

Course number

Course title

01

Who cares?

Course lead

Marta Lago Arenas

Course description

The practice of design is traditionally framed as creative problem solving embedded in an economic system of unlimited growth. Its value lies in the “product” or “service”- output of a linear process. When designing within complex ecosystems such as healthcare, we quickly bump into the limitations of this linear approach. A systemic approach helps frame our design practices as interventions that have an impact, positive and negative, limited, not fully predictable, beyond the “product” of our efforts. But how to deal with the complexity, and the responsibility? – We turn to care. In Maria Puig de la Bellacasa’s words, design with care is cultivating a commitment to living worlds, with which we are intertwined. – Design for care is transformative. In this course, we challenge our design and research practice through the various lenses of care and foray into system transformation in a playful way.

Learning outcomes

- Careful design research: principles, practices, tools.
- Advanced reframing: Problematizing problem solving
- System awareness: Advance own positioning as designer in complex ecosystems and start developing a systemic approach.
- Contextualization of the previous topics with case studies and discussion of participants research topics.

Professional Competences

- Kind, careful and compassionate Design research: practical skills following a “Do no harm” approach
- Advanced reframing – inspiration from alternative approaches such as Pluriversal Design
- Care inspired approach to Systems Transformation

CV of course lead

Marta Lago Arenas is a designer and care activist currently leading the System Transformation practice at The Care Lab in Barcelona. As a human centric innovation leader with global experience in biotech and digital health, Marta works to design and implement new health& care solutions and enable new approaches that improve outcomes and help transform healthcare systems to enable better care. [linkedin.com/in/martalago](https://www.linkedin.com/in/martalago)

Overlapping courses

Course days

Level

Focus

Brand

Mon 03.11.2025
Tues 04.11.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

02

InclusionXDesign

Course lead

Dr. Isabella Pasqualini

Course description

Inclusive design enhances the accessibility to services by enabling a diverse public to act autonomously. Thereby, inclusive spaces and devices address the individual needs of specific user groups. In urban space – physical and virtual, an inclusive approach ensures equal access to urban amenities, services and life quality. In the Focus module InclusionXDesign, we explore design concepts that promote a range of inclusive features, including healthy ageing, neurodiversity, multiculturalism and so on. Concrete topics and case studies will be chosen individually (based on a wish-ful project idea or subject) and explored jointly in the Focus group through in a Design Sprint. By comparing ideas and solutions we will learn from each other and find unique and innovative solutions regarding inclusive design. To support this ideation process, we will lean on methods from breakthrough thinking. Specifically, the scope of the Design Sprint is the quick assessment of design criteria through user engagement in a prototyping and finetuning process. Our design toolbox introduces specifications from sensory ethnography, urban design, cognitive modelling, art interventions and digital strategies.

Learning outcomes

- Understanding goals and criteria of inclusive design
- Building a strong case for user-centric assessment
- Generating design specs from data sampling and modelling
- Documenting an experimental design process

CV of course lead

Isabella Pasqualini is an artist, urban designer and scientist with a PhD in architecture and cognitive neuroscience (EPFL 2012). Her works explore the mutual and intimate relationship between body and space using immersive and interactive multimedia, with a particular focus on the multisensory enhancement of the user's horizon.
sapasqualini.com/About/
hslu.ch/de-ch/hochschule-luzern/ueber-uns/personensuche/profile/?pid=4964

Overlapping courses

Course days

Level

Focus

Brand

13 17

Mon 20.10.2025
Mon 10.11.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

03

In the future, we may need ethics in design

Course lead

Fernando Obieta

Course description

Design is no longer simply about creating the perfect future, but rather a practice connected to society and the world. Design can no longer be done in an ivory tower: the political crises of our time – which have also arisen in connection with ill-considered design decisions – require design with an ethical stance. Together, we explore how futures can be conceived with an ethical stance, how we can find an individual ethical stance through a manifesto, and how we can enter into dialogue with people with different perspectives. We reflect on our individual stances and think about the upcoming Master's thesis.

