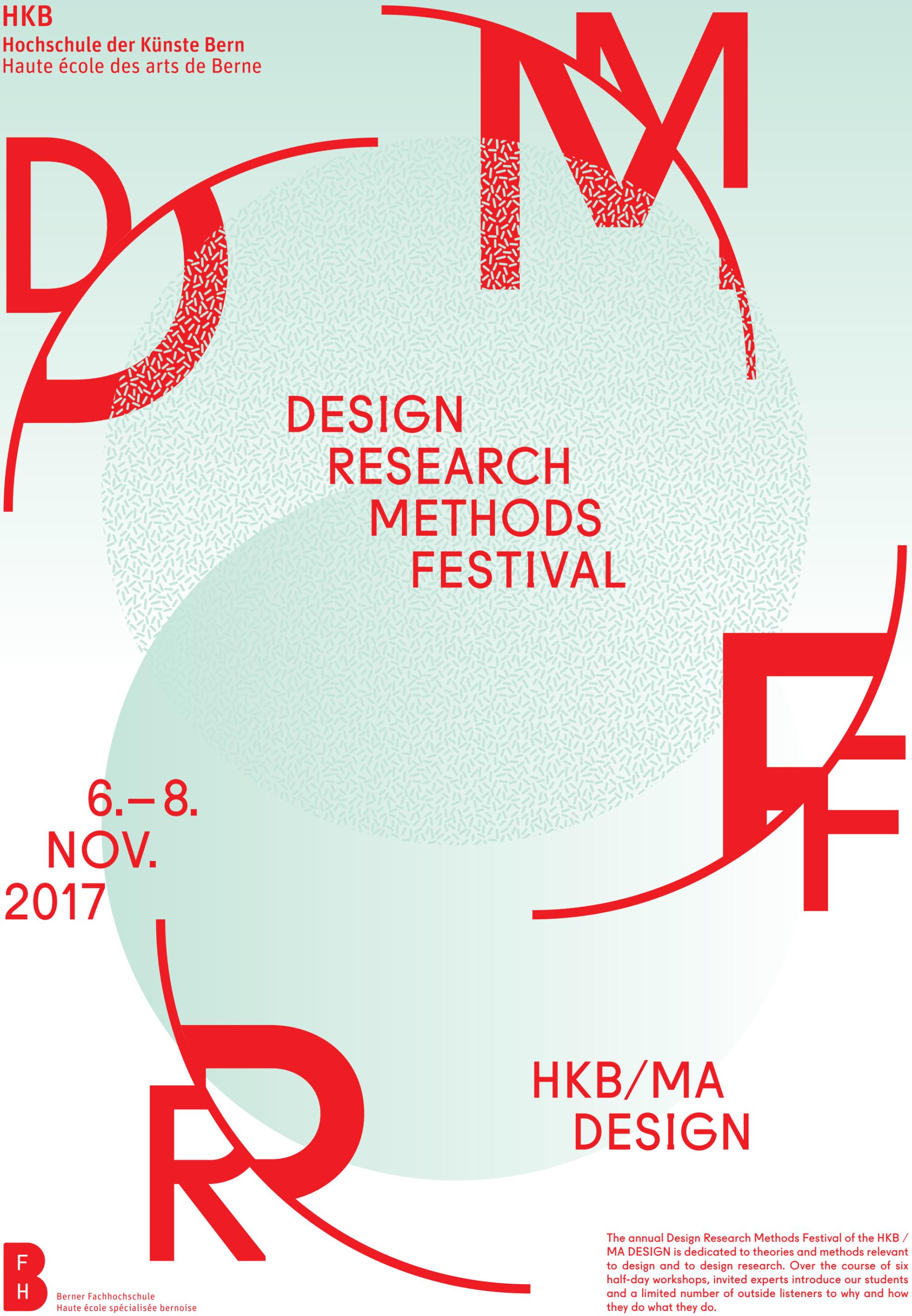


**HKB**  
Hochschule der Künste Bern  
Haute école des arts de Berne



**DESIGN  
RESEARCH  
METHODS  
FESTIVAL**

**6.–8.  
NOV.  
2017**

**HKB/MA  
DESIGN**



Berner Fachhochschule  
Haute école spécialisée bernoise

The annual Design Research Methods Festival of the HKB / MA DESIGN is dedicated to theories and methods relevant to design and to design research. Over the course of six half-day workshops, invited experts introduce our students and a limited number of outside listeners to why and how they do what they do.

# DESIGN RESEARCH

## THINKING THROUGH AUDIOVISUAL INQUIRY

Monday, 6. November

9:30–12:30

Darcy Alexandra

## TRANSFORMATION, TRANSDISCIPLINARITY, TRANSITION – ABOUT THE NEW RESPONSIBILITY OF DESIGN

Monday, 6. November, 2017

13:30–16:30

Daniela Peukert

## USER TESTING – IT'S NO ROCKET SCIENCE!

Tuesday, 7. November, 2017

9:30–12:30

Reto Lämmli

## CULTURAL PROBES AS A METHOD IN DESIGN RESEARCH

Tuesday, 7. November

13:30–16:30

Beatrice Kaufmann

## DISMANTLING THE MASTER'S HOUSE: FEMINISM IN DESIGN INSTITUTIONS

Wednesday, 8. November

9:30–12:30

Charlotte Malterre-Barthes

## ANARCHIST DESIGN ETHICS

Wednesday, 8. November

13:30–16:30

Ruben Pater

# METHODS FESTIVAL

Arts-based methods can offer innovative pathways for collaboration and critical engagement. For example, given the ethical and political complexity of research with vulnerable subjects facing precarious circumstances, there is growing interest in methods that are more carefully grounded in their claims toward "participatory collaboration." Audiovisual arts practices can make these efforts toward collaboration and exchange visible to analysis, and provide dynamic opportunities to learn from, and with, research subjects to better develop productive practices, effective questions and informed policies. Examples from diverse digital storytelling research will be shared as a means to think through the unique affordances and challenges of audiovisual inquiry.

