HSLU Lucerne University of Applied Sciences and Arts

Bachelor of Science in Immersive Technologies

Augmented, Mixed, Virtual Reality,
serious/applied games &
immersive media production

FH Zentralschweiz

Watch our video trailer to get inspired

Link to Youtube

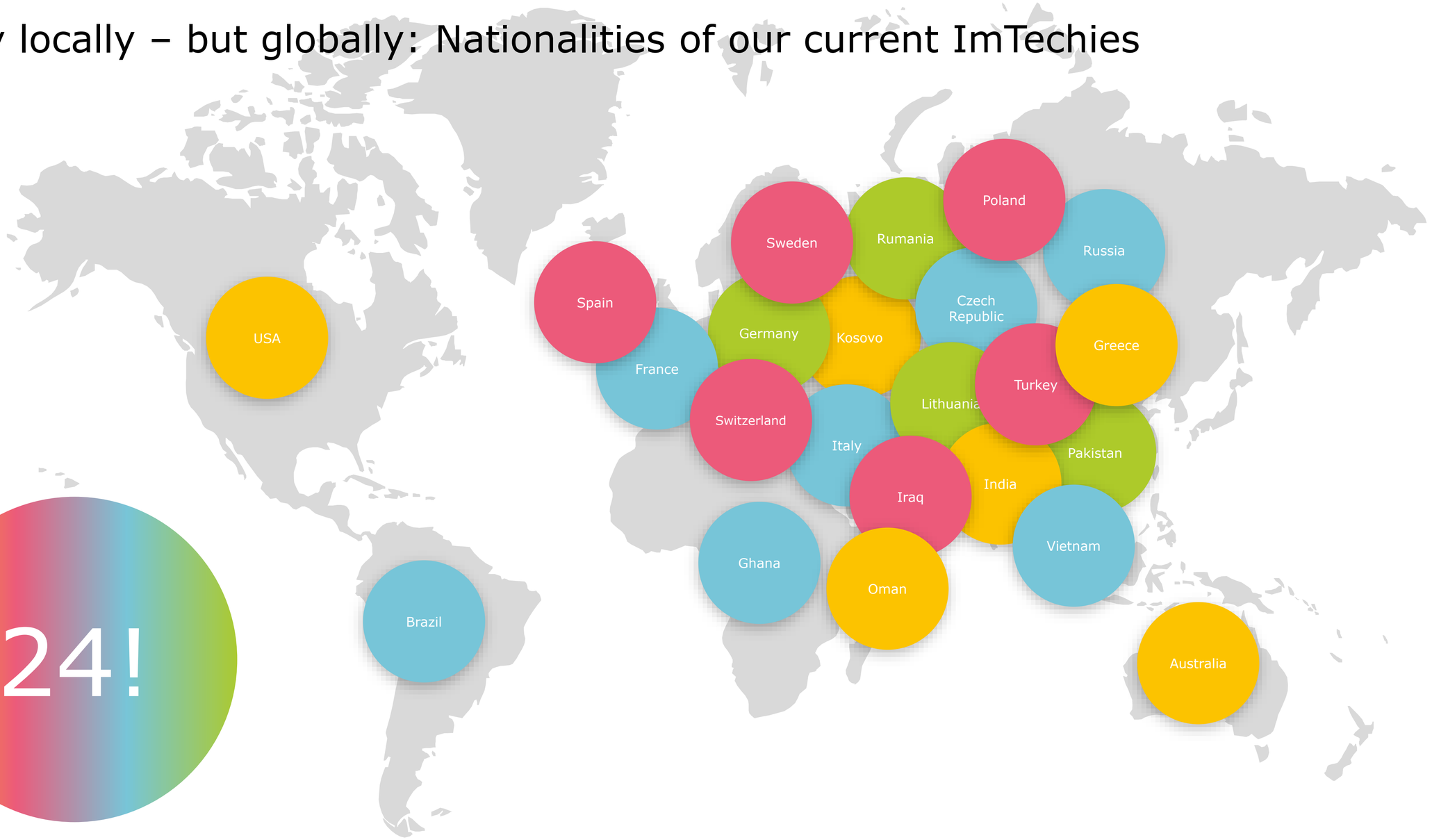
Prof Nathaly Tschanz

- Head of the BSc in Immersive Technologies
- Lecturer
  - Intro to immersive technologies
  - Interactive narratives & immersive storytelling
  - Navigating the future
  - Scientific work and writing

LinkedIn

Greetings from the current ImTechies

Study locally – but globally: Nationalities of our current ImTechies



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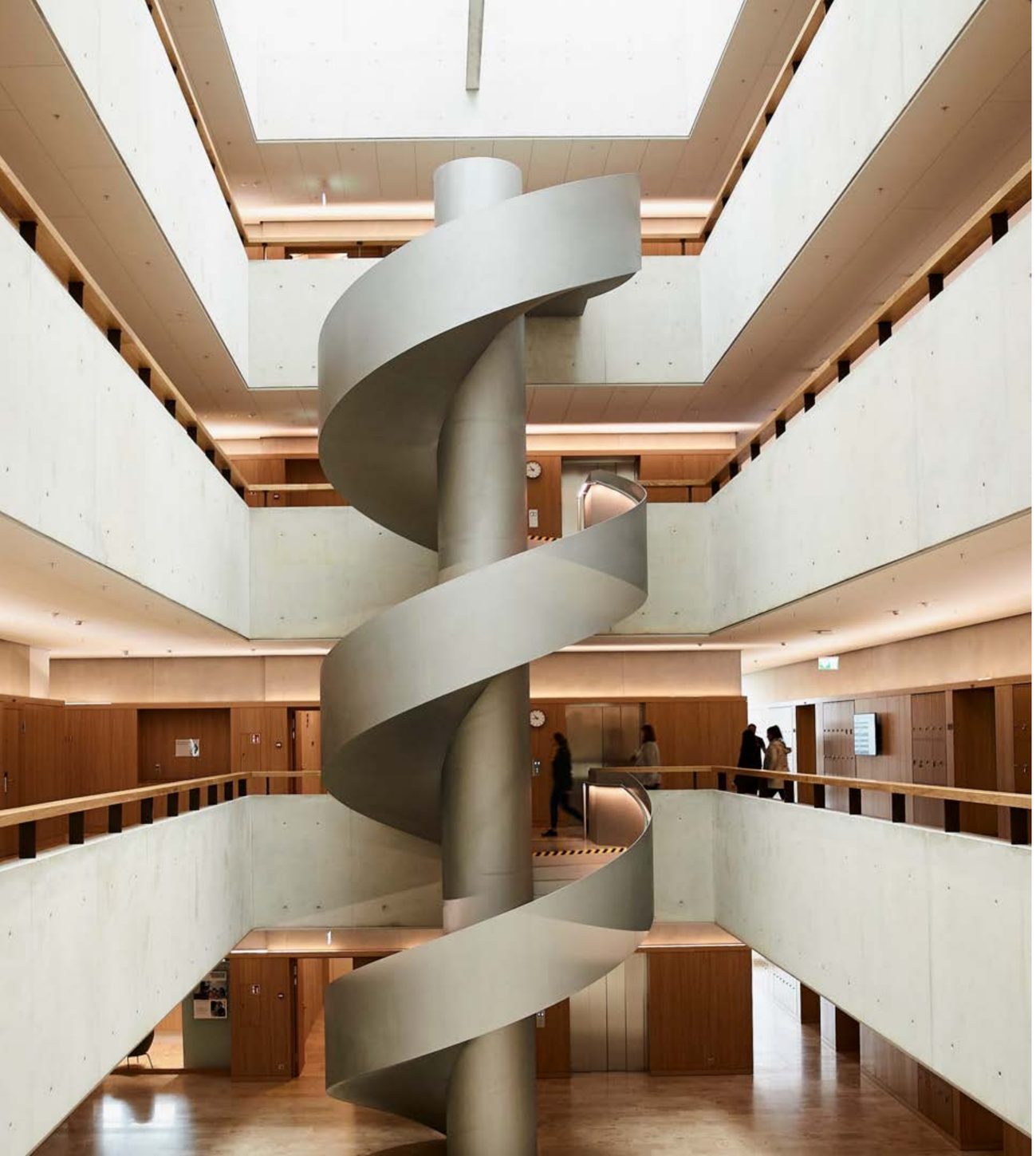

1 What is the focus of the BSc Immersive Technologies?

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3 What will I learn?

4 How do students profit from the Immersive Realities Center?

5 How to get even more information?

6 Career prospects?

7 A peak into student projects

HSLU School of Computer Science and Information Technology

We have more than…

200
employees

1,000
students
(Bachelor’s and Master’s)

You can find us…

… on our cutting-edge campus in Rotkreuz

… directly by the train station

15 mins
by train from Lucerne

10 mins
by train from Zug

35 mins
by train from Zurich

HSLU

What is the focus of the BSc Immersive Technologies?

What exactly does «immersive» mean?

Immersive … means «to dive into something», to «immersive yourself in something».

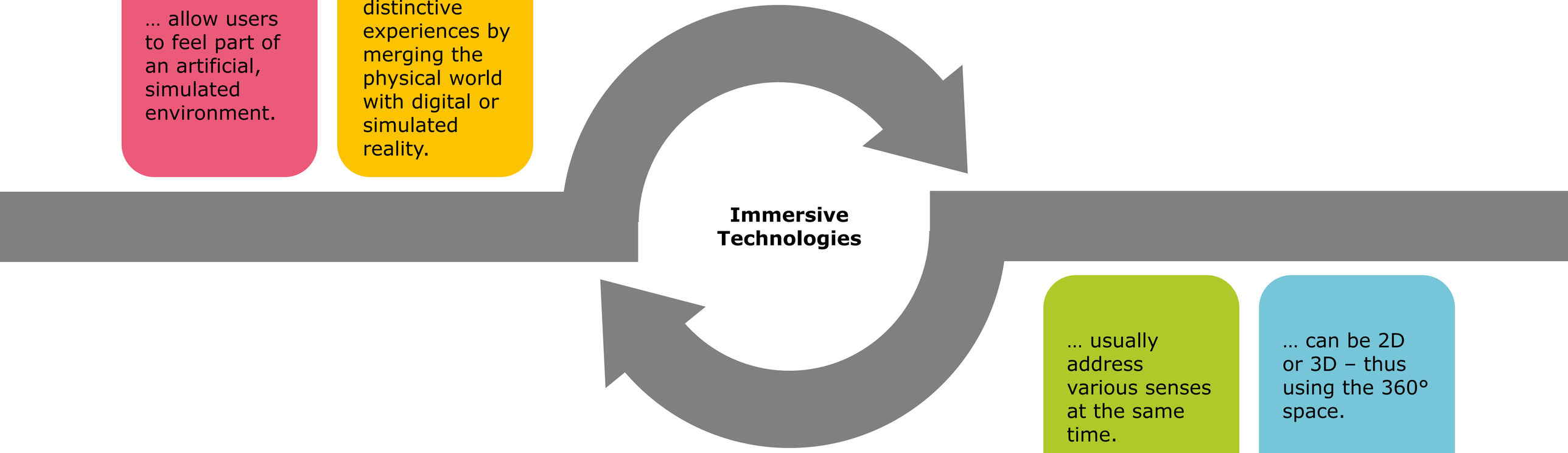
… describes the effect that virtual or fictional worlds have on us.

The perception in the real world diminishes and we increasingly identify with the fictional world, «immerse ourselves» in it, so to speak.

«Immersive technologies»…

… allow users to feel part of an artificial, simulated environment.

… create distinctive experiences by merging the physical world with digital or simulated reality.

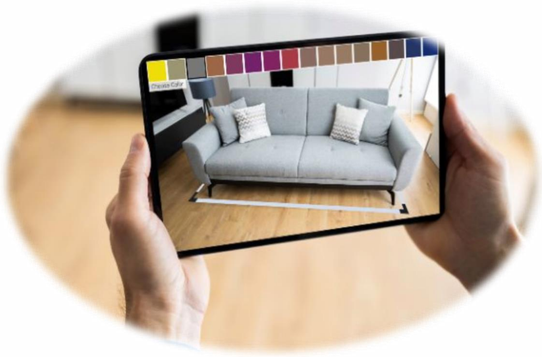


… usually address various senses at the same time.

… can be 2D or 3D – thus using the 360° space.

What is the focus of the BSc in Immersive Technologies?

(Serious/Applied) Games



Augmented Reality

Virtual Reality

other types of immersive media production

and

other disciplines and topics relevant to their design and production – while giving you a solid education in information technology and programming.

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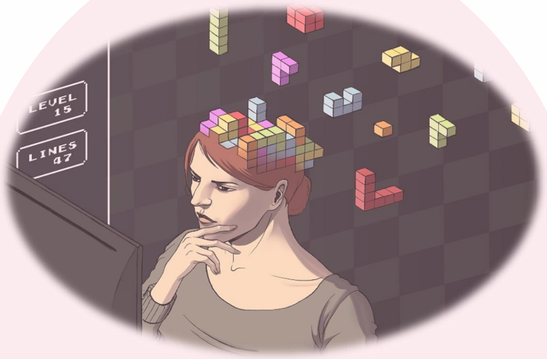
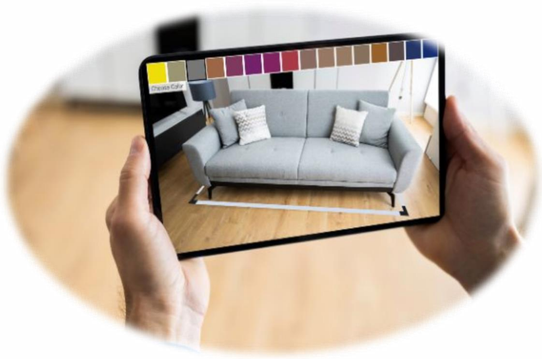
What is the focus of the BSc in Immersive Technologies?



(Serious/Applied) Games



Augmented Reality

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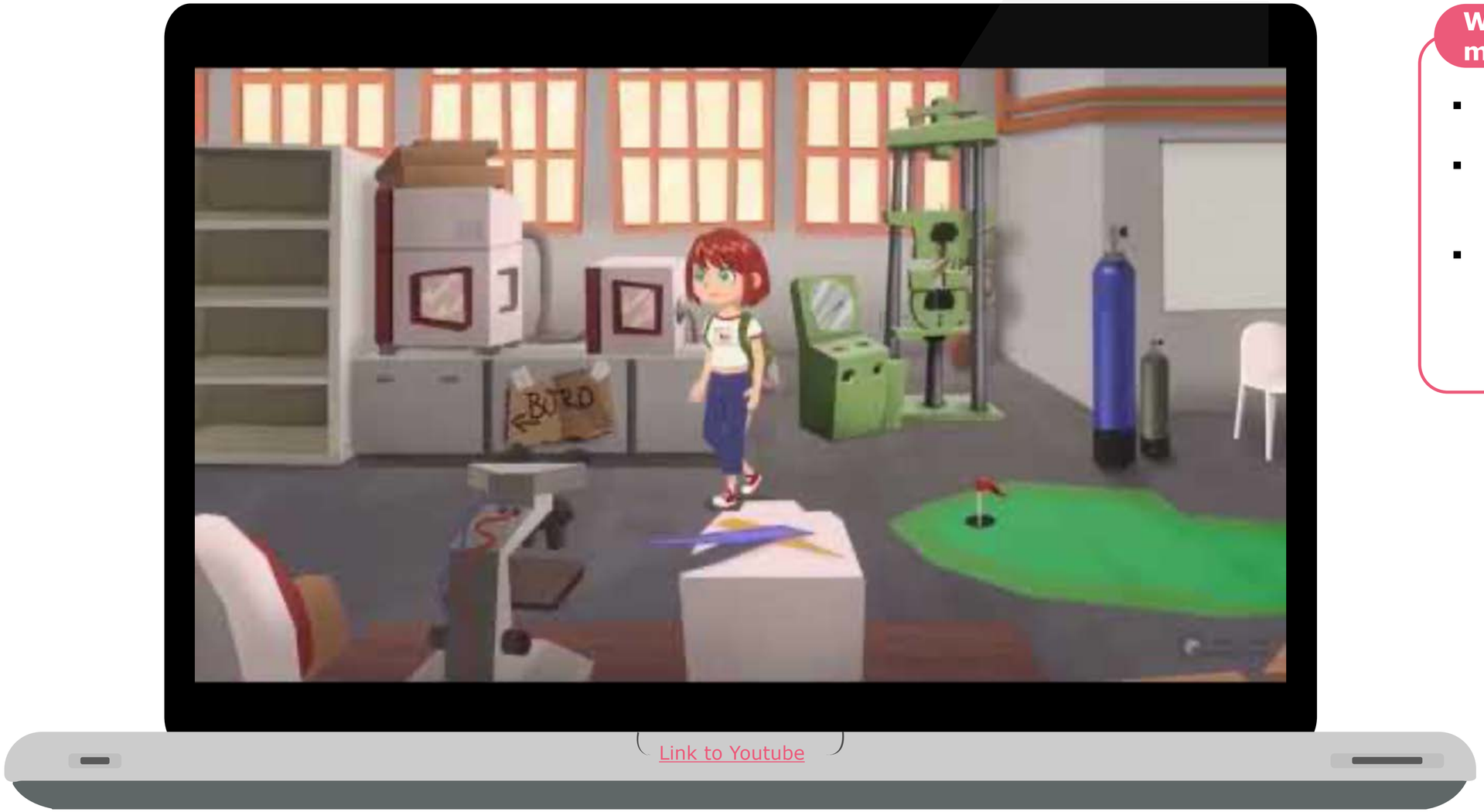
Example of a «Serious/Applied Game»



Link to Youtube

World of materials

- browser-based
- target group: engineering students
- escape game in which players have to apply their knowledge of materials science

Example of a «Serious/Applied Game»

Virtual kids

- research project
- browser-based
- criminally relevant questioning of children places high demands on the qualifications of the interviewer
- difficult to train in reality
- solution: simulation szenarios with «virtual kids»

What is the focus of the BSc in Immersive Technologies?

