

Semester

Module

FS22

Focus modules

Module description

Focus modules are 20 short 2 day workshops covering a wide range of subjects from research, design, futures, services, interactions, and sustainability. You can select 6 of these per semester.

Course number

Course title

01

Breaking the grid

Course lead

Marta Lago Arenas

Course description

Human centered experience design in complex ecosystems: When designing new experiences and services in complex systems with multiple stakeholders and important constraints (such as healthcare) a human centered approach has to be enriched with a systems thinking view. In this workshop, we will conduct a practical reflection on how to define and reframe problems that drive innovation efforts in a truly human centered way and apply ecosystems tools to advance our experience design efforts with a strong focus on relational design.

Learning outcomes

- Understanding human centered approach to design within ecosystems
- Focus on healthcare ecosystem design
- Stakeholder and ecosystem mapping and other tools for analysis and idea generation

CV of course lead

Marta is a European lead for Strategy and Innovation at Amgen, a global biotech company. She focuses on the creation and scaling of innovative solutions (digital and not) that improve the lives of patients and caregivers in various therapeutic areas. She complements her activity as visiting tutor and coach in academic and entrepreneurial programs focusing on service design and human centered design.

Before deep dive in healthcare, Marta worked as service design expert in innovation project in different areas and academic programs across Europe. Marta was part of IDEO, an innovation agency that influenced her approach to human centered design.

Marta is a Design graduate from the Royal College of Art in London and holds a mechanical engineering degree from the Universities of the Basque Country and Karlsruhe.

Course number

Course title

02

**Storytelling for
Eco Social Impact**

Course lead

Uwe H. Martin

Course description

If we want to make a difference for humanity and the planet, we need a fundamental behavior change in the population, politics, and business. We can only achieve this by developing and effectively communicating new eco-social narratives.

This workshop explores various storytelling strategies to reach audiences and communicate eco-social themes: from traditional linear media over on-line, mobile, and social media storytelling approaches to spatial, live, and educational settings. We dive into environmental and slow-moving crises' conceptual and cognitive problems, the language of denial, and adequate responses to these challenges.

Learning outcomes

- basic understanding of storytelling techniques for Eco Social Impact
- identifying ecological topics and connected problems
- identifying target audiences and how to reach them
- concept development for storytelling campaigns
- presentation skills in video

CV of course lead

Uwe H. Martin is an independent visual storyteller, slow journalist, researcher and educator. Together with his partner, Frauke Huber, Uwe documents the social and environmental consequences of global agriculture since 2007. Using a slow journalism approach, their projects build bridges from traditional journalistic publications, over linear web-documentaries and interactive apps, to spatial installations at art institutions.

Course number

Course title

03

Data Literacy for Designers

Course lead

Silke Zöllner

Course description

The course offers a user-oriented, non-mathematical introduction to statistics. Students learn important methods of quantitative empirical social research. Since information is a central good in a complex world, the course is designed to convey an increasingly important methodological competence. You will learn how information is obtained, evaluated and how it can be processed. We work hands-on with an online survey which each student will create, conduct and evaluate based on his/her own research interests or current projects.

Learning outcomes

- familiarize students with basic concepts of statistics
- demonstrate the importance and practical use of statistics
- provide the students with the knowledge to extract, process and interpret relevant information from data
- show how to present data in an informative and concise way
- promote the interest to generate new knowledge from data
- critically reflect publicly presented information

CV of course lead

BSc in Human Geography, MSc in Business Administration, CAS in Applied Statistics.
Senior Research Associate at the Competence Center for Regional Economics &
PhD candidate at the Technical University Munich, Chair for Urban Development.

Course number

Course title

04

Design & Ethics 1

Course lead

Prof. Dr. Dr. Christof Arn

Course description

We draw on the resources of ethical reflection methodology from the scientific discipline of ethics in order to advance current issues in the student's design work.

So we tackle upcoming decisions in the professional field as well as we use a systematic process that helps each student develop an individual manifesto for good design.

Along the way, key terms, concepts, and models of scientific ethics are explored and can eventually be synthesized to understand what ethics is and what it can do.

