

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Designing Object Experience Kickoff

Object Experience | 22th of September 2022

Verena Ziegler, Rasa Weber

Übersicht

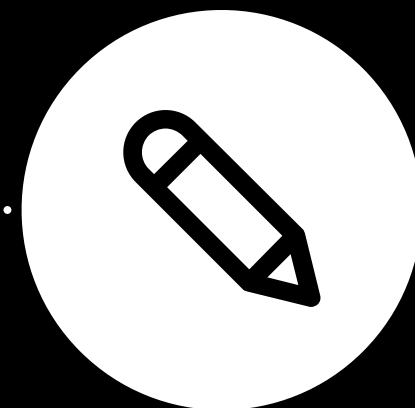
Today's Schedule

13:00
⋮



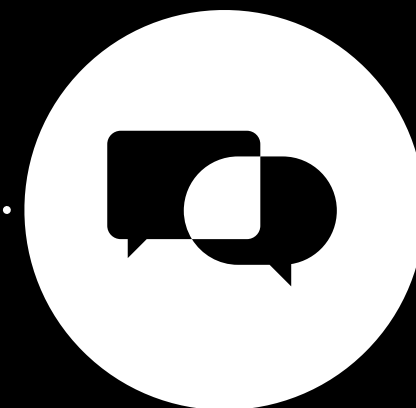
Kick Off

14:00
⋮



Exercise

16:00
⋮



**First Semester
Orientation**

-
**Introduce yourself &
your object**

Übersicht

Course Schedule

Week 1	<ul style="list-style-type: none">• Modular Structures• Excursion (Zürich / Winterthur)	VZ
Week 2	<ul style="list-style-type: none">• Stories of Objects, Senses and Actions	RW RW & VZ
Week 3	<ul style="list-style-type: none">• Workshop Introduction• Materials & Affordances	VZ
Week 4	<ul style="list-style-type: none">• Light as Matter	RW RW & VZ
Week 5	<ul style="list-style-type: none">• Light as Matter• Final Presentation	VZ RW & VZ

Overview

Course Schedule

BRAINSTORMING	PROTOTYPING	SKETCHING	CONCEPT	EVALUATION/ TESTING
Reality		Hacking		Fiction
I. Sketching sensory Experience	V. Cut & Paste	II. Sketching Form	III. Manipulate / Misuse	IX. Exhibition
	VI. Cube Expressions	III. Sketching Function	IV. Storyboarding	X. Documentation
	VII. Creative Speed Dating			
	VIII. Prototyping			