(Serious/Applied) Games

Augmented Reality

Virtual Reality

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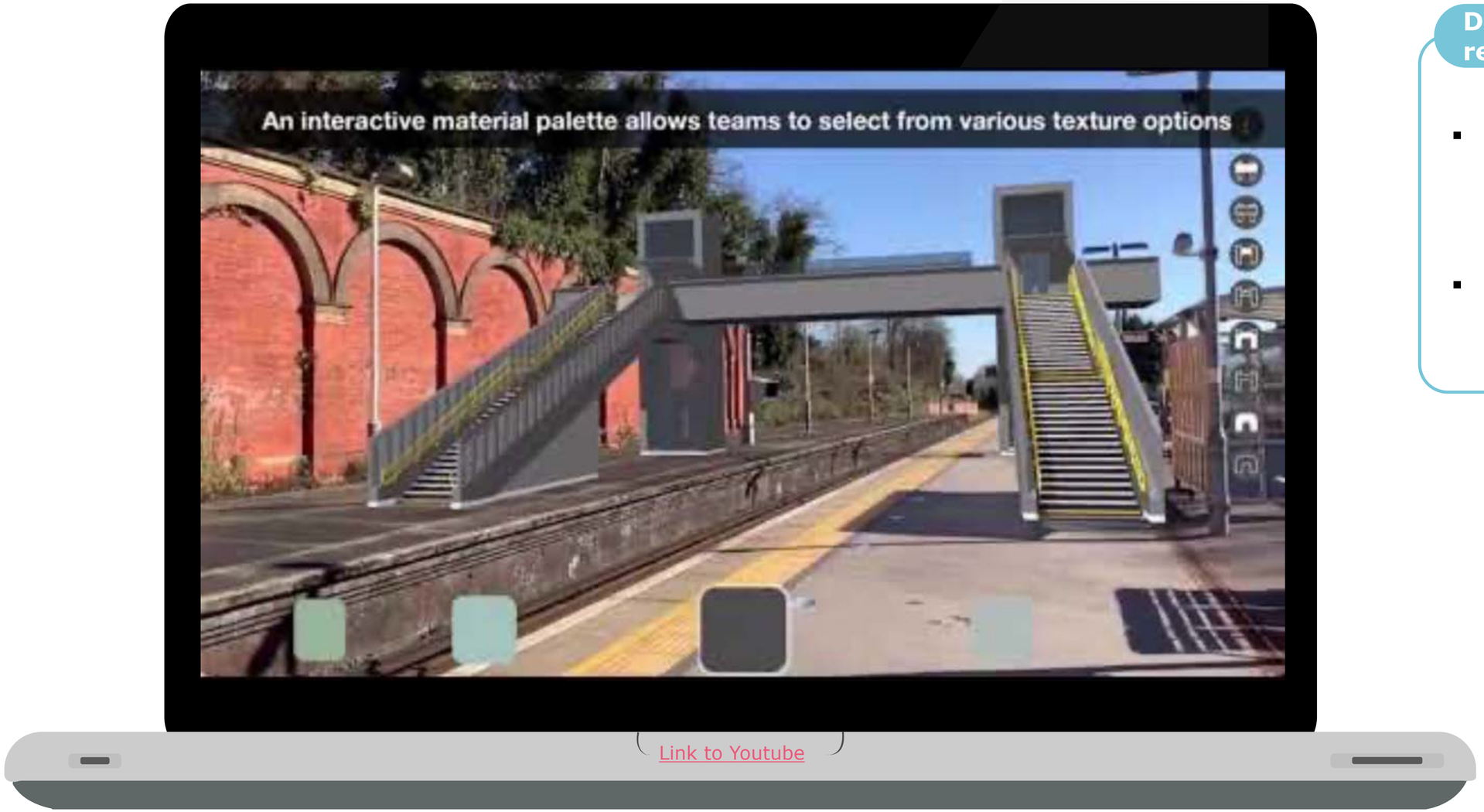
Example of «Augmented Reality»



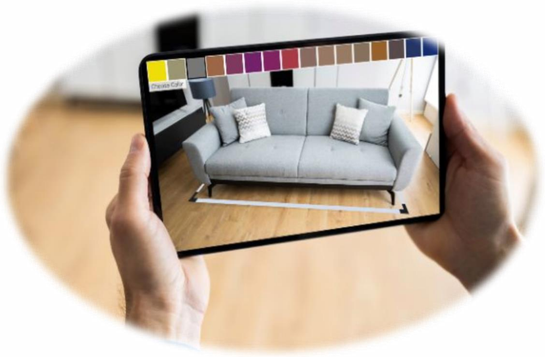
Link to Youtube

Digitally enhanced reality

- useful wherever the combination of reality with digital content creates added value
- Examples: urban planning, conceptual prototyping etc.

What is the focus of the BSc in Immersive Technologies?

(Serious/Applied) Games



Augmented Reality

Virtual Reality

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Example of «Virtual Reality»

Link to Youtube

Simulated reality

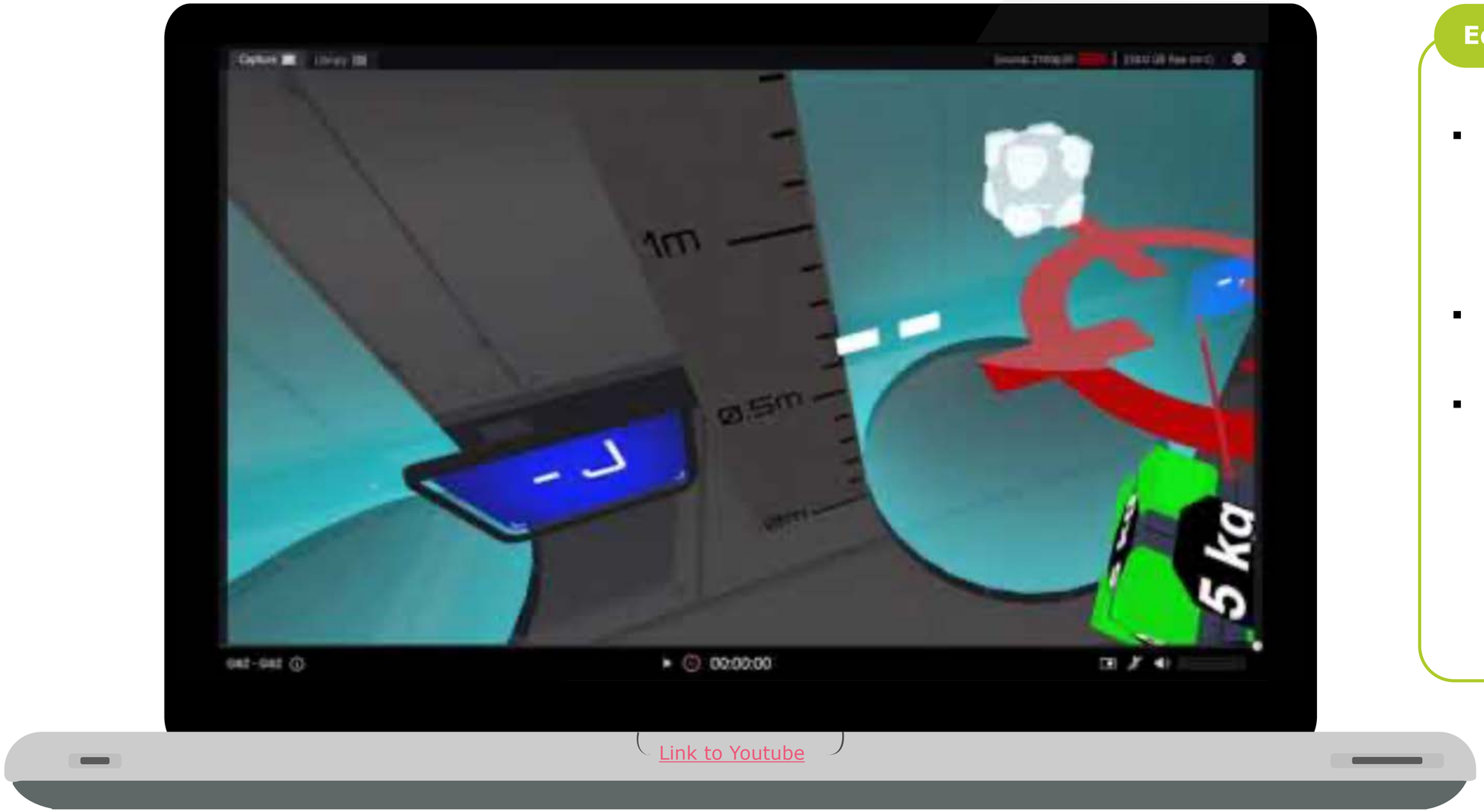
- often the added value is to create a common understanding
- example: architect who needs to collaborate with clients that are not used to reading 2D plans
- making things virtually accessible helps in many ways

Example of a combination: «Serious Virtual Reality Game»

Breathing therapy

- research project
- patients with cystic vibrosis have to do lengthy breathing exercises
- very boring, especially for children
- solution: a game that uses breathing patterns to steer an underwater vessel to go on a treasure hunt

Example of a combination: «Serious Virtual Reality Game»



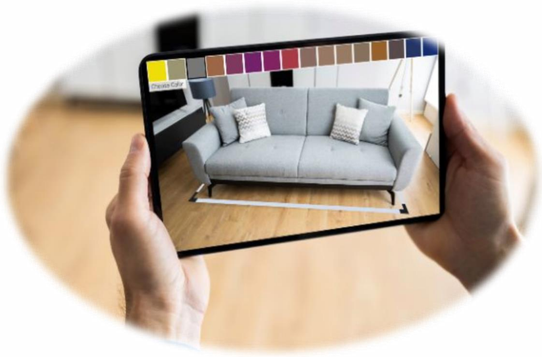
Link to Youtube

Education

- Potential energy is a very theoretical construct that many students struggle with
- solution: learning by exploring
- VR application that allows students to travel through different gravitational fields of planets to experiment with potential energy

What is the focus of the BSc in Immersive Technologies?

(Serious/Applied) Games



Augmented Reality

Virtual Reality

other types of immersive media production

and

other disciplines and topics relevant to their design and production – while giving you a solid education in information technology and programming.

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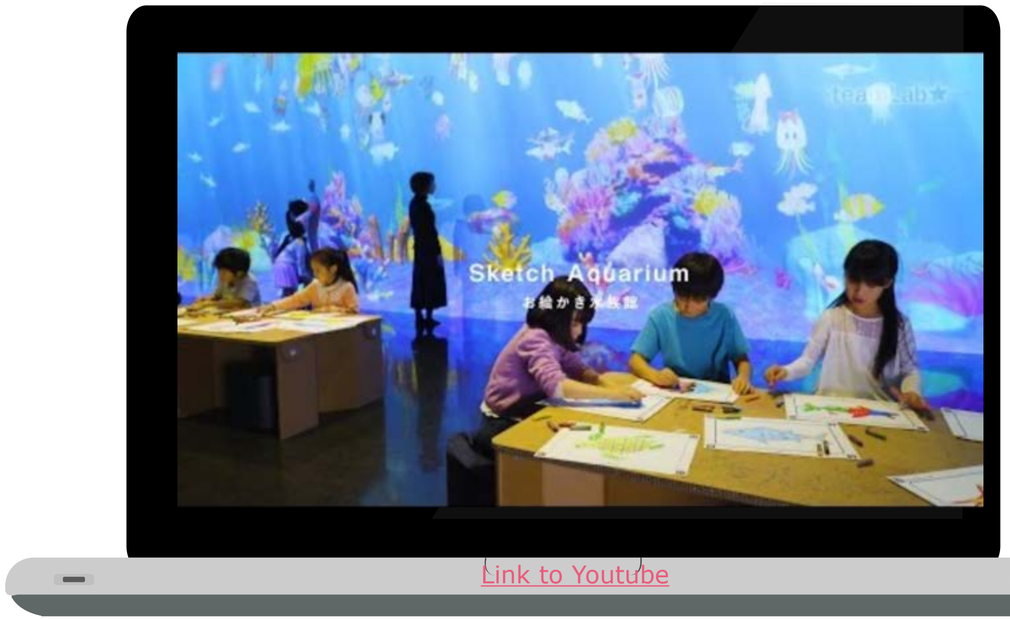
Example of other types of immersive media



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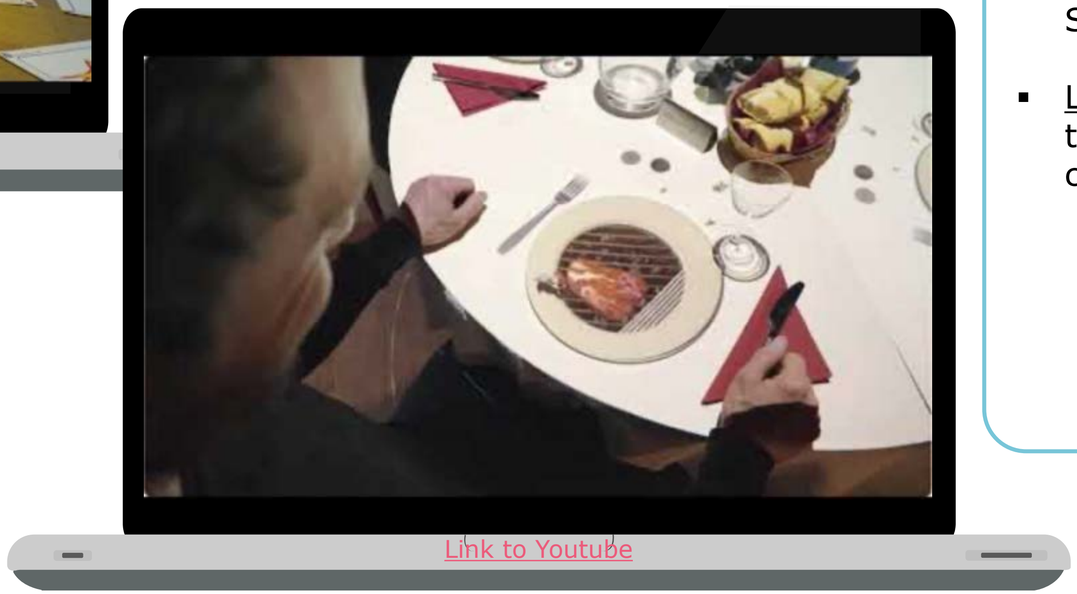


Link to Youtube

When surfaces become projection screens

- Digital «Fish Tank» in the exhibition «Future world: Where Art Meets Science», ArtScience Museum, Marina Bay Sands, Singapore
- Le petit chef, immersive theater and dining combined

We want our students to be flexible and versatile

We create the concepts first - and then consider which medium is best suited for the objective, target group and use case.

We train students not to have preconceived ideas about media formats.

Our technology division is in a constant state of flux. Dealing with this requires a corresponding mindset.

