

DSa
2024 ①
Courses &
Calendars

Masterclass
9:00—12:00

9.2—
13

Topic

Brief
description

Visual
Design
Exploration

Mirko Ilić
USA / New York

Tolerance Poster
Workshop

The idea for this workshop is for participants to create a Tolerance Poster. Because the subject of Tolerance is very wide, to make an impactful poster, participants will need to choose some aspect of Tolerance or Intolerance that they are familiar with, or that is close to their heart.

There can be many issues that go from tolerance / respect towards animals, tolerance / respect for gender rights, tolerance / respect for elderly peoples' rights, tolerance / respect for racial diversity, etc.

Multilingual
Type Design
& Layout

Sebastian Bissinger
Germany / Berlin

My Own
City Guide

In this workshop we go beyond the borders of graphic design and even concepting. You are going to do creative direction as well as photography, journalism, graphic design, and you are also the editorial board.

It is an editorial design project: We will do a city guide for the city of Hangzhou, the city where you live and work.

We want you to go out to search for the unexpected but also share your personal, intriguing, own highlights of Hangzhou.

Brand Identity
& Information
Design

Andrea Gassner
Austria / Feldkirch

Spatial
Messages

When spatial and graphic design for visual communication work together, messages can develop an enormous impact. Directional and orientation systems, graphics and lettering on buildings inform and direct us, while at the same time contributing to the identity and formation of an image. Media such as exhibitions offer valuable opportunities for contact through direct encounters between people, exhibits and offers. Spatial installations for visual communication (systems with form, space, symbolism and message) allow sensual and multi-dimensional perception.

The workshop is about using such contact opportunities and about the interplay of architectural elements and graphic design; a visible result of this course are “spatial messages” – communicative interventions in public space.

Interactive
Media

Schultzschultz
Germany / Frankfurt

Start with
a Simple Tool

Participants of the workshop will start with a very simple scripted tool to create or modify graphics. Throughout the course of the workshop, participants will use and continuously refine the tool in an iterative process, developing it into a more complex application. They will explore different interaction concepts to generate graphics, typography, and animated visuals.

We will use the simple Processing scripting language, which allows participants with no scripting experience to attend the workshop. All participants should install the Processing software for the workshop (processing.org/download) and watch some basic tutorials (processing.org/tutorials) if they have not used Processing before.

9.16—
27

Topic

Brief
description

Prof.
Fons Hickmann
Germany / Berlin

We design
a flag

A flag can be seen as a symbol that represents the way a group of people, an association or a nation wants to be seen by the outside world. It can convey their moods or the representation of their world view and ideals. Usually, two overlapping levels of meaning come into play, namely that of tradition and that of hope. Tradition symbolizes values and hope symbolizes the future.

In the course, we want to design flags for different occasions, personal flags and flags for special occasions. We will analyze the characteristics of flags and what makes them special.

At the end of the course, we want to print, photograph and exhibit the flags.

Pan Yanrong
China / Nanjing

Layout and
Editing

We are always wondering what is a good design. As designers, we should follow the project itself to look for the design direction in the content, where the solution is waiting to be discovered.

Book design is a comprehensive process that requires the collaboration of clients, designers and producers. Concept, size, material, binding, and time should be considered at once. Something unique should be searched for within the possibilities of printing and binding.

In the course, I will share some projects with you to find out how to construct a complete and narrative logic through “active editing”. Let's transform book design from “passive” to “proactive” involvement.

Prof.
Sven Ingmar Thies
Austria / Vienna

Branding &
Giving Feedback

What is branding? What is corporate design? Does visual identity mean the same thing? Are there any basic principles that should always be followed? And are there different approaches for large and small clients?

After talking about definitions and approaches to the design process, we will focus on the doing: finding core ideas, designing logotypes, creating applications - always with the aim of creating a unified experience that appeals to all the senses. The result will be a presentation of your branding project.

Along the way, we will practice giving each other constructive feedback - always with the aim of improving our communication as designers, but also the quality of our work.

I look forward to accompanying you on your journey to holistic design.

