

Course number

Course title

**01**

**Data literacy for designers**

Course lead

Silke Zöllner

Course description

The course offers a user-oriented, non-mathematical introduction to statistics. Students learn important methods of quantitative empirical social research. Since information is a central good in a complex world, the course is designed to convey an increasingly important methodological competence. You will learn how information is obtained, evaluated and how it can be processed. We work hands-on with an online survey which each student will create, conduct and evaluate based on your own research interests or current projects.

Learning outcomes

- familiarize students with basic concepts of statistics
- demonstrate the importance and practical use of statistics
- provide the students with the knowledge to extract, process and interpret relevant information from data
- show how to present data in an informative and concise way
- promote the interest to generate new knowledge from data
- critically reflect publicly presented information

Professional Competences

After the course, students will be able to work with data independently and critically, and perform simple data analyses on their own. They are encouraged to apply these skills in the context of their master's thesis.

Students receive an overview of common statistical software and data collection methods and are able to independently plan, conduct and evaluate short surveys.

In this way, students can answer concrete questions in their (future) daily work routine with the help of information, e.g. Who uses my app for which purposes? How many customers do I need to interview in order to make reliable statements about the interests of the entire customer base? Ultimately, the acquired competencies will enable well-founded decisions.

CV of course lead

BSc in Human Geography, MSc in Business Administration, CAS in Applied Statistics. Senior Research Associate at the Competence Center for Regional Economics & PhD candidate at Cranfield University, UK.

Overlapping courses

Course days

Level

Focus

Brand

Mon 14.04.2025  
Tues 22.04.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**02**

# Design and crisis

Course lead

Dr. Andreas Unteidig

Course description

We hear it often these days: we live, work, and design in a time shaped by—and acutely aware of—multiple, interconnected crises. But what does that really mean? And how should we respond?

In this evening series, we will explore various diagnostics for **“the crisis that de-sign has helped shape”** (Fry), engaging with texts and projects that offer diverse interpretations of **“the long emergency.”** Through critical discussions at the inter-section of design and politics, we will examine what it means to adopt designerly stances in times of uncertainty.

Emphasizing the cultivation of both individual and collective resourcefulness, we aim to translate these insights into actionable principles—not only for our design practices but also for developing the literacies needed to articulate meaningful positions in an increasingly complex world.

Learning outcomes

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

Professional Competences

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

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.

Overlapping courses

Course days

Level

Focus

Brand

Tue 11.03.2025 Tue 15.04.2025  
Tue 18.03.2025 Tue 22.04.2025  
Tue 25.03.2025 Tue 29.04.2025

● Beginner  
● Intermediate  
● Advanced

● Methodical  
● Experimental  
○ Hands on

● More theoretical  
○ More practical

Course number

Course title

**03**

**Design for future  
collaboration**

Course lead

Donia Hamdami

Course description

In the future, the facilitation of participative processes by designers will increase enormously. **CREATE** – Your future collaboration design (e.g. workshop, research, hackathon, sprint, testing, presentation...) for your master task. **EXPERIENCE** – Lively check-ins + warm-ups. Reflect on impact and value. **COLLECT** – Which stakeholder (user, project partner, tester...) do you want to address in your Master? Why? **CHOOSE** – What form of future collaboration do you need to enable in your mas-ter? With whom? Why (purpose)? **INSPIRATION** – sharing of provocative practices, thinking outside the box. This course will be hands on, we will move our bodies and have fun!

