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 experi-ence design.

Professional Competences

–Deepening an understanding of design research as integral to human centered design
–Practically driving design research efforts within innovation initiatives
–Contributing to creating user centered innovation strategies
–Defining insights and opportunities for innovation with a human centered approach
–Establish user centered and ecosystem-fit requirements for design of new services and products

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 passiona-te about making healthcare systems more humane, inclusive and equitable.
linkedin.com/in/martalago

Overlapping courses	Course days	Level	Focus	Brand
15 18	Mon 14.10.2024 Tues 15.10.2024	● Beginner ● Intermediate ● Advanced	● Methodical ○ Experimental ● Hands on	○ More theoretical ● More practical

**Master
Design**

Course number	Course title
02	**Inclusion✕Design**

Course lead

Dr. Isabella Pasqualini

Course description

Inclusive design increases the accessibility to services for a diverse public, re-spect-ing the individual needs of each one and enabling users to act autono-mously. In the context of urban space, an inclusive approach to design is crucial to ensure that citizens have equal access to urban amenities and a higher qua-lity of life. In this seminar, we will explore a concrete urban situation by adap-ting tools from sensory ethnography and develop an urban design theme from these sensory and haptic data. Our focus will be on extracting specific design criteria through an experi-mental design intervention. As an example, outdoor environments that challenge common motion patterns are known to promote healthy ageing. Are there ways to design public urban amenities based on the choice of specific visual and haptic criteria that promote accessibility and attractivity within a wider target group?

Learning outcomes

– Understanding the goals and criteria of inclusive design
– Constructing a solid design base with target-group & site-specific sensory data
– Sampling (e.g. sensory ethnography) as a tool for designing more inclusive public space
– Documenting an experimental design process

Professional competences

– Public space design through the lens of inclusion
– Design concept formation with cognitive specs
– Developing an integrative and participatory design process

CV of course lead

Isabella Pasqualini is an artist, urban designer and scientist with a PhD in architec-ture and cognitive neuroscience (EPFL 2012). Her works explore the mutual and intimate relationship between body and space using immersive and interactive multimedia, with a particular focus on the multisensory enhan-cement of the user's horizon. http://isapasqualini.com/About/
hslu.ch/de-ch/hochschule-luzern/ueber-uns/personensuche/profile/?pid=4964

Overlapping courses	Course days	Level	Focus	Brand
04 15	Tue 08.10.2024 Tue 22.10.2024	○ Beginner ● Intermediate ● Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

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 basis 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 and participation) as an important basis for participation.

Learning outcomes

– Understanding about socio-spatial theory
– Knowing how to concept and conduct a social space analysis
– Acquire knowledge about the basics of participation processes

Professional competences

– Understanding why socio-spatial aspects are important in the context of design
– Developing ideas about how to use socio-spatial analysis and participation processes a design project

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 has been teaching and researching at the HSLU SA
in the fields of socio-spatial development, neighbourhood, urban and community development proces-ses, social sustainabil-ity in spatial contexts, socio-spatial planning processes,
participation and cooperation processes

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

Overlapping courses	Course days	Level	Focus	Brand
06	Mon 07.10.2024 Tue 21.10.2024	● Beginner ● Intermediate ● Advanced	● Methodical ○ Experimental ○ Hands on	● More theoretical ● More practical

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.

In so doing, we tackle upcoming decisions in the professional field and in the ongo-ing Master's thesis process by applying tools and methods of ethics that also help each student to develop an individual manifesto of 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.

