

Jan-Christoph Zoels
Head MA Design programs

[Admissions link](#)



**We ask questions,
engage stakeholders,
experiment, and prototype
to fuel innovation.**

How might we →



→ inspire and drive change
through design?



1001 dialogues on
1001 Vegetables

Exhibition Kloster Rheinau

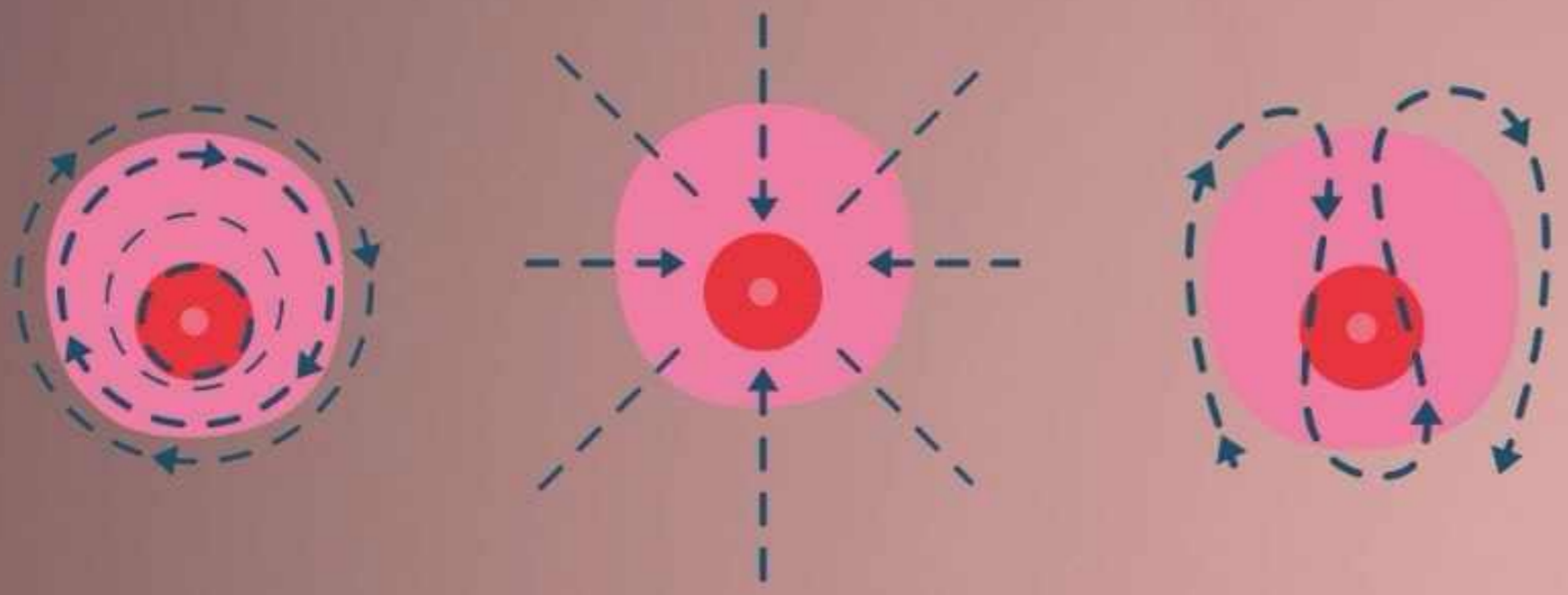
→ invite, engage,
and enable people?

→ design with humility?



→ understand planetary consequences?





Spiral Motion:
Outside to inside

Radial Motion:
Nipple pattern

Zigzag Motion:
Vertical & horizontal
movements

→ tackle crises, take risks,
create impact?





What are your ambitions?

Magdalena Tomoff, MAD 2024
In a white room with Piranhas:



MA description Integrated, multidisciplinary Graduate Program in Design with four MA specialisations: Design, Digital Ideation, Eco-Social Design and Service Design.

We offer ambitious designers an intense full or part-time study program to build their transformative design practice with our research and industry partners. Be curious!

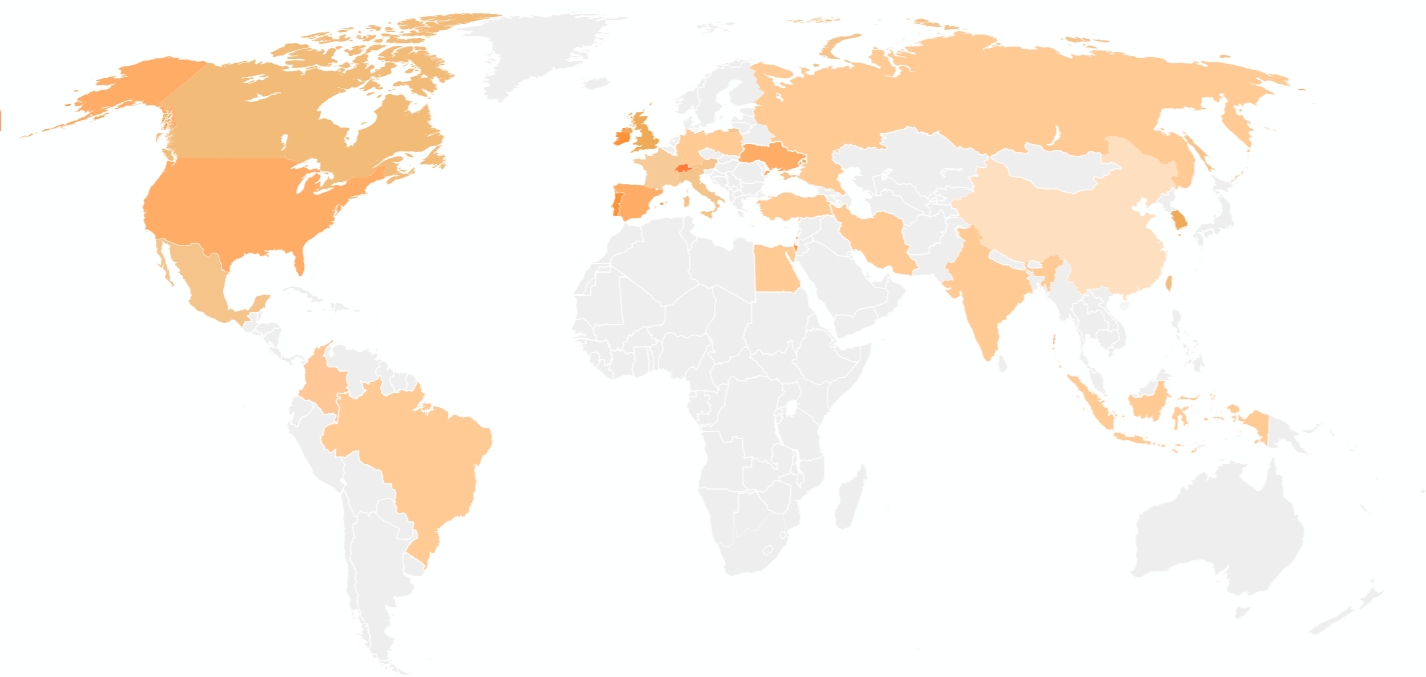
Head MA Design Programs
Prof. Jan-Christoph Zoels

www.hslu.ch/master-design

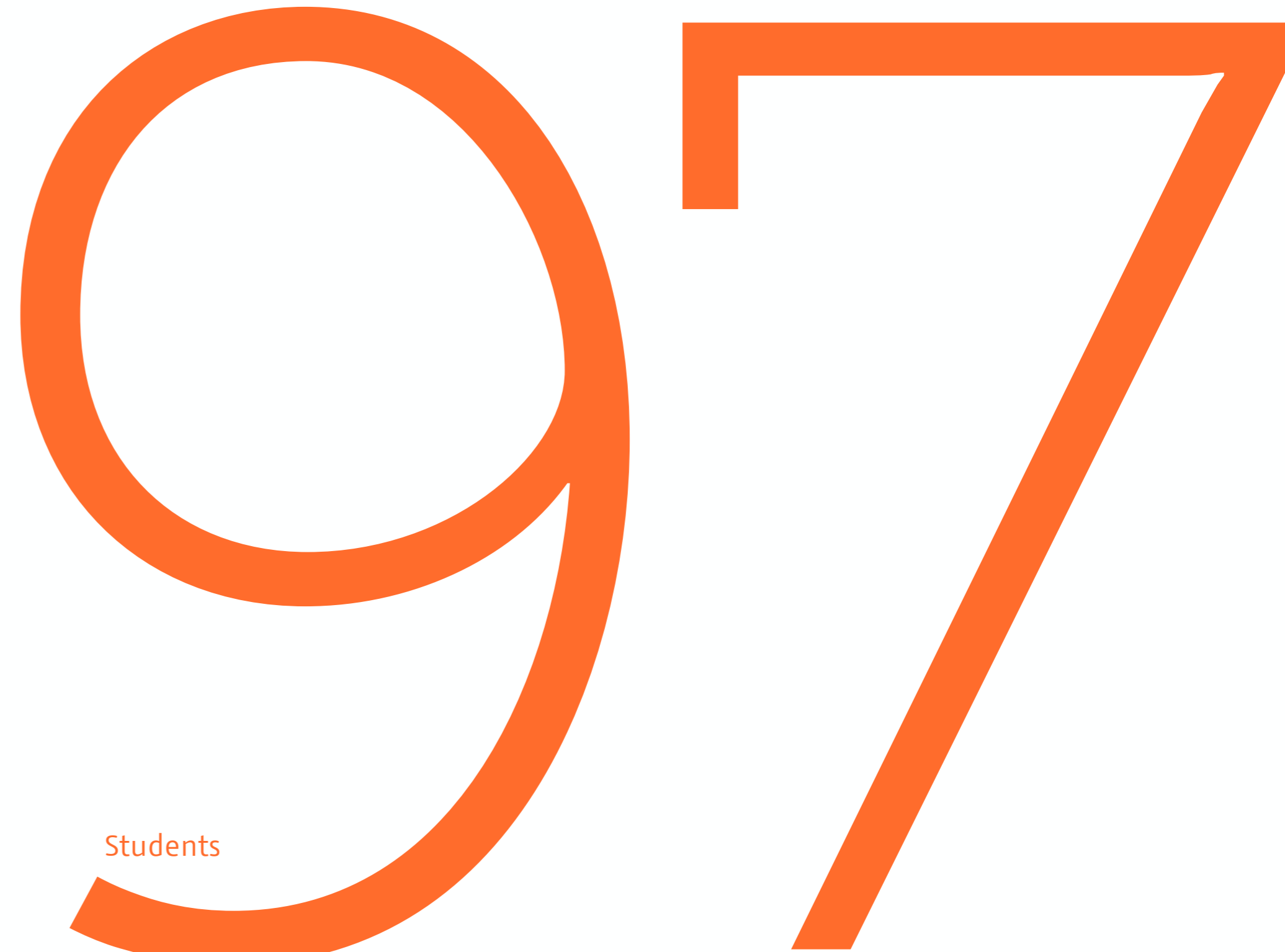
Parttimers

1/3

Students from



Students



- Innovative design program in a multidisciplinary environment.
- **Exploratory and research-driven** - dedicated to excellence in design.
- Solving wicked problems: exploring difficult challenges to create new business opportunities.
- Low **student-to-teacher ratio of 1:7**.
- Pathway to research collaborations and PhD
- **Outstanding workshops** - translating concepts into prototypes.



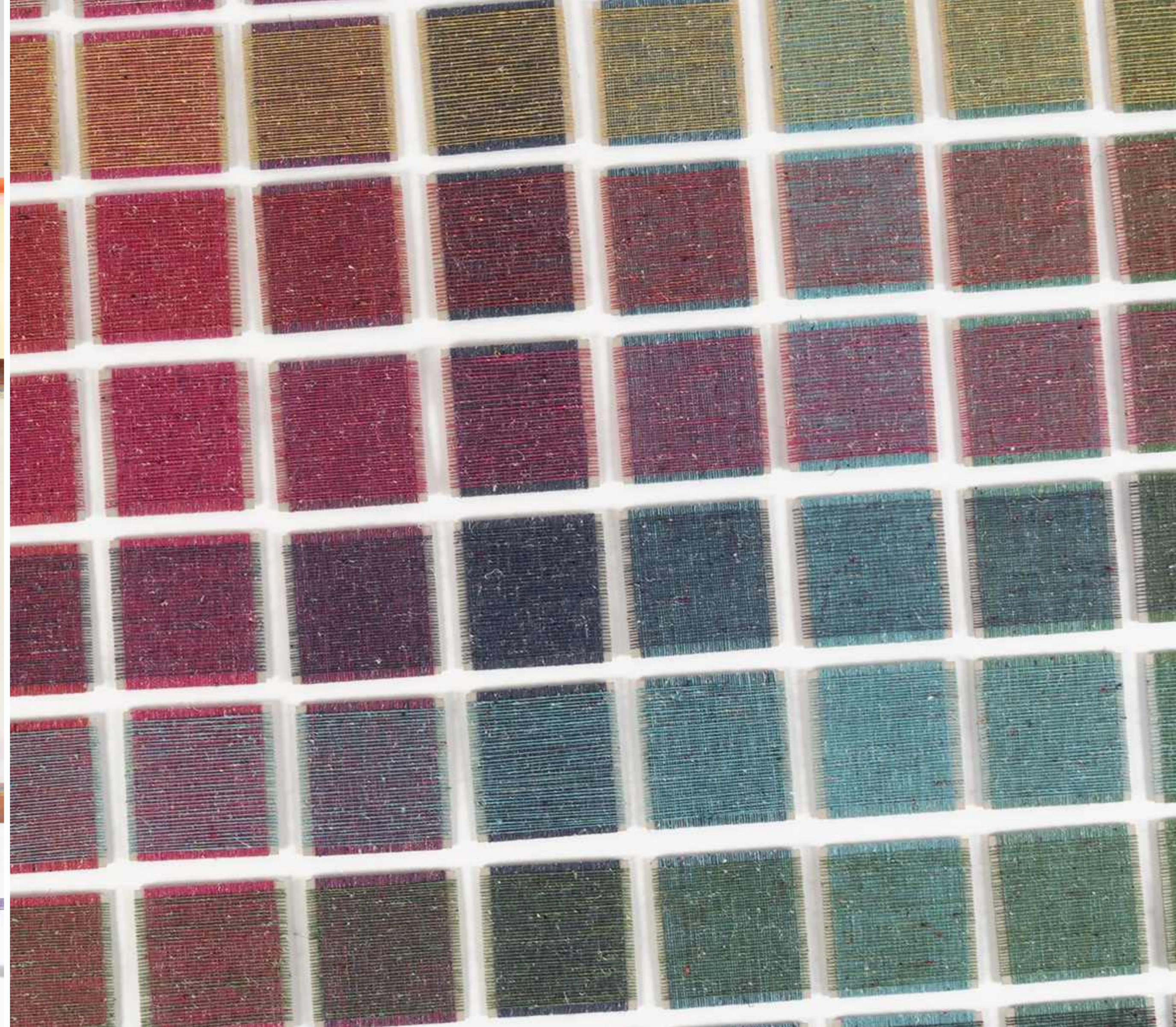


Florence Schöb,
MA Design 2025,
MA Design Award'25: Circular Design

Colors of Recycling

Exploring color and design strategies
for discarded textiles

DFK Research





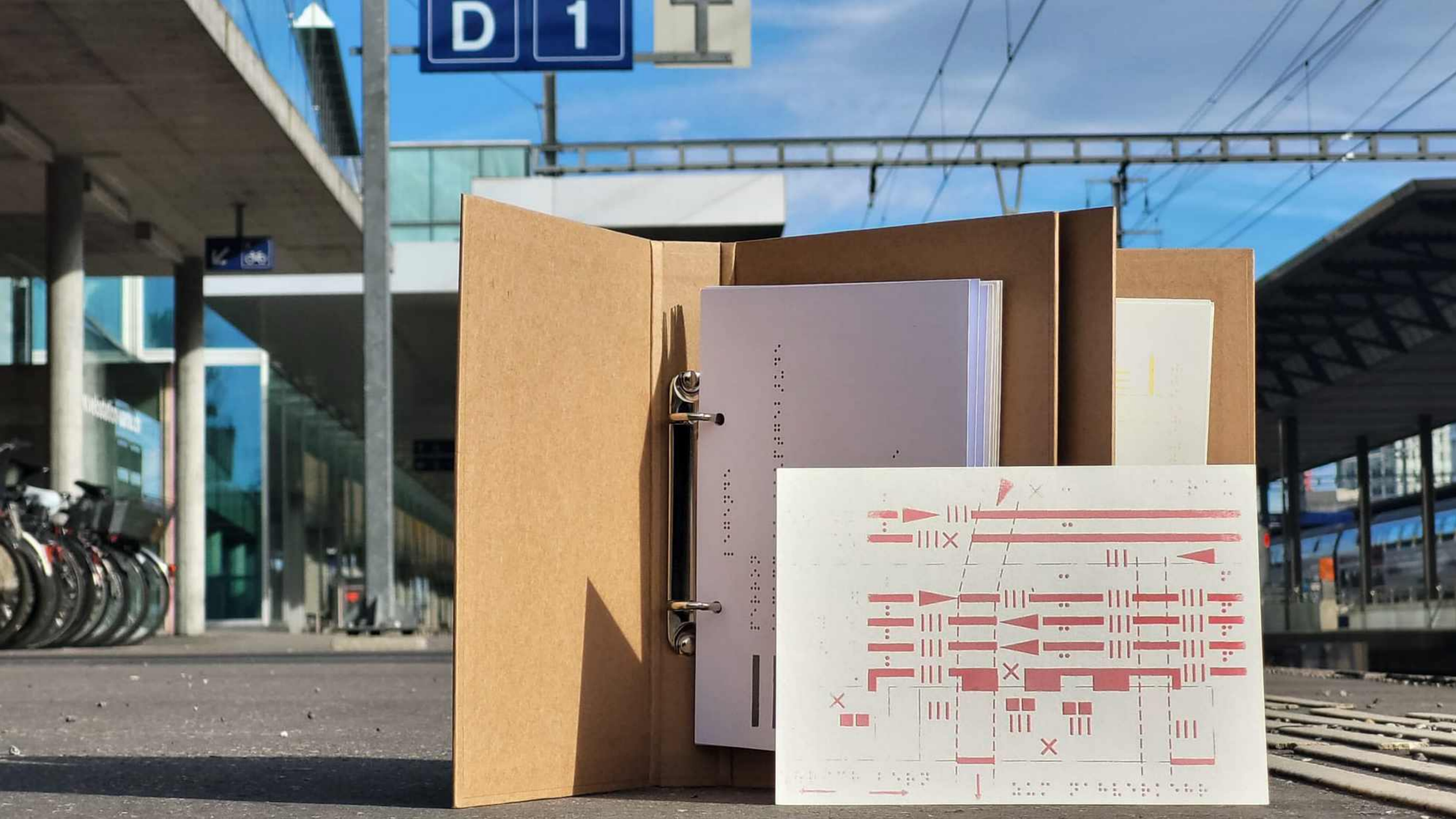
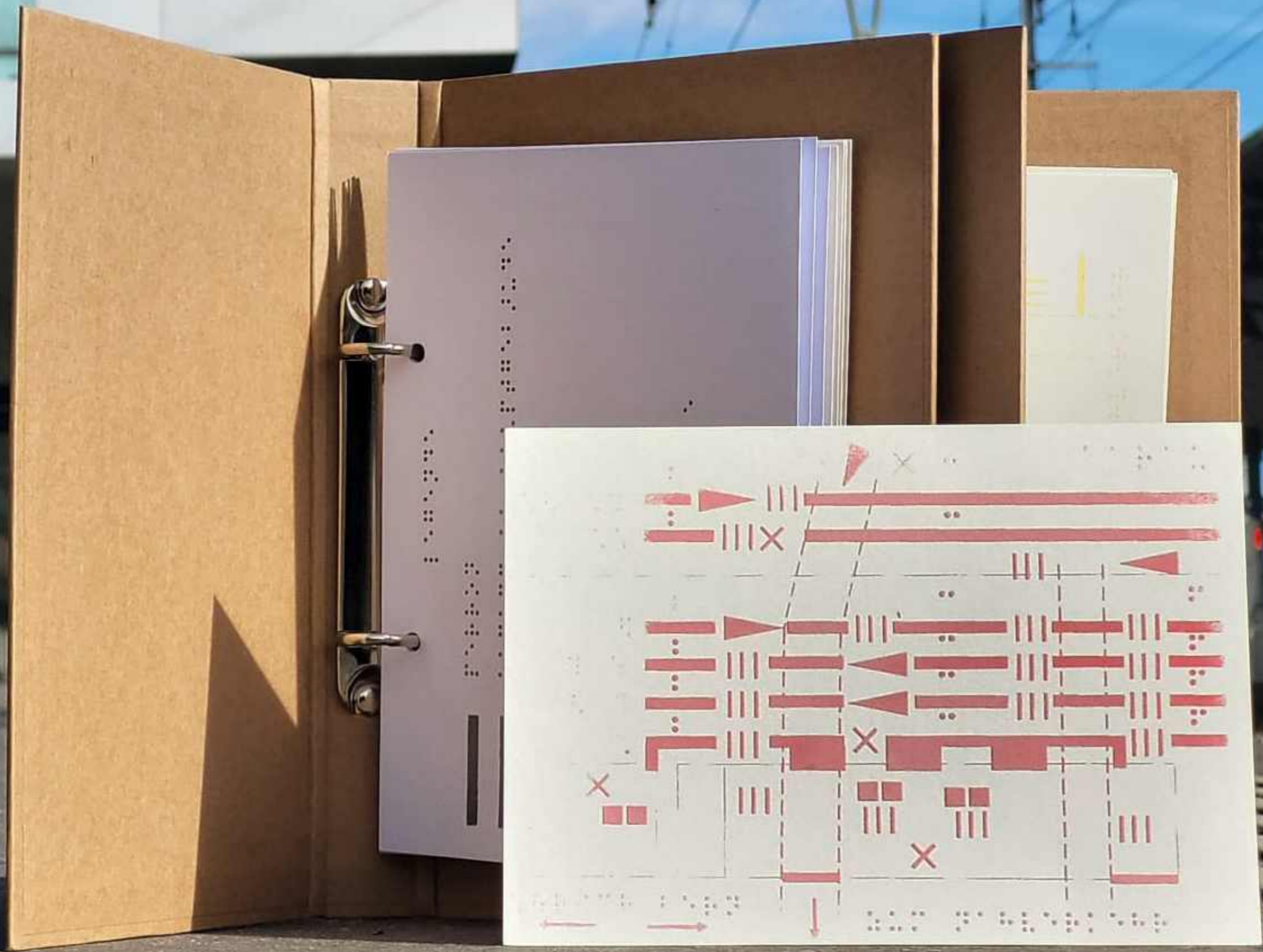
Gaia Paris,
MA Design 2025,
MA Design Award'25: Radical Niche

Beyond Scents

Understanding complex systems of
objective data and subjective experiences.