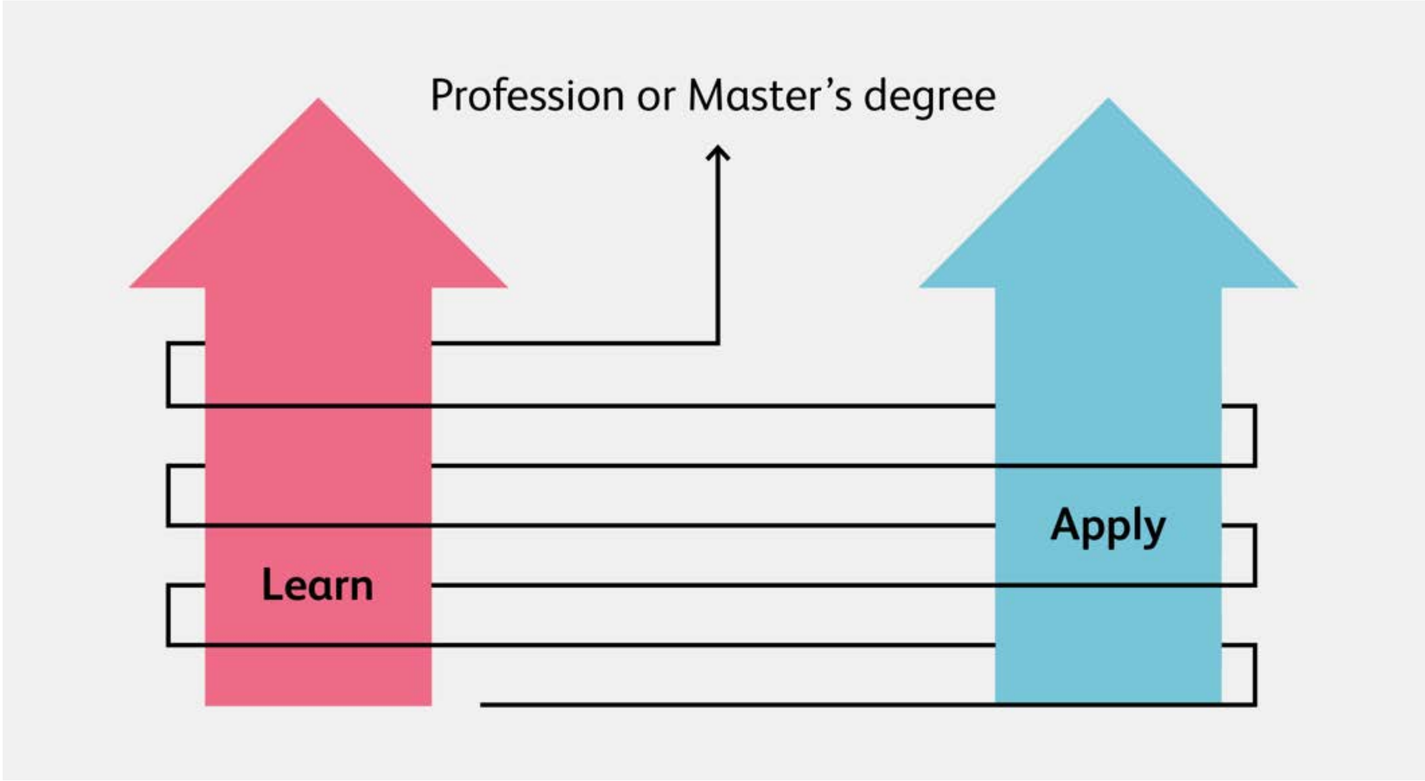
How is the BSc structured?

Structure of the BSc in Immersive Technologies

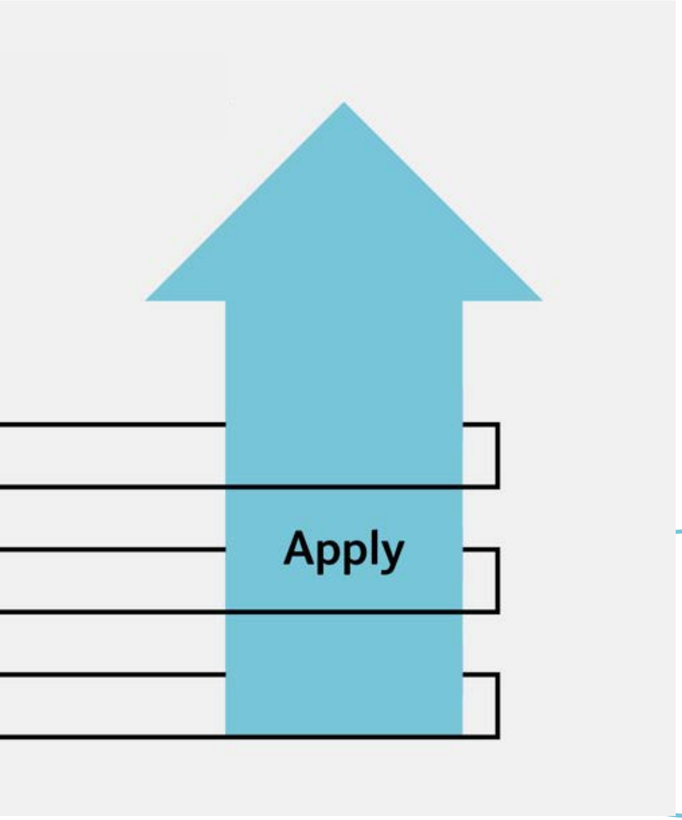
Learning spiral:
combines theory and practice

Students…

- develop their implementation and interdisciplinary skills
- consolidate them in various projects
- identify areas where they would like to expand their knowledge, choose specialization modules accordingly and/or independently research suitable tools, methods and solution approaches (supported by coaches)



Structure of the BSc Immersive Technologies



The «Apply Side» of the program…

… has as an increasing level of complexity

- Initial projects will be based on simpler tasks
- In more advanced semesters, students work on real-life tasks set by practice partners

Students gain extensive practical experience during their studies, interlink the skills and knowledge acquired and work in an interdisciplinary way.

Students can choose between two time models

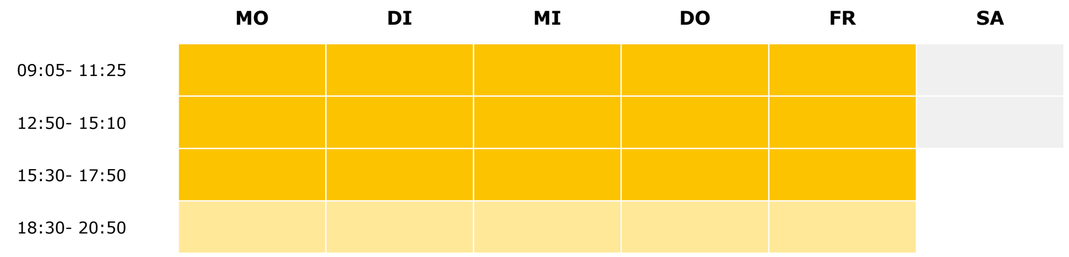
Important

It is possible to switch from the full-time to the part-time model, but not from part-time to full-time. The part-time option is only available to Swiss and EU nationals.

Full-time

- Six semesters / three years
- Four to five days per week

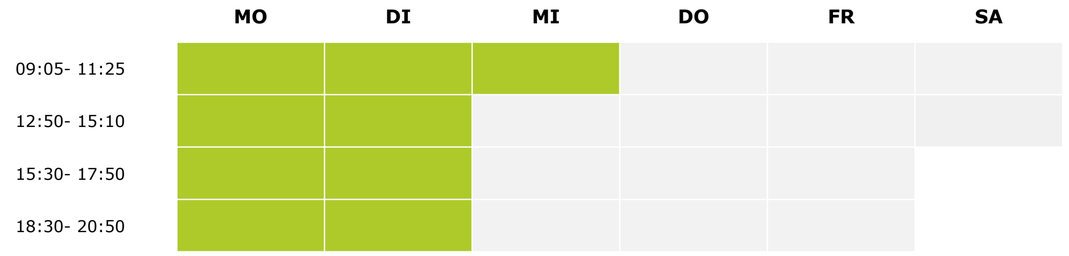
Year 1, 2 & 3



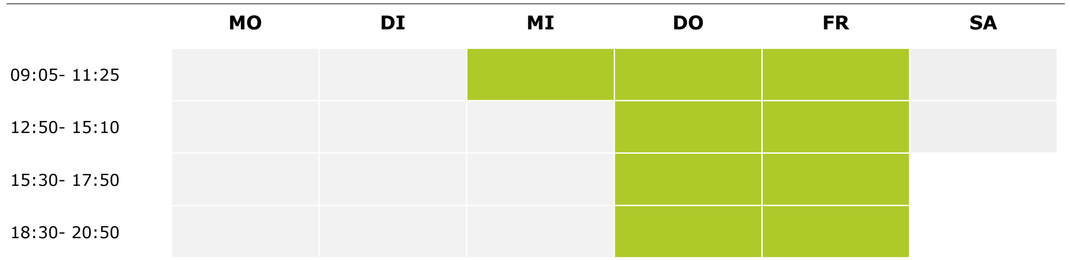
Part-time

- Eight semesters / four years
- Two and a half days per week
- 40 to 50 % max. of employment-related activity while you study

Year 1 & 3



Year 2 & 4



What will I learn?

Content clusters

Immersive technologies…

… are interdisciplinary in nature.
… require a broad set of skills.

For optimum results…

… different skills must work in concert.

Technical Implementation Skills & Mathematics

Human-Computer Interaction Design

Social, Methodology and Transfer Skills

Elective Modules

Areas of competence

Technical implementation skills & mathematics

Students acquire the technological understanding and technical skills required to develop immersive applications for different industries.

Contents:

- Object-oriented programming for creative tech
- Game production
- 3D modelling for real-time applications
- Generative Computer Graphics
- Mathematics for immersive technologies
- Algorithms & data structures for creative tech
- Computational mathematics
- Computer vision & artificial intelligence
- Targeting platforms & industry optimization
- Computer network architecture & information security

Areas of competence

Human-Computer Interaction Design

To be able to develop immersive applications, students need to understand the needs, expectations and capabilities of their future users.

Contents:

- Introduction to immersive technologies
- Introduction to sound
- Human factors & design
- Game design
- Conception & prototyping
- Usability
- UX methods & processes
- Testing
- etc.

Areas of competence

Social, Methodology and Transfer Skills

In addition to technical implementation skills and knowledge relating to human-computer interaction design, students develop their social and methodology skills and gain insight into other relevant fields.

Contents:

- Tech-driven (agile) project management
- Business for creatives & entrepreneurship
- Ethical & legal aspects of the digital world
- Scientific work & writing
- Creative, critical research design

- Soft skills:

  - Ability to work in a team
  - Intercultural skills
  - Communication & presentation skills

Crea-Labs

Project modules

In the crea labs students deepen their implementation and interdisciplinary skills and consolidate them in various projects.

Contents:

- Immersive narratives & interactive storytelling
- Human-centered design
- Design & development of digital games
- Augmented reality
- Virtual reality
- Future Lab
- Industry project «Serious/Applied Games»
- Industry project «Art installation/projection»
- Industry project «Surprise»
- ImTech competition
- Bachelor thesis

Electives

Elective modules

In addition to the compulsory part of the curriculum, students have the opportunity to choose from a pool of elective modules to explore specific aspects more deeply according to their personal interests.

Extension (min. 6 out of 12)

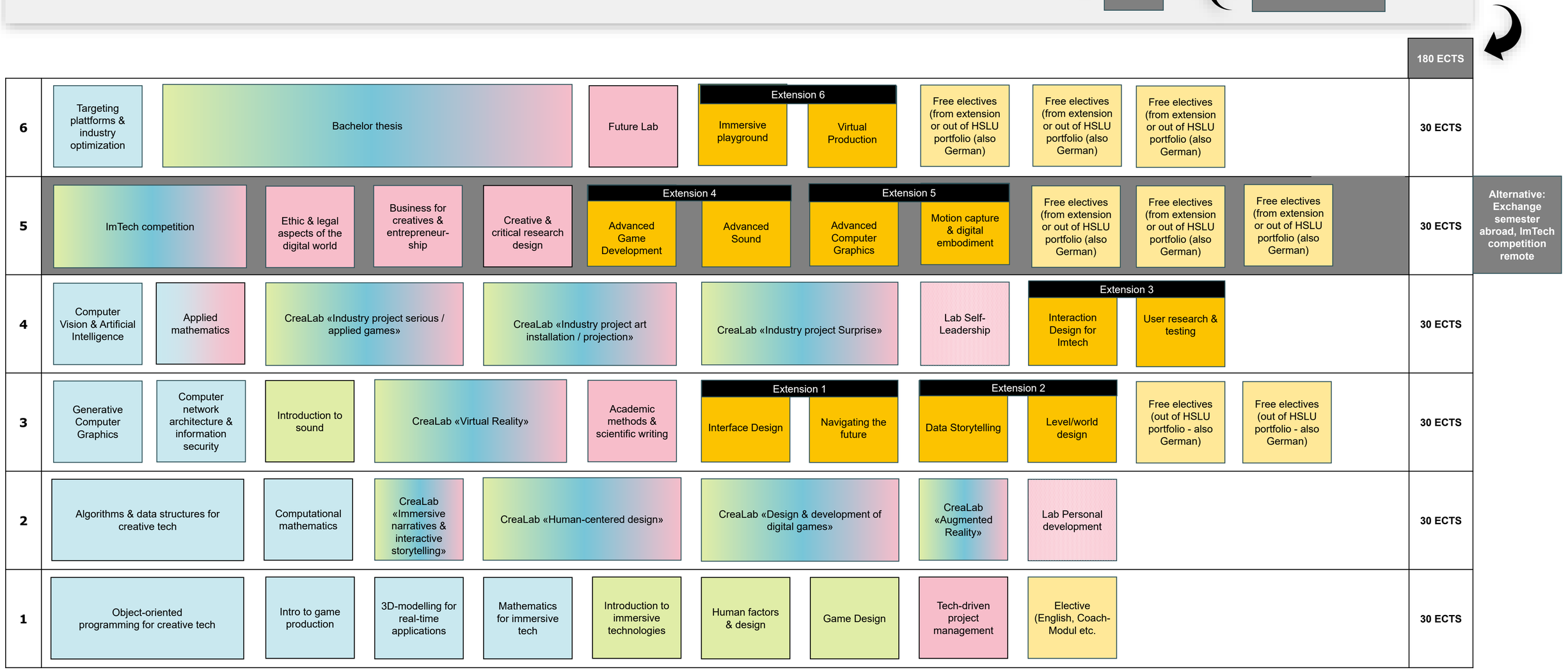
- Interface Design
- Interaction design
- Navigating the future
- User research & testing
- Motion capture & digital embodiment
- Level/World Design
- Advanced Game Development
- Advanced Sound
- Advanced Computer Graphics
- Immersive Playground
- Data Storytelling
- Virtual Production

Free electives

- from extension or out of HSLU portfolio (also modules taught in German or language modules)

BSc Immersive Technologies: Full-time model

A bachelor's degree is equivalent to 180 ECTS credits. ECTS stands for European Credit Transfer System. ECTS credits are a unit of measurement for the period of study. One ECTS credit is equivalent to approximately 30 hours of work. The modules in this study program are either 3 ECTS or 6 ECTS
The Bachelor thesis is 12 ECTS.