Professional competences

– Manage value conflicts in companies
– Manage value conflicts in design process
– Substantiate decisions or plans/intentions to clients, employers, colleagues, and others
– Understand as well as explore the positions and values of others: clients, employer
– Use congruence with as well as further development of your own values to resist burnout

CV of course lead

– First doctorate in ethics in 2000. Second doctorate in ethics in 2007 on the topic of "ethics transfer".
– Since then: Ethics researcher, author and ethics consultant for organisations as well as ethics trainer for companies and ethics lecturer at universities.
– Since 2007: Additional focus on teaching and learning, broad publication, teaching and development activities in this field, from 2010 to 2018 head of the Center for Learning and Teaching at the Lucerne University of Applied Sciences and Arts.
– 2023 erste Publikation in «Schweizer Kunst»
– linkedin.com/in/christofarn/
– Mastodon: tooting.ch/@agiledidaktik
– ethikprojekte.ch

Overlapping courses	Course days	Level	Focus	Brand
02 15	Tue 22.10.2024	● Beginner	○ Methodical	○ More theoretical
20	Mon 09.12.2024	○ Intermediate	○ Experimental	● More practical
		● Advanced	● Hands on	

Master Design

Course number	Course title
05	Design for systems change/ Systems design

Course lead

Kristel van Ael

Course description

The course focuses on Systemic Design, an approach that merges systems think-ing and design thinking to tackle complex organisational and societal pro-blems. In a case-based approach, the students will experiment the key steps of the method-ology, which acts on a strategic level to support designers in the analysis of a prob-lematic situation, the definition of leverage points and the co-creation of system "interventions".
The course combines theory and practical exercises, supported by a set of design tools which are meant to be used in participatory workshops.

Learning outcomes

– The students will acquire systems thinking fundamentals to analyse complex issues from multiple lenses and perspectives
– The students will acquire the notion of leverage points and their impact in the definition of system interventions
– The students will learn to work collaboratively in the conception of a strategy for change, to develop strategic thinking capabilities

Professional competences

– The course aims at developing strategic thinking skills which are critical in busi-ness and policy innovations, as well as in the context of organisational or societal changes

CV of course lead

Kristel Van Ael is a business partner at Namahn, a humanity-centred design agen-cy based in Brussels. She is the lead author of the Service Design (servicedesign-toolkit.org) and Systemic Design (systemicdesigntoolkit.org) toolkits. Kristel is also guest-professor in product-service-system design and lead teacher in systemic design at the University of Antwerp (Faculty of Design Sciences).

Overlapping courses	Course days	Level	Focus	Brand
11 16	Mon 02.12.2024 Tue 03.12.2024	● Beginner ● Intermediate ○ Advanced	● Methodical ○ Experimental ● Hands on	● More theoretical ● More practical

Master
Design

Course number	Course title
06	**Strategy prototyping for the planet**

Course lead

Dr. Samuel Huber

Course description

What kind of value do we want to create? And for whom?
Design practice is at a tipping point. After years of focusing solely on humans, it is time to broaden our view again. We must incorporate planetary perspectives to ensure we create value for the many, not just the few. This shift requires moving beyond the individual designer to focus on organizations. It is strategic. We need to carefully craft strategies that guide our organizations in desirable directions, involving the participatory work of diverse human and non-human actors. By embracing strategy prototyping, this course explores how designers

Learning outcomes

– Introducing the immense potential of planetary perspectives to their own con-text through mapping, prototyping and routinizing
– Moving from an understanding of strategy as mere content to strategizing as an iterative and collaborative process
– Applying the power of strategy prototyping to complex sense- and decisionmak-ing processes.
– Learning how to weave design practice into other areas within organizations to become relevant beyond the design discipline.

Professional competences

– Transforming and enhancing strategy processes within organizations to make them relevant and effective
– Guiding participatory processes with diverse human and non-human actor-groups
– Speaking the right language to negotiate the desired value creation of a prod-uct, service or business
– Evolving organizations and their beliefs to create value for many and not just few

CV of course lead

Samuel Huber is a founder of For Planet Strategy Lab, which introduces planetary perspectives to orga-nizations. Prior, he was Strategy Director at Japanese design firm Goodpatch, co-founded future think tank UBS Y and worked long nights at a NYC art gallery. He holds a PhD on 'Strategizing as Prototyping' and studied at the Universities of Zurich, St. Gallen, Stanford and Keio in Tokyo.
samuelhuber.ch   forplanetstrategylab.com   linkedin.com/in/samuelphuber/

