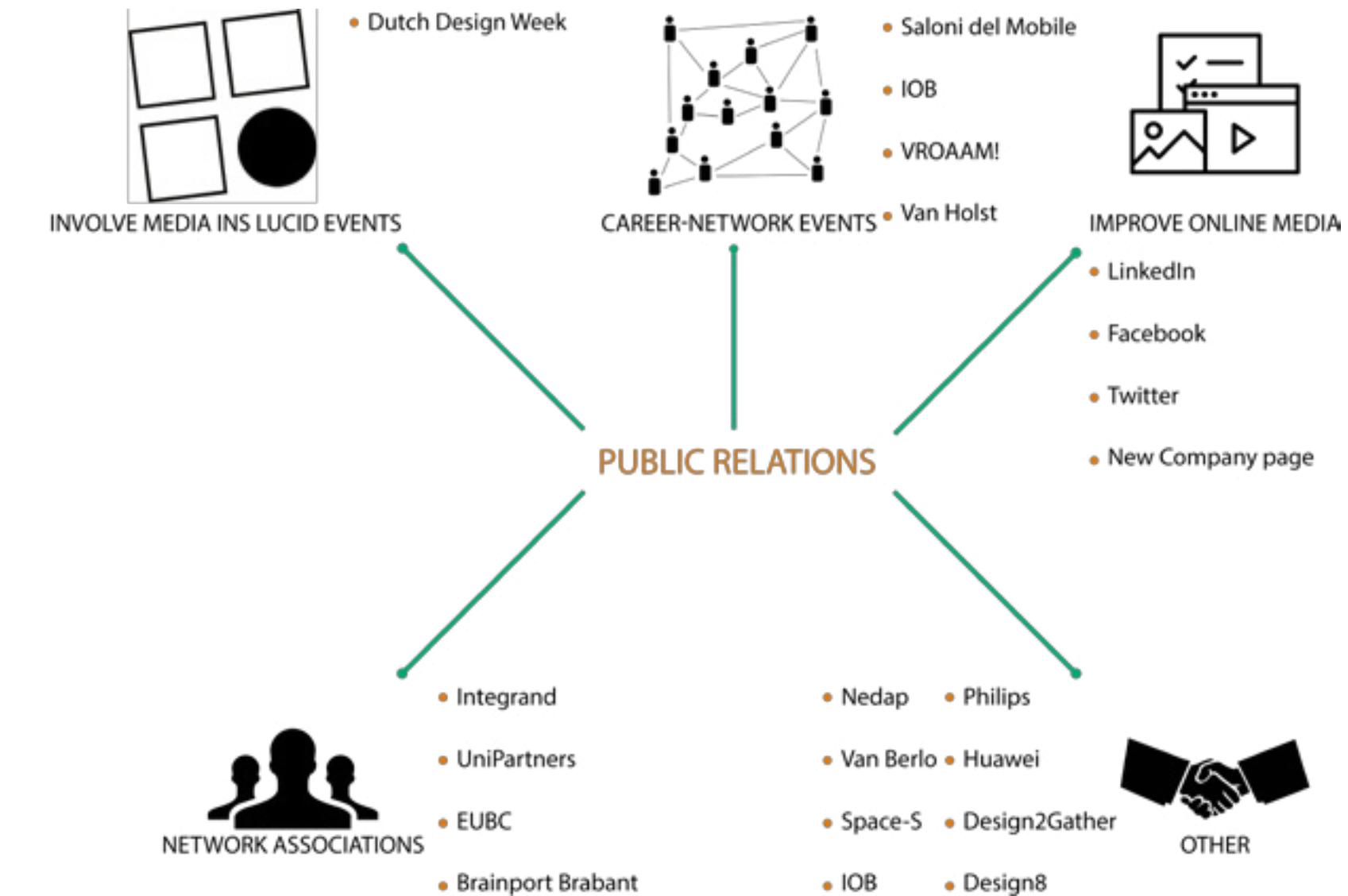
Improving the online platform of Lucid allowed members to have a better view of what Lucid is doing to connect students to business. Adding that companies also have gotten a better view, which is even more important.

Board

Although it is a pity that a specific PR stunt/event never was organized we believe that we achieved a certain higher level of awareness amongst companies.



the board suit (visual 2.9.1)



activity overview (visual 2.9.2)



► 3. Activities

► 3.1. Introduction Week



19/08/13 -
23/08/13
180

Influence

As the upcoming board there are not many preparations for the introduction week. Also, the execution is a fairly simple job as most of the work is with the (previous) board and the committee.

However, the Introduction Week is a crucial period to bond with the new students and the new members of the association. It is the very first impression they get of Lucid and her board. This can be the difference in how many of them become an active member of Lucid and might be willing to help organise activities and/or visit them. But also just for the new students, it is the start of something new, a start which should be as good as possible so have a running start with friends and knowledge about the study.

marijn sjuul naomi pepijn max myrthe



outdoor activities (visual 3.1.1)



working on a design case (3.1.2)

► 3.2. First Years Weekend



20/09/13 -
22/09/13

50

Preparations

This was the first big activity we were officially responsible for and in which we have been helping with the preparations of the weekend. This means that one of us, Myrthe, was already guiding the committee as the board responsible. Most crucial things were already arranged before the holidays (and before we were installed) such as location, theme and general schedule. After the holiday (and after we were installed) the most important thing still needs to be done: the subscriptions.

Execution

Just as with the intro were are there to become acquainted with most of the first years, but this time we actually had a bigger responsibility. The fun and games were now combined with a more serious load.

marijn

sjuul

naomi

pepijn

max

myrthe

Finding the balance between these two was one of the learning experiences for us as a board. During the Weekend there were sports activities, partying and a challenge hunt in one of the surrounding villages.

Influence

The new students are the future of the association. Therefore, it is very important to make the participants of this weekend enthusiastic about their fellow students and about Lucid. After this weekend the new board will sort the new committees so they can place the enthusiastic first-year students in a committee right away. You can say that this weekend defines for a great part the new active members of Lucid.



impression (visual 3.2.1)

► 3.3. 31Volts



30/10/13 &
28/01/14
45 + 16

Preparations

This project came forth from a contact from a previous board member who was doing an internship at 31Volts. We set up a meeting at their office in Utrecht to meet and discuss a possible collaboration. During the talk we discussed the curriculum of our study and what our students are capable of. They explained that their working style was similar and it was interesting to use this similarity within a brainstorm session.

Documentary

31Volts had made the documentary and was looking for feedback. We offered to show the documentary at the faculty so that students could have an accessible discussion with 31Volts.

marijn

sjuul

naomi

pepijn

max

myrthe

Design Case

The students who watched the documentary were asked to join for the design case, since they are slightly familiar with 31Volts. Together with 31Volts we discussed what we wanted to achieve through this design case. 31Volts wanted to learn about our way of working and see what our students can produce in a day. 31Volts prepared the case 'Design your own design study'. There was no specific preparation for this design case.

Execution

Documentary

After the documentary 31Volts started the discussion by asking students about their opinions. The students started to discuss with other students and 31Volts about their approach, vision and the content of the documentary. Afterwards we headed to the bar for a drink and discuss the documentary further. Here the students had the chance to informally approach 31Volts and ask feedback for their portfolio's or ask about possible internships.

Design Case

The design case took place at their office in Utrecht, so that the students could see their workplace and be inspired by their projects. 31Volts took lead in the case but left the students to themselves after the introduction. Due to the fact that the case had no clear goal and

that it was fictitious it lead to unmotivated students and unfinished prototypes at the end of the day. Visual 3.3.1 shows an example of a prototype made by two students. Students agreed that it was an inspiring day for them but for 31Volts it had no clear end results.

Influence

Association

The influence for the students was that they had an accessible approach to a SME that has a similar work style and process as the faculty has. It gave them the opportunity to apply for internship or feedback. As a 'carreer' activity it had an added value for the students to see the work process of a design agency and for the association to have an enthusiastic contact for further cooperation.

Board

Due to this non-profit collaboration we have learned that valuable time for acquisition has been lost. However this does not mean that the cooperation was not valuable for future contact. We have learned that a company comparable to 31Volts will not give sponsorship often, but is very able to help out for particular events such as a portfolio day or other activities.



one of the results (visual 3.3.1)

► 3.4. Dutch Design Week



During the Dutch Design Week 2013 Lucid exhibited the exhibition 'Design in Progress'. This was done within the context of building a lighting installation for the 'Lichtjesroute'. 3200 LEDs were used in this building process (see visual 3.4.1). The installation will be exhibited outside on the Lichtjesroute in September 2014.

11/10/13 -
18/10/13
1000+ visitors

Preparations

The preparations for the Dutch Design Week were enormous. For the committee this was a great challenge.

An important part of this event was the sponsoring. A total of three main sponsors were found: Eindhoven Studentenstad, Universiteitsfonds and RS Components. RS Components strongly relates with the development of the E-Lucid shop (see chapter 4.4).

Execution

Visitors were guided through the design process in three steps: (1) an introduction about what the Lichtjesroute is and its origins, (2) a brainstorm on how to incorporate the essence of the Lichtjesroute in the lighting installation and (3) helping with building the actual

installation by soldering the LED modules. The week consisted of a day and evening program. During the day the lighting installation was built and in the evening there were multiple lectures given by experts mainly for our members. In figure 3.4.2 you can read about the different experts and lectures.

