



PROCESS DESIGN
AT HYPERWERK

Autumn
2023

Wie können wir
zusammen leben?

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?

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

wer ist
mit diesen
«wir»
gemeint?

Anouchka, Jodok, Julian and Noa
(right) produce radio shows at HyperWerk. Under the project name Radiohr they and a number of other students stream music, live talks, performances, and more. Radiohr exists since 2020 in various constellations. What brought them together was the interest in independent publishing, their playfulness when creating something, the endless love for music and sound and a strong need to express their opinions about the society surrounding us today.

Gabi, Laura and Lorenz
(cover) are interested in creating spaces, curating events, and in the ensuing interconnectivity – in formats like exhibitions, spaces for collective design processes or festivals. They deal with questions of community building and connecting in physical space. How can you create a specific atmosphere? How can people be invited to interact? How can the spaces where we move become safer and more accessible?



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.

alles in
uns@r er

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.

Laura, Sara and Simone

(right) share a passion for designing with spoken and written words and for storytelling. Storytelling and communication design are multi-dimensional playgrounds where they experiment with language, painting, illustration, video, performance and interaction. How can poetry and movement go together? What is the role of the chosen medium?

Azura, Ely, Fiona, Julie und Moritz

(next page) pursue their individual topics and thus deepen their chosen design skills. Their methods are analog as well as digital. Painting, photography, film, 3D modeling and animation, or handcraft with wood and other materials – they are concerned with upcycling, conviviality, environment, and urban planning.



Welt ist
gestaltend



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.

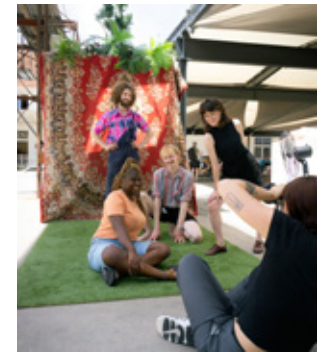
HyperWerk is an experimental lab and a constantly evolving space of possibilities. This means that there are many liberties and a lot of creative space for intensive and active studying. In this environment you learn, on the basis of your intrinsic motivation, to acquire knowledge and initiate your projects. 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.

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.



Group portraits

What do process designers do? Who is studying at HyperWerk? In order to visualize possible answers process designer Selva Meyer @venuscyborg photographed 15 fellow students. They have assembled into groups according to their fields of interest, or they have already been active in ongoing project work.

Application

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 21–23 April 2023.

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.

Graphic Design and Project Lead

Ivana Jović

Fotography

Selva Meyer @venuscyborg

Text

Anna Laederach, Matthias Böttger,
Ivana Jović und Ralf Neubauer
in Zusammenarbeit mit Ann Mbuti

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.

21 September 2022

Info event at the diploma exhibition

16 November 2022

Info event in late autumn

20 January 2023

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

FHNW Academy of Art and Design
Institute IXDM
Process Design (BA) at HyperWerk
Freilager-Platz 1
P.O. Box
CH-4002 Basel

www.fhnw.ch/hgk/prozessgestaltung
admission.BA-prozessgestaltung.hgk@fhnw.ch