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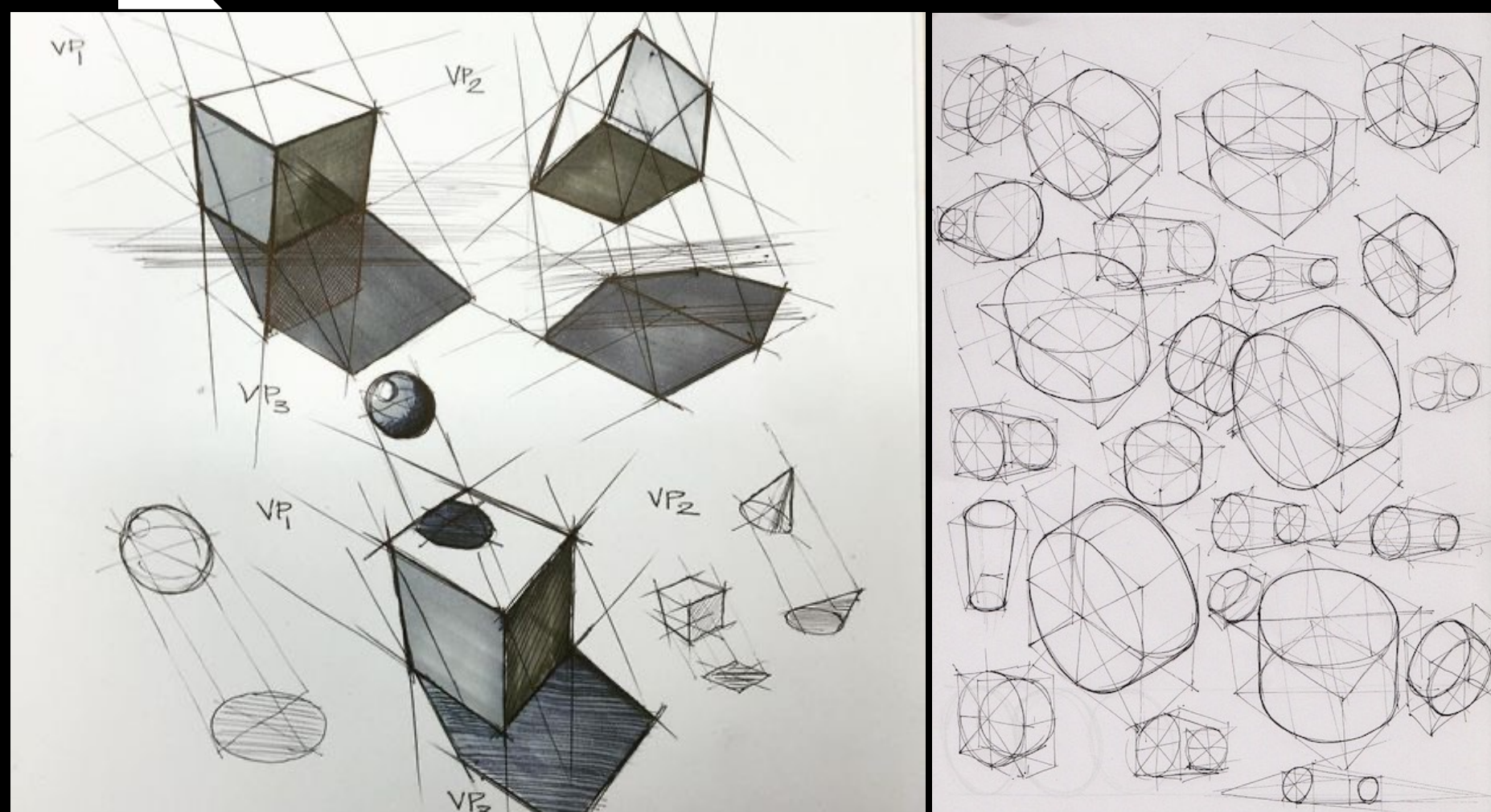
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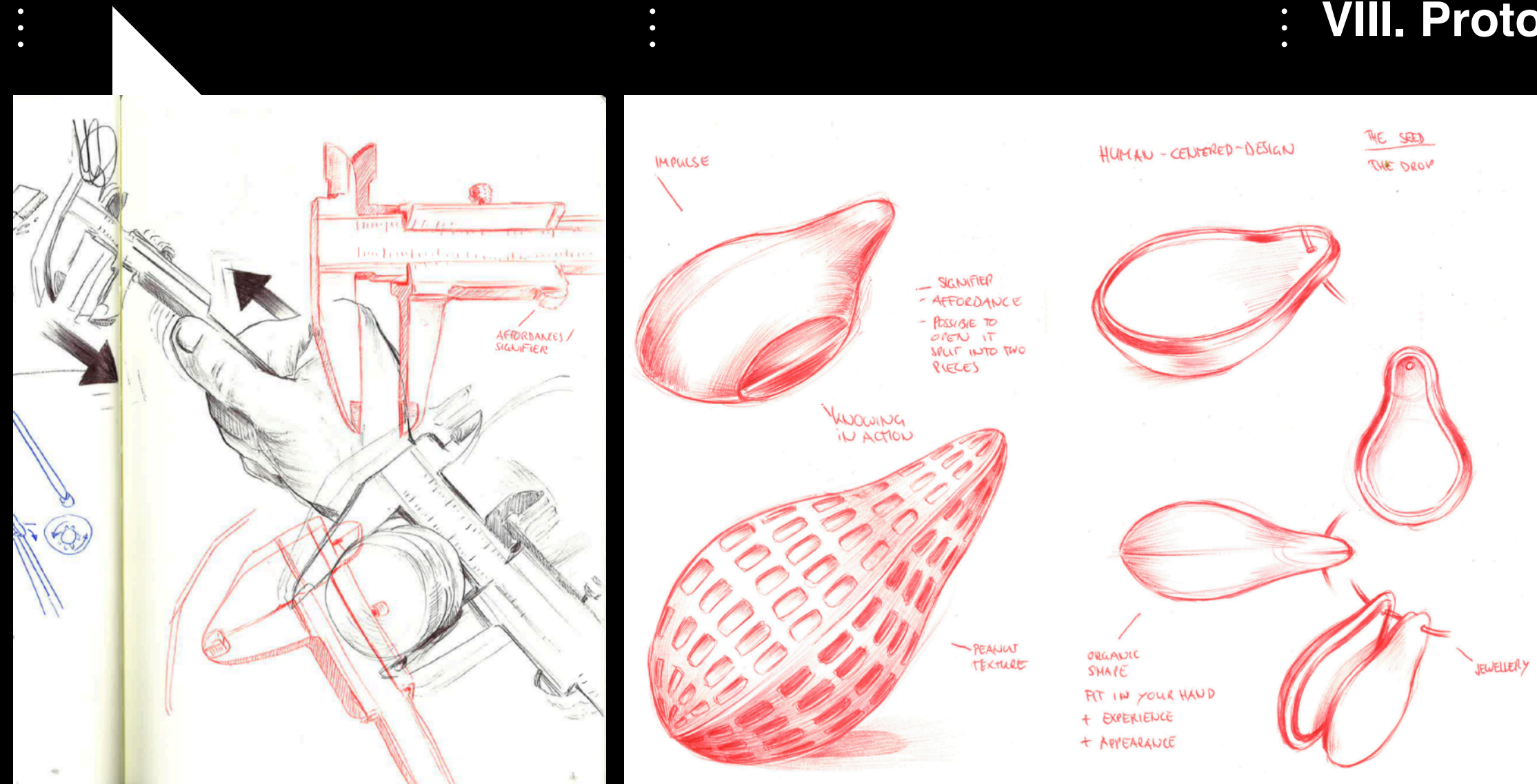
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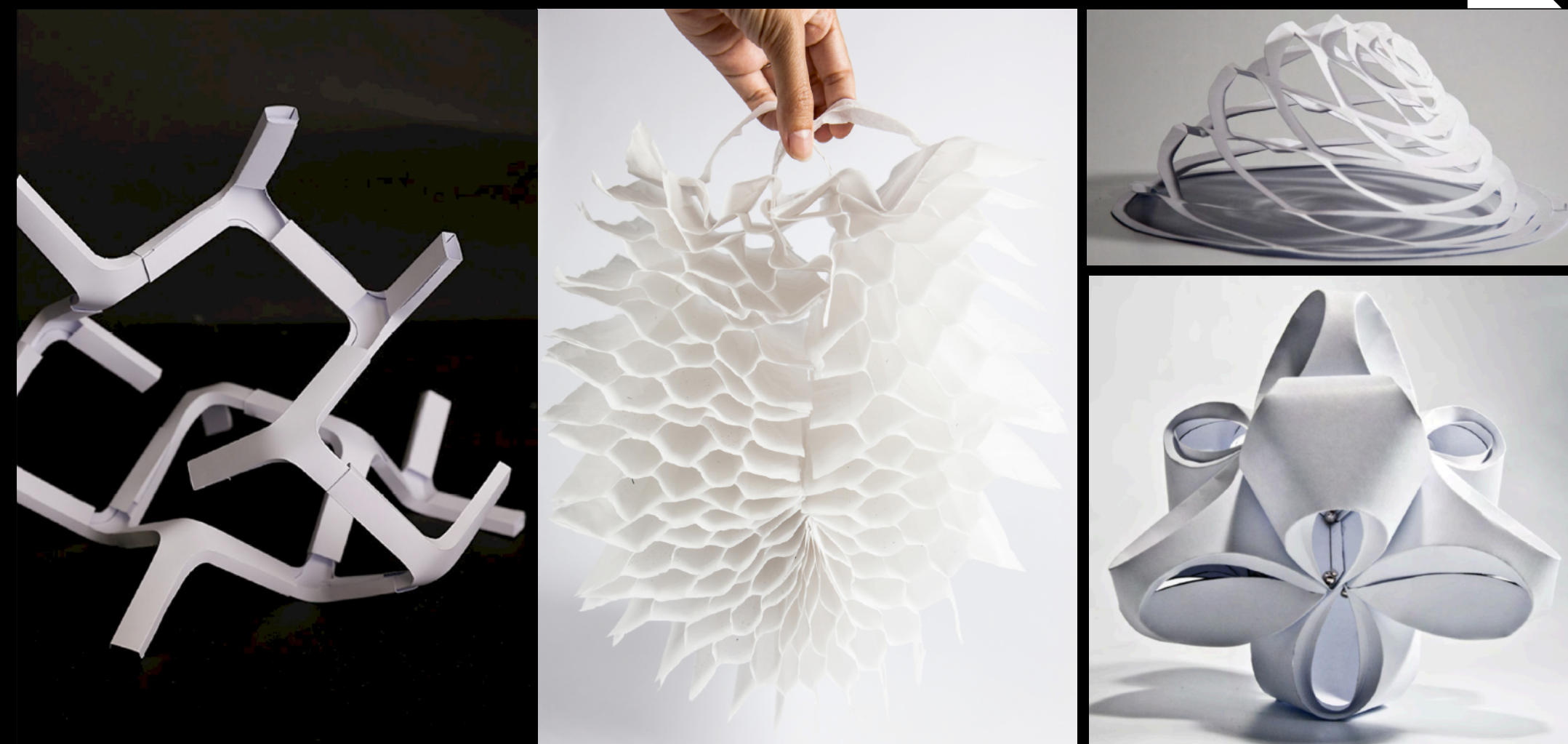
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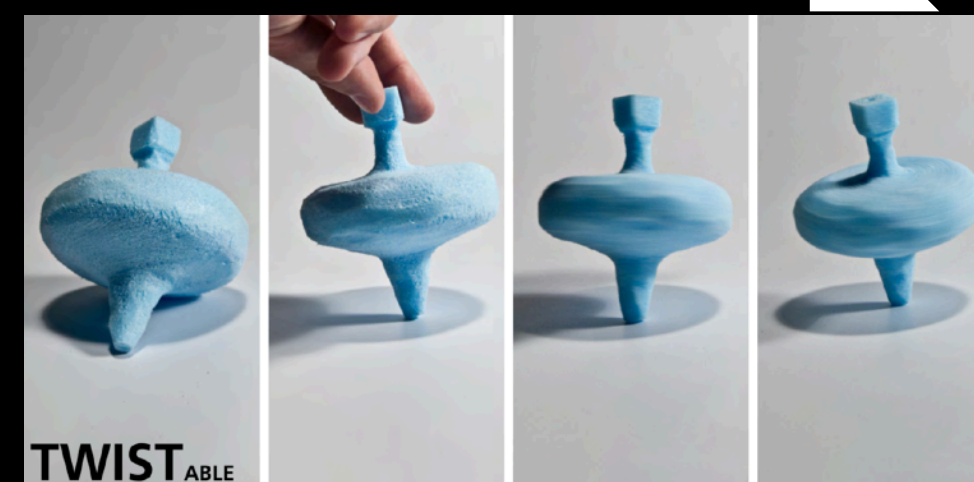
