

**Course number****Course title**

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**01****Breaking the grid –  
Applied research in Design****Course lead**

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Marta Lago

**Course description**

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Great services deliver delightful and valuable experiences that help people improve a certain aspect of their life journey. The foundation to create great new services that truly help is a nuanced understanding of this journey, with its highs, lows and pain points. Design research offers different tools and approaches to dive into a person's journey and engage in a creative, participatory dialogue. This dialogue will guide the design process, step by step, from learnings to insights, from opportunities to solutions.

In this workshop we will deep dive in storytelling tools, design probes and other design research advanced methods in a human centered experience design process, with an emphasis of their application in real life innovation efforts.

**Learning outcomes**

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- Gain understanding of design research as integral element of human centered design and innovation
- Familiarity with a variety of design research tools, with focus on experience and journey mapping (among others)
- Ability to design a simple design research plan implementing different tools and synthesize its conclusions into areas of opportunity for experience design.

**CV of course lead**

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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.  
[www.linkedin.com/in/martalago](http://www.linkedin.com/in/martalago)

**Overlapping courses****Course days**

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**11, 15**Tue 25.10.2022  
Tue 08.11.2022

**Course number****Course title****02****The Scientific Approach****Course lead**

Prof. Dr. Axel Vogelsang

**Course description**

In this course we will look at various approaches towards investigating the world and gaining knowledge as well as the relating theories, terms and methods. We will also examine concepts of design research and relate them to the context of the social sciences. This will be done in a mix of lectures, discussions but also practical exercises.

The aim of this course is to position oneself in the wider context of academic inquiry but also to extend the personal research method toolbox and to gain a basic understanding of how to develop research questions and relating research designs.

**Learning outcomes**

- Positioning oneself as a designer in a research context
- Relating diverse research approaches, their methods, and respective terms

**CV of course lead**

Axel Vogelsang was originally trained as a typesetter, worked as a graphic- and interface-designer and meanwhile holds an MA and PhD in Design from the University of the Arts London. Since 2008 he teaches on the MA Design at the University of Applied Sciences and Arts in Lucerne. He is also head of the research group Visual Narrative, which explores contemporary practices of image making.

**Overlapping courses****Course days****10, 15**Tue 06.12.2022  
Mon 19.12.2022

**Course number****Course title****03****Social through design | Design  
through social sciences****Course lead**

Alvise Mattozzi

**Course description**

Through a two sessions intensive workshop, the course intends to explore and experiment with the reciprocal relations between social sciences and design. The goal is to provide students with tools which will allow them to design, by taking into account social relations, in order to rearticulate them.

The first session will explore the way in which, in order for social sciences to take design seriously into account, they need to redefine the social. The second one will show how design can be rethought through social sciences. In this second session the introduction of some notions, categories and models, taken from the social sciences, will allow students to account for the social role of what they are designing.

**Learning outcomes**

- Students will learn how social sciences and design can productively dialogue
- Student will learn how to integrate social relations into their designed artifacts and interventions
- Student will learn to observe social dynamics in order to designerly intervene within them

**CV of course lead**

Since September 2021, Alvise Mattozzi works as assistant professor of Social Studies of Science and Technology at the Politecnico di Torino.  
He has previously worked for many years at the Faculty of Design and Art of the Free University of Bozen-Bolzano, where he has taught Social Studies of Design.  
His research unfolds in between Science and Technology Studies and Design studies, investigating the social role of artifacts, design practices and the integration between social sciences and design.

**Overlapping courses****Course days****16**Tue 04.10.2022  
Wed 05.10.2022

**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 organisations 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/)
- [twitter.com/ChristofArn](https://twitter.com/ChristofArn)
- [ethikprojekte.ch](http://ethikprojekte.ch)

**Overlapping courses****Course days****08, 20**Mon 12.12.2022 (evening homework)  
Tue 13.12.2022

**Course number****Course title****05****Drawing Practice 1****Course lead**

Christoph Fischer

**Course description**

In simple words: We draw unexpected situations. By looking at them, we discover hidden aspects and communicate them.

