

STUDY PROGRAM

Creative Engineering (Bachelor of Arts)

Module Integration

Teaching Subject: Environment

Credit points: 5

Contact hours: 4

Modul contents

In the Experience Lab, physical and media interfaces as well as interactive systems and prototypes are created and evaluated. The aim is the deconstruction, construction and intended reuse of multimodal artefacts. The Experience Lab module aims to provide students with basic knowledge, skills and competences in the field of exploring and designing experiences of new, sustainable contexts, concrete living environments and singular situations and scenarios.

Particular attention is paid to taking into account and integrating the experiences of different actors in a wide variety of contexts of impact.

in the various contexts in which a product, service or system operates. To this end, it is also relevant to seek the experience perspective beyond a purely user- or human-centred approach at the level of non-human actors and to experimentally concretise unusual but future-oriented design approaches from this unorthodox experience space. Realism and practical relevance are realised at a high level through work in real laboratories.

Reflection and exemplary exploration of:

- Design, utilisation, conversion as an open process
- Improvisation and bricolage
- Manipulation, manual, mechanical and industrial processing industrial processing
- Abstraction and sensuality as well as transparency and opacity
- Statics and dynamics of designed systems
- Dimensions of functionality and dysfunctionality
- Control loops, feedback loops, achievements
- Letting be and perceiving

Learning/qualification objectives:

Knowledge as an overview of:

- aesthetic functions
- Research methods of design
- describe the term experience and its concepts in the in the context of the experiences and needs of different actors in a holistic impact contextResearch different stakeholders and

anticipate and shape their experiences in the context of a design, product or service.
differentiate between different groups of actors and stakeholders and take into account their direct or indirect participation and involvement in the context of a design change.

- analyse touchpoints, create customer journey maps and describe personas.
- know the "real-world lab" method as a background for researching, designing and testing innovative experiences and use it on a small scale.
- describe suitable techniques for designing experiences and select them for a specific task.
- conducting simple usability tests and evaluating the user-friendliness of experimental prototypes and environments from the perspective of various stakeholders.
- Conception of touchpoints, user interfaces and interaction elements based on various experience studies.

Competences as problem-solving skills with regard to:

- Conception of transmedia storyworlds
- Conception, realisation and documentation of installations
- identifying the experiences and needs of different stakeholders and integrating them into the design of products and services.
- The objects of design through the creating an unorthodox space of experience to analyse and specify.
- on this basis, to develop conceivable, but not necessarily obvious design approaches that are conceivable, but not necessarily obvious, and to make them tangible in prototype form for various players.
- to work in real-world laboratories and apply the acquired knowledge and skills in practice in order to develop innovative sustainable solutions that meet the requirements of various stakeholders.