Influence

This is one of the biggest PR activities of Lucid. The main goal is to promote Industrial Design students. The study association Lucid then automatically gets more interesting for companies and other parties if such a promotion is successful (this is also mentioned in chapter 2.9).

The difficult thing about such a week is that you cannot measure the direct influence. It is something you might notice in the future, which you can never relate to this week. A noticeable influence however can be found with the companies we approached for the evening program. The best example is Philips Lighting. They gave a presentation about a project that was cancelled within their department. Our intention was to arrange a design case interesting for both Philips and the students. In the end it took several months to arrange, but this resulted in the Philips Creative Bootcamp on April the 14th until April the 18th (see chapter 3.16).



lighting installation (visual 3.4.1)

Saturday, 12 October

- [20:00 - 20:30] Serge Offermans about 'Growing Light Systems'
[20:30 - 21:00] Miguel Bruns about 'Light & Interaction'

Sunday

- [20:00 - 21:00] Documentaries about light

Monday

- [20:00 - 20:30] Michiel Kersteman about 'Lucid China Trip'
[20:30 - 21:00] Geert Langereis about 'What cannot stand the light in Shanghai'

Tuesday

- [20:00 - 20:30] Henk van der Geest about 'If the world is a stage... Imagine the light it needs!'
[20:30 - 21:00] Ralph Kurt & Stefan Verbrugh about 'application of theatre light'

Wednesday

- [20:00 - 20:30] Yvonne de Kort about 'Light & Friendship'
[20:30 - 21:00] Leon van Rijswijk about 'Light & Fear'

Thursday

- [20:00 - 22:00] The Light Bar

Friday

- [20:00 - 21:00] Berry Eggen about 'Light & Music'
[21:00 - 23:00] Live Music by James Wood, Tamarin Desert and The240

evening program (figure 3.4.2)



controlling 3200 LEDs (visual 3.4.3)



impression visitors (visual 3.4.4)

► 3.5. Lucid FM & Auction Drink



09/12/13 &
12/12/13

50 - 70

The Auction Drink is an auction house styled activity for charity where we present products on which students can bid.

Preparation

For Lucid FM we needed a setup to host multiple radio DJ's, a live stream for audio as well as a movie stream, a text message system and a skype line so we could make live calls from "the studio". We have a contact with which we can arrange the equipment for free every year for the cause of the charity.

Also to make it more like a real radio station we record samples which we can use in between songs and jingles to really give it a radio feeling.

The Auction drink mainly finds its preparation in finding interesting



and appealing products to auction. For this we often use Lucid gadgets and contact companies if they have something to provide for this auction. We also come up with some fun services on which people can bet, for example: "The men of the Lucid board will make a lovely dinner for you".

Execution

Together with two other students, Marijn arranged the equipments, the setup and record booth for the jingles. It took a full day to get all the connections right and to get the stream up and running but thanks to taking the time to make a good set up, the broadcast was really smooth and we were able to raise €1200 euros with Lucid FM.

For the auction drink, Marijn and Max set up the bar to be an auction house and arranged most of the auctionable items. Max also took the promotion and presentation of the items for his account.

Influence

As all "social platform" activities, this activity offers the opportunity to get in touch with students from different years. But this activity is of course also special for its cause: raising money for charity and making students aware of the difficulties in the world. This is a fun activity with a serious cause which is a good combination for students as they can contribute to this cause in an accessible way.



► 3.6. Space-S



30/01/14

20

Preparations

We were linked to Space-S by a member of Lucid. Space-S was in need of students to support the creative sessions. Together with Space-S we organized a brainstorm about Do-It-Yourself kits for these Labs. When students were familiar with the project they would be invited to accompany one of the Labs. For each of these DIY-Kits and Labs we would receive a sponsorship fee.

Due to late communication from Space-S and their demanding deadlines we were forced to organize the design case and assemble the students within less than a week.

marijn

sjuul

naomi

pepijn

max

myrthe

Execution

Space-S was flabbergasted about the competency of our students. Two prototypes were selected by Space-S and the students were asked to develop this further. These two DIY-kits have been used during a Lab. The DIY-Kit can be seen in visual 3.6.2. The accompanying of the Labs did not take place because Space-S backed out due to financial reasons.

Influence

Association

The students got a chance to design a product that would be used within a few weeks. It was interesting for the students to see a prototype turn into a product. Concluding, it has been a mediocre contact and project that resulted in a percentage of our sponsorship and allowed students to develop their prototypes of the brainstorm to real-time products.



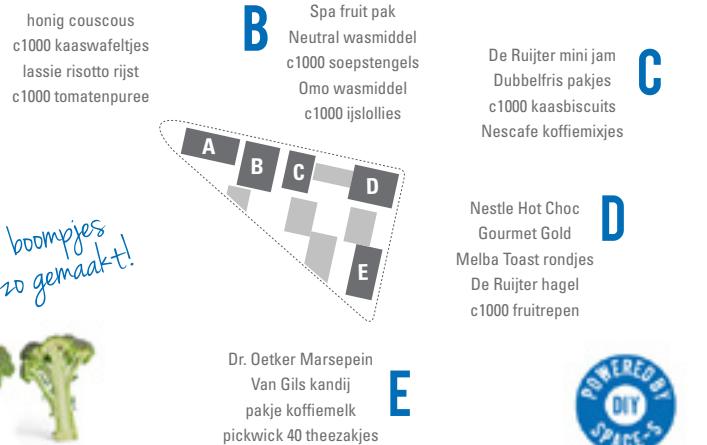
brainstorm session (visual 3.6.1)

Thuis aan de slag met de uitstraling van de architectuur en buitenruimte van Space-S?

Dat kan met de **SPACE-S BOODSCHAPPENLIJST!**

Wat moet je doen?

1. bepaal met welke gebouwen je aan de slag wil
2. check de boodschappenlijst welke verpakkingen je daarvoor nodig hebt
3. een tripje naar de voorraadkast of supermarkt
4. print de texturen die je mooi vindt
5. bekleed de verpakkingen zoals jij Space-S graag wil zien!
6. mail ons je foto's of plaats ze op Facebook :)



one of the results (visual 3.6.2)



► 3.7. Secret Design Case



06/02/14

17

At the start of our board year Pepijn and Sjuul were asked to represent Industrial Design at the Holst Symposium with a poster presentation. They met Jan Roes of the company Aediz. He was interested in finding out what Industrial Designers are capable of and whether they could play a role in a project he was involved in. This lead to many discussions, interviews and a custom design case: The Secret Design Case.

Preparations

Myrthe and Pepijn worked together on this case since it turned out to be quite challenging. Aediz is a small company that involves itself in securing the health care of the future; affordable health care, enough qualified volunteers etc. Zorgelooshuis is a project in which several people work together (not all of them are from Aediz) to establish the movement that people can live at home pleasantly and keep living there for a long amount of time. This project focusses on people from the age of 50-70 but more importantly on people who are not afraid to make changes, who dare to dream and who want to achieve these dreams. The initiators of this project are all people who have reached a point in their lives at which they feel they are pushed around by

others: others have decided that they are too old for their work, others will decide that they will spend their days in a nursing home etc. These people want to take matters into their own hands and establish change in the healthcare before they fall into the way it is now. They want to create a community of people who think along the same lines as they do and together design their future. Currently they are doing this via a forum, however this does not work. No stories are shared and no discussions are started other than the ones the organization posts itself. This is where we came in.

The difficult thing about this project was that the organization of Zorgelooshuis consists out of several very experienced but stubborn people who all have their own vision and goals. Therefore, the first thing Pepijn and Myrthe had to do was to get the vision of this organization clearly on paper as well as the goals and make one clear story out of it. They wrote a proposition in which they explained what they saw as prior goals for Zorgelooshuis and how Lucid could contribute to establishing these goals. The format they had thought of was a layered brainstorm. With this we mean a brainstorm in which after a short amount of time (say 30 minutes) a little bit more information would be given to the brainstormers. This format was fitted this project very well because the organization of Zorgelooshuis had very clear goals and criteria for the outcome of the brainstorm, however it would be a creativity killer to start a brainstorm by giving

limitations and criteria. Therefore, we divided the brainstorm into 8 phases. At one point during the day we wanted to include a co-creation with the organization of Zorgelooshuis. In this way these people could give direction to the ideas of the students, so they would have influence in the outcome of the day. About 5 people of Zorgelooshuis were invited to join the students around midday. The organization of Zorgelooshuis had arranged that about 20 people, all interested in the project or involved already (Archipel, Zuidzorg, municipality etc.), would join us during the final presentation of the students. Since this case included thinking about the psychology quite a lot it seemed very interesting to Zorgelooshuis and to Lucid to include students from applied psychology of the Fontys. In the end we could arrange these students via a professor of the Fontys who was interested in the secret design case. We decided to make groups of 4 students: 3 Industrial Designers and 1 applied psychology student

Execution

The first phase would be a brainstorm about interaction on an online platform. There would be no mentioning of the target group or the goals of the project, just interaction on an online platform. From this phase we slowly worked towards the final presentation in the afternoon by presenting the brainstormers with more information every phase.



brainstorm phase 1 (visual 3.7.1)

In the second phase we told them to think about the continuation of the interaction on online platforms. In phase 3 we presented the target group by showing the brainstormers interviews of 3 persons. In the same phase the context was also presented: healthcare. During phase 4 the groups could translate their outcomes of phase 1,2 and 3 into ideas which they would concretize to concepts in phase 5. After this it was time for the co-creation. Every 5 minutes someone else would join the groups and the students would have to pitch their findings until that moment. In this way they could collect more information about the goals of this project and they could test and verify their ideas. During phase 7 the groups were given time to process the feedback and work towards their final concept. All that was left then were the final presentations: phase 8.