D 1 1





Selina Finsler,
MA Service Design 2025

Beyond sight: Inclusive navigation
Smart travel tools for the blind and
visually impaired



Active Filters:

Clear All

Symbolic/Classic (hard-coded logic based on understandable rules)

AI that plays



Basic movement



Kinematic seeking



Kinematic fleeing



Kinematic arriving



Kinematic wandering



Pac-Man Ghosts



The Sims (Sim AI)



Halo (Combat AI)



F.E.A.R. (Combat AI)



Metal Gear Solid (Enemy AI)



Zerg Swarm AI (StarCraft)



Giant Enemy Crab AI



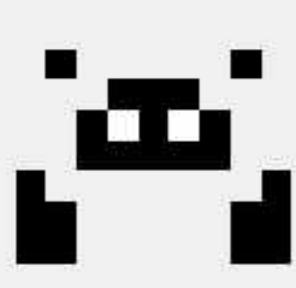
The Predator AI (Alien vs.)



Flocking Behavior AI



Enemy AI (The Legend)



Goat AI (The Witcher 3)



AI Companions



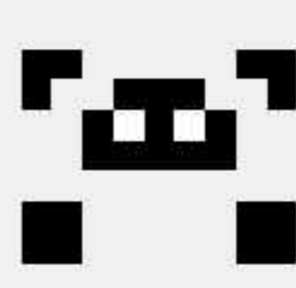
The Sims (Sim AI)2



Halo (Combat AI)2



F.E.A.R. (Combat AI)2



Metal Gear Solid (Enemy AI)



Type

- Machine learning
- Symbolic/Classic (hard-coded logic based on understandable rules)

Employment

- AI that creates
- AI that models
- AI that plays

Technique

- Behaviour tree
- Decision tree
- Finite state machine (FSM)
- Generative AI
- Neural network
- Pathfinding system
- Reinforcement learning
- Rule-based system
- State machine

Task

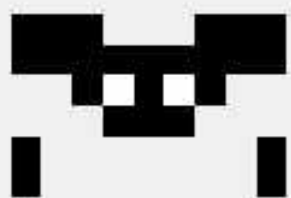
- Decision making
- Learning

Active Filters:

Clear All

Symbolic/Classic (hard-coded logic based on understandable rules)

AI that plays



Basic movement



Kinematic seeking



Kinematic fleeing



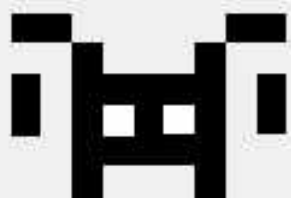
Kinematic arriving



Kinematic wandering



Pac-Man Ghosts



Halo (Combat AI)



F.E.A.R. (Combat AI)



Metal Gear Solid (Enemy AI)



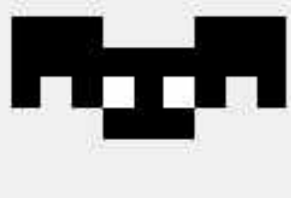
Zerg Swarm AI (StarCraft)



Giant Enemy Crab AI



The Predator AI (Alien vs.)



Enemy AI (The Legend)



Goat AI (The Witcher 3)



AI Companions



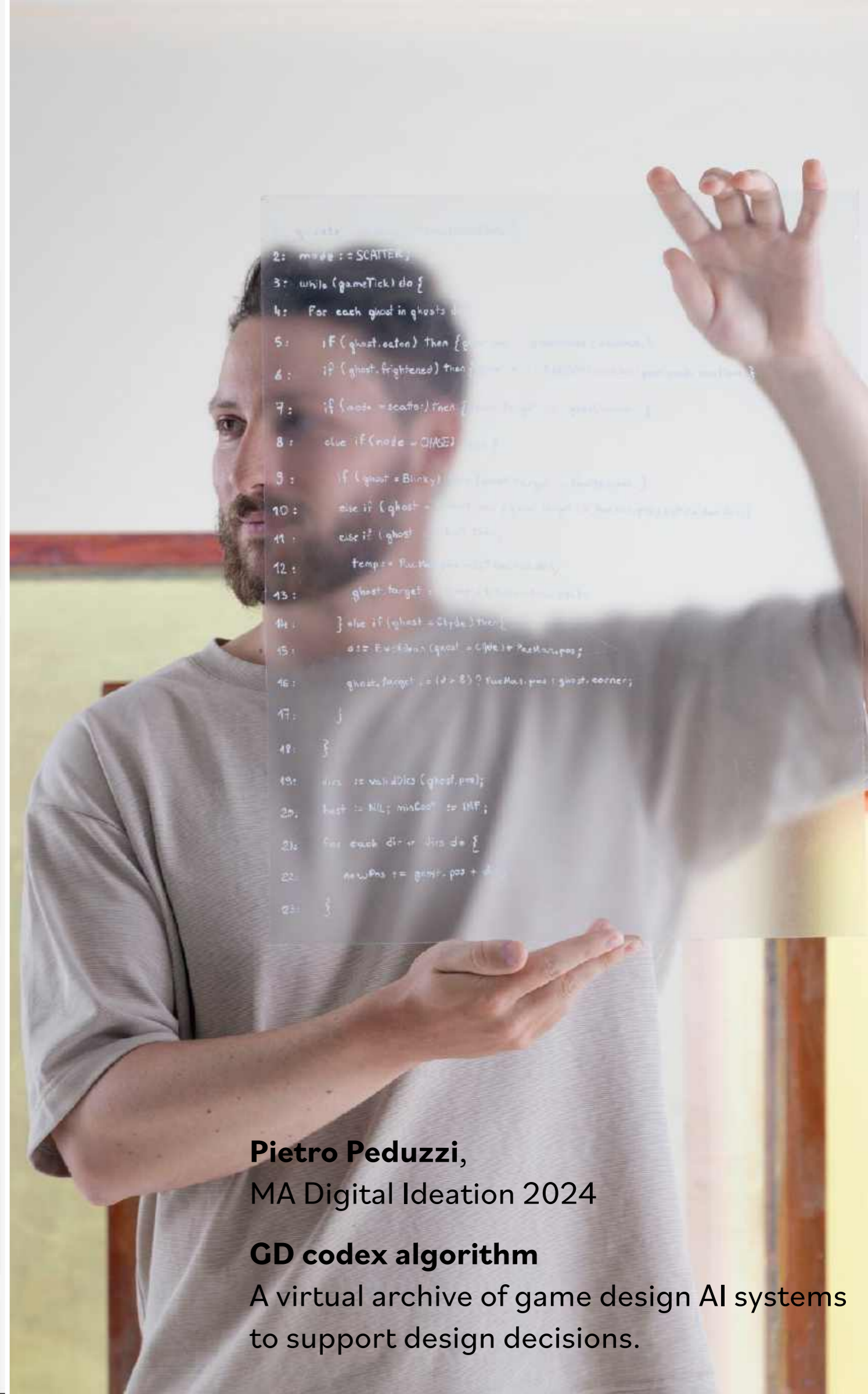
The Sims (Sim AI)2



Halo (Combat AI)2



F.E.A.R. (Combat AI)2



```

1: while (gameTick) do {
2:   mode := SCATTER;
3:   while (gameTick) do {
4:     For each ghost in ghosts do {
5:       IF (ghost.eaten) then {ghost := SCATTER; continue;}
6:       IF (ghost.frightened) then {ghost := SCATTER; continue;}
7:       IF (mode = scatter) then {ghost := SCATTER; continue;}
8:       else IF (mode = CHASE) then {
9:         IF (ghost = Blinky) then {ghost := CHASE; continue;}
10:        else IF (ghost = Pinky) then {ghost := CHASE; continue;}
11:        else IF (ghost = Inky) then {ghost := CHASE; continue;}
12:        else IF (ghost = Clyde) then {ghost := CHASE; continue;}
13:        ghost.target := PacMan;
14:        IF (ghost = Blinky) then {ghost := CHASE; continue;}
15:        ELSE IF (ghost = Pinky) then {ghost := CHASE; continue;}
16:        ghost.target := (PacMan.x + 1) * PacMan.y;
17:      }
18:    }
19:  }
20:  PacMan := PacMan;
21:  For each dir in dirs do {
22:    newPac := ghost.pac + dir;
23:  }

```

Pietro Peduzzi, MA Digital Ideation 2024

GD codex algorithm
A virtual archive of game design AI systems to support design decisions.





Raphaela Pichler,
MA Digital Ideation 2025,
MA Design Award'25: Risk Taker

Terms of exposure
A speculative exploration of consent and
identity in synthetic image generation.

Idoia Paucar Herrera,
MA Service Design 2025

The Menopause mindset

Empowering women through
Cognitive Behavioral Therapy:
rethinking menopause care
with remote and family support.







Michael Speranza,
MA Eco Social Design 2025

Amt für Macherei
An incubator for social
transformation





Janina Woods,
MA Digital Ideation 25

Kanjishima - Kanji learning with AI support
A framework for dynamic practice environments
that allow for mastery



Roleen Sevilena,
MA Eco Social Design 2025,
MA Design Award'25: Social Impact

(Material) safety first
Rethinking how materials are designed
and experienced in the Philippines.





Simon Litschi,
MA Design 2025,
Förderpreis der zeugindesign-Stiftung

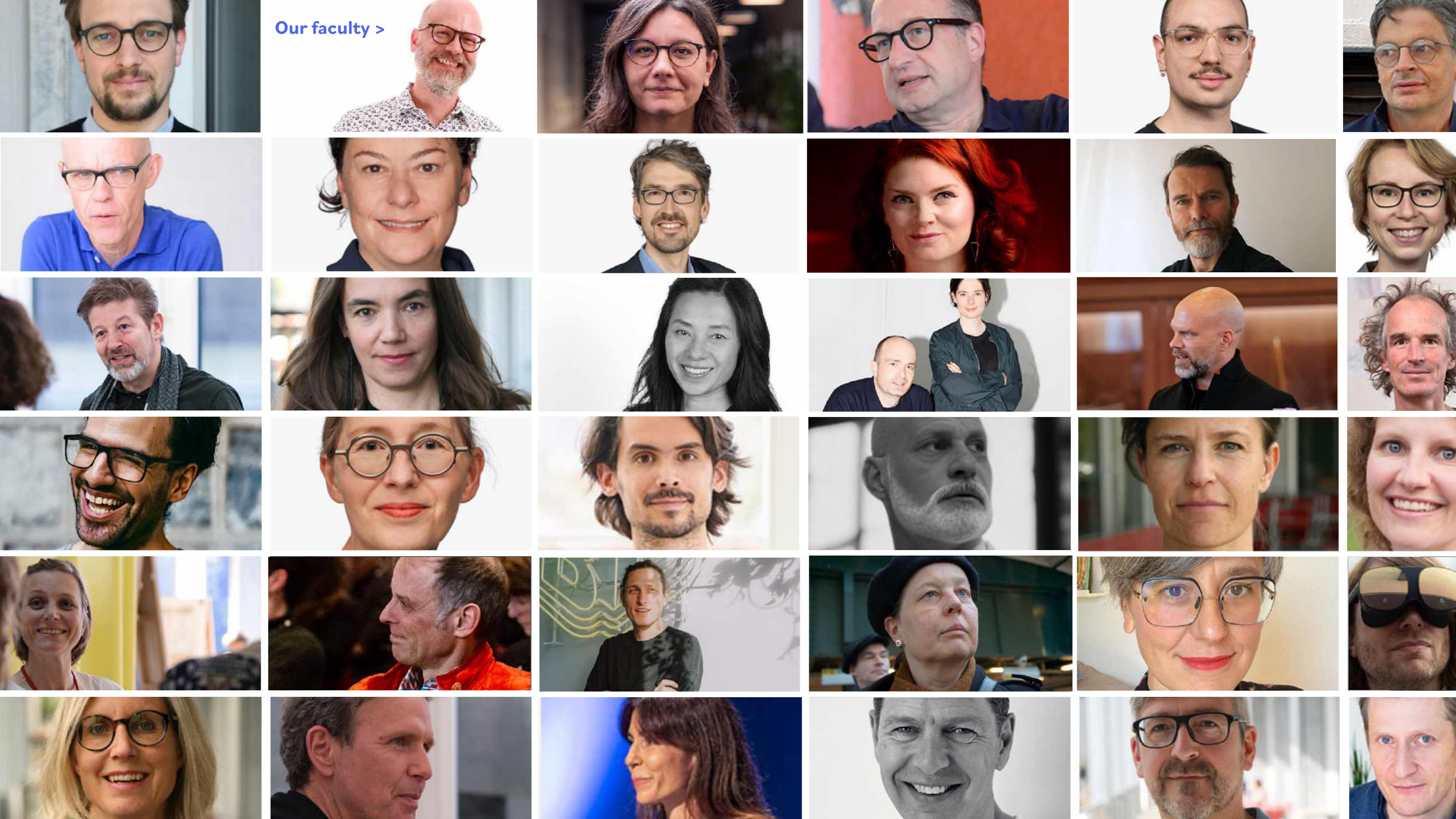
Sensational Wood
Awakening the senses through sustainable,
tactile wooden interfaces



[Our faculty >](#)



Our faculty >



**FOR
SINCE**

**We champion the next generation
of change agents who reimagine
material culture.**

**Master
Design**

Master Design

Vision statement **We champion the next generation of change agents who reimagine material cultures.** Signs, objects, materials, and fields of encounter are our playing field.

"To create, one must first question everything."

Eileen Grey, Architect and Designer

MA description

As we face future challenges, designers make abstract things tangible, negotiating material and immaterial values.

Diverse cultural value systems and their relationship to products, materials and spaces are the focus of our Design investigations in the Anthropocene.

Our goal is to facilitate a resilient future by questioning our desires and asking ourselves what product our world needs. This includes challenging the way we dress, communicate, live together, shop, trade and thrive.

Through collaborative and practice-based design approaches, we harness the power of change to drive innovation in design.

Master Design

MA leads

Daniela Zimmermann

www.hslu.ch/master-design

Students

Master Design

USP

- **Prototyping impact:** well-equipped facilities foster design exploration and support a comprehensive understanding of circular and adaptive products, materials, and spatialities.
- **Expanding the scope of design:** excellence in sustainable entrepreneurship with dynamic interdisciplinary and collaborative networking projects.
- **Regenerative Design approach:** bio-fab-labs focus on researching interventions within the natural limits of our planet.
- **Tailored individual coaching** with leading professionals to foster self-reflection and personal growth.
- **Interdisciplinary setting:** a unique environment including three other master programs encourages students to develop strategic personal profiles by enhancing their skills with competencies from related fields.

www.hslu.ch/master-design

Master Design

Core module

Core Modules focus on MA specific subject matter, methods, and collaboration competencies.

Design to Context

Inside out and outside in: building and re-positioning the professional profile by strengthening individual skills, reflecting and extending existing fields by using a relevant outlook for the future.

Experimentation in Design

Various frameworks and methods are essential to help engage with stakeholder groups, identify evidence, gain new knowledge through explorative data collection and analysis, and build strong argumentation.

Design & Value

We are redefining our material culture by recognizing the importance of invisible and visible elements as equally relevant dimensions and taking action to grow sustainable entrepreneurship disruptively within design.

Master Design

Core module

Fall semester

Material culture

Visual research & design vision

Inside-Out & Outside-In

Methods in design

Visible & invisible design elements

Peer feedback

Experimentation framework

Project planning

Design & value

Presentation design vision & reflection

Spring semester

Theory & practise

Information & atmosphere

Design & spatial intervention

Audience & experience

Scenographic exploration value

Prototyping & collective validation

Critical challenge on material culture

Process versus product

Value chain & proposition

Presentation 3D design vision & reflection

Magdalena Tomoff, MAD 2024

In a white room with Piranhas:

New frontiers in healthcare with data-driven color design and material experimentation.

Förderpreis der Zeugin Stiftung

Designer, SCDH



Mira Durrer, MAD 2023

NERI

A regional network of ecological
and regionally sourced textiles.

