

UE X : EXPERIENCE DESIGN

FUTURE OF UNIVERSITY



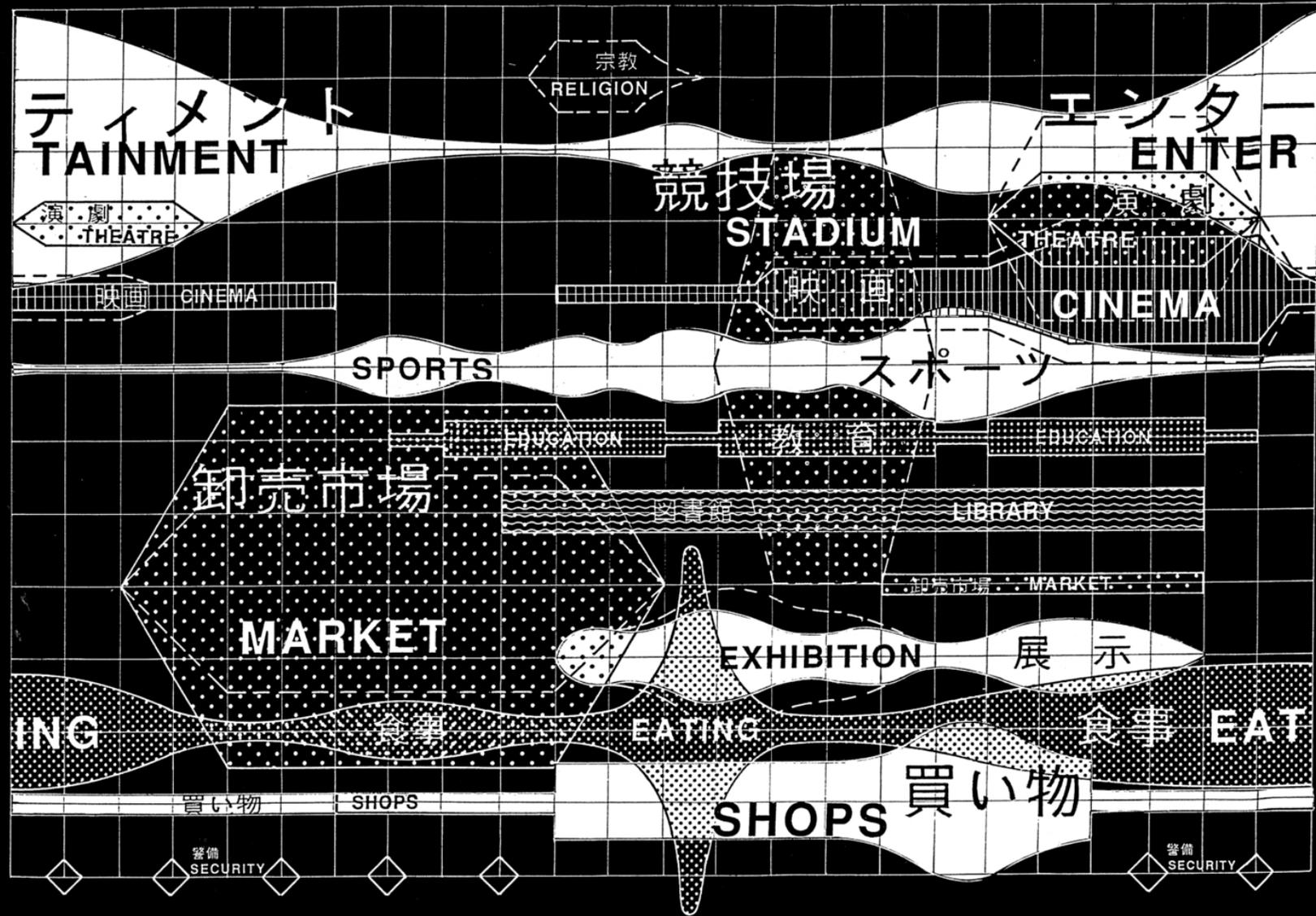
MEDIA X DESIGN LABORATORY FALL 2025





Friedl Kubelka
Tagesportrait Franz Zokan-West, Wien, 1976.

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WEEKDAYS ——— 平日
WEEKENDS - - - 休日