Learning outcomes

- Design vivid Workshops with relevant stakeholder
- Facilitation for purposeful Collaborations
- Development of concrete strategy for own Master's thesis

Professional Competences

- Facilitation for purposeful Collaborations
- e.g. Workshops, Design Sprints, Presentation, Testing, Negotiate with Project Partners...
- artistic intervention with stakeholders – proactive usage of space

CV of course lead

University Teaching Designer, facilitating interdisciplinary collaboration through artistic intervention. Focus: The synergy of creativity and team dynamics at Has-so-Plattner-Institute, School of Design Thinking. Professorship TH OWL Chair for University Didactics in Architecture, Interior De-sign + Urban Planning. Diploma in Industrial Design, Diploma in Production Design for Film  
[heyday-magazine.com/2020/06/26/vorleben-ist-nachhaltiger-als-predigen/](http://heyday-magazine.com/2020/06/26/vorleben-ist-nachhaltiger-als-predigen/)  
[futzwei.org/article/1344](http://futzwei.org/article/1344)  
[linkedin.com/in/donia-hamdami-3b34a394/](https://www.linkedin.com/in/donia-hamdami-3b34a394/)

Overlapping courses

Course days

Level

Focus

Brand

**14 18**

Mon 28.04.2025  
Tues 29.04.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**04**

**A design standard for the polycene**

Course lead

Justin W. Cook

Course description

The metacrisis reveals that our global challenges aren't just separate problems to solve, but symptoms of how we think, relate, and act at a civilizational scale. This course explores how design must evolve: from human-centered to planetary-scale approaches that engage with hyperobjects and more-than-human stakeholders. Working at the intersection of socio-ecological systems, emerging technologies, and governance, we'll examine how designers can help develop new forms of sense-making and collective action. Through discussions and rapid iteration, we'll investigate design's role in creating regenerative futures and fostering new relationships between human and non-human worlds in an age of long emergencies.

Learning outcomes

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

Professional Competences

- Design practice for an era of disruptive change
- Projects involving systems and systemic capabilities
- Public policy, regulations, and protocols
- Formulating design strategies for challenging problems

CV of course lead

Justin W. Cook is a strategic designer working on problem sets found in climate, health, and governance. He is Founding 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.  
[linkedin.com/in/justinwcook/](https://www.linkedin.com/in/justinwcook/)

Overlapping courses

Course days

Level

Focus

Brand

**17**

Mon 17.03.2025  
Tues 18.03.2025

- |   |   |   |
|---|---|---|
| <input type="radio"/> Beginner                | <input checked="" type="radio"/> Methodical | <input checked="" type="radio"/> More theoretical |
| <input checked="" type="radio"/> Intermediate | <input type="radio"/> Experimental          | <input type="radio"/> More practical              |
| <input checked="" type="radio"/> Advanced     | <input type="radio"/> Hands on              |   |

Course number

Course title

**05**

**Drawing practice:  
“The world is a stage”**

Course lead

Christoph Fischer

Course description

Our understanding, that “drawing means looking” has a big impact of our drawing skills. We look at the world like observers from outer space, or as if the world was a theater. And we draw in our sketchbook, what we recognize and discover: We start with one evening class, in which we create an unusual situation with figures and objects, something like an art installation, or something, that reminds to a theatrical crime scene. And so we draw, what we see – and what we want to tell, as a visual recording. In the next evening classes, we go drawing outside in the urban space, for example at the station. We look at the world as spectators, we see all that protagonists, backdrops and play-objects. We make the relations between them visible. We simplify a scenery with our personal focus of interest, to the essence of what we want to tell about the world. The one whole day class we spend in different interesting spots in public space. Our intention is, to look and record how tourists are looking at things. We go to different spots, like the lion monument or the Musegg Mauer (defence wall around Lucerne), or to the ship landing stage and other places.

Learning outcomes

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

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 #christophfischer\_illustration

Overlapping courses

Course days

Level

Focus

Brand

**07**

Thur 13.03.2025 evening  
Mon 14.04.2025 evening  
Mon 12.05.2025 evening  
Tues 13.05.2025 full day

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**06**

**Print & Politics**

Course lead

Karin Fink, Robert Bossart, Claudio Madella

Course description

Printed leaflets, manifestos, posters are playing an important role in political communication and in public space. In this course, we will embark on a collaborative research journey. We will go for explorative walks, observe public spaces and collect the materials for our own printing experiments. Our journey will lead us to the letterpress workers ateliers in the outskirts of Milan at Scuola Superiore di Arte Applicata where we synthesize our findings into printed matter. A slow process demanding patience and at the same time creating the necessary space and pace to think what we observe. If you are curious, ready for the unforeseen and happy to walk, join us!

