

Documentation

Taryn Niesena Plugers

offbeat

Offbeat Summit

An inside look at designing an internal employee event

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Bachelor Project Documentation submitted in partial
fulfillment of the requirements for the degree of
BA Communication Design

University of Applied Sciences Europe
BTK University of Art & Design
Spring Semester 2018
Professor Volker Pook &
Professor Daniel Henry Bastian

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Introduction

This practical thesis aims to provide a more tangible understanding of the visceral, behavioral and emotional levels of design in application to an internal employee summit.

With the theoretical background centered around designs affect on an employees relationship to their workplace, I built up a 2 day employee experience offsite. Through the exploration of Service Design I approached the event as an holistic experience, putting peoples emotional responses at the forefront of the decision making process.

Throughout the following documentation I will lead you through the ups and downs of research and implementation for Offbeat Summit. I will share with you the final reasoning on both aesthetic elements, and presentation choices. This documentation will conclude by sharing multiple spreads of the concept book created for the management of N26 GmbH to review.

Objectives

N26 Offbeat is an experiential event that gathers all N26 employees together for a 2 day immersion including individual/team-building, untraditional skill shares, and social activities.

Employees should view this as:

Every October - let's look back, forward and celebrate

The 2 objectives from a stakeholder perspective are:

- Humanize the company
- Emphasizing the importance of employees to their team

I picked these objectives because:

Humanizing the company

When N26 was small the founders and leaders knew everyone's names, the tight deadlines were easy to swallow because the "why" we do what we do was an everyday conversational topic. With over 500 people the company is not a "start-up", but we need to keep our tight deadlines to stay ahead in the industry...the company, its story and its leaders need to be humanized to the employees that don't know them personally. This includes failure, risks, authenticity and challenges

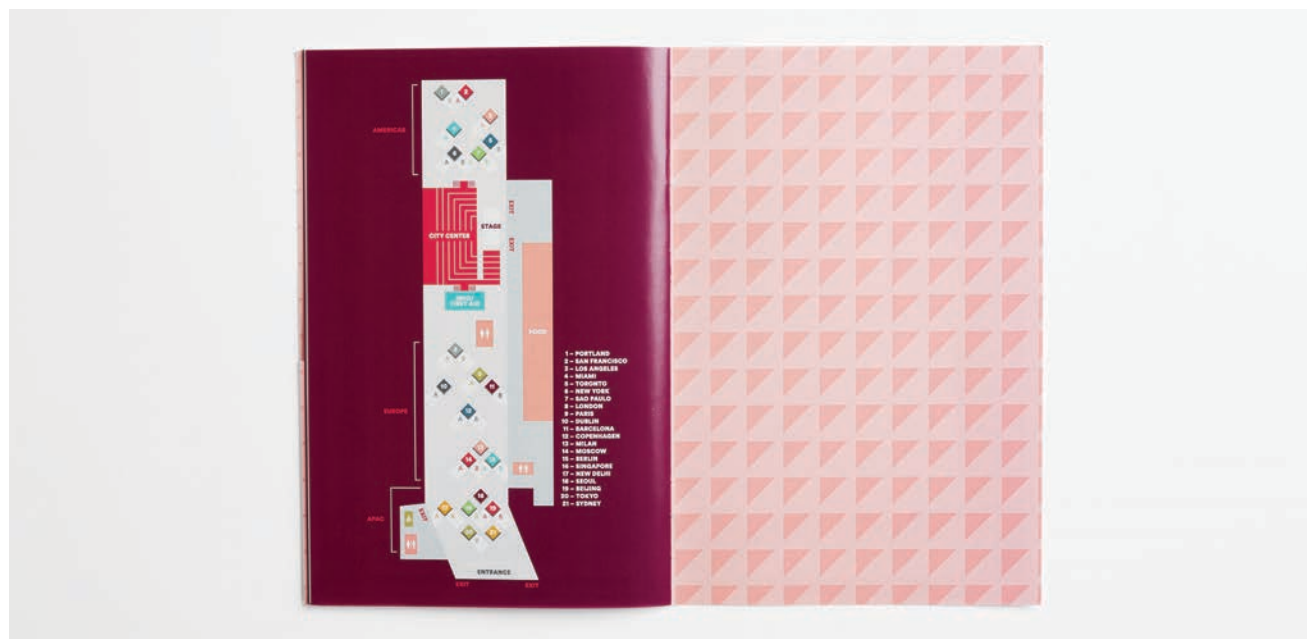
Emphasizing the importance of employees to their team and their team to the company

Showing value to your employees gets more difficult as a company grows. So instead to show the value of a team to a company's growth and then show the value of an individual to their team could be more memorable. Building on the "offbeat" nature of how the company began and continues to grow the event should celebrate risk-takers

Event Inspiration

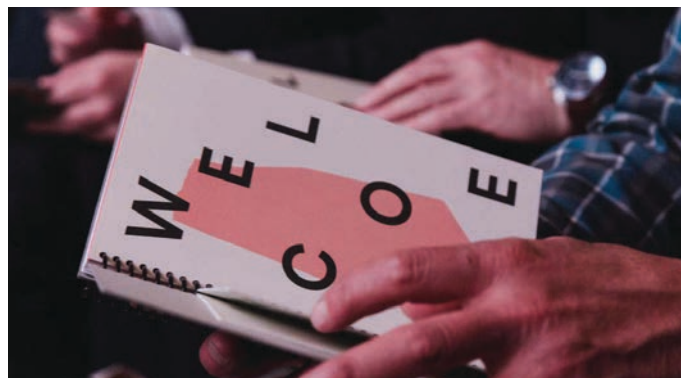
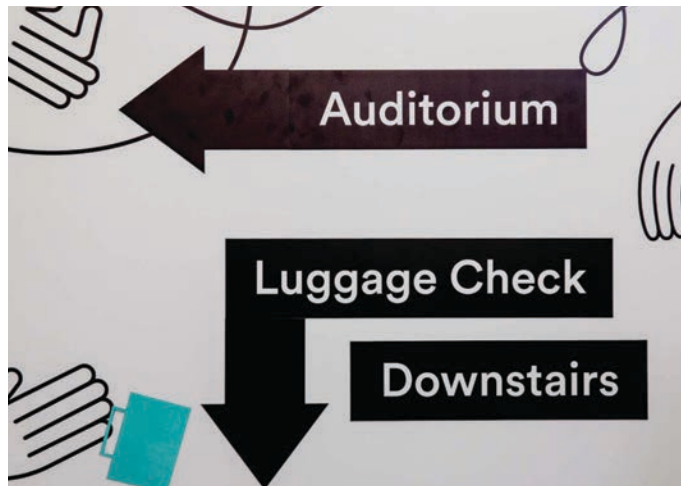
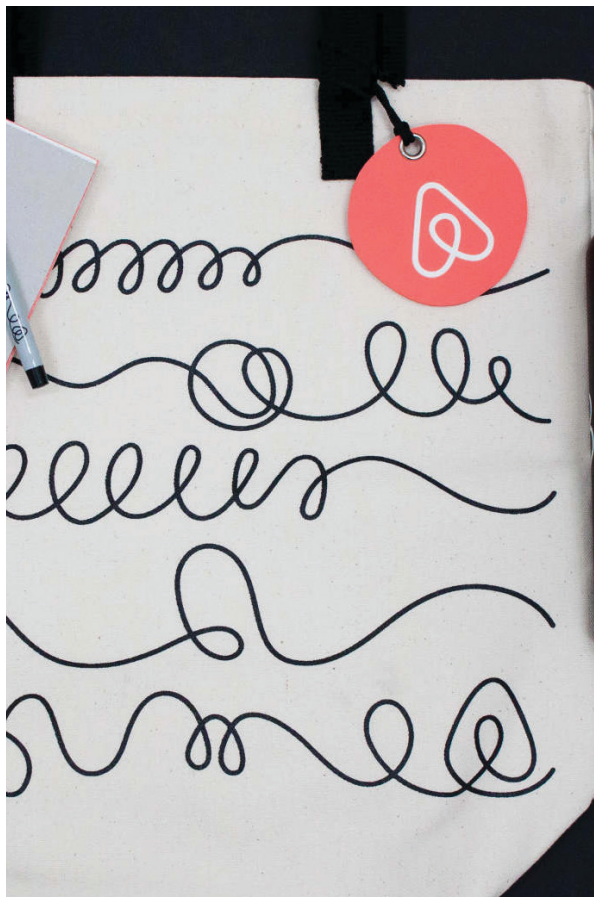


OneAirbnb 2014 - Designed in house - Each of their 800 employees were illustrated for the event and given bags with all of their coworkers names on them.



OneAirbnb 2015 - Designed in house

Event Inspiration



OneAirbnb 2017 - Designed in house

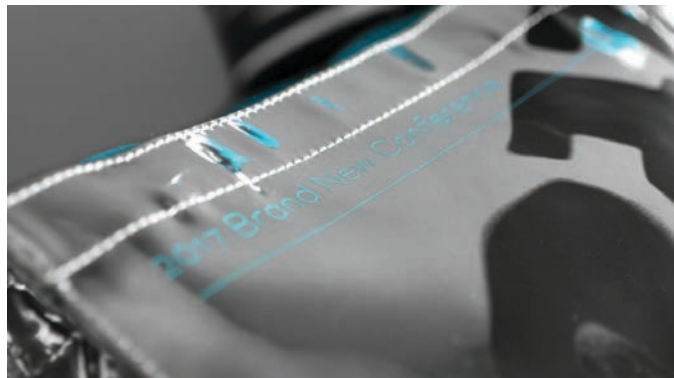


SoundCloud - Summer Camp = A 2 day offsite for SoundCloud employees. The camp is more of a relaxation, skill share than a work organized, top-down conference.

