Course number	Course title
FM 01	**Stories And Places – Location-Based Storytelling With Media**

Course lead

Prof. Dr. Axel Vogelsang

Course description

Places are often linked to stories. In this course, we will look at strategies of socalled location-based storytelling and the question of how narratives can be told and experienced with the help of media on location. The use of suitable digital and analogue media will be discussed as well as suitable narrative strategies and questions of the design of adequate interactions. One main focus of the course is on museums, which often see themselves as guardians or catalysts of narratives.

Learning outcomes

– Basics of location-based storytelling
– Adequate and appropriate use of media in location-based storytelling
– Strategies of location-based storytelling

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
FM 11	Mon 14.03.2023 Mon 27.03.2023

Master Design

Course number	Course title
FM 02	**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 your 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.

Overlapping courses	Course days
FM 07	**Mon 24.04.2023** **Mon 01.05.2023**

Master
Design

Course number	Course title
FM 03	**Design And Social Change**

Course lead

Dr. Andreas Unteidig

Course description

In this course, we will delve into the relationship between design and social change by examining the work of international design activists and scholars who focus on the intersection of design and politics. We will explore what it means to design in and for society and ask how design can be a driver for social activism and promoting social justice. Along the way, we will also look at significant moments in design history and, most importantly, consider how these insights can inform our own design practices.

Learning outcomes

– Becoming familiar with key concepts related to design and social change
– Developing a critical perspective on the role of design in society
– Gaining a better perspective on social and political implications of design interventions

CV of course lead

Andreas Unteidig is a designer and researcher focused on societies, businesses, and organizations transitioning toward more sustainable, equitable, and resilient futures. He is co-leading the MA Eco-Social Design program at HSLU and is an affiliated researcher with the Weizenbaum Institute for the Networked Society in Berlin.

Overlapping courses	Course days	
—	Tue 04.04.2023	Tue 09.05.2023
	Tue 25.04.2023	Tue 16.05.2023
	Tue 02.05.2023	Tue 23.05.2023

Master Design

Course number	Course title
FM 04	**Design & Ethics 2**

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/
– tooting.ch/@agiledidaktik | twitter.com/ChristofArn
– ethikprojekte.ch

Overlapping courses	Course days
FM 10	**Mon 20.02.2023** **Mon 06.03.2023**

Master Design

Course number	Course title
FM 05	**Design For Systems Change**

Course lead

Sabrina Tarquini

Course description

The course focuses on Systemic Design, an approach that merges systems thinking and design thinking 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 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

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 UX design, working for corporates, government and NGOs. At Namahn, she co-created a methodology for systemic design, based on a design toolkit for collaborative sessions which she introduced in several conference talks and workshops.

Website: http://sabrinatarquini.com/
LinkedIn: https://www.linkedin.com/in/sabrinatarquini/

Overlapping courses	Course days	
—	Mon 27.02.2023	Mon 20.03.2023
	Mon 06.03.2023	Mon 27.03.2023
	Mon 13.03.2023	Mon 03.04.2023
	all remote	

Master Design

Course number	Course title
FM 06	"I Blame Science Fiction Dystopias," or, How to Out-guess Bad Times

Course lead

Bruce Sterling

Course description

It's easy to „be futuristic" when there's a lot to look forward to, but how can you „be futuristic" in times of plague, war and financial shock, when the trends of your stricken civilization are clearly getting worse?

Well, it's not like times are never bad. Nn the contrary, the afflictions of the tragic human condition are always hitting somebody somewhere. However, that never feels „dystopia" until it's hitting yourself or somebody you know.

In a lecture and in these encounters, we'll study some creative people who have been very future-minded in dark conditions, and have successfully out-guessed events, preserved their equanimity, and even been funny. Vaclav Havel, HG Wells, Albert Robida, what inspiration can they offer us, and how might you do what they did, now, but better?