MA Design Price '23: Circular Design

Atelier Stollberg, teaches at HKB

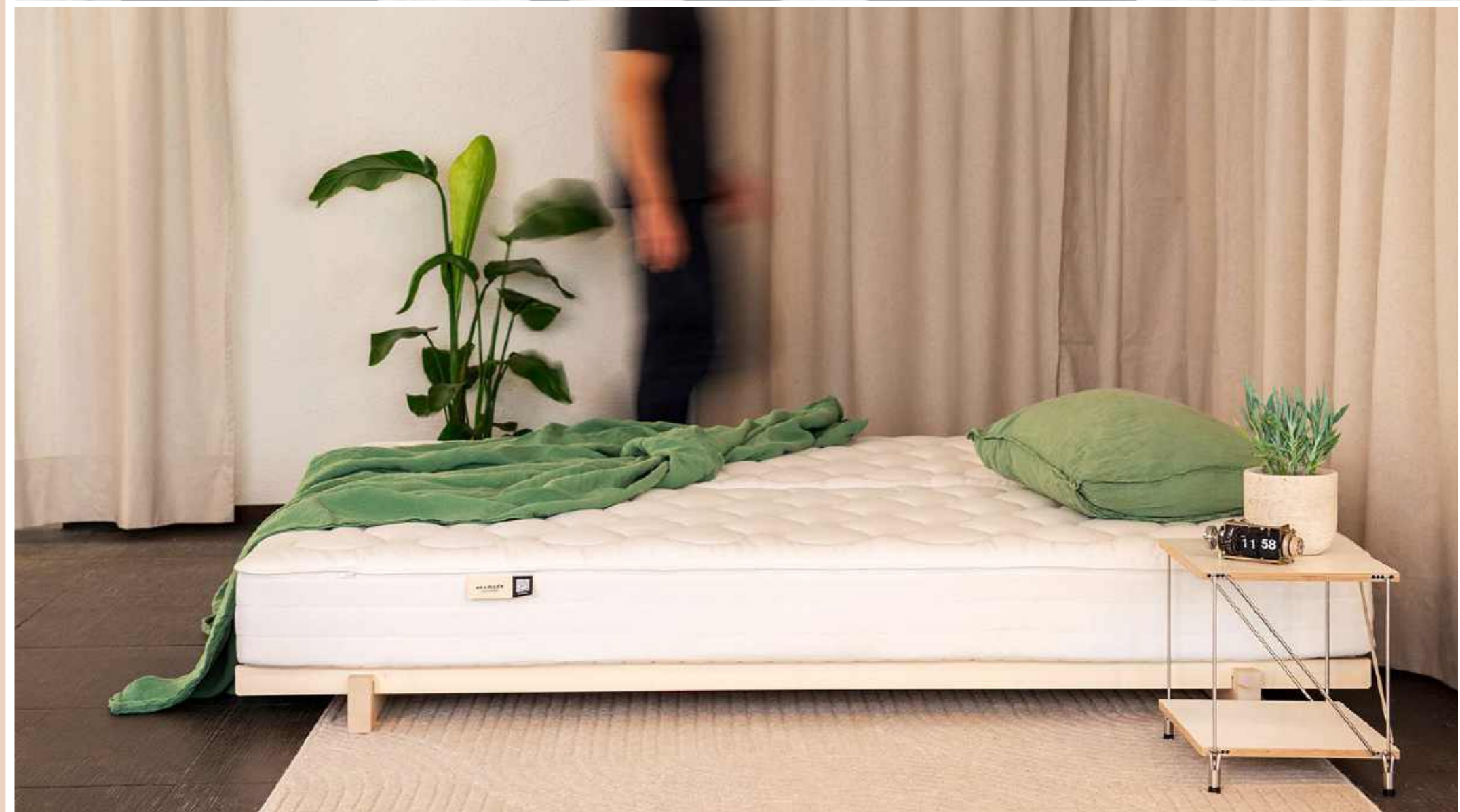
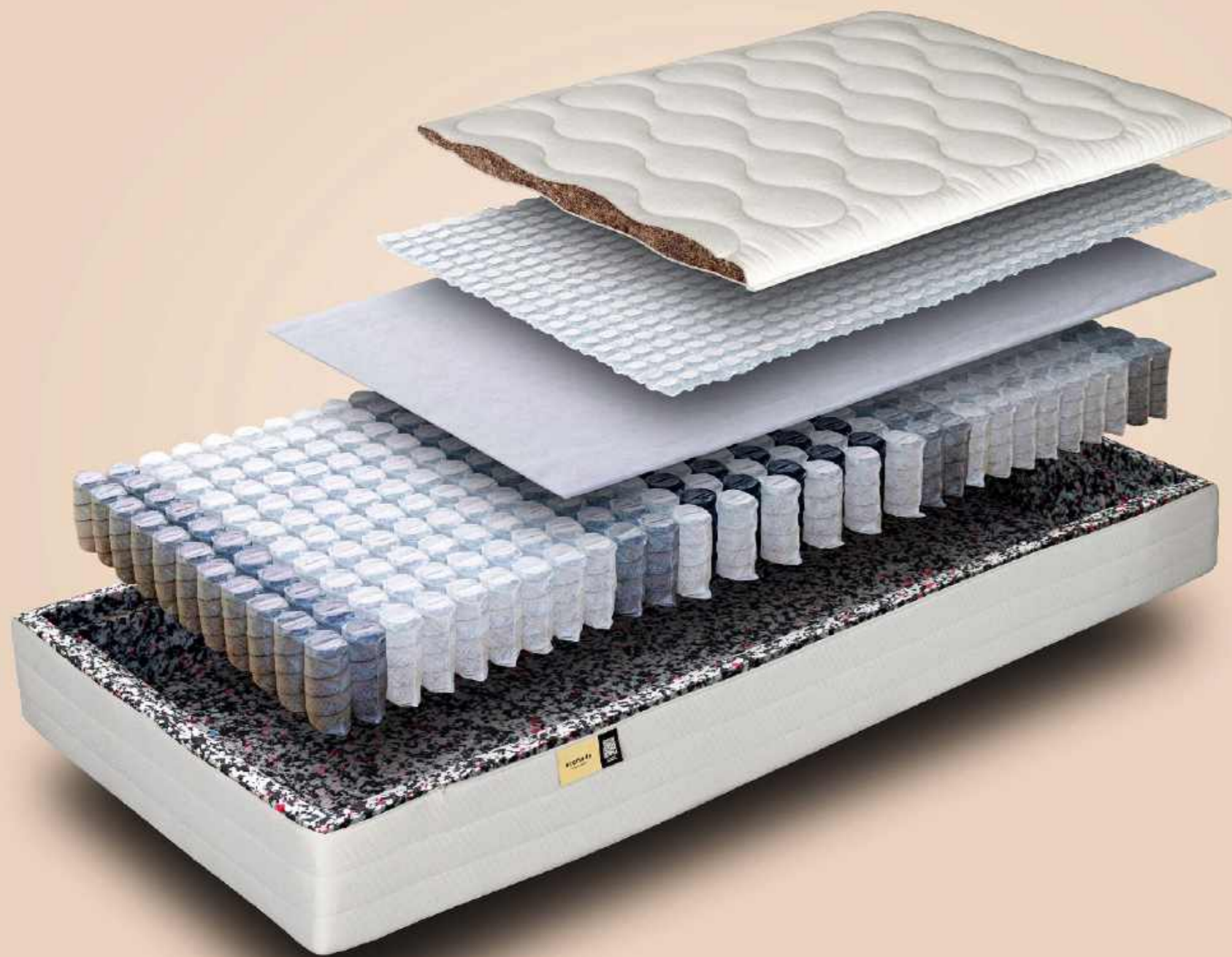


Joel Hügli, MAD 2022

ECOMADE -
Ecological Mattress

Design Preis Schweiz 2023

Ecomade startup Zürich



Angela Wicki, MAD 2022

Regenerative education
A network for teachers to
legitimizing and promoting
teaching in and with nature.

Design researcher, HSLU

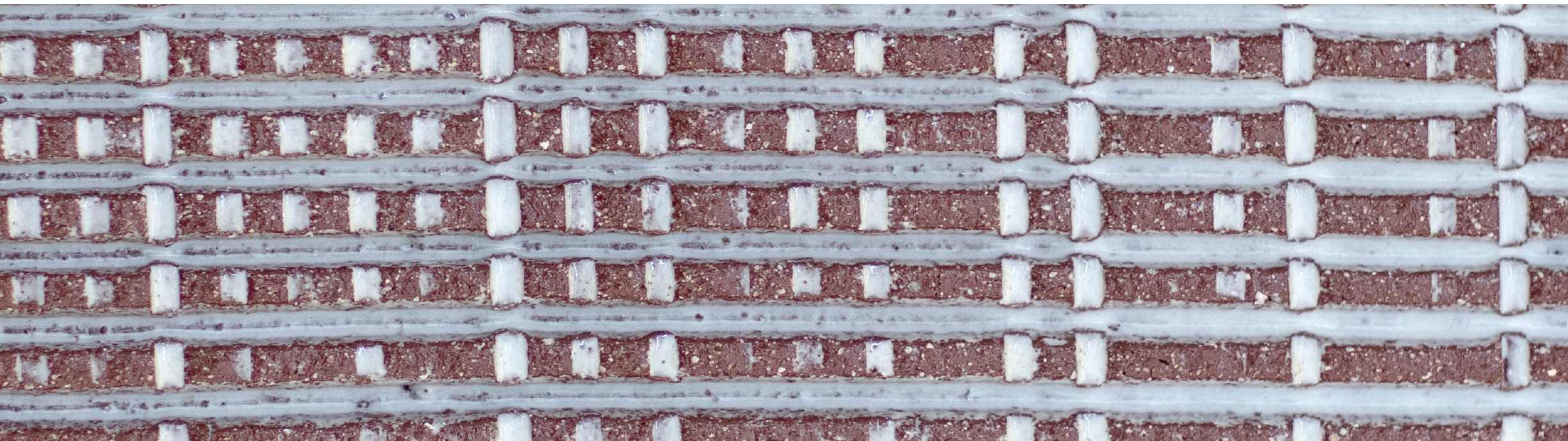


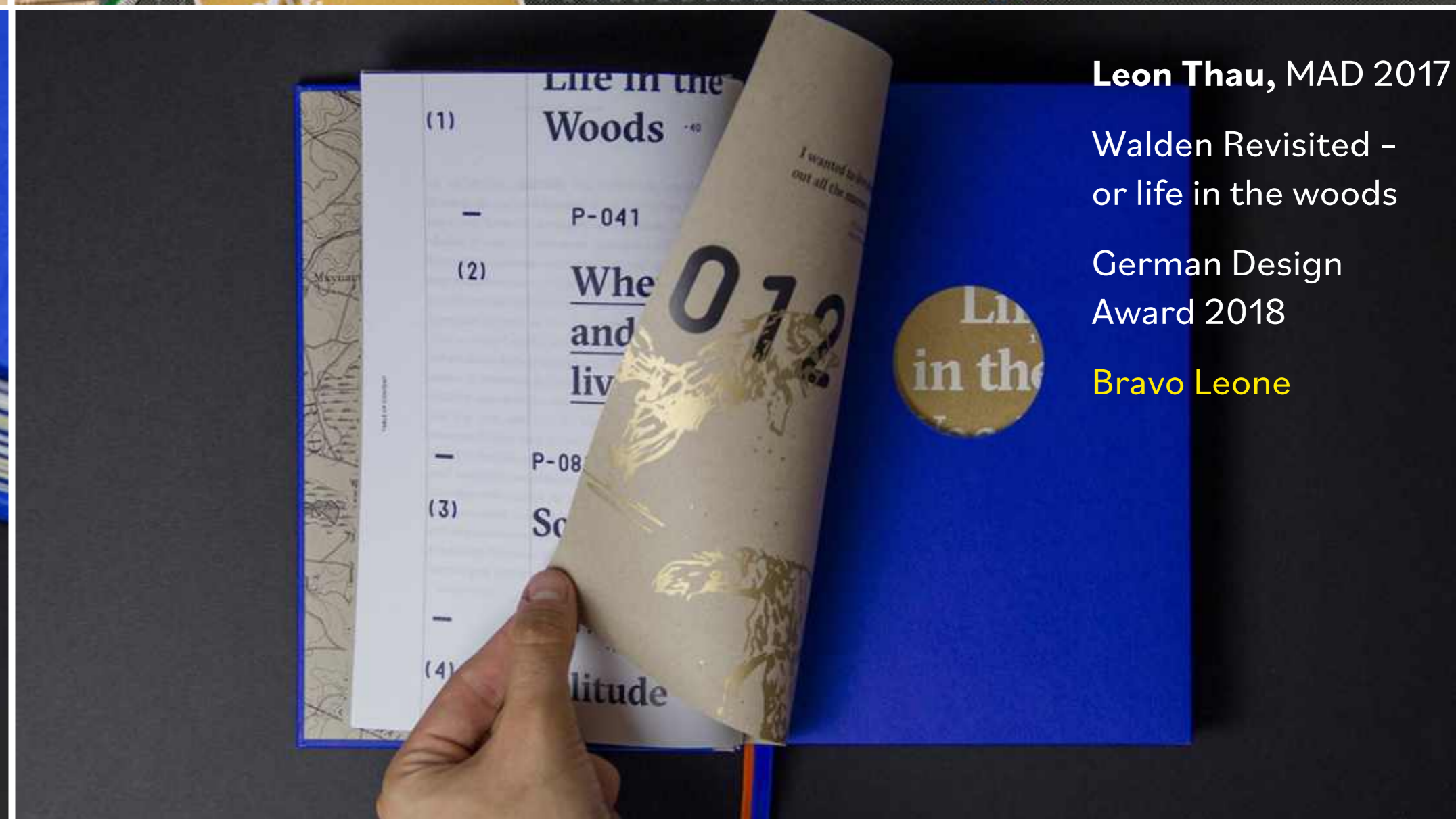
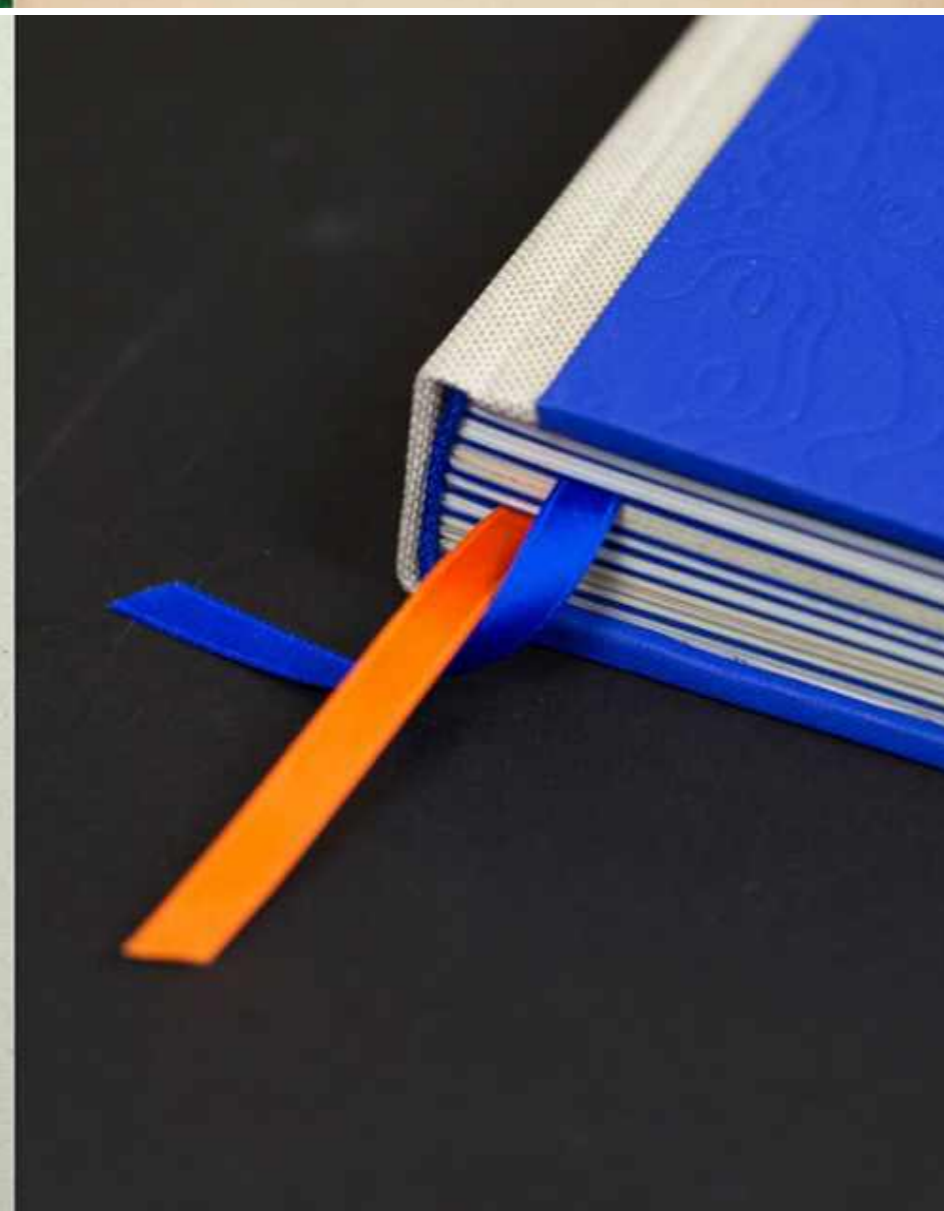
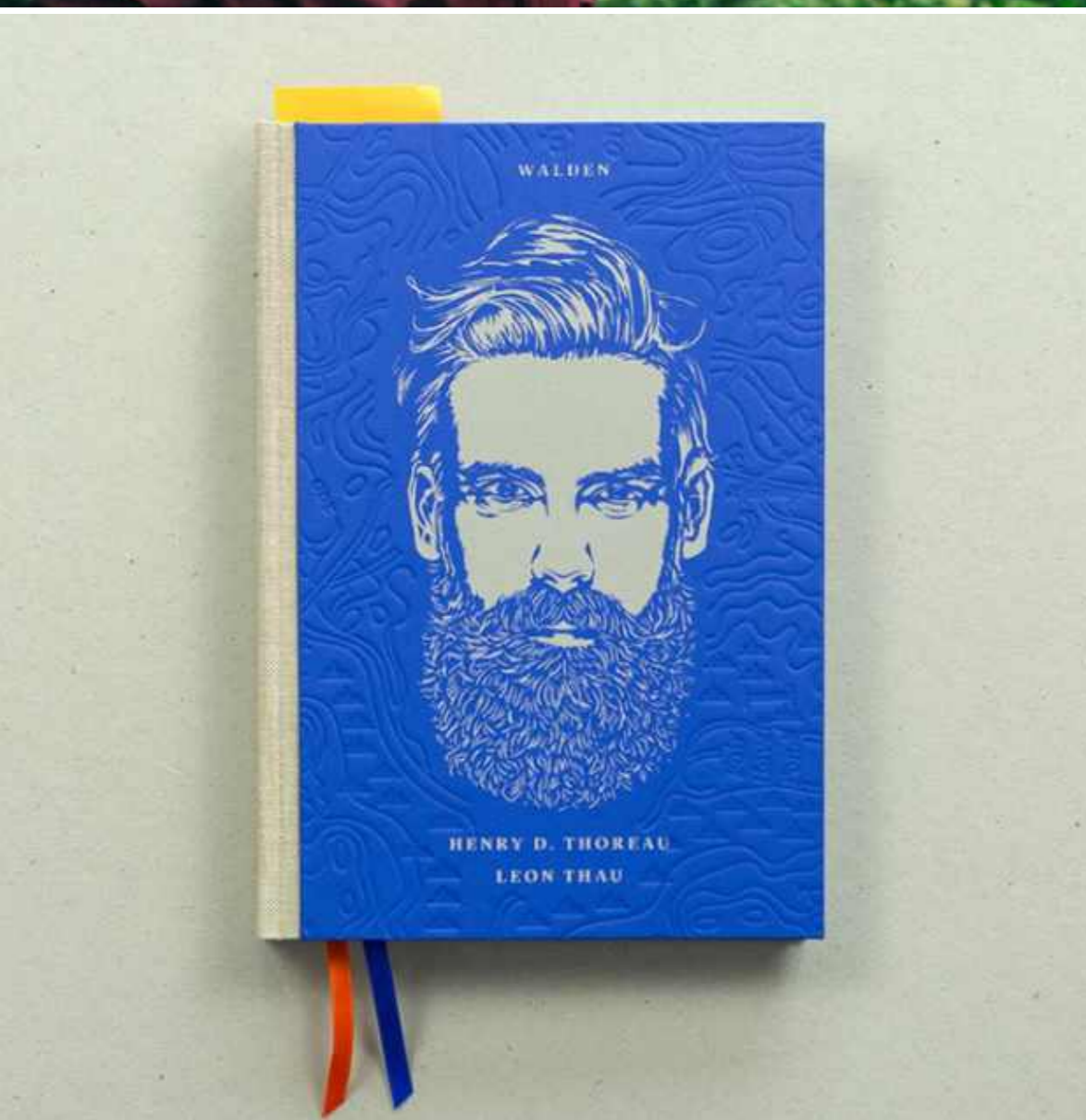
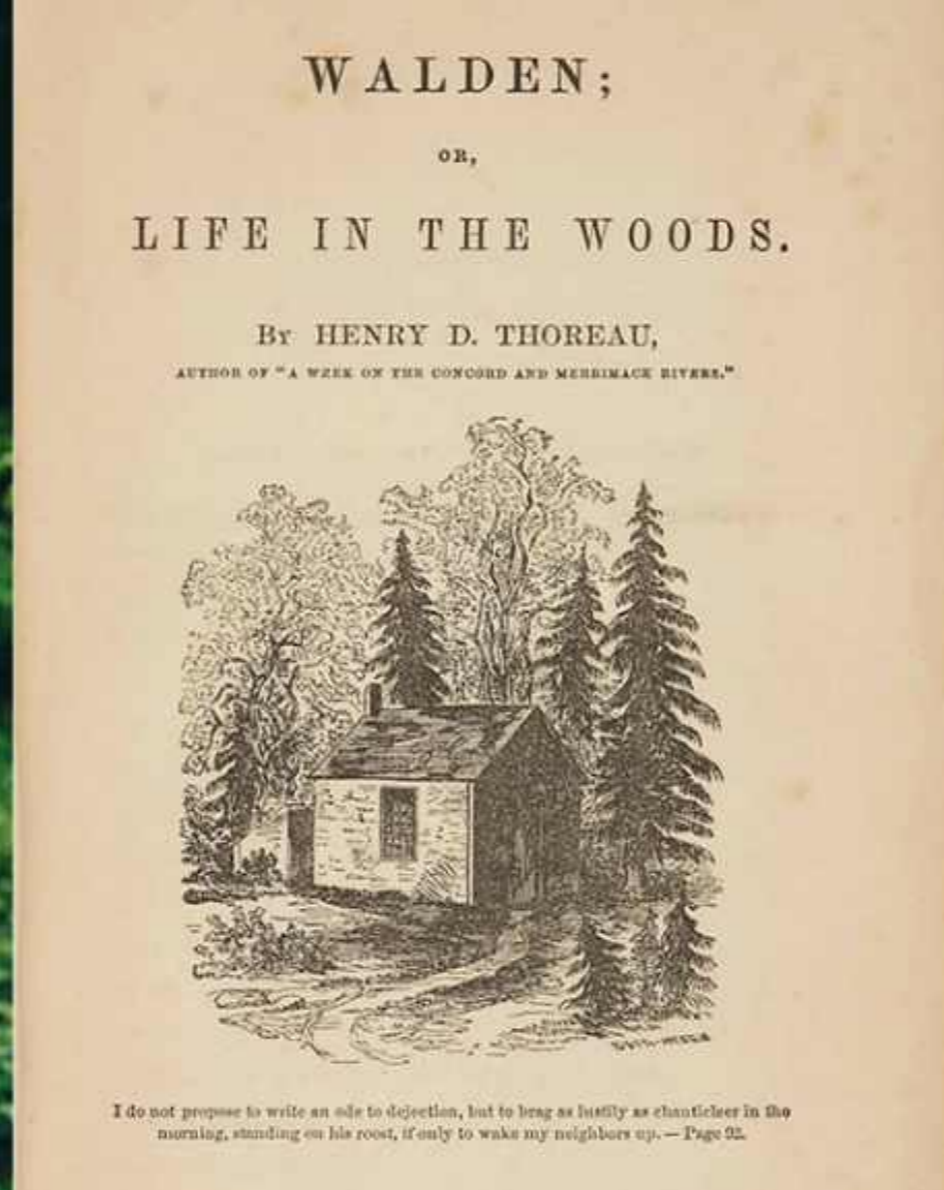
Source: natuerschuel wildwuchs