Learning outcomes

- Understand what ethics can do for design
- Use ethics reflection methods in a self-guided way
- Clarify value based the own understanding of good design
- Use core concepts of ethics as thinking and problem-solving tools.

CV of course lead

- First doctorate in ethics in 2000. Second doctorate in ethics in 2007 on the topic of „ethics transfer“.
- Since then: Ethics researcher, author and ethics consultant for companies as well as ethics trainer for companies and ethics lecturer at universities.
- Since 2007: Additional focus on teaching and learning, broad publication, teaching and development activities in this field, from 2010 to 2018 head of the Center for Learning and Teaching at the Lucerne University of Applied Sciences and Arts.
- [linkedin.com/in/christofarn/](https://www.linkedin.com/in/christofarn/)
- ethikprojekte.ch

Course number

Course title

05

Design for systems change

Course lead

Sabrina Tarquini

Course description

The course focuses on Systemic Design, an approach that merges systems thinking and human-centred design in order 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 and design thinking skills 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 and its implementation plan, to develop strategic and creative thinking capabilities

CV of course lead

Sabrina Tarquini is a design consultant based in Stockholm. In her practice she has been moving between the domains of service and interaction design, working for corporates, government and NGOs. She co-created a methodology for systemic design with Namahn, along with a toolkit for participatory sessions, which she introduced in several conference talks and workshops.

Course number

Course title

06

Drawing Practice 2

Course lead

Christoph Fischer

Course description

How to abstract complexity by drawing. Drawing practice by drawing situations outside and inside the school.

Learning outcomes

- The students get basic skills in drawing by watching
- The students can describe a situation by sketches
- The students can use drawing as a basic tool to discover new forms and ideas

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 my dreams
- Reportage drawing projects "Chicago Westside", "Bahnhofplatz Luzern"
- Long-term documentation of "Teufelskreisel" Kreuzstutz and the sculpture "Heinz"

www.christophfischer.ch
instagram: #christophfischer_illustration

Course number

Course title

07

Typo Print and Screen

Course lead

Robert Bossart

Course description

The course works towards a deeper understanding of the effect of different font families and applies this in practical exercises. The media possibilities of the screen expand the narrative forms of information and thus the scope for design by a further dimension.

Dramaturgy and knowledge of the differences between print and screen are necessary to address appropriate content in a user-friendly way. Kinetic or moving typography plays a special role here. Different forms of perception and principles of movement form the basic knowledge.

Learning outcomes

- Gain in-depth theoretical, historical and practical knowledge, competences and differences in the use of typography in the media (print, screen).
- Knowledge of font effects and classification of fonts
- Screen and motion type – learning about principles, dimensions and possibilities and testing them yourself
- Explore kinetic typography in particular
- Gain insights for conceptual or practical work

CV of course lead

Robert Bossart is a trained signwriter and a graduate of the Lucerne Jazz School. After several years of teaching and performing as a musician, he studied Graphic Design at the Lucerne School of Art & Design. With his diploma thesis he won the Lucky Strike Junior Designer Award 2001 together with Flavia Mosele. He is co-founder and co-owner of the graphic design studio „Reflector Visuelle Gestaltung“. Since 2002, Robert Bossart has been teaching at the Lucerne University of Applied Sciences and Arts in the areas of interaction, data visualisation, typography/typedesign and screen and graphic design at Bachelor and Master level. From 2005 to 2016 he worked on research projects, especially in the field of visualisation of complex data and facts. Since 2016, he has sporadically integrated himself into research work. Since autumn semester 2020, he has also been a guest lecturer in the new BA programme Spatial Design. Furthermore, he is co-managing director and co-art director of „Reflector“, where he supervises various design projects.

#reflector.ch

<https://www.hslu.ch/de-ch/hochschule-luzern/ueber-uns/personensuche/profile/?pid=612>

Course number

Course title

08

Visual Storytelling 2

Course lead

Samuel Frei

Course description

Visualizations and visual storytelling methods support communication processes by illustrating key points, relieving cognitive strain and helping to follow the common thread in conversations.