Event Inspiration



Shopify Summit - An annual 2 day, traditional summit for Shopify staff.



2017 Brand New Design Conference

Service Design in Event Design.

Looking at the event design through service design approach enables me to use innovative methods and apply the service design approach during the design process. Service design looks at the event design from the users' point of view.

This point of view can be studied through applied ethnography, so we both observe and engage the users in the design process in order to create a deep understanding about their needs before, during and after the event. We can also determine the appropriate service channels to meet these needs.

Service design helps to analyse and visualise the interactions and processes needed to deliver the service.

Research Process

Research. Interview Process

With the decision to focus my practical thesis on the use of Service Design methods I wanted to gain a full understanding into the emotional responses individuals have to events they have been to in the past. Through this research I was able to identify key emotional responses for Offbeat Summit and the tangible ideas on how I can achieve them.



Sarah Briddon
SoundCloud Summer Camp



Brian Waters
Shopify Unite, Shopify Summit



Martina Transtroem
Zalando Employee Event



Marina Jakulic
CTM Berlin



Natasha Hawryluk
Nudge - Behavioural
Science Summit



Chris Brown
SoundCloud Summer Camp



Jessica Bush
Art Basel



Heather Halliday
Typo Berlin

Research. Interview Questions

What is your name: _____

What company do you work for? _____

What department do you work in? _____

VISCERAL RESPONSE: I believe that the anticipation of the event is an extremely important aspect to setting expectations. I believe that the beginning of a conference will set the tone for the remainder of the event.

1. Can you tell me the last organized event you went to that has stuck in your memory? A conference, corporate event or festival?

2. What were your expectations going into the event?

Follow up: Where were these expectations based from?

3. What were some of your first impressions of the event?

Follow up: How did these make you feel?

BEHAVIORAL RESPONSE: I believe that I believe that people want to talk about themselves and what they do to new people in the company. I wonder if the expectations that were set through the visceral level were delivered.

4. Was the event clearly laid out for you? Was there any surprises? If so, were they good or bad?

5. At this event did you find it easy to meet other people?

Follow up: What would have made it easier, more fun?

REFLECTIVE RESPONSE: I believe that the memories of events are often based on human interactions. People may keep tangible things but the memories associated to those things are often relational.

6. Did you keep anything from the event to remember it?

Follow up: Where is it now? Why did you take it home? What memories does it bring up when you look at it now?

7. Can you describe to me a moment at that event that stuck in your head? Something you remember back on and smile?

Follow up: What were you doing in that moment, who were you with?

8. If I said what were the 2 best things about that event what would they be? What about the 2 worst things?

All Interviews were placed into RealTime Board and compared to create findings.

Service Prototyping, Online W x

Secure https://realtimeboard.com/app/board/o9J_kz8IEhw=/

Powered by Sarah Briddon SoundCloud - Summer Camp

Marina Jakulik CTM Festival Berlin

Can you tell me the last organized event you went to that has stuck in your memory? A conference, corporate event or festival?	Sound Cloud - Summer camp every July they fly all the employees to Berlin. 150 people. Close to Potsdam - Conference Halle. Slept there Thurs/Friday. The theme was set to bring everyone together, one space where we don't necessarily talk about work. The concept was all inclusive - everyday anyone who would want to take part in a talk or a discussion.	It was CTM Berlin. It is kind of a digital experience experimental festival. A lot of 3D, physical interaction, uncomfortable. It was 3 days. It was combined with another festival about AI for music.
What were your expectations going into the event? Follow up: Where were these expectations based from?	They called it the unconference - this made me think this was the exact opposite of every conference I went to. I knew the team managing it and they are cool. It is two days off work so I was excited. There was an email invite - Save the Date. Everything was online. Google Forms of who to stay with. Timeline of comms before the event	My expectations were not that high because I had never heard about it. My friends invited me and they are great so I believed it would be. You can sign up online. For after parties you had to buy a ticket...for bargain you had to wait inline. It was 15€ for extra events. 150€ for the whole ticket.
What were some of your first impressions of the event? Follow up: How did these make you feel?	We got in the coach and they gave us a lunch box. It was super cute. It was a conference hall but also a hotel. It was sound cloud style - very personal. Summer Camp had its own branding. It felt like it was something to celebrate - It was meant for us to hang out - personal - games were set up - we had the lake.	I arrived from the wrong entrance. I saw toilets first. Not so impressive. Just felt a little lost...no big deal. It was 1 of 5 or 6 venues in the city. We already had passes. We got them one day before. - wrist brands.
Was the event clearly laid out for you? Was there any surprises? If so, were they good or bad?	What I can remember, there wasn't that much to know. When you got there there was an initial chat. It was reiterated that we want you to enjoy your time. Choose wisely with what you do. Giant boards for people to put up where they are going to talk. timeline - so people know what times the talks. Someone did a talk about mindfulness	I didn't know what to do. The chaos was part of the event. This time there is this conference, this panel. Then they had the whole experience. They had a huge grey room filled with faces. It wasn't really properly laid out. I had to check out the website multiple times. There was also a flyer program. They didn't really separate main events with alternative events. Sometimes there was like 10 people when you thought it would be huge.
At this event did you find it easy to meet other people? Follow up: What would have made it easier, more fun?	Tangibly some things that came out - a talk on burnout from one of the employees - soundcloud created a mental health resource group at work. It was a conversation and grew into an initiative.	Most of the time it was very dark. It was visual mapping. It was a mix between education and techno art. In the daytime there were big panels from google etc about ai and music but then in the evening there were huge parties.
Did you keep anything from the event to remember it? Follow up: Where is it now? Why did you take it home? What memories does it bring up when you look at it now?	At first I had made lots of friends at the NY office - so it was reconnecting. There was no push to meet someone but there was games and things to do to meet people. Giant Jenga. When the alcohol came out it was an interesting moment. The stopped the alcohol this year at 11PM	Yah, I kept these posters - they are beautiful. It is in my room I haven't hung it up yet. When I look at it I think that was a weird experience. Good weird not like creepy. (program based - not people)
Can you describe to me a moment at that event that stuck in your head? Something you remember back on and smile?	Oh yah - we got a tote bag - when we were there we made our own tshirt (activity) I was annoyed when I had to sign up when I got there. All the slots were taken for the massage classes. We got a camping mug - create/learn etc I still have that. It makes me smile. It has my toothbrushes in it. It is tin...you won't smash that or loose it. We had our lanyards - we got a branded wristband.	Scalar Event - Sound and lighting....It was unbelievable
If I said what were the 2 best things about that event what would they be? What about the 2 worst things?	Soundcloud gave us the opportunity to create our own experiences. It would be a hard struggle here.... 1. The food is great, lots of street food thursday, the people, everyone was just relaxed. I was getting lit with the C levels. 2. The two worst things - I don't actually know. Maybe like, transport it was a bit annoying to ride the bus. It was only two days it could have been longer.	1. The could have gotten better about info on venues - what is where at what time. It was a bit all over the place. That and, I don't want to go somewhere to pick up my wristband. It is 2018. Wait in lines to get in etc. 2. They are in the future - it is so far from 2018 - for anyone who is into visual, music, ai, 3d...not just from artist perspective. Also - There was people and speakers from all over the world.

 = Positive Emotional Response

[illegible]

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Research. Interview Outcomes



= Positive Emotional Response



"There were options to just create our own experiences...nothing top down - more driven by us employees"


Chris Brown - SoundCloud Summer Camp



"It wasn't disorganized. There were so many people, but they did such a great job at personalizing it...it kinda felt it was just you and a few friends."

Brian Waters - Shopify Unite Partner Event

Research. Interview Outcomes

 = Negative Emotional Response



"They tried to make you meet new people by a signature game. It failed horribly. No one wants to be forced to socialize. Just give them booze instead."

Brian Waters - Shopify Summit



"My first impression was like "What is this for?, What does the company want to accomplish with this?"

Martina Tronstroem - Zalando Employee Event

Research.

Interview Outcomes

To begin the design process I used the research found to identify 3 emotional responses I would like employees to feel. I took these and made a goal for the before, during and after event stages.

Employees should feel EXPECTANT:

Before:

"I am really looking forward to the event, I'm not totally sure what it will be like, but I think our company really needs it"

During:

"Each session, moment seems designed to create a more cohesive understanding of why I do what I do here. I am looking forward to experience the next part"

After:

"I have a better understanding of who N26 is, the personality behind the product and I am looking forward to seeing the amazing things we can do together."

Employees should feel INFORMED:

Before:

"I completely understand why the company is having this event, it makes a lot of sense"

During:

"I am learning things about N26 and the founders...but in a more interesting way.... by being here I feel the company is becoming more "human" to me."

After:

"I understand the direction that the company wants to go into...I actually know why we want to go in that direction too....and I am completely on board with that!"