BSc Immersive Technologies: Part-time model

		180 ECTS
8	Targeting plattforms & industry optimization; Bachelor thesis; CreaLab «Industry project art installation / projection»	21 ECTS
7	ImTech competition; Creative & critical research design; Free electives (out of HSLU portfolio - also German); Free electives (out of HSLU portfolio - also German); Free electives (out of HSLU portfolio - also German); Free electives (out of HSLU portfolio - also German)	21 ECTS
6	CreaLab «Industry project serious / applied games»; CreaLab «Industry project Surprise»; Future Lab; Extension 6: Immersive playground, Virtual Production; Free electives (out of HSLU portfolio - also German); Free electives (out of HSLU portfolio - also German)	24 ECTS
5	Generative Computer Graphics; Academic methods & scientific writing; Ethic & legal aspects of the digital world; Business for Creatives & Entrepreneur-ship; Extension 4: Advanced Game Development, Advanced Sound; Extension 5: Advanced Computer Graphics, Motion capture & digital embodiment; Extension 2: Data Storytelling, Level/world design	21 ECTS
4	Applied mathematics; Computer Vision & Artificial Intelligence; CreaLab «Design & development of digital games»; CreaLab «Augmented Reality»; Lab Self-Leadership; Extension 3: Interaction Design for ImTech, User research & testing; Free electives (out of HSLU portfolio - also German)	24 ECTS
3	Intro to game production; 3D-modelling for real-time applications; Computer network architecture & information security; CreaLab «Virtual Reality»; Introduction to sound; Extension 1: Interface Design, Navigating the future; Free electives (out of HSLU portfolio - also German)	24 ECTS
2	Algorithms & data structures for creative tech; Computational mathematics; CreaLab «Immersive narratives & interactive storytelling»; CreaLab «Human-centered design»; Lab Personal development	21 ECTS
1	Object-oriented programming for creative tech; Mathematics for immersive tech; Introduction to immersive technologies; Human factors & design; Game Design; Tech-driven project management; Elective (English, Coach-Modul etc.	24 ECTS

Alternative: Exchange semester abroad, ImmTech competition remote

BSc Immersive Technologies

75 % | 25 %

Core modules	Technical implementation skills		Mathematics, algorithms & data structures		Human-Computer Interaction Design		Social, methodology & transfer skills		Project modules	
Intermediate & Advanced level	Targeting plattforms & industry optimization	3	Applied mathematics	3	Future Lab	3	Ethic & legal aspects of the digital world	3	Bachelor thesis	12
	Computer network architecture & information security	3			Introduction to sound	3	Business for creatives & entrepreneurship	3	ImTech competition	6
	Computer Vision & Artificial Intelligence	3					Creative & critical research design	3	CreaLab «Industry project Surprise»	6
	Generative Computer Graphics	3					Academic methods & scientific writing	3	CreaLab «Industry project art installation / projection»	6
							Lab Self-Leadership	3	CreaLab «Industry project serious / applied games»	6
									CreaLab «Virtual Reality»	6
									CreaLab «Augmented Reality»	3
									CreaLab «Design & development of digital games»	6
Assessment level	Object-oriented programming for creative tech	6	Algorithms & data structures for creative tech	6	Introduction to immersive technologies	3	Lab Personal Development	3	CreaLab «Immersive narratives & interactive storytelling»	3
	Intro to game production	3	Computational mathematics	3	Human factors & design	3	Tech-driven project management	3	CreaLab «Human-centered design»	6
	3D modelling for real-time applications	3	Mathematics for immersive technologies	3	Game Design	3				
		24		15		15		21		60

Extension		Free electives	
Minimum of 6 modules out of 12	18	ISA-Modules More extension modules Other modules out of HSLU portfolio → also modules in German or other languages possible	27
	18		27

How do students profit from the Immersive Realities Center?

Immersive Realities Center, an interdisciplinary eco-system at HSLU

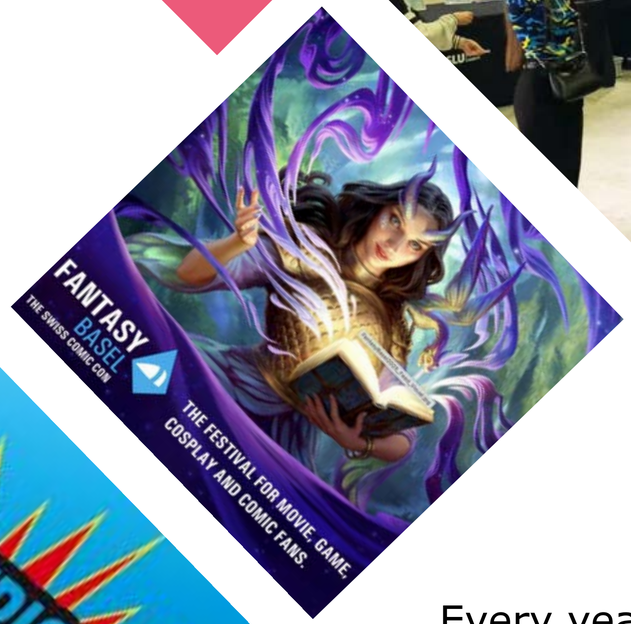
- Established center of excellence in the field of immersive technologies – in Switzerland but also internationally
- Extensive pool of hardware and software applications
- Broad network (international university partners, Swiss ImmTech scene, various companies from different sectors, etc.)

→ **Exciting project modules**
→ **Highly qualified guest lecturers**
→ **Wide range of networking opportunities**

Some of our crew members

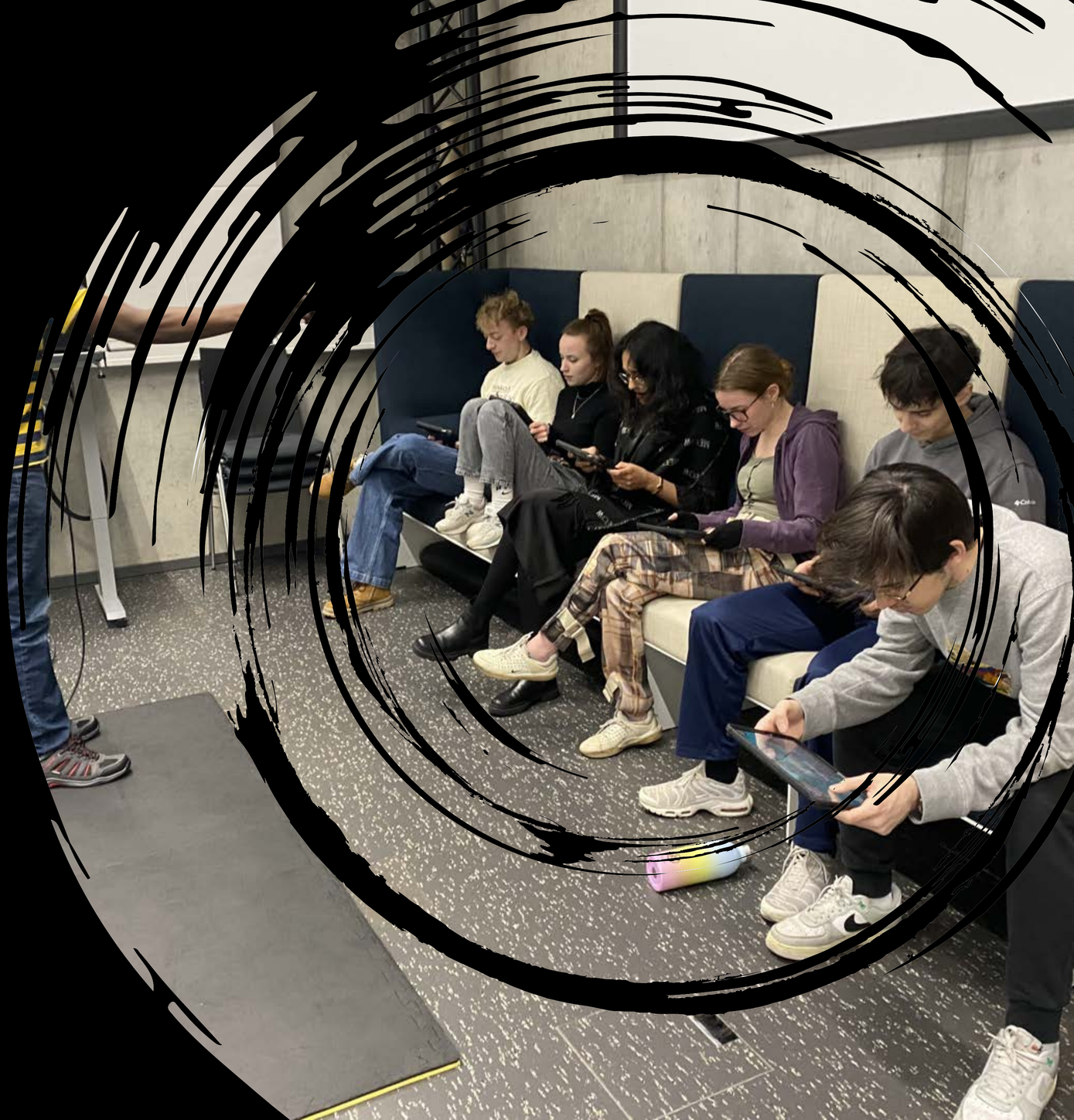
Students are actively involved in our eco-system

Showcasing student projects



Every year, we attend several events to demonstrate selected projects from our ImTechies.

How to get even more information?



Learn more and get in contact

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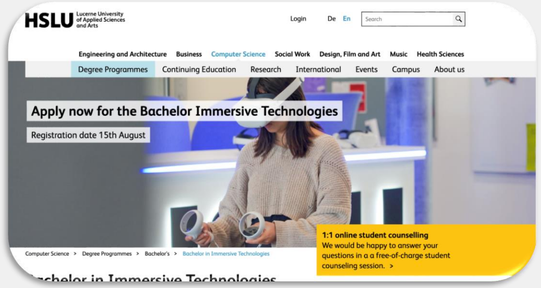

Michèle Pathmanathan
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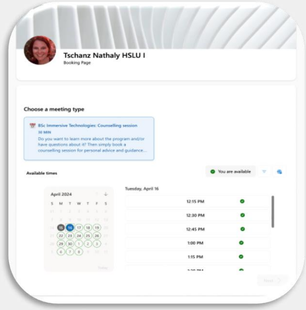
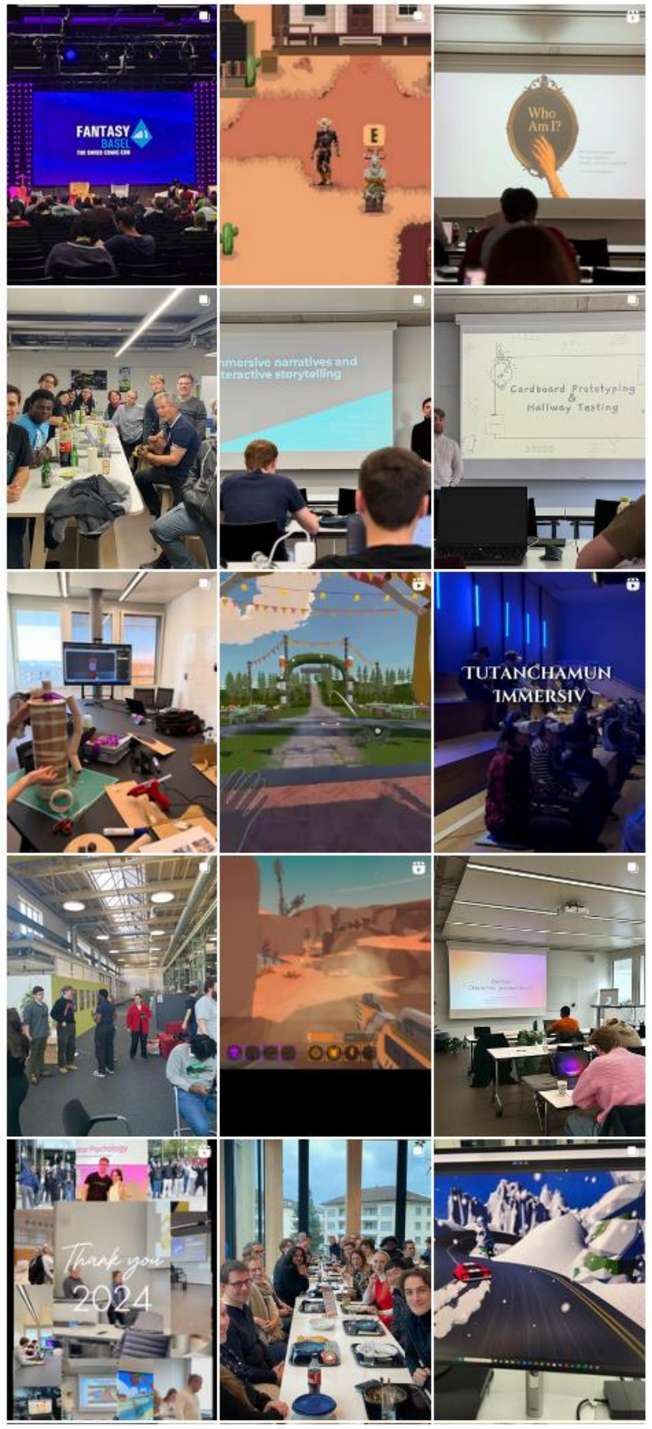
Book a counselling session



Follow us on Instagram



HSLU_IMMERSIVETEC

Questions about student life? Ask our student ambassadors!

Our current Imtechies are happy to provide insights into everyday student life.

They also answer questions about the program (in German and English).

You can expect an answer within 48 hours.

You can reach them via Whatsapp:
+41 (0)79 608 28 58.

Get an impression during a taster day

Would you like to see for yourself whether this study program is the right choice for you?

Would you like to get to know current BSc immersive Technologies students and find out directly from them what life is like as an ImTechie?

If you are interested, please contact Nathaly Tschanz, head of the study program (nathaly.tschanz@hslu.ch).

Questions?

I’m excited by applications that are close to us humans. In immersive technologies, translating the user requirements for hardware and software is as much part of the development process as the design and subsequent implementation of a suitable, performant and appealing solution.

Ariana Huwiler,
Research Associate at HSLU's Immersive Realities Research Lab

What career prospects do I have?

Ironing boards are surfboards that stopped pursuing their dreams and got real jobs.

IMTECHIES…

… are surfboards that learnt to make money by pursuing their dreams.

Career prospects: Examples on how immersive technologies are being used

Police	Info-/Entertainment	Public transport
Aviation / Automotive	Retail	Marketing/Communication
Gastronomy/Tourism	Therapy	Medicine/Health
Architecture	Data Visualization	Industry

Job profiles

The job titles below can be found in current job adverts. However, new job titles will be added to the list. When the internet first came about, nobody could have imagined that there would be jobs such as SEO manager, community manager, content manager...

- Virtual/Augmented Reality Developer
- Computer Vision Architect/Engineer
- Rendering Software Engineer
- Product Manager/Product Developer
- Researcher/Scientific staff
- AR/VR Designer
- Unity/ Unreal Engine Developer
- 3D-Artists /Modeler
- Technology Consultant
- (Serious/Applied) Game Developer/Designer/Programmer
- Interaction Engineer
- C#-Developer
- Start-up founder
- etc.

> With the clever use of immersive technologies, we can positively influence the future of many. We can make patients forget their pain, make it possible to train risk-free for a rare complex procedure, we can display information at the right time and save lives. It's like magic – only much better! With the BSc Immersive Technologies, you have secured your key to the virtual candy shop of the future!
>
> *Laraine Redmond Möhle, XR Specialist for Healthcare at Pixelmolkerei AG*

Why study immersive technologies now?

ynet news.com

Main News Opinions Jewish World Tech Magazine Health Culture

Technology

Apple racing to replace iPhone with smart glasses

Apple is working hard to develop smart glasses that could replace the iPhone, despite challenges and competition from Meta, Samsung and Google; While their Vision Pro is a commercial failure, it might also be a first step in refining a new kind of product that will revolutionize tech

Add a comment

VIRTUAL REALITY (VR)

Unlocking New Opportunities: The Growing Demand for Extended Reality (XR) Skills

Ajay Srinivasan

Posted on 17 Nov 2023 13:15 PM

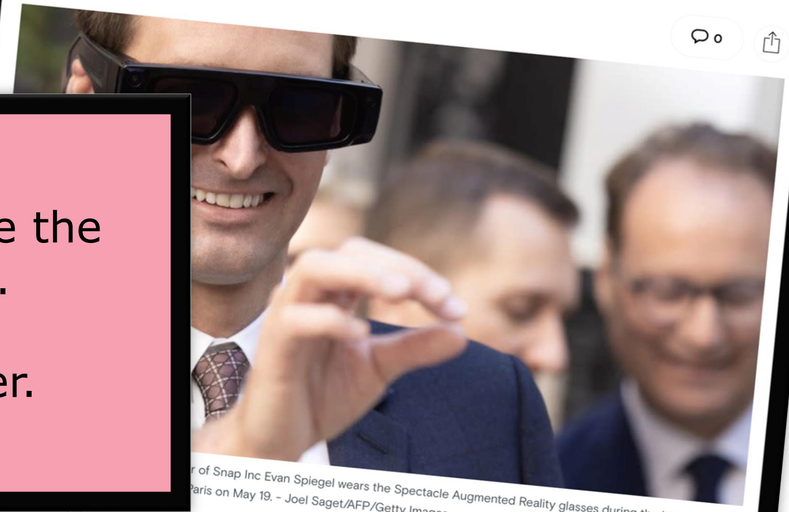
Let's shape the future.

Together.

