University of Applied Sciences Düsseldorf

Lecturer: Tom Hirt
Interaction Design

Web: http://design.fh-duesseldorf.de/hirt
Email: mail@thomashirt.com

About the Design department

The study model of Düsseldorf combines traditional parameters with up-to-date aesthetic, technical and social findings in order to guarantee a modern and future-orientated education. This is possible thanks to a relatively big number of full-time and part-time lecturers. The design department consisting of currently 27 professors and full-time lecturers as well as 40 highly qualified lecturers represents one of the biggest team of lecturers in the German-speaking area.

In this case quantity stands for quality. The diversification of competences provides a broad basis for state-of-the-art-studies which are always up-to-date. As a principle all design tendencies at the University of Applied Sciences of Düsseldorf are of the same importance.

You can choose between classical artistic practices, dimensions of communication with picture, font, object and space and between different digital media. As the university is equipped with workshops for type, print, screen printing, wood, plastic material, metal, glass and enamel, traditional techniques can be developed. Studios for DTP, CAD, photo, film, AV and interaction design help to get to know the methods of modern technology.

Departments:
1. Exhibition, signage systems, 3D systems
2. Book, magazine, editorial, typography, placard, signs
3. Photography, illustration
4. Hypermedia, film, internet
5. Design basics, painting, installation, sculptures
6. Object, jewellery, product
7. Advertising, text, campaigns
8. Design theory, GenderMediaDesign, history of art, media theory

20.09.2009

Seminar
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01
Subject:
Green Corporate Identity

Task:
VW BlueTrack: Assistance system for sustainable driving

Summer semester 2009
Term paper
Dennis Middeke

Description of subject:
Even today numerous data concerning performance and composition of cars are collected inside a Volkswagen car. Besides fuel consumption it is possible to determine for example tyre pressure or road conditions. BlueTrack is a mobile platform on which drivers of Volkswagen can analyse their driving data. Saving tips help reduce fuel consumption and drive more economically. Thanks to the comparison and exchange with other members of the BlueTrack community, drivers are additionally stimulated to continuously improve their driving data. Virtual scenarios show the fuel savings to the driver as well as the impact that other measures would have on consumption. Thus BlueTrack supports not only environmentally friendly driving but also communicates new "green" technologies by strengthening the brand image of a sustainable company.

Lecturer: Tom Hirt
mail@thomashirt.com

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Green Corporate Identity
Findings

01. "BlueTrack"

Findings and input for further consideration:
- driving your car is convenient without a thought for the ecological impact of your activity
- it will have an impact in any case, but when key figures about fuel consumption, greenhouse gas emission or an analysis of your driving habits are available, this should make it easier to adapt your behaviour
- attract the attention of drivers to "green" behaviour (inside a car, around cars)
- supply "the big picture" to each single driver by displaying amount of traffic or the total load of emissions at the immediate location / in the immediate space
- find incentives to stimulate eco-friendly behaviour (competition within an interested community, coupon system for fuel cost payback)

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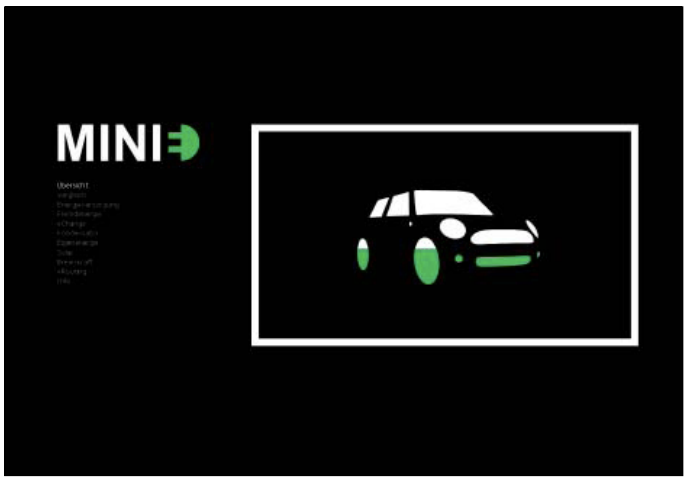