Employees should feel VALUED:

Before:

"I have never worked for a company that had a huge event just for staff! I mean...once I had to go to an offsite, but that felt like work....this looks like it will be something else"

During:

"The approach is different, it feels like we are creating something bigger together, not dictating something from the top down"

After:

"I have a better understanding of the importance I have to N26. I mean - not just to the company but specifically to my team"

Two learnings carried into the overall layout of event

**People want ownership and
choice in what they learn.**

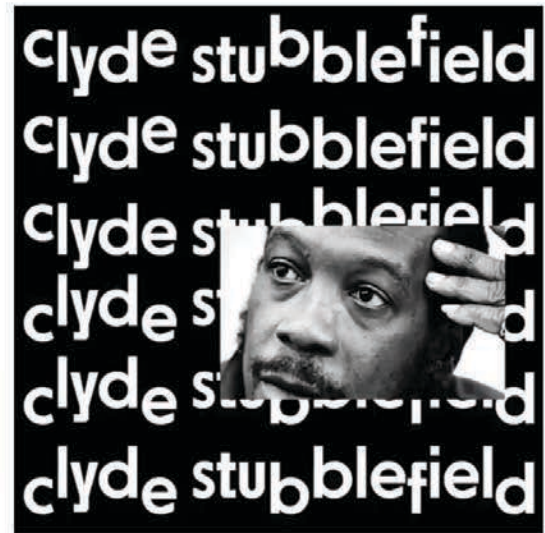
**People want to meet new people
but they do not want to be forced.**

Research. Design Inspiration



There is this tech
feel to the dots, could be
used for the number of people
in each department





Research. Design Inspiration

Illustrative approach



abstract/shape approach





design depicts a deconstructed football pitch, inspired by the early 20th century Suprematism art movement in Russia.

I like the bold, versatile approach



Much more comfortable approach for me. I like the game they have devised for the event.

based on the celebration of summer solstice. Their vibrant solution references sunlight and the shadows cast through the passing of time.



Research. Event Naming

N26 Abroad

N26 Go

Momentum

Ignite

Move

Switch

Verve

Create

Limitless

hatch

Form

Shape

N26 OffSet

Do

Cheque

Basis

Branch

Annex

Ground

E26

UpSite

Offbeat

Summit

Deviate

Offbeat

Slush

Resonate

WeAre

Symposium

Move

SummerCamp

N26 Now

Disrupt

Banksters

Forward

Rally

Vacay

OOO

Mashup

BaseCamp

WORK

Access

EXD

T26

NECA

Mashup

OffSite

Alt26

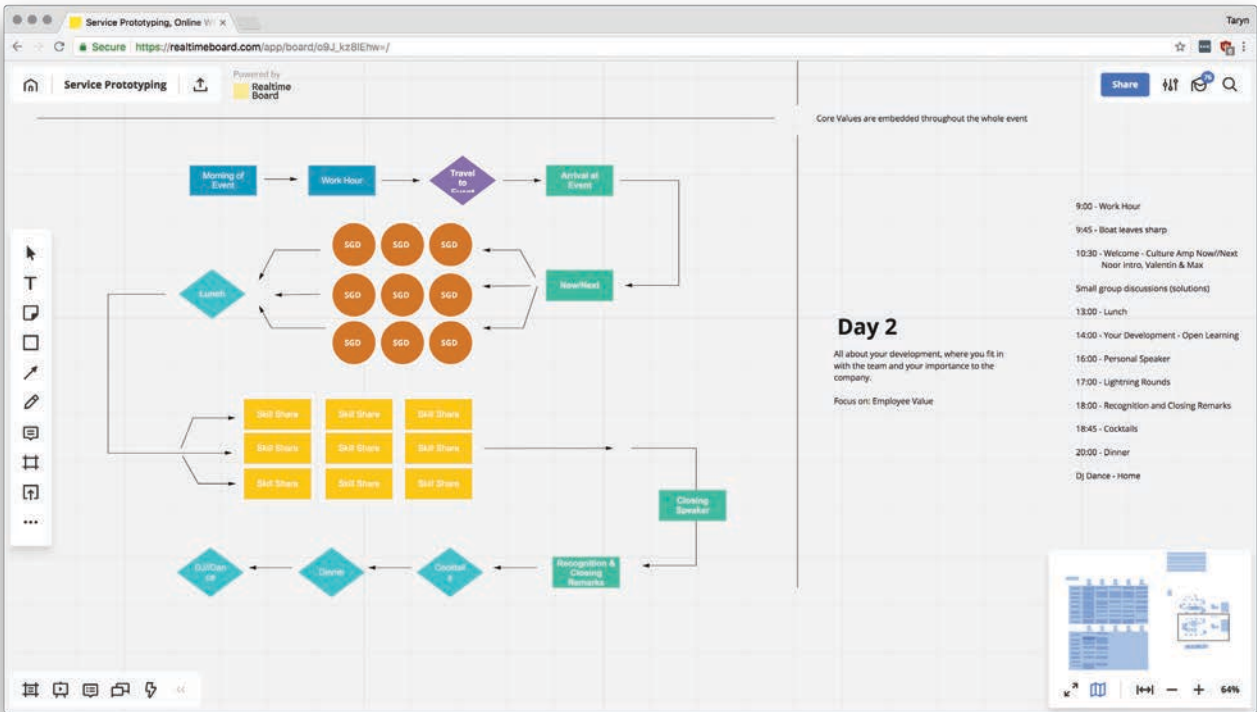
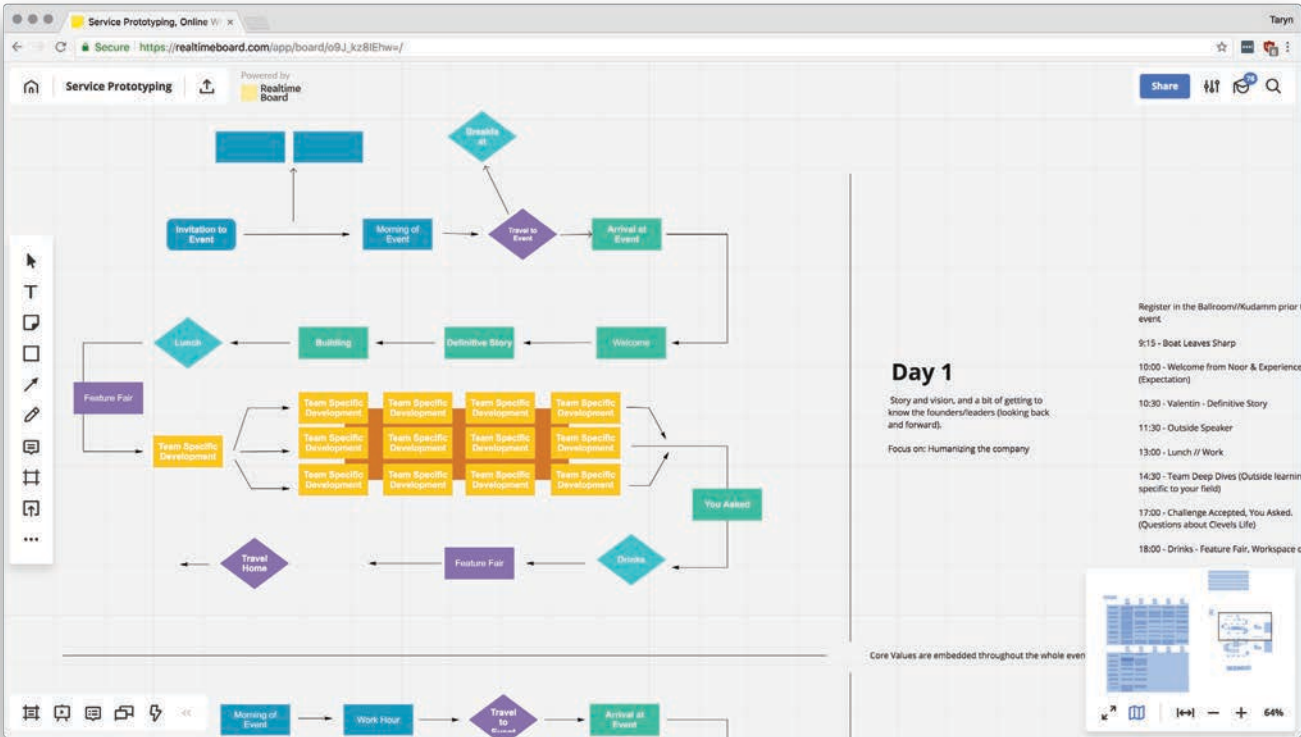
Ground

offbeat

Why OffBeat? - building a bank from the ground up is not a conventional endeavour, nor should it follow the standard beat set by previous corporations.

N26 Offbeat brings together the unique individuality of our employees while creatively encouraging novel ideas and celebrating the methods to the madness.