Google, Meta and Snap think this tech is the next big thing

CNN | LISA EADICICCO, CNN

June 14, 2025



of Snap Inc Evan Spiegel wears the Spectacle Augmented Reality glasses during the inauguration Paris on May 19. - Joel Saget/AFP/Getty Images

Silicon Valley thinks it's finally found the next big thing in tech: smart glasses – the same thing Google tried (and failed at)

Business | Seeing and believing

From Apple to Google, big tech is building VR and AR headsets

They might just be the next big platform after the smartphone

Share

Future Forward: How Immersive Technologies Are Changing the Face of Construction, Education, & Beyond

Blog | 29.11.2023 |

It's been two years since Mark Zuckerberg laid out our vision for the metaverse: a set of interconnected digital spaces that lets you do things you simply can't do in the physical world—like hanging out with avatars of friends or family no matter where they happen to be in the world and feeling like you're right there in the same space. It's a big bet and a long-term ambition—and parts of the metaverse are already with us, with people reaping the benefits of new social

ECONOMIC FORUM

EMERGING TECHNOLOGIES

Immersive technology, blockchain and AI are converging — and reshaping our world

Jun 21, 2024

CNBC MARKETS BUSINESS INVESTING TECH POLITICS VIDEO INVESTING CLUB

TECH

Qualcomm says it's working on mixed reality smart glasses with Samsung and Google

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KEY POINTS

- Qualcomm CEO Cristiano Amon told CNBC the chip designer is working with Samsung and Google to explore a mixed-reality set of glasses.
- Google, Samsung and Qualcomm's smart glasses would be a different approach from Apple's Vision Pro, a mixed-reality headset launched this year that is worn on a user's head and can be controlled through hand gestures.
- "But what I really expect to come out of this partnership, I want everyone that has a phone to go buy companion glasses to go along with it," Amon said.

Prefer to Li

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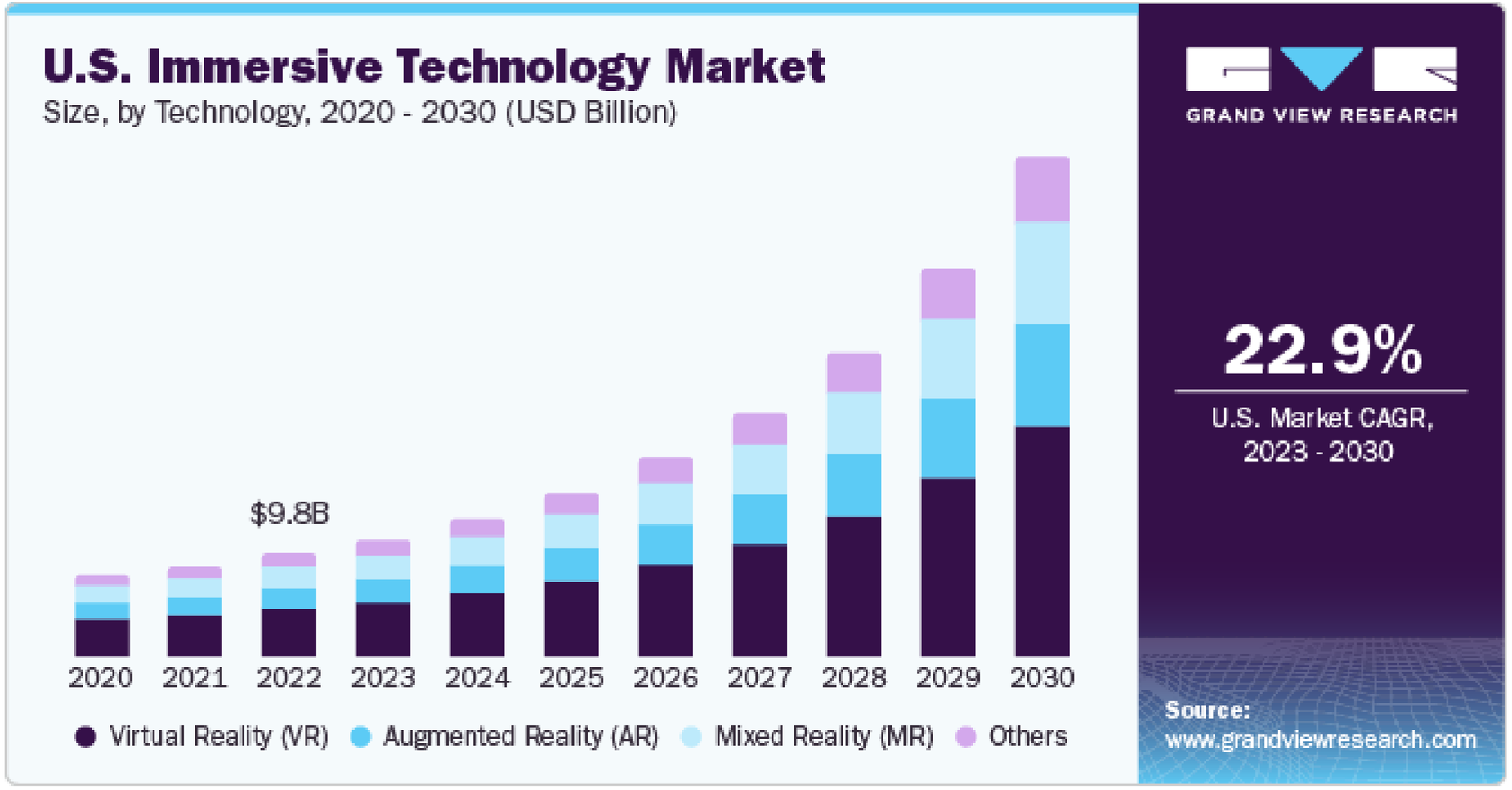
Why study immersive technologies now?



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- Immersive Technology Market Report 2025, Research and Markets
- Global Immersive Technology Market Report 2025, Business Research Company
- Immersive Technologies, PricewaterhouseCoopers
- Immersive Technology Market Size and Share Report 2030, Grand View Research
- Global Top 10 Trends in Immersive Technologies: Insights Report and Future Outlook, Spherical Insights

What some of our lecturers say

This offering is for techies with a creative flair: adventurous, playful, and with a passion for innovative and interactive human-machine interfaces. They enjoy networked thinking and are keen to learn by trying things out themselves whenever they can.

Marcel B.F. Uhr, lecturer and head of research project at the HSLU's Immersive Realities Center

Students expect different things today than they did twenty years ago. We take this into account by offering holistic learning experiences that allow the students to solve concrete problems and test their skills and knowledge in the process. Also, by learning from each other through collaboration, feedback and coaching.

Prof Dr Aljosa Smolic, lecturer in the BSc in Immersive Technologies program and Co-Head at the HSLU's Immersive Realities Research Lab

What some industry experts say

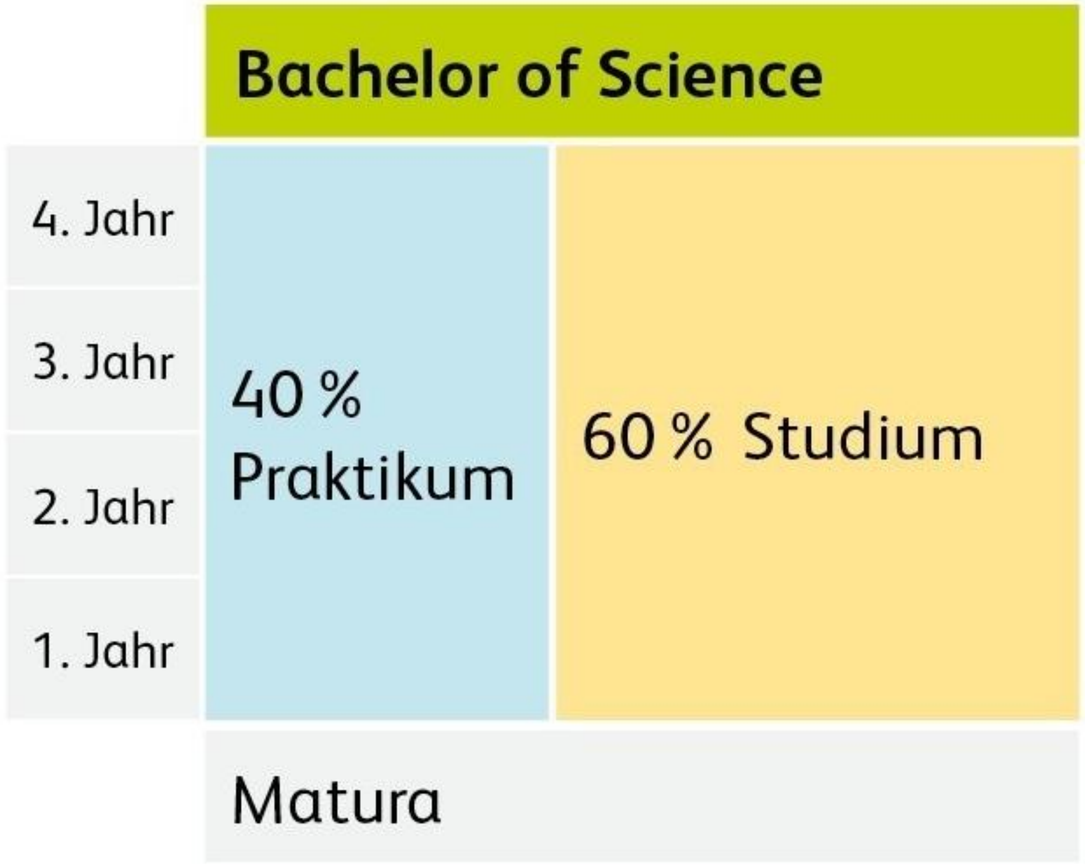
As a consultant on digitalization, our clients are increasingly asking for services in the field of immersive technologies. The new offer meets a current need of ours as an IT company for well-trained specialists. We welcome the international orientation of the program, which meets our expectations of a modern education, as it promotes collaboration and broadens the horizons of the students. Accordingly, we could already use graduates of the BSc Immersive Technologies in projects today.»

Simon Boss, Chairman of the board, Boss Info AG

Immersive technologies are not only exciting and forward-looking, they are also fun! There are countless fascinating topics and a huge potential of creative ideas and business approaches. This degree program is definitely a big step in the right direction. Our industry needs capable experts to help shape the future.

Romina Schöni, Experience Lead, Rimon Technologies

hslu.ch/pibs - Studying at HSLU with a baccalaureate



Ab dem **ersten Tag**:

- **Arbeitswelterfahrung** sammeln **und** an der HSLU **studieren**.
- enge Verzahnung von **Theorie, Praxis & Anwendung** in der Arbeitswelt.
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- **Unterstützung** der HSLU bei der Praktikumssuche.
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2nd year		
1st year		
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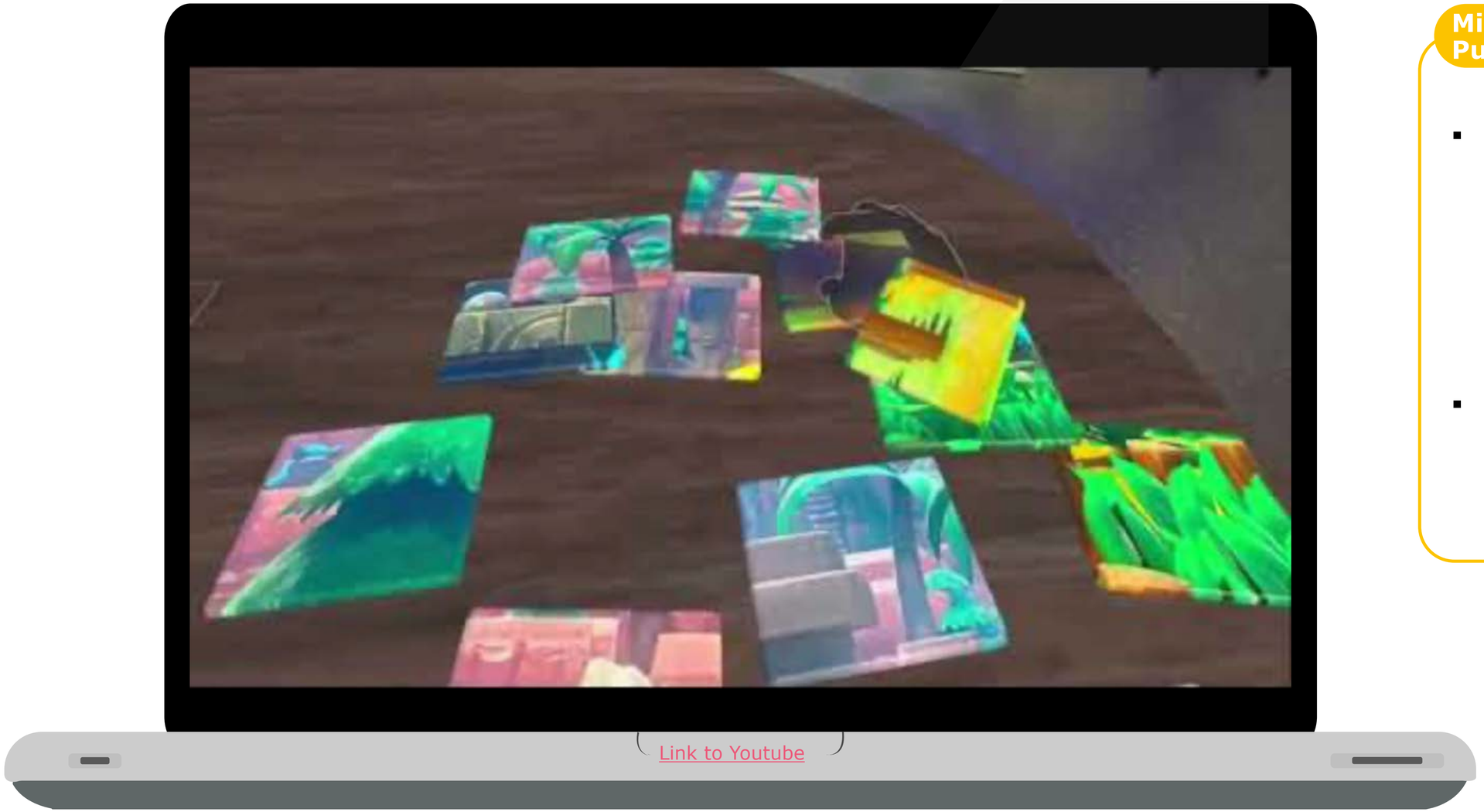
A peak into student projects

Object-oriented programming (1st semester)



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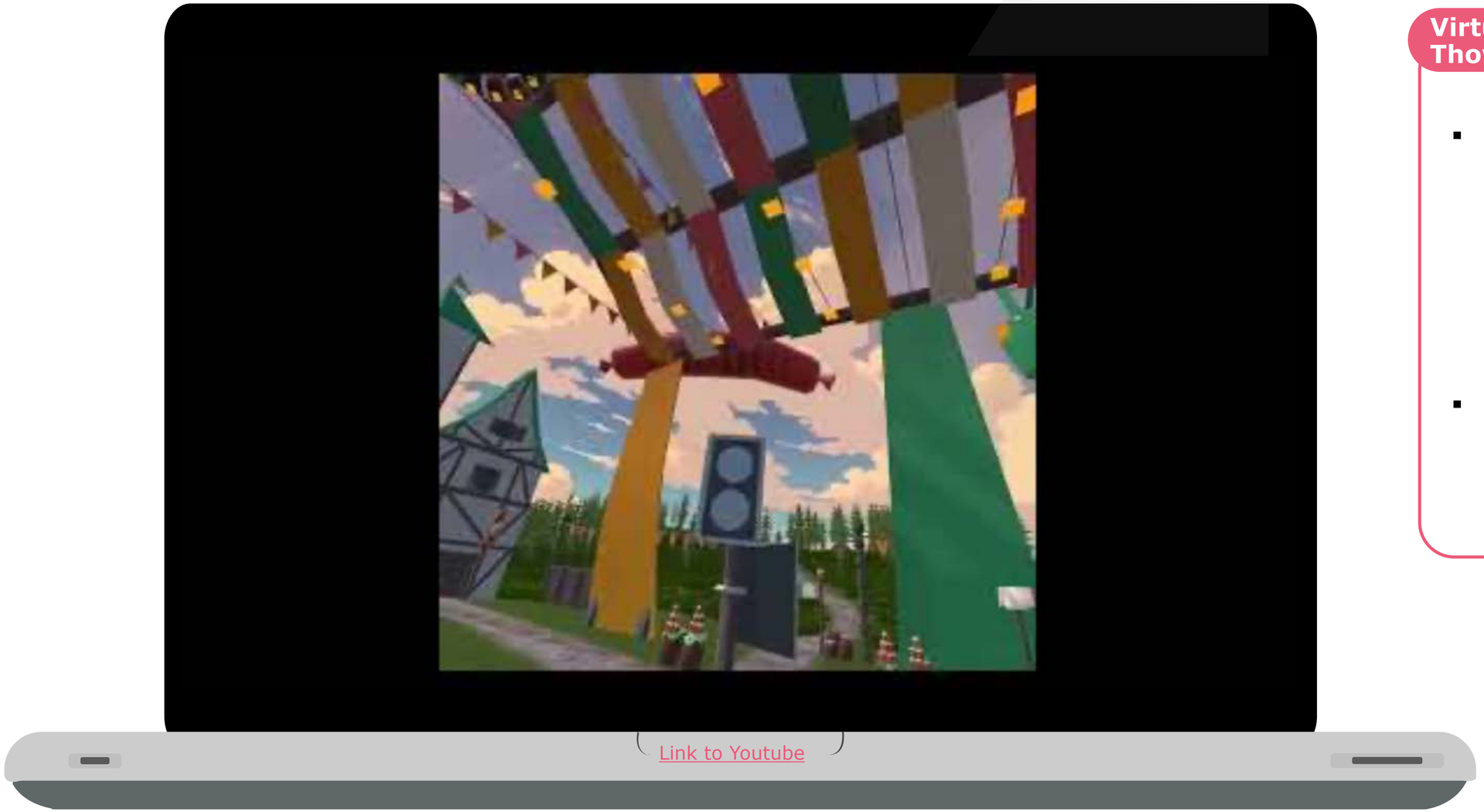
Mixed Reality Puzzle Game

- Students had to develop a simple but working application to demonstrate the understanding and application of core primciples of object-oriented programming in C#.
- They were encouraged to use AR/VR and Unity – together with a headset like the Meta Quest 3, but it was optional.

