Course number	Course title
01	# 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

Professional Competences

After the course, students will be able to work with data independently and critically, and perform simple data analyses on their own. They are encouraged to apply these skills in the context of their master's thesis. Students receive an overview of common statistical software and data collection methods and are able to independently plan, conduct and evaluate short surveys.
In this way, students can answer concrete questions in their (future) daily work routine with the help of information, e.g. Who uses my app for which purposes?
How many customers do I need to interview in order to make reliable statements about the interests of the entire customer base? Ultimately, the acquired competencies will enable well-founded decisions.

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 Cranfield University, UK.

Overlapping courses	Course days	Level	Focus	Brand
11	Tue 12.03.2024 Tue 19.03.2024	● Beginner ● Intermediate ○ Advanced	● Methodical ○ Experimental ● Hands on	● More theoretical ● More practical

Master Design

Course number	Course title
02	# Design and Crisis

Course lead

Dr. Andreas Unteidig

Course description

We hear it often these days: We live, work, and design in a time that is determined by (and very aware of) multiple, interconnected crises. But what does that mean? And what are we to make of it?

In this evening series, we explore various perspectives on this diagnosis through texts and projects that offer different interpretations of "the long emergency." We will elaborate on what it means to adopt designerly stances in this context by criti-cally engaging with a spectrum of positions at the intersection of design and poli-tics. Emphasizing the cultivation of individual and collective resourcefulness, we seek to translate these insights into actionable principles for (not only) our design practices.

Learning outcomes

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

Professional competences

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

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		Level	Focus	Brand
—	Tue 27.02.2024	Tue 19.03.2024	● Beginner	○ Methodical	● More theoretical
	Tue 05.03.2024	Tue 26.03.2024	● Intermediate	● Experimental	○ More practical
	Tue 12.03.2024	Tue 23.04.2024	● Advanced	○ Hands on	

Master Design

Course number	Course title
03	# From the Screens to Ourselves

Course lead

Dr. Marco Bellano

Course description

Even though the panorama of contemporary media is evolving fast, the audio visual strategies remain true to a longstanding tradition which had started before the origin of cinema. The course will explain how to recognise and understand those strategies, in order to reinforce and expand an operational literacy on audiovisual analysis. The discussion and exercises will cover an array of examples from the precinema to digital media, with two special focuses: the use of music, and the language of animation (both traditional and digital).

Learning outcomes

– Basic theoretical competence on audiovisual analysis.
– Ability to recognise audiovisual techniques and languages, and their communication purposes.
– Specific competence on sound and music strategies.
– Specific competence on the language of animation.
– Specific competence on the language of animation.

Professional competences

– Competent use of audiovisual strategies in media production.
– Competent critical appreciation of audiovisual media.

CV of course lead

Marco Bellano is Marie Curie Global Fellow at the University of Padua. Among his books: Allegro non troppo. Bruno Bozzetto's Animated Music (2021). In 2014 he received a McLaren-Lambart Award (best scholarly article) from the Society for Animation Studies. He is on the board of ASIFA Italy. He also graduated in piano and conducting.

https://www.linkedin.com/in/marcobellano/?originalSubdomain=it
https://twitter.com/ficta_scio
https://www.instagram.com/ficta_scio
https://www.facebook.com/p/FICTA-SciO-61552108145018/

Overlapping courses	Course days	Level	Focus	Brand
17	**Mon 13.05.2024** **Tue 14.05.2023**	● Beginner ● Intermediate ○ Advanced	● Methodical ○ Experimental ○ Hands on	● More theoretical ○ More practical

**Master
Design**

Course number	Course title
04	**Right to Repair**

Course lead

Francesco Cara

Course description

In the life cycle of artefacts, manufacturing is where the largest environmental, and often social, footprint is produced. Keeping artefacts in use as long as possible, instead of replacing them in rapid succession, lessens the pressure on natural resources, energy, environment, communities. New cultural practices, design approaches, regulations and business models are emerging that enable and support care, reuse, reconditioning and repair. The module looks at repair from four perspectives: repair as practice, repair as activism, repair as strategy, repair as design principle, through analysis, research, exercises and case studies. The goal is to build repair into everything we design.