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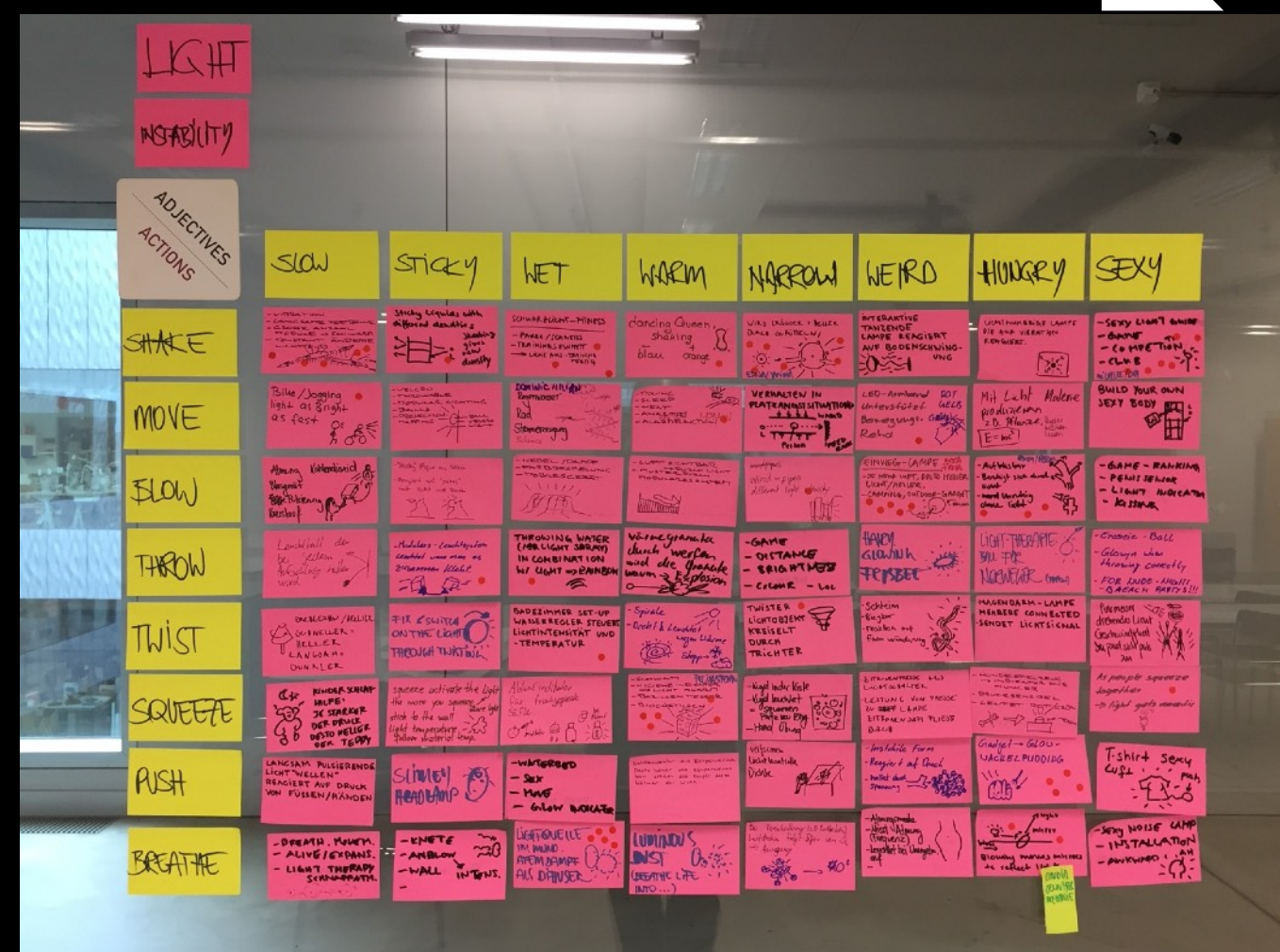
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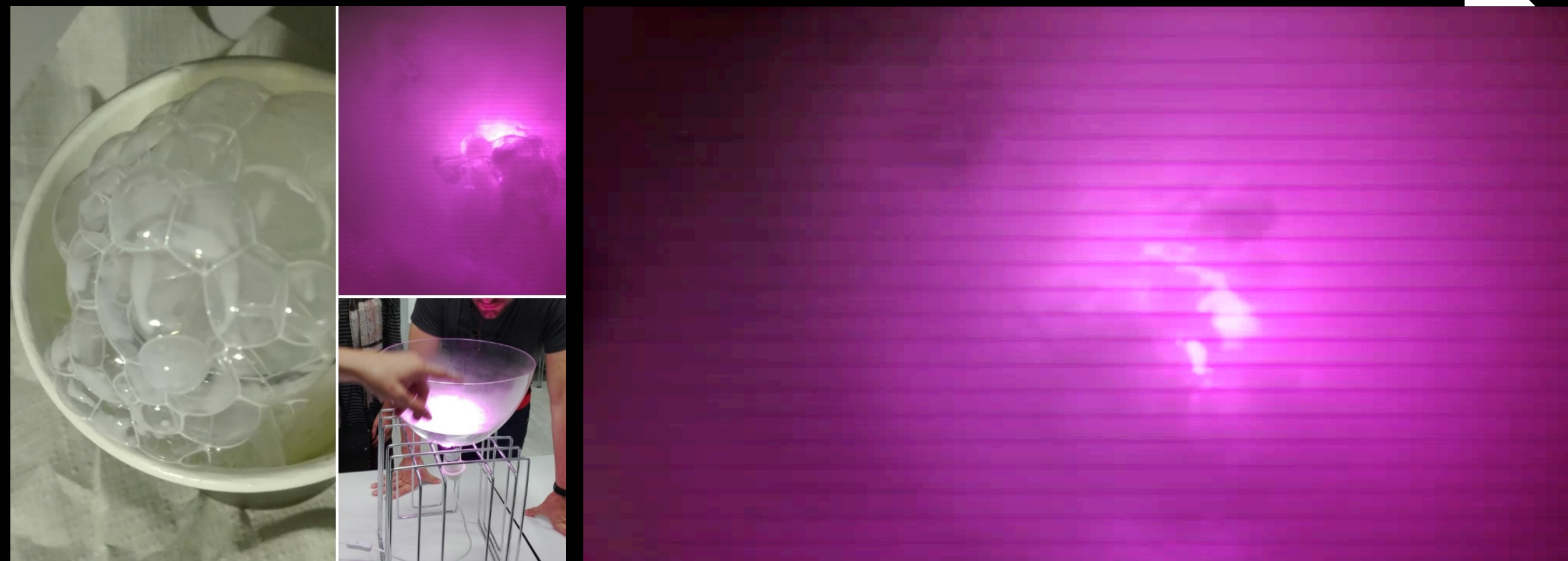
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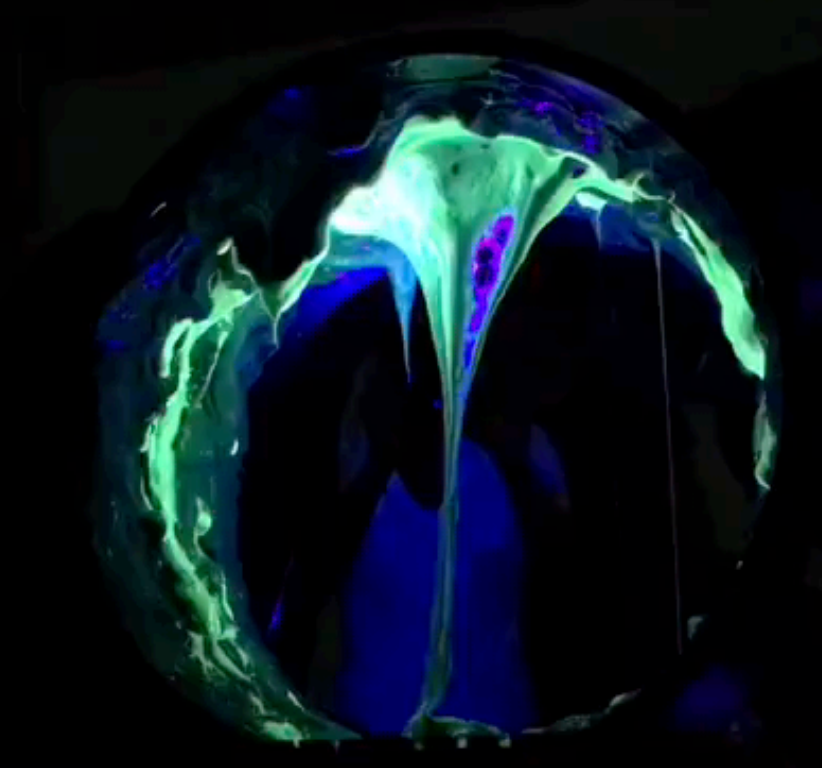
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Your Lecturers

