Course number	Course title
01	**The Experience Sandbox**

Course lead

Marta Lago Arenas

Course description

Great services deliver delightful and valuable experiences that somehow improve people's lives. The foundation to create great new services is a nuanced under-standing of this journey, highlights and pain points. Design research offers differ-ent tools and approaches to dive into a person's journey and engage in a creative dialogue which guides the design process, step by step, from learnings to insights, from opportunities to solutions.

We will deep-dive in storytelling tools, probes and other design research advanced methods in a human centered experience design process, with an emphasis of their real-life application and a critical look on inclusiveness and participation.

The course will foster exchange and mutual learning and welcomes participants with different levels of previous experience.

Learning outcomes

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

CV of course lead

Marta is a human centric innovation leader with global experience in biotech and digital health for strategy, design and implementation of new healthcare solutions that improve outcomes that matter to patients and enable a better care experi-ence. Expert in human centric service design, she is passionate about making healthcare systems more humane, inclusive and equitable.

www.linkedin.com/in/martalago

Overlapping courses	Course days
04 13 **20**	**Tue 07.11.2023** **Tue 05.12.2023**

Master Design

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

Course lead

Prof. Dr. Axel Vogelsang

Course description

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

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

Learning outcomes

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

CV of course lead

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

Overlapping courses	Course days
17 18	**Mon 16.10.2023** **Tue 24.10.2023**

Master Design

Course number	Course title
03	**Socio-Spatial Development And Participation**

Course lead

Prof. Beatrice Durrer Eggerschwiler

Course description

In this course we will look at various approaches towards dynamic space models as a base for socio-spatial analyses and participation. Important is the linkage between theory and practice.

The aim of this course is to give you an insight in socio-spatial and sociocultural development but also to extend the personal research method toolbox (socio-spatial analysis).

Learning outcomes

– Understanding about socio-spatial theory
– Knowing how to concept and conduct a social space analysis

CV of course lead

Beatrice Durrer studied originally agriculture at the ETH in Zürich. Meanwhile she holds an MA in urban and community development. Since 2004 she teaches and researches at the HSLU SA in the fields of socio-spatial development, neighbour-hood, urban and community development processes, social sustainability in spatial contexts, socio-spatial planning processes,participation and cooperation processes

www.hslu.ch/de-ch/hochschule-luzern/ueber-uns/personensuche/profile/?pid=19

Overlapping courses	Course days
12 18	**Tue 17.10. 2023** **Tue 31.10. 2023**

Master Design

Course number	Course title
04	# Design & Ethics

Course lead

Prof. Dr. Dr. Christof Arn

Course description

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

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

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

Learning outcomes

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

CV of course lead

– First doctorate in ethics in 2000. Second doctorate in ethics in 2007 on the topic of „ethics transfer".
– Since then: Ethics researcher, author and ethics consultant for organisations as well as ethics trainer for companies and ethics lecturer at universities.
– Since 2007: Additional focus on teaching and learning, broad publication, teaching and development activities in this field, from 2010 to 2018 head of the Center for Learning and Teaching at the Lucerne University of Applied Sci-ences and Arts.

linkedin.com/in/christofarn/
twitter.com/ChristofArn
ethikprojekte.ch

Overlapping courses	Course days
01 13 17	**Tue 03.10.2023** **Tue 07.11.2023**

Master Design

Course number	Course title
05	A New Design Standard for the Polycene

Course lead

Justin W. Cook

Course description

Everything is getting really weird, really fast. 2023 has been a year marked by extremes: floods, fires, air temperatures, water temperatures, refugees, war, and AI. 2022 was also an outlier. Who knows what 2024 will bring? Most likely, it will not be an apocalypse. It will be all of us and every other being on the planet attempting to adapt to a volatile present. Yet, as Alex Steffen wrote, «We're not yet ready for what's already happened.» So how do we become ready? What do we make? How do we make it? What must we know now? How do we prioritize options when our options will have limits? What does good, just, and sustainable look like now?