Learning outcomes

– Repair skills and resources
– Design for disassembly
– LCA

Professional competences

– Product and service design
– Sustainability assessment and strategy
– Ecodesign regulations

CV of course lead

Francesco Cara teaches ecodesign at IED Milan and Politecnico di Milano, works on digital sustain ability, curates music, video and science festival Climate Space, is one of the authors of Ecologia Digitale (Altreconomia, 2022). In the past Francesco Cara was design director at Nokia, Sapient and Iconmedialab.

Overlapping courses	Course days	Level	Focus	Brand
—	Tue 02.04.2024 Wed 03.04.2024	● Beginner ● Intermediate ○ Advanced	● Methodical ○ Experimental ● Hands on	● More theoretical ○ More practical

Master Design

Course number	Course title
05	**Drawing Practice: „The World is a Stage"**

Course lead

Christoph Fischer

Course description

One whole day we spend at the big agricultural and commercial fair „LUGA", with living cows, pigs and sheep, – and thousands of people looking at them, all in a strange artificial scenery, which is completed with a Luna-park.
Our understanding, that "drawing means looking", has a big impact of our draw-ing skills. We look at the world like observers from outer space, or as if the world was a theater. And we draw in our sketchbook, what we recognize and discover: protagonists, backdrops and play-objects. We make the relations between them visible. We simplify a scenery with our personal focus of interest, to the essence of what we want to tell about.
The same we do in the evening class on other spots in public space.

Learning outcomes

- The students get skills to visualize in a sketch relations between objects, persons, backgrounds/architecture/landscapes
- By switching into the role of spectators, the students recognize individual visual ideas
- The students can use sketching as a basic tool to discover content, to de-velop further design ideas

Professional competences

- Discovering new content by drawing
- Communicating relations in the visible world in a sketch
- Using our "to be surprised" as a source of creativity.
- Understanding the relation of the formal structure and the content of a drawing.

CV of course lead

Christoph Fischer, freelance Illustrator and drawing teacher in Lucerne. He works for newspapers (editorial design) and does his own art and book projects: Book "Während ich schlief" with drawings of his dreams; Reportage drawing projects "Chicago Westside", "Bahnhofplatz Luzern"; Long-term documentation of "Teufelskreisel Kreuzstutz" (Book Edition Patrick Frey) and sculpture "Heinz".
www.christophfischer.ch   instagram: #christophfischer_illustration

Overlapping courses	Course days	Level	Focus	Brand
—	**Mon 29.04.2024 full day** **Tue 07.05.2024 evening course** **Tue 14.05.2024 evening course** **Tue 21.05.2024 evening course**	● Beginner ● Intermediate ● Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

**Master
Design**

Course number	Course title
06	**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 move-ment form the basic knowledge.Typo becomes a prota-gonist 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

Professional competences

– Know the grace and impact of typography and justify choices.
– Dealing sensibly with the size and variety of typography in a product.
– Define different "narrative possibilities" using typography in print and on the screen and deal with their advantages and disadvantages.
– Know the dramaturgical differences between static and moving/dynamic typography.

CV of course lead

Robert is a trained signwriter and a Jazz Music School graduate.After several years of teaching and per-forming as a musician, he studied Graphic Design. With his diploma thesis he was the co-winner of the Lucky Strike Junior Designer Award 2001 and co-founded the studio Reflector. Since 2002, he has been lecturing at the Lucerne University of Applied Sciences and Arts in visual communication at Bachelor and Master levels.