Research. Event Layout

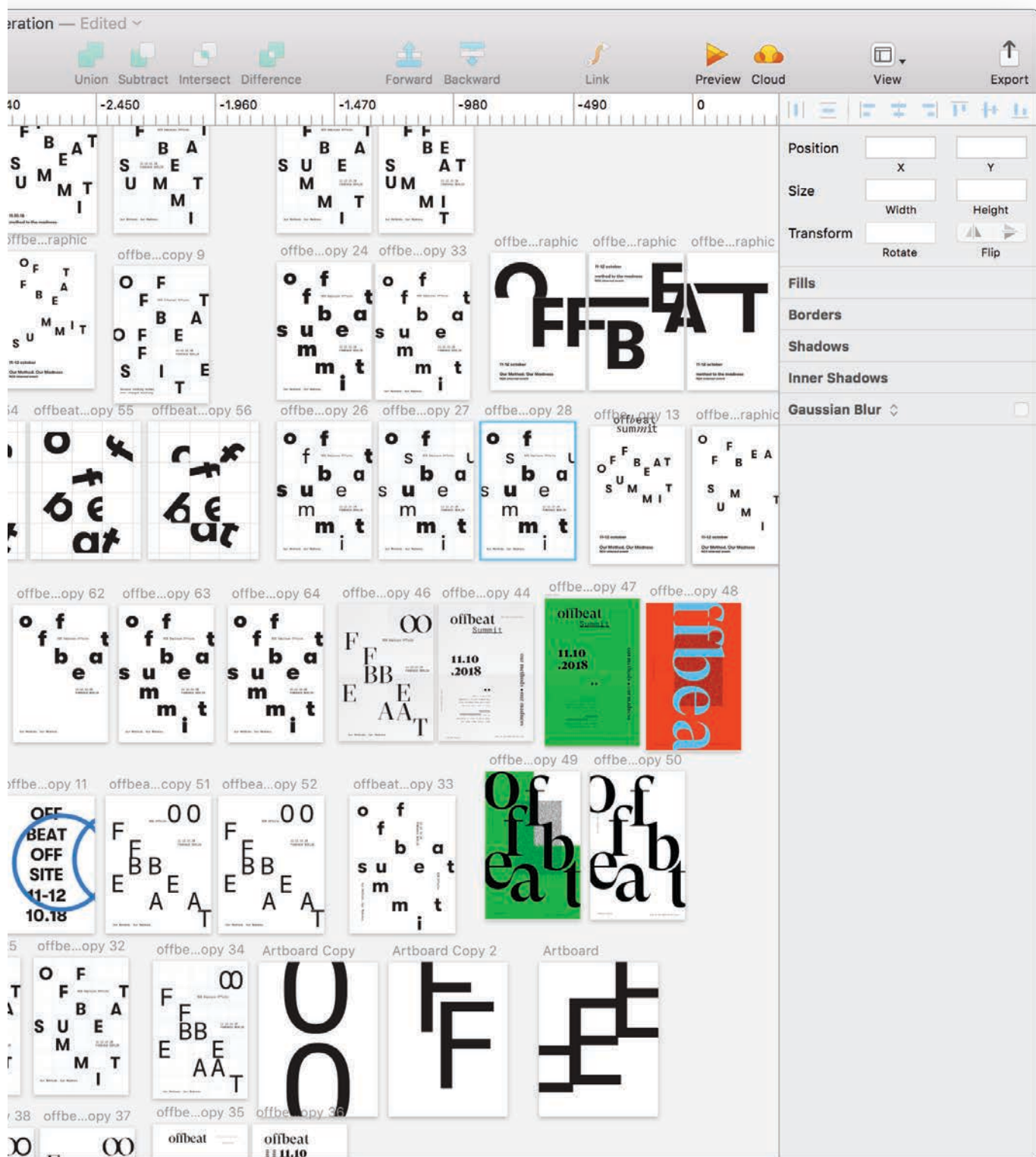


Conclusion of the Design Research Stage

I have always found the research stage to be one of my favourites. Because of the amount of design work I needed to complete, I only gave myself only two weeks on this phase. At the beginning of the project it was imperative for me to lay out what I wanted to accomplish from week-to-week, this helped me to stay on track and choose the most influential moments.

I met with Jessica Bush - N26's Senior Researcher to help me build the interview questions and took notes from the designers that I have been working with on how to properly ask interview questions. I believe that this research phase was extremely important. It allowed me to benchmark what is already existing in the Start-Up industry and what other "untraditional" events are doing differently. I believe that by talking to people I was able to pull out emotional connections to experiences that made events memorable.

Ideation



Ideation. Typeface Choice

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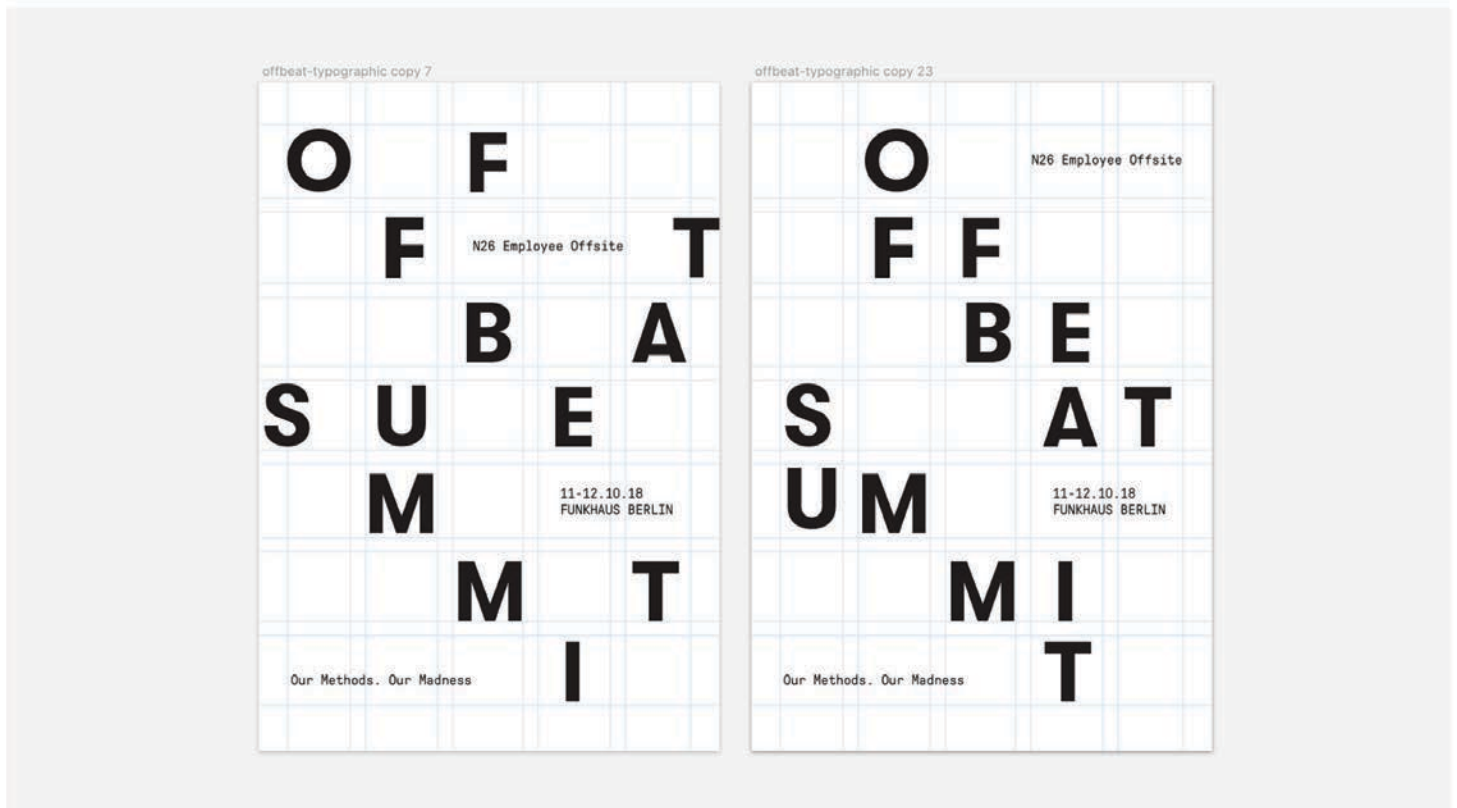
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GT Walsheim Pro

GT America Mono Regular

Grilli Type is an independent Swiss type foundry.