Learning outcomes

– Frameworks for understanding the Polycrisis
– Proposals for a Polycentric Design Practice
– Tools and methodologies matched to the speed, scope, & scale of the polycrisis

CV of course lead

Justin W. Cook is a strategic designer working on problem sets found in climate, health, and governance. He is Director of Center for Complexity at Rhode Island School of Design, a platform for research and experimentation. Formerly, at the Finnish Innovation Fund he focused Finnish society on sustainability and wellbeing. He received a Master of Architecture from Harvard.

www.linkedin.com/in/justinwcook/

Overlapping courses	Course days
14 16 19	Mon 27.11.2023 Tue 28.11.2023

**Master
Design**

Course number	Course title
06	# Drawing Practice

Course lead

Christoph Fischer

Course description

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

Learning outcomes

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

CV of course lead

Christoph Fischer, freelance Illustrator and drawing teacher in Lucerne. He works for newspapers (editorial design) and does his own art and book projects. Some

– Book "Während ich schlief" with drawings of my dreams
– Reportage drawing projects "Chicago Westside", "Bahnhofplatz Luzern"
– Long-term documentation of "Teufelskreisel" Kreuzstutz and the sculpture "Heinz"

www.christophfischer.ch
instagram: #christophfischer_illustration

Overlapping courses	Course days
13	**Mon 06.11.2023 (day course)** **Wed 29.11.2023 (evening course)** **Wed 06.12.2023 (evening course)** **Wed 13.12.2023 (evening course)**

Master Design

Course number	Course title
07	Visualisation & Layout

Course lead

Robert Bossart

Course description

Every day we consume information in different forms and/or make it available in different media. To make this information accessible and understandable in the best and most attractive way, it needs to be laid out, visualised and finally made readable with the basic rules and knowledge of typography and graphic design. In this course, which lasts six evenings, you will learn and deepen all these things by working with real content yourself.

By looking at and analyzing best practice examples in the area of print and layout and comparing them with your own emerging layouts and visualizations, the most important key points for good layout design are identified. An in depth examination of aspects of typography, layout and visualization, the practical appli-cation of these findings and repeated reflection in the peer group lead to more vivid and professional results. Repeated doing is the focus of attention.

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

Learning outcomes

– Sensitization of visual perception and visual understanding; especially with regard to typography, layout and image
– Understand and apply processes and workflows in graphic, typographic and editorial design
– Implementing content and formal ideas through craftsmanship
– Apply the acquired knowledge in your own master project

CV of course lead

Robert is a trained signwriter and a Jazz Music School graduate.After several years of teaching and performing 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 with Flavia Mosele. Since 2002, he has been lecturing at the Lucerne University of Applied Sciences and Arts in visual communication at Bachelor and Master levels. Since 2005 he has been sporadically involved in research projects to visualize complex data and facts.

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

Overlapping courses	Course days	
—	Tue 03.10.2023	Tue 24.10.2023
	Tue 10.10.2023	Tue 31.10.2023
	Tue 17.10.2023	Tue 07.11.2023

Master
Design

Course number	Course title
08	**Visual Storytelling**

Course lead

Samuel Frei

Course description

Visualizations and visual storytelling methods support communication proces-ses by illustrating key points, relieving cognitive strain and helping to follow the common thread in conversations. In this introductory module to Visual Storytelling the partic-ipants learn how and where visualization and storytel-ling techniques can be used in a targeted manner to increase the effectiveness of their own communication/ presentation in different audience situations. The acquired knowledge is applied and put into practice by means of practical examples and hands-on exercises.

Learning outcomes

– Understanding visualizations and visual storytelling as a basic communication approach for addressing different target groups.
– Understanding processes of human perception and narrative structuring of information.
– Getting to know and applying visual storytelling techniques so that communi-cated content is received and understood by a target audience.

