

Design that moves us

The research-based Master of Arts in Design study programme raises astute and novel questions concerning the design process and its social and economic impact. Our students design with passion and intelligence. They have the ability to create, promote and convincingly communicate innovations.

This master degree study programme offers our students the opportunity to further develop and intensify their creative abilities. They learn how to incorporate their projects into an operational context and to expand their background knowledge by means of discourses and theories and will be guided in asserting their position, while learning to substantiate their work scientifically. They formulate their own question for research and acquire methods for discussing it in detail in a master thesis meeting scientific standards.

Graduates completing this study programme will be capable of bearing responsibility for taking action and presenting arguments during the entire design process. Thus, they will be qualified to take on leading roles in companies, institutions and design agencies. As professionals they will work at the interface between design, business and users.

Study programme

The Master of Arts in Design is a consecutive full-time study programme. It is three semesters long and is comprised of 90 ECTS points. Graduates from this programme will be awarded a Master of Arts degree in Design.

Students can choose between two majors, each of which provides the opportunity to specialise within the contextual framework of the disciplines at Lucerne School of Art and Design: Animage and Product Design & Management.

Project module

The project module is a mandatory elective module within the two majors. This is where the respective specialisation/track is chosen. Students propose – possibly as a team – their own project or apply for admission into an existing project. Elaborating and defining the project proposal, researching, analysing, designing the concept and development of the project, as well as its artistic implementation and incorporation into a commercial context, all constitute the practical, project-specific focal points throughout the entire studies. Collaborating with companies or research facilities is highly recommended.

A team of experienced lecturers from the individual tracks will advise the students on their projects. This coaching encompasses both artistic-methodological tasks and management-oriented, commercial procedures.

Transfer modules

Along with the major-specific project modules, students with specialisation in both directions will attend the university's competence transfer modules in the areas of Design and Business, Theory and Reflection and Design and Research.

Design and Business

The contents of this module were drawn up for our master degree study programme by Lucerne School of Business and are taught by its lecturers. It encompasses managerial components such as project management, marketing, team development and self-organisation, cost estimation and legal aspects.

Theory and Reflection

This multidisciplinary module serves to expand one's horizon, bridging various disciplines, approaches and perspectives. The spectrum of topics is accordingly wide, ranging from perception and ethics, emotions and structure to language and meaning.

Design and Research

The Faculty of Design Research at Lucerne School of Art and Design focuses on two specialisations – "Visual Narrative and Explanation" and "Design and Management", reflecting the two majors in the master degree study programme. New knowledge is transferred to the study programme through lecturers, who also work as researchers. Students practise scientific approaches, formulate their own independent research question and can position their artistic approach in the current discourse.

Subject modules

Along with these interdisciplinary modules, there are supplementary major-specific courses, lectures and workshops.

Collaboration

In collaboration with other design universities offering master degree study programmes in Switzerland, interdisciplinary courses are concomitantly available at locations in the German-speaking regions of Switzerland.

Lecture series and excursions supplement the study programme.

Animage

Animage is directed at visual designers as well as designers from affiliated disciplines, who are interested in analysing visual narration, developing a precise and personal visual language and expanding their competencies in image application and utilisation.

In order to be able to narrate, explain, convince and also entertain through visual narrative, we analyse the targeted and media-specific implementation of various dramaturgic strategies. The analysis focuses on the meaning of narration in various contexts. We examine the effect and reception of the image, new media channels and interactive narration, as well as the question as to how our stories find their viewers.

Students can choose from the following specialisation/tracks within the majors:

Pilot

In this track one or two pilot films for series of film animations with high contextual and cinematic design quality for children and youths are created and realised. Due to their narrative, contextual and artistic quality, they are able to stand their ground in the international market and establish positions for production teams subsequent to the master study programme.

Short

Short focuses on dealing with very short formats, ranging from animated logos, video clips to real film with a focus on new media channels and current applications, while taking specific reception situations into consideration. Projects can be on the shortest of films, animated typography or videos.

Pix

Pix combines and examines the dynamic relationship between visual language and narrative form, with a focus on in-depth competence in communicating information and content in intermedia applications – be it with a single image, image sequences or moving images.

Data Narratives

The high degree of information density these days renders the creative processing of data increasingly important. Data Narratives examines how complex information can be communicated comprehensively and tangibly in media texts, images, moving images and space using narrative means, using media from classic illustration, photography and video to the visualisation of data streams in digital networks.

Free

In the Free track authors integrate their own project within the framework of Visual Narrative, aiming to (further) develop, optimise, produce and possibly market it during their master studies.

