—**HEAD**
**Genève**

# student guide,
# master media design

**Head of program**
Alexia Mathieu

**Assistant**
Pablo Bellon

**Professors**
Nicolas Nova
Dominic Robson
Pierre Rossel
Daniel Sciboz
Douglas Edric Stanley

**Visiting lecturers**
Alice Stewart, Matteo Loglio, Studio Z1, Laure Krayenbühl, Constance Delamadeleine,
Sabrina Calvo, Trojan Collective, Damien Baïs, Alida Sun, Joana Huguenin,
Marta Revuelta, Vytas Jankauskas, Cadie Desbiens-Desmeules, Betrand De Becque,
Oscar Lhermite, Joël Vacheron.

# semester 1

### Formation à la recherche 1

Module: 1MaDe11 ECTS: 3
Professors: Anthony Masure and al.
Languages: French and English
Dates: according to Master Media Design's schedule
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
Professors: Alida Sun, Betrand De Becque
Assistant: Pablo Bellon
Languages: English
Dates: according to Master Media Design's schedule
Participants: MMD1 and MMD2

You will be introduced to tools and techniques related to immersive mapping and live creative coding for events.

### Workshops à options 1

Module: 1MaCH1 ECTS: 6
Professors: Félicien Goguey, Nicolas Nova
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule

"Alpine Glaciers" workshop given by Félicien Goguey and Nicolas Nova, invites you to take an interest in electromagnetic waves and the digital infrastructures that emit them. After an introduction on the subject, we will present to you different types of observation methods (with your senses, using a real-time wave measuring device and/or a mobile application where the help of Swisstopo maps) this impalpable phenomenon that are the waves. You will be able to use this toolbox during a three-day "field survey" where you will be invited to walk in groups of three in Chamonix to collect data and information on the subject (list of branches and networks, antenna types, network intensity, router, name of the networks, perception of the waves by the inhabitants, etc) The data collected will be used for the creative coding workshop.

**Workshop à option 2**

Module: 1MaCH12 / ECTS: 3
Professor: Damien Baïs, Nicolas Baldran
Assistant: Pablo Bellon
Languages: English and French
Dates: according to Master Media Design's schedule
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.

**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
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule
Participants: MMD1

This workshop will focus on creating interactive objects. We will review foundational knowledge around an inclusive approach to designing interactive projects. This workshop will be articulated with the electronic laboratory and will allow you to master the basics of project management.

**Théorie et pratique**

Professors: Nicolas Nova and al.
Languages: French and English
Dates: according to Master Media Design's schedule
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 Electronique**

Professors: Pierre Rossel and Laure Krayenbühl
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule
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

**Time to archive your projects**

Professors: Alexia Mathieu and al.
Assistant: Pablo Bellon
Languages: French and English
Participants: MMD1 and MMD2

We will use this time to archive and capture your projects as well as organizing a group meeting to discuss the rest of the year.

**Workshop semaine de tous les possibles**
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# semester 2

**Formation à la recherche 2**

Module: 1MaDe21 / ECTS: 3
Professors: Anthony Masure and al.
Languages: French and English
Dates: according to Master Media Design's schedule
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:  Nicolas Nova
Languages: English
Dates: according to Master Media Design's schedule
Participants: MMD1

This week will be dedicated to deepening your knowledge of creating interactive projects in the context of the ecological crisis.

**Workshop à option 4**

Module: 1MaDe21 / ECTS: 3
Professors: Cadie Desbiens-Desmeules, Alice Stewart
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule
Participants: MA Media Design, BA Visual Communication and others

During "The Week of All Possibilities", you will be able to choose from a variety of workshops and collaborate with other departments. The workshop offered by MA Media Design will be taught by Cadie Desbiens-Desmeules or Alice Stewart . You will receive the full program in December 2023.

**Workshop à option 3**

Module: 1MaDe21 / ECTS: 3
Professors: Matteo Loglio, Marta Revuelta, Vytas Jankauskas
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule
Participants:  MMD1



**The PillowBook**
Cassandre Poirier-Simon
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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. Professors: Cadie Desbiens-Desmeules, Alice Stewart

### Atelier / Laboratoire MD 2

Module: 1MaDeOMD21 ECTS: 15
The Atelier / Laboratory MD 2 module is composed of several workshops, laboratories and courses which are detailed below.

### Atelier Media Design 2 and Laboratoire Virtual Worlds

Professors: Laurent Novac, Douglas Edric Stanley, Pierre Rossel, Joana Huguenin, Sabrina Calvo
Assistant: Pablo Bellon
Languages: English
Dates: according to Master Media Design's schedule
Participants: MMD1

This lab will allow you to learn how to think about the creation of virtual worlds, its inhabitants, possible narratives and to discover 3D visualization techniques. The general objectives of the laboratory are as follows: To study the main 3D modeling and animation tools offered by game engines as well as relevant examples of contemporary digital design productions using these technologies. Acquire advanced software skills for use in a professional setting, allowing objects to be modeled 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 game etc.). The final subject will be communicated to you in January 2024.