Beside some studio situations, we go to the Naturmuseum and the Verkehrshaus Luzern (free entry for schools), where we find ways to abstract and simplify the complexity of the visible world. We draw f.ex. animals and technical things, situated in their surrounding spaces and in interaction with humans. The students can also practice and discuss individual drawing goals, which they need for their own design projects. In the course we practice drawing as a combination of observing and decision-making. One of the most important things is to forget our former expectations, and we let us lead from the information, ideas and forms we discover.

**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. Some

- 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](http://www.christophfischer.ch)  
instagram: #christophfischer\_illustration

**Overlapping courses****Course days****13**

Mon 28.11.2022 (all day long)  
Wed 07.12.2022 (evening)  
Wed 14.12.2022 (evening)  
Tues 20.12.2022 (evening)

**Course number****Course title****06****Visualising & 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, visualised and finally made readable with the basic rules and knowledge of typography and graphic design. In this course you will learn and deepen all these things by working with a given content yourself.

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.

(The course is recommended to all non-professionals who want to spruce up their layouts for documentaries and posters.)

**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

**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 program Spatial Design.

**Overlapping courses****Course evenings**

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Tue 04.10.2022      Tue 25.10.2022  
Tue 11.10.2022      Tue 08.11.2022  
Tue 18.10.2022      Tue 29.11.2022



Course number

Course title

**07**

# Visual Storytelling – Combining visuals and narrative structures to engage your audience

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. 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 visual 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 so that communicated content is received and understood by a target audience.

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.

Overlapping courses

Course evenings

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Wed 05.10.2022      Wed 26.10.2022  
Wed 12.10.2022      Wed 02.11.2022  
Wed 19.10.2022      Thu 10.11.2022

**Course number****Course title**

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**08****Data Visualization 1 – Visualizing complexity with Excel, pen and paper****Course lead**

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Darjan Hil &amp; Nicole Lachenmeier

**Course description**

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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 Microsoft Excel 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**

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

**CV of course lead**

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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 6 years and are currently publishing a book on their methods. Superdot's clients include private companies, NGOs, government agencies and universities.

**Overlapping courses****Course days**

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**04, 10**Tue 13.12.2022  
Tue 20.12.2022



**Course number****Course title****09****Thinking through Making****Course lead**

Christoph Zellweger

**Course description**

„Thinking through Making" deals with the potential of material- and workshop-based working methods in the design and ideation process. The making of «mock-ups» and the use of «cultural probes» is practised using examples from the students' own field of research as points of departure.

The students sharpen their perception with a view to tactile applications and aesthetic experiences. They identify interfaces and interactions between conceptual work and material-based sampling & research.

**Learning outcomes**

- Using samples and quick prototyping to advance ideas
- Developing «cultural probes» in the ideation process for reflection
- Understanding personal ideation processes in more depth
- Applying the learned working methods to the MA research projects

**CV of course lead**

Zellweger (MA RCA London) is a lecturer and coach on the MA in Design at HSLU and holds a professorial research post at Sheffield Hallam University. 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****17, 18**Mon 31.10.2022  
Mon 07.11.2022

**Course number****Course title****10****Information Design challenges****Course lead**

Prof. Dr. Karel van der Waarde

**Course description**

'Information design' makes it possible for people to learn, make decisions, move around, and act. Not-learning, not making decisions, and not-acting can have severe consequences for health, safety, financial, personal, or legal reasons. Examples are the information about medicines, insurances, mortgages, contracts, parking instructions, textbooks, election forms, and scientific information. This information is usually read in stressful and time limited circumstances. On the other hand, these kinds of information touch the basis of organisations, and their usability directly affects their success. There is a large amount of work to be done to transform these from 'organisational ephemera' to 'people-centered support' in both digital as well as analogue products.