**Be aware: This course takes place in Milan, Italy. Arrival is on the Sunday after-noon/evening before the first day of the course. Travelling back is on Tuesday after finishing the course. The Master Design pays for the course costs. Travelling, accommodation and meals must be paid and organized by the participants. The course is limited to 12 students.**

Learning outcomes

The students discover and experiment with letterpress printing and typography and develop a sense for political communication.

- Printing knowledge: Letterpress printing mechanisms
- Training our ability to read our surroundings
- Reflections on political communication
- Basic knowledge about typography and its relevance in space and time

Professional Competences

- Train to see, observe and tell good stories.
- Train your ability for critical reflection
- Train your ability to experiment
- Train your ability to learn from practices in the past and to translate them into a contemporary setting
- Communicate the outcomes of your work in the form of a zine document-ing the stories and visual collection of the explorations in Milan.

CV of course lead

**Karin Fink:** Lecturer MA Eco-Social Design, Geographer; **Robert Bossart** Lecturer MA Design, Graphic Designer, Signwriter; **Claudio Madella:** Letterpress wizard, graphic designer and activist.  
it.linkedin.com/in/madella etterpressworkers.org

Overlapping courses

Course days

Level

Focus

Brand

**10**

Sun 04.05.2025 (travel to Milan)  
Mon 05.05.2025  
Tues 06.05.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**07**

**Sketching and visual ideation for scenario development**

Course lead

Samuel Frei

Course description

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

Learning outcomes

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

Professional Competences

- Support and expand your own communication skills for different audience situations throughout the design process and in design research (idea generation, stakeholder meetings, prototyping, project presentation, etc.).
- Being able to identify different audiences and scenario settings (contexts) to navigate uncertainty and adapt your visualizing methods accordingly.
- Applying different visual ideation and sketching methods for scenario development to get to know their fields of application within design research.

CV of course lead

Samuel Frei is a design researcher at the Lucerne University of Applied Sciences and Arts. He initiates and leads research projects and implements them with partners from the field. He teaches on topics of visual communication and storytelling, questions design knowledge and explores creative processes at analog and digital interfaces.

[hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profile/?pid=1637](https://hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/people-finder/profile/?pid=1637)

Overlapping courses

Course days

Level

Focus

Brand

**05**

Mon 17.02.2025 Mon 10.03.2025  
Mon 24.02.2025 Mon 24.03.2025  
Mon 03.03.2025 Mon 14.04.2025

Beginner  
 Intermediate  
 Advanced

Methodical  
 Experimental  
 Hands on

More theoretical  
 More practical

Course number

Course title

**08**

**UX writing fundamentals**

Course lead

Erin O'Loughlin

Course description

The 2-day UX Writing workshop teaches students to craft microcopy that enhances user experiences across web and mobile platforms. Students will learn to write clear, concise, and user-centered content, ensuring that digital interfaces are intuitive and accessible. Through a mix of theory and hands-on exercises, students will cover the fundamental UX writing principles for user interfaces, alongside strategic considerations such as writing for brand voice and tone, localization, and behavioral design. By the end of the workshop, students will be equipped with the skills to integrate UX writing into interdisciplinary design projects, elevating both functionality and user satisfaction in digital products.

Learning outcomes

- Craft user-centered microcopy, applying UX writing principles:
- Develop clear, concise, and effective UI content that implements key principles of content design to enhance usability across digital interfaces.
  
- Integrate brand voice and tone:
- Adapt writing to align with established brand guidelines, ensuring a consistent user experience across platforms.
  
- Consider localization and inclusivity:
- Write content that is culturally adaptable, accessible, and inclusive to diverse user groups.
  