### Théorie et pratique 2 / Kick-off Master Thesis

Professors: Nicolas Nova and Joël Vacheron
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule
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: according to Master Media Design's schedule
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
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
Professors: Alida Sun, Betrand De Becque
Assistant: Pablo Bellon
Languages: English
Dates: according to Master Media Design's schedule
Participants: MMD1 and MMD2

You will be introduced to tools and techniques related to immersive mapping and live creative coding for events.

**Work in Progress - mémoire et projet**

Professors: Alexia Mathieu, Nicolas Nova, Daniel Sciboz, Dominic Robson and al.
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule
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: Daniel Sciboz
Languages: French
Dates: according to Master Media Design's schedule
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 …Experimental formats are welcome!

# semester 4

**Laboratoire**

Professors: Pierre Rossel
Assistants: Pablo Bellon
Languages: French
Dates: according to Master Media Design's schedule
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.

**Laboratoiries Communication and  Scenography**

Professors: Trojan Collective and Oscar Lhermite
Assistant: Pablo Bellon
Languages: French and English
Dates: according to Master Media Design's schedule
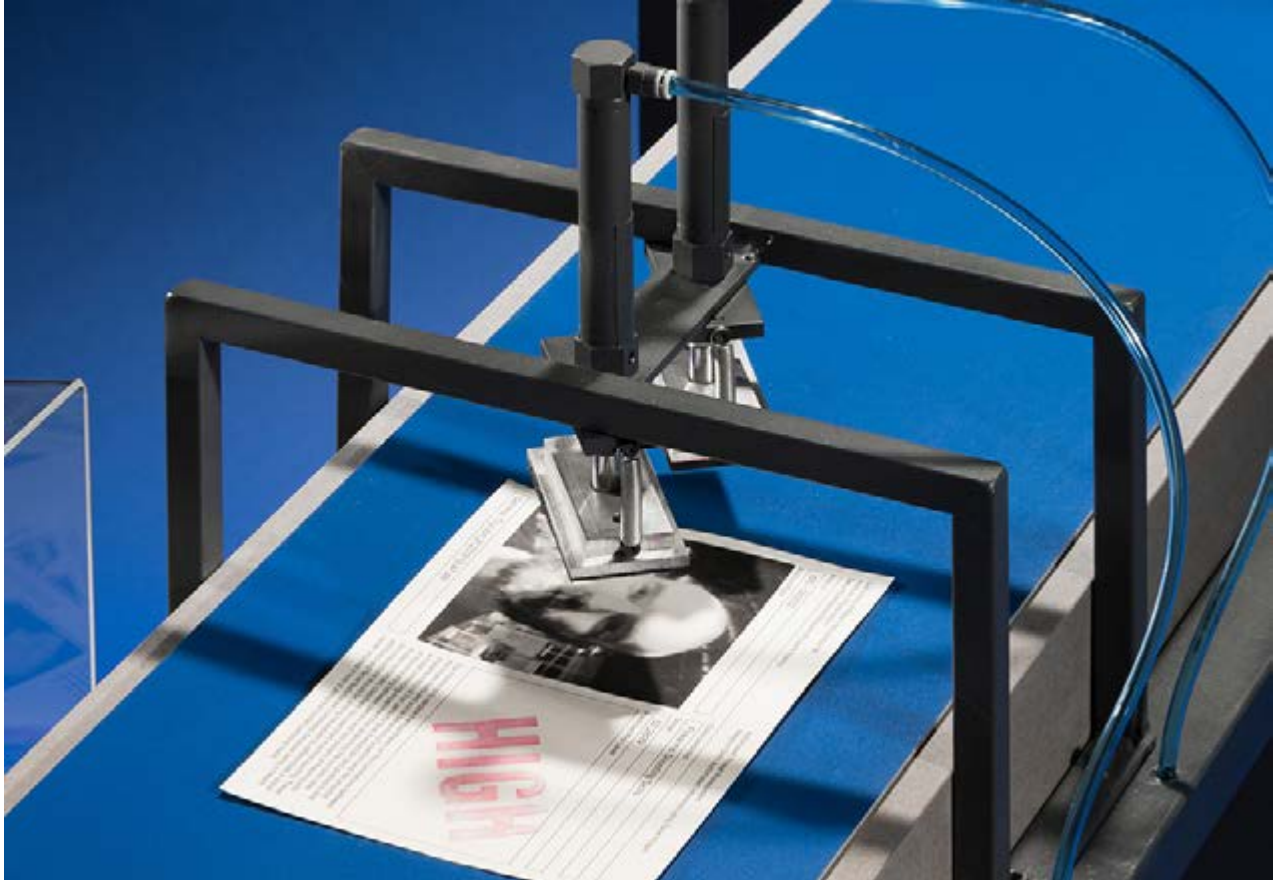Participants: MMD2

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.
Assistant: Pablo Bellon
Languages: French and English
Jury date: according to Master Media Design's schedule
Participants: MMD2

**Master Thesis 2 - pratique**

Module: 2MaDe22 / ECTS: 21
Professors: Douglas Edric Stanley, Dominic Robson, Mitch Paone, Daniel Sciboz, Alexia Mathieu et al.
Assistant: Pablo Bellon
Languages French and English
Jury date: according to Master Media Design's schedule
Participants: MMD2

**AI Facial Profiling**
Marta-Revuelta
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