Learning outcomes

- Understand the social and ethical implication of design practices
- Develop an ethical stance for your own design practice
- Use the manifesto technique to define values for a project
- Convey an ethical stance through rhetoric based on specified values

Professional competences

- Initiate and guide through value defining discussions
- Empathise with different attitudes, perspectives, and interpretations
- Connect specific design decisions with ethical and social implications

CV of course lead

Fernando Obieta (he/him, *1990) is a conceptual media artist and artistic re-researcher with degrees in Computer Science, Interaction Design, and Transdisciplinarity. He is currently working on his PhD "The Contingency of Design – a critique", which is an investigating how a feminist ethics and morality of machines and their production could be constituted.

fernando-obieta.com

Overlapping courses

Course days

06 14

Mon 27.10.2025
Mon 01.12.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical

Course number

Course title

04

**Design for systems change/
Systems design**

Course lead

Kristel van Ael

Course description

The course focuses on Systemic Design, an approach that merges systems thinking and design thinking to tackle complex organisational and societal problems. In a case-based approach, the students will experiment the key steps of the methodology, which acts on a strategic level to support designers in the analysis of a problematic situation, the definition of leverage points and the co-creation of system "interventions".

The course combines theory and practical exercises, supported by a set of design tools which are meant to be used in participatory workshops.

Learning outcomes

- The students will acquire systems thinking fundamentals to analyse complex issues from multiple lenses and perspectives
- The students will acquire the notion of leverage points and their impact in the definition of system interventions
- The students will learn to work collaboratively in the conception of a strategy for change, to develop strategic thinking capabilities

Professional competences

- The course aims at developing strategic thinking skills which are critical in business and policy innovations, as well as in the context of organisational or societal changes

CV of course lead

Kristel Van Ael is a business partner at Namahn, a humanity-centred design agency based in Brussels. She is the lead author of the Service Design (servicedesign-toolkit.org) and Systemic Design (systemicdesigntoolkit.org) toolkits. Kristel is also guest-professor in product-service-system design and lead teacher in systemic design at the University of Antwerp (Faculty of Design Sciences).

Overlapping courses

Course days

10

Mon 24.11.2025
Tue 25.11.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical

Course number

Course title

05

**Strategy prototyping for
the planet**

Course lead

Dr. Samuel Huber

Course description

What kind of value do we want to create? And for whom?

Design practice is at a tipping point. After years of focusing solely on humans, it is time to broaden our view again. We must incorporate planetary perspectives to ensure we create value for the many, not just the few. This shift requires moving beyond the individual designer to focus on organizations. It is strategic. We need to carefully craft strategies that guide our organizations in desirable directions, involving the participatory work of diverse human and non-human actors. By embracing strategy prototyping, this course explores how designers can orchestrate this complex task in a tangible and inclusive way to create value for the planet.

Learning outcomes

- Introducing the immense potential of planetary perspectives to their own con-text through mapping, prototyping and routinizing
- Moving from an understanding of strategy as mere content to strategizing as an iterative and collaborative process
- Applying the power of strategy prototyping to complex sense- and decisionmak-ing processes.
- Learning how to weave design practice into other areas within organizations to become relevant beyond the design discipline.

CV of course lead

Samuel Huber is a founder of For Planet Strategy Lab, which introduces planetary perspectives to organizations. Prior, he was Strategy Director at Japanese design firm Goodpatch, co-founded future think tank UBS Y and worked long nights at a NYC art gallery. He holds a PhD on 'Strategizing as Prototyping' and studied at the Universities of Zurich, St. Gallen, Stanford and Keio in Tokyo.

samuelhuber.ch
forplanetstrategylab.com
linkedin.com/in/samuelhuber/

Overlapping courses

Course days

Level

Focus

Brand

11

Tue 07.10.2025
Tue 21.10.2025

- | | | |
|---|---|---|
| <input type="radio"/> Beginner | <input checked="" type="radio"/> Methodical | <input checked="" type="radio"/> More theoretical |
| <input checked="" type="radio"/> Intermediate | <input checked="" type="radio"/> Experimental | <input type="radio"/> More practical |
| <input checked="" type="radio"/> Advanced | <input checked="" type="radio"/> Hands on | |

Course number

Course title

06

**Designing interactions for all
living things**
Mouna Andraos & Melissa
Mongiat

Course lead

Mouna Andraos & Melissa Mongiat

Course description

For the past fifteen years, Daily tous les jours has been creating interactive art and narrative experiences for public spaces around the world. Combining technology, design, storytelling, performance, and urban design, this workshop will explore an emerging field of practice centered around empowering people to play a more active and collaborative role in the transformation of their places they live in.

Over a period of two days, we will work in groups to imagine and prototype urban and natural interventions (furniture, experiences, etc.) that can help thread connections amongst strangers, rekindle dialogue and infuse optimism and joy in whatever comes next.