- Evaluate and iterate on content:
- Utilize usability testing and content audits to refine microcopy and improve user engagement based on feedback and analytics.

CV of course lead

Erin O'Loughlin is a Content Design Manager with extensive experience in communications, UX writing and content design. Over the past decade, she has worked with design teams to craft user-centered content for B2B and B2C digital experiences. She currently leads the content design team at Mews, voted best Property Management System 2024.

Overlapping courses

Course days

**19**

Mon 24.03.2025  
Tues 25.03.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical



Course number

Course title

**09**

**Immerse. observe. (re)connect.**

Course lead

Angela Wicki

Course description

*“What would our lives be like if our days and nights were as immersed in nature as they are today in technology?” Richard Louv*

We will immerse ourselves in the natural environment to explore the foundations of eco-social change. Observing the processes and systems in forests and urban parks. Documenting and analyzing the insights gained about environmental relationships and human influences. Collective reflections around the campfire and storytelling to cultivate collective understanding and (re)connection. Get out of your comfort zone and discover practices for applying eco-social insights to your projects.

Learning outcomes

- Observation and analysis of complex eco-social processes and systems.
- Storytelling and group discussions. (Re)connection to nature and humans.
- Transfer of ecological insights into sustainable and regenerative design strategies for projects within and beyond the academic setting.

Professional Competences

- Research for exposé, thesis or project
- Approaching sustainable change
- Integration of human and non-human actors

CV of course lead

Angela Wicki is a research associate in the research group Product & Textile at HSLU. In her MA-thesis Regenerative Education, she focused on behavioural change and networking. She completed her BA in art education at ZHdK and has been continuously training as a nature and wilderness trainer since 2019. She also works as a self-employed graphic designer.

angelawicki.ch

Overlapping courses

Course days

Level

Focus

Brand

Thur 20.03.2025	Thur 01.05.2025	● Beginner	○ Methodical	○ More theoretical
Thur 17.04.2025	Thur 08.05.2025	○ Intermediate	● Experimental	● More practical
Thur 24.04.2025	Thur 15.05.2025	○ Advanced	● Hands on	

Course number

Course title

**10**

**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 hands-on experiment sessions, deconstructing objects, analysing materials and joint technologies and discuss new opportunities for action. A visit to a recycling company is also planned.

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.

Professional Competences

- Anticipating the recycling process for products in the design phase
- Design products which are, as a last step in a circular economy, recyclable
- Reducing Material Complexity in products to support circularity.

CV of course lead

Lea Schmidt is a researcher at Lucerne University of Applied Sciences and Arts, research group products and textiles, 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

**06 14**

Mon 05.05.2025  
Mon 12.05.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical

Course number

Course title

**11**

**Information design grammar**

Course lead

Nicole Lachenmeier & Darjan Hil

Course description

This course is intended for students who have completed the first module during the winter semester, as well as those new to Modular Information Design (MID). The two-day course introduces students to the MID approach. Regardless of their level of expertise, students will explore significant examples on the first day, de-coding their modular information design elements to understand the fundamental principles of multidimensional visualization. The second day is dedicated to encod-ing new multidimensional visualizations based on a provided dataset or developing an individual modular visual grammar in a different domain.

Learning outcomes

- Systematic Visual Decoding – Ability to decode and analyze any information design example.
- Systematic Visual Encoding – Applying modular information design elements to encode creative multidimensional visualizations.
- Modular Information Design Mindset – Developing an individual modular visual grammar for diverse content, datasets, or tools.