Influence

The Secret Design was a special activity since it was completely customized to the project Zorgelooshuis. The organization was really impressed with the results the different teams came up with. For them it was quite a risk because they were unfamiliar with Industrial Design before this activity. Now, however they want to involve us in their future plans. There was a plan to organize a follow-up within our board year. Sadly time was not on our side, but the contact can be transferred to the next board.



final presentations (visual 3.7.2)

feedback sessions (visual 3.7.3)

► 3.8. B3.1 Welcome Back Drink



11/02/14

13

Preparation

Every year students who are in their B3.1 can choose to arrange an internship. This means that every year around 50 students spread the word of Industrial Design Eindhoven and 50 students that have direct contacts with companies. It would be shortsighted not to make use of this. Therefore, we made a plan at the beginning of our board-year to arrange a special drink for the students who had been away from the university for their internship.

In preparation of this drink there had to be a precise plan; what did we want to get out of this drink? The answer to this question was: to

marijn

sjuul

naomi

max

myrthe

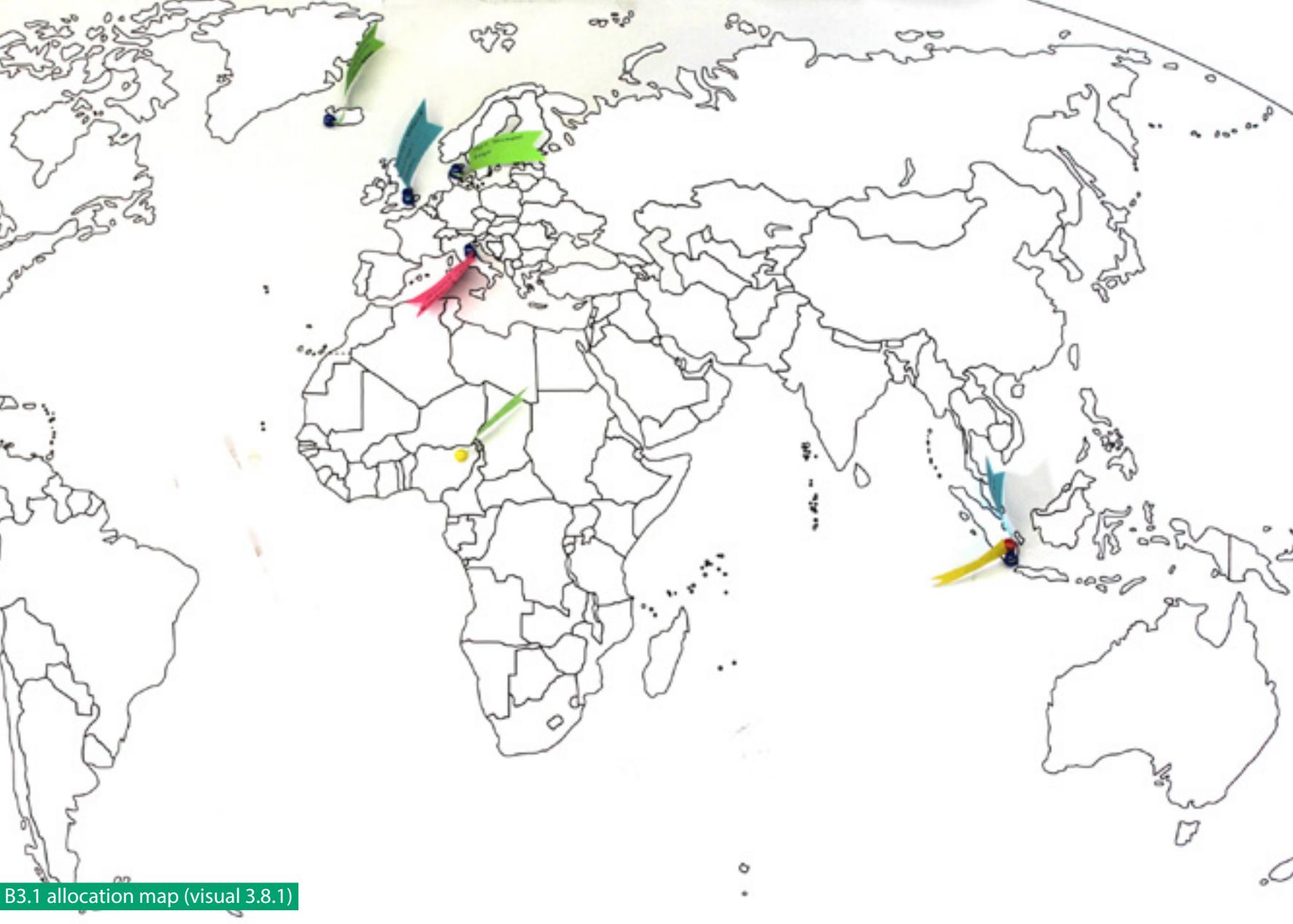
get an overview of the companies the students had been in contact with and the experiences they had gained while working for these companies.

Execution

Myrthe make big maps of the world and the Netherlands. She used small pushpins with a flag attached to it on which the students could write information on (see visual 3.8.1): the name of the company/university, name of the student, and details of the internship/exchange/minor. This way we were able to create a nice overview of where our students had been and which companies were now familiar with our study. The drink was organized after the deadlines of the previous period. We hoped a lot of people could join the drink. Unfortunately not many showed up. The input of the people that were there was valuable.

Influence

The idea of this drink was good, however the execution could improve. A clear incentive might have been needed to trigger people to drop by. Still, it was not all for nothing, because we did get something out of this drink. The following companies were contacted: Frog Design, Océ, Studio Roosegaarde, 31Volts and Qwiek en Noos.



B3.1 allocation map (visual 3.8.1)

► 3.9. Multi-Disciplinary Activity



13/02/14

30

Preparation

The preparations were done by the three different study associations. This made the communication complex. We all had a different way of working and different thoughts about the activity. Of course, this was the challenge of the project. We decided to divide tasks. For example: finding a company, managing transport, defining a case, ect. Finding a company was one of the hardest tasks, because a total of four parties (including the company itself) needed to decide on the case study.

The Port of Rotterdam was an interesting party to cooperate with. Products are becoming smaller and a many products will be produced

marijn

sjuul

naomi

pepijn

max

myrthe

closer to the user. This will cause a decrease in container ships. Furthermore fuels becomes more expensive and people are using more bioenergy as a result of the fuel industry having a hard time. Due to all this the profits of the Port of Rotterdam are decreasing.

The participants of the case study had to envision the future role of the Port of Rotterdam in world wide trade and design a new business strategy to keep the Port of Rotterdam a top player.

Execution

The case study was held on Thursday the 13th of February in Rotterdam at the World Port Center (WPC). In appendix 6 you can read more about the experts and lectures.

All in all, the day went very well. The day started with introductory presentations. The workplace of the case had a perfect atmosphere in order to be creative. While the participants were thinking, drawing and writing about the case the committee walked around to help. Unfortunately the committee it-self did not participate in the brainstorm which would have been a good idea. The committee thought that they were needed to help around but afterwards it had been a better idea if they also participated in the brainstorm.

At the end of the day the contact person of The Port of Rotterdam and Lucid decided which team had won this case study. We looked at creativity, realization, efficiency and future changes. Altogether the day went well and we can add The Port of Rotterdam to our network.

Influence

The Port of Rotterdam was already working with Industrial Design in Delft and with the University of Wageningen. Through this activity publicity was created for both the Technical University of Eindhoven and Lucid. There is a fair chance Lucid will be able to organize more activities with the Port of Rotterdam in the future, as they put forward their appreciation and enthusiasm.

The board responsible had the luck to become the contact person with the Port of Rotterdam, because she approached this company with a proposition for a case study. Next to the case study promoting Lucid during the meetings with the Port of Rotterdam was a second goal. The Port more clearly understands what Industrial Designers from Eindhoven can do and what make them unique. The next board needs to look into future cooperations with this company.



working on the case (visual 3.9.1)

► 3.10. Nedap



13/03/14

11

Preparation

The communication between Myrthe and Nedap was all via e-mail or telephone because Groenlo and Eindhoven is a two hour journey by car. We agreed on arranging an inhouse-day at Nedap for around 20 students. This inhouse-day involved a lunch with several employees of Nedap, a tour around the different Market Groups and a small design case for the Market Group retail.

Execution

Unfortunately due to several circumstances such as charging no fee for this activity (this makes it very easy for someone to subscribe but

even more easy not to show up), illness of several students and bad timing of the activity (there was deadline the day after this activity) we were only with 11 students. This of course was a real setback because you don't want to make a bad impression, especially during the first collaboration. We decided however not to blow it off and make the best of it.