Overlapping courses	Course days	Level	Focus	Brand
03 10	Mon 30. 09. 2024 Mon 07. 10. 2024	○ Beginner ● Intermediate ● Advanced	● Methodical ● Experimental ● Hands on	● More theoretical ○ More practical

**Master
Design**

Course number	Course title
07	# Drawing practice: "From 3D to 2D"

Course lead

Christoph Fischer

Course description

We're going to fascinating places like the transport museum or the natural-historic museum and draw in our sketchbooks what we see, to sharpen our draw-ing skills. By looking at different and complex sceneries, we find simple ways to abstract them into different parts, like shapes, layers, shadows.
We try to look at things, as if we had no other knowledge or information about them, as their visual expression.
We experience that the frame creates the picture. Our main goal is to sharpen our view in the moment of the perception. The draw-ing is just the trace of our view. The students are also invited to discuss individual questions and interests about drawing.

Learning outcomes

– The students get basic skills in drawing by watching
– The students can describe a scenery in a visual way with a sketch
– The students can use drawing as a basic tool to discover new forms and content.

Professional competences

– Doing quick sketches to visualize a complex situation to communicate content
– Discovering new content by drawing
– Understanding the structure of a picture by its abstraction

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".
christophfischer.ch   instagram: #christophfischer_illustration

Overlapping courses	Course days	Level	Focus	Brand
12 14	Mon 04.11.2024, full day	● Beginner	○ Methodical	○ More theoretical
	Wed 27.11.2024, evening	● Intermediate	● Experimental	● More practical
	Wed 04.12.2024, evening	● Advanced	● Hands on	
	Wed 11.12.2024, evening			

Master
Design

Course number	Course title
08	**Visualizing & 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, visualized 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.

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

Professional competences

– Design of documentations (posters, scripts, etc.)
– Create typographically readable and graphically appealing documents
– Process, print and PDF workflow for production

CV of course lead

Robert is a trained signwriter and musician. After several years working in the music business, 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. #reflector.ch   hslu.ch/de-ch/hochschule-luzern/ueber-uns/personensuche/profile/?pid=612

Overlapping courses	Course days		Level	Focus	Brand
17	Tue 01.10.2024	Tue 22.10.2024	● Beginner	● Methodical	○ More theoretical
	Tue 08.10.2024	Tue 29.10.2024	○ Intermediate	○ Experimental	● More practical
	Tue 15.10.2024	Tue 05.11.2024	○ Advanced	● Hands on	

Master
Design

Course number	Course title
09	**Visual storytelling**

Course lead

Samuel Frei

Course description

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

Learning outcomes

– Understanding visualizations and storytelling as a basic communication ap-proach for addressing different target groups.
– Understanding processes of human perception and narrative structuring of information.
– Getting to know and applying visual storytelling techniques (both visual and narrative) so that communicated content is received and understood by a tar-get audience.

Professional competences

– Support and expand your own visual communication skills for different audi-ence situations (project presentation, stakeholder meetings, idea generation etc).
– Being able to identify different audiences and contexts and adapt visualizations and narrative structures accordingly.
– Applying different visual storytelling methods and get to know their fields of application.

CV of course lead

Samuel Frei works as Design Researcher and Lecturer at the Lucerne School of Design, Film and Art. He initiates and leads research projects and implements them with partners from Praxis. He teaches on topics of visual communication and storytelling, questions design knowledge and explores creative processes in vari-ous research projects. Throughout his academic journey he worked as a freelance exhibition designer and scientific illustrator for various institutions in the conserva-tion and education sector.

