

REPORT AL RIENTRO DELL'ESPERIENZA DI SCAMBIO - A.A.  
2016/2017

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_Semestre svolto all'estero	1° e 2°

### Testo

I became interested in the international mobility project when I attended the first presentation. Personally, I am a person who likes to take risks and try new things. The exchange students can experience different learning environments and different teaching methods. I feel very eager to try. After listening to the lecture, I have a more comprehensive understanding of the benefits and deep meaning of this project, and let me make up my mind to apply. The programme has a very long history and mature system. It covers 33 countries and 151 universities in Europe. As a student, you can list three receiving university according to your favorite country and cultural environment, or the language you want to learn and order them from first wish to third wish. The university will rank the names according to their total scores and short the list. If the first choice is not accepted, then you will continue to participate in the second selection until you are selected. I think that this system has listened to the students' wishes to the greatest extent. They hope that we can all participate in this project, which is very human and considerate for students. Fortunately, I was personally selected to go to Brunel University in London.

UK is a country I was very curious about at that time which was a big reference factor when I chose to receive university, and London as the capital of the UK, I think it is the best choice to understand its culture. Brunel University London is a public research university located in Uxbridge, West London, United Kingdom. Founded in 1966, it was named after the Victorian engineer Isambard Kingdom Brunel and Engineering is a specialty of Brunel. I highly recommend it to the students of industrial design. The university covers a large area, and the greening and infrastructure are also complete. There are three canteens inside the school, two coffee shops, one bank and one convenience store, all located on the main road. There is another large supermarket just 500 meters away. Even more, on Tuesdays and Wednesdays, there will be a marketplace where students and surrounding residents can buy food and daily necessities. As far as I am concerned, I think living at Brunel is very convenient.

The school's services are also very human-centered. A few days before the start of the school each year, the school thoughtfully considers that the new students may have problems with the road, and will arrange for the big bus to pick up the freshman at Heathrow Airport on time. After the

dormitory is settled, the school will arrange a meeting in which all the exchange students from all over the world come together. They are very enthusiastic, friendly and helpful.

In the first week of my arrival, there was no schedule, which was a good opportunity to get familiar with the local environment. I seized the opportunity to use the free time to visit central London. It was just the last few days of the 2017 London Design Week, which was a great way for us to understand British design. Victoria and Albert Museum is one of the most famous museums in London and also my personal favorite. As the world's largest museum of decorative arts and design, I am greatly shocked by the Number and history of exhibits. The reserve of historical knowledge is also important for designers.

The university has a school page similar to ours, where students can complete and handle a variety of things. Before you arrive, you can check the school map and the location of the school building through the website to see the pictures of the dormitory. The 3D perspective allows us to feel the size of the room and the length of the route, making it easier for us to choose and book a dormitory. During the semester, you can use the website to pay tuition fees, book libraries for group discussions and check library credit records, etc.

Overall the schedule is very well arranged. I have chosen 5 modules including the workshop tutorial and two level 3 courses. There are Design Process 2, Design Communication, Design for manufacture, Environmentally sensitive Design and Human factor. The Workshop in Brunel is very impressive, the whole building includes a plastic workshop, a wood workshop, two metal workshops and 3D printing workshop, all the equipment and materials needed are free and available to all students. In the same building, there is a convenient window to buy almost all school supplies and tools. The mechanics are very friendly and capable, they will assist the students throughout the process, give technical support to realize the student's idea. Looking back at the 4-weeks tutorial, I have not only learned the basic operational skills but are more aware of the importance of modeling skill for a designer.

Design Process 2 is a module similar to the laboratory course in our uni, every semester students should complete 4 projects in total, including one semi-group project. As my personal level, I think the group project is very valuable for improving personal skill, not only in terms of design but also the communicating skill and time arrangement skill which I can say it has prepared me for the challenges of the following year. I have met a lot of talented designers. Working with them is a very pleasant experience, the grade is not the thing I value most, I have learned a lot different skills from my group numbers. Every project in the university is cooperating with the company, and many of them are well-known large companies. This allows us to go through the scenarios we encounter at work, including communicating ideas with customers and listening to customer needs. I think the positive aspect is that it is very helpful for students' future career planning. Experiencing the real design process, more accurate understanding of the company culture and the requirements of the staff can help us improve and be better than other universities after graduation. Graduates have an advantage when they apply for jobs. But on the other hand, I think that this model limits the imagination of students to a certain extent. Too much emphasis on market demand will reduce the idea of innovative products. This two are not good or bad, in my opinion, practicality and innovation are both important for the world of design. I think that exchanging Brunel has opened my eyes and made my concept of design more complete.

During the main projects, some small competitions had been organized which the students can register voluntarily. The subjects are often relative to the real company as well. During my exchange, I experience 24h design challenge and Dyson Design challenge. They are both group job and required a full idea and presentation within a limited time. It created an intense atmosphere and made me more able to work under stress and cooperate with people from different background and cultures which I think is very helpful for further career.

Communication is very crucial for a designer. Without it, we cannot differentiate sufficiently from the others and even worse, passing the ambiguous ideas to the consumers. Design communication is a course that combines 2d and 3d communicating methods such as technical drawing and Cad models. It helped me to learn how to develop a visual identity and apply it to an industry facing portfolio, CV and covering letter that can be used to showcase our abilities. There were guest lecturers had been invited from time to time as well, they are mostly the exports from the real industry and very experienced.

Design for manufacture taught us how to analysis and using the data to find a best manufacturing process for any product. Learning to draw a technical drawing is part of the course and the challenging part is the Third Angle Orthographic Projection is the opposite method from the one we used in Italy, but the advantage is now I am available to use and read both technical drawing. That is the unexpected gain from programme. After this module, I understand more about the rules of design, asking myself what manufacture can help avoiding defects or reducing costs? Make design for the manufacture and can be produced instead of just in imagination.

In addition, The Design society in Brunel often holds parties about design. In 2017, very coincidentally, I attended the first Design Ball. The party brought all three years students and also the professors together and gave everyone a platform to make friends, exchange the ideas about design and build the network.

Besides the academic life, there are many clubs and free classes that students can choose. I joined the climbing club and made a lot of friends that share the same hobbies. During the weekend, it will organize lots club activities, such as going to the suburbs for a 2-day trip or going to the surrounding cities for sightseeing. Personally, I think that universities should not be synonymous with learning and that gave the chance to use my free time to fully involved by the british culture.

In summary, for me personally, this year's exchange plan is absolutely worthwhile, which has benefited me a lot. Meeting so many young designer and working with them, sharing thoughts with them, making friends with them was a fantastic memory. I am very grateful to this project for giving me the opportunity to experience different life and I will highly recommend my classmates to apply for it.

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Autorizzo al trattamento dei miei dati personali ai sensi del Decreto Legislativo n. 196/03 da parte del Politecnico di Milano.

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