**Learning outcomes**

- Understanding of the relevance of visual design of information in contexts.
- Understanding of different types of interpreting and using visual information.
- An idea about the methods of involving people in design processes.

**CV of course lead**

Karel van der Waarde studied graphic design in the Netherlands and the UK. In 1995, he started a design - research consultancy in Belgium specializing in the testing of information design. Most of the projects are related to information about medicines for patients, doctors and pharmacists. Karel van der Waarde frequently publishes and lectures about visual information.

[<http://www.graphicdesign-research.com>]  
[<https://www.linkedin.com/in/karel-van-der-waarde/>]

**Overlapping courses****Course days****02, 08**Mon 19.12.2022  
Tue 20.12.2022

**Course number****Course title**

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**11****User Experience –  
HCD-Process, Personas and  
UTC-Analysis****Course lead**

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Dr. Marcel Uhr

**Course description**

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Students learn the theoretical topics of user experience, the differences to other disciplines and get to know the methods used in the field of UX. 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, create proto-personas for their master thesis and understand the importance of a UTC-analysis (user-task-context-analysis).

**Learning outcomes**

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- Understanding the field of user experience
- Understanding different definitions
- Understanding differences to the field of usability and human centred design

**CV of course lead**

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Dr. Marcel B.F. Uhr works in the field of UX since over 20 years. He was CEO of soul tank 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 Computer Science & Information Technology.

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

<https://soul tank.ch/>

**Overlapping courses****Course days**

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**01, 12**Tue 11.10.2022  
Tue 25.10.2022

**Course number****Course title**

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**12****AI Generative image is worth a thousand words****Course lead**

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Yaniv Steiner

**Course description**

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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**

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- Basic understanding of Natural Language Processing
- Basic understanding of AI Generative Pre-trained models.
- Understanding different factors that influence generative systems
- Familiarity with contemporary creative processes based on AI

**CV of course lead**

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Yaniv Steiner participates in the convergence of humans and technology. His work in the last decades was to bridge the gap between humans and machines, helping organizations, governments and academia develop solutions through a creative process, incorporating design, human cognition and technology. For the last decade, he served as a senior advisor for the European Commission designing noble approaches to language analysis based on a combination of machine learning, natural language processing and data-aware design principles. Prior, he was teaching in key design institutes participating in defining the interaction design paradigm itself, most notably in Interaction Design Institute Ivrea (IDI), where he steered physical-computing projects like the Arduino and Wiring Boards.

**Overlapping courses****Course days**

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**11**Tue 11.10.2022  
Wed 12.10.2022

**Course number****Course title****13****Tangible Experience Design****Course lead**

Dr. Serena Cangiano &amp; 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.

**Overlapping courses****Course days****05, 17**Mon 28.11.2022  
Tue 29.11.2022

**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**

- Greater awareness of design's strategic capacity
- Greater awareness of design relevance to today's social challenges
- Greater ease in working, and helping connect across disciplines

**CV of course lead**

Marco is Founder and CEO of Snowcone & Haystack, a Helsinki based strategic design practice focused on helping governments innovate. Trained as an architect, his previous positions include Director of Strategic Design at the Finnish Innovation Fund (2008-2013) Associate Professor at the Harvard Design School (1999-2009). In 2020 he received an Honorary Doctorate from Delft Technical University.

Website [www.snowcone.fi](http://www.snowcone.fi)  
Twitter @marcolsteinberg

**Overlapping courses****Course days****19**

Mon 10.10.2022 (Remote)  
Tue 24.10.2022 (Remote)



**Course number****Course title**

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**15****Designing & Pricing  
your Business****Course lead**

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Isabel Rosa Müggler Zumstein &amp; Jan-Christoph Zoels

**Course description**

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The world of design has drastically changed in the last decades. Designers have founded startups, broke into the world of management consultancies, amassed titles such as chief creative officers, ventured into various domains and roles introducing their creative approaches and processes. Nevertheless, the traditional questions remain: how do we position ourselves, how do we start a business, how do we find clients, acquire projects, write and price proposals, and deliver our best ideas.