Overlapping courses	Course days	Level	Focus	Brand
18	Mon 06.05.2024 Tue 21.05.2024	● Beginner ● Intermediate ○ Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

**Master
Design**

Course number	Course title
07	**Sketching and Visual Ideation for Scenario Development**

Course lead

Samuiel Frei

Course description

Visual ideation and sketching as a basic communication approach for effective dialogue across audiences during the design process and in design research. Stu-dents learn hands-on sketching techniques to develop scenarios, trans-lating com-plex ideas into simple visuals. This systematic approach supports tackling future challenges, allowing for envisioning possible outcomes / scenarios for further dialogue and elaboration with different audiences. The skills gained are practiced through exercises and reflections on the process.

Learning outcomes

– **Sketching Techniques:** Develop proficiency in a variety of hands-on sketching methods -> visual vocabulary
– **Visual Ideation and Scenario Development:** Learn to apply visual thinking to address (complex) problems and communicate ideas effectively. Scenario de-velopment as a systematic approach that helps to handle potential future chal-lenges. Students learn to envision various outcomes based on specific scenarios.
– **Collaborative Ideation Sessions:** in group ideation sessions students learn to harness the collective creativity of a team and develop visual ideas together to foster collaboration and innovation.

Professional competences

– Support and expand your own communication skills for different audience situa-tions throughout the design process and in design research (idea generation, stakeholder meetings, prototyping, project presentation, etc.).
– Being able to identify different audiences and scenario settings (contexts) to navigate uncertainty and adapt your visualizing methods accordingly.

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.

Overlapping courses	Course days		Level	Focus	Brand
—	Wed 21.02.2024	Wed 13.03.2024	◉ Beginner	● Methodical	○ More theoretical
	Wed 28.02.2024	Wed 20.03.2024	◉ Intermediate	○ Experimental	● More practical
	Wed 06.03.2024	Wed 27.03.2024	○ Advanced	● Hands on	

Master Design

Course number	Course title
08	**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.

Professional competences

– Students will gain the ability to create data visualizations with code and understand the possibilities and limitations of different tools and technologies.
– They will develop the ability to export the generated designs for further processing, which e.g. can be helpful for automating certain labor intensive tasks with code while still using other tools for design.

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	Level	Focus	Brand
10	**Mon 26.02.2024** **Tue 27.02.2024**	● Beginner ● Intermediate ○ Advanced	● Methodical ○ Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
09	**Product > Prototype > Probes**

Course lead

François Chambard

Course description

Probes are relational objects cutting across multiple social worlds and facilitating communication between them. Probes are exploratory and intervening instruments. They depart from products – instruments of production (industrial design) – or from prototypes – means of imagining possible futures (discursive design). As probes, objects gain agency, helping in turn give agency to people.

Probes will be made drawing from various examples and considerations. Which method of production do probes call for? How can they help reposition object design and making? Who do probes serve and how can they contribute to today's social discourse and be useful in creating accessibility and inclusivity tools?

Learning outcomes

– Research and experimentation
– Prototyping, making
– Presentation and taking position

Professional competences

– Concept validation and implementation
– Project management
– Group work and collaborative environments

CV of course lead

François is a designer and maker. In 2004 he started UM Project at the crossroads of function and fiction for the work of a single designer, yielding experiments and unusual goods. Recently the practice has evolved, giving birth to Unblock.Space, to encourage the work of many, colliding human technology and the spirit of things, with a focus on neurodiversity and its positive impact on the design process. umproject.com   @unblock.space

Overlapping courses	Course days	Level	Focus	Brand
13 19	Mon 04.03.2024 Mon 18.03.2024	○ Beginner ● Intermediate ○ Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
10	# Setting Up Camp

Course lead

Lee Moreau

Course description

The idea of "setting up camp" could be understood as a fairly simple and pedestrian activity. Basically, you plan > pack > embark > deploy your tools > experience > pack up again > and return. It's all pretty straight-forward, but every person does it a little differently. All along the journey, there are highly specific decisions made that are suggestive of a person's personal preferences, their priorities, and their values, which become more complex when planning for larger groups. In this curiosity-driven workshop, we will explore the relationship between functionality and hospitality across the experience of "setting up camp".