Learning outcomes

- Site and context analysis for urban interventions
- Rapid prototyping of 1:1 scale interventions
- Designing interactions for public spaces

Professional competences

- Public space activations and commissions
- Cultural masterplan development
- Collaborations with landscape architects and urban planners

CV of course lead

Mouna Andraos and Melissa Mongiat are the co-founders of Daily tous les jours, the award-winning Tiohtià:ke Mooniyang Montréal-based studio leading an emergent field of practice that reinvents living together in the 21st century. Since it's founding in 2010, Daily produced permanent and temporary installations in more than 60 cities around the world.

Dailytlj.com

Instagram: @dailytlj

Overlapping courses

Course days

Level

Focus

Brand

03 12

Mon 27.10.2025 (11 - 18h)
Tue 28.10.2025

Beginner

Intermediate

Advanced

Methodical

Experimental

Hands on

More theoretical

More practical

Course number

Course title

07

**Drawing practice:
“From 3D to 2D”**

Course lead

Christoph Fischer

Course description

We're going to fascinating places like the transport museum or the natural-historic museum and draw in our sketchbooks what we see, to sharpen our drawing skills. By looking at different and complex sceneries, we find simple ways to abstract them into different parts, like shapes, layers, shadows. We try to look at things, as if we had no other knowledge or information about them, as their visual expression. We experience that the frame creates the picture. Our main goal is to sharpen our view in the moment of the perception. The drawing is just the trace of our view. The students are also invited to discuss individual questions and interests about drawing.

Learning outcomes

- The students get basic skills in drawing by watching
- The students can describe a scenery in a visual way with a sketch
- The students can use drawing as a basic tool to discover new forms and content.

Professional competences

- Doing quick sketches to visualize a complex situation to communicate content
- Discovering new content by drawing
- Understanding the structure of a picture by its abstraction

CV of course lead

Christoph Fischer, freelance Illustrator and drawing teacher in Lucerne. He works for newspapers (editorial design) and does his own art and book projects:

- Book "Während ich schlief" with drawings of his dreams
- Reportage drawing projects "Chicago Westside", "Bahnhofplatz Luzern"
- Long-term documentation of "Teufelskreisel Kreuzstutz" (Book Edition Patrick Frey) and sculpture "Heinz".

christophfischer.ch instagram: #christophfischer_illustration

Overlapping courses

Course days

Level

Focus

Brand

14

Thu 27.11.2025, evening
Thu 04.12.2025, evening
Tue 09.12.2025, full day
Thu 11.12.2025, evening

● Beginner ○ Methodical ○ More theoretical
● Intermediate ● Experimental ● More practical
● Advanced ● Hands on

Course number

Course title

08

Visualizing & Layout

Course lead

Robert Bossart

Course description

Every day we consume information in different forms and/or make it available in different media. To make this information accessible and understandable in the best and most attractive way, it needs to be laid out, visualized and finally made readable with the basic rules and knowledge of typography and graphic design. In this course, which lasts six evenings, you will learn and deepen all these things by working with real content yourself.

By looking at and analyzing best practice examples in the area of print and layout and comparing them with your own emerging layouts and visualizations, the most important key points for good layout design are identified. An in depth examination of aspects of typography, layout and visualization, the practical application of these findings and repeated reflection in the peer group lead to more vivid and professional results. Repeated doing is the focus of attention.

Learning outcomes

- Sensitization of visual perception and visual understanding; especially with regard to typography, layout and image
- Understand and apply processes and workflows in graphic, typographic and editorial design
- Implementing content and formal ideas through craftsmanship
- Apply the acquired knowledge in your own master project

Professional competences

- Design of documentations (posters, scripts, etc.)
- Create typographically readable and graphically appealing documents
- Process, print and PDF workflow for production

CV of course lead

Robert is a trained signwriter and musician. After several years working in the music business, he studied Graphic Design. With his diploma thesis he was the co-winner of the Lucky Strike Junior Designer Award 2001 and co-founded the studio Reflector. Since 2002, he has been lecturing at the Lucerne University of Applied Sciences and Arts in visual communication at Bachelor and Master levels.
#reflector.ch hslu.ch/de-ch/hochschule-luzern/ueber-uns/personensuche/profile/?pid=612

Overlapping courses

Course days

Level

Focus

Brand

16

Tue 30.09.2025 Tue 21.10.2025
Tue 07.10.2025 Tue 28.10.2025
Tue 14.10.2025 Tue 04.11.2025

● Beginner
○ Intermediate
○ Advanced

● Methodical
○ Experimental
● Hands on

○ More theoretical
● More practical

Course number

Course title

09

Visual storytelling

Course lead

Samuel Frei

Course description

Visualizations and storytelling methods support communication processes by illustrating key points, relieving cognitive strain and helping to follow the common thread in conversations. In this introductory module to Visual Storytelling the participants learn how and where visualization and storytelling techniques can be used in a targeted manner to increase the effectiveness of their own communication/ presentation in different audience situations. The acquired knowledge is applied and put into practice by means of practical examples and hands-on exercises.

