

student guide, master media design

Head of program

Alexia Mathieu

Assistants

Félicien Goguy

Nicolas Baldran

Professors

Nicolas Nova

Mitch Paone

Dominic Robson

Pierre Rossel

Daniel Sciboz

Douglas Edric Stanley

Visiting lecturers

Marie Dommenget, Lalya Gaye, Jürg Lehni, Matteo Loglio, Studio Z1,
Giulia Tomasello, Alice Stewart, Laure Krayenbühl, Marion Bareil,
Constance Delamadeleine, Sabrina Calvo, Wendy Gaze, Oscar Lhermitte,
Daniel Pinkas, Andreas Gysin.

semester 1

Formation à la recherche 1

Module: 1MaDe11 ECTS: 3
Professors: Anthony Masure and al.
Languages: French and English
Dates: 16 – 17.11.2021
Time and place: 8h30 – 17.00, ECAL, Renens
Participants: MMD1

This module will allow students to understand the nature and various issues of design research through an approach where theory and practice are closely linked. It will allow them to differentiate the practice of design from the practice of design research (understanding the epistemology of research). Several case studies will help students master the different aspects and possible approaches in design research.

Workshop transversal 1

Module: 1MaDe12 ECTS: 3
Professor: Alice Stewart
Assistants: Nicolas Baldran and Félicien Goguey
Languages: English
Dates: 25 – 29.10.2021
Time and place: 09h – 17h
Room H3.09 and Room H3.10
Participants: MMD1 and MMD2

The workshop will introduce the basics of electronics, Arduino and on prototyping intimate connected objects. In mixed groups, you will create wearables in the field of women's health.

Workshops à options 1

Module: 1MaCH1 ECTS: 6
Professors: Studio Z1, Nicolas Nova
Assistants: Nicolas Baldran and Félicien Goguey
Languages: French and English
Dates: 20.09 – 01.10.2021
Time and place: 09h – 17h, API, Rue du Vuache 25, 1201 Genève

At the crossroads of design and ethnography, this workshop aims to teach the importance of observation in the context of the environmental crisis. While designers are often called upon to find "solutions", we choose to take a step back and take a different approach. Our field mission aims to understand the local parameters and constraints of the artificial technosphere, in order to highlight the different ranges of technological issues at play in a mountain context. We will spend several days walking around the Arve in Geneva documenting the presence of different types of technologies. The trip will be followed by the creation of an interactive experience that will be shown during «Rêvons la ville de demain» festival in Geneva in April 2022.

Workshop à option 2

Module: 1MaCH12 / ECTS: 3
Professor: Matteo Loglio
Assistants: Nicolas Baldran and Félicien Goguey
Languages: English
Dates: 11 – 15.10.2021
Time and place: 09h – 17h, Room H3.09
Participants: MMD1

Every day we hear news about artificial intelligence and machine learning, but what exactly is it and how can we use it in the practice of interaction design? This workshop attempts to shed light on artificial intelligence and its creative applications. Participants will learn how to integrate AI into their projects and experience simple tools designed for artists and designers. We will examine existing projects that use this technology in the fields of art, science, design, and creativity in general. We will then begin to prototype ideas using machine learning as a design tool. Participants will learn about existing libraries and prototyping applications, and many examples will be provided for future reference. We will be using simple programming tools, such as ml5.js, Wekinator, and others.

Atelier / Laboratoire MD 1

Module: 1MaDeOMD11 / ECTS: 15

Atelier / Laboratory MD 1 module is composed of several workshops, laboratories and courses which are detailed below.

Atelier Media Design 1 / Interactive Narrations

Professors: Douglas Edric Stanley and Alexia Mathieu
Assistants: Nicolas Baldran and Félicien Goguey
Languages: French and English
Dates: (according to Master Media Design's schedule)
Time and Place: 09h – 17h, Room H3.09
Participants: MMD1

This workshop will focus on the creation of new forms of storytelling. We will review the foundational knowledge around UX design and develop an inclusive approach to programming Talking agents.

Théorie et pratique

Professors: Nicolas Nova and al.
Languages: French and English
Dates: (according to Master Media Design's schedule)
Time and Place: 09h – 17h, Room H3.13
Participants: MMD1

Lectures, readings, screenings, discussions and presentations will allow you to approach key concepts and theoretical foundations of digital technologies, their consequences in the fields of art and design as well as themes of history and media theory (cinema, interactivity, video games) in connection with the evolution of the contemporary world.