The day was, apart from the number of participants, a success. The lunch with the employees was very nice because you could ask everything and hear stories about the company. The tour showed everyone that there are companies who work the same as our Industrial Design faculty and the design case was a nice hands-on way of getting to know with what kind of matters an Industrial Designer deals with at Nedap.

Influence

Of course this activity hasn't had a magnificent influence on the association because only 11 students participated in the activity. However, by promoting this activity and addressing students in person (we did this especially extensive when we found out that we were not going to reach our target of participants) a lot of students heard of the name Nedap. Many students were attracted by it, by what the company does but especially by how they do it.

We were welcomed very warmly by Nedap even though they had preferred that we would have visited them with a group of 20 students. We have already spoken of organizing a 2nd activity next year. Transferring this contact to the next board carefully is extremely important because Nedap is such a great company for Industrial Designers and still rather unknown by many students. When we were with Nedap they told us that the company will start to focus on getting their name out there. This hasn't been done extensively because they are a business to business company, which results in that names of other companies will easily be associated with their systems. So it would be wise to establish a fixed contact before the company is widely known and involved in other collaborations.



tour around market groups (visual 3.10.1)

► 3.11. 'Aan Tafel Met'



19/03/14

30

'Aan Tafel Met' is a concept organized by the Master Committee where several companies are approached to join a dinner with a group of students. They are asked to talk about their work and explore career opportunities for Industrial Design students. A total of 6 companies were invited this year.

Preparations

The biggest challenge of this activity is to find companies that are interested. The aim of the board responsible, Pepijn, and the committee was to find a diverse set of companies ranging from strategic design to product design to service design. In the end the following set of companies were interested:

- 1) Spark Design & Innovation: innovation & product design
- 2) Lely: innovation & agriculture
- 3) Bosch Rexroth: process innovations & interactive systems
- 4) Philips Design: interaction design & PhD
- 5) Qwiek: user research & product design
- 6) Unit040: animations & simulations

marijn

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pepijn

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myrthe

For the dinner the committee arranged a cooperation with the Cooking Committee to prepare courses. The Master Committee was responsible for the location, the subscriptions (preferably master students) and the companies.

Execution

Every course the company switched tables (see visual 3.11.1) where they would then meet new students. This implied 6 courses needed to be served, each within 30 minutes. The format worked very well; students were at ease at the informal setting and the companies enjoyed the interested people.

Influence

Four of the companies did not know what kind of students Industrial Design delivers. They were pleased to notice the enthusiasm and wide range of knowledge of our students. The intention of the Commissioner of External Affairs and Public Relations was to continue the contact with these companies. Unfortunately this is not yet done due to the involvement of other companies. This is typically a list to give to the next board to continue with.



dinner setup (visual 3.11.1)

► 3.12. IOB



19/03/14

23

Preparations

As we already were in contact with our sister association i.d. for organizing an activity for upcoming year, which can be read in chapter 4.5, they invited us to come by at their activity the IOB. Study Association i.d. would have a better selling point if they could claim that students from Eindhoven as well are visiting the IOB. Hence they were more open to invest in our visit.

However, participating in this particular activity would clash with the career event of the Wervingsdagen. It is specifically stated in the policy of the Wervingsdagen that the study associations cannot promote other career events. Next to a possible clash with the Wervingsdagen it also clashed with the Aan Tafel Met (ATM) organized by the Master committee (see chapter 3.11) since it both targeted the same target group.

marijn

sjuul

naomi

pepijn

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myrthe

Execution

We decided that this activity is much more related to the field of Industrial Design than the career event of the Wervingsdagen. However since it is also an activity of ourselves we decided to start promoting after the career event of the Wervingsdagen. So that the student's choice of going to the career event would not have been influenced by this activity. Also the promotion appeared not to be from Lucid since it was not communicated through the standard channels. It appeared to be a member's initiative. This resulted in a lower amount of participants.

Since the master committee's ATM had the same target group we decided to target mostly bachelor students and urge master students to go the ATM since it is more personal than this event. Most of the organization of this activity itself has been done by the sister association i.d.

Influence

Association

This has been a very interesting career activity for members, especially bachelor students, to show what their possibilities are after graduating. The clash between the ATM and this activity has slightly frustrated Master committee members. After focusing the promotion towards bachelor students this frustration ebbed away.

Board

Our visit to this career event resulted into some interesting contacts for Lucid. We used this opportunity to enlarge our network and promote our study in Eindhoven. We gave our business cards to everyone we spoke to. This eventually led to a small activity with Design8, a 3D software company, who paid a certain amount for a workshop, and a few valuable contacts at design agencies or organizations. An overview of the companies participating can be seen in visual 3.12.1, the companies that are highlighted were approached after this event.



Individual

By actively approaching a lot of companies on this event Sjuul and Myrthe have learned how to effectively promote our study and association to companies. It is difficult to explain such an abstract value to a company without concrete evidence. But we managed to explain what Industrial Design students from Eindhoven could add in their process by showing them new insights, or by telling experiences of collaborations between Lucid and other companies.

► 3.13. OBW



28/03/14 -
30/03/14

21

Preparations

For most activities we have a committee but because this activity is only organised for old board members, the activity is fully organised by us. In order for a successful activity we appointed one board member, Myrthe, as main coordinator and divided different tasks among us.

Execution

Whereas we would normally have a supervisory role during the preparations of activities we now had a more executive role. This meant that we had to put a bit more time into the activity and therefore manage the total board time better.

marijn sjuul naomi pepijn max myrthe

Influence

This activity is a great opportunity to get to know your predecessors, the history of Lucid as lots of stories are shared during such a weekend but also offers the possibility to get some useful advice and also creates the opportunity to more easily contact previous board members for advice later on.



external location (visual 3.13.1)

► 3.14. Gala



04/04/14

98

Preparation

We set up a specific Gala committee at the beginning of the year. Due to a settlement with the Van der Valk Hotel in Eindhoven we were able to set up a lucrative deal. In trade for the rent of a ballroom we had to deliver two students who would work on a new hotel room project from Van der Valk.

We especially wanted to organize this gala with another study association to give it an even more unique setting. However Cheops, the study association we wanted to host a gala with, was not able to convince their GMM. We therefore decided to organize a gala by ourselves.

marijn

sjuul

naomi

pepijn

max

myrthe

Execution

Eventhough the gala seemed to go flawless there were a lot of small problems behind the scenes. The committee was able to solve this and this was also discussed at the evaluation.

Influence

We sucessfully connected two Lucid members with a project at Van der Valk. And our contact with Van der Valk can be used for future events.

12th and 13th Board (visual 3.14.1)

the Committee (visual 3.14.1)

► 3.15. Milan Study Trip



Every year the Milan committee, a first year's committee, organizes a study trip to the Milan Design Week for first year's students. It gives first year's students the opportunity to get in touch with this special design world. 53 first year students, 2 coaches and 3 board members participated.

Preparations

The preparations for this trip started in October 2013. The boards approach to this committee changed relative to last year's committee. Whereas, before the previous boards made the choices for the committee and left the execution to the committee, as is a conventional approach, now the committee was in charge of making some choices and executing them as well. Think of choices such as a new accommodation and means of transport. These choices made a major difference in the budget, enabling the committee to think of new activities. Moreover the committee was triggered to initiate meetings with previous committees and even with committees from Delft and Enschede for further information. Together with the committee, the coaches who participated were asked to think of an activity for the students, in order to trigger interaction.

Execution

The execution of the trip was incredibly smooth. This resulted mostly from an extensive script and dedicated committee members. The script expressively explained who had to execute tasks and when. Also describing who was day-responsible had an influence on the execution of the activities.

Influence

Association

Especially the committee members have seen how interesting and informative such an organizing experience can be. Most committee members have shown their interest in other committees. For the coaches who participated it was interesting to see what the first year's students learned in such a short time. Their active participation in the trip by setting up the design challenge allowed them to interact with the students through discussion. This activity contributes to the social and educational values of the association.

Board

For the board it was another opportunity to get to know the first year's students better. Also it is a good profiling activity towards companies.



several products (visual 3.15.1)



the participants (visual 3.15.3)

► 3.16. Philips Creative Bootcamp



14/04/14 -
18/04/14

16

Preparations

During the DDW Lucid organized "Design in Progress" (see chapter 3.4). This event included lectures in the evening, where one of them was held by Philips Lighting. After the DDW Myrthe and Sjuul arranged several meetings to discuss possible future, which ended in agreeing on organizing a Design Case of 5 days (one work week) with around 16 students. The subject of the design case was derived from a project within Philips. Since we desired to strive for quality during this first cooperation we decided we would only accept B3.2 and Master students.

The most difficult part about the cooperation with Philips was the intellectual property. Philips Lighting demanded full confidentiality

marijn

sjuul

naomi

pepijn

max

myrthe

and claim of (intellectual) property. After consulting several people and having several discussions with the people from Philips we could settle that every participant would sign a regular traineeship contract. In short this meant that indeed almost everything of this week would be Philips property but this also meant that students would be given opportunities to work on their idea/concept further if Philips saw potential in it.

We wanted to form the Bootcamp groups ourselves in order to be able to prevent that people would work together with the ones they already knew, in this way we were able to create multidisciplinary groups. We agreed on that the students would work on the High Tech Campus so that it would be very easy for the students to gather information and ask questions to experts of Philips. On Tuesday the students would work at the TU/e for brainstorming, doing research and creating concepts.