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

Overlapping courses	Course days		Level	Focus	Brand
—	Wed 02.10.2024	Wed 23.10.2024	● Beginner	● Methodical	○ More theoretical
	Wed 09.10.2024	Wed 30.10.2024	● Intermediate	○ Experimental	● More practical
	Wed 16.10.2024	Wed 06.11.2024	○ Advanced	● Hands on	

Master Design

Course number	Course title
10	**Data visualization**

Course lead

Darjan Hil

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

Professional competences

– Data visualization assessment skills
– Knowledge of the information design process and tools
– Data processing skills

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: superdot.studio

Overlapping courses	Course days	Level	Focus	Brand
06	**Mon 30.09.2024** **Tue 01.10.2024**	● Beginner ● Intermediate ● Advanced	● Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
11	# Speculative design

Course lead

Marta Lago Arenas

Course description

Design is a means of speculating about how things could be – a way of envisioning desirable futures (A. Dunne, F. Raby in Speculative Everything, 2013). The introduction to this module will be hands-on and physical. By hacking, custom-ising and re-configuring 'found' objects and by re-purposing spatial environments and situations, students will explore the potential of Speculative and Critical Design to elicit answers or sharpen their research approach. 'What-if' speculations lead to tangible prototypes that can trigger associations, inspire action or prompt re-flection. 'What-if' questions lead to experiences, stimulating debates and discus-sions about the future we want (or don't want).

Learning outcomes

– Applying ad hoc improvisation and re-purposing skills
– Applying disruptive measures in the ideation process and for reflection
– Using found materials and objects for prototyping to advance ideas
– Understanding personal ideation processes in more depth
– Applying the learned working methods to the MA research projects

Professional competences

– Understanding the importance of improvisation in the idea finding process
– Understanding the correlation between object & material driven design processes and ideation processes in an early stage
– Understanding the importance of materiality and aesthetic perception to create impact

CV of course lead

Zellweger (MA RCA London) is a lecturer and coach on the MA in Design at HSLU and holds a profes-sorial 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	Level	Focus	Brand
05 13 **16**	Tue 26.11.2024 Tue 03.12.2024	● Beginner ○ Intermediate ● Advanced	● Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
12	# Can you tell me how to get to Kardashev Street

Course lead

Matt Jones

Course description

The brief encourages students to imagine what life would be like if a typical street achieved a Type I civilisation on the Kardashev scale, harnessing all the energy from its parent star, the sun. The brief is structured around 3 stages, beginning with site research and culminating in a final presentation of a service/product design intervention. Each stage delves deeper into the idea of "Kardashev Street", prompting students to consider how an abundance of solar energy might transform social structures, activities, spaces, and even the daily rhythms of life in a modern city. By using the Kardashev scale as a point of departure, the brief pushes students to envision a future where energy scarcity is no longer a limiting factor, sparking creative exploration of sustainable energy solutions and their social impact.

Learning outcomes

– Understand landscape of new consumer energy technologies
– the design challenges of the energy transition at street level
– Speculative designs for services/product interventions

CV of course lead

Matt Jones has been designing digital products and services since 1995. Most recently he was Head of Design at Lunar Energy, a company building the world's best clean energy products to deliver home electrification at scale. From 2013-2021 he worked at Google as a Principal Designer, primarily in Google Research working on advanced AI concepts for hardware and software. From 2009-2013 he was a principal at BERG, a design and invention company in London that had projects exhibited in MoMA, and products featured in FT, FastCompany, Wired and Marvel comics. He originally studied Architecture, has written on interaction design (amongst other things) for 25 years at petafloptimism.com and has taught design at the RCA, Goldsmiths, SVA, Umea and CIID.

moleitau.work   linkedin.com/in/davidmatthewjones/   @moleitau@mastodon.xyz

Overlapping courses	Course days	Level	Focus	Brand
07 14	Mon 04.11.2024 Tue 05.11.2024	● 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 memo-rable 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 lead of the MA Digital Ideation program at HSLU and founding partner of Reflexivity. Gabriele is a creative force who brings digital applications to life. For many years and for well-known organizations across Switzerland and internationally. Teaches design research and is an experienced juror. MFA Graphic Design, Rhode Island School of Design, Diplom Visuelle Kommunikation, Hochschule Augsburg

reflexivity.net

Overlapping courses	Course days	Level	Focus	Brand
11 20	Tue 26.11.2024 Tue 10.12.2024	● Beginner ● Intermediate ○ Advanced	● Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
14	**Creative machines? – From theory to real-world applications**

Course lead

Yaniv Steiner

Course description

Ever wondered if AI could one day rival the creative capabilities of the human mind? This workshop delves into that question, offering a unique opportunity to position yourself within the expanding field of Generative AI.
Designed to go beyond simply enhancing your toolkit, this workshop provides a solid foundation in formulating research questions and developing research design patterns specific to Generative AI. Participants will engage in a blend of lectures and hands-on exercises, moving from core principles to real-world applications. The workshop also encourages thoughtful reflection on the intersection of technology, humanity, and ethical considerations within the dynamic AI landscape.