Building on the insights from the first course, we will further develop our visual competences and apply them to concrete ideas and concepts of the master project. In particular, we will explore different approaches to visual ideation, sketching methods and the translation of complex (often textual) information into visual vocabulary. The acquired knowledge is applied and put into practice by means of practical examples and hands-on exercises. Based on the insights from the sessions, we will try to bring our experience and knowledge to the forefront and develop a short visual story for your MA project.

Learning outcomes

- Communicating ideas, concepts and complex issues in a visually coherent, engaging and comprehensible way.
- Visualizing processes: using the visualization compass as a navigation tool we will practice how to communicate key messages (of your MA project) by using simple visual vocabulary and explore different visualizing methods and associated image-finding strategies.
- Dramaturgy, rhythm and narrative structures in visual communication. The interplay of text and visuals.
- Visual Thinking (e.g. in Cross Cultural Communication)

CV of course lead

Samuel Frei works as Design Researcher and Lecturer at the Lucerne School of Art& Design. 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.

Course number

Course title

09

Data Visualisation 2

Course lead

Marina Bräm

Course description

Impact of infographics & visual data journalism: The development of infographics and data stories is strongly driven by content. In this course, we focus on concepts from the journalistic field. What needs to be considered when we work editorially and tell fact-driven stories? Which approach is appropriate and how do we work our way through information to a narrative core? How do headline, lead, text elements, captures and graphics come together and how do we build a knowledge structure in print and online?

And how can we make facts accessible and creative in all of this?

Learning outcomes

- Opportunities and risks of information concepts
- How does information processing work in the brain?
- Recognize and link information relationships
- Pictures versus numbers – what can storytelling do?
- Insights into historical information concepts and actual

CV of course lead

Marina Bräm founded her own studio in the summer of 2020 (viz-bybraem.com), focusing on information design and teaching knowledge communication and visual storytelling. She pursues commissions and mandates in collaboration with companies, institutions, universities and cantons and she previously worked as Digital Design Director and Head of Infographics at Tamedia with a focus in News Design.

Marina Bräm also lectures in her field of expertise in different programs: in the bachelor program „Data Design & Art“ at the Lucerne University of Applied Sciences and Arts (HSLU) and at the Higher Colleges of Design in Bern, St. Gallen and Zurich. In small mandates Marina Bräm is also a mentor at the Zurich University of the Arts (ZHdK), involved in various juries and leads workshops, e.g. at the ETH.

Course number

Course title

10

Good design is inclusive.

Course lead

Marion Delhees, Ellen Schweizer

Course description

Exhibition environments must address the diverse needs of visitors. Adapting to different visitor groups induces new aspects of conveying content and carries the idea of inclusion into society.

With a focus on blind and visually impaired people, students research, discuss, explore, develop and design tactile, auditory and other multi-sensory prototypes for an actual permanent exhibition at a Lucerne Museum to create more valuable experiences for all visitors. In addition, guiding and orientation tools are to be addressed as blind and visually impaired visitors benefit if they can access the exhibition at any time. While developing and reflecting on their inclusive approach to design for an actual exhibition they profit from the input of the course lead and learn of best practice examples.

Learning outcomes

- Understanding inclusion by recognizing exclusion
- Expanding knowledge of human diversity and needs by applying inclusive thinking, questioning and analyzing
- Becoming acquainted with theory and practice of inclusive design
- Developing inclusive design ideas and solutions for exhibition environments

CV of course lead

German Designer Ellen Schweizer consults museums, architects, and designers on implementing inclusive/low barrier exhibition concepts. Her expertise is accessibility for blind and visually impaired people. As co-founder of the initiative #goinclusive, she realizes inclusive design projects for companies and institutions while collaborating with an extensive network of experts in related and relevant disciplines. She co-founded the award-winning NPO/NGO Anderes Sehen e.V. to support blind children, inclusion, inclusive products and accessibility for blind people.
www.schweizergestaltung.de/ www.goinclusive.de www.anderes-sehen.de

Swiss Designer and Educator Marion Delhees brings together over 20 years of practical design experience with new methodologies for collaboration in education. As co-founder of lookinglately, Studio for Design, Identity & Content, at first in New York later in Zurich, she concentrates on research and concept development, creative processes and strategic planning. For her various teaching assignments, both nationally and internationally, she has developed and taught courses in identity design/branding, digital identity/social media, social design and collaborative methods.
www.lookinglately.com

Course number

Course title

11

The elephant in the room

Course lead

Ramona Banfi

Course description

Designing online services for the public administrations: People are used to well-designed products and services.

