



PROFESSIONAL IDENTITY INTRO

Namkyu Chun

namkyu.chun@aalto.fi

University Lecturer in Design Communication

Aalto ARTS / BA Design (EN)

21 January, 2022

TODAY'S OBJECTIVES

- To recognize what provides the foundation of professional identity
- To identify distinctive features of your practice as a design student
- To strategize how to achieve your goal as a designer

Becoming a designer!

I HAVE TO CHANGE
TO STAY THE SAME

KNOWING YOURSELF

Who are you?

Biographical approach that explores your 'life'

KNOWING YOURSELF

~~Who are you?~~

How do you describe your practice as a designer?
(professional/educational/cultural backgrounds)

What distinctive characteristics/features does your practice have?

How can you explain characteristics/features of your design practice?

What examples do you have to support your explanation (from your previous works)?

Monographic approach that explores your 'work'

with the defined activity area in which you apply your knowledge and skills while the boundary of the area is constantly modified.

(Abbott, A. 1988. The System of Professions)

TODAY'S SESSION

SWOT ANALYSIS

In-class Exercise

ROLE MODEL ANALYSIS

Lecture + Assignment

+

ONE MORE
SMALL ASSIGNMENT

S-W-O-T ANALYSIS

- **Commonly used in marketing to analyze your business environment.**
- **Consider internal and external aspects of the environment.**
- **Consider positive and negative aspects of the environment.**

INTERNAL: Decisions/works emerge inside your bachelor's studies

STRENGTH

What you have accomplished.

For example: Course work nearly done

Collaborated with Company XXX in the IT industry

Having supportive advisor

WEAKNESS

What you lack.

For example: Practical design skills

Undecided master's option..

POSITIVE

NEGATIVE

What you may / will benefit from.

For example: Possibility of an exchange study in XXX

Internship at Company YYY

Language studies in ZZZ

OPPORTUNITY

What you may / will be distracted from.

For example: Unexpected health issues

Direct and indirect family matters

Visa situation for non-EU citizens and housing issues

THREAT

EXTERNAL EXTERNAL: Decisions/works emerge outside your bachelor's studies

INTERNAL

STRENGTH

- *Good personal network within alumni and industry*
- *Double majored in Business Admin.*
- *Understanding both business and design sides of fashion design*
- *Interpersonal communication skills*

WEAKNESS

- *Focus*
- *Global experiences*
- *Language (e.g. english)*

POSITIVE

NEGATIVE

- *ESL (English as Second Language) to US or Canada?*
- *Doing internship at GQ Magazine*
- *Doing internship at 10 Corso Como Seoul*

OPPORTUNITY

- *Losing momentum to get the first job*
- *Not having enough certificates*
- *Father's job situation*

