

## PROFESSIONAL DEVELOPMENT PLAN

### Lecture Series/ ECG Talk/ Workshops Reflections

#### Reflections

Title of Lecture Series Attended: From 1 to 10 Life after NAFA

Artist/ Designer/ Creative: Evi Pringgogidgo

Date Attended (Online): 17 August 2022

I find it really interesting how the speaker was motivated to joined NAFA after being told by her mom and friends that she would not be able to make it. That is because I realized that this type of motivation is also one of the motivations that encouraged me and most of my friends from Surabaya to study in NAFA. Having that in mind, that is how art and design has always been underestimated by Surabaya people. I find me, myself, and Evi quite similar as we used to have zero background in art and was interested in taking business major before joining NAFA. However, her hard work and determination in using her creative thinking and design skill to combine art and marketing, are really inspiring.

Along the talk, she shared her experience on building her business. She also talked about the ups and downs, and how she managed to graduate with distinction and honors. The one belief that really catch my attention is how she thinks that being a good designer is not always about how one can make everything pretty. But it also is about how she/he can communicate and solve the difficulty that are being faced. As the world is evolving, and many problems will occur in the future, a designer is required to have both creative and problem-solving skill. That is the key point on her success after facing through several rock bottom.

Other than that, she also mentioned that everyone can be a designer, but how can we become a GREAT designer in the future? She said that it only contains of strong determination and curiosity. In my opinion, most of the designers these days are easily distracted and lacking focus. For example, Evi was once challenged herself by not doing anything other than just focusing on making her brand to be known for the world for 6 months. While doing this, she found so many difficulties. Yet, she was still going and consequently becoming the huge success today. Consistency and hard work are the key.

Also, even though that she has already achieve her goals today, she never stopped to be curious and explore to the industry that she works upon. I think that this mindset and behavior are necessary for a designer. Sometimes, the thing that limited us, is ourselves. We tend to have the understanding that once we have already accomplished our goals, our journey ends there. But that is not how the world works. Once we have achieved our goals, there will always be other challenge out there that may not be predicted or encountered YET. For example, Evi was once very settled and satisfied of her business. The sudden pandemic, however, made her business to hit the rock bottom. Therefore, we also need to be agile enough to not be burdened by the problem and try ones best even though difficult challenges happened.


Overall, I really enjoy this talk so much. As I was saying, me and Evi are similar. The way she talked about her difficulties while studying in NAFA and building up her business, really inspires me. I also love how she was mentioning several key tips on becoming a great designer. It reminds me that designing is not always about drawing, but also the mentality and how one is thinking. I do hope that I can attend similar seminar conducted by alumni so I can understand further how NAFA graduate are taking part in the art industry.

#### TO BE COMPLETED BY STUDENT

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For more support, you may get in touch with Education & Career Guidance Office (ECG) at email, [ECG@nafa.edu.sg](mailto:ECG@nafa.edu.sg) or Hotline, 6512 1385 to book appointment.

TO BE COMPLETED BY ACADEMIC CARE MENTOR		
<b>Acknowledgment by ACM</b>		
	Georgette Yu	17 November 2022 4.30pm
	ACM Name and Signature	<b>Date/time</b>