Private companies provide beautiful and pixel perfect digital products as well as smooth services that are consistent and effortless. People expect the same standard and quality from the public sector but sometimes their expectations are disappointed. Why is it so difficult for the public sector to stand up to the challenge? Which are the difficulties behind the design process to provide online services? The aim of this intensive workshop is to provide a sneak peek into the design of online services for the public administrations and to finally see the elephant in the room.

Learning outcomes

- Overview on e-Government framework and eService
- Design challenges for the public administration sector
- Knowledge of the best practices in the sector (eService and Design system)
- Deepening on Accessibility topic and Content design
- To develop the course's project students will acquire and apply the following methodologies: Qualitative interviews, Data analysis and Customer Journey, Wireframes

CV of course lead

Ramona has a bachelor's degree of visual communication and a master's degree of interaction design from the University of Applied Science and Arts of Southern Switzerland. She is currently product designer at SpotMe and UX design mentor at Careerfoundry. Previously she worked as UX/UI designer at Experientia, UX/UI consultant at CSI Piemonte and UI designer at Arduino.

Portfolio: <https://ramonabanfi.myportfolio.com/>

Linkedin: <https://www.linkedin.com/in/ramona-banfi/>

Course number

Course title

12

Fundamentals of business 2

Course lead

Prof. Jorge Hirter

Course description

Earning a living as a designer: Topics are:

- Basics of pricing.
- Pricing: different pricing methods for your offer.
- Fees: determining your fee basis and level.
- Calculation: Can you live off of your work?
- Contracts and (some) legal considerations (based on Swiss law).
- Optional: Q&A on topics of interest to the specific group pending available time (financing, legal, operations, etc.).

The course builds on the Fundamentals of Business 1.

The emphasis is on the application of the concepts by the student. The lecturer will provide room and exercises to support the transfer of the theory.

Students have the option to focus on other related topics or address specific business aspects of their project, pending approval by the lecturer.

Readings and handouts will be provided as required.

Learning outcomes

- Reflect the economic side of their profession: can they make a living as designers?
- Understand how to transform value into prices and fees.
- Understand the relevance of prices, fees and contracts for professionals that live from their work.
- Know how to determine if they can live off their work as designers.
- Identify gaps and personal issues in relation to the course topics.

CV of course lead

<https://www.linkedin.com/in/jorgehirter/>

Course number

Course title

13

Mapping customer journeys & service blueprints

Course lead

Jan-Christoph Zoels

Course description

In this design research and visualization workshop we will explore Augusto Morello's paradigm "Design predicts the future when it anticipates experiences...". We will explore and map what a customer of your potential thesis offering is going through from their point of view informed by your heuristic observations and research insights.

Customer journey maps are a visual, process-oriented method for conceptualizing and structuring people's experiences. These maps consider people's mental models (how things should behave), the flow of interactions, possible touchpoints and jobs to be done. They include people's daily life user profiles, scenarios and user flows and reflect the thought patterns, processes, considerations, paths, and experiences.

Service blueprints are an operational tool that visualizes the components of a service in enough detail to analyze, implement, and maintain it. Blueprints show the orchestration of people, touchpoints, processes, and technology both frontstage (what customers see) and backstage (what is behind the scenes).

Learning outcomes

- Identify moments that matter and touchpoints over time
- Highlight factors that influence the users' experience and their effect
- Analyze steps and synthesize opportunities within the Customer Journey
- Verify, implement and maintain service interaction

CV of course lead

Jan-Christoph Zoels is head of the MA Design programs at HSLU and a cofounding partner of Experientia. 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.

www.experientia.com
https://www.youtube.com/watch?v=I_UYX-x3RnU

Course number

Course title

14

Design Endings

Course lead

Joe Macleod

Course description

Why ends?