CV of course lead

Samuel Frei works as Design Researcher and Lecturer at the Lucerne School of Art& Design. He tea-ches on topics of visual communication and storytelling, ques-tions design knowledge and explores creative processes in various research pro-jects. Throughout his academic journey he worked as a freelance exhibition de-signer and scientific illustrator for various institutions in the conservation and education sector.

www.hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profi-le/?pid=1637

Overlapping courses	Course days	
—	Wed 04.10.2023	Wed 25.102023
	Wed 11.10.2023	Thur 02.11.2023
	Wed 18.10.2023	Wed 08.11.2023

Master Design

Course number	Course title
09	**Data Visualization**

Course lead

Darjan Hil & Nicole Lachenmeier (Superdot)

Course description

The Data Visualization 1 module provides you with practical skills in working with data and design. During the two days, the approach of modular information design is taught on the basis of a prepared data set. The first day focuses on the basics of data analysis using and multidimensional diagramming sketching. On the second day, new variations are designed using simple tools like pen and paper. These outcomes will be evaluated through joint reflection sessions. Through presenting different information design projects, students will learn about best practices and tools.

Learning outcomes

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

CV of course lead

Nicole Lachenmeier and Darjan Hil are doing information design in their agency Superdot visualizing complexity since 10 years. Their work has been awarded several times, including the German Press Agency Award and the Information is Beautiful Award. They have been teaching for 7 years and are currently publishing a book on their methods. Superdot's clients include private companies, NGOs, government agencies and universities. Projects examples:

www.superdot.studio

Overlapping courses	Course days
11 12 **16**	**Mon 11.12.2023** **Tue 12.12.2023**

Master Design

Course number	Course title
10	**Thinking Through Making**

Course lead

Christoph Zellweger

Course description

„Thinking through Making" explores the potential of material- and workshop-based working methods in the design and ideation process. Using examples from their own research field, students engage in the making of „mockups" and the use of „probes" to elicit unforeseeable insights. The students sharpen their perceptions with regard to tactile applications and aesthetic experiences. They recognise crossovers and correlations between conceptual, spatial and material-based de-sign approaches. „It was only through trying out and prototyping my still vague ideas that I realised how little I could simply imagine."

Learning outcomes

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

CV of course lead

Zellweger (MA RCA London) is a lecturer and coach on the MA in Design at HSLU and holds a professorial research post at Sheffield Hallam University. He is a prac-titioner, whose engagement with the constructed world of objects, bodies and identities implies taking a critical stance to reflect on that essential human activity of 'making', of designing the world.

Overlapping courses	Course days
15 19	**Mon 09.10.2023** **Mon 23.10.2023**

Master Design

Course number	Course title
11	**Material Circularity From A Practical Design Perspective**

Course lead

Lea Schmidt

Course description

In a circular economy, products become temporary phenomena in material cycles. In our workshop, we explore design's critical role in material cycles.

We will approach this topic from multiple angles. We will examine theoretical perspectives, including looking to nature for inspiration on how to achieve diversity within a fully circular system. We will also explore practical examples and limits of recycling processes for different materials. Finally, we will engage in two hands-on experiment sessions, deconstructing objects and using simple materials to develop a cycle-friendly mindset and discover new opportunities for action.

Learning outcomes

– You'll gain an understanding of how design plays a vital role in maximizing material circularity.
– You will learn about various recycling technologies for different materials –based on your interests.
– You will know and understand central aspects that significantly influence circularity.
– You will comprehend the vast range of possibilities while maintaining circularity in the biosphere.

CV of course lead

Lea Schmidt is a research associate at Lucerne University of Applied Sciences and Arts and a doctoral candidate at TU Dresden's chair of Industrial Design Engineering. Her research focuses on sustainability, design, and technology, with a particular interest in material circularity and its design implications.

Overlapping courses	Course days
09	**Mon 04.12.2023** **Mon 11.12.2023**

Master Design

Course number	Course title
12	**UX – HCD-Process, Personas And UTC-Analysis**

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.
In discussions in groups, they identify user experience aspects in different products / services and discuss and prototype better solutions.
They also Identify UX topics in the own master's work, create proto-personas for their master thesis and understand the importance of a UTC-analysis (user-task-context-analysis).