THREAT

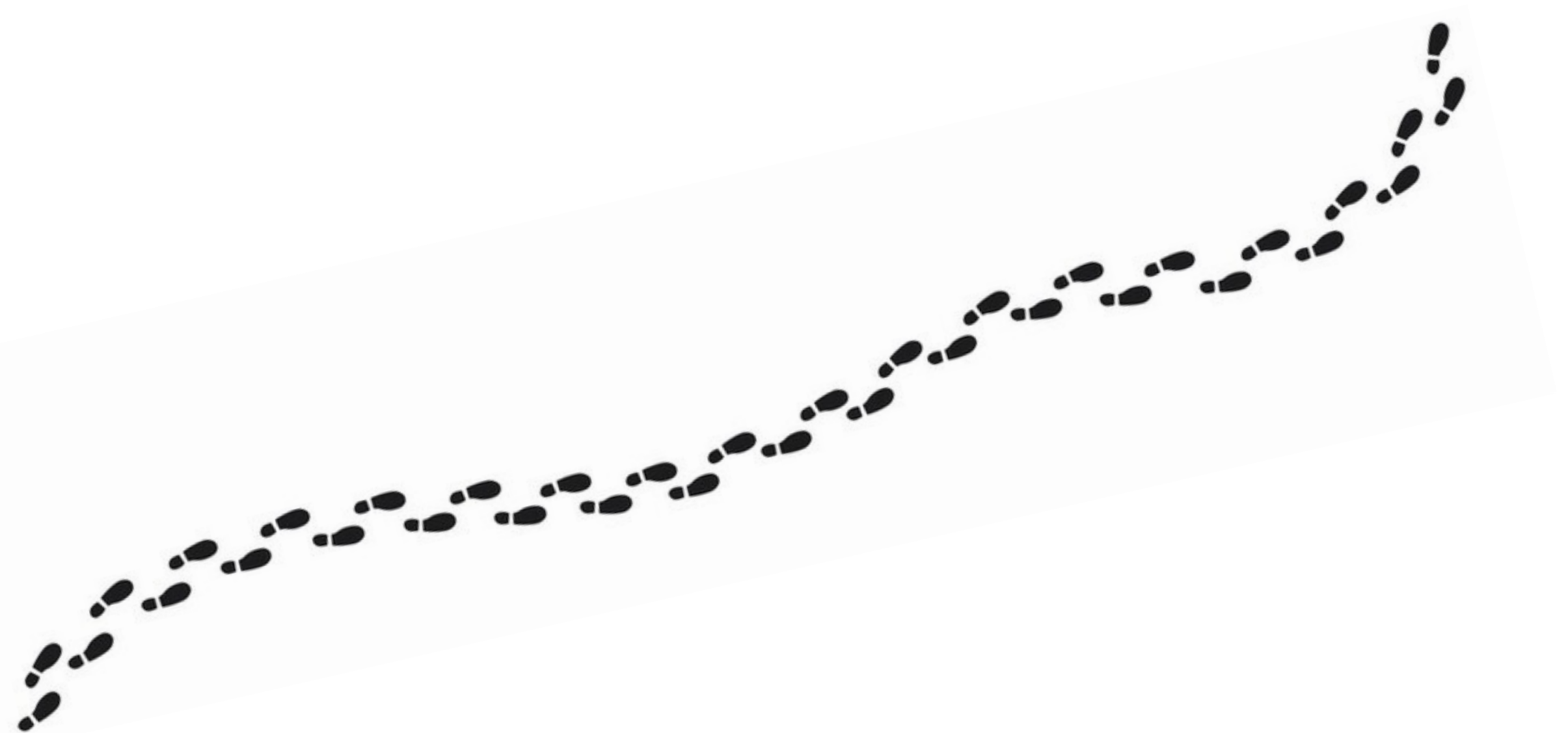
EXTERNAL

ROLE MODEL ANALYSIS

The Motivational Theory of Role Modeling: How Role Models Influence Role Aspirants' Goals

Morgenroth, Ryan and Peters. (2015). Review of General Psychology.

Role of the Role Model?



Role of the Role Model?



“If a man does not keep pace with his companions,
perhaps it is because he hears a different drummer.
Let him step to the music which he hears,
however measured or far away.
It is not important that he should mature
as soon as an apple-tree or an oak.
Shall he turn his spring into summer?”

— Henry David Thoreau, [Walden](#)

Role of the Role Model?