We create rich, emotional and meaningful experiences to on-board the consumer. In contrast, the off-boarding of the consumer experience is barren of emotion and meaning. This sacrifices consumer action, holds back engagement; limiting reflection and responsibility.

The off-boarding of the consumer is an untapped area of action in the consumer lifecycle. It can help businesses align with new business models, increase consumer engagement, raise customer satisfaction, broaden business influence, pre-empt legislation, and maximise sustainability.

If you're interested in making a difference with your product experience then look at the end.

Learning outcomes

- History of why endings are overlooked in the consumer lifecycle
- Critical impact gaps exposed at the end
- Selling the importance of endings to stakeholders
- Types of endings experienced by the consumer
- Phases of consumer off-boarding
- Methods to minimise the impact of bad endings
- Tools to help your team build better consumer endings
- Business opportunities missed at the end

CV of course lead

Joe Macleod is founder of the world's first customer ending business. A veteran of product development industry with decades of experience across service, digital and product sectors. Author of the Ends book, that iFixIt 1 called "the best book about consumer e-waste."

Head of Engineering at AndEnd. TEDx Speaker. Wired says "An energetic Englishman, Macleod advises companies on how to game out their endgames. Every product faces a cycle of endings, from breakage to customer burnout to falling behind consumption trends. It's important to plan for each of them. Not all companies do."

AndEnd Website
<http://www.andend.co/>

Course number

Course title

15

User experience 1

Course lead

Dr. Marcel Uhr

Course description

Factors that influence UX and a closer look at UX testing: Students learn the different factors that influence user experience and get to know the method UX testing closer.

In discussions in groups, they identify user experience aspects in different products / services and discuss and prototype better solutions.

They also identify UX topics in the own master's work.

Learning outcomes

- Understanding different factors that influence user experience
- Understanding different methods for UX testing
- Understanding how important UX testing is for a human centred design approach

CV of course lead

Dr. Marcel B.F. Uhr works in the field of UX since over 20 years. He was CEO of soultank AG – an UX agency – where he worked in more than 300 different projects and decided in 2018 to shift position as a lecturer and researcher in the HSLU Information Technology.

<https://www.hslu.ch/de-ch/informatik/forschung/immersive-realities/user-experience>
<https://soultank.ch/>

Course number

Course title

16

SuperSight

Course lead

David Rose

Course description

Augmented Reality is an Imagination Engine. Over the next decade, what we see and how we see it will no longer be bound by biology. Instead, our everyday vision will be blended with digital information, to give us what he calls "SuperSight."

This workshop offers an insider's guide to how our lives are about to change while also unpacking the downsides of this coming world—what he calls the hazards of SuperSight, from equity and access issues to bubble filter problems— and proposing rational, actionable ways around them.

The SuperSight workshop will consider its implications at the city scale, both as a planning tool and a communications medium.

Learning outcomes

Welcome to the upskilling. We will explore dimensions of spatial computing: IDENTIFIED, UNDERSTOOD, STYLED, NOURISHED, ENLIGHTENED, MOTIVATED, DIAGNOSED, PREDICTED, ENVISIONED,

- How will augmented conversational cues change who we talk to, and what we talk about?
- Will AI stylists make fashion more or less expressive? When your closet is able to predict your sartorial needs, might most outfits be rentals?
- What augmented reality experiences might reveal the future possibilities, utopic and dystopic, of our actions now?

CV of course lead

David Rose is an MIT lecturer, entrepreneur, and expert on ambient and spatial computing. David was recently at Warby Parker where his team built the award-winning virtual try-on service. His latest book SuperSight is a speculative romp into the ramifications of the coming metaverse. To see David under pressure watch him on The Daily Show or visit his home in this clip from the New York Times.

LinkedIn: <https://www.linkedin.com/in/davidloringrose/>

Twitter: @davidrose

www.SuperSight.world

Course number

Course title

17

Ubiquitous C & IoT

Course lead

Prof. Dr. Ladan Pooyan-Weihs

Course description

The Internet of Things (IoT) is known as the driver of the industry 4.0. But IoT covers a larger area of applications. It describes an important trend which is not just limited to the industry and has lasting effects on society at large.