Cornelia Gassler, MAD 2018
Clinker play - design-driven
experiments with machine,
material and spatial effect.

Researcher, HSLU





Workshop Introduction

Digital
Ideation

Digital Ideation

Vision statement **We drive innovation at the intersection of technology and society, creating sustainable impact through interdisciplinary collaboration.**

**“Design is a way of thinking.
It’s about making a better future
by imagining what’s possible.”**

Tim Brown

MA description

This unique program empowers you to transform emerging technologies into sustainable, everyday realities through interdisciplinary collaboration. It focuses on projects that promote local impact and align with our core values. You will engage with assignments from external partners or pursue your ideas, all discussed in dynamic plenary sessions.

You will benefit from insights provided by expert coaches and utilize cutting-edge methods and tools, gain hands-on experience in various areas, including User Experience and Interaction Design, Spatial Computing, Augmented and Virtual Reality, Web Applications, Data Visualization, the Internet of Things, Artificial Intelligence, and Machine Learning.

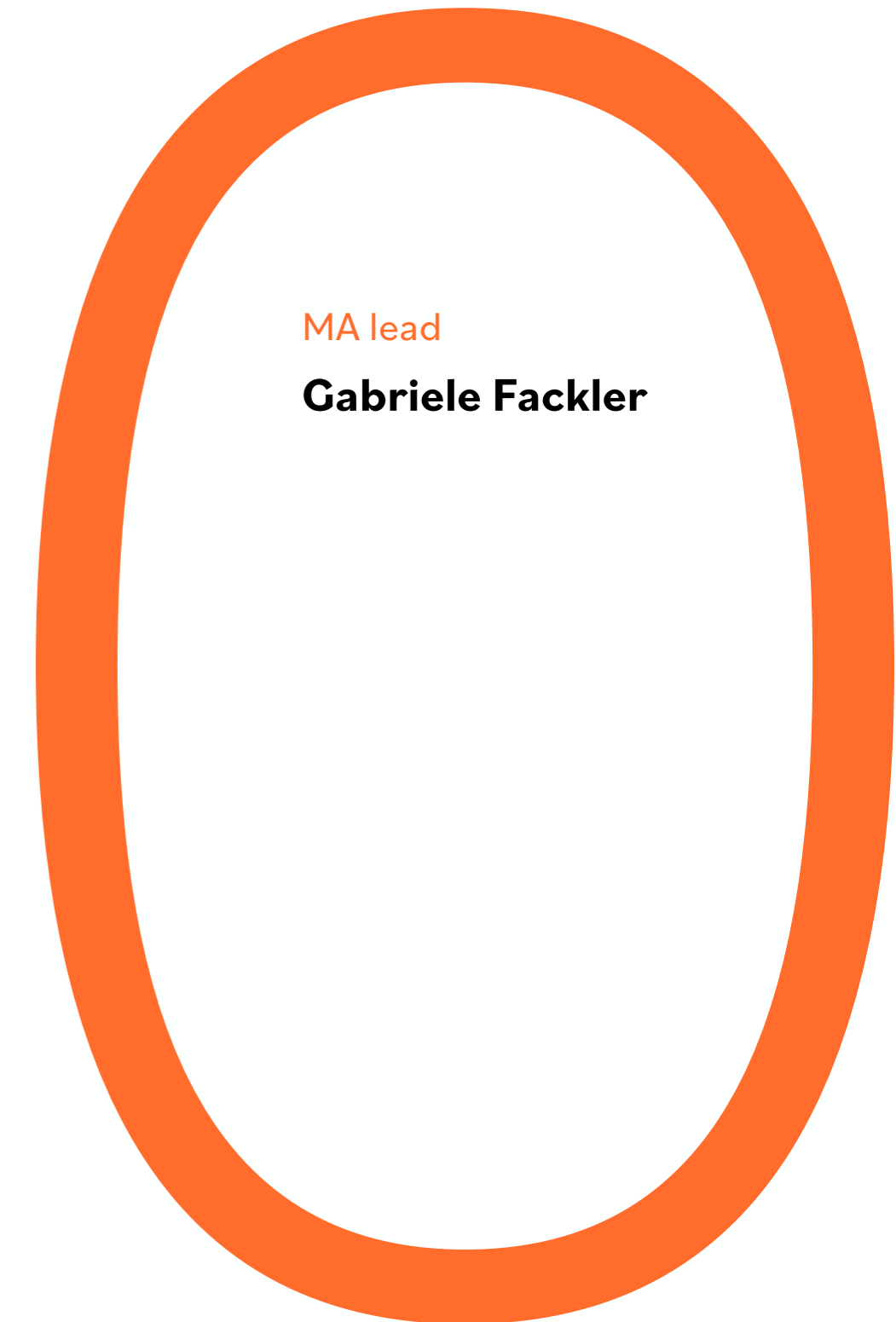
Our research-oriented approach ensures you develop competencies that endure beyond your Master's duration.

Digital Ideation

www.hslu.ch/master-digital-ideation



Students



MA lead

Gabriele Fackler

Digital Ideation

USP

- **Interdisciplinary Degree Program:** the Colleges of Design Film and Art, and Computer Science engage students to collaborate across disciplines, acquiring advanced skills and methodologies from both fields.
- **Learning by doing:** students develop and test their innovative ideas for a sustainable future alongside like-minded peers.
- **Support for Start-ups:** many students opt to transform their projects into start-ups after graduation. The HSLU's Startup funding program assists them to succeed.
- **Research-oriented approach:** ensures that students develop competencies that endure beyond their Master's program.
- **Deliver results with measurable social impact:** graduates become leaders in the development, implementation, and evaluation of the next generation of human-computer interactions.

www.hslu.ch/master-design

Digital Ideation

Core module

The Core Module focuses on MA specific subject matter, methods, and collaboration competencies. Our topics are:

Technology & Society

- Spatial computing & applied games
- Machine Learning & artificial intelligence
- Internet of things
- Technical risks and security
- Open source & copyright

Diversity & Management

- Creating a vision & strategy
- Growing diverse teams
- Managing diverse teams
- Liberating structures
- Sustainable project organization

Exploration & Innovation

- Dynamic design processes and concepts
- Behaviour change by design
- Measuring change
- Communicating complex information
- Vision & storytelling

These topics are reviewed from year to year and adapted if necessary. **We are now focusing on innovation by collaboration.**

Our goal is to prepare students for the position of a Product Owner, UX Manager or allrounder in a tech start-up.

Digital Ideation

Core module

Fall semester

Personal motivation, shared topics and values

Ideation, vision and strategy

Agile theory, ux and agile

Agile practice & innovation

Research questions & user research methods

Game theory and practice, applied games

Storytelling & gamification, design sprints

Spatial computing & UX principles

Introduction to C Sharp and Unity

Realizing spatial computing

Spring semester

Communicating complex information

Machine learning technical introduction

Machine learning application

Artificial intelligence, society and ethics

Theory formation through conceptual modeling

Open source and copyright

Sustainable project organisation

Risk and security

Internet of things

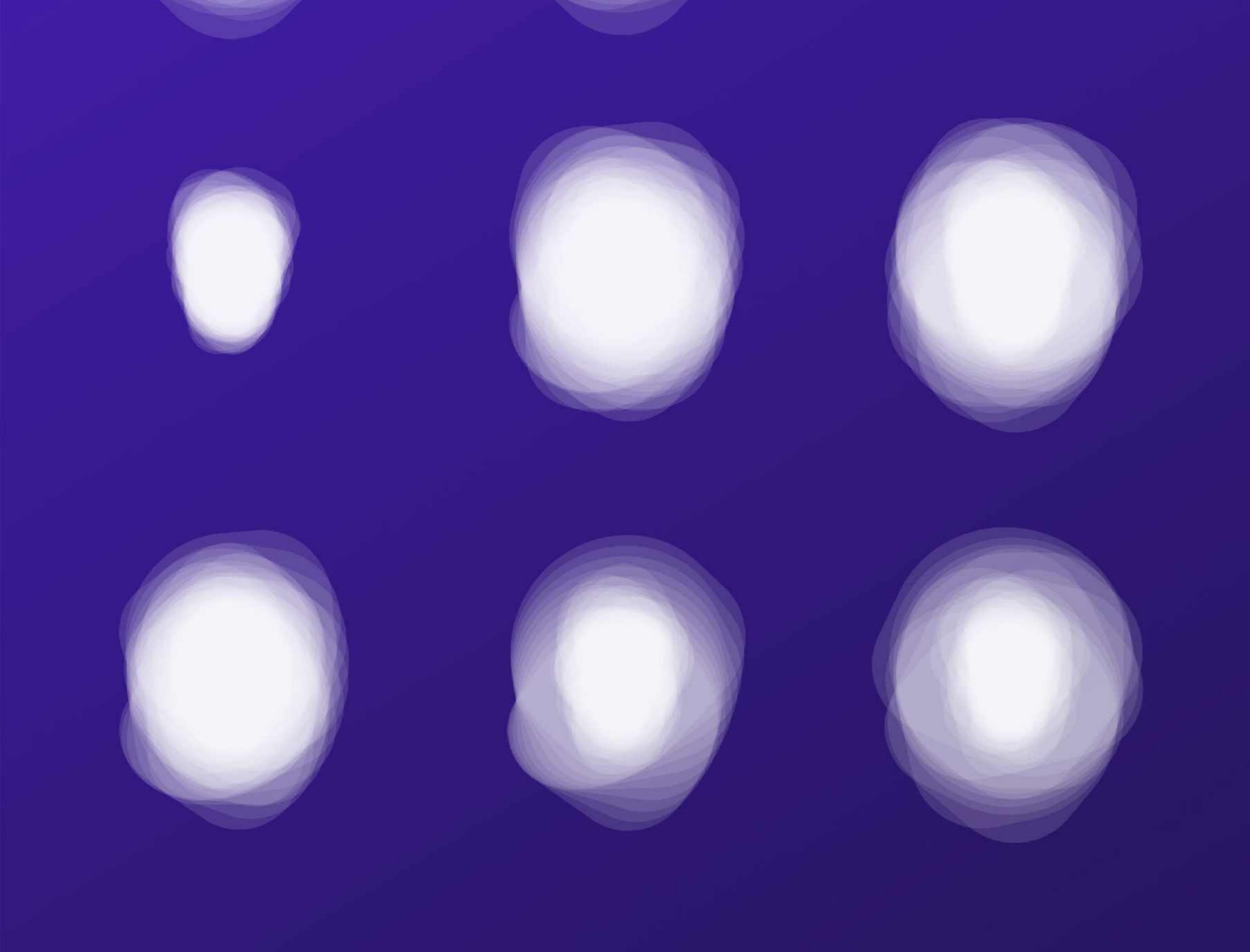
Presenting your vision & reflection



Tim Hochuli, Rahel Tohini,
MA Digital Ideation 2024

PastPhone: An interactive museum
experience for school children
that utilizes artificial intelligence.

Studio Timbotoni



Thomas Moser,
MA Digital Ideation 2024

Voices in your head Which
inner voice should guide you?

smartive AG



Tobias Kreienbühl, MA Digital Ideation 2024

Saving Anna: An early modern age drama in VR.

MA Design Price'24: Risk Taker

Researcher, HSLU Informatics





Sandro Ullrich
MA Digital Ideation 2024

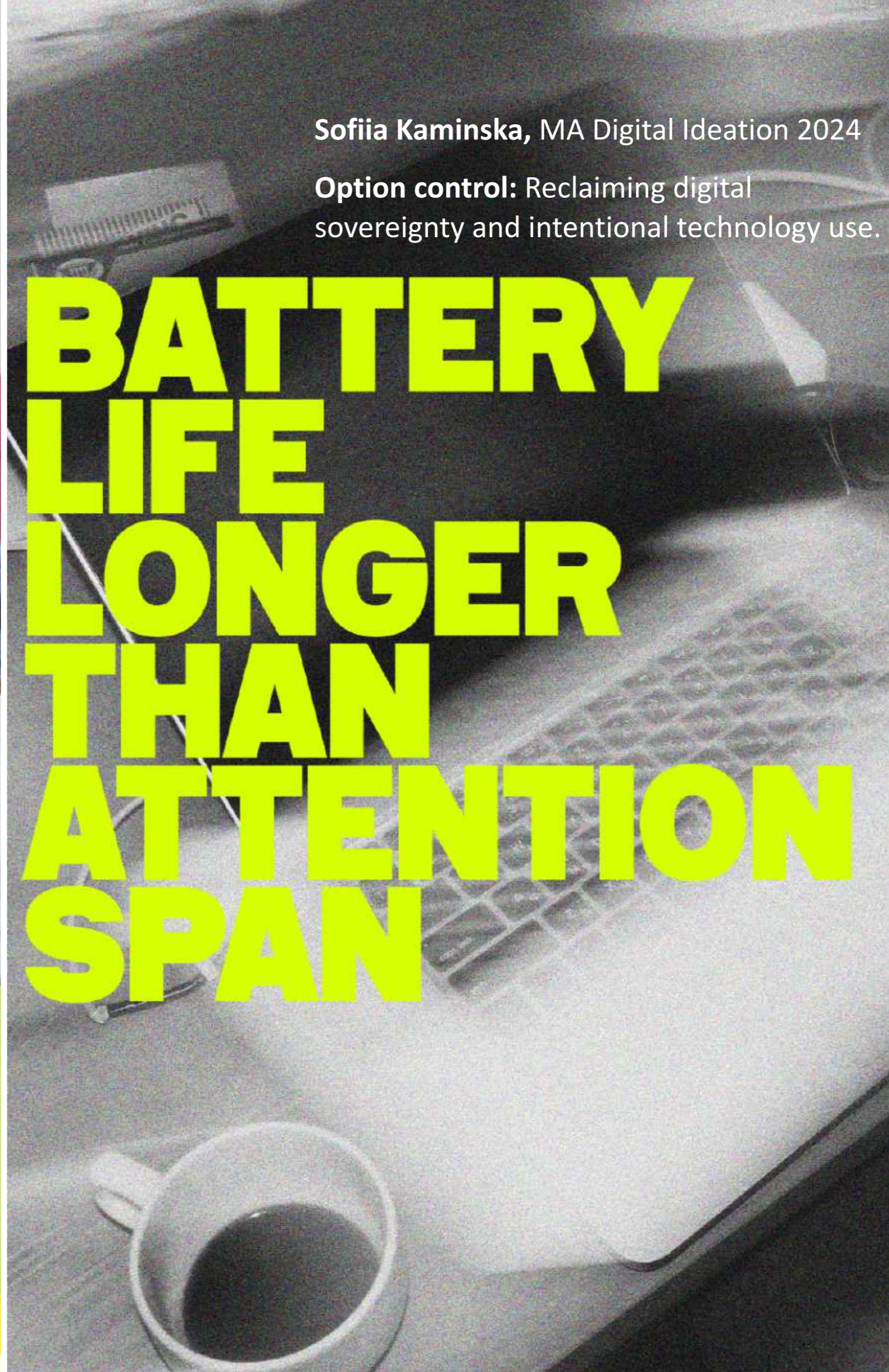
Anura league: The game that
turns GenZ into nature freaks

Co-founder Anura league





**option
control**



Sofia Kaminska, MA Digital Ideation 2024

Option control: Reclaiming digital sovereignty and intentional technology use.

**BATTERY
LIFE
LONGER
THAN
ATTENTION
SPAN**



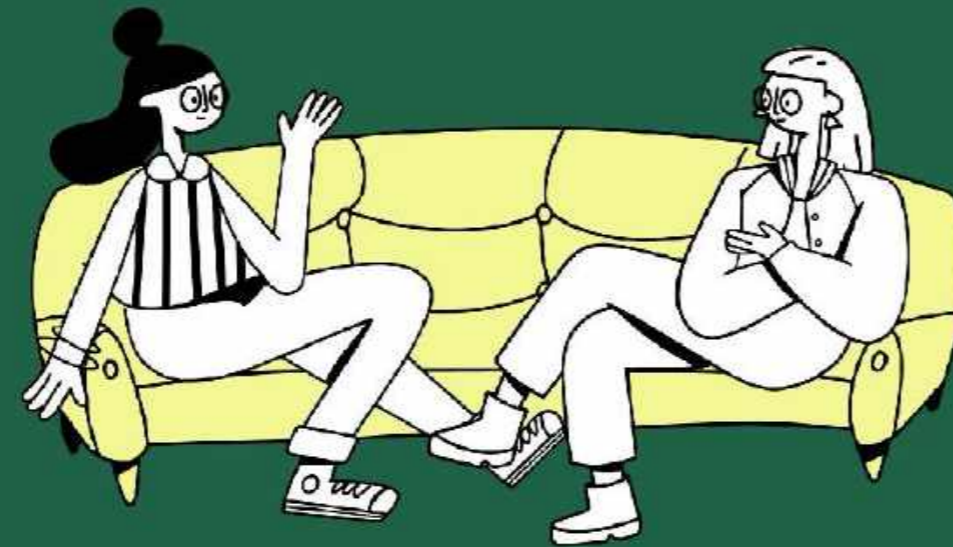
**IS THAT A
FEEDING
OR EATING
YOU?**

**Master
Design**

Envision your financial future

Embark on a guided journey toward financial clarity, armed with actionable strategies and educational resources that align your economic decisions with your personal goals.