Learning outcomes

- Understanding visualizations and storytelling as a basic communication approach for addressing different target groups.
- Understanding processes of human perception and narrative structuring of information.
- Getting to know and applying visual storytelling techniques (both visual and narrative) so that communicated content is received and understood by a target audience.

Professional competences

- Support and expand your own visual communication skills for different audience situations (project presentation, stakeholder meetings, idea generation etc).
- Being able to identify different audiences and contexts and adapt visualizations and narrative structures accordingly.
- Applying different visual storytelling methods and get to know their fields of application.

CV of course lead

Samuel Frei works as Design Researcher and Lecturer at the Lucerne School of Design, Film and Art. He initiates and leads research projects and implements them with partners from Praxis. He teaches on topics of visual communication and storytelling, questions design knowledge and explores creative processes in various research projects. Throughout his academic journey he worked as a freelance exhibition designer and scientific illustrator for various institutions in the conservation and education sector.

hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profile/?pid=1637

Overlapping courses

Course days

Level

Focus

Brand

18

Mon 29.09.2025 Mon 20.10.2025
Mon 06.10.2025 Mon 27.10.2025
Mon 13.10.2025 Mon 03.11.2025

● Beginner
● Intermediate
○ Advanced

● Methodical
○ Experimental
● Hands on

○ More theoretical
● More practical

Course number**Course title****10****Data visualization****Course lead**

Darjan Hil

Course description

The Data Visualization 1 module provides you with practical skills in working with data and design. During the two days, the approach of modular information design is taught on the basis of a prepared data set. The first day focuses on the basics of data analysis using and multidimensional diagramming sketching. On the second day, new variations are designed using simple tools like pen and paper. These outcomes will be evaluated through joint reflection sessions. Through presenting different information design projects, students will learn about best practices and tools.

Learning outcomes

- Knowing where to find data and how to analyze and process it
- Knowing the design parameters of a visualization
- Designing your own visualizations

Professional competences

- Data visualization assessment skills
- Knowledge of the information design process and tools
- Data processing skills

CV of course lead

Nicole Lachenmeier and Darjan Hil are doing information design in their agency Superdot visualizing complexity since 10 years. Their work has been awarded several times, including the German Press Agency Award and the Information is Beautiful Award. They have been teaching for 7 years and are currently publishing a book on their methods. Superdot's clients include private companies, NGOs, government agencies and universities.

Projects examples: superdot.studio

Overlapping courses**Course days****Level****Focus****Brand****04****Mon 24.11.2025**
Tue 25.11.2025

- **Beginner**
- **Intermediate**
- **Advanced**

- **Methodical**
- **Experimental**
- **Hands on**

- **More theoretical**
- **More practical**

Course number

Course title

11

Critical speculation in design

Course lead

Christoph Zellweger

Course description

Design is a means of speculating about how things could be – a way of envisioning desirable futures (A. Dunne, F. Raby in Speculative Everything, 2013). The introduction to this module will be hands-on and physical. By hacking, customising and re-configuring ‘found’ objects and by re-purposing spatial environments and situations, students will explore the potential of ‘Critical Speculation in Design’ to elicit answers or sharpen their research approach. ‘What-if’ approaches lead to tangible prototypes that can trigger associations, inspire action or prompt reflection. ‘What-if’ questions lead to experiences, stimulating debates and discussions about the future we want (or don't want).

Learning outcomes

- Applying ad hoc improvisation and re-purposing skills
- Applying disruptive measures in the ideation process and for reflection
- Using found materials and objects for prototyping to advance ideas
- Understanding personal ideation processes in more depth
- Applying the learned working methods to the MA research projects

Professional competences

- Understanding the importance of improvisation in the idea finding process
- Understanding the correlation between object & material driven design processes and ideation processes in an early stage
- Understanding the importance of materiality and aesthetic perception to create impact

CV of course lead

Zellweger (MA RCA London) has been an educator for 30+ years and a research professor at Sheffield Hallam University (UK) for 20. Since 2007 he is a member of the MA in Design team at HSLU. He is a practitioner whose engagement with the constructed world of objects, bodies and identities implies taking a critical stance to reflect on that essential human activity of ‘making’, of designing the world.