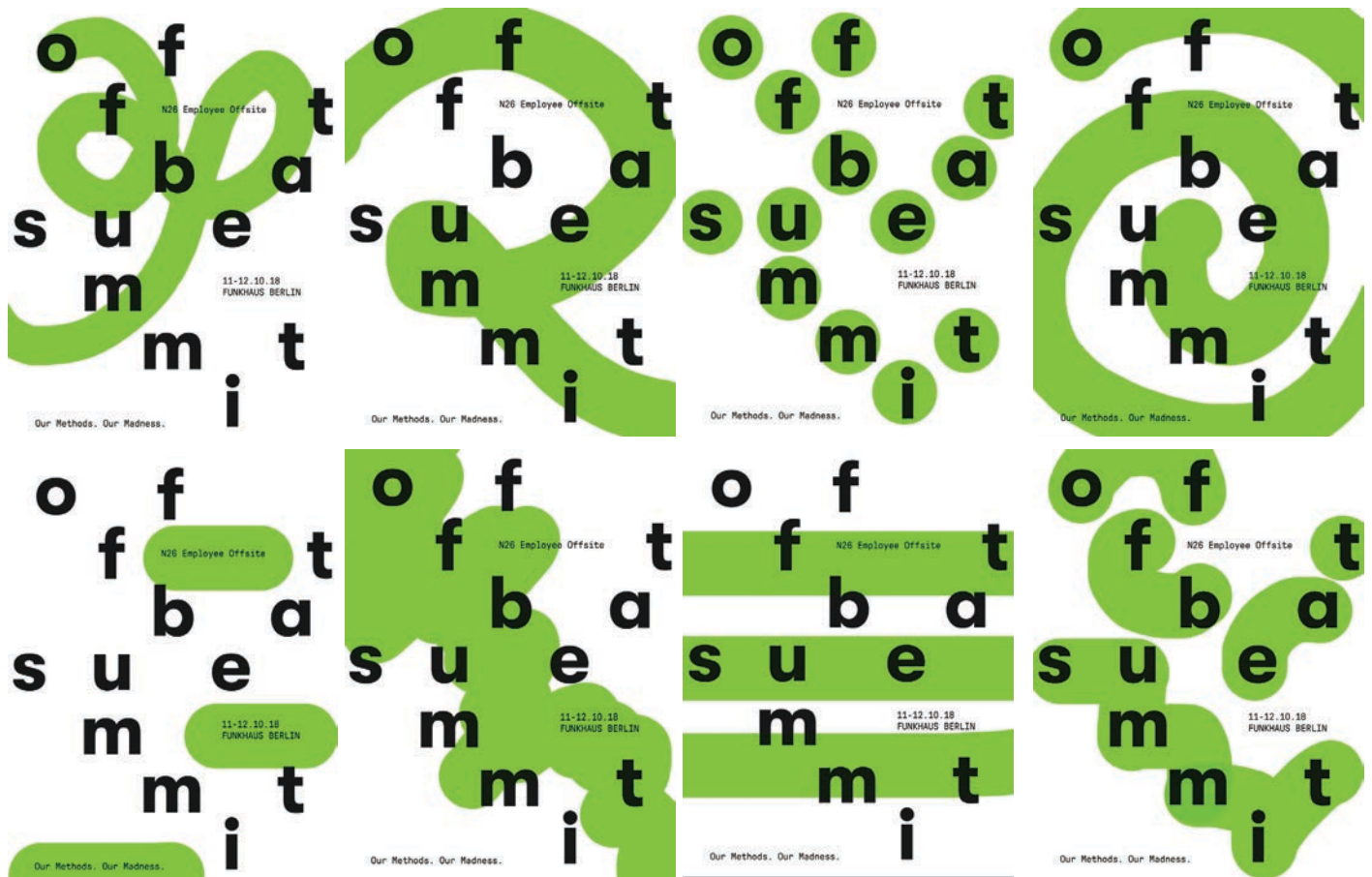
The initial idea was to arrange letters in an “Offbeat” way while still maintaining a sense of organization through a grid structure.



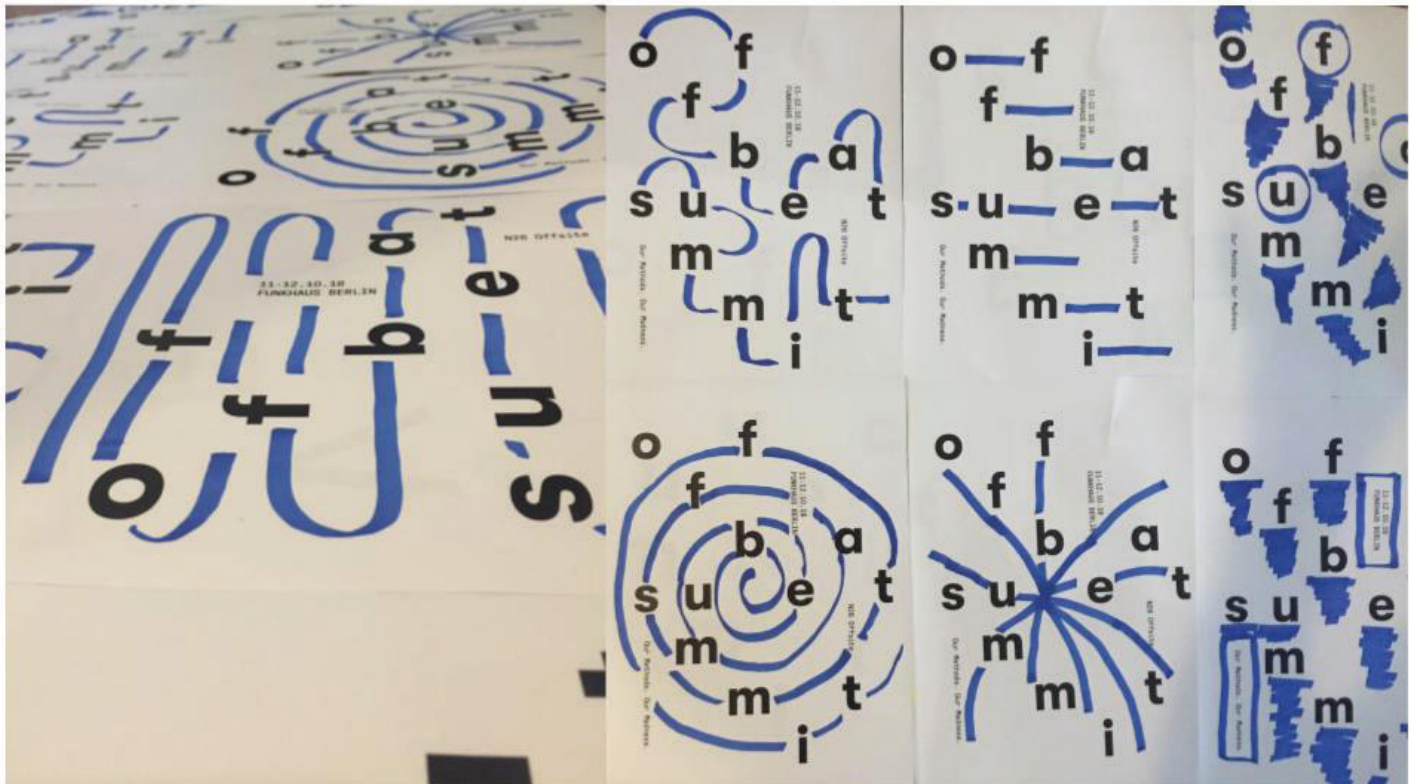




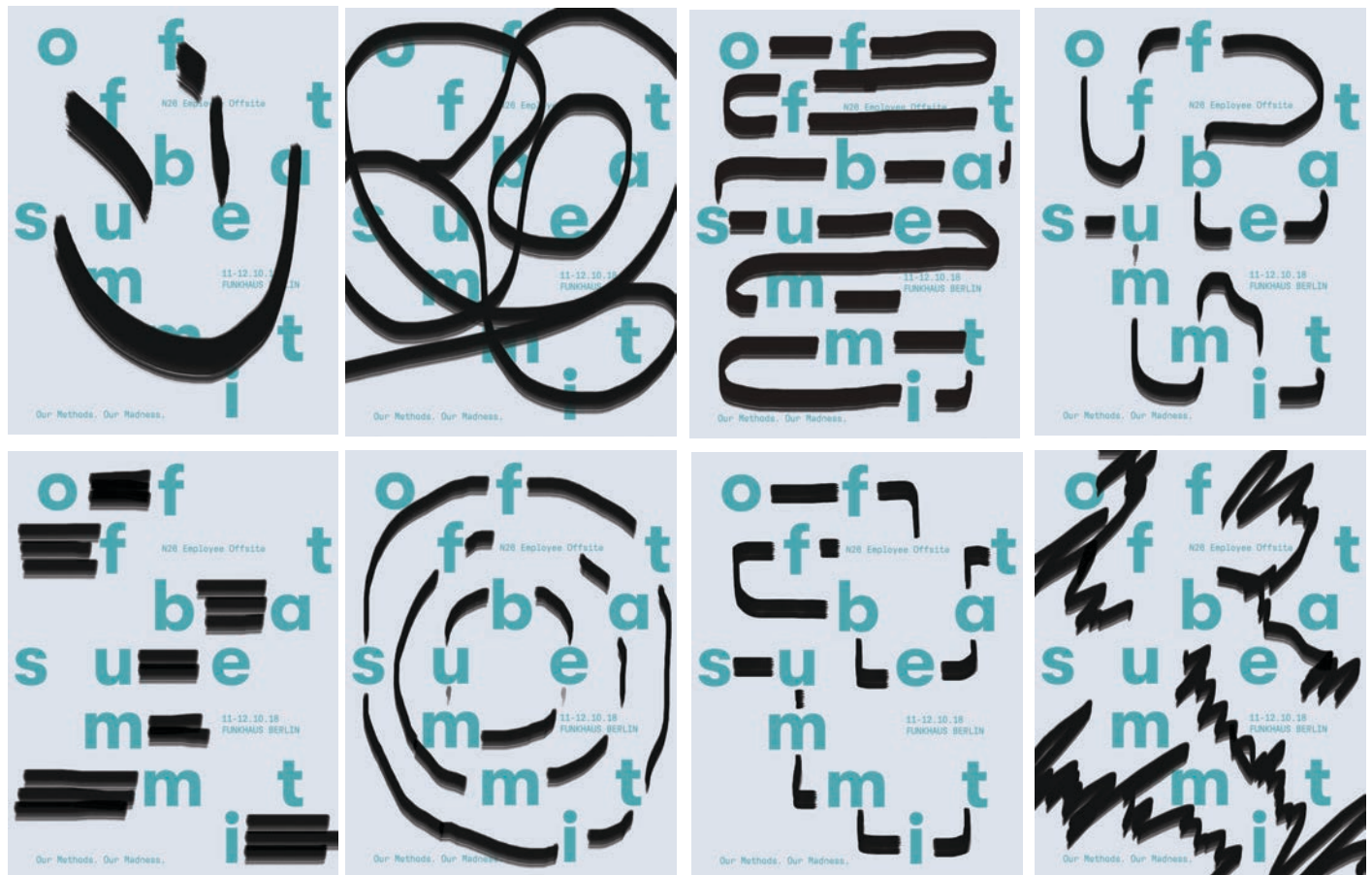
Through drawing on each poster I started to think about how the event could be cocreated. Each person within the company could participate and create their own unique poster.