On Wednesday afternoon the students would come back to the High Tech Campus to present their findings and collect feedback from Philips Lighting. Thursday would be spent at the TU/e again so that the groups would be able to create mock-ups and prototypes. On Friday afternoon the groups would have to present their findings and results at the High Tech Campus.

Execution

During the kick-off of the Bootcamp at the High Tech Campus an introduction was given by Richard with whom we had arranged most of the week. Afterwards an expert on the future of light, Brad Koerner, gave a presentation to inspire the students. Finally the project leader of the design case gave a presentation about the specific design subjects. The 4 different teams were able to choose different subjects which gave a nice diversity of ideas throughout the week. Due to the confidentiality contract which Myrthe and Sjuul had to sign we cannot tell more about this week. The rest of the day every team was given a personal workspace at the High Tech Campus.

The entire week we were involved in the Bootcamp. All communication between the students and Philips went through us. We collected all material and sent it to the Philips and we informed the students. However, when the students worked at the TU/e we could also do our own work.

On Wednesday during the midweek presentations (see visual 3.16.1) it turned out that the Philips team already was surprised of the high level of the concepts of the students. They had not expected that the teams would come with such ideas.



feedback by Philips staff (visual 3.16.1)

On Friday the students had to present their final designs. We arranged with Philips that they would reserve a space on the High Tech Campus that would attract many employees of Philips. We wanted to attract as many people as possible. However, it turned out that our contacts at Philips were so satisfied with the midweek presentations that they had invited everyone in the building to come and watch the final presentations of the students on Friday. This meant that on Friday the teams stood in front of about 30 employees of Philips Lighting, they had not really expected this.

First the teams gave a presentation, then feedback was given by the employees of Philips and questions were asked. After the presentations there was time for everyone to walk past the prototypes in our well-known exhibition style. In the meantime 3 people of Philips went away to decide which group would be announced as the best group.

Influence

The Bootcamp with Philips has had a great impact on Lucid. For one this was the first time ever that Lucid has had a cooperation with Philips. Also this week has gone very well; the students were happy with the great opportunity to be an intern of Philips for a week, Philips was very satisfied with the results of the students and Lucid was proud of the cooperation and that she had proven Philips that Industrial Designers are needed within a company. The feedback that we and the students were given was so great to hear.

After this week we already spoke of doing this again next year which is great because you do not want the contact with Philips to disappear after having worked together for one activity.

This activity was also a success because it was especially for master and B3.2 students. This was received very well by those students because they had the feeling that the level of the design was greatly influenced by the maturity of the students. Lastly, this bootcamp has resulted in a summer-job for the winning team (see visual 3.16.2).



bootcamp winners (visual 3.16.2)

► 3.17. Design8



14/05/14

50

Design8 is a software distribution company based in Delft. Design8 was approached during the IOB in Delft in March 2014. Design8 works with 3D software: SolidThinking Evolve. This software supports 'sketchy' designs and various free forms compared to SolidWorks.

Preparations

The most frequent 3D program that is used inside the faculty is Solidworks. Most students are not aware of other programs. However we do notice that students are interested in using a more 'free' or 'sketchy' 3D software. This was our unique selling point towards Design8.

We approached Design8 to give a workshop as introduction to our students and the faculty. Adding that we would actively promote their software amongst our students we were able to charge a certain amount of money as sponsorship fee. Although we explain in our policy (appendix 1) ,at chapter 'Strategiepunt 6.3', that this is a responsibility of the faculty we agreed to go forth with this project since it was a good opportunity to (1) gain more awareness amongst companies and (2) generate more sponsorship.

marijn

sjuul

naomi

max

myrthe

Execution

Design8 gave a hands-on workshop, as was requested. Over 50 students installed the software and participated. Design8 was very enthusiastic about the students and explained that they want to do this more often.

In visual 3.17.1 you can see Orlando, founder of Design8, giving an hands-on explanation about 3D modeling and printing.

Influence

Association

As an educational activity the students have experienced another 3D software than the conventional Solidworks. Students agreed that this program gave them new insights in developing prototype visuals with SolidThinking Evolve. Adding that this activity has also been a profiling acitivity towards Design8, whose staff was not familiar with our faculty (even though the director is an industrial designer himself!).



hands-on approach (visual 3.17.1)

► 3.18. Huawei



13/05/14

18

In the summer of 2013 Lucid organized a study trip to China. In these three weeks they got familiar with the Chinese culture, landscape, design and several companies. One of the companies they visited was Huawei. At the beginning of the board year Myrthe and Sjuul clearly indicated to continue these valuable contacts throughout our year. Huawei is one of these contacts.

Preparations

Myrthe tried to get in contact with the same person the previous board had contact with during the preparations of the study trip. He, however was not in the right place for a collaboration with a study association which is why she was referred to someone else. In the end she was introduced to the project leader of the project Honor. Honor is a telephone line that is very successful in Asia but now they want to launch it in Europe as well. However, to be able to launch Honor in Europe its brand identity needs to be adjusted because Europeans like very different things than the Asian people (manga, anime, pink, cuddly and cute).

Jean-Francois gave feedback and criticisms. He was very enthusiastic about almost every idea. Some didn't really fit the Honor now but more in the future, other ideas were already thought of by others before and would be too late for Huawei to develop now. However,

During a meeting it was agreed that it would be very interesting to organize an easy accessible brainstorm. After this brainstorm we would look at the students who came up with the most promising ideas and who seemed most enthusiastic about the Honor project and we would try to find a way for them to put more time in working these ideas out. The preparations we needed to do were promotion of the brainstorm and finding good people to participate.

Execution

The project leader (Jean-Francois) of the Honor project was present during the brainstorm; he kicked-off by giving an introduction. At first an open brainstorm with the entire group was started. This made it easy to get everyone on the same page. After this brainstorm we divided the group in 4 smaller ones. Every group got a certain topic for their brainstorms, a big paper and post-its and markers so they could start a brainstorm the old-fashioned way. Jean-Francois walked by the groups to involve himself in discussions and give direction and information to the groups. After doing this for 1,5 hours we went over to the presentations of the groups.

apart from those ideas he was very impressed by the level of creativity and the ideas that were thought of by the students. Together we selected 5 students who we were going to ask to spend more time on their ideas for the Honor. These students will very probably turn this into a project for the summer because Huawei wants to launch the Honor project in August.

Influence

This brainstorm and the spin-off of this brainstorm makes the second cooperation we have had with Huawei. This is a good thing because it means that we are beginning to build a name within this company. Most ideally we want to establish collaboration with fixed contacts and permanent contracts so that we do not have to start from scratch every year when it comes to our external affairs.

One important thing to achieve this is to transfer the knowledge and contacts from board to board. More information about the continuation of external contacts throughout the year can be found in appendix 1 under chapter 6.2.2. Myrthe has already made plans with Huawei for a brainstorm in September during the introduction week. This is exactly the time that the board will switch which means that this contact can easily be transferred to the next commissioner of External Affairs.



case introduction (visual 3.18.1)

► 3.19. Big Outside Drink



06/02/14

200

Preparations

As this is a big drink for about 200 people, there is quite some preparation compared to a normal drink. First of all some reservations and request need to be arranged in order to have a location and permission to host such a drink. Marijn normally sends a request to security and the fire department to get permissions and to make sure services such as water and electricity are arranged. He also makes reservations for bar equipment and makes sure that an order is placed so that we have enough stock.

The Big Outside Drink is one of the biggest social activities of Lucid. After the final showcase deadline we organise a big drink to celebrate the end of the semester and academic year. Together with the bar committee and bar board we try to make sure to offer enough refreshments and a nice setting to have a talk and a drink together.

Influence

As it is a really accessible activity it is a great opportunity for people to get to know each other. This is an important aspect of the association as it helps you in your study when you can ask people for help. By having a relaxed and easygoing atmosphere, people tend to get involved more easily with each other and start a conversation.



Big Outside Drink 2013 (visual 3.19.1)

► 3.20. End-of-the-Year Study Trip



20/07/14 -
29/07/14

22

Preparation

Planning

The first thing the committee did to prepare themselves was to dive in the last years study trip evaluation. They read the evaluation so that they could learn from this. As a result the committee made a planning. The hardest part is to decide which places they want to visit and to find companies who want to cooperate with us. So by making a planning the committee had set some goals to keep up on schedule.

marijn

sjuul

naomi

pepijn

max

myrthe

Requirements

To be able to make a decision which country they wanted to visit they set up some conditions which had to be fulfilled such as; Europe, different culture from The Netherlands and not a typical design destination. However Budapest, Bratislava and Vienna do not meet all these requirements. However, since our preferences (Middle East or Morocco) were not possible we had to make compromises and settle for a trip within Europe.

Evaluations

The committee has a big responsibility therefore the teamwork and individual work needs to be flawless. To keep up to date about each other's achievement and work they evaluated after a few months. This evaluation gave the committee more enthusiasm and bonding, but it also let someone realize that being a committee member did not work out. She decided to leave and a replacement was found.

Go or no go

After a few weeks we did not find enough companies to collaborate and there was a low amount of subscriptions. This caused a drop in the committee's enthusiasm. The board had a meeting with the committee from last year and discussed the concerns. Together we decided to set a go or no go moment with confirmation of collaboration with three companies and at least eleven participants.