Learning outcomes

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

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.

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

Overlapping courses	Course days
03 09	**Tue 17.10.2023**
16	**Tue 12.12.2023**

**Master
Design**

Course number	Course title
13	**AI Generative Image Is Worth A Thousand Words**

Course lead

Yaniv Steiner

Course description

Creativity is an intricate, multifaceted phenomenon that is often challenging to define, frequently sparking controversy and debate. In this course, participants will have the opportunity to firsthand explore contemporary generative systems, ranging from text generation to visual creation.

Through these exercises, the course will provide a framework for thinking about AI systems as agents in a complex system. In doing so, we challenge our assumptions and biases, deepening our understanding of how AI can both positively contribute to and potentially hinder human objectives. We also emphasize the pivotal role that designers play in shaping the trajectory of generative AI systems.

Learning outcomes

– Basic understanding of Natural Language Processing
– Basic understanding of AI Generative visuals.
– Understanding different factors that influence generative systems
– Familiarity with contemporary creative processes based on AI technologies.

CV of course lead

With over 30 years of HCI expertise, I have actively participated in the convergence of humans and technology. My specialization lies in NLP, AI, and generative AI, where I have skillfully blended design and technology to create innovative solutions. My background is in the field of human-computer interaction, with a proven track record in pioneering design-driven applications that prioritize user experience.

www.linkedin.com/in/yanivsteiner/

Overlapping courses

01 04
06

Course days

Mon 06.11.2023
Tue 07.11.2023

Master Design

Course number	Course title
14	**Tangible Experience Design**

Course lead

Dr. Serena Cangiano & Fabian Frei

Course description

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

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

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

Learning outcomes

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

CV of course lead

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

Serena Cangiano (1982) is senior researcher and teacher of Multimodal Experience Design at Master of Advanced Studies in interaction design at SUPSI (University of Applied Sciences and Arts of Southern Switzerland). She works as an innovation consultant on applied projects using digital technologies to strive for change and social impact. She applies interaction design methods and a human-centred design perspective to develop research projects focusing on people's experiences mediated by the internet and digital technologies.

Overlapping courses	Course days
05 16 19	**Mon 27.11.2023** **Tue 28.11.2023**

Master Design

Course number	Course title
15	A Social Media Strategy For HSLU

Course lead

Alessandro Mininno

Course description

Social media is a very powerful communication tool to reach new students and society at large.
What should a University publish online? What goals, what channels, what content would be best? How do you involve a healthy community?

In this hands-on workshop we will define and set up HSLU's social media strategy, by keeping in mind the institution's long term goals and brand positioning.

The goal is to set up an internal social media agency who will be in charge of the school's digital communication.

Learning outcomes

– Basics of social media strategy
– Choosing goals, channels, contents and KPIs on social media

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.

www.linkedin.com/in/alessandromininno/

Overlapping courses	Course days
10	Mon 09.10.2023
	Tue 10.10.2023

Master
Design

Course number	Course title
16	**Designing And Pricing Your Business**

Course lead

Isabel Rosa Müggler Zumstein & Jan-Christoph Zoels

Course description

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

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

Learning outcomes

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

CV of course lead

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

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

Overlapping courses	Course days
05 09 **12 14**	**Tue 28.11.2023** **Tue 12.12.2023**

Master Design

Course number	Course title
17	**Ideation: 50 Ways To Change Behaviour**

Course lead

Jan-Christoph Zoels

Course description

A design workshop to create 50 ideas stimulated by your heuristic observations and research insights. The workshop broadens your design space by building on existing, evolutionary, or novel ideas. Its core function is to synthesize and diversify opportunity areas and generate discussions between the process stakeholders.

50 is a substantial number because it ensures that designers look beyond the obvious, delving deep into new areas to develop unique ideas. These ideas will be clustered in an opportunity map to visually identify gaps in the current user experience. The aim is to reveal new business opportunities, discover concept qualities, and enhance your design strategy.