Start your journey



Factors shaping women's economic realities in Switzerland

18% 35% 16%

Gender pay gap

The gender pay gap means women earn on average CHF 1,500 less per month than men. Influenced by career choices and structural inequalities, this disparity extends across careers, often intensified by family planning impacting earnings and advancement.

Gender pension gap

With the maximum state pension at CHF 2,450 per month, the significance of enhancing retirement savings through additional provisions becomes clear. Without it, there is a risk of financial difficulties in the retirement years..

Gender investing gap

Over half of women prefer conservative saving methods like savings accounts, often due to lower confidence in financial knowledge, leading to missed opportunities in higher-return investments. Only 31% of women invest today.

Start your financial journey in 3 steps

1 Discover your financial personality

2 Your financial reality check

3 Shape your future, starting today

Stephanie Zingg, MA Digital Ideation 2024

Mind the gap: A journey towards women's financial empowerment

UX Designer, Zurich Insurance



Service Work

**Service
Design**

© Design by Michael Speranza

Service Design

Vision statement **We design services from insight to implementation, coherent across digital and physical touchpoints, and the organization's ability to deliver them, for people, public and planet.**

"The only important thing about design is how it relates to people."

Victor Papanek

"The future will be less about predicting it and more about collaborative designing it"

Josephine Green

MA description

Services are central to the human experience in everyday life. Services enable people to trust and interact with government, businesses, and society. Many accompany us over the long term, others are accessed periodically. They all operate across multiple touchpoints, from the digital to physical, people to places.

We aim to design services that enable people and organizations to achieve their goals. Service Design goes beyond customer experience by also being a catalyst for the backstage change and transformation that must happen for organizations to deliver services across multiple channels through new values, policies and processes, technologies or ways to organize them all.

Service Design

MA Co-Leads

Dr. Andy Polaine

Daniele Catalanotto

www.hslu.ch/master-service-design

Students

Service Design

USP

- **First Swiss Master's program in Service Design** offering an international network of renowned instructors, professionals, and researchers dedicated to cutting-edge design research and best practices.
- **Insights to implementation:** we support both public and private organizations in becoming more inclusive, ethical, sustainable, and caring. The program uniquely focuses on public services combined with public sector innovation, policy, and business modeling.
- **Creative intelligence:** building processes for people to flourish. Services designed to be performed from start to finish.
- **Framing systemic issues:** leveraging potential futures for impact and engagement.

www.hslu.ch/master-service-design

Service Design

Core module

The Core Module Service Design explores the design and delivery of multi-touchpoint services through understanding human experiences, co-design with stakeholders, organizational change, and the role services play for people, public and planet.

The module is organized around three main thematic clusters:

Service Design Basics

What is the service design mindset? What differentiates services for products? We learn about elements that ‘make’ a service, what makes a good service, key methods, and values that frame people’s expectations, experiences, and interactions.

Leading Conversations

Relationships between organizations and individuals are established and lived through service encounters and touchpoints.

We learn about meaningful engagements and inclusion of people in multi stakeholder contexts that require leadership skills and competencies in interdisciplinary and transdisciplinary co-design and co-creation.

Service Design for People, Public & Planet

We explore the social functions of service quality and business models that support sustainable organizations. Deconstructing services and understanding the impact of them in the world to design for people, public and planet.

Service Design

Core module

Fall semester

The Landscape of Service Design

Characteristics of Services

Qualities of Services

Services & Organizational Systems

Touchpoints and the Human Experience

Research Methods for Service Design

Public Services & Policies

Mapping Journeys and Ecosystems

Setting Up Projects and Engagements

Discovering Values, Inventing Possibilities

Spring semester

Co-Designing & Participatory Methods

Prototyping Services & Touchpoints

Storytelling, Pitching & Presenting

Value Propositions and Business Design

Conversation Starters

Workshop Facilitation & Research Ethics

Project Clinic & Reflection

Service Design Futures (AI/Digitalization)

Critical Perspectives on Services

Presentation Design Vision & Reflection

Camila Gutiérrez Meade, MA Service Design 2024

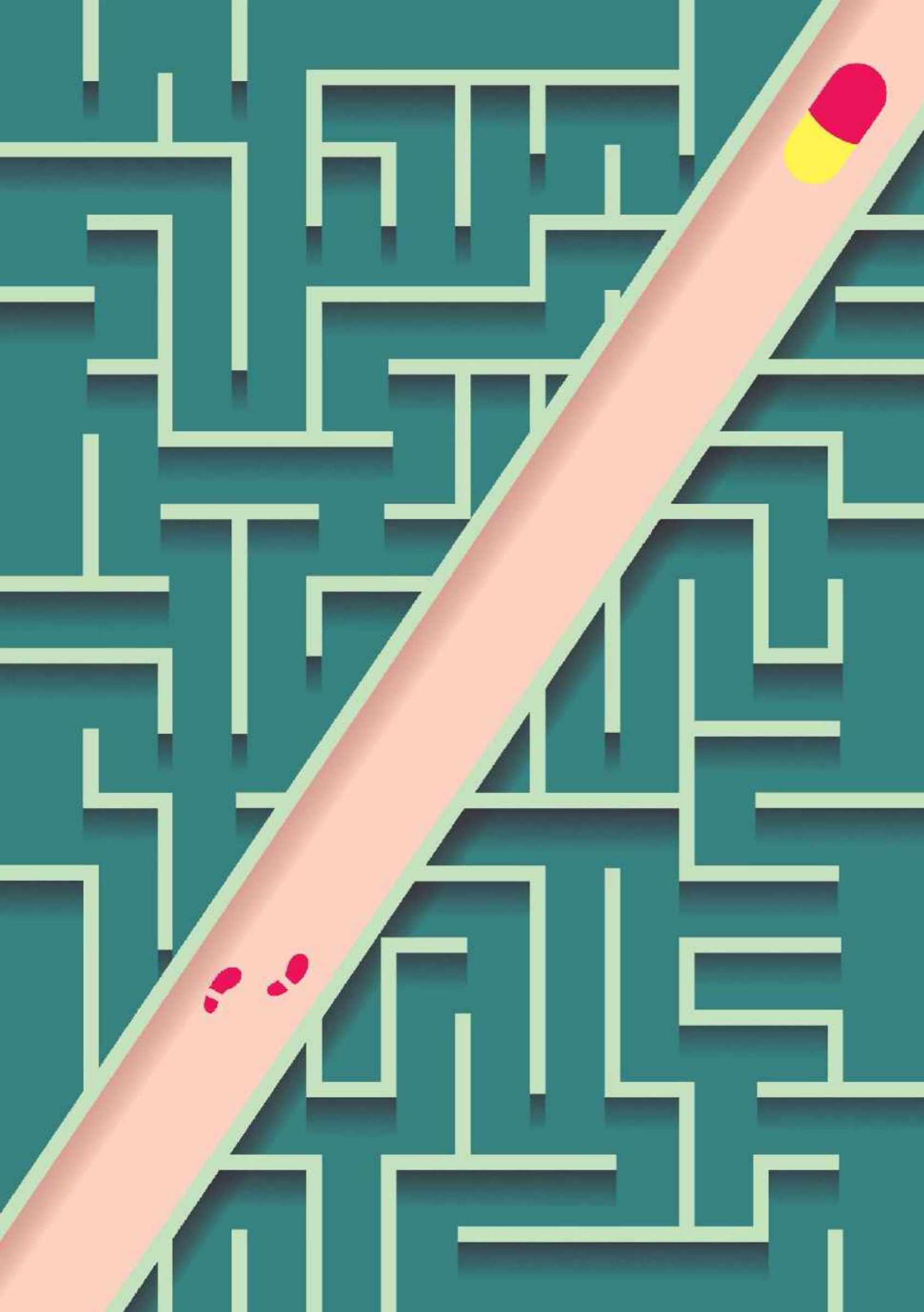
te-toca, mind your tits

Breast awareness in young women.

MA Design Price'24: Radical Niche

Service Designer, Artidis

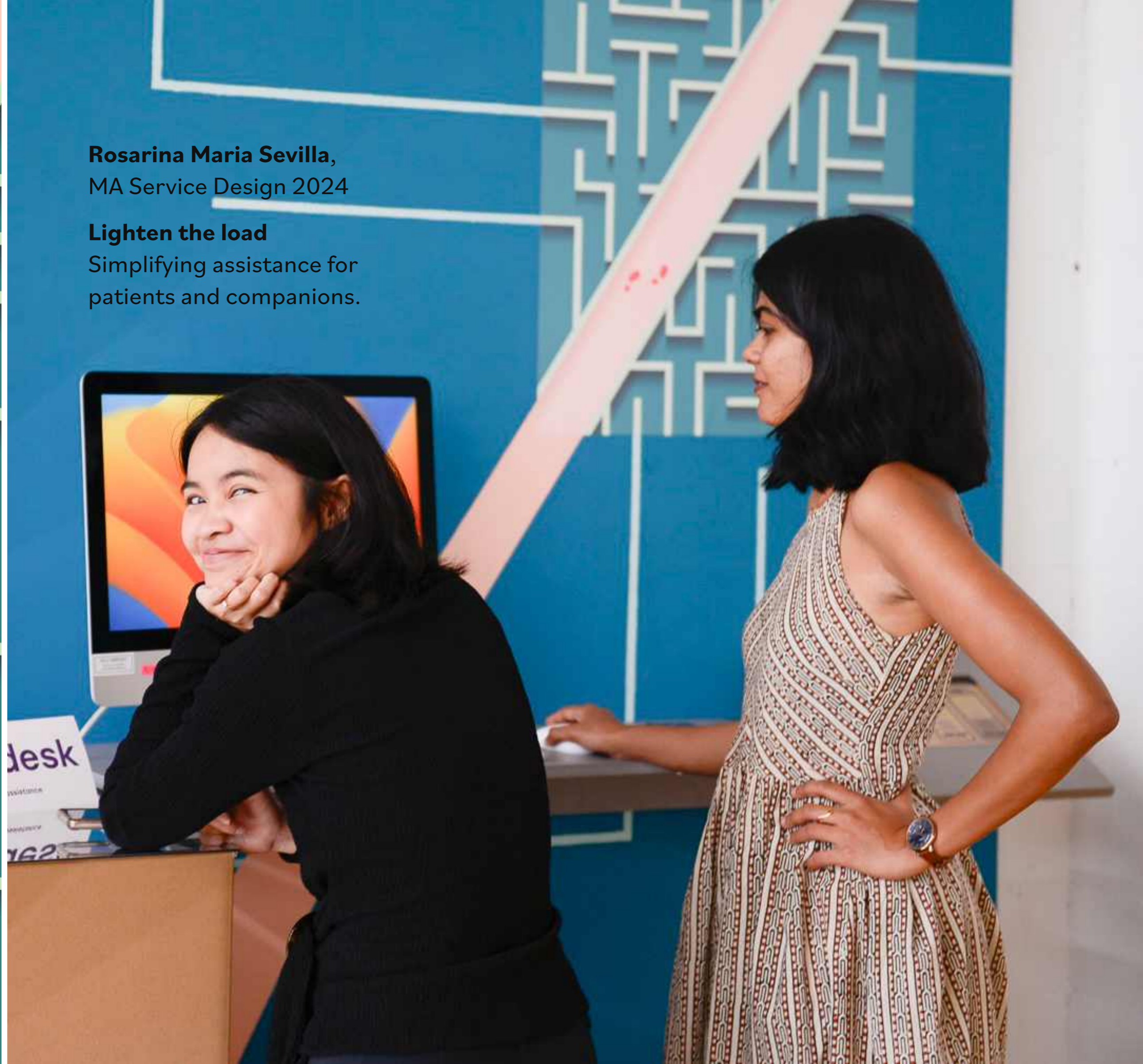


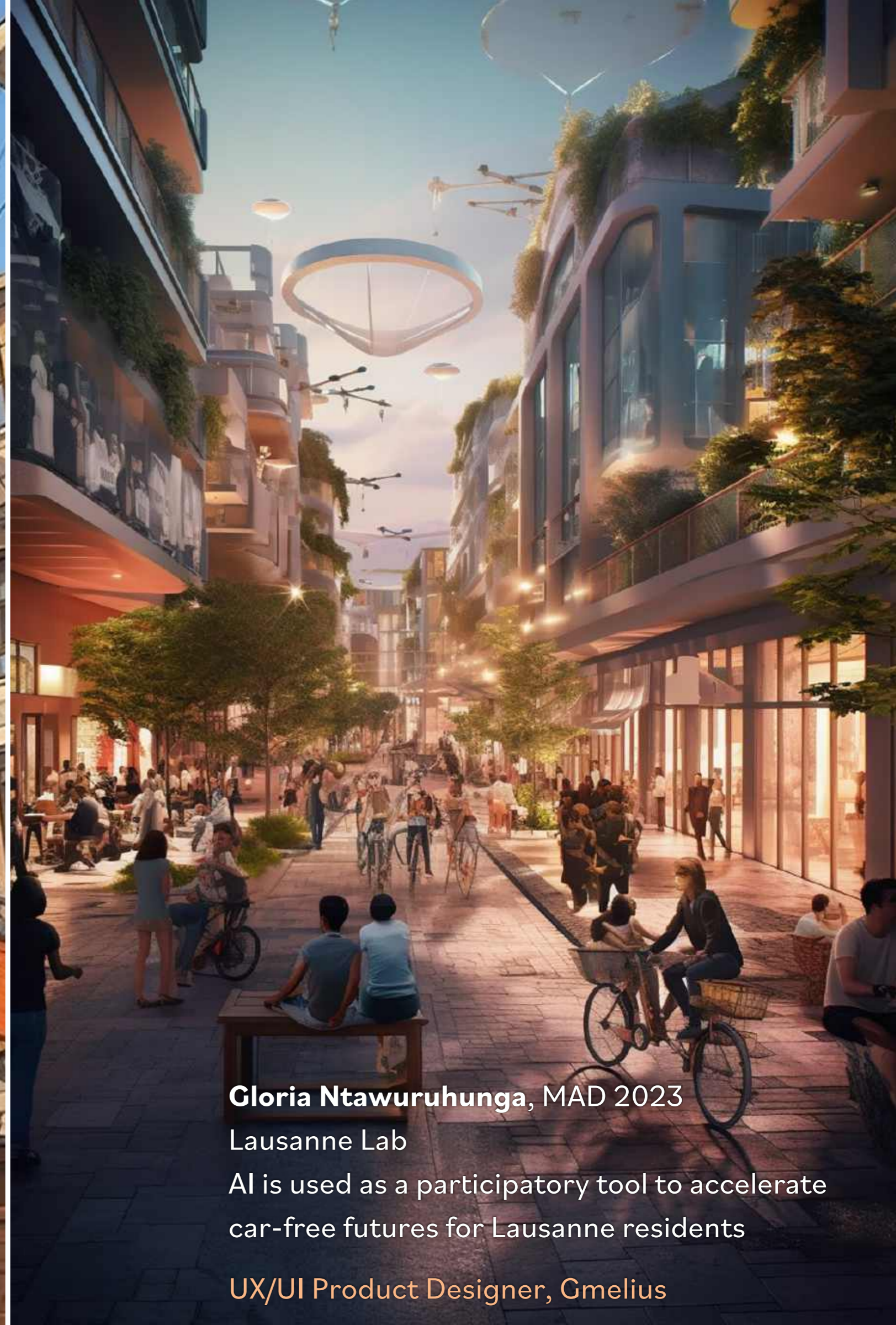


Rosarina Maria Sevilla,
MA Service Design 2024

Lighten the load

Simplifying assistance for
patients and companions.



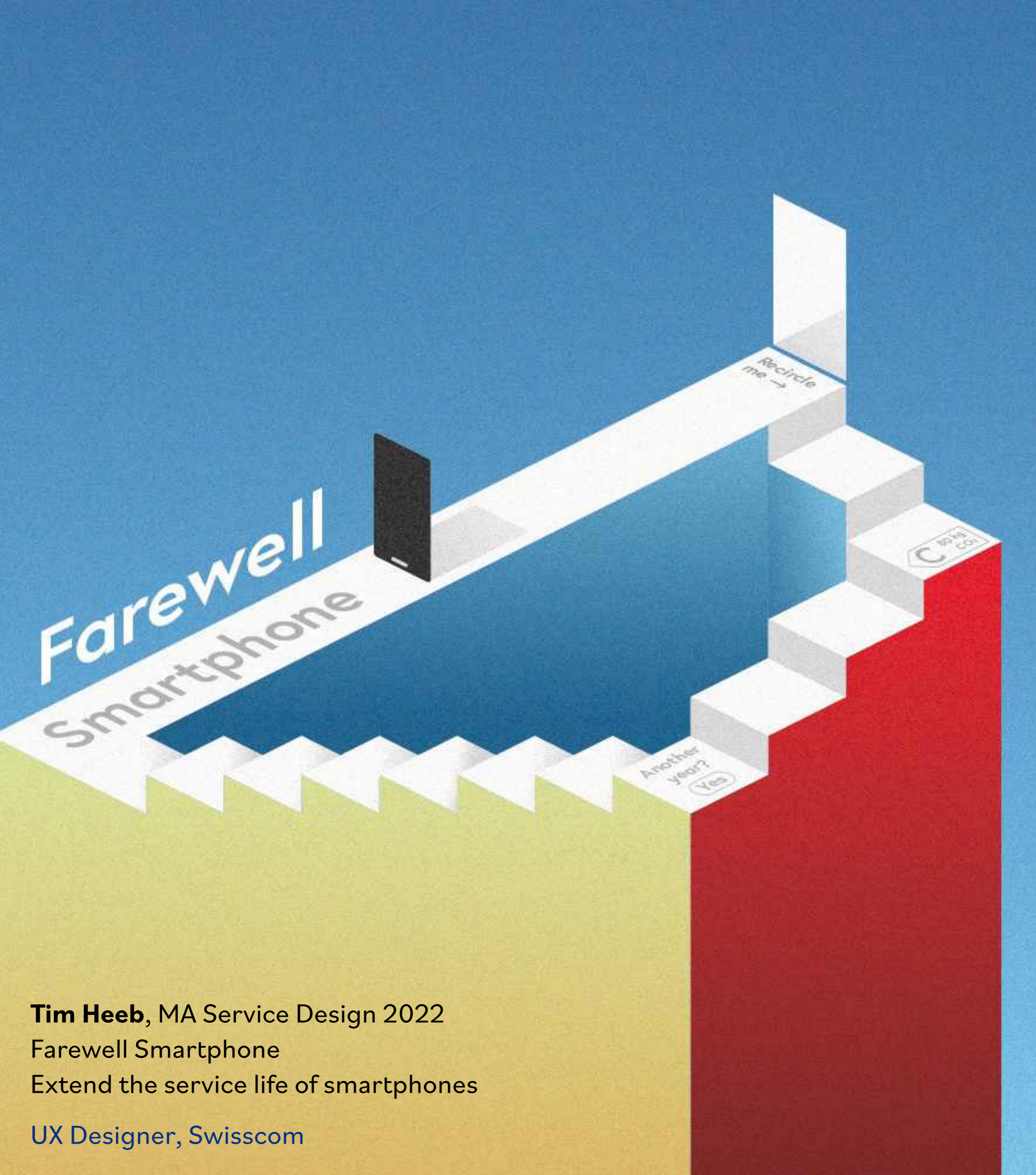


Gloria Ntawuruhunga, MAD 2023

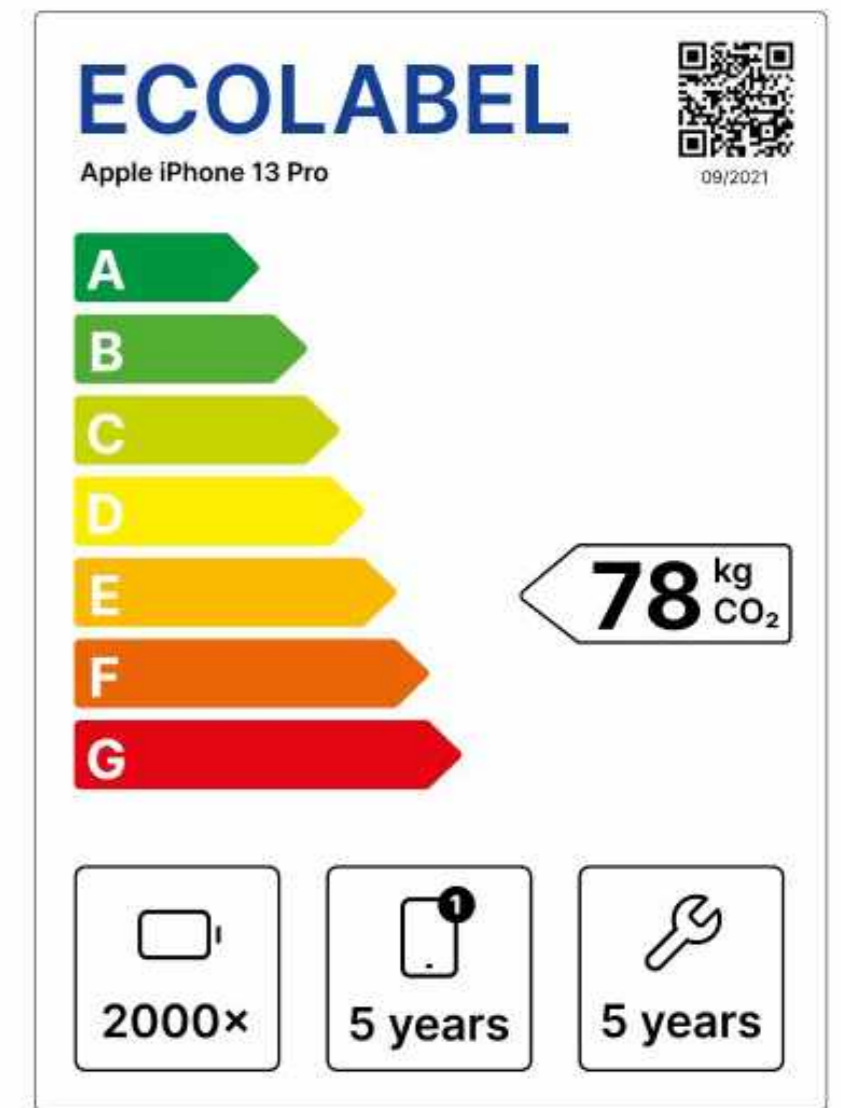
Lausanne Lab

AI is used as a participatory tool to accelerate car-free futures for Lausanne residents