Object-oriented programming (1st semester)



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Virtual Reality Thowing Booth

- Students had to develop a simple but working application to demonstrate the understanding and application of core primciples of object-oriented programming in C#.
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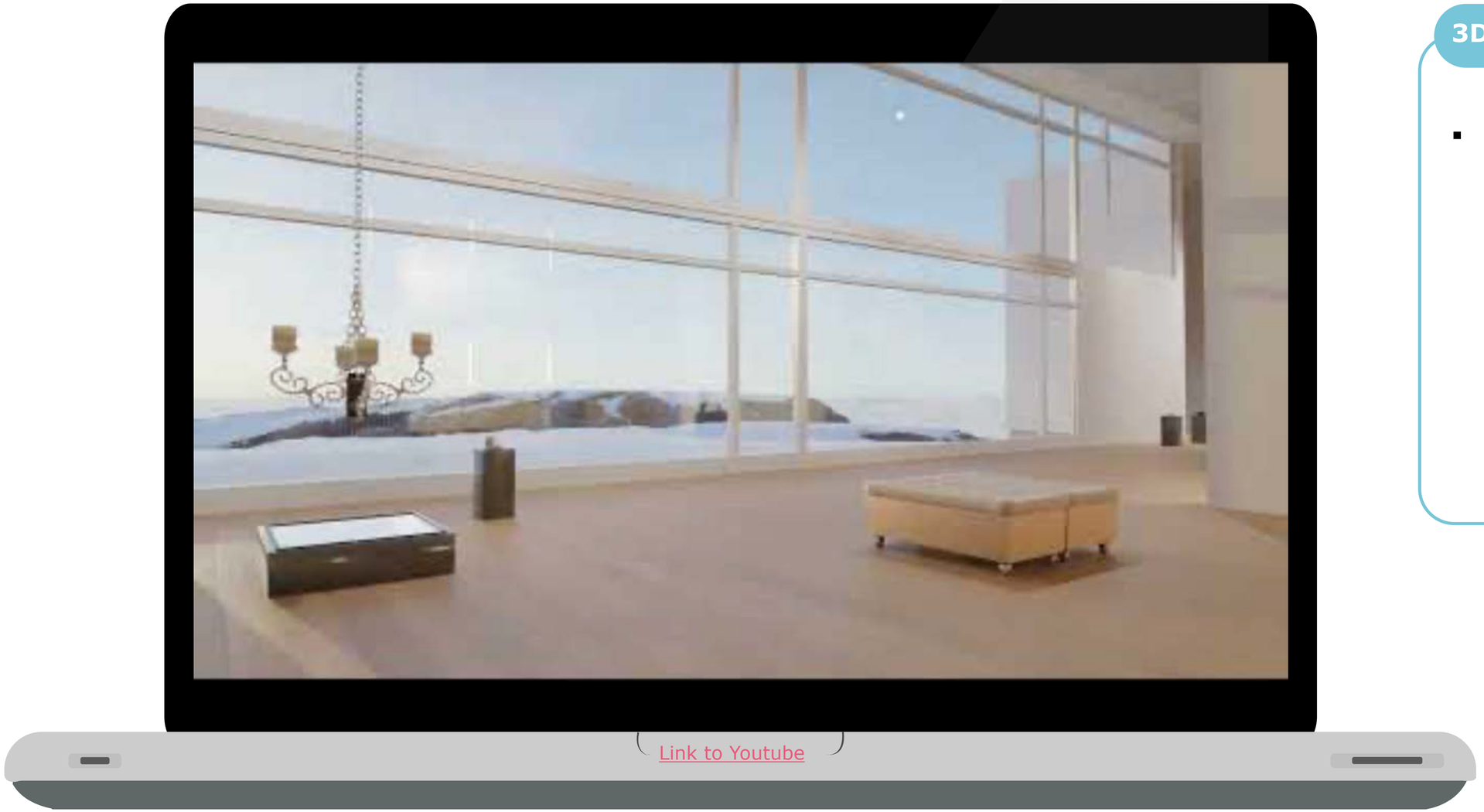
3D-modelling (1st semester)



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3D museum

- As a final project, students were asked to model a 3D museum where they can display the objects that they modeled during the semester

3D-modelling (1st semester)

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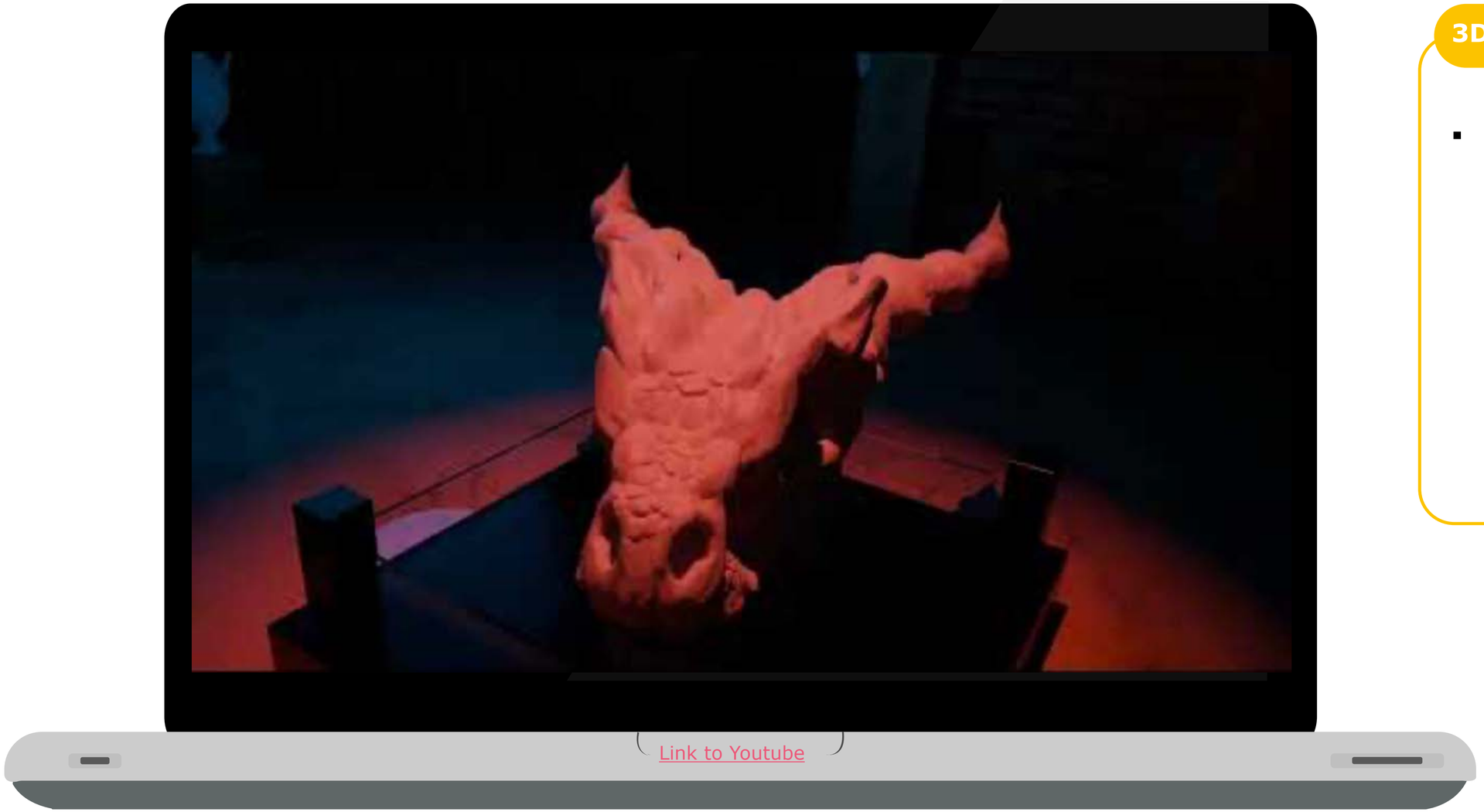

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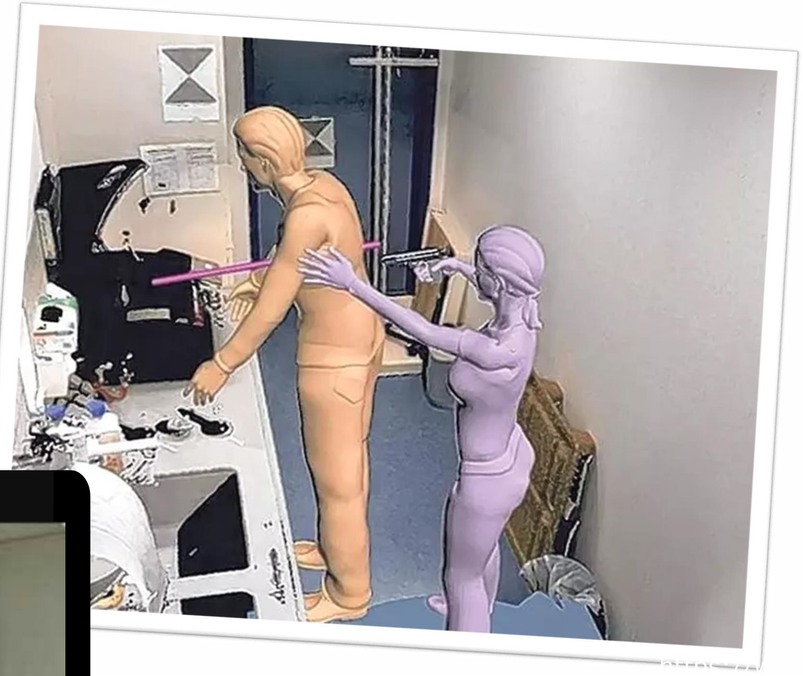
Some use cases of immersive technologies

Use cases: Police



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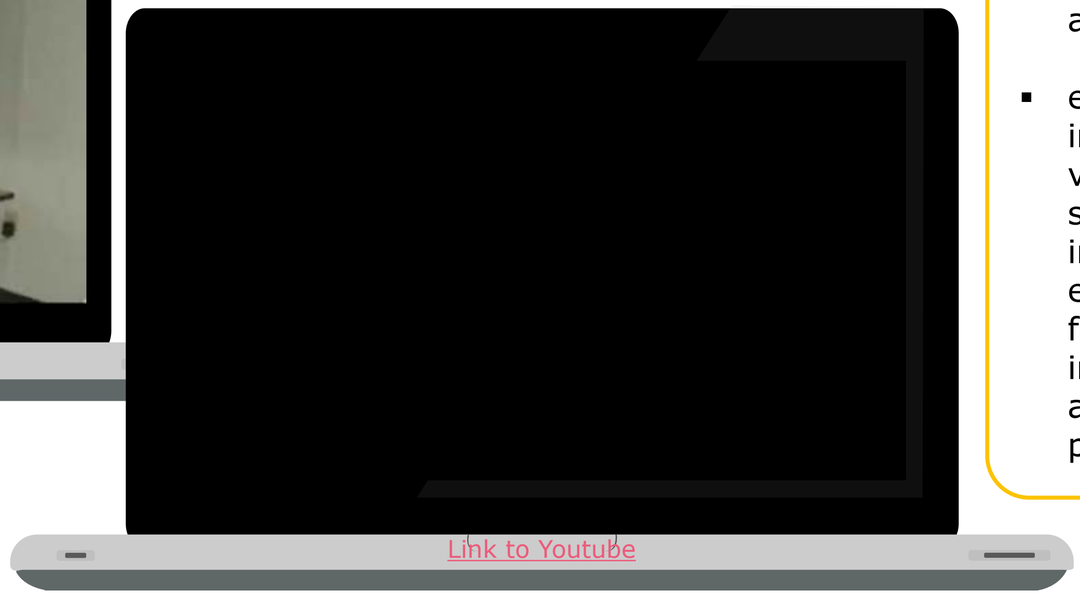

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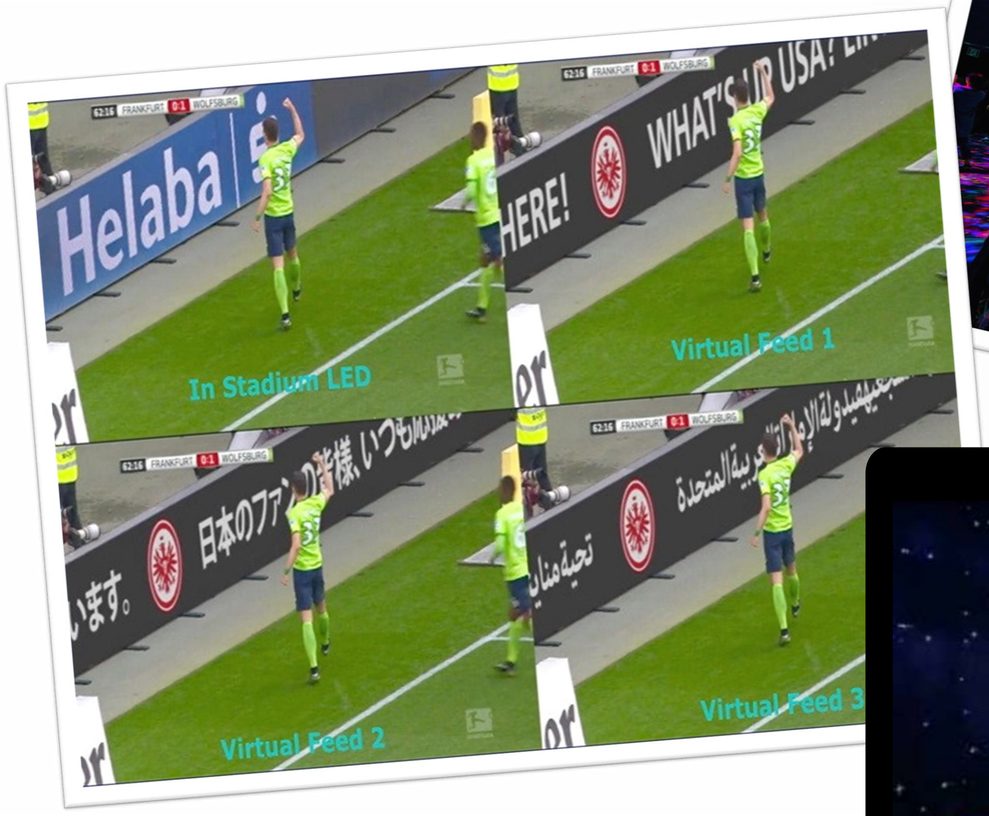
Deescalation training & crime scene reconstruction, etc.

- transforming police training and operations by providing realistic, risk-free environments for skill development and enhanced situational awareness.
- enabling detailed, interactive, and accessible visualizations of crime scenes, allowing investigators to analyze evidence, present findings, both for investigative purposes and courtroom presentations.