Learning outcomes

– Observe, compare, and record
– Explore, consider, and understand available paths
– Generating visions, storytelling, and synthesis

Professional competences

- Service and Experience Design (UX)
- Human-Centered Design
- Design Strategy

CV of course lead

Lee Moreau is the founder and director of Other Tomorrows, a design and strate-gy studio based in Boston. Previously, he was the VP of Design at EPAM Continuum, Director of Environments at 2x4, and worked as a designer at IDEO and at the Rockwell Group. Lee is also Professor of the Practice within Northeastern University's College of Arts, Media, and Design.

Studio Website: Other Tomorrows
Profile on LinkedIn: https://www.linkedin.com/in/leemoreau/
The Futures Archive podcast on Design Observer
Design As podcast on Design Observer

Overlapping courses	Course days	Level	Focus	Brand
08	Mon 26.02.2024 Tue 27.02.2024	○ Beginner ● Intermediate ○ Advanced	○ Methodical ● Experimental ○ Hands on	● More theoretical ○ More practical

**Master
Design**

Course number	Course title
11	**User Experience – Empathy and UX-Testing**

Course lead

Prof. 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 prep-aration 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

Professional competences

– Identify UX topics in the own master thesis
– Identify UX topics in their business
– Understanding the users of the own products

CV of course lead

Prof. 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	Level	Focus	Brand
01	**Tue 12.03.2024** **Tue 19.03.2024**	○ Beginner ● Intermediate ○ Advanced	● Methodical ○ Experimental ○ Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
12	**«Creative Machines? – From Theory to Real-World Applications»**

Course lead

Yaniv Steiner

Course description

Have you ever contemplated the prospect of AI autonomously mirroring the creative capacity of the human mind?
The goal of this workshop is to position oneself within the broader landscape of Generative AI. It extends beyond enhancing your toolkit for personal use, offering a foundational understanding of formulating research questions and developing corresponding research design patterns in the context of Generative AI. Engage in both lectures and hands-on exercises, ranging from fundamental principles to real-world applications. This workshop encourages thoughtful reflection at the intersection of technology, humanity, and your own principles in the AI realm.

Learning outcomes

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

Professional competences

– Acquire the skills to assess and apply Generative AI in problem-solving scenarios
– Ability to articulate complex AI concepts
– Ethical guidelines for the use of AI in academia and business.

CV of course lead

Yaniv Steiner is a technologist and a designer specializing in computational linguistics, machine learning, and generative AI. He taught physical computing at Interaction Design Institute Ivrea, contributing to the birth of both the Wiring and Arduino platforms and served as a Senior Information Architect at the European Commission in Developing enterprise-level services, tools, and methods in the field of NLP and data science.
https://www.yanivsteiner.com

Overlapping courses	Course days	Level	Focus	Brand
16	**Mon 25.03.2024** **Tue 26.03.2024**	● Beginner ○ Intermediate ○ Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

**Master
Design**

Course number	Course title
13	**Hitchhiking Design Systems**

Course lead

Gabriele Fackler

Course description

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

Learning outcomes

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

Professional competences

– Picking the right design component for specific requirements
– Quickly prototyping ideas
– Creating attention with your solution

CV of course lead

Gabriele is a creative force who brings digital applications to life. For many years and for well-known organizations across Switzerland and internationally. Taught research and interaction design and is an experienced juror. MFA Graphic Design, Rhode Island School of Design, Diplom Visuelle Kommunikation, Hochschule Augsburg

www.reflexivity.net

Overlapping courses	Course days	Level	Focus	Brand
09 19	**Mon 04.03.2024** **Mon 11.03.2024**	● Beginner ● Intermediate ○ Advanced	● Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
14	**On Spatial Computing**