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 and generative AI. For three decades, he has worked with companies, governments, and academia to design solutions that bridge the gap between humans and computers. 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.   yanivsteiner.com

Overlapping courses	Course days	Level	Focus	Brand
07 12	**Mon 04.11.2024** **Tue 05.11.2024**	● Beginner ○ Intermediate ○ Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

**Master
Design**

Course number	Course title
15	**Accessibility and inclusion beyond feel-good activities**

Course lead

Bernhard von Allmen

Course description

This focus module looks into the topic of accessibility and inclusion (A&I) from two directions.
First, we look at the scope of A&I. While these terms are mostly used in relation to people with special needs, the actual application of the related design principles and evaluation methods is much broader. To create a solid understanding of this perspective, we look into the concept of the primary persona.
Second, we look at several dimensions of A&I and touch some aspects of ergo-nomics. This allows for a more systematic and fact-based approach to cover multi-ple aspects of A&I. We also dive into usability related requirements beyond "makes me feel good".

Learning outcomes

– Understand why accessibility and inclusion are not only relevant for people with special needs
– Understand the breadth of inclusion aspects
– Apply the knowledge about inclusion dimension

Professional competences

– Creating product designs which work for a wide audience without compromising their main purpose.
– Have a toolbox to improve accessibility and inclusion in own designs

CV of course lead

Bernhard von Allmen works in the field of UX for 30+ years. He was Chief Usability Engineer at Roche Diagnostics for 10 years where he was working in more than 50 projects, both physical and digital.
In 2021 he founded his own company, combin-ing his passions for UX and software engineering.

.linkedin.com/in/bernhard-von-allmen/

Overlapping courses	Course days	Level	Focus	Brand
01 02 **04 18**	Tue 15.10.2024 Tue 22.10.2024	● Beginner ○ Intermediate ○ Advanced	○ Methodical ○ Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
16	**Project Love – a route towards design activism**

Course lead

Clive Grinyer

Course description

How can design respond to our central emotional and social concerns? How can we contribute and guide rather than wait for an invitation to create new solutions? This course will look at how design is moving into new territories and creating proactive activism. Focusing on Project Love, a project that explores how design can foster greater empathy, tolerance and compassion between humans, you will develop in the workshop your own explorations into designing for love and exam-ine how design can lead and guide rather than wait to re-spond to specific briefs.

Learning outcomes

Professional competences

CV of course lead

Professor Clive Grinyer was Head of Service Design at the RCA in London, has created and led design teams at Samsung, Orange, Cisco and Barclays Bank as well as founding the design consultancy Tange-rine with Jony Ive. Clive is a strategic advisor to Bosch and runs executive education courses with many companies. His book Redesigning Thinking will be published early next year.

clivegrinyer.com

Overlapping courses	Course days	Level	Focus	Brand
05 11	**Mon 02.12.2024** Tue 03.12.2024	○ Beginner ○ Intermediate ○ Advanced	○ Methodical ○ Experimental ○ Hands on	○ More theoretical ○ More practical

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 obvi-ous, delving deep into new areas to develop unique ideas. These ideas will be clus-tered in an opportunity map to visually identify gaps in the current user experi-ence. The aim is to reveal new business opportunities, discover concept qualities, and enhance your design strategy in conceptualizing your potential thesis.