Use cases: Info-/Entertainment



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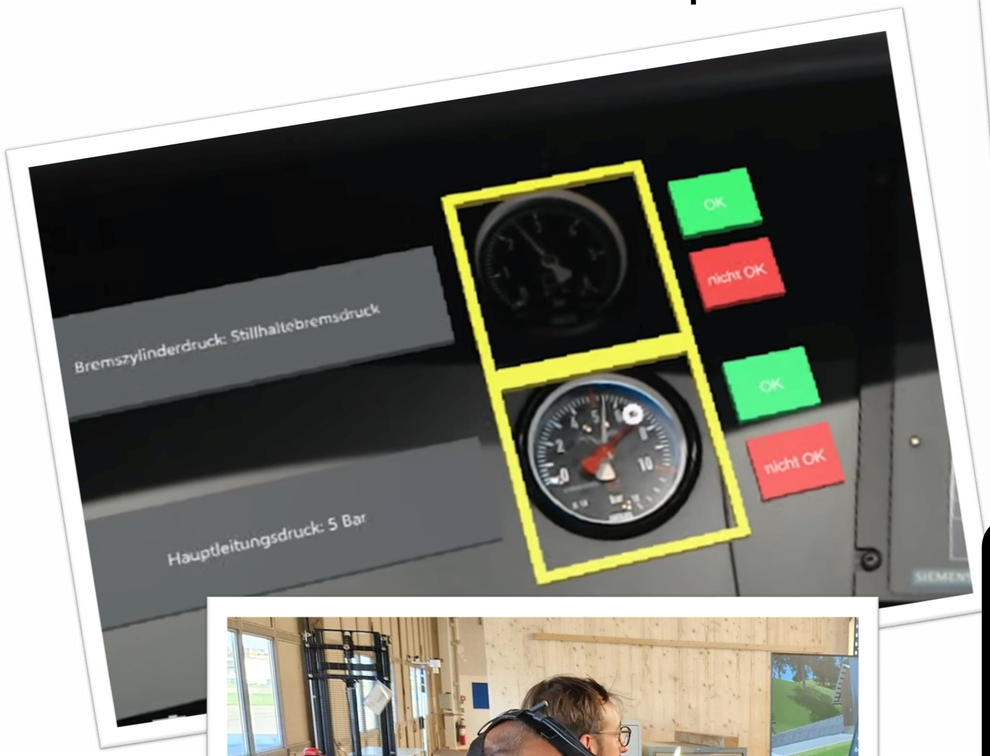
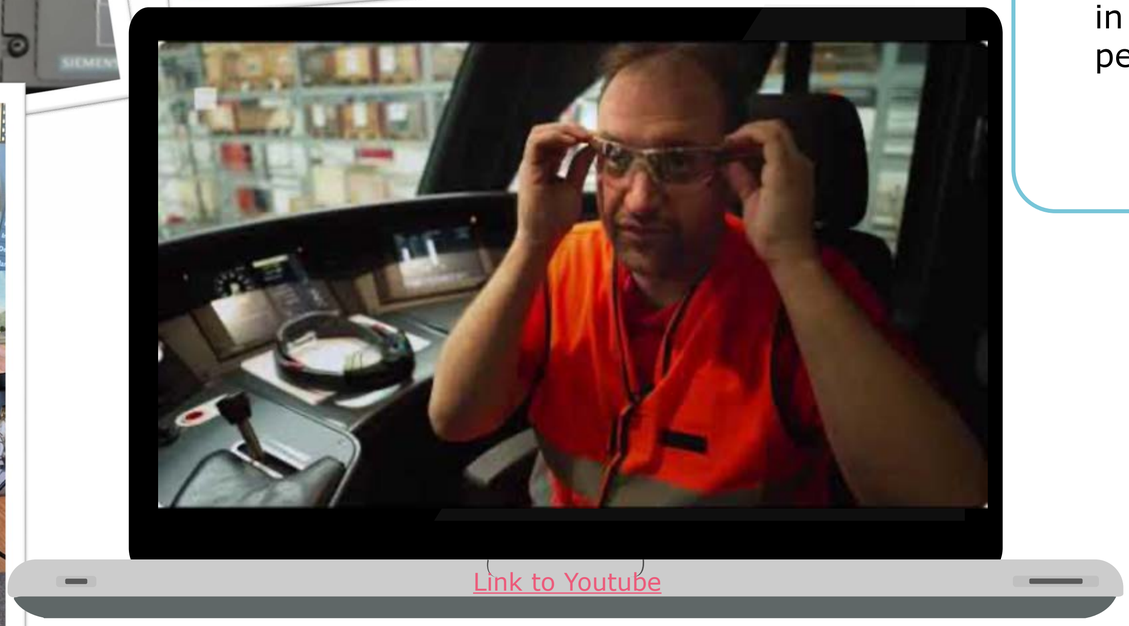
Sports ads/ immersive exhibitions, etc.

- Did you know that when you watch a football game on TV at home – you see different ads than someone in France? Well, you are consuming AR without noticing it ☺
- transforming the information and entertainment sectors by creating more engaging and interactive experiences

Use cases: Public transport





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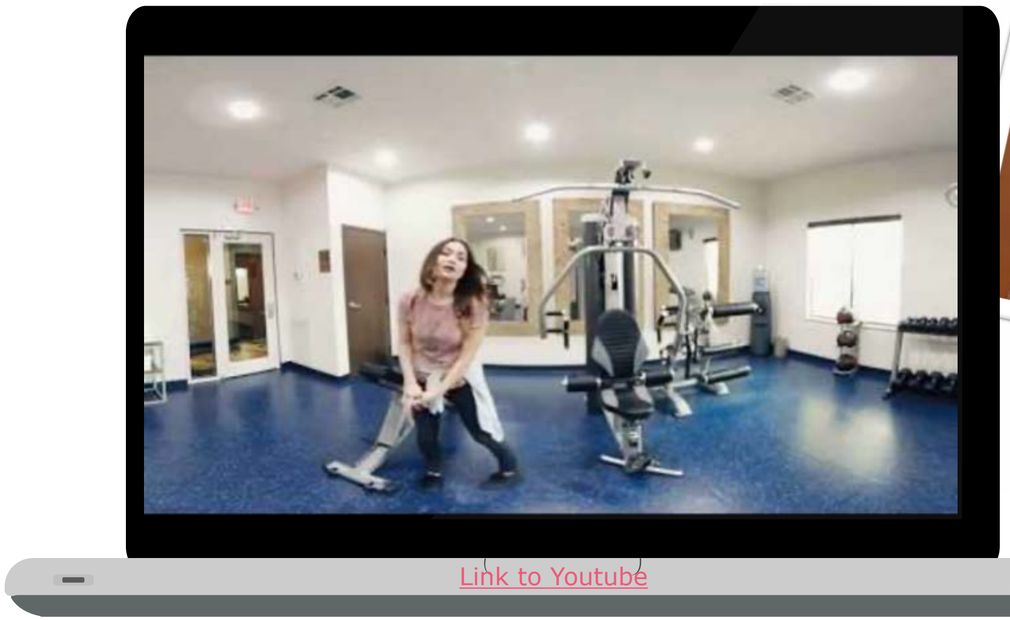
Maintenance / Training, etc.

- Immersive technologies can help identify potential maintenance issues early on, improving the reliability and safety of vehicles.
- The Swiss Federal uses VR to train assembly electricians, leading to significant improvements in their exam performance.

Use cases: Gastronomy / Tourism



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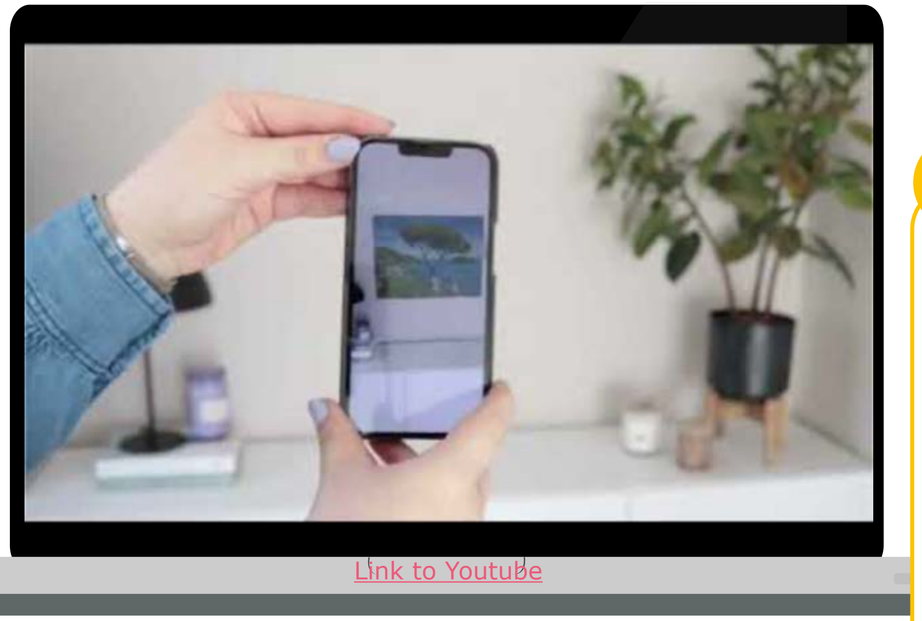
Augmented menu / Projection mapping / Virtual Hotel Tours

- Immersive technologies are transforming the gastronomy and tourism sectors by creating interactive and engaging experiences.
- These technologies allow for virtual tours of restaurants and destinations, simulated dining experiences, and enhanced learning opportunities for culinary professionals.

Use cases: Retail



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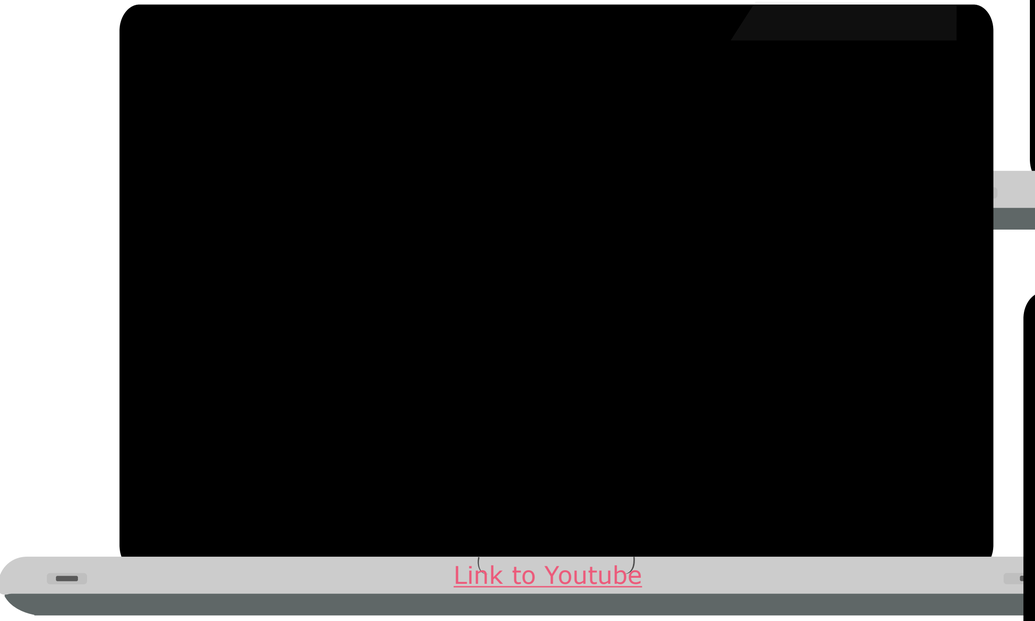

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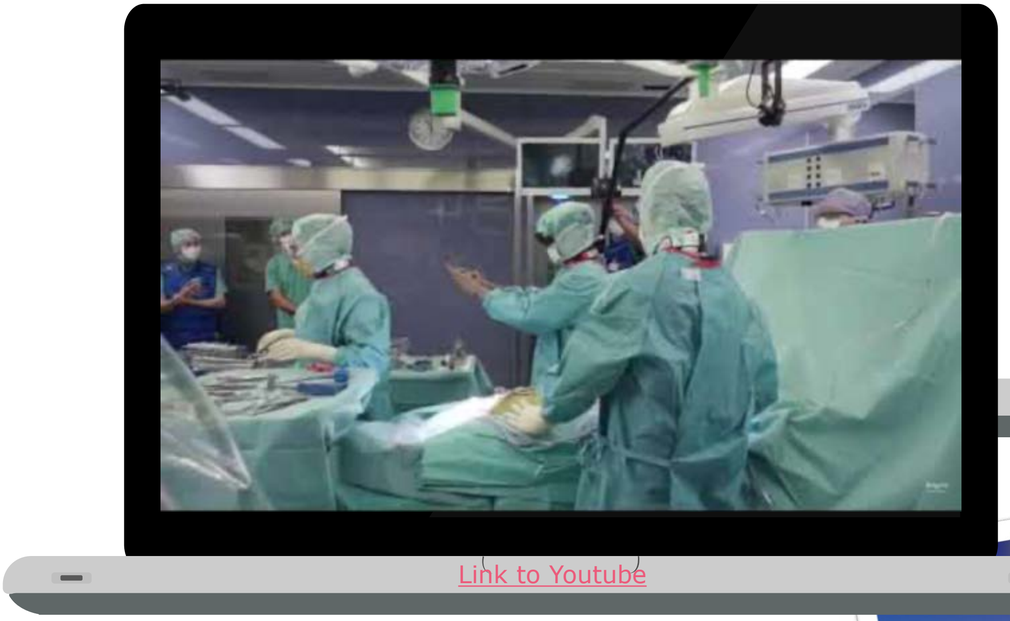
Product visualization

- Immersive retail is changing how customers connect with brands and products in physical stores.
- Using technologies like AR, VR, and AI, retailers of all sizes can create memorable moments that build loyalty and drive sales.

Use cases: Medicine / Health



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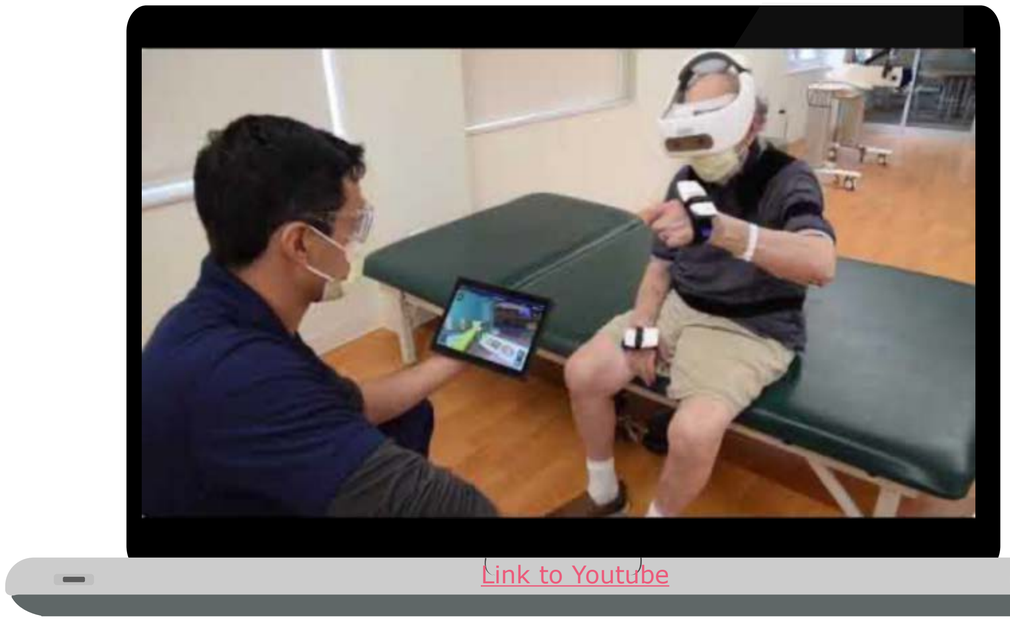
Pre-operation consultations, holography-supported surgery etc.

- Immersive technologies are revolutionizing healthcare by offering new ways to train medical professionals, improve patient care, and enhance rehabilitation.
- These technologies provide realistic simulations, remote consultations, and interactive learning experiences, transforming various aspects of the medical field.