Professional Competences

- Understanding and Judging Visual Content Quickly in Everyday Business
- Using Modular Design Systems to communicate any concept or discipline
- Losing fear of data & seeing it as a creative raw material

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 Joseph Binder Award and the Information is Beautiful Award. They have been teaching for 7 years and published 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

Mon 24.02.2025  
Tues 25.02.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**12**

# Approach UX as if your life depends on it

Course lead

Bernhard von Allmen

Course description

How to approach UX when lives are at stake? We dive into an area where usability is not just a sales argument. In this course you look at the essential role of UX in safety-critical applications and how UX integrates with risk management processes to ensure safety and reliability. Step by step, we go through the process, from the initial risk analysis to the elaboration of risk control measures. Particular attention is given to accessibility and inclusion, helping you identify where these principles can enhance a product. You have the opportunity to apply tools and methods in a hands-on way. As a bonus, you will see, how a proper approach might have saved the Death Star from Star Wars. In the second part, we delve into human errors. We use a proven concept to analyze human errors and find out how they can be a symptom of a larger problem. Such an approach is instrumental in fostering a constructive and effective error culture within teams and organizations.

Learning outcomes

- Develop the ability to integrate UX design with risk management in scenarios where poor UX design could have life-threatening consequences.
- Be able to perform a systematic risk analysis and translate its findings to UX requirements.
- Understand context dependent conditions that make accessibility and inclusion essential for creating effective and user-friendly products.
- Expand your knowledge of human error, recognizing its root causes and broader implications.

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 on more than 50 projects, both physical and digital. In 2021 he founded his own company, combining his passions for UX and software engineering.

[linkedin.com/in/bernhard-von-allmen/](https://www.linkedin.com/in/bernhard-von-allmen/)

Overlapping courses

Course days

Level

Focus

Brand

**15**

Mon 17.02.2025  
Mon 03.03.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**13**

**Agents by design**

Course lead

Yaniv Steiner

Course description

We're standing at the edge of a new frontier where AI isn't just a tool - it's a collaborator. With Large Language Models (LLMs), we can design AI agents that aren't just smart, but purpose-driven. These microservices can solve problems, assist people, and even create in ways we haven't imagined yet. The question is: how do we design them to be meaningful, intuitive, and human-centered? This course explores the design of AI agents using LLMs moving beyond simple tools to create purpose-driven collaborators, it focuses on designing, human-centered AI microservices. To solve problems, assist users, and even create content, through prototyping testing and iteration students will learn to develop agents for real-world applications, considering not just functionality, but also the user experience. Some basic knowledge in AI and programming would be beneficial. by the end of this course. You'll have a Deployable AI agent and a deeper understanding of AI's role in daily life.

Learning outcomes

- Basic understanding of Large Language Models (LLMs) - How they function, generate responses, and adapt to tasks.
- Fundamentals of AI agent design - Structuring AI-driven microservices for specific use cases.
- Hands-on experience with prototyping AI agents - Developing, testing, and iterating specialized AI assistants.
- Understanding deployment in public spaces - Designing AI interactions that are intuitive, ethical, and user-friendly in a public space.
- Exploring human-AI collaboration - How AI agents can augment human capabilities and fit into real-world systems.

CV of course lead

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

Overlapping courses

Course days

**19 20**

Mon 10.03.2025  
Tues 11.03.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical

Course number

Course title

**14**

**Enjoying complexity**

Course lead

Gabriele Fackler

Course description

This course is for designers who want to explore fun and effective ways to communicate complex processes using diagrams. Diagrams are tools for making sense of the world around us. Interaction with diagrams leads to new insights and suggests alternative solutions as the reader fills in gaps and interprets the use of spatial arrangements to model relationships between elements. We will combine theory, case studies and practical exercises to develop the ability to break down and understand complex contents, find narrative structures and make complex relationships understandable and enjoyable for a specific audience.

Learning outcomes

- Understand why complexity matters (e.g. when oversimplification obscures, decrease in attention span and communication,...)
- Get to know the history of explaining the world with diagrammatic representations and its influence on society
- Explore different diagrammatic techniques for structuring and communicating complex processes.
- Analyze the efficiency of communication looking at real-world case studies
- Deconstruct a complex system (can be related to your thesis topic, e.g. an eco-system or a workflow)
- Develop confidence in creating engaging, adaptable diagrams that clearly communicate complex messages through storytelling and playful interactivity escaping the spatial box
- Experiment with AI-assisted tools for generating, refining, and analyzing visual complexity.
- Work collaboratively on exercises.

