



hdk

The Master Design warmly welcomes you.

MAD Chit-Chat powered by PechaKucha

25.2.19 – 18:00, Apéro

Mehrspur Toni-Areal

8005 Zurich

Third semester Master Design students will present their final projects. On this evening, less is more! Since the PechaKucha rules will set the pace: 20 pictures will be presented for exactly 20 seconds each.

19:00 – Tabea Iseli, Master Game Design

AVA

After Gamergate the game industry started to change. Even AAA titles from publishers like EA wanted to become more inclusive. But is it enough if we just add female player avatars to the same old shooters like Battlefield V? And how would a game by women for women look like?

19:10 – Eloisa Aldomar, Master Knowledge Visualization

Farbe und Erkenntnis in der virtuellen Autopsie

In der forensischen Medizin gewinnt die virtuelle computertomografische 3D-Rekonstruktion von postmortalen Zuständen des menschlichen Skeletts an Bedeutung. Diese Arbeit befasst sich mit der Frage, wie durch die Anwendung von Falschfarben zur visuellen Erkennung von medizinisch-forensischen Haarriss-Schädelfrakturen, relevante – aber bisher verborgene – Information sichtbar gemacht werden kann.

19:20 – Gilberto Lugo, Master Product Design

Edible Insects

The aim of this work is to analyse the value system related to insect food – the social and cultural rejection that often creates the barrier for the consumption of it. The challenge is to find out how design can be used to inspire, influence and change today's cultural conditioning around insect food.

19:30 – Carla Cramer, Master Visual Communication

Willkommen in einex anderex Welt

Fünf Fantasiewesen treffen in einem Chatroom aufeinander und explorieren in einem kollaborativen Schreibprozess eine andere Welt. Wie agieren diese komplett unterschiedlichen Figuren, wenn plötzlich alles möglich und nichts klar ist? Eine Versuchsanordnung die eine fiktive Geschichte in einer Textform produziert, die auch gestalterische Fragen mit sich bringt.

19:40 – Florian Bruggisser, Master Interaction Design

Capture or Scan?

In the early days of photography, pictures only contained information about how bright a pixel is. With colour films, the three channels red, green and blue were introduced and with the recent changes in smartphone technology, every picture we take additionally contains data about the spatial depth. This project started with the question if we still capture a picture or if we already scan the world?

19:50 – Laura Haensler, Master Trends & Identity

Chips & Cheats

Eating is not natural. Rather, it is a culturally shaped and culture-shaping act, which is determined by different social and discursive parameters. Gender, as one of them, affects individuals and their buying and consumption behaviour in the form of codes conveyed in packaging design, advertising and media. This project presents a way to think about food and gender in an unconventional way.

20:00 – Special programme

International Design Workshop, Hong Kong 2018