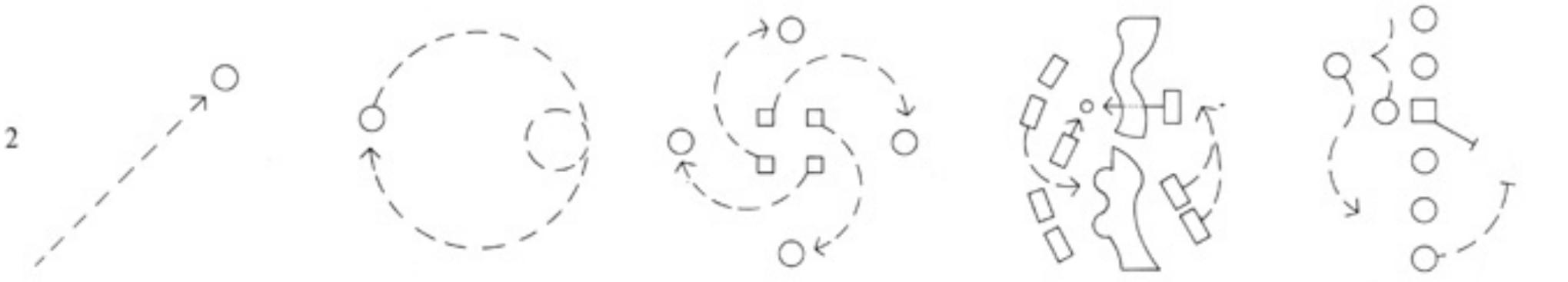
ピークの構成
PEAK HOURS

Office for Metropolitan Architecture (OMA)
Yokohama Masterplan, Yokohama, 1991.



HALF HOUR STAND AND WALKABOUT PIECE BARNES 1969

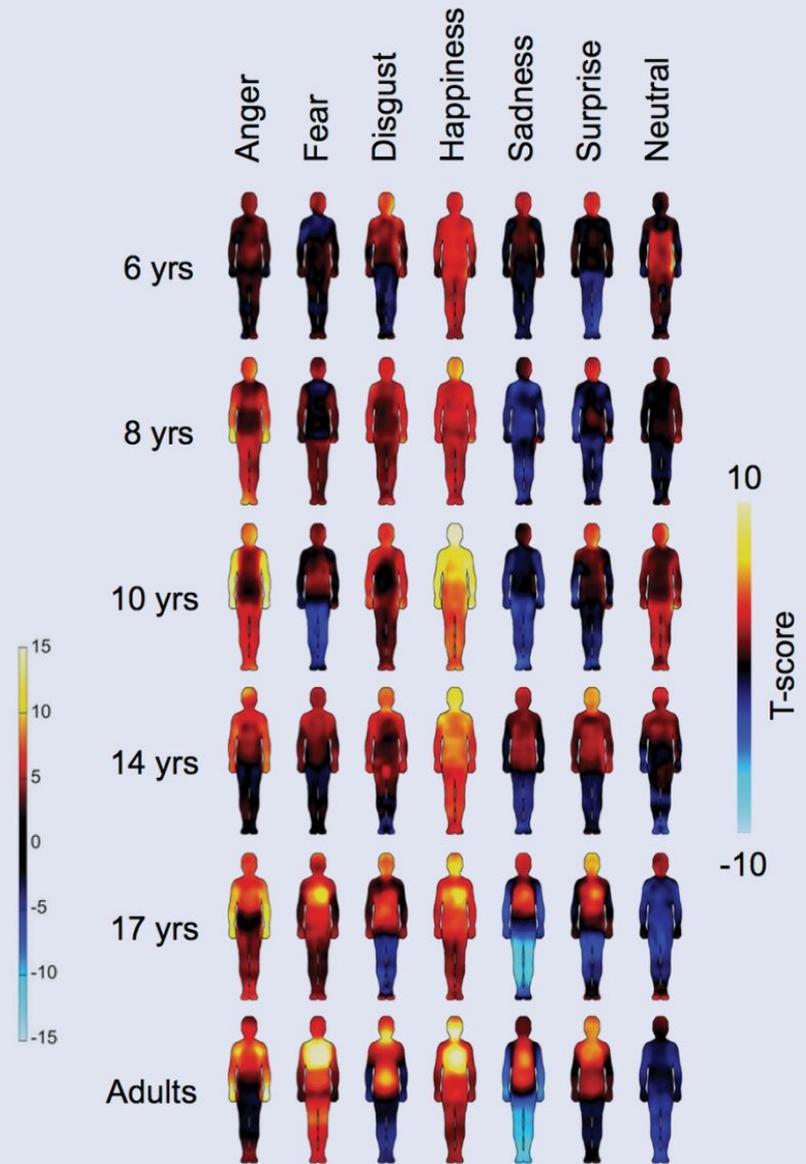
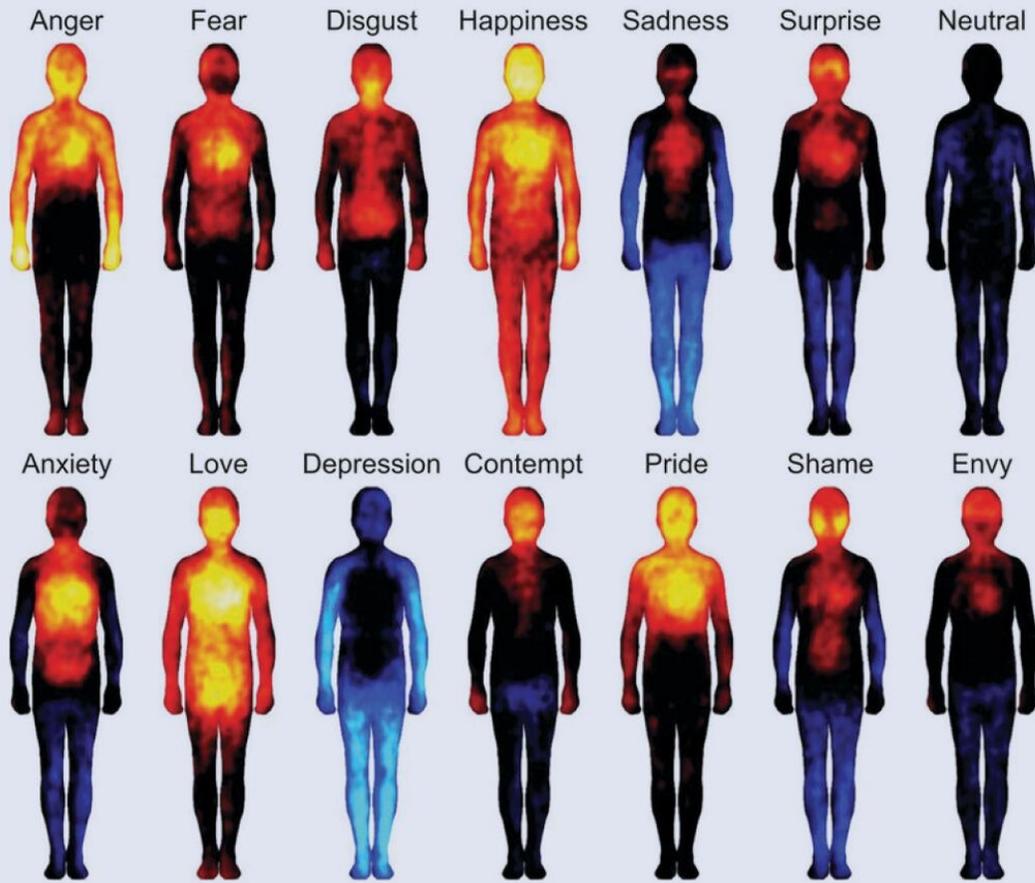
Bruce McLean, 'Half Hour Stand and Walk About Piece' (1969)