UX/UI Product Designer, Gmelius



Tim Heeb, MA Service Design 2022
Farewell Smartphone
Extend the service life of smartphones
UX Designer, Swisscom



Catalina Cardozo, MA Service Design 2019

By Maria

A sustainable designer-shoemaker-customer-network



ALL DREAMS START SOMEWHERE

In these pics from 2018, you can see us, Gabriela, Catalina, and Martín (in Catalina's belly). We are the founders of By Maria. Gaby is from Ecuador – Salinas beautiful beach town, and she moved to Switzerland 16 years ago to make all her principal studies. Me, Catalina, I'm from Colombia – Bogotá a huge [...]

July 8, 2019

FIND OUT MORE





**Eco-Social
Design**

WELCOME TO THE FUTURE

Eco-Social Design

Vision statement We design for the well-being of present and future communities, redefining the role of designers in driving eco-social transformation.

"What is the use of a house if you haven't got a tolerable planet to put it on?"

Henry David Thoreau

MA description

We are dedicated to creating sustainable, equitable, and resilient futures. Our interventions address systemic challenges by focusing on individuals, the commons, and the planet. Through collaborative, practice-based approaches, we tackle social, environmental, and economic issues.

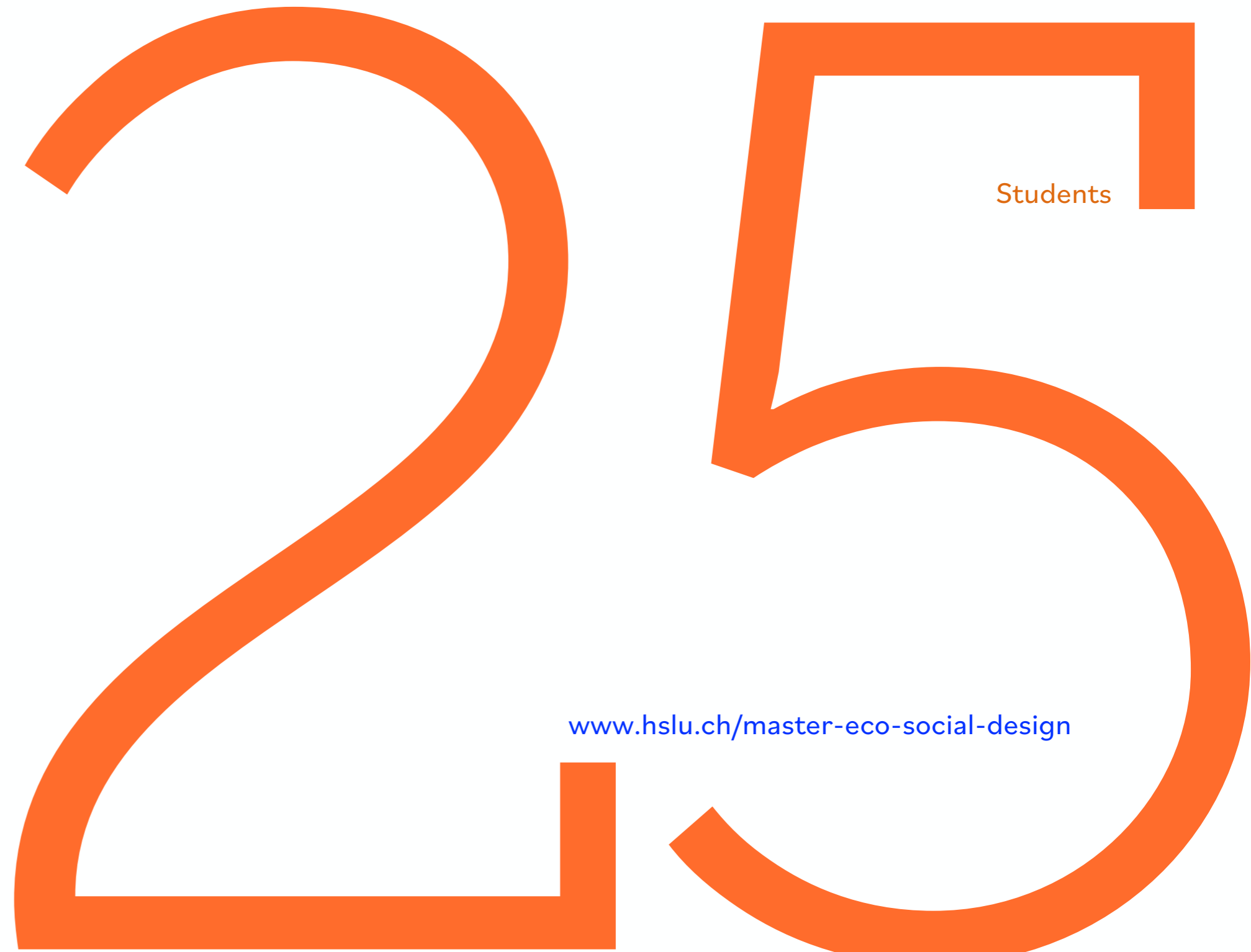
Eco-Social Designers engage with the complex, “wicked” problems of living within the planet’s ecological limits. They navigate intricate systems and collaborate with both human and non-human actors to design interventions at multiple scales — from experimental prototyping and community activism to policymaking and organizational redesign.

Eco-Social Design

MA co-leads **Dr. Andreas Unteidig**
Karin Fink

Students

www.hslu.ch/master-eco-social-design



Eco-Social Design

USP

- **From skills to literacies:** a tailored, dynamic teaching framework centered around five core eco-social literacies, fostering theoretical and practical competencies.
- **Safe, inclusive, and equitable outcomes** emphasizing the interconnectedness of environmental and societal challenges.
- **Design as a movement for societal change:** Highly interdisciplinary and collaborative learning environment enables designers to explore and redefine their roles in addressing today's most pressing issues.
- **Transformative competencies, strategies, and theories of change:** through system thinking, future literacy, and environmental literacy, students learn to collaborate with bottom-up initiatives and government bodies.
- **Design for more-than-human stakeholder ecologies:** students innovate for regenerative designs and consider the broader ecological impacts of their work.



Political Literacy

Transformation Literacy

Environmental Literacy



Systems Literacy

Futures Literacy

Eco-Social Design

Core module

Students explore Eco-Social Design as an emerging design paradigm normatively committed to sustainable development and grounded in a transdisciplinary approach.

They will develop both theoretical and practical competencies in interdisciplinary and systemic ways of thinking and working. Engaging with various frameworks, students will inform, guide, and reflect on practical design projects. The module is organized around five core clusters, referred to as Eco-Social Literacies:

Futures Literacy:

Envision and imagine alternative futures; anticipate changes; adopt a normative stance; and define clear goals and targets.

Systems Literacy:

Develop systems thinking and modeling; engage with wicked problems; situate projects within larger contexts; estimate long-term consequences.

Environmental Literacy:

Understand inter-relationships between systems; analyze environmental impacts; engage with more-than-human lifeworlds; cultivate place-specific knowledge.

Political Literacy:

Understand political dynamics; analyze actor landscapes; recognize power structures; develop political agency and engage in activism.

Transformation Literacy:

Build personal and interpersonal competencies; facilitate collaborative processes; engage with theories and strategies of change; explore behavioral psychology and regenerative practices.

Eco-Social Design

Core module

Fall semester

Problems & Stakes

Navigating Systems

Transformation: Theories & Strategies

Learning from Others

Theory of Change

Thinking through Writing/Making

Design in (times of) crisis

Stakeholders & Infrastructures

More than human worlds I

Project Planning

Spring semester

Interdisciplinarity & collaboration

Managing Processes

Managing Boundaries

Design/Research

Future Literacies

More than human worlds II

Design and Politics

Social Design & Design Activism

Facilitating Participation

Impact Assessment

Thamjeedun Sugaravardeen, MA Eco-Social Design 2024

: **not so school** Reimagining education for Indigenous communities in Jawadhu Hills, India

MA Design Price'24: Social Impact





Johanna Dobruskin,
MA Eco Social Design 2024
Memento Mei
Sowing curiosity for plants.





Anastasija Jovicic,
MA Eco-Social Design 2024

Looped
Upcycling furniture and mindsets

Connect Project '23
Connected Neighborhood:
Lucerne's Baselstrasse





Connect Project '23
Non-human Tales:
exhibition design for
Environmental Observation
conference, Leipzig 11/23

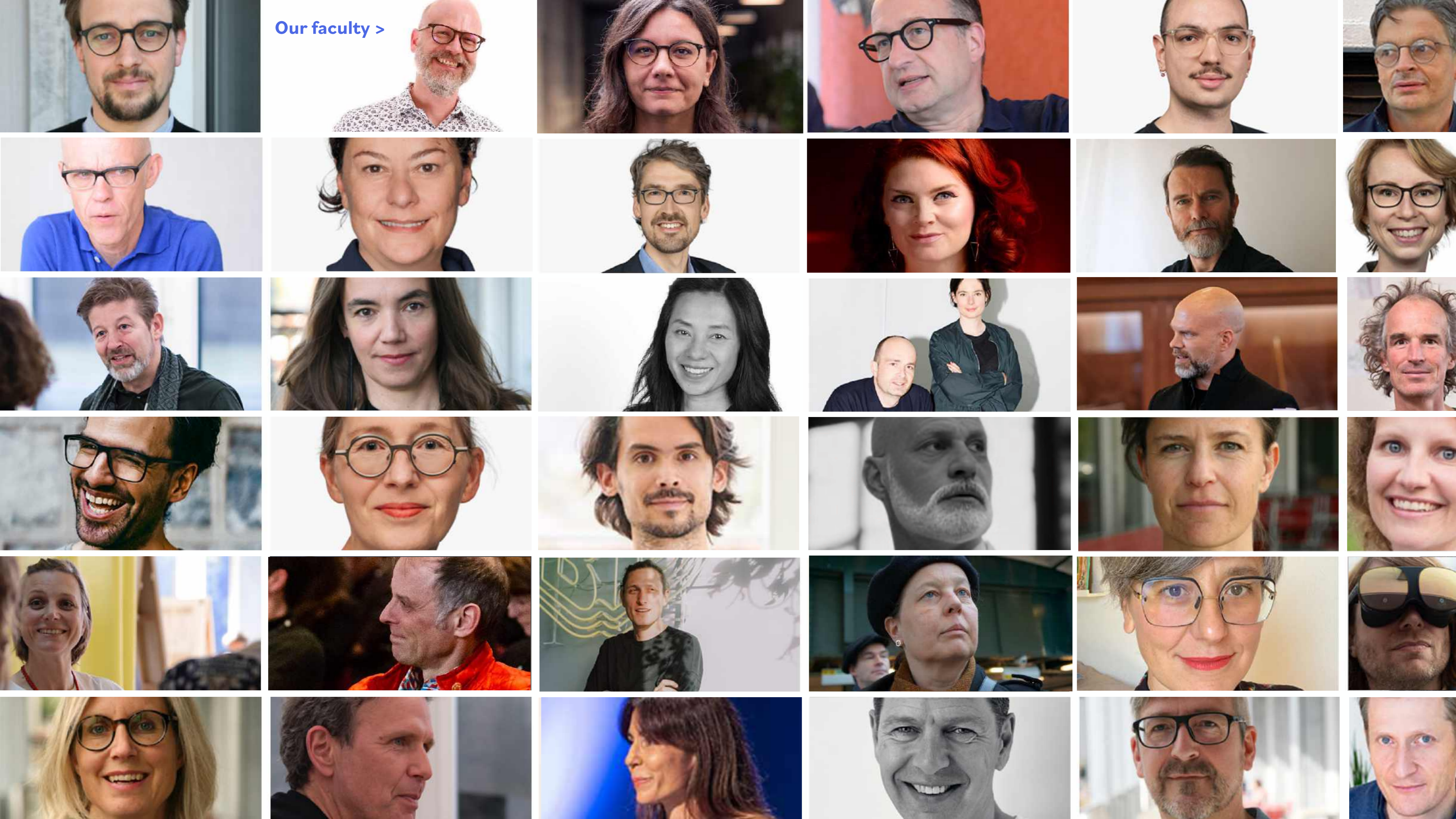
Weeds-Hydropower plants



Curriculum



Our faculty >



Our structure



Learning modules

Core module

MA specific learning

Core Modules focus on MA specific subject matter, methods, and collaboration competencies.

Jan-Christoph Zoels

Head of MA Design programs

Daniela Zimmermann

MA Design

Gabrielle Fackler

MA Digital Ideation

Andreas Unteidig & Karin Fink

MA Eco Social Design

Andy Polaine & Danielle Catalanotto

MA Service Design

83

Project module

Project based learning

This module supports the development of projects related to your individual or collaborative thesis. It includes the initial introductory project week and weekly coaching sessions to help you prepare for your MA thesis. Individual mentoring is key to student-tailored learning experiences.

Axel Vogelsang

Focus module

Theme based learning

These modules include 20 short, 2-day classes and workshops covering diverse topics such as research, design, futures, services, interactions, and sustainability. Full-time students select 6 modules per semester; part-time students choose 3 modules.

Robert Bossart

Prototyping module

Workshop mentoring

Students are introduced to workshops and focus on:

- material and process sampling
- process and solution-oriented prototyping
- 3D sketching and mock-ups
- digital experimentation and physical computing
- explore visual narratives

Advanced Prototyping Module 3 encourages you to explore and experiment, refine, iterate, and evaluate your thesis concepts.

Christoph Zellweger

Module leads

Learning modules

Design perspectives

Ideas, insights, methods

In discussing the state of design, we probe the scope of what is understood as designable.

We examine frameworks, methodologies, case studies, and insights gained from professionals and educators.

Research perspectives

Ideas, insights, methods

Students explore advanced research methodologies in the design field and enhance their academic writing skills.

Faculty members, researchers, and experts will lead sessions that include lectures, workshops, group projects, peer feedback, and writing clinics.

Connect projects

Project based learning

Connect Projects are two-week agile design sprints typically scheduled in the middle of the semester.

During these sprints, students work in groups to respond to a briefing from external partners in business, research, society, or politics.

One week ideation, one week prototyping.

Innovator module

Project based learning

The Innovators Module connects students with local industry partners, start-ups, researchers, or service providers through guest lectures, work observations, and site visits.

Students explore and evaluate their thesis hypotheses and concepts alongside external practice partners.

Module leads

Bianca Herlo

Bianca Herlo

Axel Vogelsang

Karin Fink

Learning modules

+network, + research

Ecologies of interventions

These modules offer interdisciplinary collaboration between art, film, and design as well as networking with practice partners.

Study trips, lectures, workshops, and excursions to exhibitions deepen theoretical knowledge and develop practical skills.

Projects, discussions, and guest lectures promote the exchange of ideas and experiences.

Independent studies

Project based learning

Deep dive into a specific aspect of your thesis with a faculty member. Propose a research focus, identify a mentor, and develop targeted design research insights with research partners across HSLU.

ISA Modules

Interdisciplinary courses

Lucerne University of Applied Sciences and Arts, in collaboration with the University of Lucerne and Lucerne University of Teacher Education, offers inter- and transdisciplinary modules open to students from all areas of study.

By participating in these interdisciplinary courses, you will acquire valuable skills and knowledge, enabling you to collaborate effectively with other disciplines in your future practice.

Module leads

Jan-Christoph Zoels

Jan-Christoph Zoels

Jan-Christoph Zoels

Learning modules

Research thesis

Facts, findings, insights

Self-selected research topic situated within the context of relevant contemporary issues and questions.

It should include a comprehensive examination of the research thesis and a detailed design project overview. The final chapter contains reflections on the work's overall process, outlook, and impact.

Thesis colloquium

Reflective practices, mutual support

Seminars foster reflection and discussion within a cohesive student cohort.

You will explore and refine your work methodologies and thesis topic through peer feedback, supplementary readings, and relevant exercises.

Design thesis

Insights to innovation

Building on the findings, insights, and outcomes of your research thesis, you will address relevant contemporary issues through design. You will plan and deliver the thesis either independently or as a collaborative project with two or more students.

Finally, you will present and exhibit your prototypes or design interventions at the degree show.

Module leads

Andreas Unteidig

Andreas Unteidig

Jan-Christoph Zoels

Study facts

Our schedule

Studies start mid September.

4 Semesters @120 ECTS are Full-Time Studies.

6 Semesters via Part-Time is our alternative model to be individually established.

Our typical daily schedule:

9.30 - 10.45

Break

11.00 - 12.30

Lunch

13.30 - 15.00

Break

15.15 - 17.00

Evening classes

17.30 - 19.30

Workload and attendance

1 ECTS is equivalent to 30 h of work.

30 ECTS per semester are equivalent to a workload of 900 h (Full-Time).

4 days attendance in person per week (Full-Time).

2.5 days attendance in person per week (Part-Time).

Wednesday is our coaching day.

We expect some self-study time also on weekends.

Each course or module has to be attended minimum 80% to pass.

Besides attendance all courses include exercises, presentations or project work.

All modules provide class instruction from week 1 to 14 of each semester.

The rest of the time (f.e. in between semesters) is dedicated to self-studies.

Language

All of our MA programs in Design, Digital Ideation, Eco-Social Design and Service Design are taught 100% in English.

You have the option to write your Research thesis or present your Thesis project in English or German.