Lecturers

Rasa Weber

Lecturer / Design Researcher

- **Lecturer / phd candidate** at ZHdK
- **Designer** for material narratives
architectural design at LXS Y
- **2017** Master of Design at UdK (DE)
- **2016** Master of Co-Design Royal Danish Academy (DK)
- **2015** Bachelor of Product Design
Art Academy Weißensee (DE)
- **2013** ERASMUS Design Academy Eindhoven (NL)



Lecturers

Verena Ziegler

Architect / Textile Designer / BA Coordinator

- Since 2016 **PhD Student** at ZHdK, UFG Linz, HTWG Konstanz
- Since 2013 **Researcher & Lecturer** at ZHdK
- 2010- 11 **Master of Design** at AUT (NZ)
- 2009- 12 **Master of Art - Textile design** at Hochschule Reutlingen
- 2004-08 **Diplom Engineer Architecture** at Technische Hochschule Stuttgart
- ...



Übersicht

Titel

„InBetween // material encounters in human/non-human interactions“

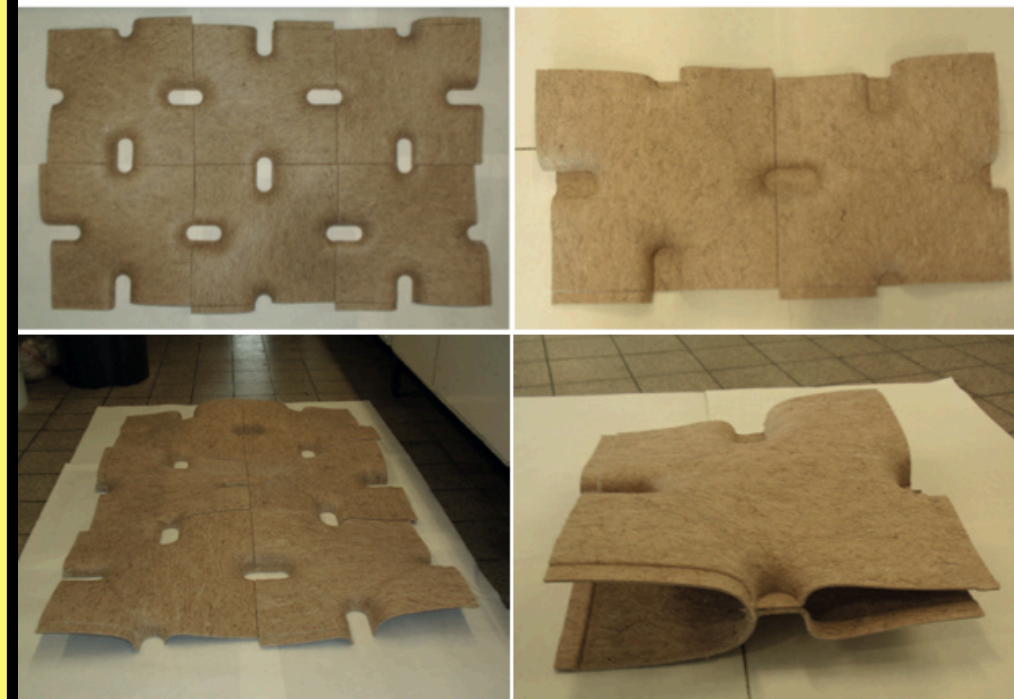
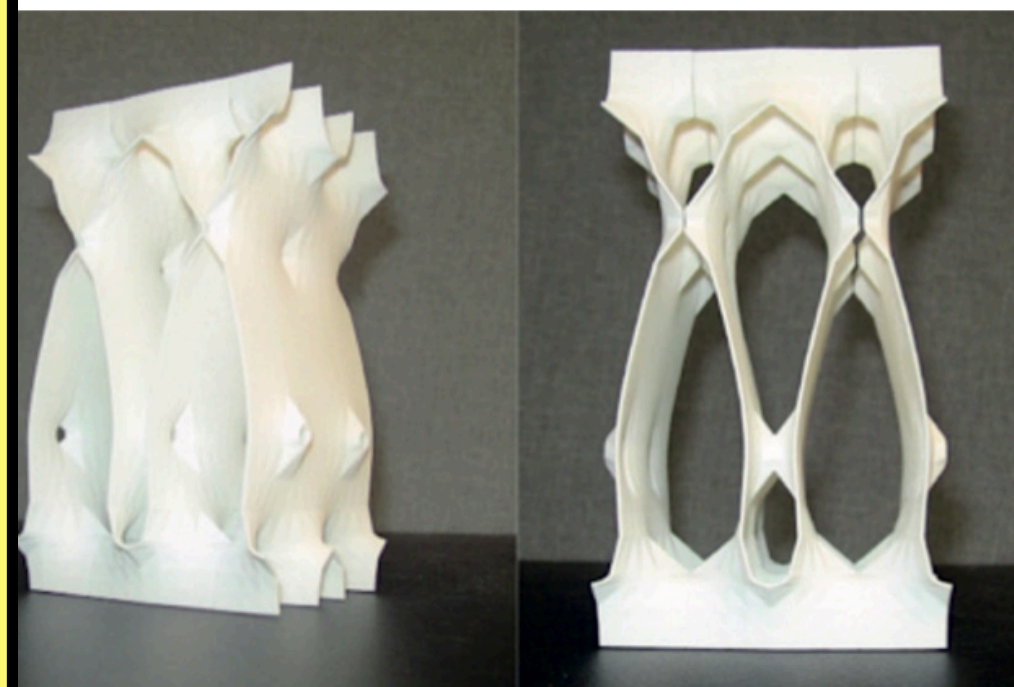
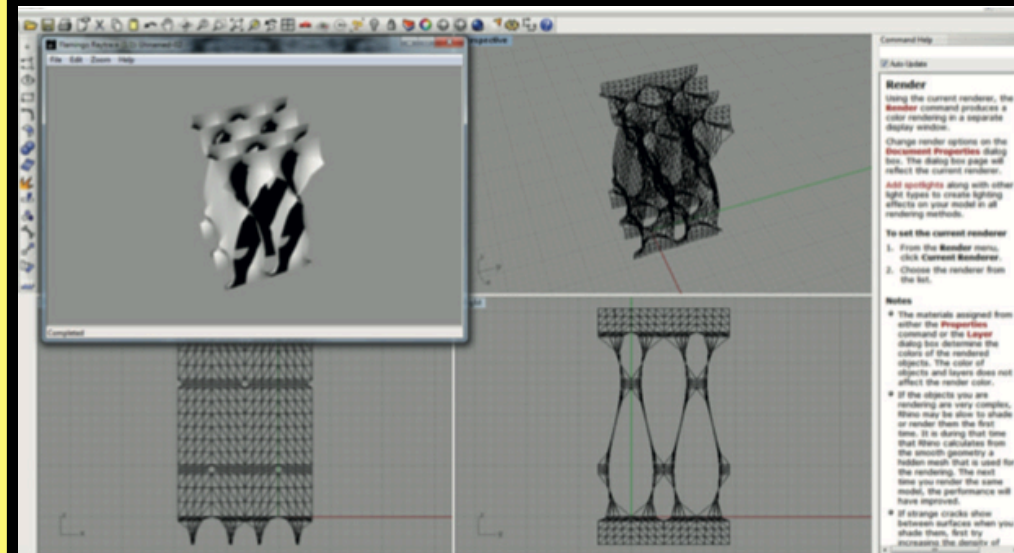


How will we live in the future ?