Learning outcomes

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

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

Overlapping courses	Course days
02 04	**Tue 03.10.2023** **Tue 24.10.2023**

Master
Design

Course number	Course title
18	**We Love Wall Graffiti**

Course lead

Karin Fink & Beatrice Kaufmann

Course description

WE <3 WALL GRAFFITI! In this course, we experiment with different tools aiming at involving a large number of people into a co-creation process. How is it possible to run a participatory process with more than 600 people? What kind of tools – online and offline – can we use? What kind of questions can we ask and what are the dynamics that make participation a success? We learn from the strategy pro-cess involving 600+ collaborators at a government agency and of participatory processes in city planning in Tscharnerguet, Bern. We explore artwork and artistic practices that involve the public in various ways and make it part of their work.
We will experiment ourselves with various tools and involve different groups in public spaces.

Learning outcomes

The students develop their own skills as hosts for participation and collaboration processes.
– *Expand your toolbox* with a focus of participation and collaboration of large groups, in public space
– *Learn from others:* Learn from relational arts practices and various case studies
– *Experiment with social / participatory processes in public space:* Get hands-on, innovate and test tools and approaches
– *Document the learnings and outcomes*, adapt and create your own tools and solutions

CV of course lead

Karin Fink, Lecturer MA Eco-Social Design, Geographer. She runs large scale participation processes at the Federal Office for the Enviornment.

Beatrice Kaufmann, artistic researcher at the Institute of Design Research HKB, running her own visual communication studio and co-founder of Sprechende Bilder
www.beatricekaufmann.ch/
sprechendebilder.ch/

Overlapping courses	Course days
02 03	**Mon 16.10.2023** **Tue 31.10.2023**

**Master
Design**

Course number	Course title
19	**Storytelling For Eco Social Impact**

Course lead

Uwe H. Martin

Course description

To make a difference for humanity and the planet, we need a fundamental behav-ior change in the population, politics, and business. We have to develop new eco-social narratives for our societies to do so. Storytelling is the central tool to get there.

This workshop explores various storytelling strategies to reach audiences and communicate eco-social topics, from traditional linear media over online, mobile, and social media storytelling approaches to spatial, live, and educational settings. We analyze slow-moving environmental crises' conceptual and cognitive prob-lems and discuss appropriate responses. Throughout the workshop, students work in small teams to develop a storytelling campaign.

Learning outcomes

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

CV of course lead

Uwe H. Martin is a slow journalist, visual storyteller, artist, and educator. He has documents global agri-culture's social and environmental consequences, bridging traditional journalistic publications, linear web documentaries, interactive apps, spatial multichannel installations, and performances.

www.uwehmartin.de
www.landrushproject.com

Overlapping courses	Course days
05 10 **14 20**	**Mon 23.10.2023 (9:30 – 17:00)** **Mon 30.10.2023 (9:30 – 13:30)** **Mon 27.11.2023 (Presentation, only morning, online)**

Master Design

Course number	Course title
20	**Creative Experimentation: Shaping Your Ideas**

Course lead

Simon de Diesbach

Course description

This course encourages participants to explore unconventional storytelling techniques. Through a short lecture and a two-day workshop, students will learn to choose or create a unique technique to experiment in order to shape their projects and define their narration. The workshop serves as a creative space for experimenting with various technologies, emphasizing the potential of digitization to convey emotions in moving images. Techniques include AI software, photogrammetry, smartphone apps, motion capture, 3D sculpture, and drawing. The course also delves into contemporary new media theory, drawing on thinkers like Hito Steyerl, Stéphane Vial, Eric Sadin, Susan Sontag, Lev Manovic, and Walter Benjamin.

Learning outcomes

– Students will be able to identify a range of techniques related to the creation of audiovisual content, as well as familiarize themselves with the different workflows related to AI, photogrammetry, motion capture, video, stop motion, etc…
– Students will be able to enrich their ways of expression by experimenting with mixing and collaging multiple techniques.
– Students will be able to use and apply the techniques they acquired in their unique background to produce artistic projects.