Laboratoire Creative Coding

Professor: Andreas Gysin and al.
Assistants: Nicolas Baldran and Félicien Goguey
Languages: English
Dates: (according to Master Media Design's schedule)
Time and Place 09h – 17h, Room H3.09
Participants: MMD1

This course offers an introduction to creative programming and is suitable for both inexperienced students and those already with programming skills. Students will learn to work beyond regular problem solving, to use the computer as a creative medium, either to produce generative design, games or art. We will focus on understanding concepts from computer science and their application in design. A variety of methods for programming will be introduced, as well as their application for different media, ranging from 2D graphics to animation to data visualization. The main part of learning is creating interactive experiences for the web, using p5js, processing, and UNIX commands. To complete the course, students will submit their final projects, which will be put together in an interactive course manual. The courses are complemented by discussions with creative coders as part of a series of online webinars.

Laboratoire Electronique

Professors: Pierre Rossel and Laure Krayenbühl
Assistants: Nicolas Baldran and Félicien Goguey
Languages: French and English
Dates: (according to Master Media Design's schedule)
Time and place: Room H3.09
Participants: MMD1

The objective of this laboratory is to lay the foundations of electronics in order to be able to understand the operation of basic components and handle them safely. We will also see how to manufacture intelligent and/or communicating objects by associating them with a microcontroller, which will also allow the basics of programming to be approached. Students who have already acquired the basics will be able to develop their skills more independently in individual projects.



Inter-semester

Atelier Design Inquiries

Professors: Nicolas Nova and Gordan Savičić
Assistants: Nicolas Baldran and Félicien Goguy
Languages: French and English
Dates: 24.01 – 04.02.2022
Assistants: 09h – 17h, Room H3.09
Participants: MMD1

The objective of the workshop will be twofold. It will first consist of initiating students to the methodology of field research (observation, interview) with the aim of projecting into the near future and producing “design fiction”. Starting from users whose behavior deviates from the norm, students will have to imagine a product/service or installation that allows us to speculate a near future. A second objective will be to explore video prototyping as a tool for designing and staging speculations.



semester 2

Formation à la recherche 2

Module: 1MaDe21 / ECTS: 3
Professors: Anthony Masure and al.
Languages: French and English
Dates: 01.03 – 03.03.2022
Time and place: 09h – 17h, HEAD - Genève
Participants: MMD1

The module will allow the student, on the one hand, to become acquainted with the different research methods and their intellectual and practical implications while also being introduced to their concrete application. This module will allow students to start their Master's thesis by proposing one or more relevant research questions, a summary of the work envisaged and an outline of the methods to be adopted.

Workshop transversal 2

Module: 1MaDe22 / ECTS: 3
Professors: Dominic Robson, Lalya Gaye
Languages: English
Dates: 25 – 29.04.2022
Time and place: 09h – 17h, HEAD – Genève
Participants: MMD1, in collaboration with MA Space & Communication

In this workshop, we will explore sound as a medium to discover, interpret, express and escape the world around us.

Workshop à option 3 et 4

Module: 1MaDe21 et 1MaDe22 / ECTS: 9
Professors: Giulia Tomasello and al.
Assistants: Nicolas Baldran and Félicien Goguey
Languages: French and English
Dates: 21– 25.02.2022
Time and place: 09h – 17h, Room H3.10
Participants: MA Media Design, BA Visual Communication and others

During “La semaine de tous les possibles”, you will be able to choose from a variety of workshops and to collaborate with other departments. The workshop proposed by MA Media Design will be taught by Giulia Tomasello in collaboration with MA Fashion Design.

You will receive the full program in December 2021.

Atelier / Laboratoire MD 2

Module: 1MaDe0MD21 ECTS: 15

The Atelier / Laboratory MD 2 module is composed of several workshops, laboratories and courses which are detailed below.

Laboratoire 3D

Professors: Marie Dommenget and Sabrina Calvo
Assistants: Nicolas Baldran and Félicien Goguey
Languages: English
Dates: (according to Master Media Design's schedule)
Time and place: 09h – 17h, Room H3.09
Participants: MMD1

This laboratory will allow you to discover 3D visualization techniques. The final subject will be communicated to you in February 2022.

Atelier Media Design 2

Professors: Mitch Paone and Jürg Lehni and al.
Assistants: Nicolas Baldran and Félicien Goguey
Dates: (according to Master Media Design's schedule)
Languages: French and English
Time and place: 09h –17h, Room H3.09
Participants: MMD1

This workshop will focus on learning the foundational skills around motion design and typography. You will approach these fields in an experimental way to develop your own visual identity and project. The exact subject will be communicated in February 2022.

Atelier Media Design 3

Professors: Douglas Edric Stanley and Pierre Rossel
Assistants: Nicolas Baldran and Félicien Goguey
Dates: (according to Master Media Design's schedule)
Languages: French and English
Time and place: 09h –17h, Room H3.09
Participants: MMD1

The general objectives of this laboratory are the following: To study the main 3D modelling and animation tools offered by Unity 3D software as well as relevant examples of contemporary digital design productions using these technologies. Acquire advanced software skills for professional use, allowing objects to be modelled and animated with a view to their integration into prototypes or 3D productions for the field of digital entertainment in the broad sense (films of animation, video games etc.). Exercise these skills by carrying out practical work. At the end of this course, the student has a thorough knowledge of the Unity 3D software interface. He, she, they is able to model, illuminate and animate, in three dimensions, a simple scene and the objects that compose it.