Learning outcomes

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

Professional competences

– Managing fast paced ideation processes in workshops
– Reveal white spaces in the current market and user experiences, going from evolutionary to disruptive approaches
– Prioritise new solutions and support strategy development

CV of course lead

Jan-Christoph Zoels is head of the MA Design programs at HSLU and x-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. experientia.com   youtube.com/watch?v=I_UYX-x3RnU

Overlapping courses	Course days		Level	Focus	Brand
08	Tue 22.10.2024	Tue 26.11.2024	● Beginner	● Methodical	○ More theoretical
	Tue 29.10.2024	Tue 03.12.2024	● Intermediate	○ Experimental	● More practical
	Tue 05.11.2024	Tue 10.12.2024	○ Advanced	● Hands on	

Master Design

Course number	Course title
18	**Design with and for more-than-human-worlds_shelters**

Course lead

Karin Fink, supported by Judith Burri, Municipality of Emmen

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?
In this course, we get hands on and design and build a variety of shel-ters for hibernating animals and small insects. We want to invite small animals, insects, birds to hibernate or visit the HSLU environments. Our designs should balance between serving animals and insects but at the same time being able to communicate about biodiversity in an appealing way. You should have the wood workshop introduction (or be willing to take it).

Learning outcomes

– Basics about the ecosystems, hibernating animals and insects: Gaining an insight on the complexities of the ecosystem(s) present at HSLU
– Co-designing with non-humans: Experiment with human-built structures and observe the impacts. Get hands-on for bio-diversity!
– Critical reflection: Discussion of the role of design, and the re-lation with plants and animals. Reflecting on ways of doing and the ethics behind our approaches.
– Understanding Impact: Reflect on what "impact" does mean in this setting and how we might measure and communicate about it.

Professional competences

– Train the understanding of methods, approaches and models from different disciplines: Biology, Zoology and Habitats.
– 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

CV of course lead

Lecturer MA Eco-Social Design, Geographer.

Overlapping courses	Course days	Level	Focus	Brand
01 15 **19**	Tue 15.10.2024 Tue 29.10.2024	○ Beginner ● Intermediate ○ Advanced	○ Methodical ● Experimental ● Hands on	○ More theoretical ● More practical

Master Design

Course number	Course title
19	# (Re)Designing the human

Course lead

Dr. Andreas Unteidig & Prof. Jonathan Ventura

Course description

"To think about design demands an archaeological approach. You have to dig […] Digging, documenting, dissecting, discussing – digging, that is, into ourselves."

We are surrounded by a complex web of designed artifacts—tools, clothing, infra-structures, laws, and traditions that shape our lives. Layer upon layer, these de-sign decisions reflect ideas about what it meant, means, and could mean to be human. Taking an "archaeological approach," we train our awaren-ess of design's historical, social, and cultural dimensions. In this workshop, we will revisit Colomi-na and Wigley's Are We Human? (2016) to explore its rele-vance in today's trou-bling context. We will read, discuss, and practically experi-ment with ideas that inspire designers to contribute to more positive futures.

Learning outcomes

– Students will practice critically analyzing and evaluating the historical, social, and cultural layers embedded in design decisions. They will learn to question existing assumptions and articulate the complex relationship between design and human identity.
– Students will hone their abilities to approach design from a systems perspective, recognizing the interconnectedness of artifacts, infrastructures, and societal conventions, and their role in addressing global challenges, such as pandemics, inequality, and social justice.
– Students will be able to reflect on their role as designers in shaping behaviors and influencing social change. They will gain an understanding of the ethical im-plications of design choices and the potential for both positive and negative im-pacts.

CV of course lead

Dr. Andreas Unteidig is a design researcher focused socio-ecological transitions. He co-leads the MA Eco-Social Design at HSLU, co-directs the International Social Design Network, and serves on the board of the German Society of Design Theory and Research. He holds a PhD from Berlin University of the Arts.

Prof. Jonathan Ventura is a design anthropologist specializing in social and healthcare design. He directs the Unit for History and Philosophy of Art, Design, and Technology at Shenkar and is a Research Fellow at the Helen Hamlyn Centre for Design, RCA, London. He co-founded the Social Design Network and co-authored Introduction to Design Theory (Routledge, 2023).

