

PROF. CHRISRTOPH BÜCH  
UE CAMPUS BERLIN, GER  
MA COMMUNICATION DESIGN

The project combines three areas of knowledge: **DESIGN THEORY, AI & DESIGN**. These 3 areas of knowledge will be addressed in the seminar in 3 steps.

Step 1: **Reading, referencing** and **discussing** different design theories.

In the course, students read and discuss chapter 2 from the book "Design als Wissenskultur" by Claudia Mareis. The chapter is a compilation of 9 texts from the 20th century that attempt to understand and define design. It begins with the conceptual idea of the Bauhaus University from 1919 and ends with Donald Schön's concept of the Reflective Practitioner from the 1990s.

Step 2: **Researching, contextualizing** and/or **creating** a conceptual analogy using AI.

Students use AI to deepen their knowledge of the theoretical approaches and/or to contextualize the texts by researching references to politics, economics, society, media, technology or music and the visual arts. Or they create conceptual analogies to other fields of knowledge. Such as the Koran or Contemporary classical music.

Step 3: **Design implementation**

In the third step, these texts and the research results are then to be implemented creatively. In the first two semesters, the requirement was to create an information graphic. See attached examples. In the coming semester, the task will be freer. For example, it is conceivable that the design texts will be transferred into a puppet theater or musical pieces using AI.



## **PROF. CHRISTOPH BÜCH**

- 2015 Professor at the UE, Hamburg
- 2015 Head of the BA Communication Design, UE Hamburg
- 2020 Development of the MA Communication Design degree program
- 2023 Accreditation and launch of the MACD
- 2023 Head of the MA Communication Design at UE Campus Berlin, Germany