Barnard Tschumi
The Manhattan Transcripts, 1976-1981



Marina Abramovic
Imponderabilia, 1977



B 8 9 10 A₁ 11 12 B₁ 13 14 A₁ 15 16 B₁ 17

7/8 3/8 1 3/4 3/4 1/2 7/8 1/8 1/2 1/2 3/4 1/4 1 1 1/4 3/4
 1 7/8 1 1/8 1 1/2 1 1/2 1 1/8 3/4 1/4 1 1 1/4 3/4

IV V VI VII VIII IX X XI XII

Sergei M. Eisenstein
The Film Sense, 1943

Future of University



People's Wall, World's Fair, New York
Bob Adelman, 1965



The Flying Classroom: the Midwest Program on Airborne Television Instruction, 1960
https://en.wikipedia.org/wiki/Midwest_Program_on_Airborne_Television_Instruction



Hicham Benhoud 1994
La salle de classe

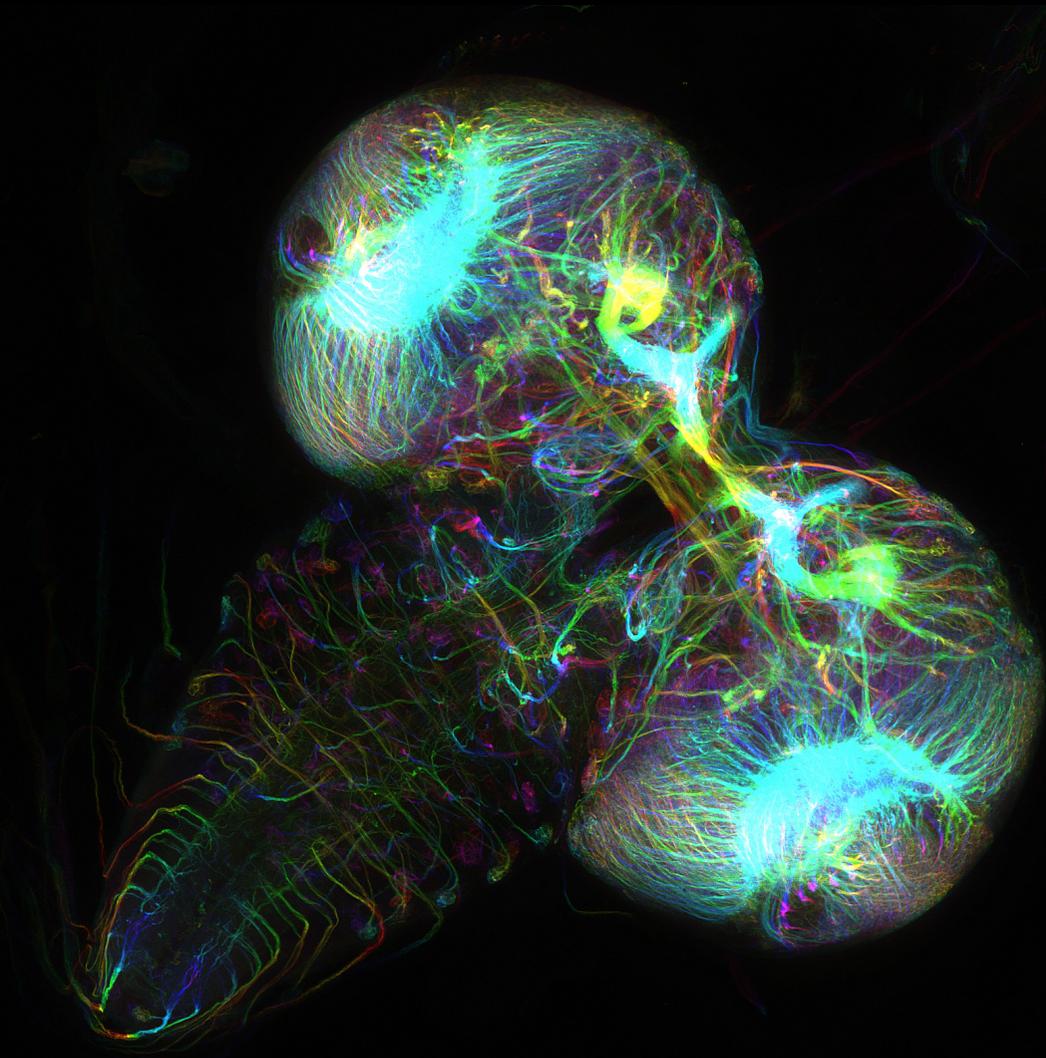


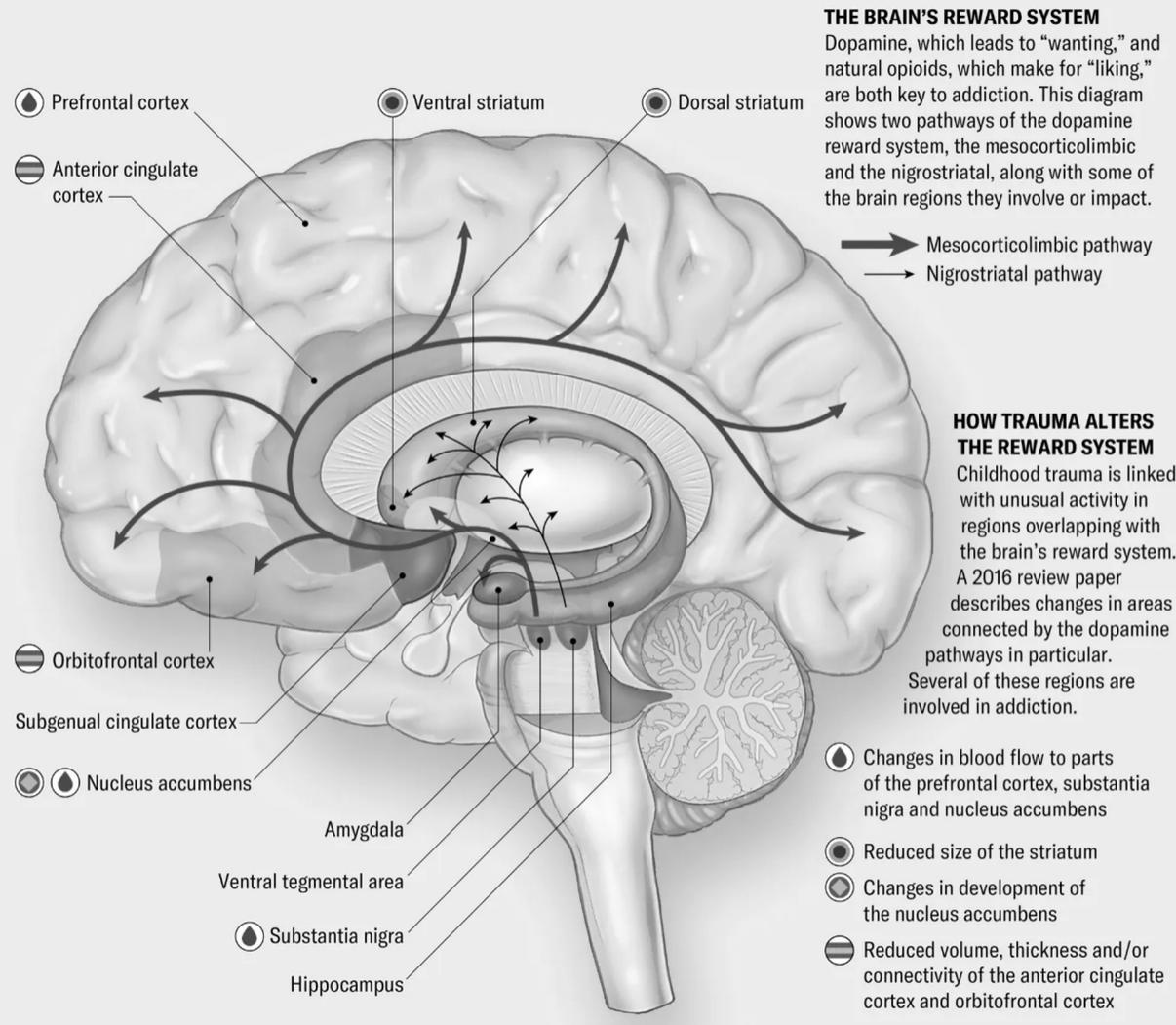
Hicham Benhoud 1994
La salle de classe



Brainwave Trackers and AI cameras in Chinese Classrooms
Wall Street Journal, 2019