Théorie et pratique 2 / Kick-off Master Thesis

Professors: Constance DelaMadeleine and al.

Assistants: Nicolas Baldran and Félicien Goguey

Languages: French and English

Dates: (according to Master Media Design's schedule)

Time and place: 09h –17h, Room H3.13

Participants: MMD1

Lectures, readings, screenings, discussions and presentations allow students to approach the key concepts and theoretical foundations of digital technology, their consequences in the fields of art and design as well as themes of history and media theory (cinema, interactivity, video games) in connection with the evolution of the contemporary world. The study of the main currents of thought that are interested in technique, its nature and its relationship with humans aim to build a realistic and critical perspective on current and past discourse on these issues. The subjects studied and the activities proposed will allow students to define the questions they wish to address in their Master Thesis.

semester 3

Formation à la recherche 3

Module: 2MaDe11 / ECTS: 3
Professors: Anthony Masure and al.
Languages: French and English
Dates: 18.11
Time and place: 8h30 – 17h Junior Research Conference, ECAL, Renens
Participants: MMD2

The module has two main objectives: The first aims to obtain critical feedback on the current thesis project which they present to 1st-year students. The second is to actively participate in a national event which is the Junior Research Conference. This day is only dedicated to second-year HES Master students in design from Switzerland.

Workshops à options 5 et 6

Module: 2MaCH11 / ECTS: 9
Work in progress Kick-off Diploma project
Professors: Dominic Robson and Alexia Mathieu
Languages: English
Dates: (according to Master Media Design's schedule)
Time and place: 09h – 17h, Room H3.10
Participants: MMD2

The workshop will focus on 5 days of immersion to start your reflections on your practical project. The week will be punctuated by collective exchanges and interventions by external guests and alumni of the Master Media Design program. The work will be then continued at the end of the semester and will focus on prototyping some first ideas for your diploma project. At the end of the workshop, you will present your preliminary research in front of an external jury.

Workshop transversal 3

Module: 1MaDe12 ECTS: 3
Professor: Alice Stewart
Assistants: Nicolas Baldran and Félicien Goguey
Languages: English
Dates: 25 – 29.10
Time and place: 09h – 17h
Room H3.09 and Room H3.10
Participants: MMD1 and MMD2

The workshop will introduce the basics of electronics, Arduino and on prototyping intimate connected objects. In mixed groups, you will create wearables in the field of women's health.

Work in Progress - mémoire et projet

Professors: Alexia Mathieu, Nicolas Nova, Daniel Sciboz, Dominic Robson and al.
Assistants: Félicien Goguey and Nicolas Baldran
Languages: French and English
Dates: (according to Master Media Design's schedule)
Time and place: 09h – 17h, Room H3.10
Participants: MMD2

The thesis offers students the opportunity to develop their master's project, to organize key insights essential to build their thoughts, to consolidate their positions in the discipline of design. Throughout the writing phase, students work independently, by appointment with a tutor and take part in intermediate presentations planned during the fall semester. In support of the writing of the thesis and with the objective of preparing the realization of the Master project, the student pursues their own practice of design, exploring a new field of application, developing ideas and tests technologies and supports.

Laboratoire Edition

Professor: TBC
Languages: French
Dates: (according to Master Media Design's schedule)
Time and place: 14h – 17h, Bâtiment Encyclopédie
Participants: MMD2

With the objective of publishing a Master thesis, this laboratory is structured around the following axes: development of a work schedule (layout, corrections, paper order, printing, binding, shaping), choice of format, development of the template, choice of typography, compliance with typography rules, prioritization, layout, proofreading, bleed management; choice of paper (s), choice of printing and binding, development of a blank model, printing, binding, shaping, finishing ...

semester 4

Laboratoire

Professors: Pierre Rossel
Assistants: Félicien Goguey and Nicolas Baldran
Languages: French
Dates: (according to Master Media Design's schedule)
Time and place: 13h30 – 17h, Room H3.10
Participants: MMD2

The laboratory offers individualized technical support throughout the semester, by appointment, which allows students to produce prototypes using advanced notions of computer programming and electronics.