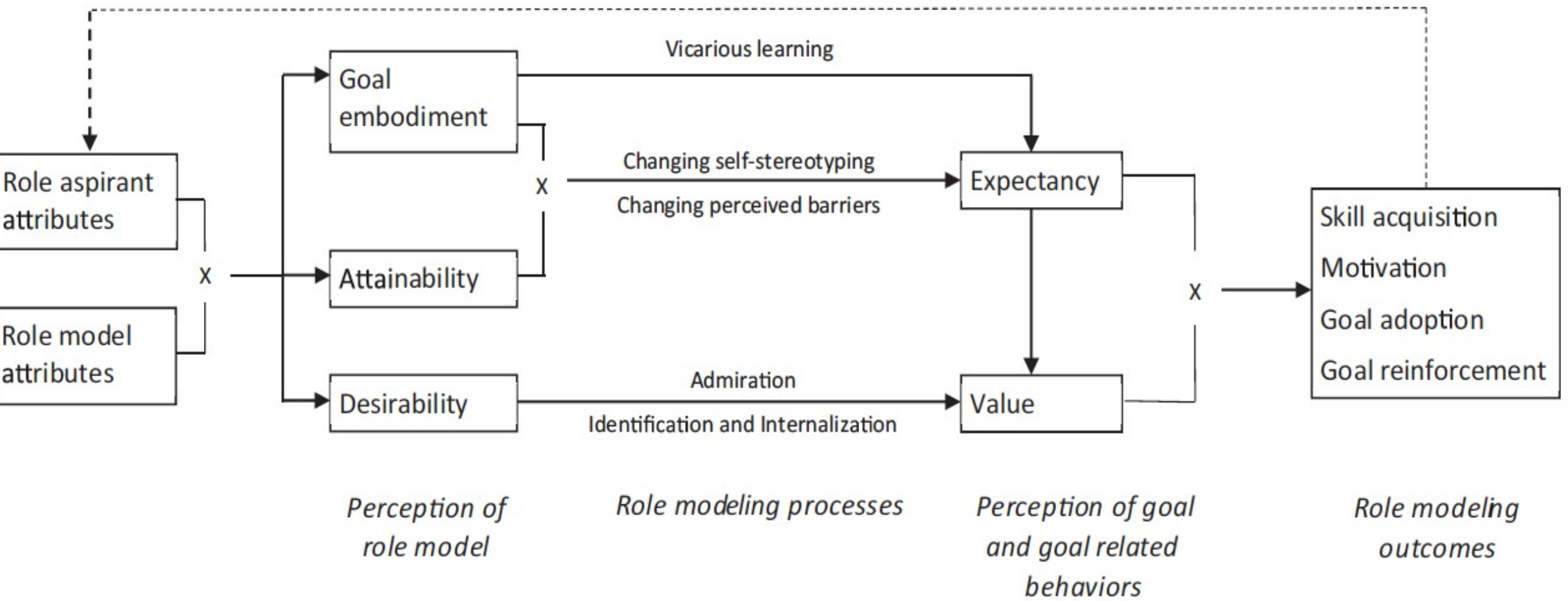


Figure 1. An illustration of the Motivational Theory of Role Modeling.

Role of the Role Model?

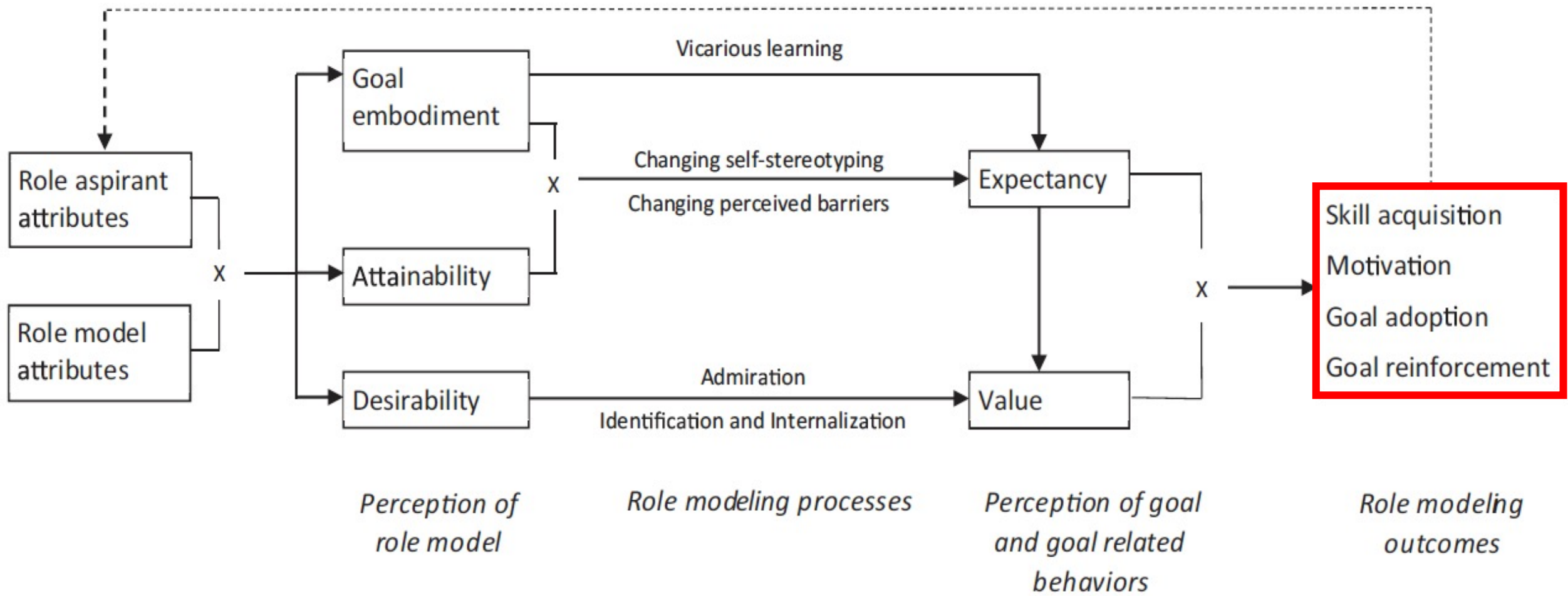
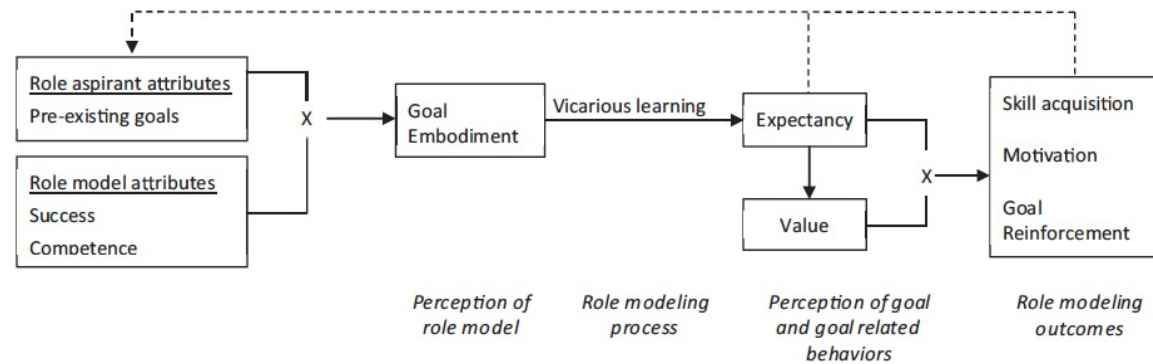