Course lead

Sabato Urciuoli & Gregor Finger

Course description

In the ever-evolving landscape of technology, the concept of spatial computing has emerged as a captivating paradigm that challenges the conventional boundaries of human-computer interaction. Rooted in the idea of integrating computational pro-cesses seamlessly into our physical surroundings, spatial computing aims to rede-fine the way we perceive and engage with technology extending beyond conven-tional applications like digital twins in infrastructure, Building Information Model-ling (BIM) in Architecture, AR\VR\MR.
At the heart of this transition lies a pivotal question: What is the optimal way to interact within the spatial computing medium? How will we use space, place, and objects to direct that computation? These questions will determine whether spatial computing becomes a groundbreaking productivity tool or simply another means of using computers.

Learning outcomes

Students will develop proficiency in spatial design, which involves the effective utilisation of physical spaces and digital elements to create immersive and user-friendly experiences.
This specific learning outcome focuses on the development of practical skills and knowledge related to spatial design within the context of spatial compu-ting. Students who acquire these competencies will be well-equipped to create spatial computing experiences across a range of applications and industries. (more in the detailed PDF file, also for professional competences)

CV of course lead

Sabato is a London-based Italian Design Director with 15 years of experience, working globally, leading and executing immersive products and experiences from the initial idea to the day-to-day crafting. His areas of focus include Design Re-search, Product Design, and Visual Systems. Until recently, he led the design team at Jadu AR - a first-of-its-kind multiplayer augmented reality fighting game for mobile.

Gregor is co-founder of the Oslo-based spatial design startup Ordinary Objects. OO aims to make prototyping spatial experiences exponentially more intuitive, powerful and fun. Previously, he worked as a Creative Technologist and Spatial Computing Lead and conceptualised, prototyped and led R&D and commercial projects for International leading brands such as IKEA and BMW.

Overlapping courses	Course days	Level	Focus	Brand
—	**Mon 22.04.2024** **Tue 23.04.2024**	● Beginner ● Intermediate ○ Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
15	**Mapping Customer Journeys & Service Blueprints**

Course lead

Jan-Christoph Zoels

Course description

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 activities, usage scenarios, and flows and reflect the thought pat-terns, 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 orches-tration of people, touchpoints, processes, and technology both frontstage (what customers see) and backstage (what is behind the scenes). The aim is to reveal Moments that Matter, identify engagement opportunities, and design blueprints with impact.

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

Professional competences (Informations in the detailed PDF file)

CV of course lead

Jan-Christoph Zoels is head of the MA Design programs at HSLU and a co-founding partner of Experientia. He focuses on people's service experiences to support sustain-able lifestyles. He advocates a strategic integration of behavioral modeling, stake-holder engagement, and participatory design processes to increase people's aware-ness, grow their competencies, and nurture their aspirations.
www.experientia.com   https://www.youtube.com/watch?v=I_UYX-x3RnU

Overlapping courses	Course days	Level	Focus	Brand
—	Tue 20.02.2024 Tue 05.03.2024	● Beginner ● Intermediate ○ Advanced	○ Methodical ○ Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
16	**Design to Transform**

Course lead

Marco Steinberg

Course description

For the better part of the last century, Design has been instrumental in helping businesses deliver better products and services. In recent years it has begun to find a similar role in helping governments improve the quality of public service delivery.

But increasingly businesses, governments, and societies around the world are finding out that what worked well in the past may not in the future. New complex challenges, like climate change and social equity, defy current improvement logics. They call for a more strategic use of design, embodied in the concept of Strategic Design.

This workshop will explore the role strategic design might have in helping 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

Professional competences

– Business strategy processes
– Government strategy
– Strategic improvements in service design solutions

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 archi-tect, his previously 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. www.snowcone.fi   Twitter @marcolsteinberg

Overlapping courses	Course days	Level	Focus	Brand
12	**Mon 25.03.2024** **Tue 26.03.2024**	○ Beginner ● Intermediate ● Advanced	● Methodical ○ Experimental ○ Hands on	● More theoretical ○ More practical

Master Design

Course number	Course title
17	**Public Design**

Course lead

Caroline Paulick-Thiel

Course description

Transformative procedures and interfaces between state and society in conjunction with regulations for social and technological innovation are key in shaping humanities development "on" or rather "with" the planet.