Professional Competences

Making the complexity of a topic attractive or even fascinating to a specific target audience (instead of being dusty and lecturing). This skill can for example be used for didactic purposes or for experiencing relationships and potential activities within a complex project, organization or game.

CV of course lead

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

Overlapping courses

Course days

Level

Focus

Brand

**03 10**

Mon 28.04.2025  
Mon 12.05.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**15**

# High fidelity spatial prototyping

Course lead

Gregor Finger

Course description

Dive into the future of digital interaction with this intensive hands-on workshop in spatial prototyping. Using Ordinary Objects as prototyping tool, you'll learn to craft intuitive experiences that seamlessly blend physical and digital worlds. Over two days, you'll master the fundamentals of spatial design, from conceptualizing user flows to implementing effective UI/UX practices. You'll develop practical skills in asset management, rapid prototyping, and presentation techniques essential for modern spatial computing projects. Perfect for designers looking to validate spatial concepts and communicate complex ideas effectively to stakeholders. Leave equipped to transform abstract spatial concepts into tangible, user-centered experiences.

Learning outcomes

Students will develop proficiency in spatial design, which involves the effective utilisation of physical spaces and digital elements to create immersive and user-friendly experiences. Upon completion of their two days, students should be able to:

- Prototype spatial user flows that are representative of expansive ideas and concepts
- Apply best practices for spatial interactions, spatial UX and UI
- Understand and manage essential asset requirements, optimisations and existing pipelines
- Efficiently work towards a set goal and present it effectively

Professional Competences

Learnings can be employed across the essential parts in the development process of spatial (computing) experiences. Students will go through the steps taken during product development.

CV of course lead

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

Overlapping courses

Course days

**12**

Mon 17.02.2025  
Tues 18.02.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical

Course number

Course title

**16**

**Mapping Customer journeys  
& Service blueprints**

Course lead

Prof. Jan-Christoph Zoels

Course description

This design research and visualization workshop will explore Augusto Morello’s paradigm: “Design predicts the future when it anticipates experiences ...”.

Customer journey maps are a visual, process-oriented method for conceptualizing and structuring people’s experiences. These maps consider people’s mental models (how things should behave), the flow of interactions, and possible touchpoints. They include people’s activities, usage scenarios, and flows and reflect the thought patterns, processes, considerations, paths, and experiences.

Service blueprints are an operational tool that visualizes the components of a service in enough detail to analyze, implement, and maintain it. Blueprints show the orchestration of people, touchpoints, processes, and technology both frontstage (what customers see) and backstage (what is behind the scenes).

The aim is to reveal Moments that Matter, identify engagement opportunities, and design blueprints with impact within your thesis topic.

Learning outcomes

- Identify moments that matter and touchpoints over time
- Highlight factors that influence the users’ experience and their effect
- Analyze steps and synthesize opportunities within the Customer Journey
- Verify, implement, and maintain service interaction

CV of course lead

Jan-Christoph Zoels is head of the MA Design programs at HSLU and was a co-founding partner of Experientia. In his work, he focused 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.

[youtube.com/watch?v=I\\_UYX-x3RnU](https://youtube.com/watch?v=I_UYX-x3RnU)

Overlapping courses

Course days

Level

Focus

Brand

**02**

Tues 18.02.2025    Tues 11.03.2025  
Tues 25.02.2025    Tues 18.03.2025  
Tues 04.03.2025    Tues 25.03.2025

● Beginner  
● Intermediate  
○ Advanced

● Methodical  
○ Experimental  
● Hands on

○ More theoretical  
● More practical



Course number

Course title

**17**

**Good design is good business**

Course lead

Kim Mingo

Course description

Design is more than aesthetics and satisfied end-users – it’s a strategic driver of business success. This hands-on workshop explores how thoughtful design drives engagement, brand differentiation, and sustainable growth. Students will learn to connect design decisions to business outcomes, measure design’s impact, and communicate its value to non-design stakeholders. Through real-world case studies and interactive exercises, participants will develop the skills to link design decisions to strategic and measurable business results.