UE X – Experience Design

THE FORENSIC MANUAL

UE X | Experience Design
AR-480
CS-489

FUTURE TOUCHPOINTS

UE X | Experience Design
AR-480
CS-489

CRITICAL PROTOTYPING

UE X | Experience Design
AR-480
CS-489

Title

CONCEPT :

Vivamus ultrices vestibulum sem, sit amet sodales nisi donec non. Et porttitor leo eu ligula dictum pellentesque.

descriptions

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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touchpoints

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touchpoint name

2

touchpoint name

3

touchpoint name

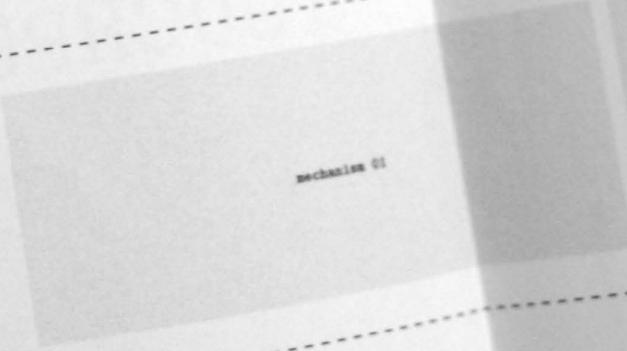
4

touchpoint name

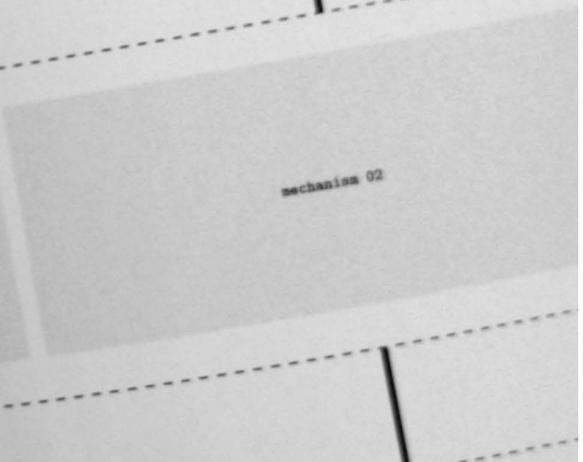
5