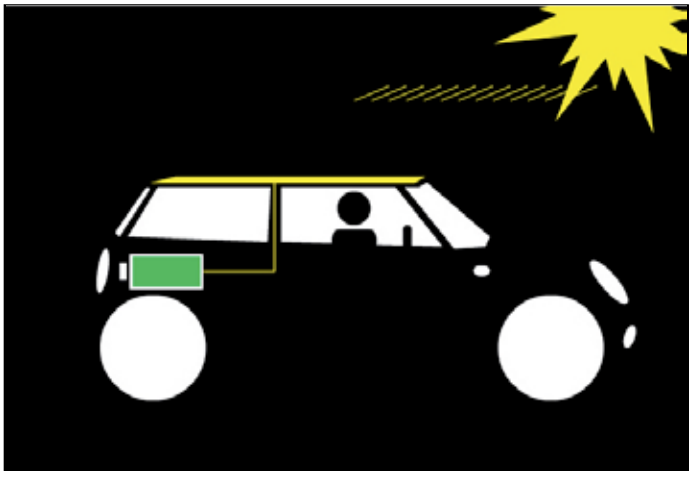

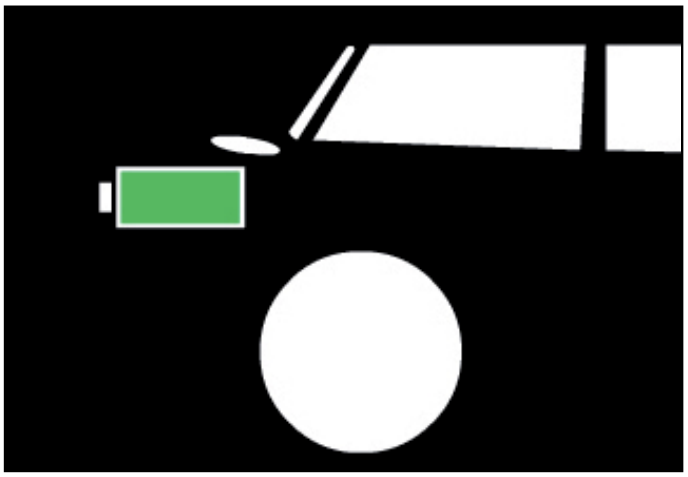

02
Subject:
Green Corporate Identity

Task:
MINI E

Summer semester 2009
Term paper
Christian Fischer

Description of subject:
Mini E is a concept of BMW which is currently being tested in Berlin. The Mini of BMW is converted into an electric vehicle which offers many advantages, particularly in terms of sustainability and costs. However the most important disadvantage of the system is that an electric car is not able to cover great distances before being recharged. The project aims at developing new ideas and implementing current technologies in order to compensate this weak point.

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Green Corporate Identity
Findings

02. "MINI E"

Findings and input for further consideration:
- more and more vehicles will have electrically powered engines
- to increase the operating radius of this kind of vehicle we need a sophisticated network of charging points
- make these charging points visible (like modern fuel stations, to show the spread of this network, establish a "brand" in city landscapes)
- add more functions and possible information to use this Indicator as a tool to change attitudes
- make people with e-cars into "heroes of eco-friendliness"

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03
Subject:
Green Corporate Identity

Task:
Green Buy

Summer semester 2009
Term paper Shin Takeda, Arnold Flöck

Description of subject:
The application "Green Buy" developed for mobile phones enables to communicate information as to sustainability which is not indicated on the packaging of a product. All you need is a mobile phone with an integrated camera and the mentioned application.

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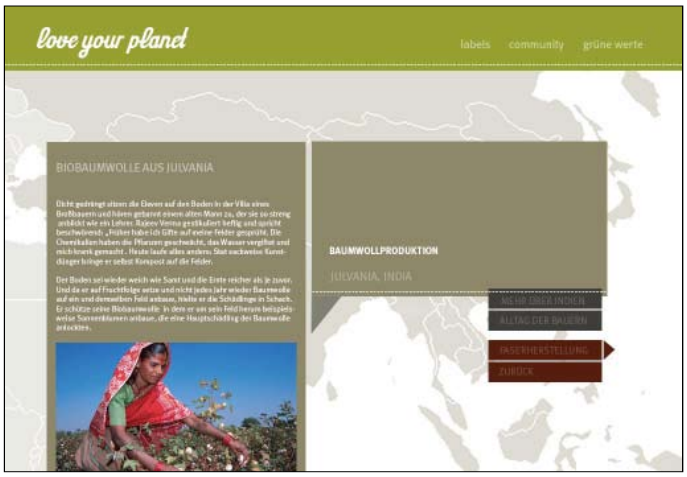

08
Subject:
Green Corporate Identity

Task:
„love your planet" – platform for green model labels

Summer semester 2009
Term paper Nadin Höke

Description of subject:
The number of consumers interested in fair trade and sustainable clothing is increasing. The problem, however, consists in the fact that there is no standardised label, like in the food industry, which characterises eco-fashion. What is more is that it is often difficult fort he consumer to obtain additional information with reference to a product. The project aims at creating a standardised label and an internet platform on which the consumer can collect information about the product cycle. Along the theme of "love your planet", the client's awareness for sustainability should be raised. These eco-labels are available on an internet platform. On this platform the user can find out with which method and under which conditions clothes have been produced. Every stage of production is being displayed and the product cycle becomes thus more transparent.