I pushed this further by printing off 50 of the typographic design and got the design team at N26 to draw on them. The goal was to understand the “Offbeat” approaches others had towards the typographic design.





I was feeling like I hit a wall with the personalization approach. I decided to venture back into typography to see if I could blend the two together. I used elements from the previous drawings and overlaid them on typography to represent that traditional banking (Offbeat over and over) and how fast the industry can change (personalized signature)



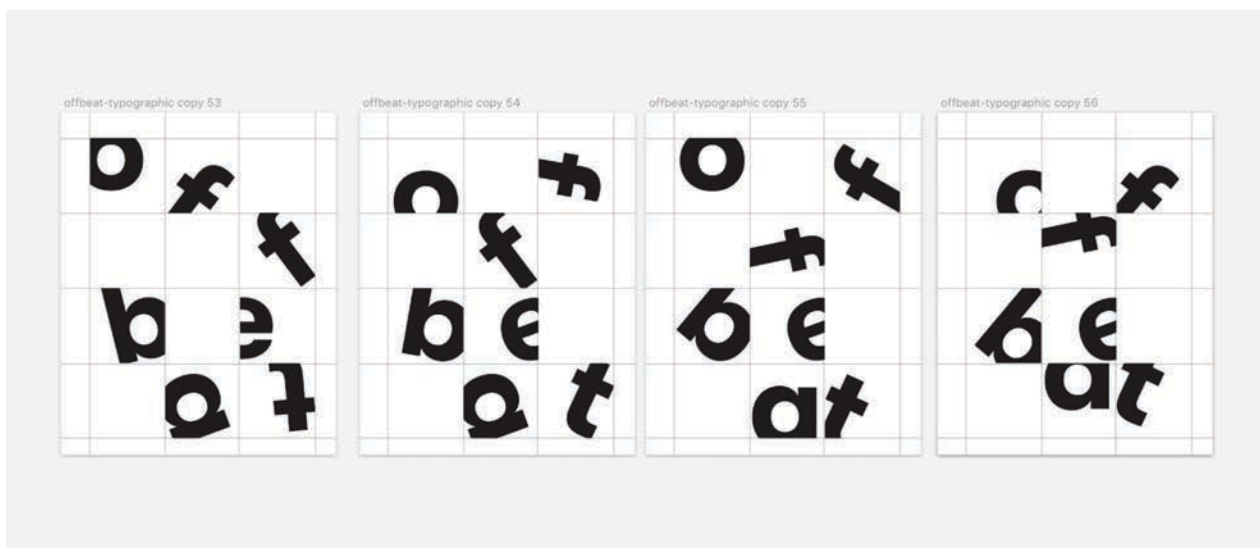
Playing with blending modes but realized this is very hard to recreate. Everytime I would change the smallest thing the whole colour system would change. I thought it looked pretty "Offbeat", but would be too hard to expand to multiple branding elements.



Playing with blending modes but realized this is very hard to recreate.



Iteration on colour. I felt like these colours were offbeat in their matching and could be an option.

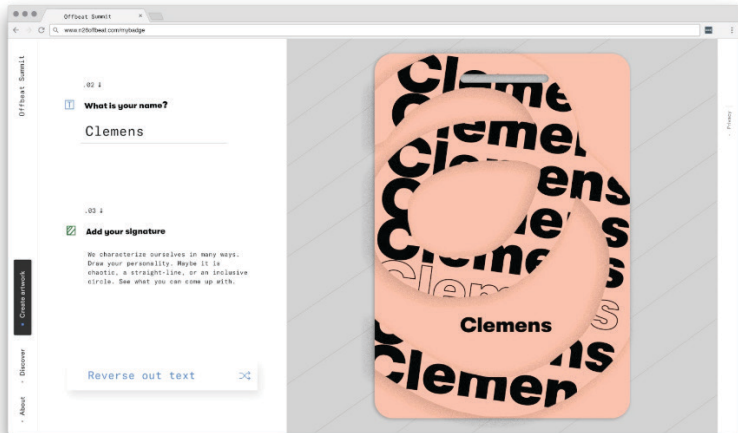
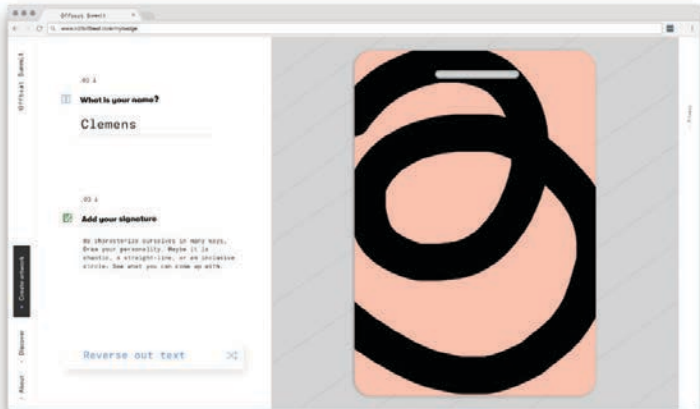


Started to play with Offbeat in a grid/mask. Overall this felt too playful.



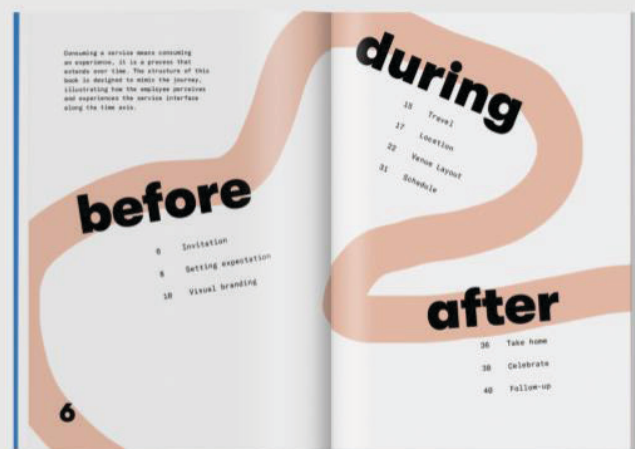
At this stage I was very happy with the design work. I had made a decision to design the newspaper as a take-home piece that employees would get a few days after the summit. I felt that the overall approach was strong, but still wanted to experiment with colour.

The goal of this was to build an interactive element that people can play with before the event. This allows people to feel a part of the process.





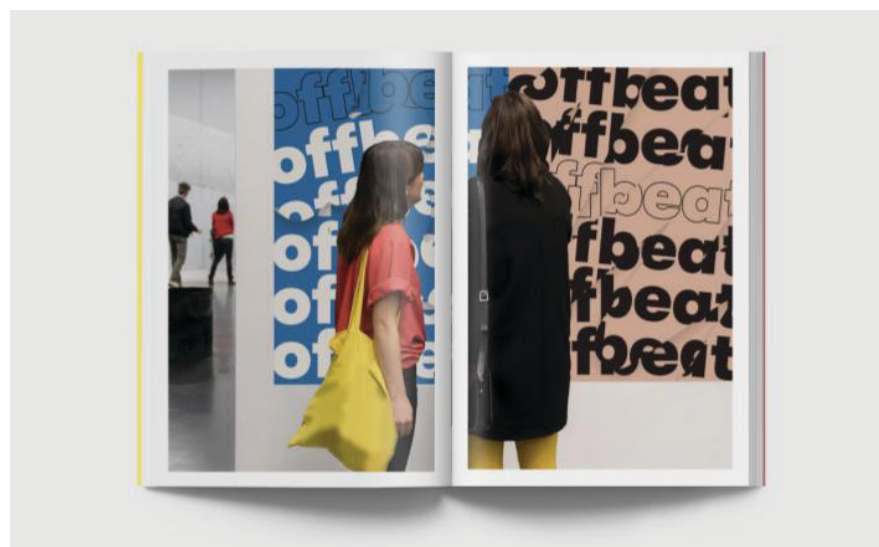
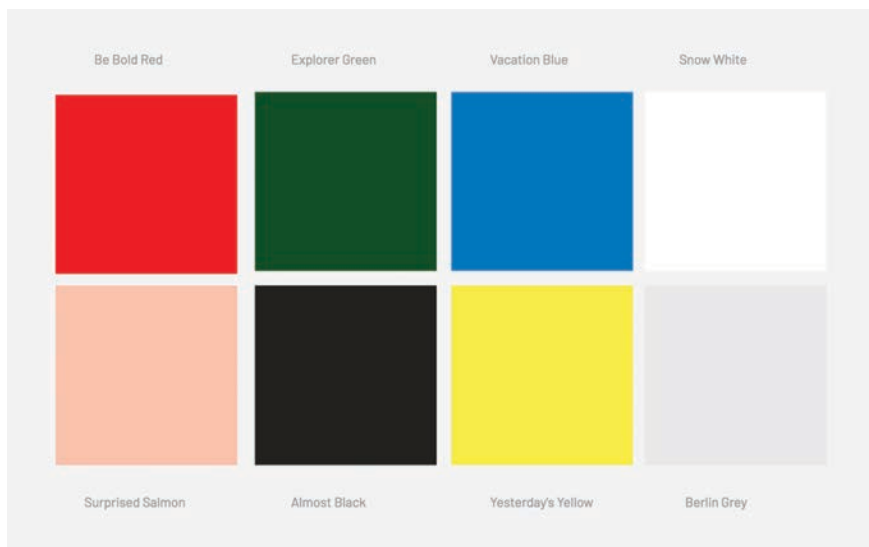
Finding a balance of theoretical work/visual work.