IoT technology has innovated an age of connectivity, one that enables objects to function in new, expanded ways. This technology allows objects to communicate with each other which opens up a world of opportunity for connected objects. In this course, you will develop a good understanding of sensors, actuators and other hardware/components used in IoT solutions. We'll unpack some of examples and build intimate knowledge of their inner and outer workings. We'll do this by developing an 'exploded view': a drawing or photograph of a complicated mechanism that shows the individual parts separately, usually indicating their relative positions. The goal is to develop your understanding of the technology, mechanical and interactive construction of these devices. This will help prepare you for the skills building within the course and give you a perspective on the components and operations of the IoT devices. The first day deals rather with a detective work to find out the technologies, functionalities and interactions that underlie connected IoT products concretely and the second day deepens the technical understanding by case studies.

CV of course lead

[Search on LinkedIn](#)

Course number

Course title

18

Tangible Experience Design 2

Course lead

Serena Cangiano, Fabian Frei

Course description

The course is structured in a series of theoretical and methodological lectures and hands-on exercises, where the students will encounter a prototyping driven design process based on iterations and presentations.

The course is based on a mix of theoretical and practical sessions on paper based prototyping techniques. By working individually or in small groups, students are involved in an interactive prototyping process where they have to craft, present, test and learn from their design activity.

Rather than developing a full project, there is a focus on evaluating aspects of interface design principles in the context of the corresponding theoretical framework.

Learning outcomes

Applying an iterative design process to a problem in the field of Tangible Experience Design

CV of course lead

Fabian Frei (1986) is a designer and developer that produces bespoke digital interactions and user interfaces professionally while also using methodologies of interface and interaction design artistically.

Serena Cangiano (1982) is researcher and coordinator of the Master of Advanced Studies in interaction design at SUPSI (University of Applied Sciences and Arts of Southern Switzerland) where she develops applied research projects and teaches the design of interactive physical artifacts. She applies interaction design methods and a human-centred design perspective to develop research projects focusing on people's experiences mediated by the internet and digital technologies.

Course number

Course title

19

Future (Im)perfect Luzern

Course lead

Daniel Goddemeyer

Course description

Tomorrows Ai driven products will impact our everyday interactions and behaviors in unprecedented ways.

This course uses research, speculative methodologies and design to investigate how future, global AI technologies will play out on a highly local level, for uniquely local demographics and cultures in Luzern.

Through these scenarios it will explore, highlight and evaluate the social and cultural, ethical and social, environmental, political and economic implications in the immediate context of the students.

It will then extrapolate the insights of these local explorations to the bigger context of Ai driven product development to examine two main questions: Is AI fundamentally different as a technology than technologies in the past? To what extent do we, as designers, have to consider the underlying issues of the increasingly pervasive technologies we design with?

Through these exercises the course discusses how we can extend our role as designers in the future by mapping out new opportunities for design that help to ensure that the products we help to design are used responsibly, are transparent, inclusive, equitable and fair.

Learning outcomes

- Introduction to future methodologies
- Conceptual and speculative design approaches to telling stories, making and artifacts, and bringing environments to life
- Introduction to frameworks for evaluating and assessing product implications
- A new understanding of responsible design

CV of course lead

Daniel Goddemeyer is an Creative Director who works with clients such as Google AI, Audi and Microsoft to envision future products, services and interactions - often focussing on transforming the potentials of data / AI into new products. www.danielgoddemeyer.com

Course number

Course title

20

Scenography in Presentations

Course lead

James Dudley

Course description

We are often told that people now want to buy experience rather than things. How do organisations create experiences which are aligned with their purpose and at the same time emotionally engage and inspire their users?

In this course we will focus on the question of how to create 3D experiential presentations. These include pop up events, retail environments, trade shows and work space.

Students will learn about the connection between an organisations Purpose, the organisation's identity and the organisation's touchpoints. We will see how understanding this relationship enables individuals and organisations to easily pivot their products and offers whilst always remaining aligned and coherent. We will look at how these experiential presentations are designed to fit into the organisations user Journeys.

We will look at examples of Scenography in Presentations through a range of projects, many of which I have had a personal involvement with, so I will be able to tell the inside story of how they came to be.