Lecturers

Verena Ziegler

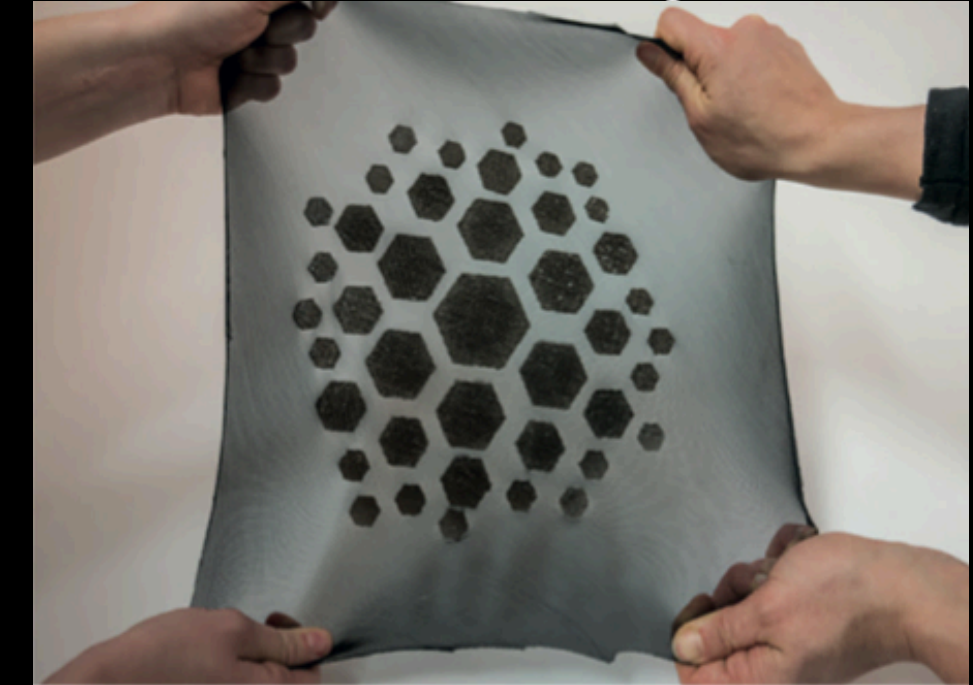
From space to body
Architecture



From near field to far field
Interaction Design

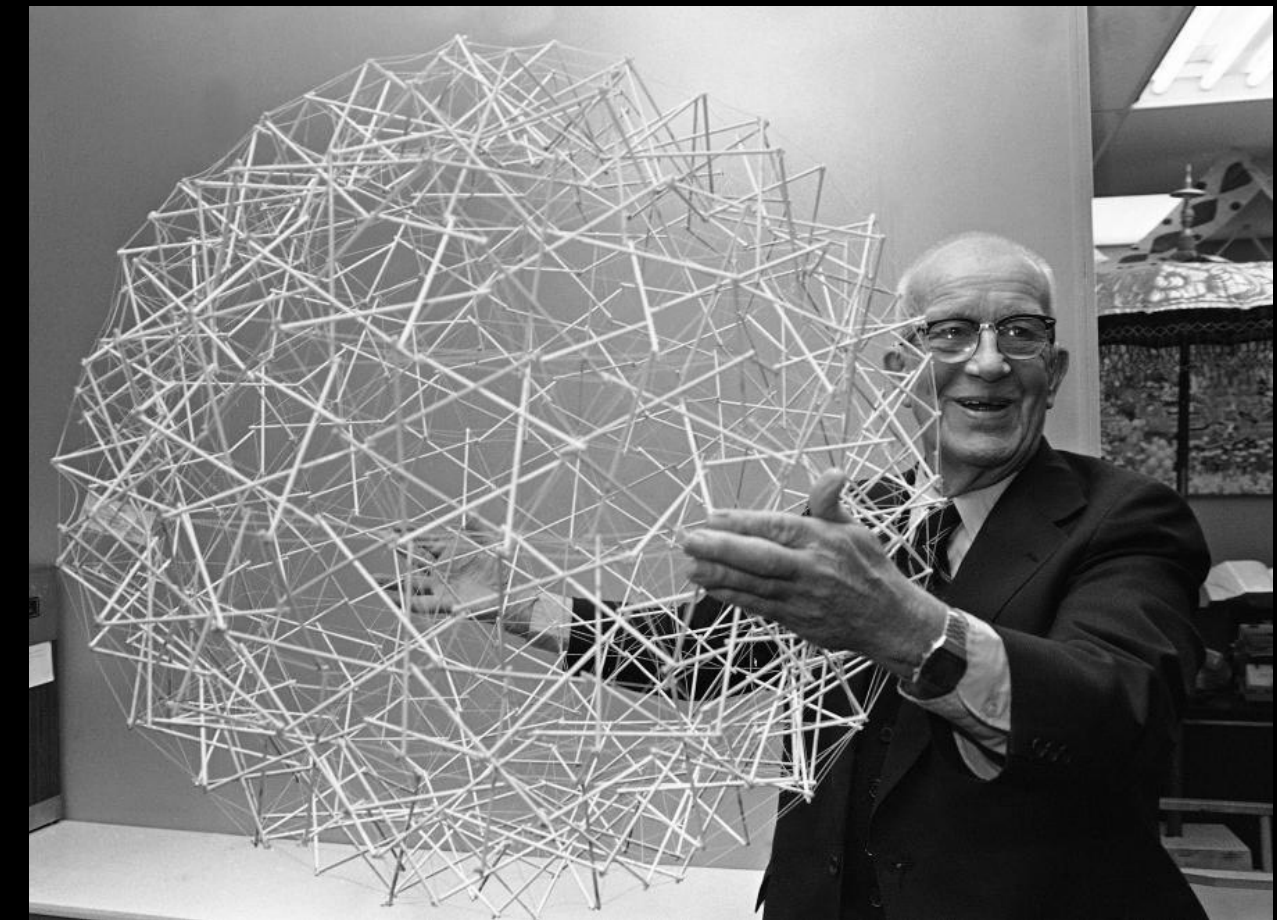
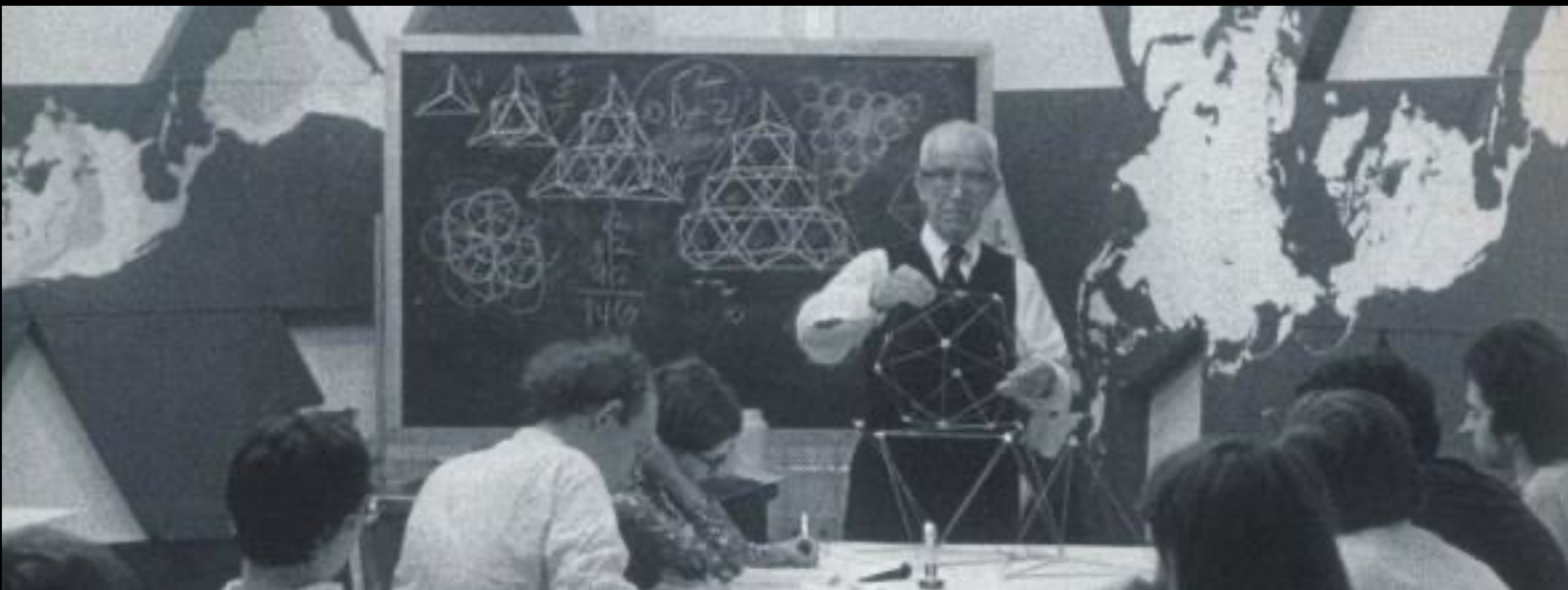
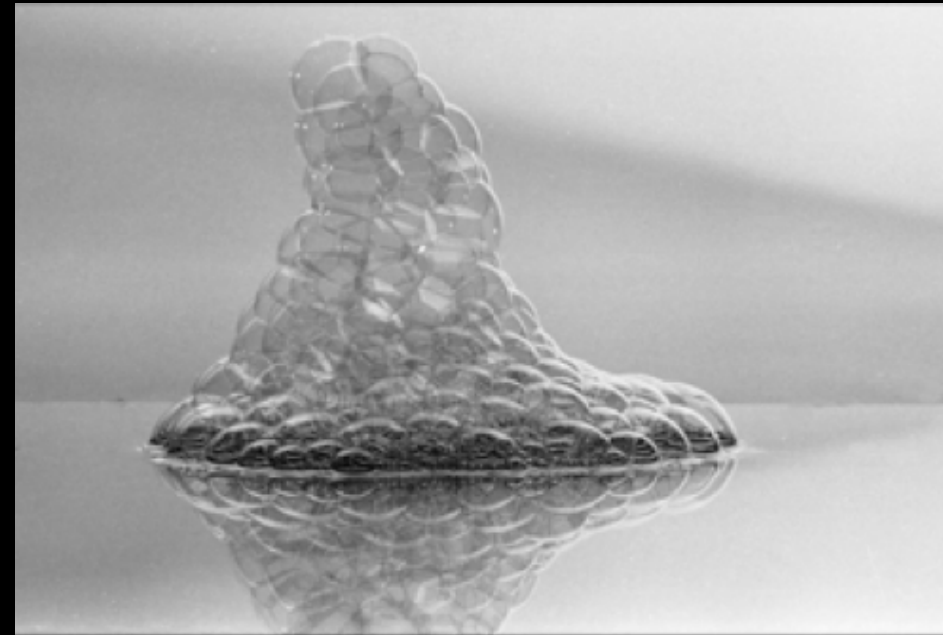