Starting to understand how to best structure the concept book.



Experimenting how a reader visually breaks up sections to make for a clear and concise reading experience.



I felt that although this is an excellent design It did not represent the disruptive nature that N26 was built upon.

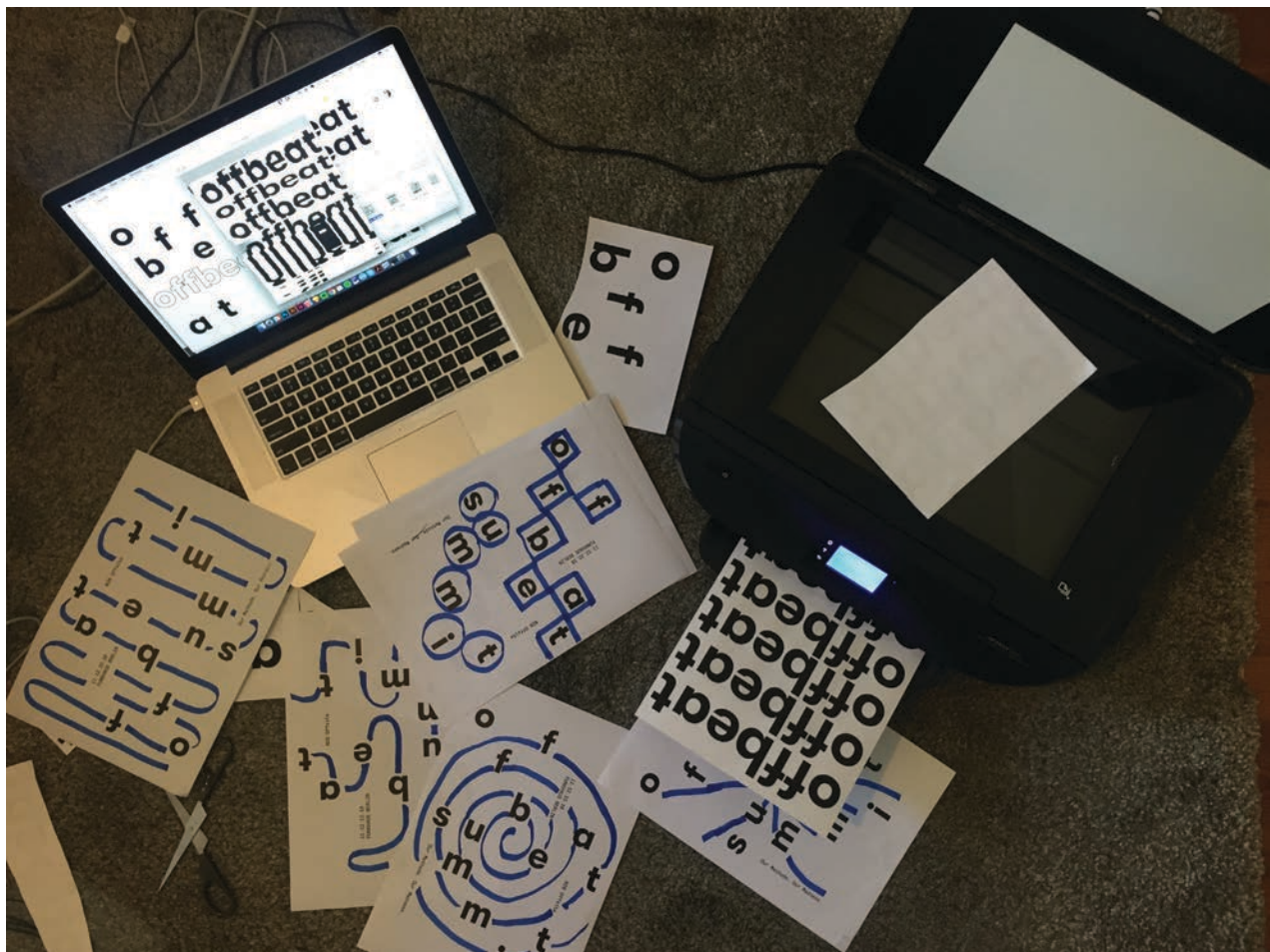
AND....Then it all changed.

I kept pushing this idea of having interactive signature elements in the design. I was, for the most part pleased with the design. However, I was finding it hard to duplicate and people didn't quite understand how it was coming together. I think there is something here. The work that has been done is not a waste and can be picked up and used if I have another project like it in the future.

The event changed when I tried to take this design and work on it Analog. I started to be a little more free in my thinking expanded. I realized that the colour palette I was playing with was fun, but maybe didn't suit the venue or theme of "Offbeat Summit"

For two days I created two books in parallel. One with the designs you have just seen and one with new designs. I showed them to multiple people and overwhelmingly people were able to understand and grasp the final solution.

I believe that final solutions come after many, many iterations.



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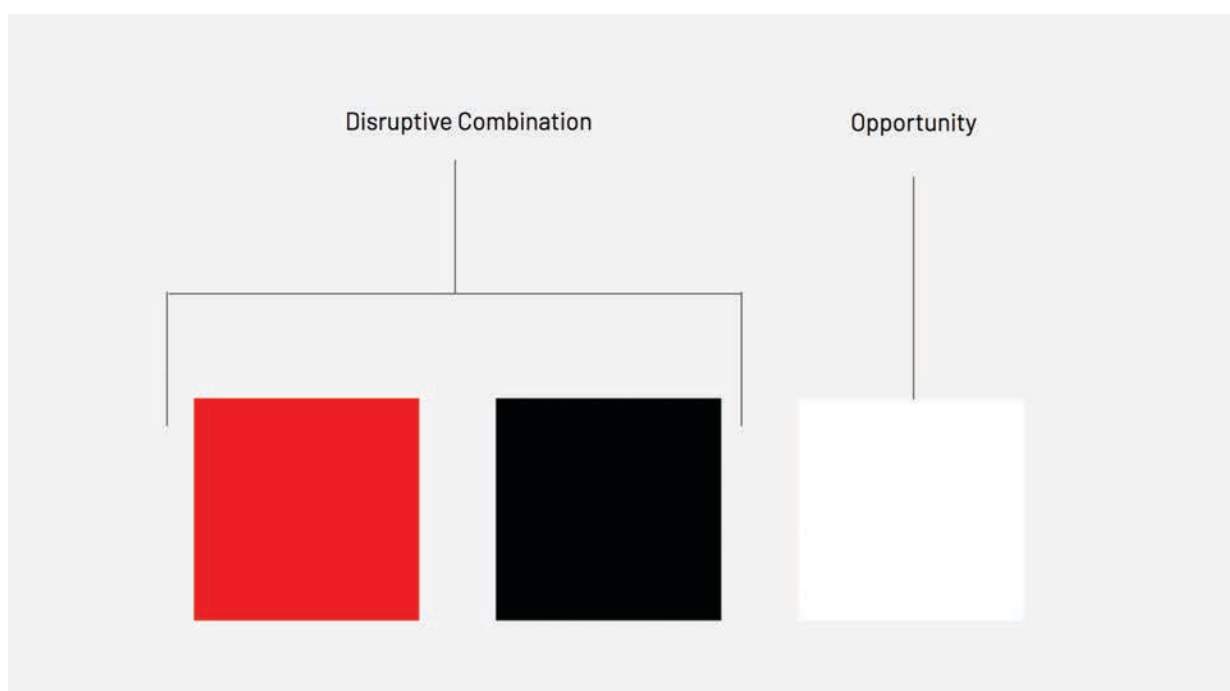
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Implementation

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THREE YEARS THE COMPANY HAS BEEN N26



offbea

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Employees should feel **EXPECTANT**.

"Each session, moment seems designed to create a more cohesive understanding of why I do what I do here. I am looking forward to day 2."

Employees should feel **INFORMED**.

"I am learning things about N26 and the founders - but in a more interesting way, by being here I feel the company is becoming more "human" to me."

Employees should feel **VALUED**.

"The approach is different, it feels like we are creating something bigger together, not dictating something from the top down"

24

during

25

Valentin Stalf



Born in Vienna, Austria studied accounting and finance at the University of St. Gallen, Vienna University of Economics and Business Administration. During his studies he worked in a number of firms including **STRANGE PARTNERS**, Richard Berger, and Leberecht Natter. After graduating, Valentin worked for Austria Internet as Entrepreneur in Residence and was involved in building different companies before founding N26. He founded public bank in Europe together with Michaela Thewissen in 2015.

Speaking: October 11, 10:00

October 11, 2018
18:00-19:00
N26/Thewissen

Timothy Leberecht



Tim Leberecht is a former American banker, speaker, and consultant. He is the former chief marketing officer of the creative firm Frog Design Inc., created as Frog and K&L, the new way to see marketing firm, Leberecht and Partners, and works and speaks about leadership, technology, and culture.