New strategy

To achieve these new requirements the committee designed a new strategy. An awfull lot of e-mails were sent and they decided to let a female committee member do the calls. And yes, this worked out very well. After two weeks of intensive efforts the committee found four companies to collaborate.

Influence

Association

This trip is also a profiling activity towards the companies. The trip will be communicated as a study trip and the association will be promoted bringing promotional materials et cetera. We hope to get spin-offs like last years study trip: Huawei (read chapter 3.18).

Board

For the board this is an interesting trip to enlarge our network. Myrthe will go along and will try to generate more spin-offs.

studytrip 2014
Budapest Bratislava Vienna
€350,- 20 -29 July
subscriptions are open!

DESIGN CULTURE COMPANIES



► 4. Tracks

► 4.1. General Members Meeting



7 GMMS

30-50 each

Preparations

As the GMM is an official meeting, members of the association need to be informed well in advance. This means an invitation needs to be sent to all members. This invitation includes the agenda with the topics that will be discussed during the next GMM and the minutes of the last GMM so the members can read back decisions made during that GMM and can also check if all the decisions were written down correctly. Furthermore, the chairman makes an extended agenda which includes all the points that will be discussed in detail so he and his fellow board members know what will be said during the GMM. Besides that he also needs to prepare a presentation to lead the GMM.

Execution

This year we tried to change the course of the GMM a little bit to make it more of an open discussion instead of a really formal meeting in which the board mostly has the word. One thing we tried out was a discussion led by propositions about the new housing. Another thing we started this year was a GMM dedicated to the committees in which the committees all had to make a presentation and discuss their plans for the coming year.

Influence

The GMM has a direct and indirect influence on the association. The direct influence is noticeable in the decisions made during the GMM that often lead to points of action and therefore are executed on they short term after the GMM. The indirect influence lies more within the suggestions and ideas brought up by the members which often needs time to work out and time to concretize these ideas and suggestions. Official procedures such as installing and discharging committees, brings structure within the association as it is clear who is working on what activity and to get all the budgets and accounts in order.



impression GMM (visual 4.1.1)

► 4.2. Spijker & Van Moll



01/09/13 -
01/07/14

N/A

Influence

By stopping the contract with the Spijker we had to make sure to pay a lot of attention to our sponsorship incomes. Because in combination with another sponsor we cancelled, "Smaac" (see 2.8), we had a big sponsor gap to fill.

The positive side of stopping the contract was that we had more freedom. or instance we could now decide ourselves where we would give our parties. Where we would normally have to host three parties in the Spijker we now hosted every party in a different location, which attracted a lot more students and gave a better atmosphere.

marijn

sjuul

naomi

pepijn

max

myrthe

"Café de Spijker" has been our local pub for the last couple of years and in that time has been one of our biggest sponsors. However this year we decided to stop this cooperation to create more freedom, since most of the members of the association were not fond of going to the "Spijker" anymore. We searched for a new café and found "Van Moll" which is a bar with a character that is way more in line with Industrial Design students.

The next board will probably need to spent some time in finding a bar on Stratum to better connect to the nightlife of Eindhoven. As for now we still have some plans with Van Moll.



first Van Moll drink (visual 4.2.1)

► 4.3. EduCie



01/09/13 -
01/07/14

464

As explained in appendix 1 in goal 6 we, as Lucid, try to support our students in their studies as a study association. The goal of the Educational activities committee is to organize activities that do exactly that: support the students in their studies and offer students opportunities to develop themselves. These activities fit the needs and requests of the students.

We listen to the interests and needs of the students and try to organize a fitting educational activity. Activities that were organized by the EduCie this year were: Excursion to Amsterdam, Aan de Bar Met (ABM), Design Ride (a tour by bicycle past several key locations of the Dutch Design Week), html-workshop, a Symposium, photography, Solidworks and Adobe workshops. The three most significant activities are presented in more detail below.

ABM ('Aan de Bar Met')

12th of February 2014

The ABM is an activity that has been organized by the EduCie before. It is deduced from the Aan Tafel Met (ATM), which is explained in chapter "Activities, ATM". The ABM is an activity in which speakers tell



B3.1 presentation (visual 4.3.1)

their story to an audience of students after which they can talk one to one with each other whilst enjoying a drink. This year our speakers were 6 students whom all shared their experiences of their B3.1 semester. The audience consisted mostly out of 2nd year students who were orienting on what they would do with their B3.1. We made sure that the speakers had done different things in their B3.1 such as an internship, a minor, research or exchange. This would make sure that the 2nd year students would hear various interpretations of a B3.1 semester.

Amsterdam Excursion

14th of March 2014

At the beginning of the year there was a plan for the EduCie to organize a trip to a foreign city. However, the committee decided at one point that they wanted to focus on organizing something that is educative instead of organizing things such as transport/accommodation etc. Therefore the committee made the choice to organize a trip to Amsterdam and that we would travel by train. Three activities were planned for this trip.

In the morning we went to Frog Design and could have a look around the office. We were welcomed by Pete and he introduced us to Frog as a company by presenting some general information. They planned a tour for us that would show us every department of the company. In every department there was one expert who had 10 minutes to tell about what this department exactly contains. Unfortunately we were not able to do something hands-on because everything Frog does is very confidential.

After Frog we went to Studio Droog. Their shop and hôtel are open for public. Students were able to look at very nice designs. What was a coincidence was that across the street was a small candy shop where they made candy the traditional way. This resulted in that most of the students stood in that little shop to look at the craftsmanship.

In the afternoon we traveled to the Hogeschool of Amsterdam. The committee had arranged a design case together with students of Industrial Product Design. The case was about making sustainable designs that fit the living habits of the Chinese people. This case was actually derived from a case of Unilever. Jessica who was part of the EduCie is selected for the Netherlands-Asia Honours Summer School. She is going to China and work together with 10 other students from different countries on a case of Unilever. This meant that she could take the results of the design case in Amsterdam with her to China and could propose them to Unilever.



handcrafted candy (visual 4.3.2)

Symposium "A step into the real world"

28th May 2014

The committee decided that they wanted to organize a bigger activity than a workshop. Something that would be interesting for many students and would be an iconic activity of this committee in particular and would make them proud later on. In the end they came up with a symposium, almost every student finds it interesting to hear about people's experiences and lessons. Together with the committee we brainstormed about the theme of this symposium. We found that it was very interesting to invite speakers that would tell the audience stories of design put into practice. What is it really like? Therefore, we came up with the theme: A step into the real world.

The final selection of our speakers was: Martijn Aslander, Cathrien Ruoff and Rudy van Beurden. Martijn is experienced in branding and life-hacking. He spots developments and trends and translates those in a way that everyone is able to understand what we can do with it and what the use is of these developments. Cathrien is experienced in packaging technology. She can tell exactly what the consequences of over-packaging but also why it is done. Rudy 's mission is to positivize The Netherlands. By giving training and presentations he tries to make people experience how it feels to receive and share positivism. These three speakers were selected on the criteria that all of them had to tell about a different aspect of design: products and packaging, trends and vision, interaction with people and working together.

To make this activity become a success we needed to make as many students as possible attend. Therefore, we needed to make a very strong promotion. We used Facebook, flyers, posters, the newsletter and personal invites. The Symposium took place on the 28th of May in the Filmzaal of the Zwarte Doos. In the end the room was filled with more than 60 students which was 10 students more than our target. The preparation of the committee was very good: the techniques, the gift for the speakers, the introduction presentation and introducing the speakers. However, this did not mean that everything went perfect: one of our speaker, Martijn, was not able to give his presentation because he went to the University of Delft instead of Eindhoven. Unfortunately we heard this during the first presentation of the symposium which meant we did not have any time to come up with a back-up program. This meant that we suddenly had only two speakers instead of three. Apart from this the activity was a success.

Now this symposium was still small, however it was received very enthusiastically by many students. Therefore, it is a very good idea to organize another symposium in the future but bigger. For example, the committee can take more control in the presentations of the speakers. What are they going to tell? Is it based on published papers or on experiences etc. In the future it might be a good idea to make one "symposium committee". In this way it is more easy to make everything bigger and more professional.



lecture at De Zwarte Doos (visual 4.3.2)

► 4.4. E-Lucid



21/09/13 -
present

359

Preparations

For E-Lucid many agreements have been made with RS Components. We are basically a reseller of their available products. However, RS does not provide any shop systems, as this concept did not exist in their business model. We developed our own web-based shop system to handle the administration (see visual 4.4.2). Students can pay at E-Lucid with their RFID token (already used by the bar). This way no money is handled by the student assistants; upgrading your token takes place at the Lucid boardroom.

Together with the faculty we arranged a location and desk and we agreed that the student assistants are on the payroll of the faculty.

marijn

sjuul

naomi

pepijn

max

myrthe

Execution

Since the 21st of September 2013 E-Lucid has been open every workday. E-Lucid has changed a lot since the launch. Especially the shop system had many iterations following from feedback of students and the assistants. E-Lucid has several products in-stock; students can immediately buy these. They also have the possibility to order any product available at RS Components (over 500.000). The total revenue of E-Lucid has been €13.000 in its first year with over 350 unique users.

Influence

Lucid has positioned herself in a very different way in the faculty. The inventory of E-Lucid very much decides what students will use in their prototypes. Together with staff we discuss which components should be available for the students. Looking at the numbers E-Lucid has a significant influence on the faculty.