touchpoint name

disruptive

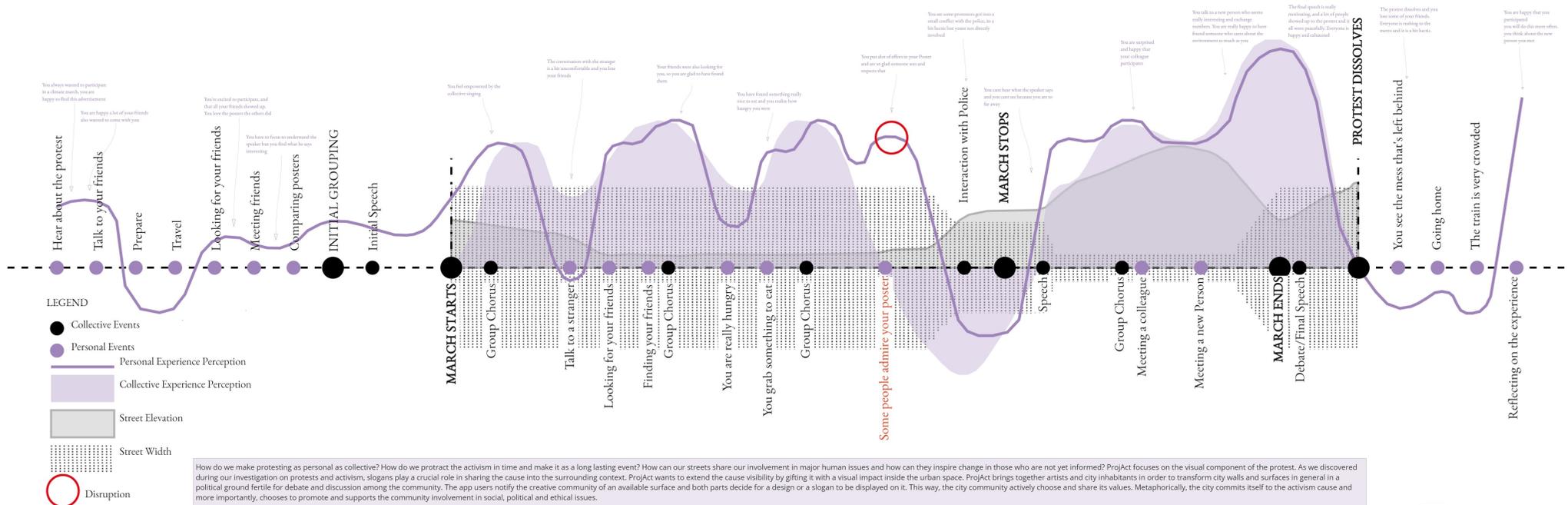


mechanism 01

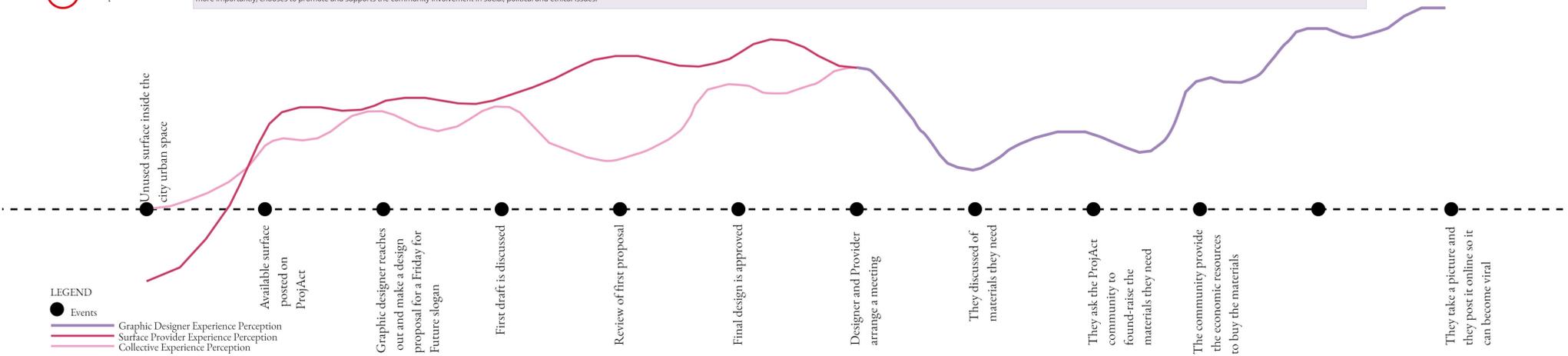


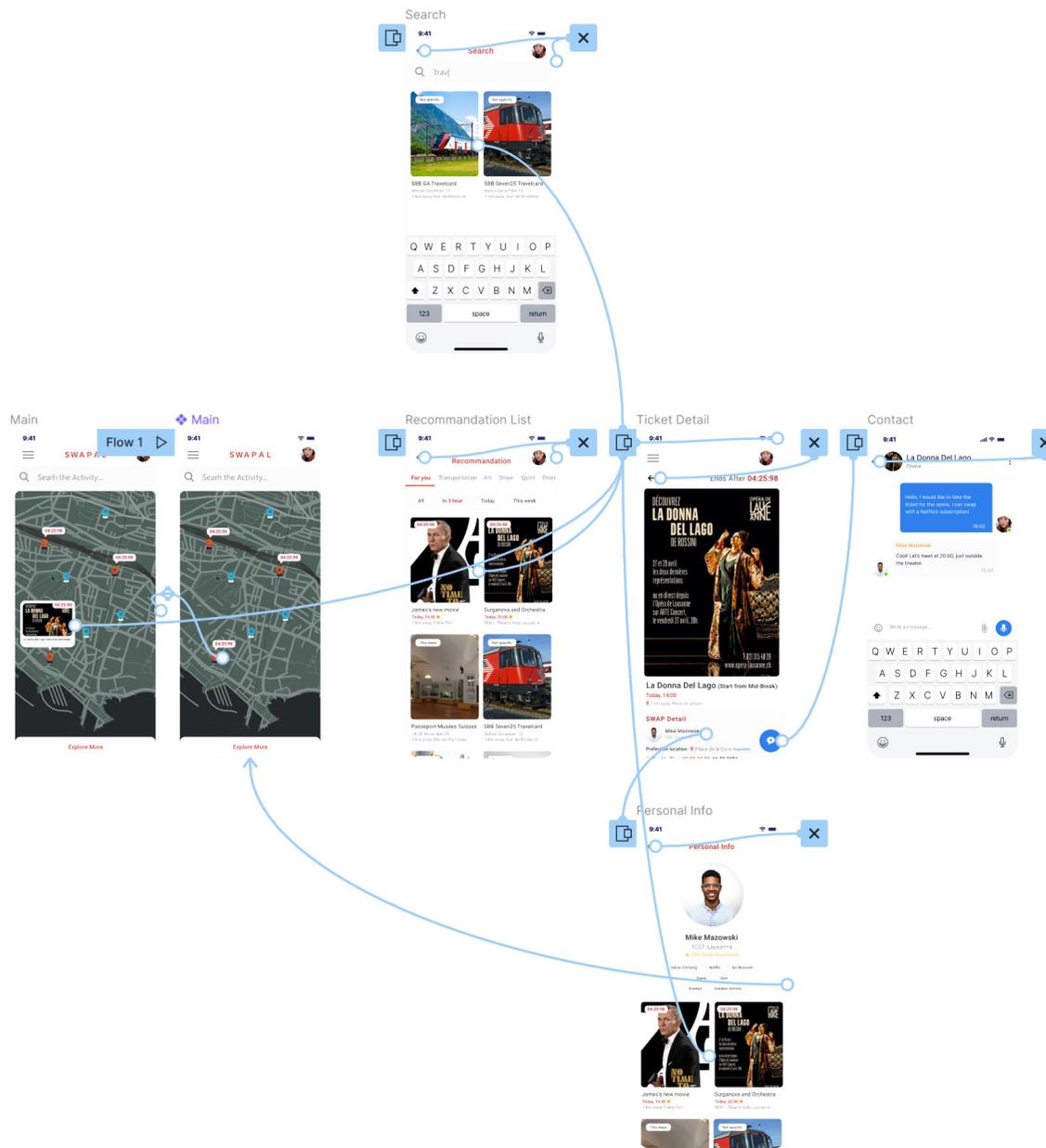
mechanism 02

key AI/AR/VR mechanisms for disruption

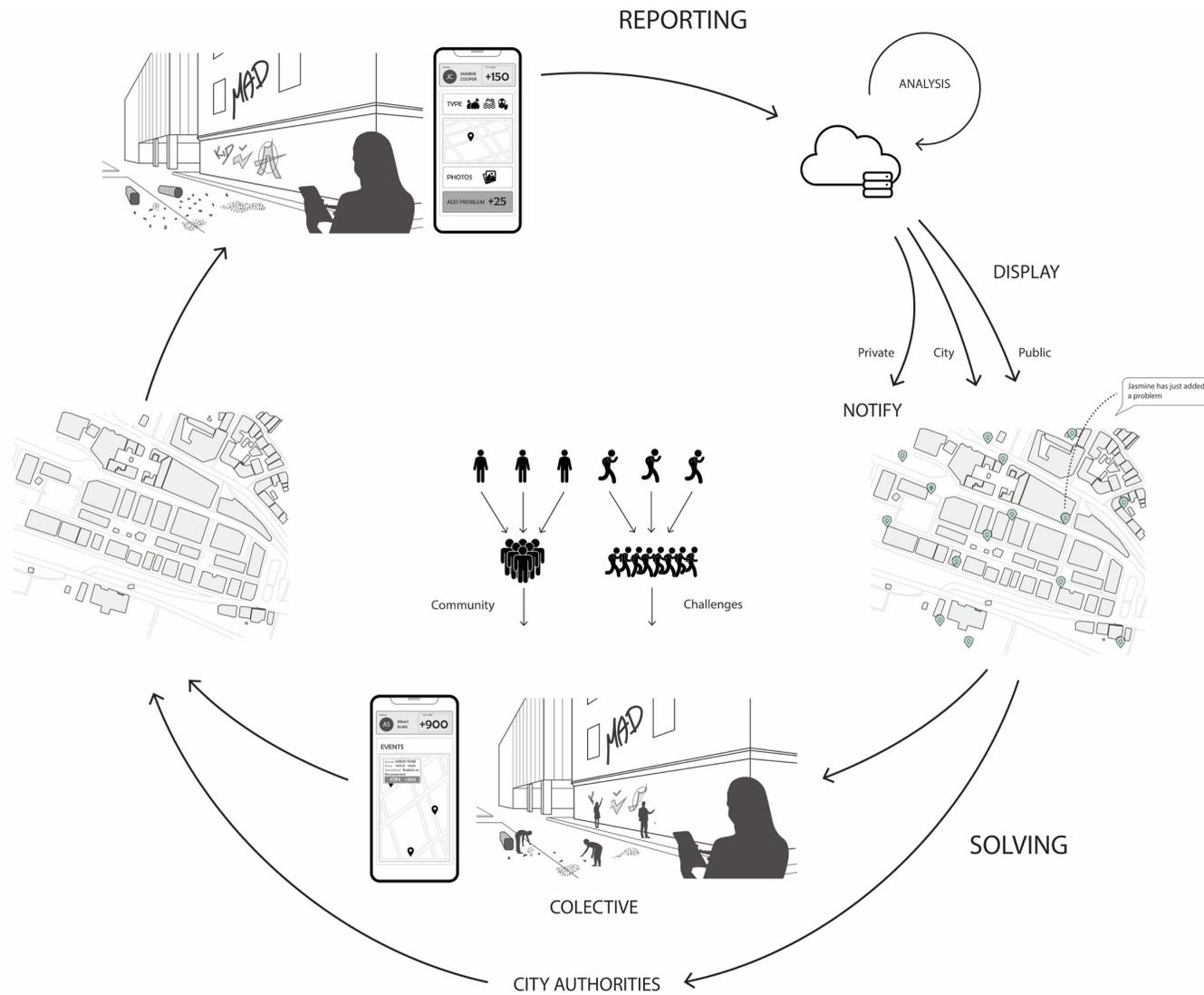


How do we make protesting as personal as collective? How do we protract the activism in time and make it as a long lasting event? How can our streets share our involvement in major human issues and how can they inspire change in those who are not yet informed? ProjAct focuses on the visual component of the protest. As we discovered during our investigation on protests and activism, slogans play a crucial role in sharing the cause into the surrounding context. ProjAct wants to extend the cause visibility by gifting it with a visual impact inside the urban space. ProjAct brings together artists and city inhabitants in order to transform city walls and surfaces in general in a political ground fertile for debate and discussion among the community. The app users notify the creative community of an available surface for a design or a slogan to be displayed on it. This way, the city community actively choose and share its values. Metaphorically, the city commits itself to the activism cause and more importantly, chooses to promote and supports the community involvement in social, political and ethical issues.