Laboratoires Communication and Scenography

Professors: Wendy Gaze and Oscar Lhermite
Assistants: Félicien Goguey and Nicolas Baldran
Languages: French and English
Dates: (according to Master Media Design's schedule)
Time and place: 09h – 17h, Room H3.10
Participants: MMD2

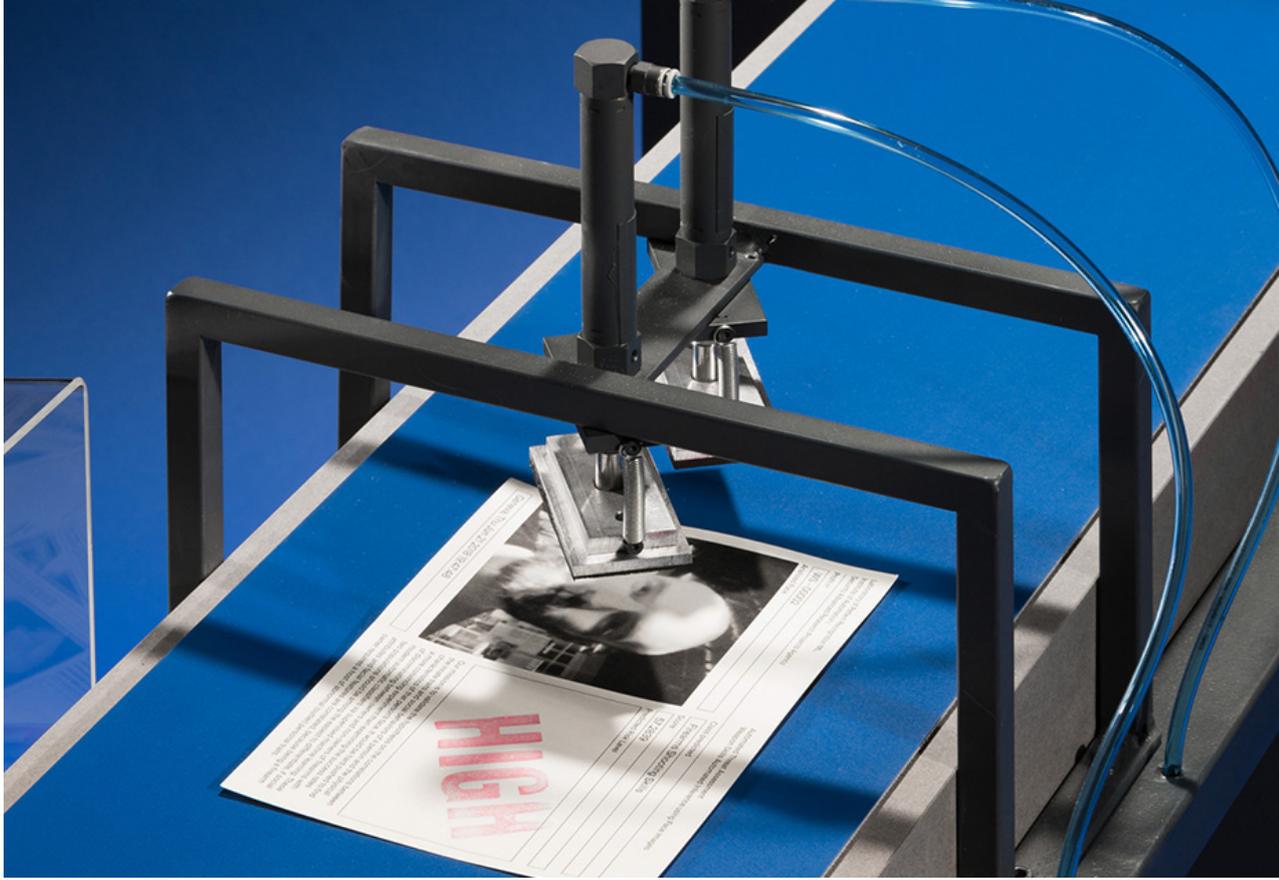
These laboratories will allow you to acquire the necessary skills to communicate your diploma projects through scenography, visuals, videos and texts.

Master Thesis 1 - mémoire

Module: 2MaDe21 / ECTS: 9
Professors: Nicolas Nova, Daniel Pinkas, Daniel Sciboz, Alexia Mathieu and al.
Assistants: Félicien Goguey and Nicolas Baldran
Languages: French and English
Jury date: 22.02.2022 (schedule to be determined)
Place: Salle H3.13
Participants: MMD2

Master Thesis 2 - pratique

Module: 2MaDe22 / ECTS: 21
Professors: Douglas Edric Stanley, Dominic Robson, Mitch Paone, Daniel Sciboz, Alexia Mathieu et al.
Assistants: Félicien Goguey and Nicolas Baldran
Languages: French and English
Jury date: 23.06.2022 (schedule to be determined)
Place: CUBE, Bâtiment H
Participants: MMD2



AI Facial Profiling
Marta-Revuelta
©HEAD – Baptiste Coulon