Secondly, the cooperation with RS Components is wonderful for Lucid. They are very enthusiastic about the shop system and our determination. We are both profiting from this initiative and RS Components is open for new ones. For example, they sponsored components for the Dutch Design Week (see chapter 3.4), they have had their own article in the UNiD and they would like to help out with certain workshops.



official opening (visual 4.4.1)



the shop system (visual 4.4.2)

► 4.5. Dutch Design Jam



01/11/13 -
01/06/14

N/A

Preparations

First we evaluated the old concept, the 'NOW'. We discussed that one of the bottlenecks was the organisation that always ended up in Delft. They disapproved and therefore wanted change. We came up with a new concept: the Dutch Design Jam, a 24 hour design jam with a known company on an external location. However the General Members Meeting from the study association in Delft did not allow this organisation to go through as they believe it was too fragile.

Eventually we decided that organising one activity for three associations with an equal division of labour was not feasible. We all organize similar activities for our own members. We decided that we each would change one of our own design cases in a way that

marijn

sjuul

naomi

pepijn

max

myrthe

the other associations could participate. In this way we could still cooperate and the division of labour would be equally since everyone organizes their own cases.

Another topic of this collaboration was to adapt the different design aspects and techniques from the different faculties. Whereas our students are used to have a free process, students from Delft and Enschede really feel the need of a list of requirements and a set process. At first we tried to convince each other our own designing techniques and approaches were best, but after a while we realized that the essence of working together is to learn from each others techniques and approaches and it is a unique opportunity for the students to experience other design disciplines.

Influence

It is important to stay in close contact with our sister associations. It is very interesting to see what the other associations are up to and how they approach companies. It can be very helpful to ask one of the other associations for help. Think of a contact at a company we want to approach, or how to handle a difficult situation for a certain activity. Although it is a very interesting contact we believe we have contacted them not often enough. We could have used their network more often to improve our network. These discussions and meetings have added to the structure of the association.



Dutch Design Jam 2011 (visual 4.5.1)

► 4.6. Housing



01/01/14-
01/07/14

N/A

In the academic year 2014-2015 the faculty will move to another location and so will Lucid. In order to prepare for this a taskforce has been set up by the faculty in which Pepijn and Marijn play an active role to make sure the interests of both the association and the students is respected.

Execution

Every two weeks Pepijn and Marijn attend a meeting with the faculty and Housing Authorities to make decision about the division of space, needs and possibilities in the new building 'La Place'. Pepijn developed a tool to give a better insight in the division of the spaces and rooms and to document the needs. This tool is under constant development and is used by the taskforce of the faculty.

In visual 4.6.1 you can see the concept floorplan of where Lucid is positioned on the ground floor.



Goals

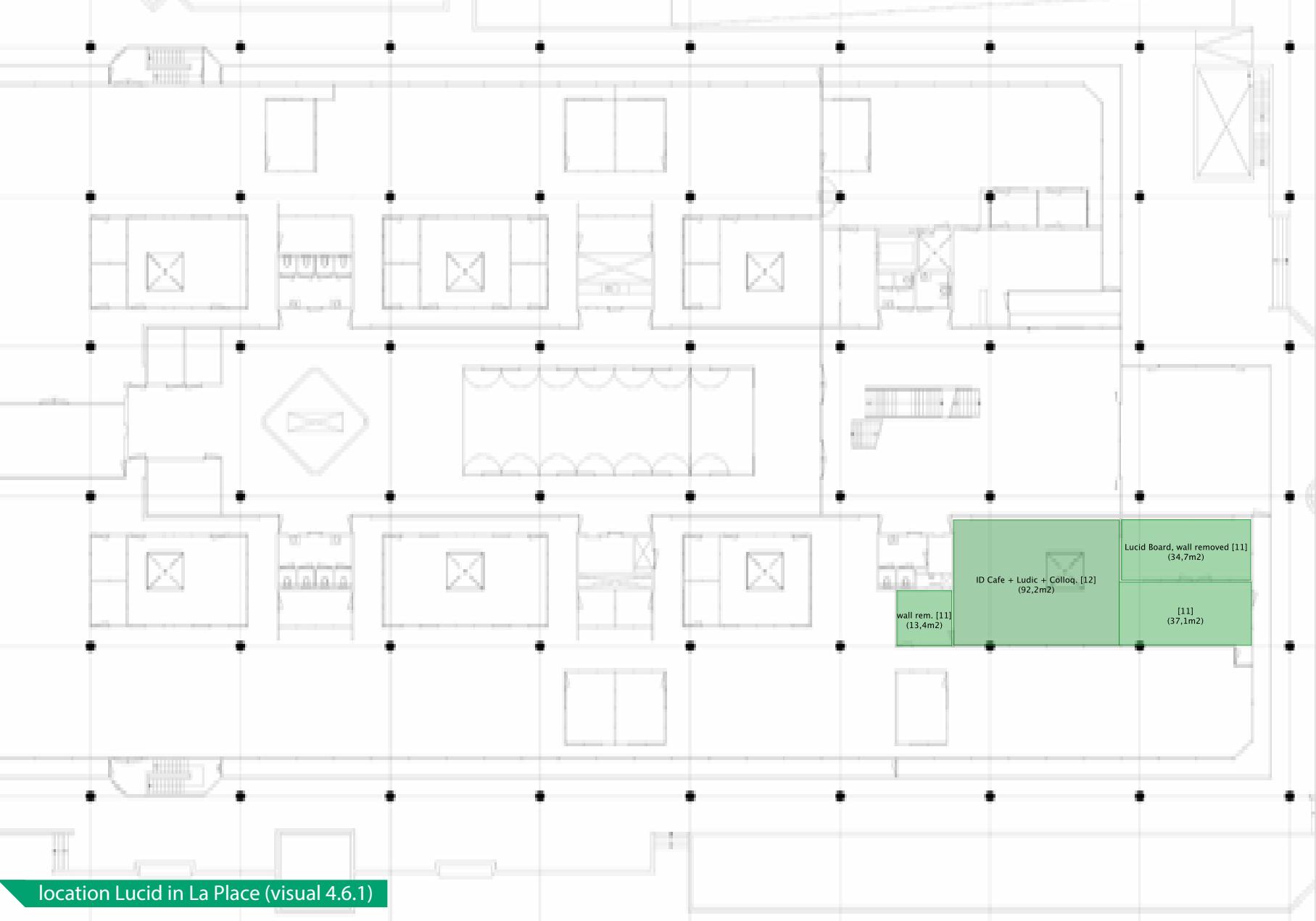
Pepijn and Marijn created a list of requirements for the association and came up with a couple of goals we want to achieve in La Place.

First off all the aim in the new building is to have a more central role for the students and to have all the facilities of the association integrated. This can be achieved by having a multi-functional space in which all the facilities are combined.

These facilities include the bar, the board room, the shop and ID Café. We want to create a flexible and open atmosphere in this space where also the staff members of the faculty are welcomed. This implies that we need to try to have a more active role towards the staff members. Plans to achieve this include for example a Friday afternoon drink for staff members.

Influence

All these changes will have a significant influence on the association and the faculty, because the image of Lucid within the faculty aims for some change.



location Lucid in La Place (visual 4.6.1)

► 4.7. Candidate Board



12/02/14 -
02/07/14

20

Preparations

Setting up this course is linked to the Commissioner of Internal Affairs, which currently is Max. As it involves the continuation of Lucid, more members thought about this, especially Marijn supported him a lot with good tips and insights.

Of course we also went through a candidate course before we started this gives a handy starting point setting everything up. That is why Max started with collecting information and tips by consulting his predecessors and reviewing our own candidate course. With this data he set up a list of values, a policy to have a clear idea what the core of the course would be and what we wanted to achieve through this. With the help of these values he reviewed the activities that were

The board changes every year and meaning new people are needed to take over the task of running the association. To decide who becomes our successors, we make use of a candidate course. People who are interested go through series of weekly meetings with discussions and activities. There will be voted and after approximately 8 weeks a candidate board is known.

done the past years to see if they would match or they had to be adjusted or did not suit at all and created new ones where needed. Next the activities were put in order and linked to a schedule. It only accounted for the first couple of weeks, but as Max was told, every group is different and needs to be guided differently, therefore he did not yet plan everything. He needed to be flexible and be able to adjust the course at any given moment.

The first activities neared, the Board Info Lunches, two lunches where general information was given to make clear what you do as a board member, what you will encounter, learn etc.. This will make some people interested, while others realise they are not fit for the job. But to have people to become interested by the meeting, people need to be there. As anyone can join, posters etc were made and spread throughout the faculty, next to this we specifically invited people to whom we thought would be a good addition to the board and have potential of being a good board member.

Execution

We started off with around 15 people who are genuinely interested in becoming the new board of Lucid, that is quite a big group. We found it highly important that at the end there should be a group that can work together well and would be a good combination of personalities and skills, that is why we did some personality tests, even though they are not always correct it is a starting point for discussion about what kind of person you are. To give them a proper mindset and start to think like a board member, for this we introduced some propositions that were openly discussed. The first voting was after a few meetings. During this meeting every candidate had to give feedback to the others so that they could vote for the people they thought were competent to become a board member. This led to a ranking from people with the most votes to the ones with the least votes. We as a board then hold our opinion about everyone next to the voting result and made the decision of who continued the course.