Website: timleberecht.com

October 11, 2018
18:00-19:00
N26/Thewissen

Chenny Xia



Chenny is a award winning designer and accomplished business strategist and business executive. She has worked with some of the world's leading companies including Microsoft, Google, and Amazon. Through her work with Microsoft, Chenny has represented Google at international conferences on entrepreneurship, business development, and innovation, including the 2015 South America Business Conference.

Website: chennyxia.com

October 11, 2018
18:00-19:00
N26/Thewissen

Dan Gilbert



Harvard psychologist Dan Gilbert was named twice as one of the greatest living minds in the world. He is the author of the book "Stumbling on Happiness" which was a New York Times bestseller. He is also the author of the book "The Science of Happiness" which was a New York Times bestseller. He is also the author of the book "The Science of Happiness" which was a New York Times bestseller.

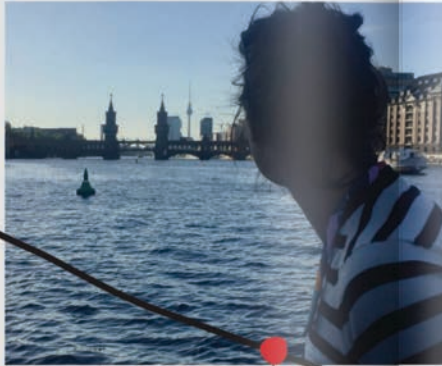
Website: dangilbert.com

October 12, 2018
18:00-19:00
N26/Thewissen

N26

Head Office

Jannowitzbrücke Station



3km

East Side Gallery



It was a fun way to begin the day...taking a boat to a work event isn't so normal. The coffee on that boat was definitely better than in the office.

Lucy Wahlsley - Customer Support

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Travel

Creating an experience means that every part of the journey is thought out. Reducing stress and adding moments of delight will help to make it memorable.

It is important that the days starts off and end as any day might. There should be no added complexity getting to and from the event. At 9.15 and 9.25 two boats will leave Jannowitzbrücke station, just outside the N26 headquarters and bring the team 30 minutes down the river.

Travelling together not only reduces stress but it is also an excellent way to ensure that the event kicks off with the right mindset.

Treptower Park

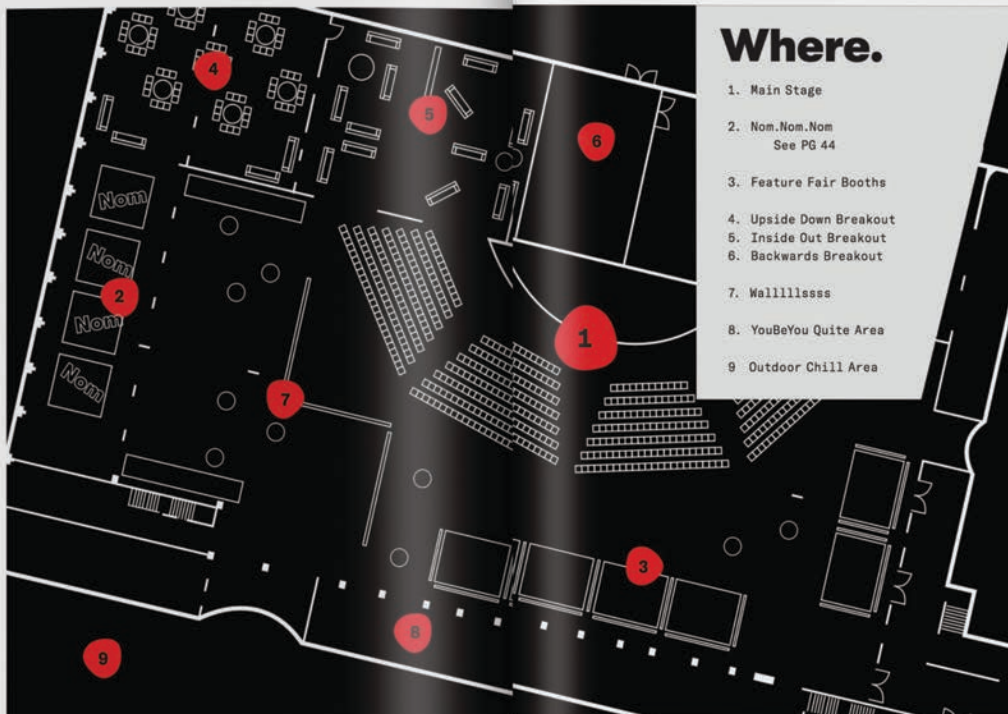
8km

Spreewald Berlin

11km

Funkhaus

25



Where.

1. Main Stage
2. Nom.Nom.Nom
See PG 44
3. Feature Fair Booths
4. Upside Down Breakout
5. Inside Out Breakout
6. Backwards Breakout
7. Walllllless
8. YouBeYou Quite Area
9. Outdoor Chill Area

Space.

The goal was to layout a space that can fit 500 people while still allowing an individual to feel like the event was put together especially for them. The attention therefore went into looking at the things N26 employees love and then understanding where and when they feel most comfortable. The learnings showed that attention to food venues, quiet areas and outdoor space was extremely important.

“Sometimes at events I feel like I am one of hundreds of other people. I'm not sure how this can be fixed... maybe there is something Offbeat can do that makes everything more personal.”

26



Valentin Stalf



Born in Vienna, Valentin studied architecture and worked at the architecture firm of Dr. Stefan Stalf. He is currently working as a Business Development Manager at Offbeat, where he is responsible for the design and implementation of the Offbeat event space.

Speaking: October 11, 10:00

October 11, 2018
10:00-11:00
Offbeat.com

Timothy Leberecht



Timothy is a former business developer, speaker, and consultant. He is the former chief marketing officer of the creative firm Frog Design Inc. and is currently working as a Business Development Manager at Offbeat, where he is responsible for the design and implementation of the Offbeat event space.

Speaking: October 11, 10:00

October 11, 2018
10:00-11:00
Offbeat.com

Chenny Xia



Chenny is a social media manager and content creator. She is currently working as a Business Development Manager at Offbeat, where she is responsible for the design and implementation of the Offbeat event space.

Speaking: October 11, 10:00

October 11, 2018
10:00-11:00
Offbeat.com

Dan Gilbert



Harvard psychologist Dan Gilbert was named one of the world's most influential people by Time magazine. He is currently working as a Business Development Manager at Offbeat, where he is responsible for the design and implementation of the Offbeat event space.

Speaking: October 11, 10:00

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22 hours
507 employees (PG 1)
48km on a boat
18 speakers (PG 4)
31 skill shares (PG 5)
7 awards (PG 6)
48 new product ideas (PG 8)
14 actionable steps (PG 9)
9 follow up items (PG 12)
8 buckets of paint
3012 photos taken (PG 15..some)
1982 coffees
1010 club mates
2657 beers (In the evening...mostly)



...e skill shares
...e my favourite...
...earning new
...about people
...with everyday
...t actually
...with work
...dea.

Buy
Br
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N26 Summit
10.11-12, 2018

Funkhaus Berlin, Germany

Analysis Conclusion

The research and design of Offbeat Summit can be seen as an extension of the literary work that has been studied because it tangibly takes emotional design and communicates it towards employees. The event uses Service design as a method, seeing the before, during and after as a holistic experience.

I chose to embark on this project with the mindset that I needed to have a straight-forward objective. Through research the objective became clear: to build an event that humanised the company and created individual value for employees. The balance between event layout, speakers, food choices, transportation and visual event elements creates a over-arching message that supports the two objectives.

Throughout the design and research many difficulties arose. These, I continued to remind myself are a part of the process, no one persons process is the same and I needed to learn how mine works. One of the biggest difficulties apart from the visual branding of the event was how to tangible showcase the entire event as a single piece of work. How to share both the behind-the-scene work into event naming, scheduling and layout. I looked into creating a newspaper or multiple tangible event elements. In the end, I decided that a concept book best shares the emotional, human-element that I wanted to bring to the work.

As I look at the work that has been produced I know that there is a need for this in a communication field. I believe that we often view design as only visual communication, but the way individuals experience the before, during and after event is often just, if not more important. I wanted to push myself and others to look into the whole experience.

**Aknowledg-
ments**

**Declaration of
Work**

Acknowledgements

I would like to express my gratitude to Professor Volker Pook and Professor Daniel Henry Bastian, my research supervisors, for their enthusiastic encouragement of this practical thesis. I would also like to thank Christian Hertlein, Head of Design at N26 GmbH, for his patient guidance and useful critiques throughout the research and design process. My grateful thanks are also extended to the People (HR) and Design teams at N26 GmbH who have encouraged me and supported me throughout my bachelor thesis.

Declaration of Academic Integrity

Hereby, I declare that I have composed the presented paper independently on my own and without any other resources than the ones indicated. All thoughts taken directly or indirectly from external sources are properly denoted as such.

This paper has neither been previously submitted to another authority nor has it been published yet.

Eidesstattliche Erklärung

Hiermit erkläre ich an Eides Statt, dass ich die vorgelegte Diplom- / Bachelor- / Masterarbeit selbstständig und ohne Benutzung anderer als der angegebenen Hilfsmittel angefertigt habe. Gedanken, die aus fremden Quellen direkt oder indirekt übernommen wurden, sind als solche gekennzeichnet.

Die Arbeit wurde bisher in gleicher oder ähnlicher Weise keiner anderen Prüfungsbehörde vorgelegt und auch noch nicht veröffentlicht.

Place: _____ Date: _____

Signature:

Taryn Niesena Plugers

University of Applied Sciences Europe
BTK University of Art & Design

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