Overlapping courses	Course days	Level	Focus	Brand
18	Mon 28.10.2024 Tue 29.10.2024	○ Beginner ● Intermediate ● Advanced	○ Methodical ● Experimental ● Hands on	● More theoretical ○ More practical

Master Design

Course number	Course title
20	Facets, embracing nuance and context to understand users

Course lead

Jeanine Spence

Course description

Introduction and hands on exploration of FACETS as a tool to understand users. Facets look at the range of behaviors, attitudes, skills and how these influence the success or failure that users have when interacting with products. This approach helps incorporate usage context into design considerations. Facets provides a tool to understand how context influences the success (or failure) of product solutions. Facets provide an alternative to the familiar personas.

Learning outcomes

– Understand what a facet is and how it can be used in a design process
– Apply facets to current project
– Know when to use facets and when to use personas

Professional competences

– User Research
– Product Specification
– Experience Metrics

CV of course lead

Jeanine works with companies of all sizes to imagine innovative solutions that de-liver customer value. Having worked on both the engineering and design sides of software development, she draws together the vision and the plan to deliver unique experiences. She believes in the power of listening closely to people to understand their challenges and ambitions and accepts that not everything needs a techno-logy solution. But when technology is needed, then that is when it gets really interesting. She shares this passion in her industry talks and workshops ranging across inclusive design, design thinking, scenario planning, ideation and iteration, and strategic prototyping.
Jeanine is the lead author of the Customer Experience Capability Model, a strategic framework that teams use to examine their current skills against exemplary ex-amples and define a transformation roadmap. Jeanine received her bachelors in Philosophy from Reed College and her Masters of Industrial Design from Rhode Island School of Design.

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Overlapping courses	Course days	Level	Focus	Brand
04 13	Mon 09.12.2024 Tue 10.12.2024	○ Beginner ● Intermediate ● Advanced	● Methodical ○ Experimental ● Hands on	○ More theoretical ● More practical

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	Research		Overlaps
01	**The experience sandbox**	Marta Lago	15, 18
02	**Inclusion✕Design**	Dr. Isabella Pasqualini	04, 15
03	**Socio-spatial developement and participation**	Prof. Beatrice Durrer Eggerschwiler	06

	Futures		Overlap
04	**Design & Ethics**	Prof. Dr. Dr. Christof Arn	02, 15, 20
05	**Design for systems change**	Kristel van Ael	11, 16
06	**Strategy prototyping for the planet**	Dr. Samuel Huber	03, 10

	Foundations		Overlap
07	**Drawing practice practice – 3D to 2D**	Christof Fischer	12, 14
08	**Visualizing & layout**	Robert Bossart	17
09	**Visual storytelling**	Samuel Frei	–

	Design		Overlap
10	**Data visualization**	Darjan Hil	06
11	**Speculative design**	Christoph Zellweger	05, 13, 16
12	**Can you tell me how to get to Kardashev Street?**	Matt Jones	07, 14

	Interactions		Overlap
13	**Hitchhiking design systems**	Gabriele Fackler	11, 20
14	**Creative machines? – From theory to real-world applications**	Yaniv Steiner	07, 12
15	**Accessibility and inclusion beyond feel-good activities**	Bernhard von Allmen	01, 02, 04, 18

	Services		Overlap
16	**Project Love – a route towards design activism**	Clive Grinyer	05, 11
17	**Ideation: 50 Ways To Change Behavior**	Jan-Christoph Zoels	08
20	**Facets, embracing nuance and context to understand users**	Jeanine Spence	04, 13

	Sustainability		Overlap
18	**Design with an for more-than-human-worlds_shelters**	Karin Fink	01, 15, 19
19	**(Re)Designing the human**	Dr. Andreas Unteidig & Prof. Jonathan Ventura	18

**You have to choose 6 courses (Fulltimers), 3 courses (Parttimers) out of 20
Inscription closes on Monday, 23. September at midnight!**

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