CV of course lead

After a BA degree in Media & Interactive Design at ECAL, Simon de Diesbach co-founded the studio fragmentin.com, focusing on interactive installations. After departing in 2018, he pursued a Film Master's at HSLU D&K, directing the animated short "Limits", which premiered at the Locarno Film Festival. His work explores new tech and aesthetics, emphasizing environmental and social themes. Currently, he's involved in VR installations and an animated film. He also gives workshops in animation and design at various Swiss schools of applied arts and universities.

simondediesba.ch
www.instagram.com/simondediesbach/

Overlapping courses	Course days
01 19	**Mon 30.10.2023** **Tue 05.12.2023**

**Master
Design**

Research

01	**The Experience Sandbox**	Marta Lago
02	**Scientific Approach**	Prof. Dr. Axel Vogelsang
03	**Socio-Spatial Developement And Participation**	Prof. Beatrice Durrer Eggerschwiler

Futures

04	**Design & Ethics**	Prof. Dr. Dr. Christof Arn
05	**A New Design Standard for Polycene**	Justin Cook

Foundations

06	**Drawing Practice**	Christof Fischer
07	**Visualising & Layout**	Robert Bossart
08	**Visual Storytelling**	Samuel Frei

Design

09	**Data Visualization**	Darjan Hil & Nicole Lachenmeier
10	**Thinking Through Making**	Christoph Zellweger
11	**Material Circularity From A Pratical Design Perspective**	Lea Schmidt

Interactions

12	**UX-HCD-Personas-UTC**	Prof. Dr. Marcel Uhr
13	**AI Generative Image** ...	Yaniv Steiner
14	**Tangible Experience Design**	Dr. Serena Cangiano & Fabian Frei
15	**A Social Media Strategy For HSLU**	Alessandro Mininno

Services

16	**Designing & Pricing Your Business**	Isabel Rosa Müggler Zumstein & Jan-Christoph Zoels
17	**Ideation: 50 Ways To Change Behavior**	Jan-Christoph Zoels

Sustainability

18	**We Love Wall Graffiti**	Karin Fink & Beatrice Kaufmann
19	**Storytelling For Eco Social Impact**	Uwe H. Martin

Performance, Display, Presentation, Exhibition

20	**Creative Exp.: Shaping Your Ideas**	Simon de Diesbach

You have to choose 6 courses (Fulltimers), at least 3 courses or more (Part-timers) out of 20 – Inscription closes on Wednesday, 26. September at midnight!

Master Design

Research

01	**Stories and Places**	Prof. Dr. Axel Vogelsang
02	**Data literacy for designer**	Silke Zöllner
03	**Design and Social Change**	Dr. Andreas Unteidig

Futures

04	**Speculative Design**	Simone Rebondengo
05	**Systematic design – design for systems-change**	Sabrina Tarquini
06	**Designed realities – Speculative Future**	Tony Dunne & Fiona Raby

Foundations

07	**Drawing practice**	Christof Fischer
08	**Typography Print & Screen**	Robert Bossart
09	**Visual Ideation and Sketching**	Samuel Frei
10	**UX Copywrighting**	Erin O'Laughlin

Design

11	**Data Visualisation with p5.js and D3.js**	Christian Schneider
12	**Good design is inclusive**	Marion Delhees, Ellen Schweizer

Interactions

13	**UX – Empathy and UX-Testing**	Dr. Marcel Uhr
14	**AI wrote my Social-Network post**	Yaniv Steiner
15	**Design Endings and Applying it to AI**	Joe Macleod

Services

16	**Designing online Services for public Administration**	Ramona Banfi
17	**Customer journey mapping Blueprints**	Jan-Christoph Zoels
18	**Design to Transform**	Marco Steinberg

Sustainability

19	**SoMe as a tool for community building for sustainability**	Anlessandro Minnino & Michele Pagani
20	**Design for the More-than-Human**	Karin Fink
21	**Environmental Psychology & Behavioral Insight**	N.N.

Performance, Display, Presentation, Exhibition

22	**Szenography in presentations**	James Dudley

Master Design