Learning outcomes

CV of course lead

Bruce Sterling is a science fiction novelist, technology journalist and futurist who has somehow survived for seven decades despite his unheathy fondness for all things „cyberpunk." He's also the Art Director for Share Festival in Turin Italy, where he spots trends in technology art for the „Share Festival Artmaker Blog." His most recent book is a science fiction collection, „Robot Artists and Black Swans, the Italian Fantascienza Stories."

Overlapping courses	Course evenings
—	Mon 03.04.2023 Tue 04.04.2023

Master
Design

Course number	Course title
FM 07	**Drawing Practice 2**

Course lead

Christoph Fischer

Course description

Drawing practice by drawing situations outside and inside the school
Spring Semster: Drawing outside as much as possible (city, landscape, buildings and nature, persons, observing the world).

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 examples:

– 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

Overlapping courses	Course evenings
FM 02	**Tue 28.03.2023 evening** **Mon 01.05.2023 full day** **Mon 08.05.2023 evening** **Mon 15.05.2023 evening**

**Master
Design**

Course number	Course title
FM 08	Typography 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 – with todays media the animated typo is omnipresent. Different forms of perception and principles of movement form the basic knowledge.
Typo becomes a protagonist for conveying information in a narrative form in this course.

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. He is cofounder 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. From 2005 he has sporadically integrated himself into research work. Since autumn semester 2020, he has also been a 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

Overlapping courses	Course days
—	Mon 15.05.2023 Mon 22.05.2023

Master
Design

Course number	Course title
FM 09	Visual Storytelling 2

Course lead

Samuel Frei

Course description

From complex content to meaningful visual design.
Visualizations and 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 introductory course, we will further develop our visual storytelling competences and apply them to concrete ideas and concepts of your (master) project. In addition, 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

— Deepen your knowledge on visual storytelling as a communication approach for addressing different target groups based on content experienced in the introductory module «Visual Storytelling – Combining visuals and narrative structures to engage your audience»
— Expand your understanding on storytelling, dramaturgy and narrative structuring of information.
— Apply visual storytelling techniques on your personal project (e.g. your MA project) so that communicated content is received and understood by a target audience.

CV of course lead

Samuel Frei is a design researcher at the Lucerne University of Applied Sciences and Arts. He initiates and leads research projects and implements them with partners from the field. He teaches on topics of visual communication and storytelling, questions design knowledge and explores creative processes at analog and digital interfaces.Throughout his academic education and later professional career, Samuel worked as a freelance exhibition designer and scientific illustrator in the conservation and education sector.
https://www.hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profile/?pid=1637

Overlapping courses	Course days	
—	Wen 22.02.2023	Wed 22.03.2023
	Wen 01.03.2023	Wed 29.03.2023
	Wen 08.03.2023	Wed 05.04.2023

Master
Design

Course number	Course title
FM 10	Data Visualization With p5.js And D3.js

Course lead

Christian Schneider

Course description

Generative Design bridges the gap between design and code. Generative Design can be also used to create compelling data visualizations.
On the first day, we focus on playful experiences with code and visual design using p5.js, a JavaScript-based programming language specifically designed for creative coding and targeted towards designers and artists.
We learn how to load data into code, prepare it for visualization, and program simple geometric shapes in p5.js.
On the second day we program a data visualisation from A to Z with D3.js. D3 is an established JavaScript library for professional data visualization in the web.

Learning outcomes

— Students will learn how to work with color, shape, positioning, and typography in a programming language.
— Students will learn how to draw geometric shapes with code.
— They will learn how to load, transform, and display data.
— Basic programming concepts such as variables, data types, operators, loops, arrays, and functions will be learned.