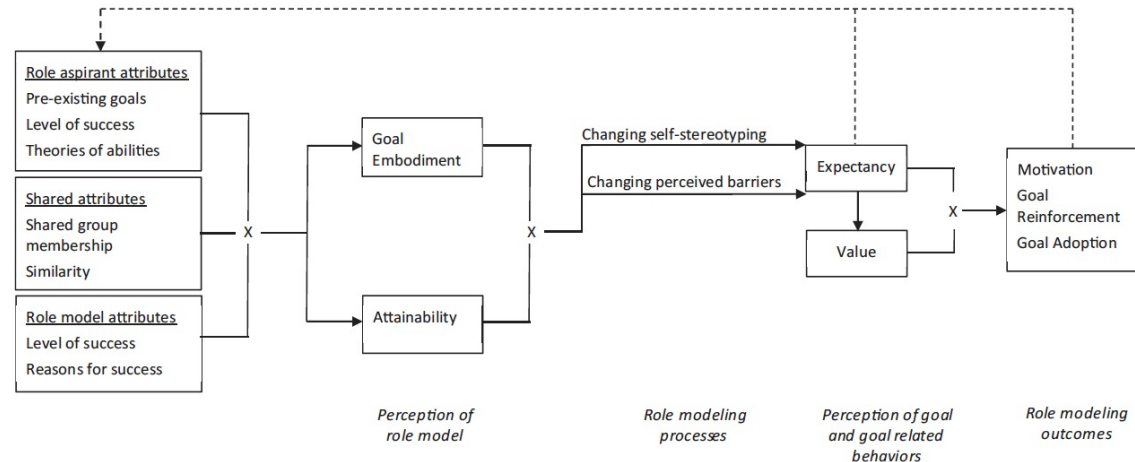
Figure 1. An illustration of the Motivational Theory of Role Modeling.

Three Types of Role Models

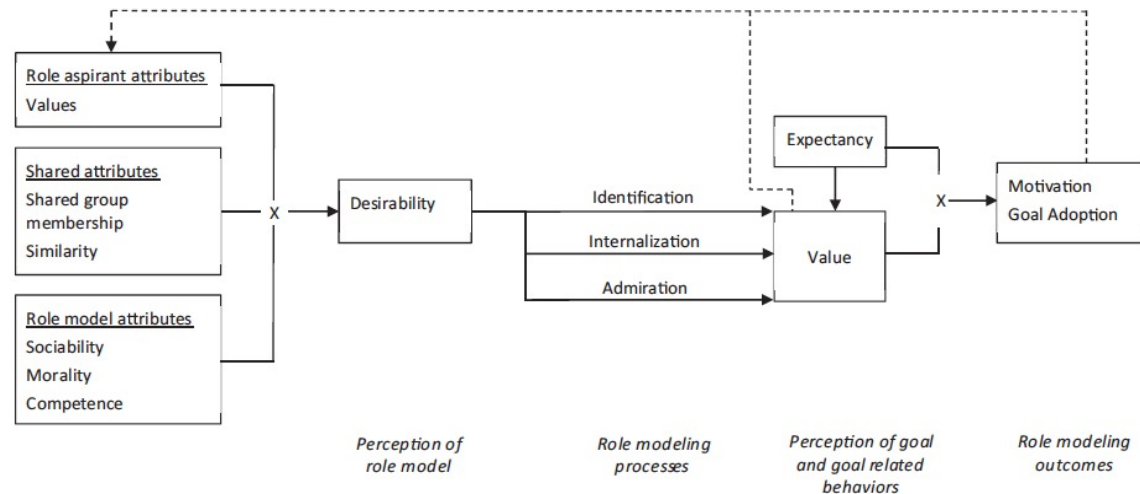
Behavioral Models



Representations of the Possible



Inspirations



LEARNING FROM THE ROLE MODEL

(Also for your assignment for the next week)