Overlapping courses

Course days

Level

Focus

Brand

05

Tue 07.10.2025
Tue 21.10.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

12

**Exteriors for humanoid
robot systems**

Course lead

Dr. Martin Dressler

Course description

Autonomous robot systems will be a key technology of the 21st century – especially those intended to interact with humans. These systems will become part of our daily life – at work, at home or on the street.

We humans are very susceptible to the outer appearance of other entities such as lifeless natural things, living creatures and of course man-made machines.

The focus of this course is to develop methodical material approaches and concrete material ideas regarding

- design requirements for such Human-Machine-Interface-Materials,
- the choice of materials,
- the quality of human-machine interaction brought about with these materials

Learning outcomes

Participants will learn to:

- narrow down an exuberant field
- research systematically
- understand the behaviour of different materials
- build suitable prototypes
- document the work in a concise manner

Professional competences

After the course participants will have developed skills to

- orientate themselves in a vast and novel material related field,
- to be able to produce valuable outcomes within a limited time span which are: valid, well documented, valuable for further projects and backed by real world prototypes.

CV of course lead

Martin hat 20+ years experience in material research and development as well as hands-on experience in tech-start-ups and LAB-to-FAB projects. Besides working for you/HSLU my current focus is on developing a novel man-ufacturing technique for high-tech ceramics were I started my own company. See: spezialkeramik.ch

Overlapping courses

Course days

Level

Focus

Brand

06

Tue 30.09.2025
Tue 28.10.2025

- | | | |
|---|---|---|
| <input type="radio"/> Beginner | <input checked="" type="radio"/> Methodical | <input checked="" type="radio"/> More theoretical |
| <input checked="" type="radio"/> Intermediate | <input checked="" type="radio"/> Experimental | <input type="radio"/> More practical |
| <input checked="" type="radio"/> Advanced | <input type="radio"/> Hands on | |

Course number

Course title

13

Sanctuaries of senses

Course lead

Annabelle Schneider

Course description

In a hyper-connected yet socially fragmented world, this course explores how multi-sensory spatial narratives can restore presence, intimacy, and belonging. Drawing from human-centered design, interior, scent or sound design, and AI as a creative collaborator, students will develop hybrid offline spaces that translate online dynamics into embodied, collective experiences. Through hands-on prototyping and critical reflection, we design not only for aesthetics, but for human connection – asking what it means to be *hyper-human* and how spatial strategies can create sanctuaries for both community and self.

Learning outcomes

- Apply spatial experience design methods to hybrid online/offline contexts.
- Integrate human-centered design, interior, scent, and sound design principles with AI for ideation, narrative development, and sensory proto-typing.
- Translate online community dynamics into inclusive, embodied offline experiences.
- Critically evaluate the ethical and emotional implications of AI in spatial design and explore what it means to be “hyper-human.”

Professional competences

- **Designing spaces** that enhance emotional health and social belonging through interior, scent, and sound design principles.
- **Integrating AI** and emerging technologies into physical design work-flows.
- **Creating multi-sensory, inclusive environments** for cultural, hospitality, therapeutic, and public contexts.
- **Critically assessing** what it means to be “hyper-human” in contrast to automation, and how spatial design can respond to community desires and needs.

CV of course lead

Annabelle Schneider, Swiss-born and NY-based, designs immersive experiences like *BREATHE WITH ME* and VR therapy spaces for communal well-being. Shown at Art Basel and worldwide, her work blends human-centered design, scent, sound, and AI, creating sanctuaries that reconnect body, mind, and community.

annabelleschneider.com/about

[instagram.com/annabellesbubble/](https://www.instagram.com/annabellesbubble/)

Overlapping courses

Course days

Level

Focus

Brand

02

Wen 15.10.2025 (!)
Mon 10.11.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

14

Hitchhiking design systems

Course lead

Gabriele Fackler

Course description

Designers need support as their work environment becomes more complex and time pressure increases. Design systems can speed up design processes, reduce handover problems, and make designs more inclusive. However, many design systems look alike. Good design transports a message, is relevant to the context, and stands out from the rest. In this course, students can experiment by applying methods that create attention to out-of-the-box design systems. The goal is to use design systems not only to speed up but also as a base to create new and memorable design solutions.