From body to space
Textile Design



Lecturers

Verena Ziegler



Lecturers

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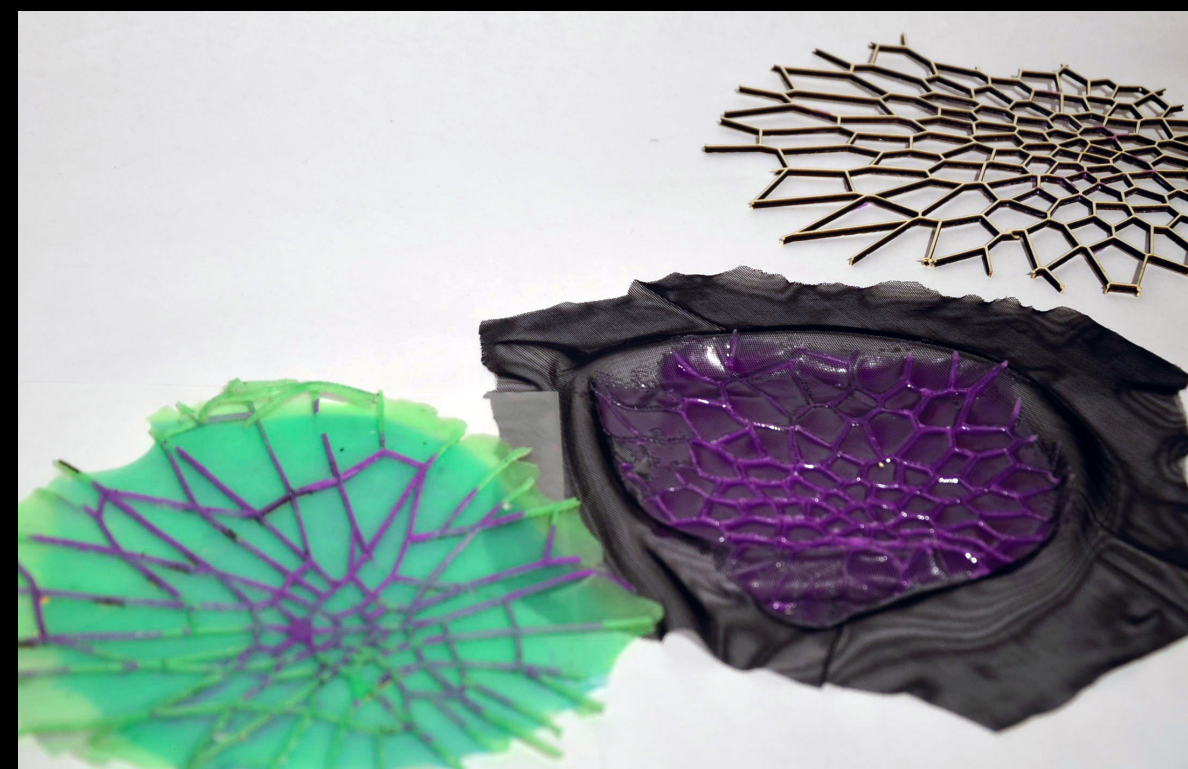
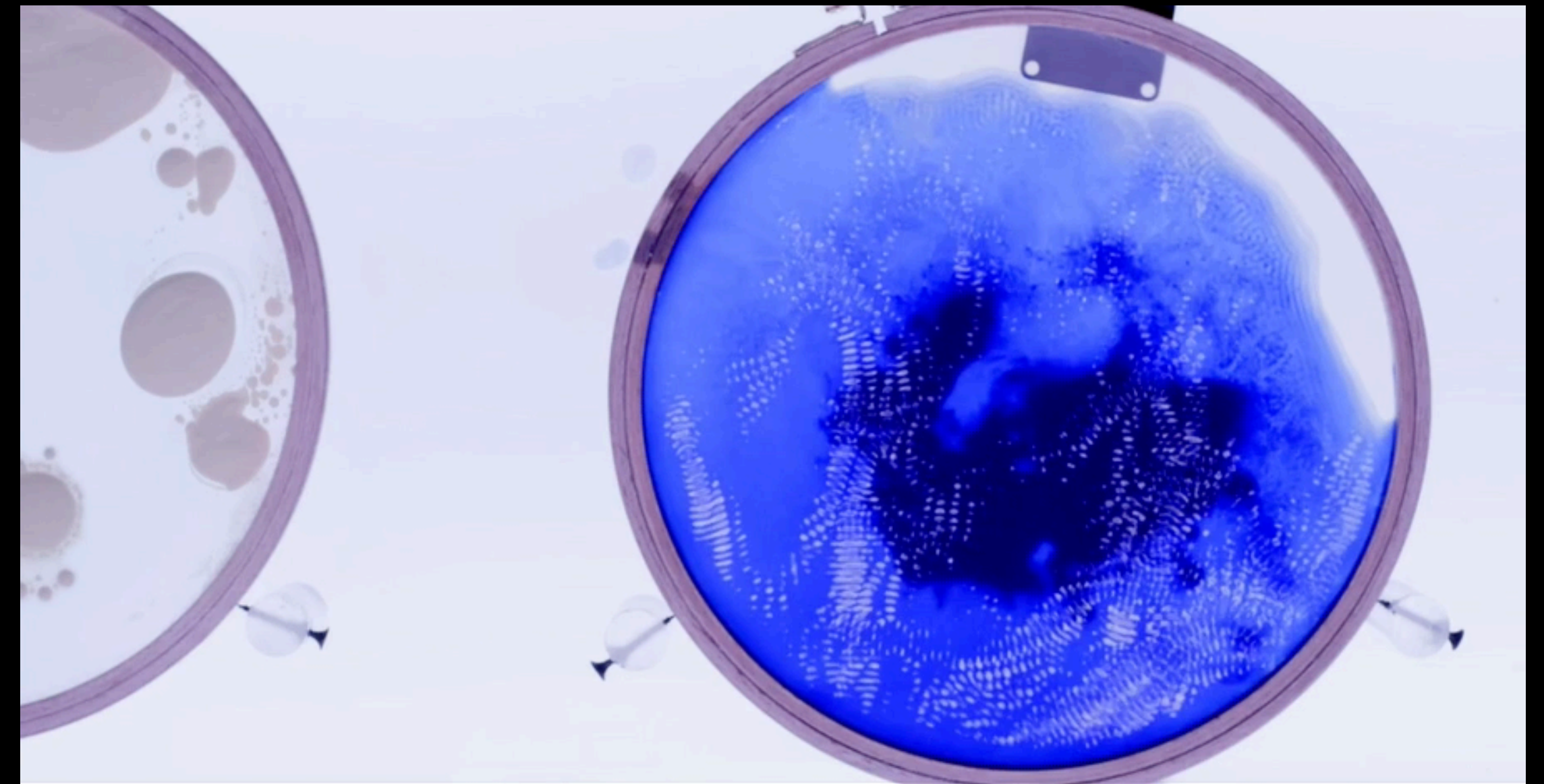
WUNDERKAMMER LAB
WORKSHOP SERIES AND MICRO-SYMPOSIUM
November 17.-19. 2016 9am-5pm