Learning outcomes

- Explore methods for measuring and communicating the value of design within an organization
- Understand the principles of human-centered design and its application in business contexts
- Gain practical experience in translating business challenges into design solutions through case studies and exercises
- Develop skills to influence stakeholders and advocate for design’s value in business environments

Professional Competences

- **Communicate design solutions** to diverse, non-design audiences
- **Measure design outcomes** to demonstrate design’s business impact
- **Strategic Alignment** with business goals for measurable value
- **Partner effectively** with cross-functional teams

CV of course lead

Kim is a Design Leader with 25+ years of experience in design-led innovation. She has worked with McKinsey & Company, Johnson & Johnson, Motorola, and Sony. As an independent consultant, Kim partners with clients to drive innovation, build design capabilities, and apply systems thinking. She holds multiple patents and mentors globally.

[linkedin.com/in/kimmingo](https://www.linkedin.com/in/kimmingo)

Overlapping courses

Course days

Level

Focus

Brand

**04**

Mon 17.03.2025  
Tues 18.03.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**18**

**Meals, microbes and muses**

Course lead

Karin Fink & Dr. Sabine Fink

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 bacteria and design to sustain symbiosis with microbiota on our bodies and within the food system? This is a class about experimenting with our food, our bodies and the space surrounding us beyond the visible. We discover and speculate with different tools and methods from natural science and discuss how we might transfer this kind of knowledge and methodologies into our design projects, and we will investigate future roles of designers as collaborators with non-human beings.

Learning outcomes

The students discover and experiment with a range of design processes that involve more-than-human entities:

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

Professional Competences

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

CV of course lead

**Karin Fink**, Lecturer MA Eco-Social Design, Geographer.

**Sabine Fink**, researcher at the Swiss Federal Institute for Forest, Snow and Landscape Research WSL and lecturer at ETH Zürich  
[researchgate.net/profile/Sabine-Fink](https://www.researchgate.net/profile/Sabine-Fink)

Overlapping courses

Course days

**03**

Tues 15.04.2025  
Tues 29.04.2025

Level

- Beginner
- Intermediate
- Advanced

Focus

- Methodical
- Experimental
- Hands on

Brand

- More theoretical
- More practical

Course number

Course title

**19**

**Local examples of adaptive reuse buildings**

Course lead

Mario Stübi

Course description

Our approach to existing infrastructure must change radically. The construction sector is a major global climate polluter. To protect our planet, but also to meet the needs of a local population, we should no longer recklessly demolish and rebuild but develop what already exists. Specific examples are used to show how adaptive reuse can work. At the end, all participants have their first rudimentary reuse project.

Learning outcomes

- Influence of the construction sector on the climate
- Sociospatial value of existing buildings
- Business-economic aspects of adaptive reuse
- Knowledge of existing and potential examples

Professional Competences

- First steps in the planning of an adaptive reuse project
- Basic aspects of a feasibility study

CV of course lead

Mario Stübi (BA in Cultural Studies) is co-owner of the urban planning office OSRI and is responsible for adaptive reuse and interim use at the Catholic Parish of the City of Lucerne. He was co-founder of the interim use project Neubad and was member of the construction commission of the Lucerne City Parliament for ten years.

osri.ch  
linkedin.com/in/mariostübi

Overlapping courses

Course days

Level

Focus

Brand

**13 08**

Mon 10.03.2025  
Mon 24.03.2025

- Beginner
- Intermediate
- Advanced

- Methodical
- Experimental
- Hands on

- More theoretical
- More practical

Course number

Course title

**20**

**Scenography in presentations**

Course lead

James Dudley

Course description

This course introduces the fundamentals of creating storytelling environments. You will learn to design immersive and purposeful 3D experiential presentations that effectively communicate key messages.