Please be considerate and help non-native speakers.

Links for prospective students

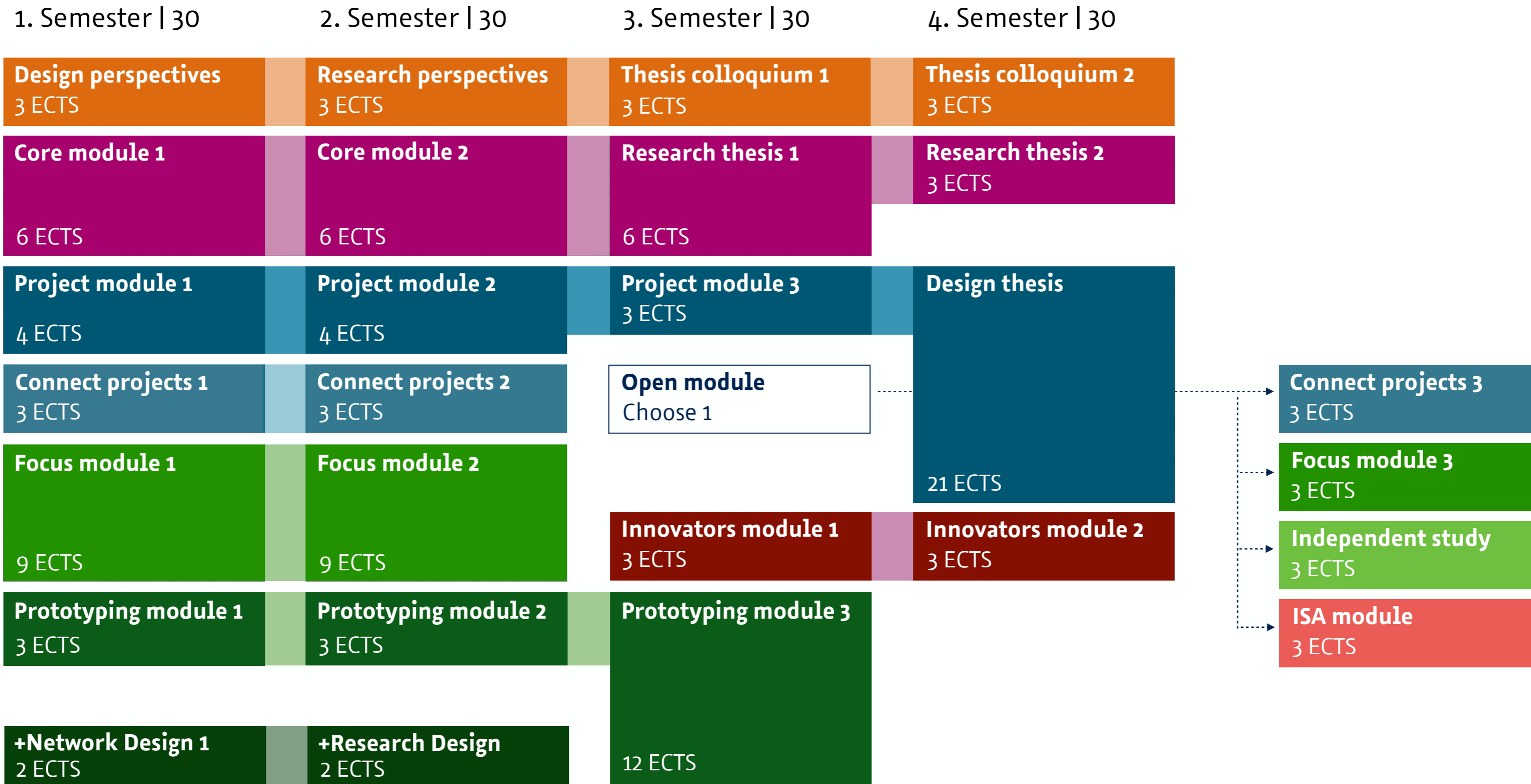
[Admissions >](#)

[Living and studying in Lucerne >](#)

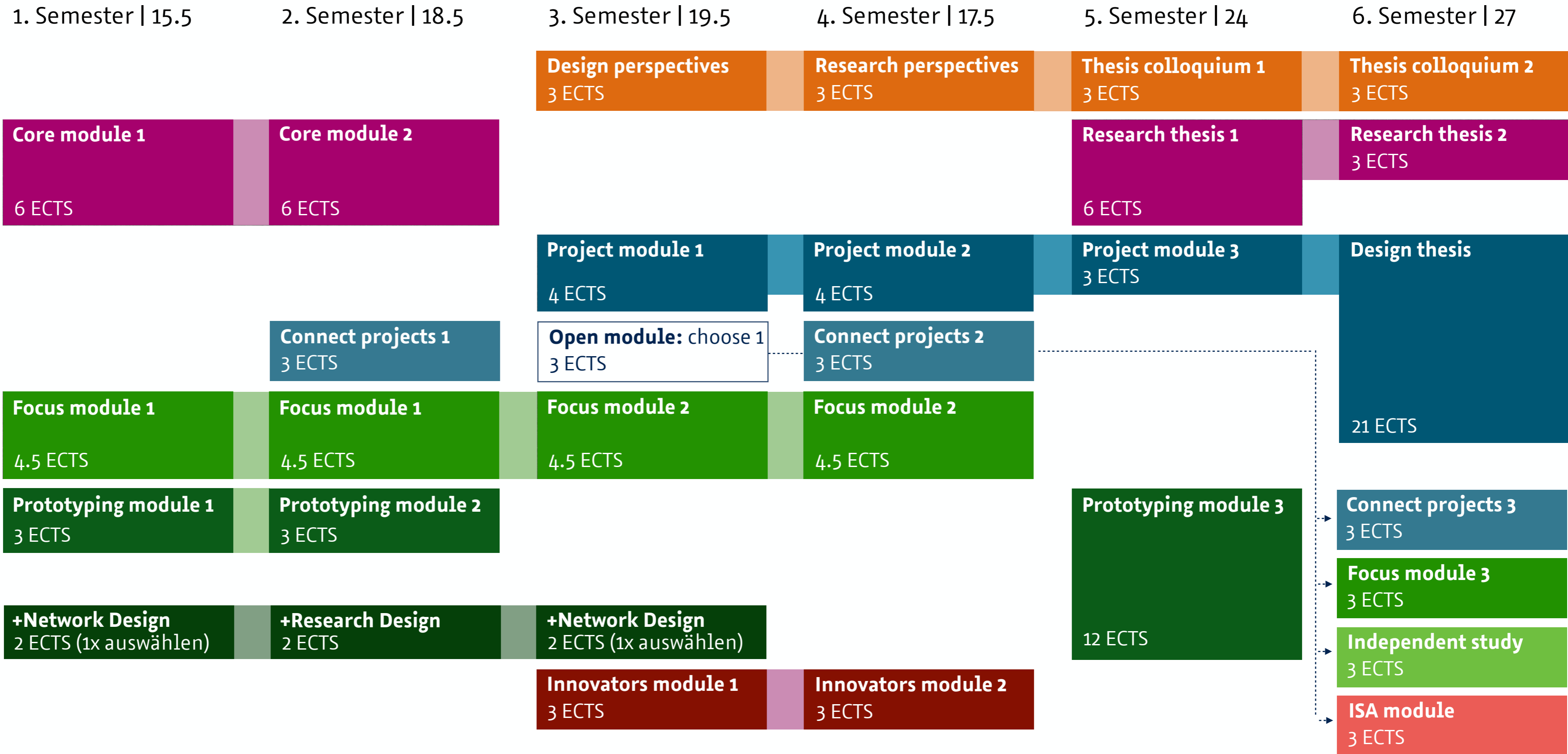
[Study fees >](#)

[Studiengebühren >](#)

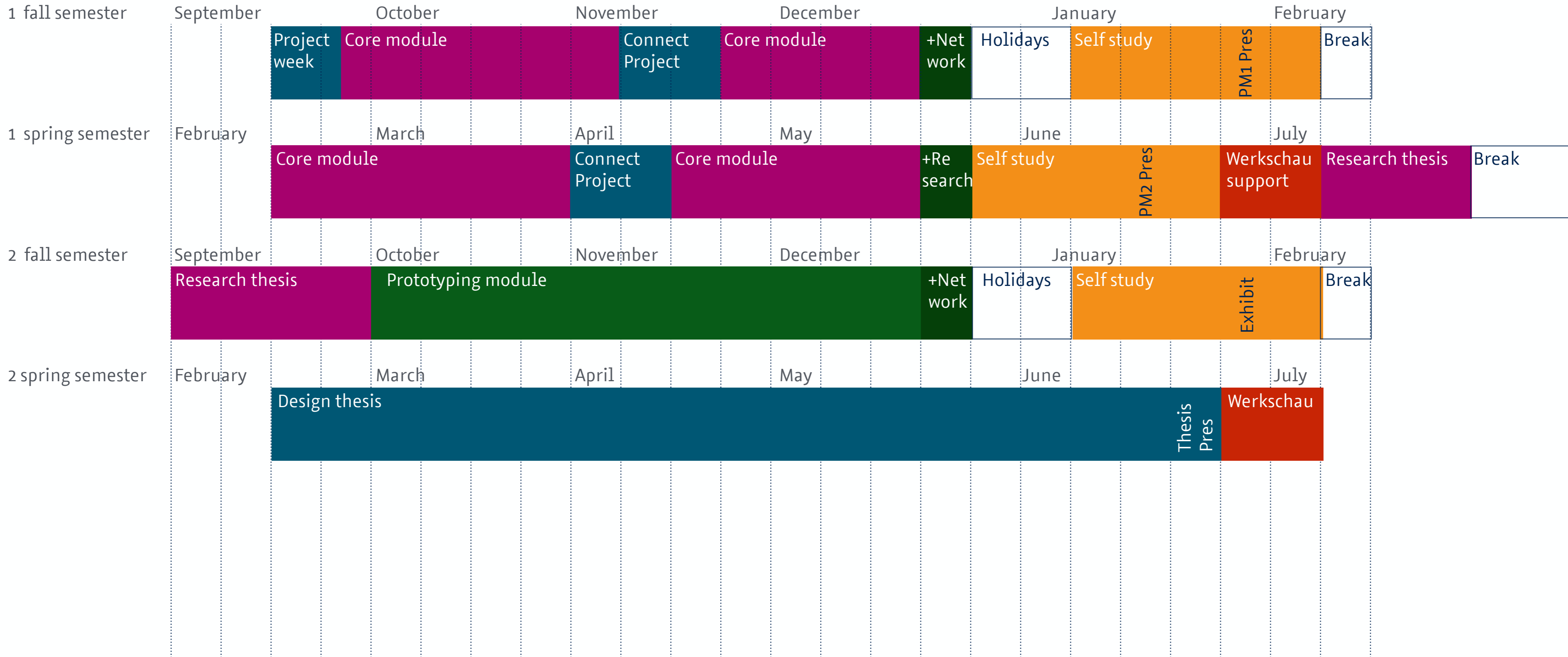
Full-time model 4 Semesters | 120 ECTS



Part-time model 6 Semesters | 120 ECTS

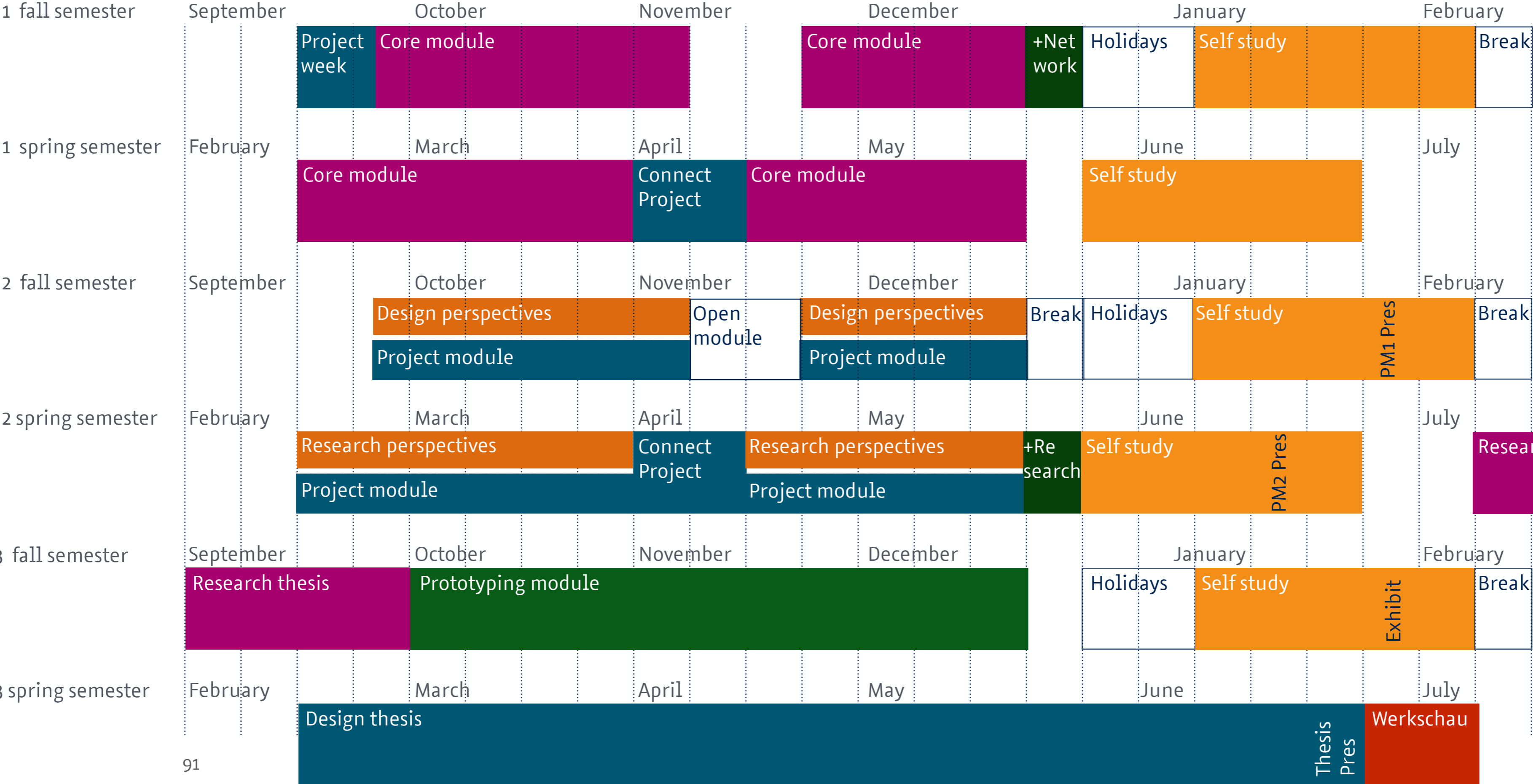


Full-time model 14 week contact study & self-study



Part-time model 14 week contact study & self-study

Curriculum



Weekly schedule: **Full-time 1st year**

Monday

Focus module
Selective courses
6 out of 20 offerings

Focus module
Evening courses
6 out of 20 offerings

Tuesday

Focus module
Selective courses
6 out of 20 offerings

Focus module
Evening courses
6 out of 20 offerings

Wednesday

Design/research perspectives
Insights & methods

Project module
Coaching
Thesis advising

Thursday

Core module
MA specific

Focus module
Evening courses
6 out of 20 offerings

Friday

Prototyping
2 x month

Saturday

Weekly schedule: **Full-time 2nd year**

Monday

Thesis

Tuesday

Thesis

Wednesday

Project module
Thesis coaching

Thesis colloquium
Bi-weekly

Innovators module
Bi-weekly

Thursday

Thesis

Friday

Prototyping
Only fall semester

Saturday

Weekly schedule: **Part-time 1st year**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Focus module
Selective courses
3 out of 20 offerings

Focus module
Evening courses
3 out of 20 offerings

Core module
MA specific

Focus module
Evening courses
3 out of 20 offerings

Prototyping
2 x month

Weekly schedule: **Part-time 2nd year**

Monday

Focus module
Selective courses
3 out of 20 offerings

Focus module
Evening courses
3 out of 20 offerings

Tuesday

Focus module
Selective courses
3 out of 20 offerings

Focus module
Evening courses
3 out of 20 offerings

Wednesday

Design/research perspectives
Insights & methods

Project module
Coaching
Thesis advising

Innovators module
Bi-weekly

Thursday

Friday

Saturday

Weekly schedule: **Part-time 3rd year**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Thesis

Atelier day
Thesis advising

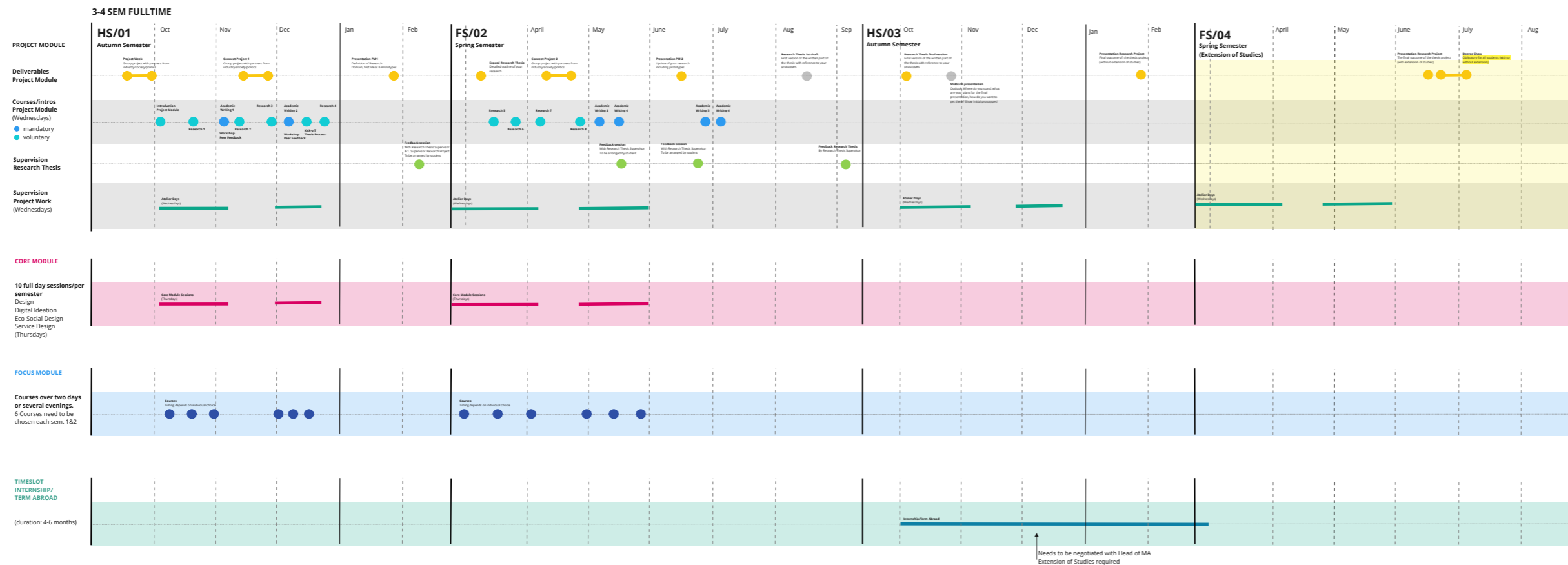
Thesis colloquium
Bi-weekly

Prototyping
Only fall semester



Atelier day

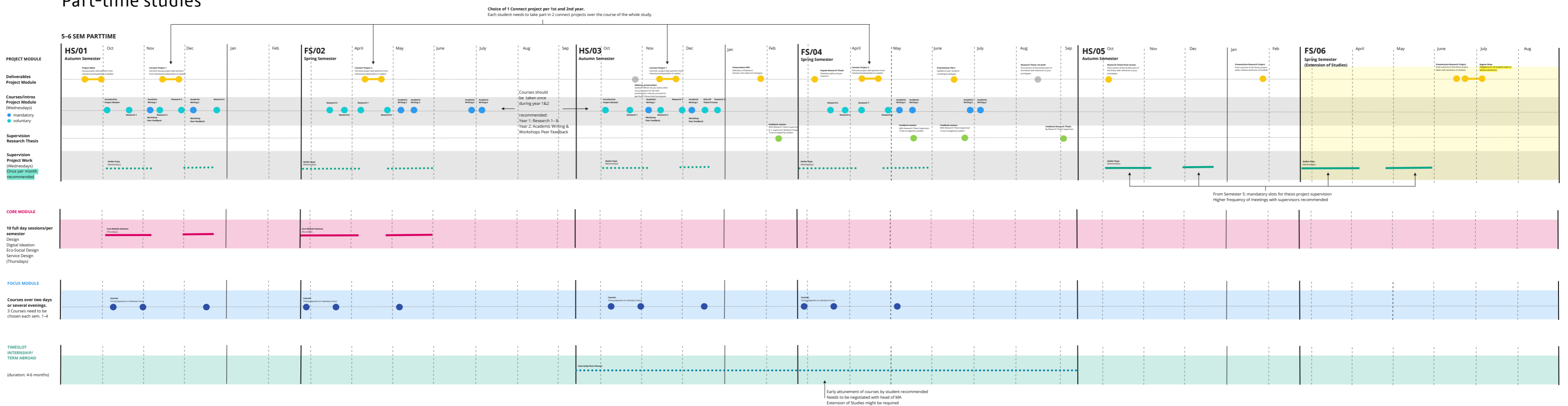
Project module: project based learning



Project modules focus on project-based learning directed to an individual or a collaborative thesis. It includes weekly coaching sessions, introductions into thesis preparation courses, and various design workshops with external partners, foundations, and companies. Individual mentoring is key to student tailored learning experiences.