Z hdk

Zurich University of the Arts,
Pfingstweidstr. 96, 8005 Zurich

<https://blog.zhdk.ch/wunderkammer>



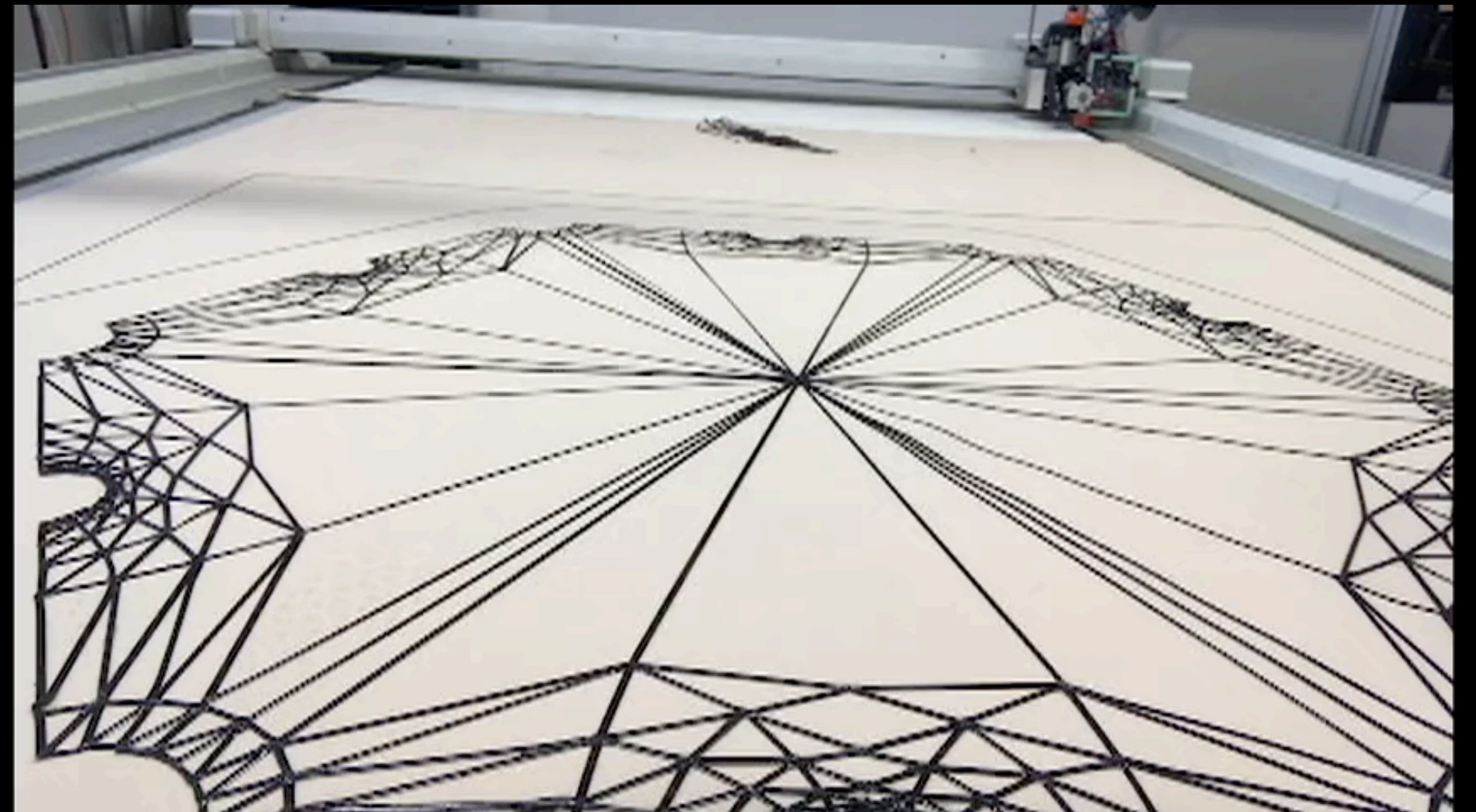
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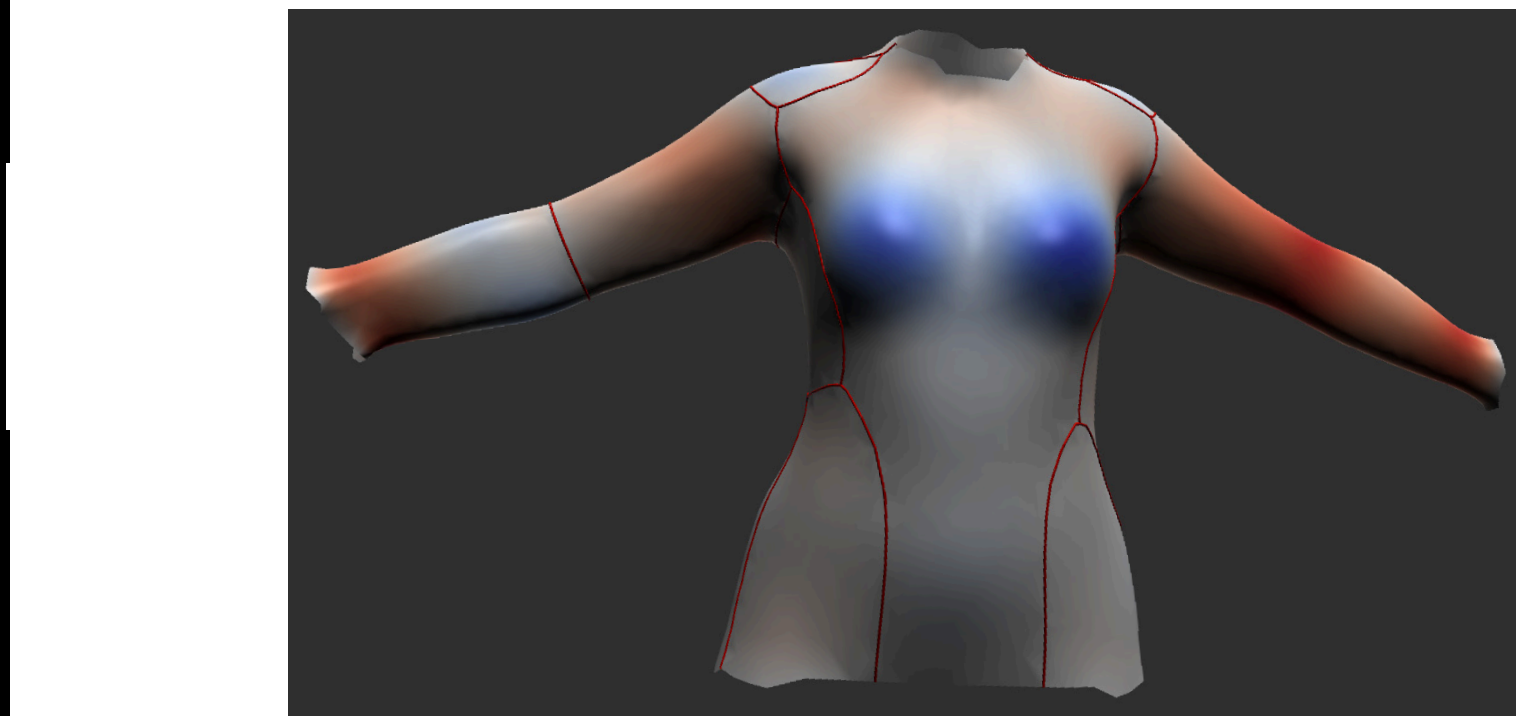