With the 10 people that were left, we continued the course. They then had a 2 on 2 conversation with predecessors to ask questions and to get to know them. Next meeting we started discussing some more serious topics with them, to strengthen their image about the board year. But most of all, we had them organise a special drink, where they had to work together, showing if they could work as a team and if they have a pro-active attitude. Now for the final voting round, we should end up with preferably 5 or 6 people to make a strong group. Again they voted for each other and we had a final judgement. This ended with 6 people that will make the future of Lucid and bring it to the next level!

After all those weeks a new candidate board was formed. The new board is almost ready to start their journey of leading the association and bringing it to the next level. But first they need to get all the information and help from us, so they know how everything works and how to handle certain things. This process is called the Transfer (course). During this we as upcoming predecessors try to prepare them as good as possible for the upcoming year, so they continue where we left instead of starting all over again. We do this by helping them with their year policy, explaining details of their new function and helping them with practical information. This is mostly done in and around the holidays and especially during one of the final weeks of the holidays where we have a Board Transfer Week. In this week we and our successors come together for a couple of days to discuss all the last things before they begin as the new board.

We think this part is the most important part, as you want to build on top of the experience and knowledge of the previous years, instead of reinventing the wheel. Our opinion is that this needs to be done better, by giving as much information, tips, support etc before they even start, so even in the start of their board year they know what to do and how to do it.

Influence

Everything concerning our successors is of great importance for the association, they are of course the ones that will continue the progress of bringing Lucid to the next level. So the stronger and capable this group, the better they are prepared and the less problems they will run into. This will all be beneficial to the growth of the association in every way. That is why this course can make or break the upcoming years, everything they will experience now will be taken on to the next generation and so on, so having a good candidate course but also a good transfer is of great importance for the continuation of Lucid.



the candidate board (visual 4.7.1)

► 4.8. Contributor Policy



Lucid generates income through subscriptions, sponsorships and donations. To rejuvenate the idea of becoming a contributor we launched a new concept (read policy chapter 5.4, 'Donateurs').

01/02/14 -
01/07/14
 125

Preparation

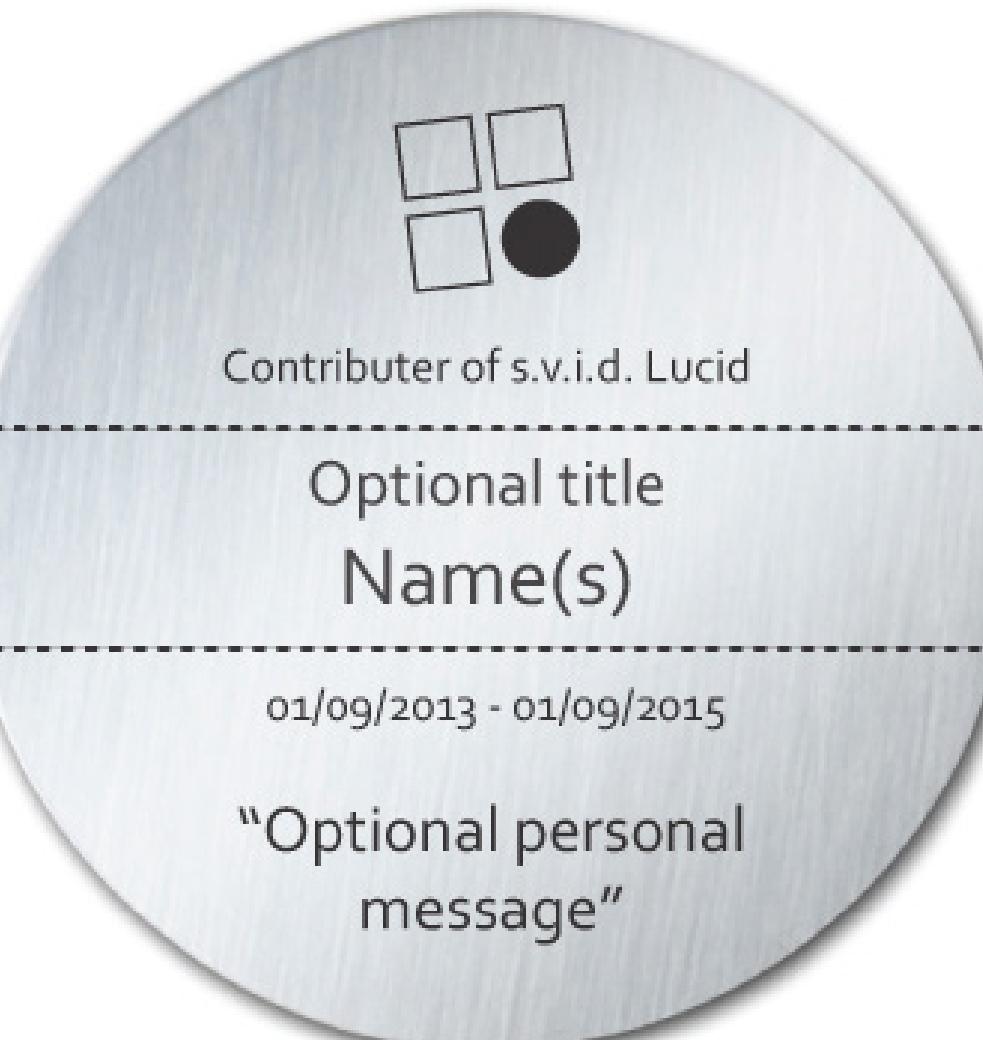
Firstly we had difficulties defining in our administration system who is a contributor or a regular member. This troubled our communication towards potential contributors. This feedback is taken into consideration for the new member administration system.

To attract new (group) contributors we developed a new concept. When someone donates €50,- per year they will receive their name visually in a prominent place in the board room and receive a Lucid package (whiskey, beer and wine).

One activity that gives an unique opportunity to generate more contributors is the parents day. Although we described in our policy (see policy chapter 1.2.2. 'Ouderdag') that we would take this opportunity to generate contributors, this was not promoted enough during the day. What we especially missed during that day was why it is important to support Lucid by giving donations. We believe we missed out on a large group of contributors.

Influence

Next to the donation contributors are very valuable to an association. As they show appreciation towards the association, the association can use the contributor as their network. This is a lot more valuable to an association.





5. Discussion

► 5.1. Discussion per category

Platform

When looking back at Lucid as a social platform not many things have changed in comparison to previous years. Lucid is still a very open and active community to its members as we described in our policy (appendix 1, chapter 'Doelstelling 6: strategiepunt 6.2').

One thing that emerges is the ending of the contract with the Spijker. As we discuss in chapter 4.2 we noticed that our members were no longer excited to go to the Spijker. We chose to put the opinion of our members before our sponsorship goal and searched for a new local pub that fitted the members' opinion. It is important to have a location outside of Lucid itself to come together with members. Therefore we initiated contact with Van Moll, see chapter 4.2. We will guide the next board in continuing this process.



Education

In the field of education we made a couple of developments. First of all we launched E-lucid (see chapter 4.4) to support the students in their development of prototypes and exploration. Secondly we made a start with the new housing (see chapter 4.6) many anticipations were made on an educational and community level: it will have a big impact on the work environment of the students.

Furthermore, the Educie developed in a way where a diverse set of activities were offered to the students (see chapter 4.3). Finally, the intention of the Commissioner of Education to improve the view on Self-Directed and Continuous Learning is noticeable at the STU where now problem-based learning is gaining popularity due to their changing vision on education (paper 'Ingenieur van de Toekomst').



Structure

The structure of the association has developed this year in a couple of different ways. First of all, setting a goal to make committees more independent (see chapter 2.2) helped in getting more motivated and dedicated members. A good example of this is the External committee which we setup this year to support Myrthe and Sjuul in their external tasks. Regardless of the specific goal and clear focus, they still got a lot of freedom which helped in making a strong and dedicated committee. We also had some internally focused structural improvements. The statutes, rules and regulations are the fundamentals of the association. As they were outdated we worked on improving these rules and regulations an in this way we updated an important structural part of the association. Another update we worked on was Lassie, our online administration system. We wanted to be able to better control member and event subscriptions and we also wanted to make clear who is part of the association and what his or her contribution is.



Companies

We started our year with a focus on external affairs. We wanted to offer our students more experiences for their career and extra-curriculum. While other goals of our policy might have slipped away over time we never lost focus for external affairs.

We organized 12 activities in which companies were involved, we reached 95% of our sponsorship target with still 2 months to go, we cooperated with extremely interesting companies (Philips, Huawei) and for the first time we even were called by a company who wondered whether we could cooperate instead of that we needed to ask for this. The most important thing for us to do now is making sure that the contacts that were established this year will be maintained for the future. Our successors will be introduced to the different contacts and a new plan for external affairs will be made.



Thank you for reading

After being board members of Lucid for 10 months we can say we are definitely proud of what we contributed to our association. We will never forget the things we have done and experienced this past year. Going into the Lucid rollercoaster changes you in a professional way but also a social and personal way. We experienced ups and downs but in the end it was always worth it. The 29th of August will be a strange moment when we will give our responsibilities to the next board. We have full confidence in our successors.

"Op Lucid! Op een helder moment!"