Full-time studies

Part-time studies



Deep dive: Connect Projects

‘Connect projects’ are innovation workshops in which MA Design faculty and students collaborate with an industry partner, start-ups, non-profits or institutions. These intense, agile two-week workshops develop a range of future concepts for products, services, and interfaces.

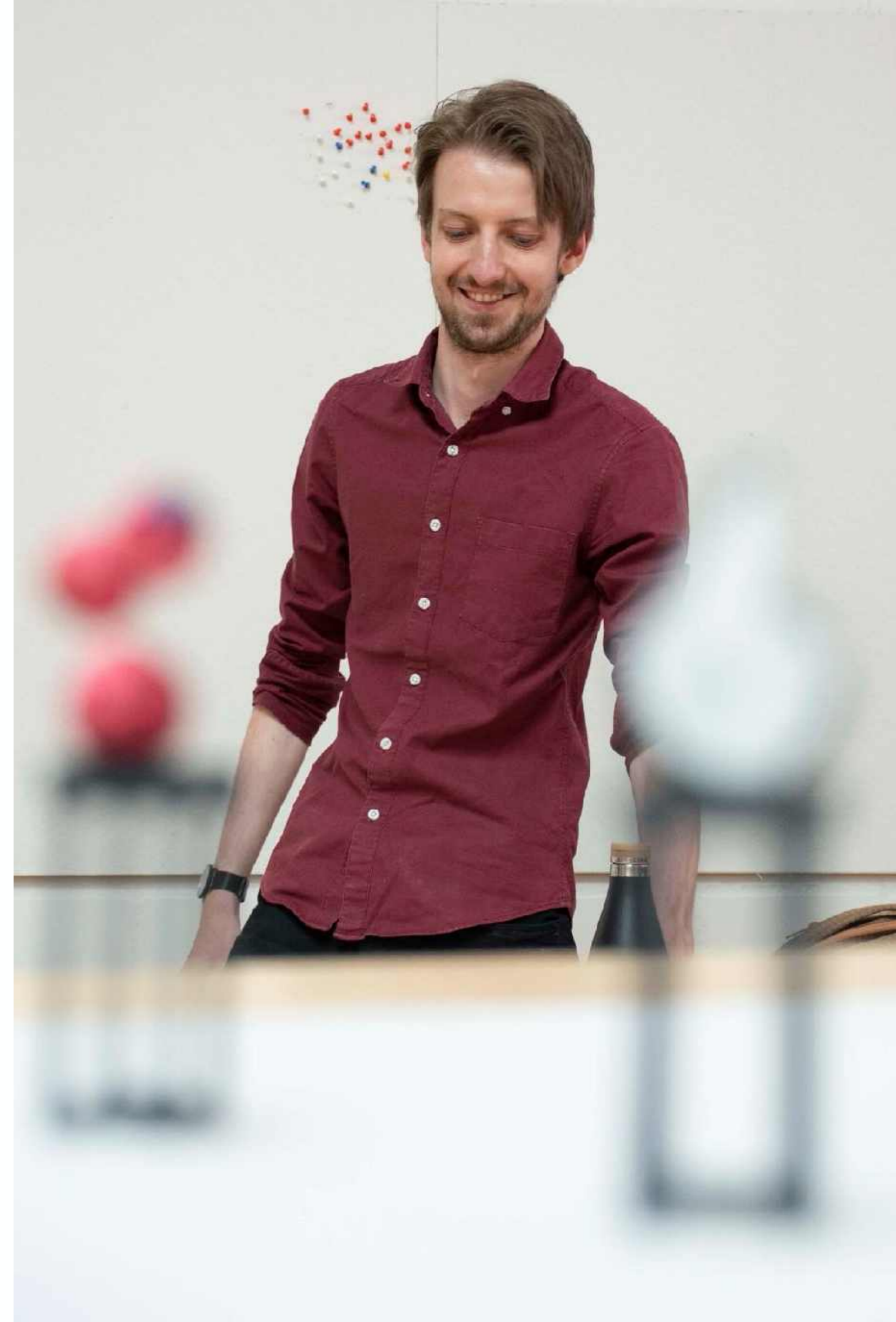
The design brief is developed jointly to maximize its relevancy to the company and to support the educational requirements of the Hochschule Luzern Design & Kunst. For the results, the partner will obtain new concepts and approaches from the participating students. They, in turn, gain experience in the rapid iteration of design research and solutions for companies, non-profits or institutions.

Connect projects are led by an MA Design faculty member and visiting faculty. Partners participate in briefings and reviews or send full-time participants to the workshop, fostering the fullest exchange of lateral design knowledge.

One week ideation, one week prototyping

Fall semester: 10–20 November 2026

Spring semester: 30 March – 9 April 2027



Focus module: theme based learning

HSLU Lucerne University of Applied Sciences and Arts 22 HS Focus modules

Course number	Course title
12	AI Generative image is worth a thousand words
	Course lead
	Yaniv Steiner
Course description	
Creativity is an intricate phenomenon that is complicated to define and its definitions tend to be controversial. With modern text-based generative systems, anyone can create digital images and artworks using a simple sentence without having to be a trained graphic artist or painter. With the right set of rules, the result is often more interesting than anything a human could create. This provokes the question of whether text-based generative systems are creative, and the role of designers, artists, and photographers in this new reality. ... (read complete text in the detailed description)	
Learning outcomes	
<ul style="list-style-type: none"> – Deep understanding of natural language processing – Basic understanding of AI-Generated content models – Understanding different factors that influence generated systems – Familiarity with contemporary creative processes based on AI 	
CV of course lead	
Yaniv Steiner is a designer and technologist who works on the border between digital design, human and machine, helping organizations, governments and academia develop solutions through a creative process, including design, human cognition and technology. For the last decade, he served as a senior adviser for the European Commission designing novel approaches to language analysis based on a combination of machine learning, natural language processing and data driven spoken dialogues. He is also teaching in his design institutes participating in defining the interaction design program itself, most notably in Interaction Design Institute (IDI), where he received physical and virtual awards for his research and writing results.	
Overlapping courses	Course days
11	Tue 11.10.2022 Wed 12.10.2022
	Master Design

HSLU Lucerne University of Applied Sciences and Arts 22 HS Focus modules

Course number	Course title
14	Design to Transform
	Course lead
	Marco Steinberg
Course description	
In 1922 lead was added to gasoline to help car engines run more efficiently. First introduced in the US it quickly became the new global standard, despite clear evidence that it was deadly to humans and the environment. In July 2021 leaded gasoline was finally eradicated from the world. The United Nations hailed the milestone, declaring it would prevent more than 1.2 million premature deaths per year, increase IQ points among children, save \$2.44 trillion for the global economy, and decrease crime rates." So why did it take the world close to 100 years to deliver change, with so much at stake? Today the world is afflicted with far more complex questions, with far more at stake. Can change happen within the current logics of transformation, or do our approaches require a redesign? This workshop will explore the role strategic design might have in helping us navigate towards a better future.	
Learning outcomes	
<ul style="list-style-type: none"> – Greater awareness of design's strategic capacity – Greater awareness of design's relevance in today's social and linguistic – Greater ability in working and helping connect across disciplines 	
CV of course lead	
Marco Steinberg is CEO of Stone & Hoyer, a Helsinki based strategic design practice focused on helping governments, private, non-profit and academic organisations become Directors of Strategic Design in the field of research. From 2010-2013, he worked as the Director of Design Studio at the Harvard Business School. In 2015 he received an Honorary Doctorate from Delft University of Technology.	
Overlapping courses	Course days
19	Mon 10.10.2022 (Remote) Tue 24.10.2022 (Remote)
	Master Design

HSLU Lucerne University of Applied Sciences and Arts 22 HS Focus modules

Course number	Course title
17	«I Contain Multitudes» – On Food and Biodiversity
	Course lead
	Karin Fink & Maya Minder
Course description	
"Every one of us is a zoo in our right – a colony enclosed within a single body. A multi-species collective. An entire world" (Ed Yong) The food system is in crisis. In Switzerland, the food system accounts for roughly one third of the environmental impact, a significant part of the impact happens in other countries. Malnutrition and hunger are still dominant in some parts of the world, while other societies struggle with obesity. In this course, we try to get an overview of what is at stake within the food system, with a focus on the manifold relations that connect biodiversity for example issues in the rainforest with our very own intestinal flora. We will explore various case studies aiming at redesigning the food system on different levels. We will observe and experiment with our own food habits and try to feed our own microbiome. We get a taste of the wild world of bacteria and experiment with ancient practices as fermentation.	
Learning outcomes	
<ul style="list-style-type: none"> – Gain an overview of the food system, applying systems thinking – Gain an overview of the food system, applying systems thinking – Gain an overview of the food system, applying systems thinking – Gain an overview of the food system, applying systems thinking – Gain an overview of the food system, applying systems thinking 	
CV of course lead	
Karin Fink is a designer and technologist who works on the border between digital design, human and machine, helping organizations, governments and academia develop solutions through a creative process, including design, human cognition and technology. For the last decade, he served as a senior adviser for the European Commission designing novel approaches to language analysis based on a combination of machine learning, natural language processing and data driven spoken dialogues. He is also teaching in his design institutes participating in defining the interaction design program itself, most notably in Interaction Design Institute (IDI), where he received physical and virtual awards for his research and writing results.	
Overlapping courses	Course days
09, 13	Mon 31.10.2022 Tue 29.11.2022
	Master Design

HSLU Lucerne University of Applied Sciences and Arts 22 HS Focus modules

Course number	Course title
20	Visual Storytelling via Video Shorts
	Course lead
	Simon de Diesbach
Course description	
There are always various predefined personal criteria which drive us to pick a specific technique when it comes to telling a story. Such as drawing, filming, using stop motion, sculpting, etc. ... But, what if you had to create a singular technique to tell your story? That's when the experimental part comes into play, to pull us out of our comfort zone in order to let us create and design a conceptually and visually stronger aesthetic. The course consists of a short lecture, followed by a two days workshop where you will learn how to choose and / or create the most suitable and singular medium or technique to create your story. ... (read complete text in the detailed description)	
Learning outcomes	
<ul style="list-style-type: none"> – Students will be able to identify a range of techniques related to the creation of visual content, as well as to define the value of each of them, such as video, audio, photography, animation or computer-generated images, etc. – Students will be able to enrich their ways of expression by experimenting with mixing and combining multiple techniques. – Students will be able to use and apply the techniques they acquired in their unique background to produce artistic projects. 	
CV of course lead	
Simon de Diesbach is a designer and technologist who works on the border between digital design, human and machine, helping organizations, governments and academia develop solutions through a creative process, including design, human cognition and technology. For the last decade, he served as a senior adviser for the European Commission designing novel approaches to language analysis based on a combination of machine learning, natural language processing and data driven spoken dialogues. He is also teaching in his design institutes participating in defining the interaction design program itself, most notably in Interaction Design Institute (IDI), where he received physical and virtual awards for his research and writing results.	
Overlapping courses	Course days
04, 18	Mon 05.12.2022 Mon 12.12.2022
	Master Design

Focus modules are 20 short 2 day classes and workshops covering a wide range of subjects from research, design, futures, services, interactions, and sustainability.

Full-time students select 6 per semester, part-timers 3.

Fall

Research		
01	The experience sandbox	Marta Lago
02	InclusionXDesign	Dr. Isabella Pasqualini
03	Socio-spatial development and participation	Prof. Beatrice Durrer Eggerschwiler
Futures		
04	Design & Ethics	Prof. Dr. Dr. Christof Arn
05	Design for systems change	Kristel van Ael
06	Strategy prototyping for the planet	Dr. Samuel Huber
Foundations		
07	Drawing practice practice - 3D to 2D	Christof Fischer
08	Visualizing & layout	Robert Bossart
09	Visual storytelling	Samuel Frei
Design		
10	Data visualization	Darjan Hil
11	Speculative design	Christoph Zellweger
12	Can you tell me how to get to Kardashev Street?	Matt Jones
Interactions		
13	Hitchhiking design systems	Gabriele Fackler
14	Creative machines? - From theory to real-world applications	Yaniv Steiner
15	Accessibility and inclusion beyond feel-good activities	Bernhard von Allmen
Services		
16	Project Love - a route towards design activism	Clive Grinyer
17	Ideation: 50 Ways To Change Behavior	Jan-Christoph Zoels
20	Facets, embracing nuance and context to understand users	Jeanine Spence
Sustainability		
18	Design with an for more-than-human-worlds_shelters	Karin Fink
101 19	(Re)Designing the human	Dr. Andreas Unteidig & Prof. Jonathan Ventura

Spring

Research		Overlaps
01	Data literacy for designers	Silke Zöllner —
02	Design and crisis	Dr. Andreas Unteidig 16
Futures		Overlap
03	Design for future collaborations	Donia Hamdami 14, 18
04	A design standard for the polycene	Justin Cook 17
Foundations		Overlap
05	Drawing practice practice - The world is a stage	Christof Fischer 07
06	Print & Politics (takes place in Milan, IT)	Karin Fink & Robert Bossart 10
07	Sketching and visual ideation for szenario development	Samuel Frei 05
08	UX writing fundamentals	Erin O'Loughlin 19
Design		Overlap
09	Immerse. Observe. (Re)connect.	Angela Wicki —
10	Material circularity from a practical design perspective	Lea Schmidt 06, 14
11	Information design grammar	Darjan Hil & Nicole Lachenmeier —
Interactions		Overlap
12	Approach UX as if your life depends on it	Bernhard von Allmen 15
13	Agents by design	Yaniv Steiner 19, 20
14	Enjoying complexity	Gabriele Fackler 03, 10
15	High fidelity spatial prototyping	Gregor Finger 12
Services		Overlap
16	Mapping customer journeys & Service blueprints	Prof. Jan-Christoph Zoels 05
17	Good design is good business	Kim Mingo 05
Sustainability		Overlap
18	Meals, microbes and muses	Karin Fink & Dorothea Sabine Fink 05
19	Local examples of adaptive reused buildings	Mario Stübi 13, 08
Performance, Display, Presentation, Exhibition		Overlap
20	Szenography in presentations	James Dudley 13



Updated
yearly



Workshops

Labs and workshops

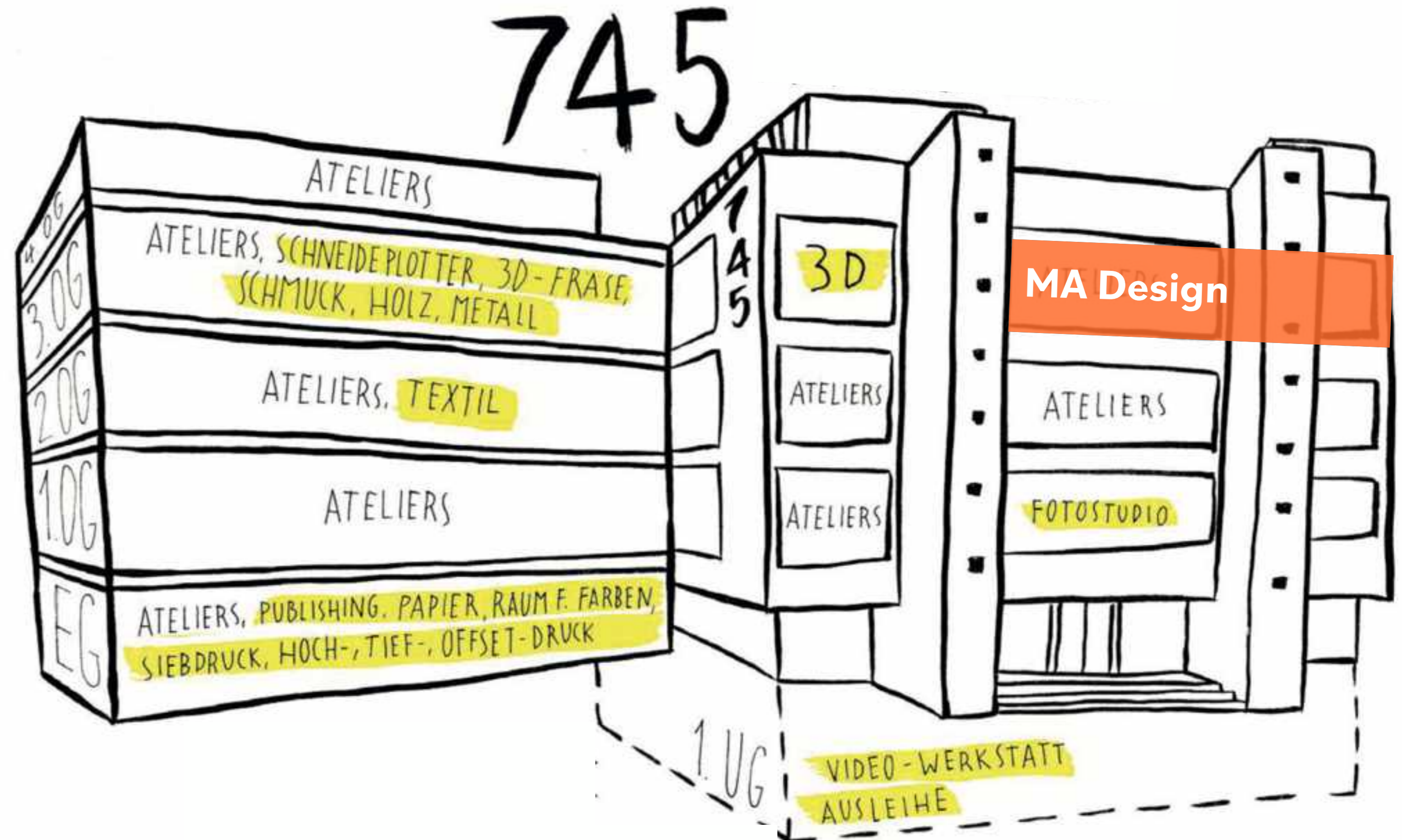
Explore our campus in 360°

vrtour.pictour360.ch/HSLU/DesignKunst/DesignandKunst.html

Drone flight through our campus

youtu.be/HfaC_hyPT3Q

- 3D-Manufacturing
- Photo & Video workshop
- MediaLab: 360° video, augmented reality
- Letterpress, gravure & offset printing
- Lithography
- Publishing workshop
- Wood and model making
- Plastic mold making
- Metal workshop
- Screen printing
- Textile printing
- Textile weaving
- Embroidery and knitting
- Room of colors



“To design is to devise courses of action
aimed at changing existing situations
into preferred ones.”

Prof. Jan-Christoph Zoels
T +39 335 134 7819
jan-christoph.zoels@hslu.ch