CV of course lead

Christian Schneider is a computer scientist, researcher, and artist continuously investigating and integrating computational methods into fields such as Design, Data Visualisation and Data Science. For more information visit his website at www.christianschneider.ch

Overlapping courses	Course days
FM 04	Mon 06.03.2023 Tue 07.03.2023

Master
Design

Course number	Course title
FM 11	Designed Realities – Speculative Futures

Course lead

James Auger

Course description

… This workshop will begin by examining the current state of mainstream design in the European context using the notion of constraints as a mechanism for the study. Constraints are familiar to all designers as they inform and direct process – from the malleability of a piece of wood used in a chair to the deadline limiting the available time to complete a project. Fundamental, in dictating the majority of constraints used in the design process, is the market. Its forces ensure that design practice follows criteria directly driven by the agenda of big business and in turn facilitates the continuation of practices that were valid and celebrated when they emerged in the United States of the 1930s but are wholly unsuitable for the problems we face today. (I use the term We because it is a global problem) …
(read complete text in the detailed description)

Learning outcomes

– Critical and speculative approaches to design
– Systemic thinking applied to the design of artefacts
– Storytelling and the communication of complex ideas

CV of course lead

James Auger is the director of the department of design at the École normale supérieure Paris-Saclay (ENS) and co-director of the Centre de Recherche en Design, a laboratory jointly run by ENS and ENSCI Les Ateliers. His practice-based design research examines the social, cultural and personal impacts of technology and the products that exist as a result of its development and application.

https://crapfutures.tumblr.com
https://reconstrained.design
https://auger-loizeau.com

Overlapping courses	Course days
FM 01	Mon 13.03.2023 Tue 14.03.2023

Master Design

Course number	Course title
FM 12	**User Experience – Empathy And UX-Testing**

Course lead

Dr. Marcel Uhr

Course description

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 (Self study as preparation for the course).
Students learn about the topic of empathy and its importance in the field of user experience. They also learn about UX-testing and conduct their own testing.

Learning outcomes

– Understanding the field of user experience
– Understanding importance of the topic of empathy
– Understanding the importance of UX-testing

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 Computer Science & Information Technology.

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

Overlapping courses	Course days
FM 17	**Tue 21.03.2023** **Tue 28.03.2023**

Master Design

Course number	Course title
FM 13	**An Angry AI Wrote My Social-Network Post**

Course lead

Yaniv Steiner

Course description

Social media are technologies that allow people to share information, ideas, and opinions online. This has created a new area of research called opinion mining, which involves extracting useful content from social media, analyzing the overall dataset for a specific topic, and providing insights in the form of data, text, and charts. The first part of this course will be focused on methods and tools that are essential to obtain that data. Participants will learn how to harvest data from social networks, analyze the content of any specific topic, visualize it, and uncover the feelings and emotions behind those topics using sentiment analysis and natural language processing techniques.

In the second part of this course, participants will feed the findings into state-of-the-art AI text modules such as GPT3, creating an AI-driven bot that can generate posts and replies based on the original human content which is indistinguishable from human input. The skills gained in this … *(read complete text on detailed course description)*

Learning outcomes

– The ability to crawl, collect and store data from social networks.
– Understanding of sentiment analysis and natural language processing
– Data visualization, scientific charting
– Background research tools based on publicly available datasets

CV of course lead

I participate in the convergence of humans and technology. For three decades, I have worked with companies, governments, and academia to design user-centered solutions that bridge the gap between humans and computers, helping people connect with their purpose, tapping into their creativity, and designing meaningful and fulfilling interactions.
https://www.yanivsteiner.com

Overlapping courses	Course days
FM 20	**Mon 08.05.2023 starts 11 a.m. /task beforehand** **Tue 09.05.2023**

Master
Design

Course number	Course title
FM 14	**Design Endings And Applying It To AI**

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 … *(read complete text on detailed course description)*

Learning outcomes

Attendees will be among a few people who are engaging in this new approach to product development. The perspective and skills they learn in this session will enrich their working practice; bringing tangible benefits to the products they work with in the future.
Amongst issues covered will be…
– 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
… *(See complete list in detailed course description)*

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 iFixIt1 called "the best book about consumer e-waste."
Head of Endineering 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." …
(See links links in complete course description)

