

Process Design at HyperWerk

As designers we shape the world: formulating a thought, conducting our relationships, or building our organizational structures – everything in our world is designed. In the Bachelor course of studies Process Design at HyperWerk you learn to develop different forms of co-living and initiate social change. How can we use the manifold possibilities of design for the ways in which we deal with our environment?



(2, 3)



(1)



(4)

Changing the world in togetherness

As a process designer you are open and curious to attend to the issues and subject matters that come as challenges with our co-living.

In the course of your studies you make them visible through self-initiated projects and show opportunities for change. Thematic focal points are on sustainability, justice, and digitality.



(5)

Within this field of interest you develop projects in which not only humans are important but also more-than-



(6)

human actors such as animals, plants, fungi, and robots. Process design goes beyond the specifications of classical disciplines – you learn in interdisciplinary and self-organized ways, according to your own initiative. As a process designer you become able to act in the present and learn to work towards livable futures.

Materiality
(4, 5, 6) Whether waste recycling, renewable resources, rapid prototyping or alternative printing processes: process designers experiment with materialities and pose questions of circular, interactive, and critical design.

Awareness

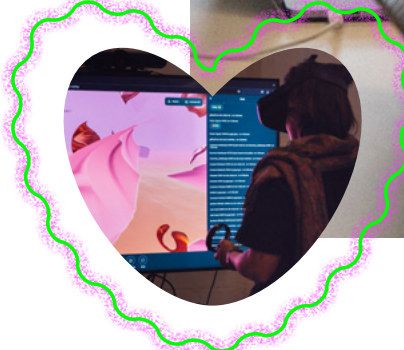
(2, 3) During events, workshops and collaborative projects, process designers create purposeful confrontations to promote critical reflection and mindfulness. In this process, existing power structures and awareness of social inequalities are actively addressed.

Virtuelle Welten

(7, 8) Process designers create virtual worlds and question existing structures. They use the versatile potential of digitality to facilitate changes of perspective and create new narrative experiences.



(7, 8)



Study contents

In the course of your studies you acquire a variety of competencies in process design:

*Collaboration:
developing ways of relating
to each other*

As a process designer you learn to design ways of relating which are dynamic yet committed at the same time. Be it in the collective process of teamwork, in designing a space for physical interaction, or in interaction over distance: you sharpen your ability for joined-up thinking, evaluating connections, and for using this in your projects.

*Design:
experimenting with new forms
of expression*

In your studies you experiment with analog as well as with digital tools: from text, illustration, photography over audio, video, coding, 3D printing and virtual reality to multimedia, performative, or entirely new formats. Bold realizations develop through a playful search for suitable ways of expression, with new directions in aesthetics.

Reflection:

*documenting and debating with
critical awareness and care*

In the process of concerning yourself with the subject matters of your studies you learn to reflect critically and challenge norms. In a diversity-sensitive manner, you acquire knowledge that illustrates the variety of different perspectives. You consider the political dimension of your practice and learn to work scientifically.



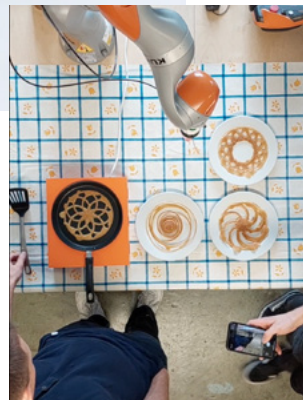
(9, 10)



(11)



(12)



(13)

*HyperWerk:
self-designed studying*

The course of studies Process Design at the HyperWerk is integrated into the Institute for Experimental Design and Media Cultures (IXDM) at the Academy of Art and Design FHNW in Basel. It benefits from its many interfaces to other courses of studies.

HyperWerk is an experimental lab and a constantly evolving space of possibilities. This means that there are many liberties and a lot of creative space for intensive and active studying. In this environment you learn, on the basis of your intrinsic motivation, to acquire knowledge and initiate your projects. We support you in your autonomous work, from the idea to the conception until production and beyond.

Studying process design at HyperWerk requires self-organization as well as dedication. In the modules you compose your own program from the workshops offered, immerse yourself into your topics, set your own focus, and define your fields of learning. Throughout your studies, individual mentoring will accompany you, helping you to define your goals and reach them.

(14)

*Perspectives
for process designers*

Perspectives for process designers are as diverse as the students' individual learning paths. After your studies you facilitate social transformation in interactive, collective, and process-oriented ways. You can use your skills as a project leader, in fostering interconnectivity, and in transdisciplinary work.

Graduates of the study course Process Design at HyperWerk work in projects, agencies, and institutions in the fields of sustainability, digitalization, anti-discrimination, design, cultural administration, education, consulting, urban development and event organization, or in the thematic field of the chosen focus.

Graphic design and project management
Ivana Jović

Text
Matthias Böttger, Anna Laederach,
Ivana Jović und Ralf Neubauer
in collaboration with mit Ann Mbuti

Self-portrait Installation
Azura Silberschmidt in connection with her
diploma thesis Narrative Agency Making

Photos
Matthias Böttger (9) und (11)
Ivana Jović (4), (5), (6), (7), (8) und (12)
Selbstportrait-Installation (1) und (14)
Selva Meyer (10)
Reto Monigatti (13)
Quentin Yorke (2) und (3)

Storytelling
(9,10) Storytelling is used by process designers in multi-media formats to make complex content accessible and create emotional connections. They experiment with different communication channels such as radio and social media.

Hosting
(11, 12, 13) Working deliberately with food and with concepts of hosting, process designers create inviting and inspiring moments to bring people together and foster exchange.



BApplication

The Bachelor in Process Design is something for you? Then you can apply until 15 February 2023 via the online-application form on the following website:

www.fhnw.ch/hgk/apply

There, you will also find information regarding the prerequisites you ought to bring – admission is possible on the basis of school qualification, work experience, or preparatory design training. The course of study is primarily held in German.

Application process

After the confirmation of your application you will get a small writing task from us. We want to know what motivates you to study process design. As a next step we invite you to spend a weekend with us and find out whether this course of studies suits you. This admission workshop will take place from **26.-28. April 2024**.

If you have any questions or would like to talk to us about your application, feel free to contact us before you apply online, and we will look at your documents together.

Info events

Come and visit us at HyperWerk and meet the people who constitute the course of studies. Currently enrolled students, staff, mentors – we look forward to getting to talk with you.

20. September 2023

Info event at the diploma exhibition NEXT Generation

15. November 2023

Info event in late autumn

19. Januar 2024

Open House at the Academy of Art and Design FHNW

HyperMagazine

The HYPERMAGAZINE is our online blog. Here, you get a deeper insight into the activities of the process designers at HyperWerk and learn more about current projects and workshops:

www.hypermagazine.ch

Contact

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