Learning outcomes

- Delve into the meaning and benefits of design systems for designers
- Get to know different methods of attracting attention
- Find out how you can generate attention for a message with few resources through an experiment.

Professional competences

- Picking the right design component for specific requirements
- Quickly prototyping ideas
- Creating attention with your solution
- Learning about the importance of design systems in various contexts (user-friendliness, interdisciplinary collaboration, branding).

CV of course lead

Gabriele is lead of the MA Digital Ideation program at HSLU and founding partner of Reflexivity. Gabriele is a creative force who brings digital applications to life. For many years and for well-known organizations across Switzerland and internationally. Teaches design research and is an experienced juror. MFA Graphic Design, Rhode Island School of Design, Diplom Visuelle Kommunikation, Hochschule Augsburg

reflexivity.net

Overlapping courses

Course days

Level

Focus

Brand

03 07

Mon 01.12.2025
Tue 09.12.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

15 The aesthetics of misalignment: **Finding design language in AI's beautiful failures**

Course lead

Yaniv Steiner & Michael Speranza

Course description

What happens when we stop asking AI to mimic human creativity and instead embrace its alien logic? This workshop explores the aesthetic potential of model entanglement, the design opportunities hidden in latent space, and the radical possibilities that arise when AI is approached not as a tool but as a non-human collaborator with its own material qualities.

Rather than simply extending your toolkit, the workshop builds a strong foundation for formulating research questions and developing design patterns specific to Generative AI. Through a mix of lectures and hands-on exercises, participants move from core principles to practical applications, while also reflecting critically on the relationship between technology, humanity, and ethics in an evolving AI landscape.

Learning outcomes

- Grasp foundational concepts of Generative AI and its role in the evolution towards General AI.
- Explore various theories and methods associated with Generative AI through practical exercises.
- Gain insights into the potential applications of Generative AI across different domains.

CV of course lead

Yaniv Steiner is a technologist and a designer specializing in computational linguistics and generative AI. For three decades, he has worked with companies, governments, and academia to design solutions that bridge the gap between humans and computers. He taught physical computing at Interaction Design Institute Ivrea, contributing to the birth of both the Wiring and Arduino platforms and served as a Senior Information Architect at the European Commission in developing enterprise-level services, tools, and methods in the field of NLP and data science.

yanivsteiner.com

michaelsperanza.ch hslu.ch/de-ch/hochschule-luzern/ueber-uns/personensuche/profile/?pid=6070

Overlapping courses

Course days

20

Mon 13.10.2025
Tue 14.10.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical

Course number

Course title

16

Ideation: 50 ways to jump-start your thesis

Course lead

Jan-Christoph Zoels

Course description

A design workshop to create 50 ideas stimulated by your heuristic observations and research insights. The workshop broadens your design space by building on existing, evolutionary, or novel ideas. Its core function is to synthesize and diversify opportunity areas and generate discussions between the process stakeholders. 50 is a substantial number because it ensures that designers look beyond the obvious, delving deep into new areas to develop unique ideas. These ideas will be clustered in an opportunity map to visually identify gaps in the current user experience. The aim is to reveal new business opportunities, discover concept qualities, and enhance your design strategy in conceptualizing your potential thesis.

Learning outcomes

- Jumpstart your ideation process
- Diversify opportunity generation
- Visualize concepts for stakeholder engagement

Professional competences

- Managing fast paced ideation processes in workshops
- Reveal white spaces in the current market and user experiences, going from evolutionary to disruptive approaches
- Prioritise new solutions and support strategy development

CV of course lead

Jan-Christoph Zoels is head of the MA Design programs at HSLU and former founding partner of Experientia, a strategic design studio. In his work, he focuses on people's service experiences to support sustainable lifestyles. He advocates a strategic integration of behavioral modeling, stakeholder engagement and participatory design processes to increase people's awareness, grow their competencies and nurture their aspirations. [youtube.com/watch?v=I_UYX-x3RnU](https://www.youtube.com/watch?v=I_UYX-x3RnU)

Overlapping courses

Course days

Level

Focus

Brand

08

Tue 21.10.2025 Tue 25.11.2025
Tue 28.10.2025 Tue 02.12.2025
Tue 04.11.2025 Tue 09.12.2025

● Beginner
● Intermediate
○ Advanced

● Methodical
○ Experimental
● Hands on

○ More theoretical
● More practical

Course number

Course title

17

The soft skills of design & Leadership

Course lead

Dr. Andy Polaine

Course description

Craft and methods are only part of a designer’s skillset. Most challenges you will face aren’t design problems but people problems.