We will look at how we build an emotional connection between an organisation and their users through the scenography of presentation. We will look at the individual elements that help create emotion, music, images, materials and lighting. We will also have an overview of the very latest digital techniques being used in immersive installations.

CV of course lead

James Dudley studied architecture, gaining a diploma from The Bartlett School of Architecture, UCL and was a guest student at the Städelschule, Frankfurt. James combined his interest in experience and 3D design while working at Atelier Markgraph, Imagination before running his own studio. Projects included the stages for Mercedes Benz at the Frankfurt motor show, the body zone in the Millennium dome and the flagship store for Victorinox in London.
jamesdudley.co.uk

Basics of research

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|----|--------------------------------------|--------------------------|
| 01 | Breaking the grid | Marta Lago |
| 02 | Scientific approach | Prof. Dr. Axel Vogelsang |
| 03 | Social design/Social sciences | Alvise Mattozzi |

Futures

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|----|---|----------------------------|
| 04 | Design & Ethics 1 | Prof. Dr. Dr. Christof Arn |
| 05 | Metadesign, from purpose to impact | Remy Bourganel |
| 06 | Social innovation for 21st century | Filippo Addarii |

Design

- | | | |
|----|---------------------------------|--------------------------------|
| 07 | Drawing practice 1 | Christof Fischer |
| 08 | Visualising & Layout | Robert Bossart |
| 09 | Visual storytelling 1 | Samuel Frei |
| 10 | Data visualisation 1 | Darjan Hil, Nicole Lachenmeier |
| 11 | Thinking through making | Christoph Zellweger |

Services

- | | | |
|----|--|---------------------|
| 12 | Design to transform | Marco Steinberg |
| 13 | Fundamentals of business 1 | Dr. Jorge Hirter |
| 14 | Ideation: 50 ways to change behaviour | Jan-Christoph Zoels |

Interactions

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|----|---|-------------------------------------|
| 15 | User experience 1 | Dr. Marcel Uhr |
| 16 | Tangible experience design 1 | Dr. Serena Cangiano,
Fabian Frei |
| 17 | Ubiquitous C & IoT 1 | Prof. Dr. Ladan Pooyan-Weihs |
| 18 | Visualise the secrets of social networks | Yaniv Steiner |

Performance, Display, Presentation, Exhibition

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|----|---|-------------------|
| 19 | Visual storytelling via video shorts | Simon de Diesbach |
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Basics of research

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| 01 | Human centered experience design in complex ecosystem | Marta Lago |
| 02 | Storytelling for Eco Social Impact | Uwe H. Martin |
| 03 | Data literacy for designer 2 | Silke Zöllner |

Futures

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|----|--|----------------------------|
| 04 | Design & Ethics 2 | Prof. Dr. Dr. Christof Arn |
| 05 | Systematic design – design for systems-change | Sabrina Tarquini |

Design

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|----|--------------------------------------|---------------------------------|
| 06 | Drawing practice 2 | Christof Fischer |
| 07 | Typography Print & Screen | Robert Bossart |
| 08 | Visual storytelling 2 | Samuel Frei |
| 09 | Data visualisation 2 | Marina Bräm |
| 10 | Good design is inclusive | Marion Delhees, Ellen Scheitzer |

Services

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|----|--|---------------------|
| 11 | Designing online services for the public administration | Ramona Banfi |
| 12 | Fundamentals of business 2 | Dr. Jorge Hirter |
| 13 | Customer journey blueprints | Jan-Christoph Zoels |
| 14 | Design endings | Joe Macleod |

Interactions

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|----|--------------------------------------|-------------------------------------|
| 15 | User experience 2 | Dr. Marcel Uhr |
| 16 | SuperSight: Augmented reality | David Rose |
| 17 | Tangible experience design 2 | Dr. Serena Cangiano,
Fabian Frei |
| 18 | Ubiquitous C & IoT 2 | Prof. Dr. Ladan Pooyan-Weihs |
| 19 | Future (im)perfect Luzern | Daniel Goddemyer |

Performance, Display, Presentation, Exhibition

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|----|-------------------------------------|--------------|
| 20 | Szenography in presentations | James Dudley |
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