Prototype – To Swap
MxD lab – UE X 21



Systems Diagram – To Clean (MessHunter)
 MxD lab – UE X 21

UEX – EXPERIENCE DESIGN FRAMEWORK

23.09.2022	30.09.2022	07.10.2022	14.10.2022	21.10.2022	28.10.2022	04.11.2022	11.11.2022	18.11.2022	25.11.2022	02.12.2022	09.12.2022	16.12.2022
01 INTUITION	02 IMMERSION	03 MAPPING	04 DISRUPTION	05 PRECEDENTING	06 SHARPENING	07 MIDTERM REVIEW	08 PROTOTYPE I	09 PROTOTYPE II	10 PROTOTYPE III	11 PROTOTYPE IV	12 PACKAGING	13 FINAL REVIEW
<p>13:00 INTRODUCTION</p> <p>Prof. Jeffrey Morgan, THE AUDIENCE/CITY</p> <p>Individual DESIGN 9 GLASS</p> <p>14:00 POOLING + VOTING</p> <p>GROUP FORMATION Human Algorithm + Disruption</p> <p>15:00 EMOTIONENGINEERING</p> <p>16:00</p> <p>17:00</p> <p>SUBMIT</p> <p>writs images descriptions flowdiagram</p> <p>EXPERIENCE PROPOSAL</p>	<p>EXPERIENCE</p> <p>FORENSIC MANUAL</p> <p>DATA COLLECTED</p>	<p>EXPERIENCE JOURNEY</p> <p>EXPERIENCE MAPPING</p> <p>OVERLAYING</p> <p>MULTIDIMENSIONAL EXPERIENCE MAPS</p>	<p>THREE RADICAL IDEAS</p> <p>THREE RADICAL IDEAS PER GROUP</p> <p>CITY DATA PLATFORMS</p> <p>VISUAL INTERFACE</p> <p>CITIZEN ENGAGEMENT</p> <p>WSN</p> <p>IOT</p> <p>AR+VR</p> <p>POOLING</p> <p>12 PROJECTS</p>	<p>ANALOGIES + DATA SOURCES STATE OF THE ART</p> <p>PRECEDENTING</p> <p>DATA SOURCE HUNTING</p> <p>REFERENCING</p> <p>ANALOGIES + DATA SOURCES STATE OF THE ART</p>	<p>"VIZ-BASHING"</p> <p>SKETCHING</p> <p>NARRATIVE & STORYBOARDING</p> <p>BASHED COLLAGES VISUALIZATION STORYBOARD OF IDEA</p>	<p>PITCHING SESSIONS</p> <p>SESSION I</p> <p>SESSION II</p> <p>FINALREMARK</p> <p>VIRTUALAPERD</p>	<p>STORY</p> <p>CITIZENS</p> <p>END-USERS</p> <p>ENGAGEMENT</p> <p>POLITICS</p> <p>PROTOTYPE</p> <p>BASHING</p> <p>SOFT PREP</p> <p>HARD PREP</p> <p>PUBLIC BENEFIT</p> <p>BUDGETING</p> <p>VIDEO RECORDING</p> <p>EDITING</p> <p>NARRATION</p> <p>JOURNAL I</p> <p>JOURNAL II</p> <p>JOURNAL III</p> <p>JOURNAL IV</p>	<p>PACKAGING WORKSHOP</p> <p>KICK-STARTING</p> <p>LAUNCH CAMPAIGN</p>	<p>LOCATION TBD</p> <p>WORLD CAFE REVIEW</p> <p>FINAL PROJECT</p>			
2%	3%	3%	3%	4%	4%	20%	5%	5%	5%	5%	10%	30%

Schedule*

Fall, 2025

Week 1: Introduction / Intuition Workshop
EMOTIONEERING

Week 2: Immersion Workshop
FORENSIC MANUAL

Week 3: Mapping Workshop
EXPERIENCE JOURNEY

Week 4: Disruption Workshop
THREE RADICAL IDEAS

Week 5: Precedenting Workshop
ANALOGIES

Week 6: Sharpening Workshop
DIAGRAMS

Week 7: Midterm Review / Pitching + Mashup

Week 8-11: Critical Prototyping I – IV

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Week 12: Packaging Workshop
STORYTELLING/REPRESENTATION

Week 13: Final Review / Pin-up

*Dates and topics are subject to change.

Media x Design Laboratory

Prof. Jeffrey Huang

Francisco Moura Veiga

Fatma-Betül Güres

Guillaume Yersin