Product Design and Management

Product Design and Management is directed at product and textile designers as well as designers from affiliated disciplines, design researchers and graduates of engineering and economics study programmes with a background in design.

Product designers draft and create realistic paths for changing the present into a future that is more desirable. With so many people collaborating on complex projects these days, there is an intricate collection of interests to be coordinated and integrated into the process. Therefore, it is of utmost importance for product designers and managers to be able to identify, understand and calculate the economic, technical and brand-strategy connections if they want to integrate projects successfully into the corporate structure.

High quality and sustainability are key product characteristics for maintaining lasting success on the market. For designers, this means thoroughly analysing the user's world and lifestyle. On the other hand, a comprehensive examination of a company's internal processes is the only way to optimally exploit potential and design sustainable products.

Students can choose from the three areas of specialisation/tracks within the Product Design and Management major:

Textiles

This track encompasses the design of surfaces and of textiles for garments and interior design to the development of innovative, functional materials, like Smart Textiles. Students examine manufacturing techniques and explore novel approaches by researching, experimenting and specifying.

Products

In this specialisation, students deal with the design of high-quality consumer goods for everyday life and accessories. These products are purchased directly by the user, whose needs are thus placed centre stage. There is also a focus on incorporating the products into their respective spatial, temporal and ideal contexts.

Services

In this track, emphasis is placed on the development and design of services that are usable and useful. Although the focus is on the user, it is also required to rethink the corporate structure to make flexible, customer-oriented processes possible.

Study curriculum

1st Semester

Design and Business – basis module
5 ECTS / mandatory elective

Design – supplementary module
5 ECTS / mandatory elective

Design and Research I
2 ECTS / mandatory

Theory and Reflection I
3 ECTS / mandatory

Major Animage

Project module
18 ECTS / mandatory elective

Subject module
2 ECTS / mandatory

Major Product Design and Management

Project module
18 ECTS / mandatory elective

Subject module
2 ECTS / mandatory

2nd Semester

Design and Business – corollary module
2 ECTS / mandatory

Design and Research II
4 ECTS / mandatory

Theory and Reflection II
4 ECTS / mandatory

Major Animage

Project module
17 ECTS / m. e

Subject module
2 ECTS / m. e

Lecture series
1 ECTS / mandatory

Major Product Design and Management

Project module
17 ECTS / mandatory elective

Subject module
2 ECTS / m. e

Lecture series
1 ECTS / mandatory

3rd Semester

Design and Research III
1 ECTS / mandatory

Theory and Reflection III
2 ECTS / mandatory

Major Animage

Project module – master thesis
27 ECTS / mandatory elective

Major Product Design and Management

Project module – master thesis
27 ECTS / mandatory elective

m. e = mandatory elective
Curriculum is subject to change

Studying at Lucerne School of Art and Design

Lucerne is the economic and cultural hub of Central Switzerland. The city lies surrounded by a stunning landscape at the foot of Mount Pilatus and on the banks of Lake Lucerne.

Lucerne School of Art and Design is Switzerland's oldest art and design school, with a tradition spanning more than 130 years. Students work together with internationally well networked faculty, researchers and experts from the business community in Switzerland and abroad. We are the only university in Switzerland to offer undergraduate study programmes in Textile Design, Illustration, Animation and Design Management International. We are also the only university in Switzerland to have linked Fine Arts and Art Education.

Studios

A workstation in one of our studios is available for every master student. Although students are required to have their own Mac laptop, technical support and all necessary software is provided by the university.

Workshops and support

The university facilities and workshop settings are open to all students:

Textile printing studio: inkjet, screen printing, dyeing
Textile workshop: weaving, knitting, embroidery
Model-building studio
Metal workshop, woodwork studio
3D studio: synthetics / mould construction
Colour laboratory
Lithography, screen printing, letterpress printing and engraving
Photo workshop
Eye-tracking, video, editing stations and recording studio, sound / recording studio
Computer rooms
Specialised library

Costs

The tuition fee for students is CHF 800.– per semester.

Entry requirements

Graduate designers with a bachelor or university degree may apply. Applicants with equivalent qualifications or professional experience will be considered for admission depending on the appropriateness of their previous study.

Applications will be examined and suitable candidates will be invited to take part in an assessment. Selection for admission is based on judgement of the applications and the results from the personal interview with the admissions commission.

Application documents and deadlines

More detailed information about the required documents as well as the current deadlines is available on our Website: www.hslu.ch/d-master

Further information

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HOCHSCHULE LUZERN

Art and Design

Master of Arts in Design at the Lucerne School of Art and Design

Animage | Product Design and Management

FH Zentralschweiz