This seminar provides insight into the relevance of design in a political-administrative context, showcases international and national experiences with design work in different phases of the policy cycle and explores ways in which your project can help shape our political and administrative systems to address public challenges.

Learning outcomes

– acknowledging the public as a political process that requires continuous care and engagement
– developing an interest for conditions of public institutions, their responsibilities and constraints
– identifying connections between design practice and public commons

Professional competences

– engaging with public challenges
– working as a designer in the public sector
– facilitating participatory design processes

CV of course lead

Caroline Paulick-Thiel is a strategic designer, experienced in developing and leading participatory processes to address public challenges. Since 2015, she is the director of politicsfortomorrow.eu, a non-partisan initiative that promotes public transformation and collaborates with political-administrative institutions from the local to the highest federal level in Germany.

Overlapping courses	Course days	Level	Focus	Brand
03	Mon 13.05.2024 Tue 14.05.2024	○ Beginner ● Intermediate ○ Advanced	● Methodical ○ Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
18	**Design with and for More-Than-Human-Worlds**

Course lead

Karin Fink & Dr. Sabine Fink, Biologist, WSL

Course description

What does design with and for More-Than-Human-Worlds mean? How might we adapt and change design tools and practices to design to support non-human entities and biodiversity? How might we design in a more symbiotic way alongside natural beings? In this course, we discover and experiment with different tools and methods from natural science – more specifically with microbiology and genetics. We will discuss how we might transfer this kind of knowledge and methodologies into our design projects, and we will investigate future roles of designers as collaborators with non-human beings.

Learning outcomes

– Basics of microbiology and genetic engineering: Gaining an in-sight on how to work with life's smallest beings and buildings bricks
– Co-designing with non-humans: Experiment with practices that involve microorganisms
– Critical reflection: Discussion of the role of design, and the re-lation with natural science as well as reflecting on ethics

Professional competences

– Train the understanding of methods, approaches and models from different disciplines: Microbiology, genetics and lab rou-tine
– Train your ability to learn from other disciplines and to work in an interdisciplinary context
– Train your ability to experiment
– Train your ability to collaborate with different specialists and bridge between them using the tools of a designer
– Communicate the outcomes of your work in the form of a small exhibition.

CV of course lead

Karin Fink, Lecturer MA Eco-Social Design, Geographer.
Sabine Fink, researcher at the Swiss Federal Institute for Forest, Snow and Landscape Research WSL and lecturer at ETH Zürich   https://www.researchgate.net/profile/Sabine-Fink

Overlapping courses	Course days	Level	Focus	Brand
06 20	Tue 07.05.2024 Tue 21.05.2024	● Beginner ● Intermediate ○ Advanced	○ Methodical ● Experimental ● Hands on	● More theoretical ○ More practical

**Master
Design**

Course number	Course title
19	**Life Cycle Assessments in Design**

Course lead

Nando Schmidlin

Course description

Life Cycle Assessment (LCA) is a method to quantify ecological impacts, for example of materials, products or services. Most prevalent are carbon footprints given in kg of CO_2. As a sustainable designer at Milani, they are a key tool in my work. In this course, I aim to share my experience and expertise on LCAs from the perspec-tive of design with a focus on physical products and associated services. You will learn how LCAs are used, look behind sustainability claims, get to know methods and software to conduct your own modelling, and finally write a LCA report.
This is an introductory course with no prior knowledge of LCA required. However, foundational understanding of sustainability theory is assumed.