This workshop will explore different perspectives – from sole proprietor, creative studio to transdisciplinary agency – through presentations, guest lectures, case studies, and team discussions. Students will be asked to position themselves, chart their business strategy, create a pitch document and write a project proposal.

**Learning outcomes**

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- Gain initial understanding of different business practices in design
- Articulate their design position more clearly
- Learn to create business proposals
- Awareness of various pricing models for services and products

**CV of course lead**

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Isabel Rosa Müggler Zumstein is a designer and sustainable entrepreneur with a background in textiles. At HSLU she is a researcher and lecturer. Her research focuses on the field of materiality at the interface of high tech - low tech. With her company Tiger Liz Textiles in Zurich she develops and produces circular textiles for various applications in architecture, interior and products.

Jan-Christoph Zoels cofounded strategic experience design studio [Experientia.com](http://Experientia.com) 17 years ago. As Partner and Creative Director he was responsible for project acquisition, management and delivery for clients such as 3M, Deutsche Telekom, Intel, Nokia, Samsung, Sony and many others. [www.experientia.com](http://www.experientia.com)

**Overlapping courses****Course days**

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**01, 02**Tue 08.11.2022  
Wed 06.12.2022

**Course number****Course title**

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**16****Ideation: 50 ways to change  
behaviour****Course lead**

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Jan-Christoph Zoels

**Course description**

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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.

**Learning outcomes**

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

**CV of course lead**

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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](http://www.experientia.com)

[https://www.youtube.com/watch?v=I\\_UYX-x3RnU](https://www.youtube.com/watch?v=I_UYX-x3RnU)

**Overlapping courses****Course days**

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**03**Tue 04.10.2022  
Tue 18.10.2022

**Course number****Course title**

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**17****«I Contain Multitudes» –  
On Food and Biodiversity****Course lead**

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Karin Fink &amp; Maya Minder

**Course description**

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"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**

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- Co-creating a systemic overview of the food system, applying system thinking tools
- Learn from others: Reflect on strategies and tools referring to various case studies
- Reflect on and gather data about our own food related habits and their implications
- Communicate your findings through a design intervention or performance inviting the Microbiome to the table.

**CV of course lead**

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Karin Fink, Lecturer MA Eco-Social Design, Geographer. Also working at the Swiss Federal Office for the Environment FOEN as a researcher with a focus on system analysis in the fields of Food, Mobility and Housing.

Maya Minder, Artist and Fermentista, Founder of the Open Science Lab at Zentralwaescherei Zurich. Curator and organizer of projects and festivals in co-production with the International Hackteria Society. <https://linktr.ee/mayaminder>

**Overlapping courses****Course days**

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**09, 13**Mon 31.10.2022  
Tue 29.11.2022

**Course number****Course title****18****Digitalization & Design Justice****Course lead**

Dr. Andreas Unteidig &amp; Dr. Bianca Herlo

**Course description**

Who do we have in mind when we design? Whose interests are represented, and which groups do we ignore? How do designed artifacts amplify or mitigate moments of social (in)justice?

This module will explore recent and established discussions around the term. Design justice. We will pay particular attention to the digital space and examine numerous examples in which the notion of justice plays an important role. Finally, we will explore a selection of international design projects that revolve around social justice and collectively distill learnings for our activities.

**Learning outcomes**

- Get to know current discourses in the fields of design justice and critical digitalization studies.
- Get to know strategies to foster design justice and become familiar with the potentials and risks of design decisions regarding socio-technical configurations.
- Draw inspiration from international projects

**CV of course lead**

Dr. Andreas Unteidig is a designer, researcher, and consultant concerned with how we (as societies, businesses, and organizations) organize necessary transitions towards more sustainable, just, and resilient futures. He is co-leading the MA EcoSocial Design @HSLU and is an associated researcher at the Weizenbaum Institute for the Networked Society in Berlin.

