



## Personal goals [PAP]

13th February 2017 – 14th July 2017

Within the possibilities of the company you may determine your own personal learning goals. This will be written down in this document [Dutch: PAP]. The first few weeks you will discover what your personal learning goals will be.

You'll have to come up with three personal learning goals. The company's coach will have to think of the fourth goal for you. The second page shows some examples for these learning goals.

After some weeks the Ma-coach will discuss these learning goals with intern and company's coach. After that the goals are determined.

Kerntaak 1 *to learn to create a design concept with heavy use of typography*

Kerntaak 2 *to improve my Photoshop skills so that bespoke images can be created to meet with the requirements of the design and the web. I also want to get a better understanding of how typography is used in the page layout*

Personal goal *I want to focus on checking the small things like spelling mistakes. I also want to improve my English spelling and want to have my files more organized.*

Company's coach learning goal *To understand what the ethos of the business is and how to portray the company on their own website so that it will encourage other businesses to use their services. It is also important to understand the company's process and also the relationship of time to company income.*

Intern *Emy Bakker*

Signature intern

A handwritten signature in black ink, appearing to read 'Emy Bakker', written over a horizontal line.

Company's coach *Barry Moore*

Signature company's coach

Company: *DSM design*



## Explanation PAP

Although your personal learning goals are to be determined by your self, there are some conditions you have to obey.

First of all the learning goal has to be possible in your company. This is to be discussed with your company coach.

You'll have to choose one learning goal for *kerntaak 1* [design], one for *kerntaak 2* [technical realisation] and one will concern your personal development in the company. To give you an idea, here are some examples:

Learning goals *kerntaak 1*  
[design]

Examples are: to understand about your design choices and to explain them, to better your presentation skills, to increase your sense for typography, to work out a concept into a design, to improve the text hierarchy in typography, etc.

Learning goals *kerntaak 2*  
[technical realisation]

Examples are: to deliver documents to the printer or developer flawlessly, to get acquainted with online communication and tools, to manipulate images in Photoshop, to improve your understanding about the appropriate software for a certain job / product.

Personal development goal

Examples are: to deal with time pressure, to set priorities, to debrief better, [dare] to ask [the right] questions, to communicate about the state of the process, to work and understand the importance of a style guide, to maintain contact with clients etc.

Company's coach learning goal

The company's coach sets a learning goal from the point of view of the company. [This is *nó*t about design or technical realisation.]

Examples are: to improve the working speed, to improve accuracy, to learn about passion for your own skills, to arrive on time in the company in the morning, to improve communication on assignments but also socially, to think and work from a commercial point of view.

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