Learning outcomes

– Interpret and question sustainability claims in the form of LCA reports
– Know about the different LCA methods and the assessment steps
– Gain familiarity with LCA software suited for the design process
– Write a LCA report on a topic of your choice (5-10 pages)

Professional competences

– "This is the most sustainable option on the market!" -> You can critically discuss such claims
– "Should we use this or this?"-> You are able to compare ecological impacts of different design options
– "How much CO2 do we save by doing this?" -> You know how to approach the calculation of carbon footprints

CV of course lead

Nando Schmidlin, Sustainable Design Strategist at Milani design & consulting. Nando studied industrial design in Zurich and completed the MA International Design Business Management / Creative Sustainability in Helsinki in 2018. At Milani, he supports circular design efforts for clients who deliver for example power tools, medical injectors or washing machines.

Overlapping courses	Course days	Level	Focus	Brand
09 13	**Mon 11.03.2024** **Mon 18.03.2024**	● **Beginner** ● **Intermediate** ○ **Advanced**	● **Methodical** ○ **Experimental** ○ **Hands on**	○ **More theoretical** ● **More practical**

Master Design

Course number	Course title
20	# Scenography in Presentations

Course lead

James Dudley

Course description

Learn to craft meaningful 3D experiential presentations aligning with an organization's purpose. Explore the link between purpose, identity, and touchpoints, allowing flexible product strategies while maintaining alignment. Understand how presentations fit into user journeys. Analyze scenography examples, delving into personal projects. Build emotional connections with music, images, materials, and lighting. Explore the latest digital techniques. Develop skills in sketching, graphic design, movie making, and storytelling. Engage in lectures, discussions, design exercises, and reflections, proposing a 3D presentation in groups.

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.

Professional competences

– Where should an organisation invest in 3D presentations to best reach their users?
– How should an organisation develop the story line for their presentation?
– When should Brand guidelines be followed and when should a presentation be surprising and unexpected?
– Can the value of a 3D presentation be measured? What is its ROI?

CV of course lead

Work in London and Switzerland.
We create brand experience projects and offer innovation coaching, and sprint workshops for problem-solving and prototype testing.
https://jamesdudley.co.uk   https://www.linkedin.com/in/jimdudley/

Overlapping courses	Course days	Level	Focus	Brand
18	**Tue 30.04.2024** **Tue 07.05.2024**	● Beginner ● Intermediate ○ Advanced	● Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Research

01	**Data Literacy for Designers**	Silke Zöllner
02	**Design and Crisis**	Dr. Andreas Unteidig
03	**From the Screens to Ourselves**	Dr. Marco Bellano

Futures

04	**Right to Repair**	Francesco Cara

Foundations

05	**Drawing Practice: „The World is a Stage"**	Christoph Fischer
06	**Typography Print and Screen**	Robert Bossart
07	**Sketching and Visual Ideation for Scenario Development**	Samuel Frei

Design

08	**Data Visualization with p5.js and D3.js**	Christian Schneider
09	**Product > Prototype > Probes**	François Chambard
10	**Setting Up Camp**	Lee Moreau

Interactions

11	**User Experience – Empathy and UX-Testing**	Prof. Dr. Marcel Uhr
12	**«Creative Machines? – From Theory to Real-World Applications»** …	Yaniv Steiner
13	**Hitchhiking Design Systems**	Garbirele Fackler
14	**On Spatial Computing**	Sabato Urciuoli & Gregor Finger

Services

15	**Mapping Customer Journeys & Service Blueprints**	Jan-Christoph Zoels
16	**Design to Transform**	Marco Steinberg
17	**Public Design**	Caroline Paulick-Thiel

Sustainability

18	**Design with and for More-Than-Human-Worlds**	Karin Fink & Dr. Sabine Fink
19	**Life Cycle Assessments in Design**	Nando Schmidlin

Performance, Display, Presentation, Exhibition

20	**Scenography in Presentations**	James Dudley

You have to choose 6 courses (Fulltimers), at least 3 courses or more (Parttimers) out of 20 – Inscription closes on Monday, 5. February at midnight!

Master Design