Dr. Bianca Herlo is a researcher, lecturer, and designer based in Berlin. She is head of the research group "Inequality and Digital Sovereignty" at the Weizenbaum Institute for the Networked Society, the German Internet Institute, and deputy head of the Design Research Lab. Over the last few years, she has been researching the role of design and technology in participation and social justice.

**Overlapping courses****Course days****09, 20**Mon 07.11.2022  
Mon 05.12.2022

**Course number****Course title**

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**19****Storytelling for Eco Social  
Impact****Course lead**

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Uwe H. Martin

**Course description**

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To make a difference for humanity and the planet, we need a fundamental behavior change in the population, politics, and business. We have to develop new eco-social narratives for our societies to do so. Storytelling is the central tool to get there. This workshop explores various storytelling strategies to reach audiences and communicate eco-social themes: from traditional linear media over online, 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. The second session dives deep into project development. It sets the students up to develop the framework of a storytelling campaign for eco-social impact that they will develop further in small teams. Finally, the teams present their campaign concept to the class using video and other storytelling techniques.

**Learning outcomes**

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- 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**

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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.  
[www.uwehmartin.de](http://www.uwehmartin.de) [www.landrushproject.com](http://www.landrushproject.com)

**Overlapping courses****Course days**

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**14**Mon 17.10.2022  
Mon 24.10.2022



**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 esthetic.

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**

- Students will be able to identify a range of techniques related to the creation of audiovisual content, as well as familiarize themselves with the different workflows related to AI, photogrammetry, motion capture, video, stop motion, etc...
- Students will be able to enrich their ways of expression by experimenting with mixing and collaging 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**

After a Bachelor's degree in Media & Interactive Design at ECAL (Ecole Cantonale d'Art de Lausanne), Simon de Diesbach co-founded the studio fragmentin.com with which he developed various interactive innovation projects. Motivated by the desire to further his knowledge in storytelling and cinema, he left the studio in 2018 to start a Master's degree in Film at HSLU D&K (Hochschule Luzern - Design & Kunst) where he is directing a short experimental animation film using 3D laser scanning and motion capture technologies. Theoretical and practical research on new technological and aesthetic approaches represents a major interest of the artist who exhibits in Switzerland and abroad. Simon de Diesbach is currently working at HSLU D&K as an artistic collaborator on a long-term research project supported by the SNSF (Swiss National Science Foundation), exploring new ways of accessing the archive of the theoretician Siegfried Kracauer, especially through VR. [simondediesba.ch](http://simondediesba.ch) [www.instagram.com/simondediesbach/](https://www.instagram.com/simondediesbach/)

**Overlapping courses****Course days****04, 18**Mon 05.12.2022  
Mon 12.12.2022



Research

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

Futures

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|----|------------------------------|----------------------------|
| 04 | <b>Design &amp; Ethics 1</b> | Prof. Dr. Dr. Christof Arn |
|----|------------------------------|----------------------------|

Foundations

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|----|---------------------------------|------------------|
| 05 | <b>Drawing practice 1</b>       | Christof Fischer |
| 06 | <b>Visualising &amp; Layout</b> | Robert Bossart   |
| 07 | <b>Visual storytelling 1</b>    | Samuel Frei      |

Design

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|----|--------------------------------------|---------------------------------|
| 08 | <b>Data Visualization 1</b>          | Darjan Hil & Nicole Lachenmeier |
| 09 | <b>Thinking through making</b>       | Christoph Zellweger             |
| 10 | <b>Information Design challenges</b> | Prof. Dr. Karel van der Waarde  |