Overlapping courses	Course days
FM 19	Mon 27.02.2023 starts 11.30 a.m. /task beforehand Tue 28.02.2023

Master Design

Course number	Course title
FM 15	The Elephant In The Room – Designing Online Services For The Public Administrations

Course lead

Ramona Banfi

Course description

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:
    – Benchmarking
    – Qualitative interviews
    – Data analysis and Customer Journey

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 Senior digital 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/

Overlapping courses	Course days	
—	Tue 09.03.2023	Tue 27.04.2023
	Tue 16.03.2023	Tue 04.05.2023
	Tue 23.03.2023	Tue 11.05.2023
	all remote	

Master
Design

Course number	Course title
FM 16	**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 and possible touchpoints. They include people's daily life user profiles, scenarios and user flows and reflect the thought patterns, processes, considerations, paths, and experiences.

(read complete text on detailed course description)

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

Overlapping courses	Course days
FM 18 **FM 20**	**Tue 16.05.2023** **Tue 23.05.2023**

Master Design

Course number	Course title
FM 17	Social Media As A Tool For Community Building For Sustainabilty

Course lead

Michele Pagani & Alessandro Minnino

Course description

Social media is a very powerful communication tool, as well as a public instrument to control citizens' lives and behaviors.
A basic understanding of the main digital environments is key to create, build and populate online communities - which is a way to build consensus on specific themes.
Large communities exist and thrive online regarding any kind of sustainability-related topic and ecology leaders. How do we build a new community? How do we interact with an existing one, without distorting the groups' behaviors?

Learning outcomes

— Understanding what a community is
— Borders and rewards inside a community
— Offline and online communities
— Basics of community management
— Design a social media strategy to communicate / promote your project and create a supportive community around it.

CV of course lead

Alessandro Mininno works with digital consultancy, in various forms, since 2003. He is cofounder of Gummy Industries, a digital creative agency based in Italy.
Michele Pagani has a broad experience in managing influencer related communities. He's CEO of Flatmates, an influencer agency based in Italy.

https://www.linkedin.com/in/alessandromininno/
https://www.linkedin.com/in/michele-pagani-45898b26/

Overlapping courses	Course days
FM 12	Mon 20.03.2023 starts 10.30 a.m. /task beforehand Tue 21.03.2023

Master
Design

Course number	Course title
FM 18	**«EarsOn» – Sounds for Sustainability**

Course lead

Karin Fink

Course description

Ears On! In this course, we depart from the idea that sounds are a way to connect and engage. We focus on the aural sense, often neglected, yet it is one of our main tools to navigate the world - and hence to design in the world. We explore projects that use sound, music, and field recordings as a method of research, experimentation. We learn from artists, activists and communities who work with sounds. The documentation of our experiments will obviously also result in an audio work - a podcast or audio piece. The course will require that you familiarize yourself with simple recording tools and with the easy to use free software Audacity before the start of the workshop.

Learning outcomes

The students discover the audible world as potential tool for designers.
– (Re-)discover the audible sense: Engage in various sound experiments
– Learn from others: Sounds as a tool for experimentation, community building, activism, communication
– Communicate and document your findings and create your own audio piece, sound experiment or podcast, aquire basic knowledge of podcasting, audacity.

CV of course lead

Karin Fink, Lecturer MA Eco-Social Design, Geographer. She initiated the Ambient Radio Project with the aim of building a community of active listeners. Also
https://ambientradiocrew.wixsite.com/website

Dominique Regli-Lohri, lecturer at the BA Music and Momevent. Her passion are stage projects for and with children and young people.
www.fannyfelix.ch
www.un-oeil-pour-vous.ch

Overlapping courses	Course days
FM 16	**Tue 02.05.2023** **Tue 16.05.2023**

Master Design

Course number	Course title
FM 19	**Diverse Economies**

Course lead

Andrea Vetter

Course description

In this course we will explore what «the economy» is and how it helps or hinders a socio-ecological transformation.