You will spend much of your energy making the case for projects, pitching ideas to stakeholders, managing relationships and conflicts. Eventually moving into leadership often triggers an identity shift and crisis of confidence. Drawing on Andy’s experience and coaching design leaders, this course teaches you how to craft compelling narratives, set up teams for success, build presence, grow confidence, develop relationships and resolve conflicts.

It is everything you are not normally taught, but really need, for a future career in design.

Learning outcomes

- An understanding of simple structures to pitch, present and get the man-date for design
- The use of self-reflection and experiments to navigate relationships and conflict
- Greater confidence and presence

Professional competences

- Setting up and building successful teams
- Storytelling, pitching presenting
- Stakeholder management
- Managing time and energy

CV of course lead

Dr. Andy Polaine is a design leadership coach, educator and writer with three decades of experience helping clients transform their organisations and them-selves. He is co-author of Service Design: From Insight to Implementation and Co-Lead of the MA Service Design at HSLU.

Overlapping courses

Course days

Level

Focus

Brand

02

Mon 20.10.2025
Tue 02.12.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

18

Reassessing the social

Course lead

Dr. Andreas Unteidig

Course description

This focus module asks a simple, big question: can design be a force for positive social change? Building on SDNC25, it examines socially engaged design past and present. Assuming design is shaped by social transformations, we ask how it stays adaptable and accountable — to whom, through which objects and alliances, and with what literacies and tools. Across six meetings, we read one text per session (SDNC25 pieces + foundational essays) and discuss. Emphasis on close reading and honest conversation, not deliverables. Open to all MA Design students; conference attendance not required. Each session links readings to your interests and future roles.

Learning outcomes

- Develop critical thinking skills to analyze and respond to contemporary challenges.
- Explore the intersections between design, activism, and innovation.
- Foster a collaborative and inclusive dialogue that incorporates diverse viewpoints.
- Cultivate an awareness of the social and ethical dimensions of our actions.

Professional competences

- Learning about various ways in which design can be used to promote social change.
- Draw inspiration from design theory and history for their design practice.
- Improving their skills in reading, understanding, and discussing academic literature.
- Practice facilitation and moderating skills.

CV of course lead

Dr. Andreas Unteidig is Co-Director of the MA Eco-Social Design at Lucerne University of Applied Sciences and Arts and an affiliated researcher at the Weizenbaum Institute in Berlin. He serves on the boards of the Social Design Network, the German Society for Design Theory and Research (DGTF), and the Swiss Design Network. His research and consulting focus on socio-ecological transformation, critical technology studies, and participatory design.

Overlapping courses

Course days

Level

Focus

Brand

09

Mon 06.10.2025 Mon 27.10.2025
Mon 13.10.2025 Mon 24.11.2025
Mon 20.10.2025 Mon 01.12.2025

● Beginner
● Intermediate
● Advanced

● Methodical
● Experimental
○ Hands on

● More theoretical
○ More practical

Course number

Course title

19

Circular product innovation

Course lead

Nando Schmidlin

Course description

In this course, we explore the process of circular product innovation using tools I've developed as a sustainable designer at Milani. You'll learn to apply 38 design principles, conduct basic life cycle assessments, map value chains, and use circular business model archetypes and canvases. Through case studies or your own projects, you'll gain hands-on experience with these methods and learn how to develop circular product innovations backed by compelling business cases.

Learning outcomes

- Understand different tools in a circular design process
- Know when and how to use these tools
- Assemble a coherent business case with arguments for the environment as well as other stakeholders

Professional competences

- Interpret the sustainability performance of companies and products
- Know how to facilitate a group in creating environmentally sensible ideas
- Integrate different stakeholder perspectives into a coherent pitch

CV of course lead

Nando studied industrial design in Zurich and completed the MA International Design Business Management / Creative Sustainability in Helsinki in 2018. At Mila-ni, he supports circular design efforts for clients who deliver for example power tools, medical injectors or washing machines.