POINTS TO CONSIDER:

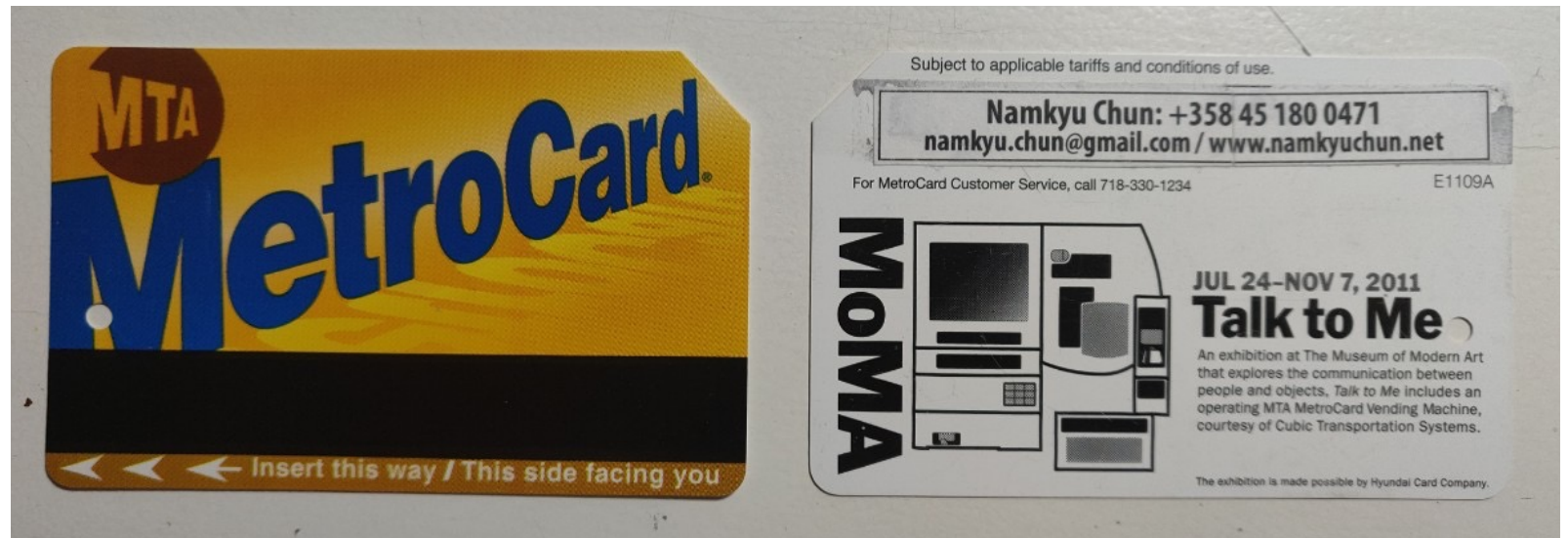
- Analyze factors (differences/similarities) between you and your role model
- Reflect what factors are more meaningful for you (check your values)
- Evaluate if the role model reveals some required changes for your goal
- What to learn from your role model, and how you can actualize
- What to change from you based on the role model, and how you can actualize
- Identify a set of required actions to apply from the role model analysis, and prioritize them based on your goal
- Plan how to actualize the actions (specify dates / months)



BUSINESS CARD

Tangible yet symbolic item that represents your professional identity.

Evolution needed in the digital/post-pandemic era?



**Example: Namkyu's old business card (2010-2013)*

ASSIGNMENTS

1. BUSINESS CARD

- Think about your identity / distinctive characteristics, qualities and features as a designer.
- Identify relevant design elements (symbols, materials, colors) and design your new business card accordingly.
- You will use it for the final fair (3 June).

2. ROLE MODEL ANALYSIS

- Identify your role model and describe who it is.
- Explain why you chose the role model.
- Analyze the relationship between you and your role model based on the diagrams introduced in the Morgenroth et al. Paper (choose one type)
- Plan a set of actions to become like the role model.

On 31 January, you will show your business card design before presenting your role model analysis. Consider this as a presentation of your business card to your role model!

QUESTIONS?