Explore the relationship between purpose, identity, and touchpoints while building emotional connections through music, imagery, materials, and lighting. Engage with the latest digital and AI-driven techniques and tools to enhance your creative process.

Develop skills in sketching, graphic design, filmmaking, and storytelling through lectures, discussions, hands-on design exercises, and team collaboration.

You will create proposals for an exhibition and conference on AI and the environment for BAFU, to be presented at the Environmental Observation Conference in November.

Learning outcomes

Explore the connection between an organisation's purpose, identity, and touch-points within a 3D environment, such as an exhibition or conference.

Gain strategic insights into audience engagement and effective communication.

Utilise AI tools to develop identity elements and create emotionally compelling presentation content.

Shape the creative direction for an event on AI and the environment, scheduled for November 2025.

Professional Competences

- How can an organization effectively engage its audience within a 3D environment?
- What strategies should be used to craft a compelling narrative for a presentation?
- How can dynamic themes, such as a marketplace, be used to create immersive and interactive experiences? How can we design spaces that foster idea exchange and meaningful connections?
- In what ways can AI enhance exhibition research, development, and delivery?

CV of course lead

Working in UK and Switzerland. Creating brand experience projects and offer innovation coaching, and sprint workshops for problem-solving and prototype testing.

[jamesdudley.co.uk](http://jamesdudley.co.uk) [linkedin.com/in/jimdudley/](https://linkedin.com/in/jimdudley/)

Overlapping courses

Course days

Level

Focus

Brand

**13**

Tues 04.03.2025

Tues 11.03.2025

● Beginner

● Intermediate

○ Advanced

● Methodical

● Experimental

● Hands on

○ More theoretical

● More practical

Research		Overlaps
01	<b>Data literacy for designers</b>	Silke Zöllner —
02	<b>Design and crisis</b>	Dr. Andreas Unteidig 16
Futures		Overlap
03	<b>Design for future collaborations</b>	Donia Hamdami 14, 18
04	<b>A design standard for the polycene</b>	Justin Cook 17
Foundations		Overlap
05	<b>Drawing practice practice - The world is a stage</b>	Christof Fischer 07
06	<b>Print &amp; Politics</b> (takes place in Milan, IT)	Karin Fink & Robert Bossart 10
07	<b>Sketching and visual ideation for szenario development</b>	Samuel Frei 05
08	<b>UX writing fundamentals</b>	Erin O'Loughlin 19
Design		Overlap
09	<b>Immerse. Observe. (Re)connect.</b>	Angela Wicki —
10	<b>Material circularity from a practical design perspective</b>	Lea Schmidt 06, 14
11	<b>Information design grammar</b>	Darjan Hil & Nicole Lachenmeier —
Interactions		Overlap
12	<b>Approach UX as if your life depends on it</b>	Bernhard von Allmen 15
13	<b>Agents by design</b>	Yaniv Steiner 19, 20
14	<b>Enjoying complexity</b>	Gabriele Fackler 03, 10
15	<b>High fidelity spatial prototyping</b>	Gregor Finger 12
Services		Overlap
16	Mapping customer journeys & Service blueprints	Prof. Jan-Christoph Zoels 02
17	Good design is good business	Kim Mingo 04
Sustainability		Overlap
18	<b>Meals, microbes and muses</b>	Karin Fink & Dr. Sabine Fink 03
19	<b>Local examples of adaptive reused buildings</b>	Mario Stübi 13, 08
Performance, Display, Presentation, Exhibition		Overlap
20	<b>Szenography in presentations</b>	James Dudley 13

You have to choose 6 courses (Fullt.), 3 courses (Partt.), 2 courses (Openmodule, 3rd semester only) out of 20  
Inscription closes on Tuesday, 11. Feb. at midnight!

**Master  
Design**