Interactions

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|----|-----------------------------------|-----------------------------------|
| 11 | <b>User experience 1</b>          | Dr. Marcel Uhr                    |
| 12 | <b>AI Generative Image</b>        | Yaniv Steiner                     |
| 13 | <b>Tangible Experience Design</b> | Dr. Serena Cangiano & Fabian Frei |

Services

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|----|--|---|
| 14 | <b>Design to transform</b>                   | Marco Steinberg                                       |
| 15 | <b>Designing &amp; Pricing your business</b> | Isabel Rosa Muggler Zumstein<br>& Jan-Christoph Zoels |
| 16 | <b>Ideation: 50 ways to change behavior</b>  | Jan-Christoph Zoels                                   |

Sustainability

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|----|---|--|
| 17 | <b>«I contain multitudes» – on food and ...</b> | Karin Fink & Maya Minder                   |
| 18 | <b>Digitalization and Design Justice</b>        | Dr. Andreas Unteidig &<br>Dr. Bianca Herlo |
| 19 | <b>Storytelling for Eco Social Impact</b>       | Uwe H. Martin                              |

Performance, Display, Presentation, Exhibition

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|----|---|-------------------|
| 20 | <b>Visual storytelling via video shorts</b> | Simon de Diesbach |
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**You have to choose 6 courses (Fulltimers), at least 3 courses or more (Parttimers) out of 20 – Inscription closes on Monday, 26. September at midnight!**

**Master  
Design**

Research

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|----|------------------------------------|--------------------------|
| 01 | <b>Mixed Media Storytelling</b>    | Prof. Dr. Axel Vogelsang |
| 02 | <b>Data literacy for designer</b>  | Silke Zöllner            |
| 03 | <b>Thinking Design politically</b> | Dr. Andreas Unteidig     |

Futures

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|----|--|----------------------------|
| 04 | <b>Design &amp; Ethics 2</b>                         | Prof. Dr. Dr. Christof Arn |
| 05 | <b>Systematic design – design for systems-change</b> | Sabrina Tarquini           |
| 06 | <b>Supersight AR/VR</b>                              | David Rose                 |
| 07 | <b>Imagining Futures – Real vs. Fiction</b>          | Bruce Sterling             |
| 08 | <b>Designed realities – Speculative Future</b>       | Tony Dunne & Fiona Raby    |

Foundations

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|----|--------------------------------------|------------------|
| 09 | <b>Drawing practice 2</b>            | Christof Fischer |
| 10 | <b>Typography Print &amp; Screen</b> | Robert Bossart   |
| 11 | <b>Visual storytelling 2</b>         | Samuel Frei      |

Design

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|----|---------------------------------|---------------------------------|
| 12 | <b>Data visualisation 2</b>     | Marina Bräm                     |
| 13 | <b>Good design is inclusive</b> | Marion Delhees, Ellen Schweizer |

Interactions

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|----|--|----------------|
| 14 | <b>User experience 2</b>                   | Dr. Marcel Uhr |
| 15 | <b>Vis. the secrets of social networks</b> | Yaniv Steiner  |

Services

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|----|--|---------------------|
| 16 | <b>Designing online Services for public Administration</b> | Ramona Banfi        |
| 17 | <b>Customer journey mapping Blueprints</b>                 | Jan-Christoph Zoels |
| 18 | <b>Design Endings</b>                                      | Joe Macleod         |

Sustainability

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|----|---|--------------------------------------|
| 19 | <b>SoMe as a tool for community building for sustainability</b> | Anlessandro Minnino & Michele Pagani |
| 20 | <b>Sounds for Sustainability</b>                                | Karin Fink & This Wachter            |
| 21 | <b>Diverse Economies</b>  | Andrea Vetter                        |

Performance, Display, Presentation, Exhibition

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|----|-------------------------------------|--------------|
| 22 | <b>Szenography in presentations</b> | James Dudley |
|----|-------------------------------------|--------------|