Overlapping courses

Course days

Level

Focus

Brand

Mon 29.09.2025
Mon 06.10.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

20

Alpine futures literacy

Course lead

Prof. Dr. Jens Badura

Course description

Happy cows and alpenglow, traditional living, mountain adventures and folk music – perceptions of the Alps are often shaped by clichés. And just as often, these clichés obscure a reality that makes shaping the future of the Alpine region a complex challenge: climate change is having a disproportionate impact on the Alps, some Alpine valleys are struggling with depopulation, others with overtourism, value creation models and sociocultural constellations coined by particular geomorphological structures must adapt to the conditions of a globalised world – to name just a few examples.

The module will focus on developing prototypical future perspectives for the Alpine region based on case studies, while also taking a critical look at the power of clichés that shape our perceptions of the Alps – and thus also limit the scope of possibilities when it comes to “reimagining” the Alps.

Learning outcomes

- Transformative Literacy
- Applying aesthetic and cultural theories in specific, real-life practical contexts
- “Cliché competence” (Cultivate an awareness of the “power” of clichés)

Professional competences

- Socio-cultural development
- Transdisciplinary project work
- Insights in contemporary discussions of sustainable development in the Alpine Space

CV of course lead

Jens is the head of BA Transformation and member of the Research groups “Transformation Design” and “Postdisciplinary Art Research” at HSLU-DFK, and co-director of the Graduate School at the Uri Institute Cultures of the Alps, University of Lucerne. He is a philosopher whose work focuses on applied aesthetics and cultural philosophy.

Overlapping courses

Course days

Level

Focus

Brand

15

Mon 13.10.2025
Tue 14.10.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Research		Overlaps	
01	Who cares?	Marta Lago	—
02	InclusionXDesign	Dr. Isabella Pasqualini	13, 17
Futures		Overlap	
03	In the future, we may need ethics in design	Fernando Obieta	06, 14
04	Design for systems change	Kristel van Ael	10
05	Strategy prototyping for the planet	Dr. Samuel Huber	11
06	Designing interactions for all living things	Mouna Andraos & Melissa Mongiat	03, 12
Foundations		Overlap	
07	Drawing practice practice – 3D to 2D	Christof Fischer	14
08	Visualizing & Layout	Robert Bossart	16
09	Visual storytelling	Samuel Frei	18
Design		Overlap	
10	Data visualization	Darjan Hil	04
11	Critical speculation in design	Christoph Zellweger	05
12	Exteriors for humanoid robot systems	Dr. Martin Dressler	06
13	Sanctuaries of the senses	Annabelle Schneider	02
Interactions		Overlap	
14	Hitchhiking design systems	Gabriele Fackler	03, 07
15	The aesthetics of misalignment: Finding design language in AI's beautiful failures	Yaniv Steiner & Michael Speranza	20
Services		Overlap	
16	Ideation: 50 ways to jumpstart your thesis	Jan-Christoph Zoels	08
17	The soft skills of design & leadership	Dr. Andy Polaine	02
Sustainability		Overlap	
18	Reassessing the social	Dr. Andreas Unteidig	09
19	Circular product innovation	Nando Schmidlin	—
20	Alpine futures literacy	Prof. Dr. Jens Badura	15

**You have to choose 6 courses (Fulltimers), 3 courses (Parttimers) out of 20
Inscription closes on Sunday, 21. September at midnight!**

**Master
Design**

Research	Overlaps
01 Data literacy for designer	Silke Zöllner
02 TBD (Design and crisis)	Dr. Andreas Unteidig
Futures	
03 Critical design ethnography	Merle Ibach
04 TBD	N.N.
05 TBD	N.N.
Foundations	
06 Drawing practice - the world is a stage	Christoph Fischer
07 TBD (Letterpress, Print)	Karin Fink & Robert Bossart
08 Visual ideation and sketching	Samuel Frei
09 UX writing fundamentals	Erin O'Laukghlin
Design	
10 Data visualisation with p5.js and D3.js	Christian Schneider
11 Immerse. observe. (re)connect.	Angela Wicki
12 Material circularity from a practical design perspective	Lea Schmidt
Interactions	
13 TBD (Agents by design)	Yaniv Steiner
14 Enjoying complexity: diagrammatic representations for communicating complex processes	Gabriele Fackler
15 High fidelity spatial prototyping	Gregor Finger
Services	
16 Mapping customer journeys & service blueprints	Jan-Christoph Zoels
17 Good design is good business	Kim Mingo
Sustainability	
18 TBD	Karin & Sabine Fink
19 TBD	N.N.
Performance, Display, Presentation, Exhibition	
20 Szenography in presentations	N.N.