On the first day we will get to know different perspectives how to look at economic activities from heterodox economics, like degrowth, commons, community economies, care economy etc. We will learn about what they are criticizing about orthodox economics and what kinds of economic and societal organization they propose instead.

On the second day we will find out what these theoretical ideas have to do with our individual design practices and the need to earn money in our everyday lives. We learn about experiences and tools how to organize our own business and income in a way that can be part of a socio-ecological transformation.

Learning outcomes

– Critical thinking
– Tools about working efficiently as teams together
– Knowledge about our economy

CV of course lead

Andrea Vetter is a transformation practitioner, researcher and teacher. After her PhD in Cultural Anthropology she worked theoretically and practically on degrowth, commons and queer eco-feminism. She was a visiting professor at HBK Braunschweig teaching Transformation Design. She is on the managing board of the association "Haus des Wandels" running a socio-cultural center and the cooperative "Oya", a popular magazine for transformation as well as the supervispory board of the energy cooperative "BEOSeG" and the advisory board of the think-tank "Konzeptwerk Neue Ökonomie".

Hausdeswandels.org
oya-online.de
konzeptwerk-neue-oekonomie.org

Overlapping courses	Course days
FM 14	Mon 27.02.2023 Tue 28.02.2023

Master Design

Course number	Course title

FM 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 …
(read complete text on detailed course description)

Learning outcomes

— Understand the relationship between an organisations Purpose, identity and touchpoints.
— Understand from a strategic perspective where to position a presentation so that it engages with the desired users.
— Work with and develop identity elements and emotional presentation content.
— Bring the different elements together in an ensemble that works as a whole presentation.

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.
James offers remote Sprint workshops to organisations that need to quickly innovate, prototype and test solutions. Recently James has lead a two year research and development program at the National Portrait Gallery, helping to reshape and increase the relevance of the nations family album.

https://jamesdudley.co.uk
https://www.linkedin.com/in/jimdudley/

Overlapping courses	Course days
FM 13	**Tue 09.05.2023**
	Tue 23.05.2023
FM 16	

**Master
Design**

Research

FM 01	**Stories And Places**	Prof. Dr. Axel Vogelsang
FM 02	**Data Literacy For Designers**	Silke Zöllner
FM 03	**Design And Social Change**	Dr. Andreas Unteidig

Futures

FM 04	**Design & Ethics 2**	Prof. Dr. Dr. Christof Arn
FM 05	**Design For Systems Change**	Sabrina Tarquini
FM 06	**"I Blame Science Fiction Dystopias"**	Bruce Sterling

Foundations

FM 07	**Drawing Practice 2**	Christof Fischer
FM 08	**Typography Print & Screen**	Robert Bossart
FM 09	**Visual Storytelling 2**	Samuel Frei

Design

FM 10	**Data Visualisation With p5.js And D3.js**	Christian Schneider
FM 11	**Designed Realities – Speculative Futures**	James Auger

Interactions

FM 12	**User Experience – Empathy And UX-Testing**	Dr. Marcel Uhr
FM 13	**AI Wrote My Social-Network Post**	Yaniv Steiner
FM 14	**Designing Ending And Applying It To AI**	Joe Macleod

Services

FM 15	**Designing Online Services For The Public Administration**	Ramona Banfi
FM 16	**Mapping Customer Journeys & Service Blueprints**	Jan-Christoph Zoels

Sustainability

FM 17	**Social Media As A Tool For Community Building For Sustainability**	Anlessandro Minnino & Michele Pagani
FM 18	**«Ears On» – Sounds For Sustainability**	Karin Fink
FM 19	**Diverse Economies**	Andrea Vetter

Performance, Display, Presentation, Exhibition

FM 20	**Szenography In Presentations**	James Dudley

You have to choose 6 courses (Fulltimers), at least 3 courses or more (Parttimers) out of 20 – Inscription closes on Sunday, 12. February at midnight!

Master Design