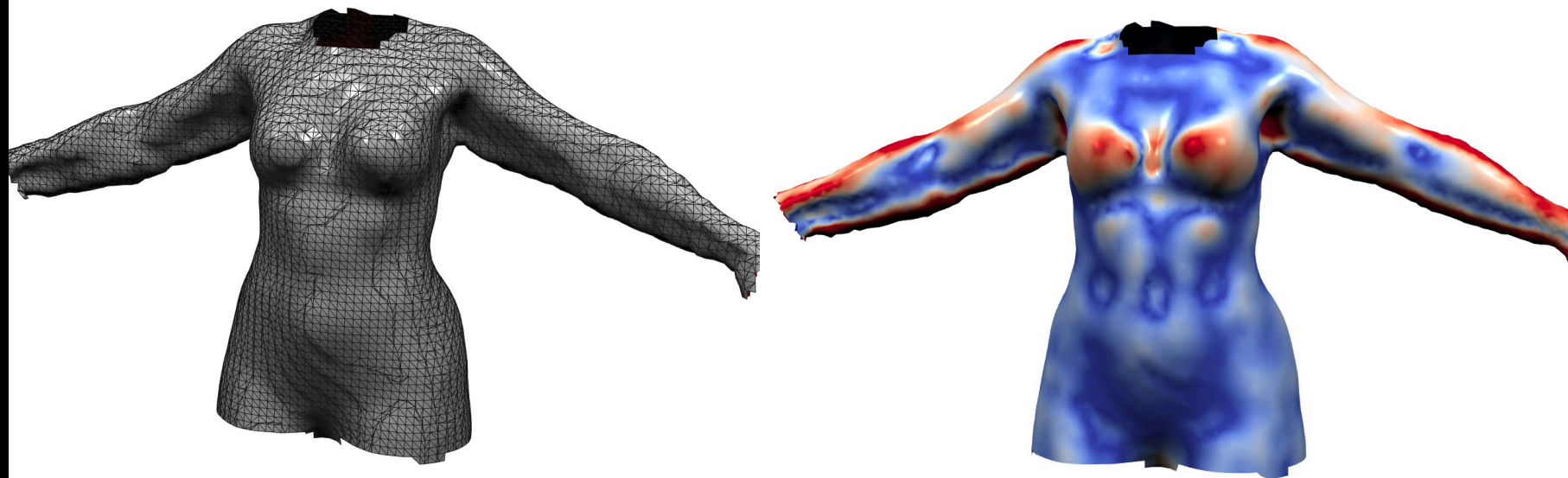
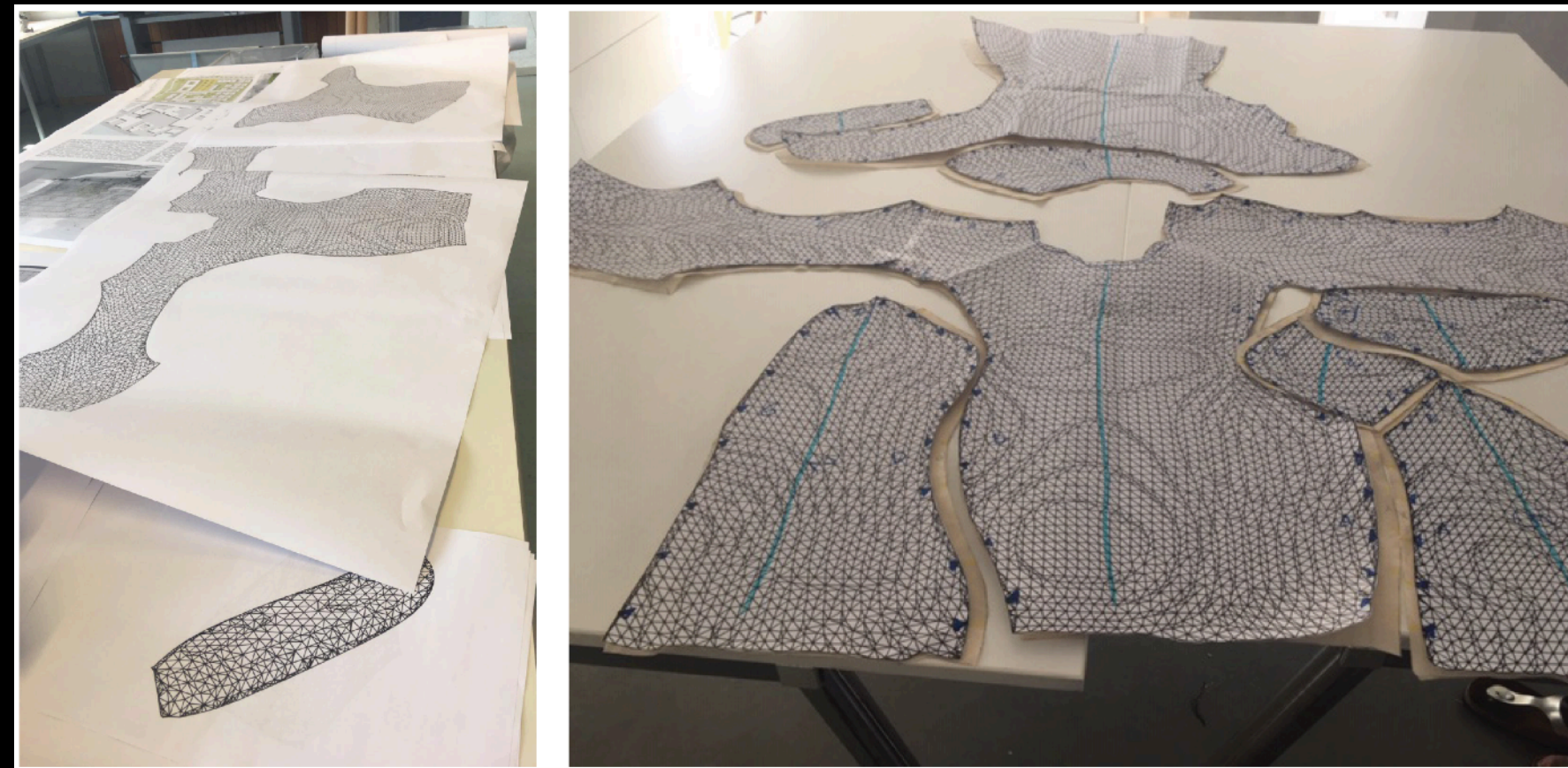
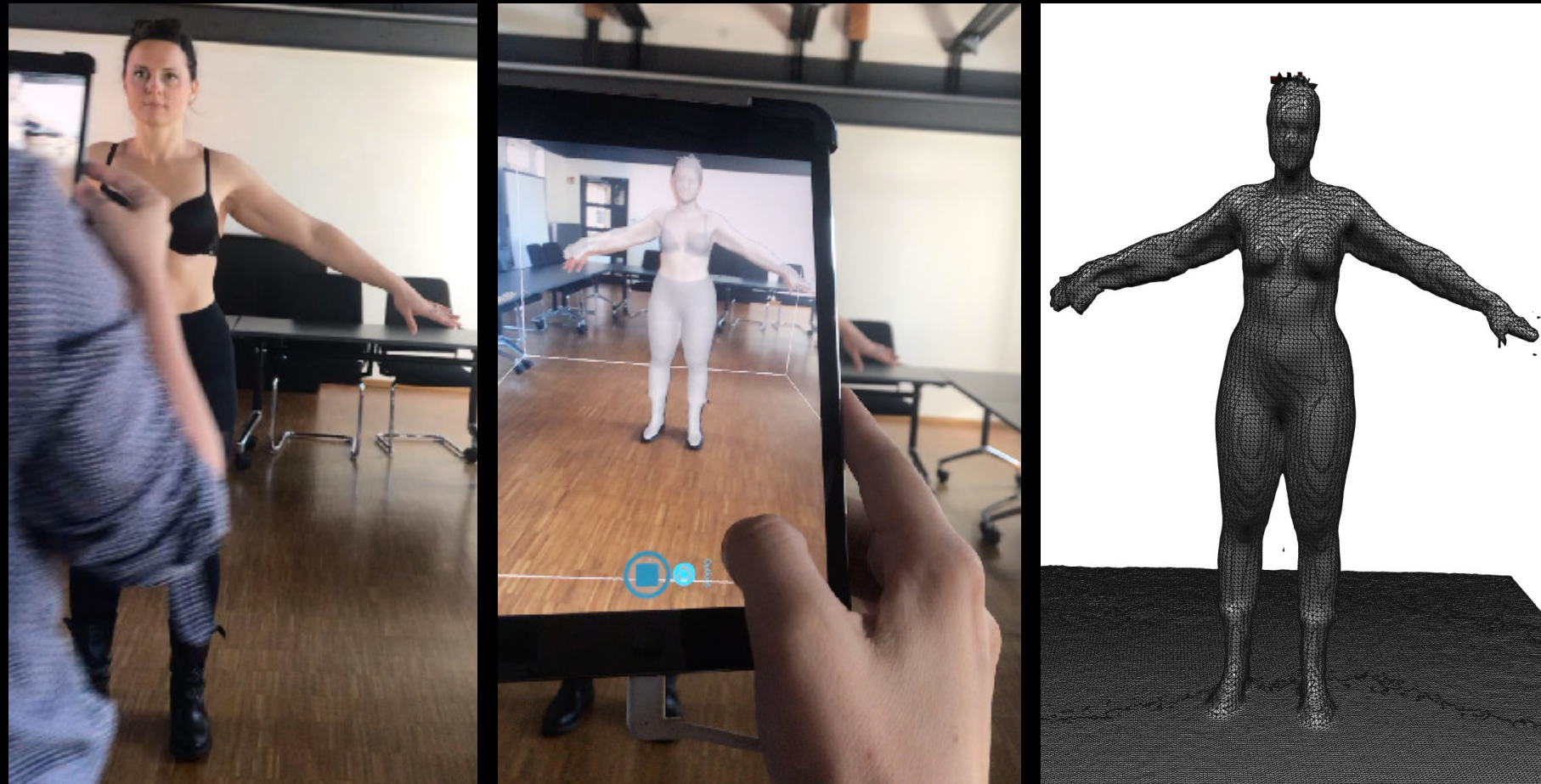
Lecturers

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Coffee Break

EXERCISE 1

Sketching Sensory Experience