Many terms currently describe a new responsible role of design. But what is meant by these concepts and how do they influence design practice? What requests are put on design and is it able to meet them at all? During the workshop the concepts of transformation design, transdisciplinarity and transition design are presented, reflected and discussed from the perspectives of responsibility and sustainability. Some selected work serve as a basis for common understanding and to make the concepts accessible to the students and their projects. The workshop encourages the critical examination of the presented design-theoretical concepts within the current design discourse and helps the students to discuss and reflect them in the context of their own projects and to further develop a methodological framework.

User Testing is one of the most effective research methods to understand how well an idea or product is understood by the target group. And the best of it, it's no rocket science. In the first part of my workshop I will present different user testing methods and their pros and cons. I will cover qualitative and quantitative user testing methods. In the 2nd part we will run a real user test. We pick a real example, write a test script, run a test with a real user and analyze the results. You will experience a user test from A - Z and learn the most important aspects about it. From writing an unbiased test script to moderating a test user without influencing the person, to analyzing the results without interpreting the wrong signals. I will also hand out teaching material which allows you to practice user testing on your own afterwards.

The lecture gives an introduction to what cultural probes are, how and by whom the method was developed and in what kind of projects they can be used. The advantages and disadvantages of the method will be discussed. A concrete example shows how cultural probes were conceptualized, executed and evaluated in a current research project. The possibilities of adopting the method for one's own project will be considered in small teams.

If design professions are to play a relevant role in future world making, the disciplines must change. Yet architecture for instance, a notoriously conservative discipline clings to traditional notions of mastery and individual creativity, maintaining hierarchical and patriarchal structures. During this workshop, I will present efforts to bring about change and awareness on gender and diversity at the Architecture Department of ETH Zurich. Together, we will discuss how design strategies can be beneficial to political engagement and processes of change, how design contributes to troublemaking in design institutions, how to establish an ecology of practices that transforms design disciplines in a responsive, urgent, and sustainable fashion.

Design is sometimes presented as a force that can fix the world's problems. But design cannot solve war, famine, or climate change, and assuming this is dangerous. However, designers can try to lessen the negative impact that design has on the world by new ethics. Ethics that not just point to the client or the law, but one's own responsibility towards the world. Through a lecture, a workshop and a debate, we will discuss design ethics and the responsibilities of designers in philanthropic projects.

# 6.–8. NOV. 2017

Darcy Alexandra is a research assistant and lecturer at the Institute for Social Anthropology, University of Bern. Since 2007, Dr. Alexandra has designed and facilitated participatory media research that centers audiovisual production as a means of creative inquiry and public engagement. She has conducted audiovisual research in the US-Mexico borderlands, El Salvador, Uruguay, Cuba and Ireland, and taught digital storytelling in collaboration with university, non-governmental and governmental agencies including the Dublin City Council, the Forum on Migration and Communications, and the Swiss Agency for Development and Cooperation.

[www.darcyal Alexandra.com](http://www.darcyal Alexandra.com)

Daniela Peukert is a design researcher at Leuphana University Lüneburg. Her work focuses on designerly knowledge production, transdisciplinarity and the role of design in transformative processes in sustainability science.

[www.danielapeukert.de](http://www.danielapeukert.de)

Reto Lämmli is Co-Founder and CEO of TestingTime AG, a company which recruits test users for usability tests, interview and focus groups. Prior to TestingTime, Reto worked as product manager at Doodle.com. He got his first startup experience from starting and selling Xcellery, an Excel collaboration service, in the Silicon Valley. Reto owns a BS Computer Science and a MAS in Interaction Design from the Hochschule Rapperswil.

[www.testingtime.com](http://www.testingtime.com)

Beatrice Kaufmann graduated in Visual Communication. She was founder of the Zurich based design studio «gut&schön». Now she works both as a design researcher at BUA with focus on healthcare design and as a freelance illustrator and designer in Bern.

[www.beatricekaufmann.ch](http://www.beatricekaufmann.ch)

Charlotte Malterre-Barthes is an architect and urban designer graduated from ENSA-Marseille and ETHZ, director of the MAS in Urban Design currently on Migration/Inclusive Urbanism: Tangier-Marseille. She teaches at ETH since 2011, while completing a doctoral degree on food and territories. Since 2009, principal and co-funder of OMNIBUS, an urban design and research practice, Charlotte has lectured at the Architectural Foundation in London, the Storefront for Art and Architecture, Hong-Kong University, ZhdK. She is co-editor of the prize-winning Housing Cairo-The Informal Response (2016, Ruby Press). She curated exhibitions for MAS-works at the Biennale in Shenzhen and at the Venice Biennale.

[www.syndicatculotte.org](http://www.syndicatculotte.org)  
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[www.omnibus-lab.com](http://www.omnibus-lab.com)

Under the name Untold Stories, Ruben Pater uses the tools of graphic design to create visual narratives about geopolitical issues. In 2016 he wrote the book «The Politics of Design». He currently teaches at the Royal Academy of Art in the Hague.

[www.untold-stories.net](http://www.untold-stories.net)

# HKB/MA DESIGN

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