Prof. Markus Weisbeck
& Vera Kunz
Germany / Frankfurt

Design Thinking /
Serendipity

The developed workshops open up the possibility of visually realizing projects without a concrete task. The students independently develop topics that emerge playfully during the first working week. Due to the fact that the process of thinking when designing cannot function linearly from task to solution, it is precisely the mistakes and dead ends along the way that are an essential motor for ideas. The second week would be used for a more focused task to migrate the first results in a complex world of a new corporate identity. Creativity and ideas are the currency for designers. Visual Communication with the Methods of the Space for Visual Research has been pursuing the goal of training individual and later successful designers with these methods for years.

9.30—
10.11

Topic

Brief
description

Sven Tillack
Germany / Stuttgart

Poster Playground:
7x7 ways to design a poster

The participants, skilled or beginners, will learn various digital and analogue techniques to combine images and texts into striking designs.

The lessons will include the topics among the following: i) General Composition ii) Photography iii) Silhouettes iv) Perspective v) Layering vi) White Space and vii) Typography.

The participants can use and combine their own interests with poster design techniques to create new approaches to their work. Every unit starts with an input lecture about a certain technique the boundaries will be set every day to specialize in a certain technique yet the possibilities are endless.

The session then can be used for individual or group feedback consultations. Every evening the students will collect the designs of the day so the outcome can be documented in a booklet that combines the participants' designs!

A phone with a camera and a laptop with Illustrator/InDesign/Photoshop are required. Sketchbooks and pencil + paper are optional but recommended.

Dan Solbach
Switzerland / Berlin

Multilingual
Typography

When working with multilingual typography, learned rules and concepts of typography and layout have to be questioned. If we want to pay respect to the second language, we have to change our thinking and encounter the familiar language from a foreign place. In this way we can question our convictions, break down our rules and liquefy our visual language in order to open up our world.

In various applications, we explore the relationship between two scripts through layout, typography, and type. We try to apply strategies to an extreme in order to find breaking points that we can explore creatively.

Kakinokihara Masahiro
Japan / Tokyo

Branding and
Typography

It is a workshop discussing approaches and methods when working with branding and creating typography.

Chimo
China / Xi'an

Digital Art &
Visual Scene

Digital art is not only restricted to the screen in the gallery or the exhibition, but should be combined with music, lighting and interaction. Designers should come to the front stage, performing their works like VJ. We will create a section of digital artworks and present a visual scene featuring oriental aesthetics with sound, light and electricity.

Design
Philosophy
& History
9:00—12:00

10.14—
18

Topic

Dr. René Grohnert
Germany / Essen

The poster in Europe:
History – present – future (?)

Brief
description

The series of lectures first introduces the German Poster Museum in the Museum Folkwang. In terms of content, the discussion starts with the forerunners of the poster, the leaflets of the 17th to 19th centuries.

I Precursors of the poster [17th to 19th century]

II Industrialization and early posters [19th century]
III First heyday [1896-1914]
IV Propaganda posters in World War I [1914-1918]
V New diversity [1918-1933]
VI Propaganda posters of the Nazi era / World War II

[1933-1945]
VII New beginning in post-war Europe [1945-1961]
VIII Division of Europe / Globalization of design I [1961-1989]
IX Globalized design II [1990-present]
X Design aspects
XI Future of the poster

Multi-
disciplinary
Lecture
14:00—17:00

10.14—
18

Jiang Zhi China / Beijing
Zhu Sha China / Beijing
Li Zhenhua China / Zurich

Tutu Zhu China / Shanghai
Liu Xiaodu China / Shenzhen

Brief
description

Multidisciplinary lectures (10%) are led by experts in contemporary art, design, film, curation, and other interdisciplinary fields,

providing participants with multidimensional inspiration to cultivate artistic aesthetics and also bringing influences on design practices.

Design
Production
& Printing
Techniques
9:00—12:00

10.21—
25

Arton Art Centre
China / Shanghai

George Chen
China / Shanghai

Brief
description

Design Production & Printing Techniques (15%) are taught by experts in paper, printing, binding and related industries, bringing production theories, technologies, skills

and experience. DS academy will provide a silk screen printing workshop (eco-friendly water-based pigments only), a Riso printing workshop, and a digital printing workshop.