Use cases: Therapy



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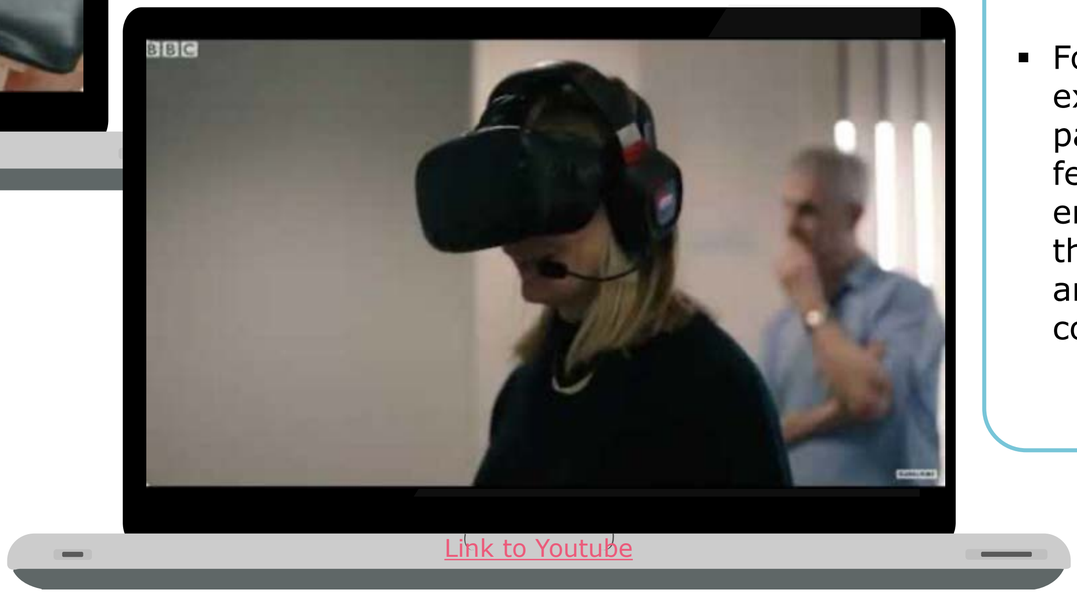

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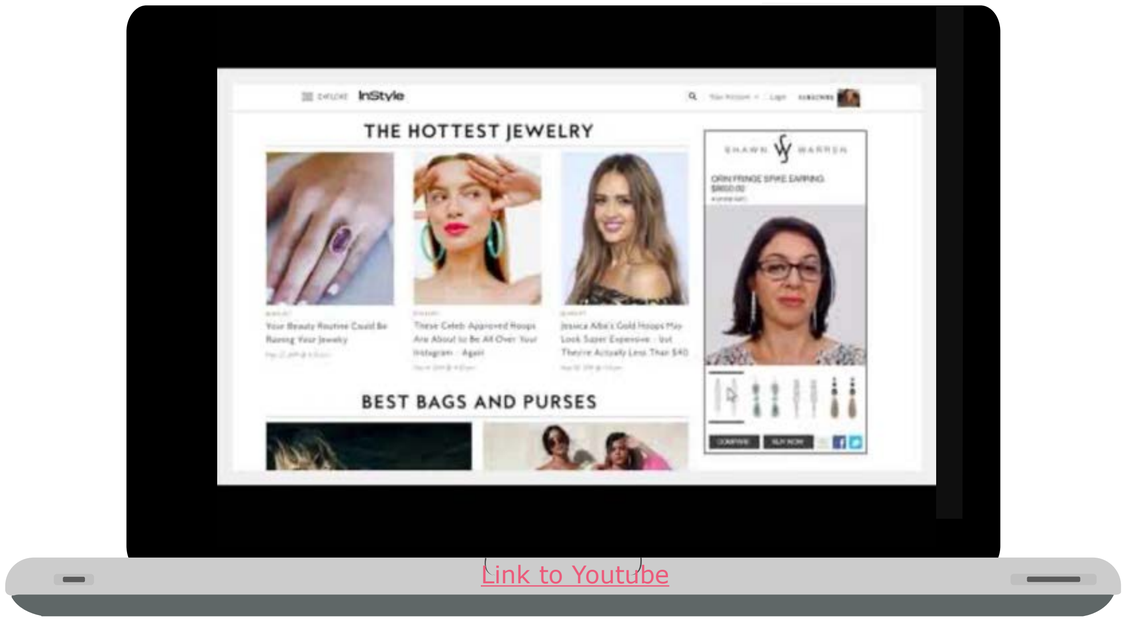
Treatment of stroke patients / phobias. etc.

- In stroke rehabilitation, VR offers engaging and tailored therapy for motor and cognitive functions, potentially improving outcomes.
- For phobias, VR-based exposure therapy allows patients to confront their fears in a safe, controlled environment, helping them to overcome anxiety and develop coping mechanisms.

Use cases: Marketing/Communication



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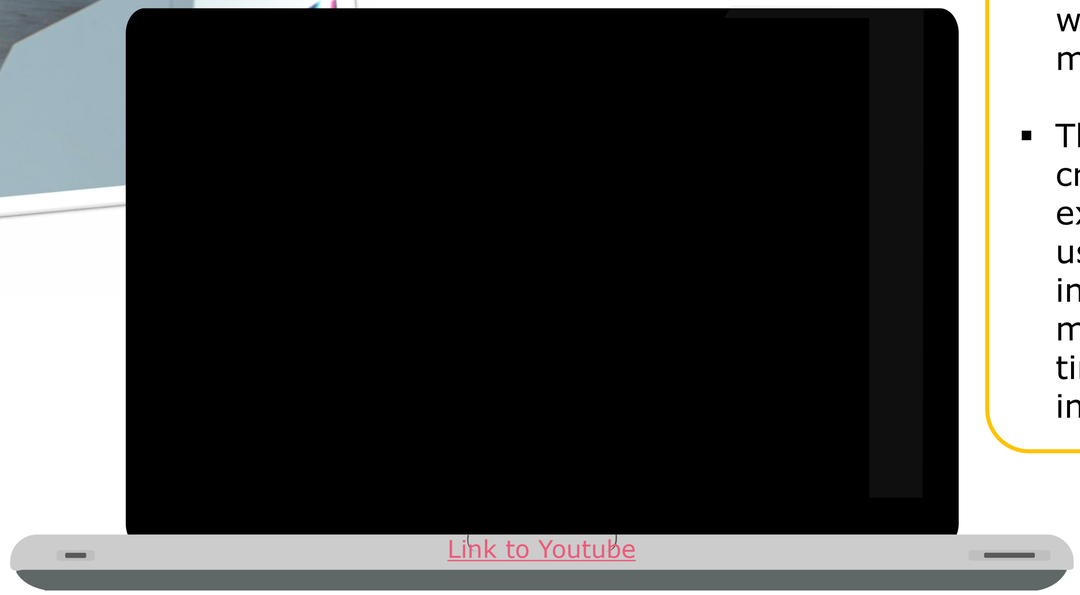
Individual try-outs, product visualisation

- Immersive technologies are revolutionizing marketing and communication by creating engaging, interactive, and memorable experiences for consumers.
- These technologies allow businesses to connect with customers in new and deeper ways, fostering emotional connections, increasing brand loyalty, and driving sales.

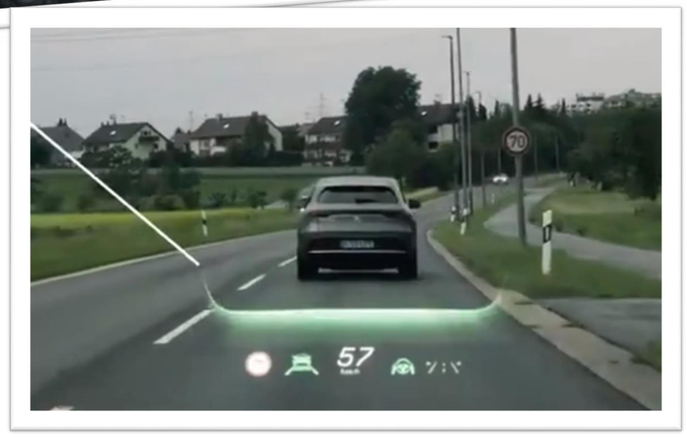
Use cases: Data Visualization

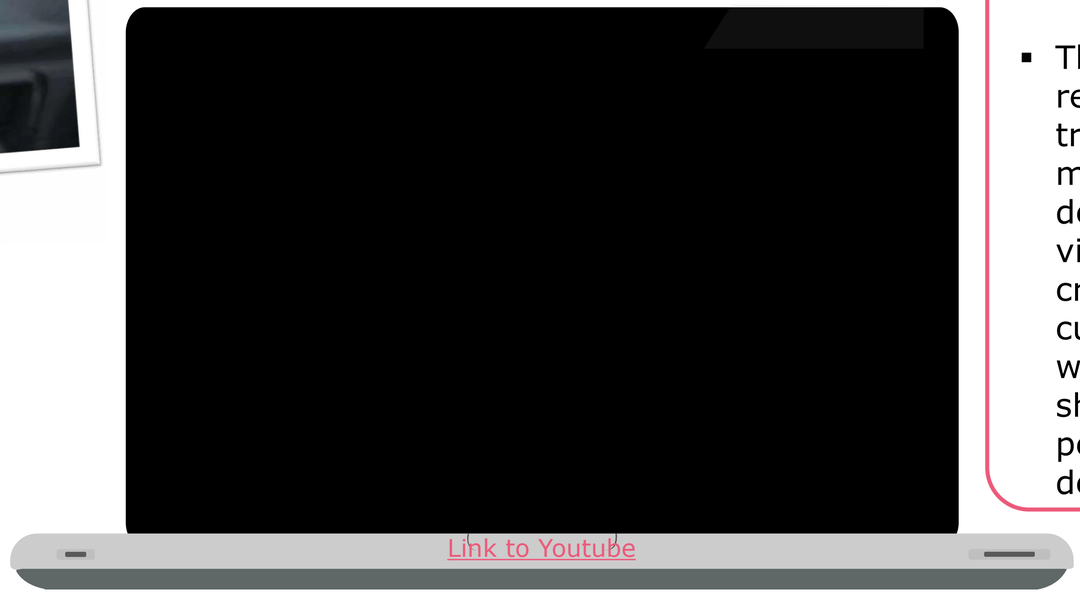
Museums, exhibitions, brain scans etc.

- Immersive technologies are revolutionizing data visualization by allowing users to interact with and explore data in a more intuitive and engaging way than traditional 2D methods.
- These technologies create «data experiences» where users can literally step into their data, manipulate it in real-time, and gain deeper insights.



Use cases: Aviation / Automotive





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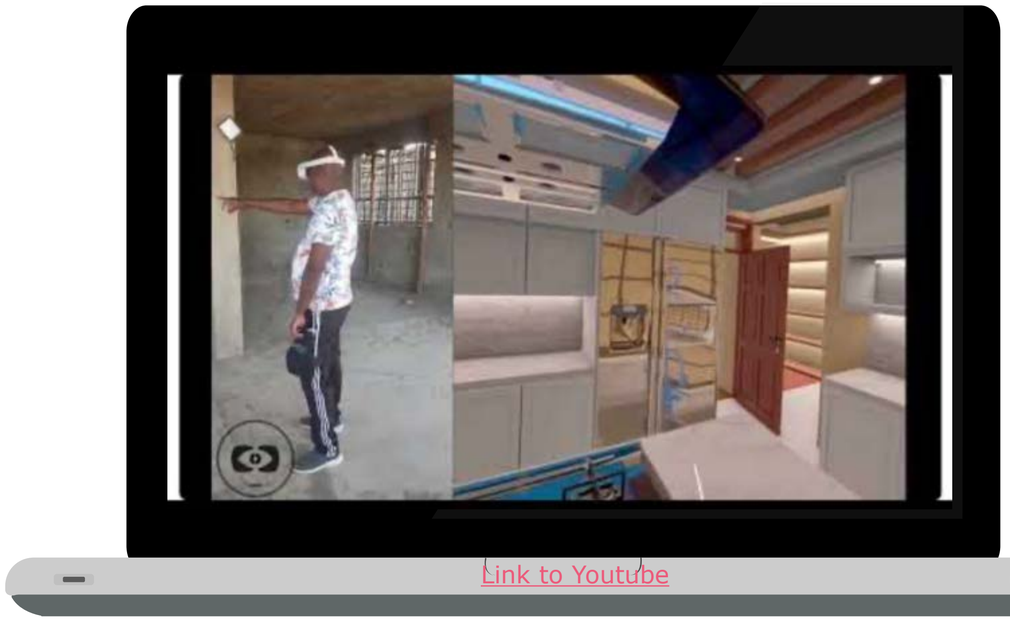
Navigation, prototyping etc.

- Immersive technologies are transforming the aviation and automotive industries by enhancing training, design, and customer experiences.
- These technologies offer realistic simulations for training pilots and mechanics, improve design processes through virtual prototyping, and create engaging customer experiences with interactive showrooms and personalized product demonstrations.

Use cases: Architecture



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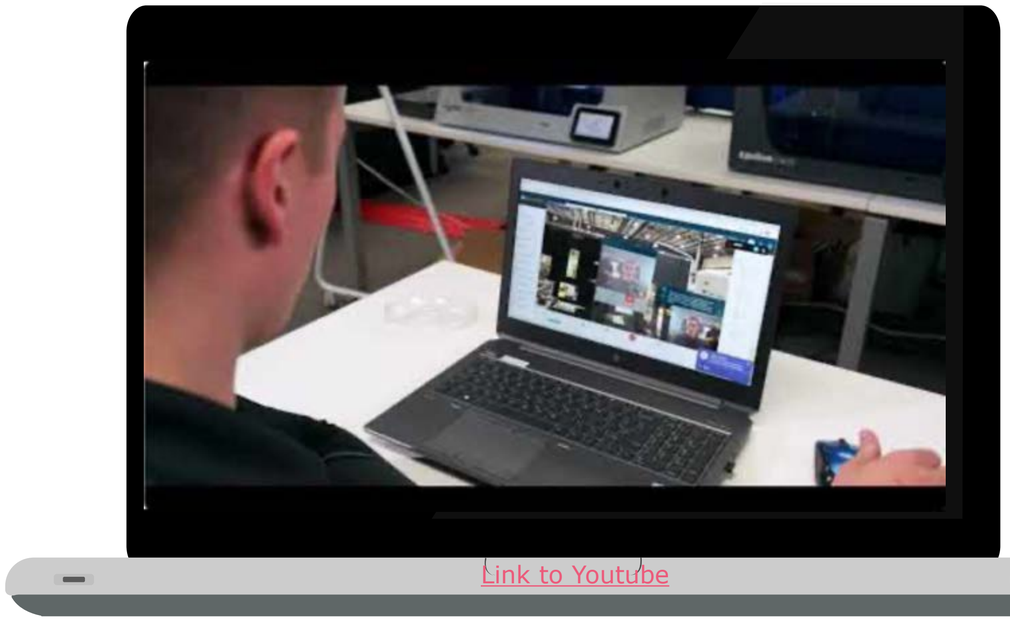
Interior design planning, visualisation etc.

- Immersive technologies are used in architecture to help designers visualize and communicate their ideas.
- Architects use them to communicate their ideas to clients and colleagues.

Use cases: Industry



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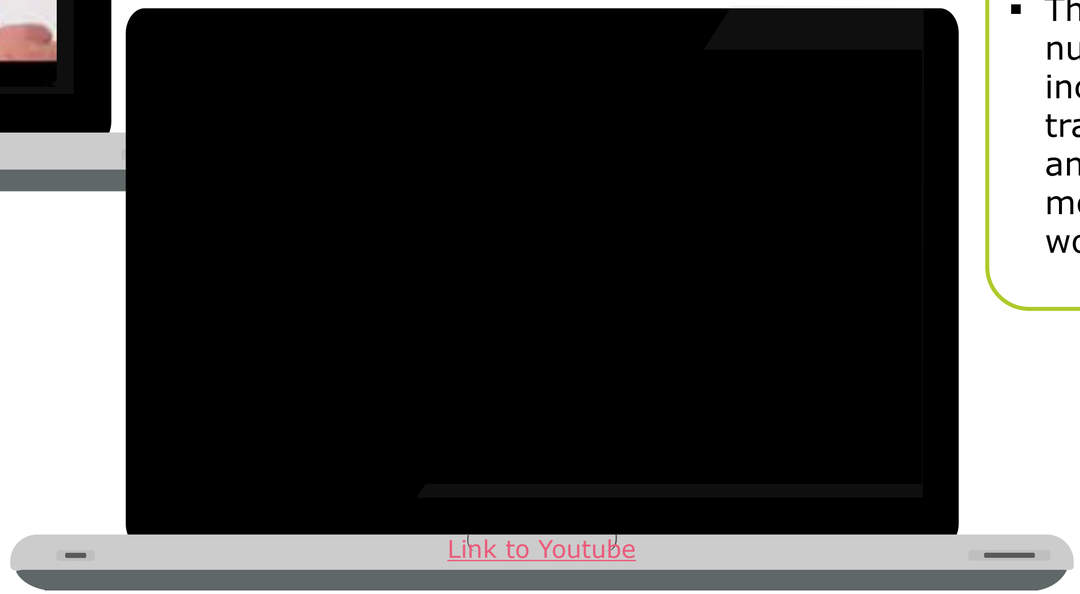

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Manufacturing remote assistance, process planning etc.

- Immersive technologies, are transforming various industries by creating interactive, 3D digital environments.
- These technologies offer numerous benefits, including enhanced training, improved design and prototyping, and more efficient workflows.