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Seminar

Green Corporate Identity
Findings

03. „Green Buy“ + 08. „love your planet“

Findings and input for further consideration:
- during the shopping process, many questions in conjunction with eco-friendly behaviour arise
- providing additional information is crucial to guide consumption in the right direction
- the integration of a deeper information process into our buying decision is of huge importance to activate the power of customers on the markets. (only knowledge about ecological features makes eco-friendly purchasing habits possible.)

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04
Subject:
adidas: Between A and B

Task:
Clothing used as a navigation system, Social Media Tool,
memory

Summer semester 2009
Term paper Oliver Kierepka

Description of subject:
adidas discover is an interactive communication concept dedicated for raising awareness of sustainable thinking and acting. This project targets the need for positioning the subject of environment as a central issue so that the consumer understands the importance of environmental protection. The finished product should offer two characteristics: It should be as variable and locally independent as possible in order to correspond to a mobile target group and, secondly, to be able to visualise every type of content via the system. The application is fully controlled by a digital card whose navigation is easy to understand.

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Green Corporate Identity
Findings

04. adidas digital

Findings and input for further consideration:
- collect criteria for environmental friendliness in conurbations and define and classify these items
- indicate spots of environmental friendliness in cities
- display facts in a suitable way / stimulate interest
- combine these Indicators with a mobile web application to provide detailed information
- make interaction possible (user can vote or comment, user can post spots, ..)
- benefit: a virtual layer at a city map with eco-friendly locations (not only parks or buildings - could be also a restaurant or a shop)

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05
Subject:
The environmentally friendly train station of Düsseldorf

Task:
The train station of Düsseldorf should become more attractive and the importance of environmental protection has to be communicated in a better way.

Summer semester 2009
Julia Bauer, Elena Bergern, Matthias Dunker

Description of subject:
The company Deutsche Bahn itself is already a sustainable company. This is, however, not known to the user, as it is not correctly communicated by the company. At the environmentally friendly train station of Düsseldorf the railway passenger finds out where energy and how much electricity is being produced. What is more is that this train station offers a wider range of services, making orientation easier for the railway passenger. Going by train thus becomes more attractive. The film accompanying this project can be seen in the internet as well as directly at the train station. It shows the transformation of the central station of Düsseldorf into the environmentally friendly train station of the future. By means of animated illustrations the environmental protection measures are explained in detail so that everyone learns about "green" advantages of going by train.

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Findings

05. "ECO - train station"

Findings and input for further consideration:
- users of public transport travel in an ecologically friendly manner
- it is useful to stimulate the awareness of each passenger by motivating and confirming their eco-friendly behaviour
- presenting information about reduction in greenhouse gas emissions or energy consumption makes their behaviour visible and transparent
- providing not only information but also services like a rental service for bicycles or electrically powered cars
- finally, making this kind of travelling more convenient and attractive is the best way to persuade more passengers to use public transport.

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Miele
MOONLIGHT

06
Subject:
Green Corporate Identity

Task:
Miele Moonlight

Summer semester 2009
Term paper Christian Motog

Description of subject:
Miele Moonlight is an interface covering all household appliances. Thanks to the cooperation with a particular supplier of electricity, who offers an advantageous economy rate, the consumer is able to prepare and program his appliances. After the supplier has introduced the economy rate, the appliances are switched on automatically.
- the consumer can actively influence the electricity consumption
- the consumer can himself realize electricity waste
- rise of awareness for energy saving

The interface is easy to understand as it has only a few applications. The costs that have been saved are displayed the next morning (day, month, year). Furthermore the current electricity consumption can be recalled. Other recompense systems can be possible, too.

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Seminar
Green Corporate Identity
Findings

06. "Moonlight"

Findings and input for further consideration:
- monitoring energy consumption is crucial to obtain a basis for an analysis
- current and its flow is invisible, but showing and locating the highest level of consumption is helpful to detect potential optimization and savings
- make places of waste visible / indicate waste of energy
- display alternative periods of time, when energy prices are lower / energy demand is lower
- "translate" amount of energy consumption into something easier to understand (costs, energy consumption of an average household, kcal consumption of human body, ...)
- find a solution to focus the attention of people on renewable energy (in proportion to non-renewable)

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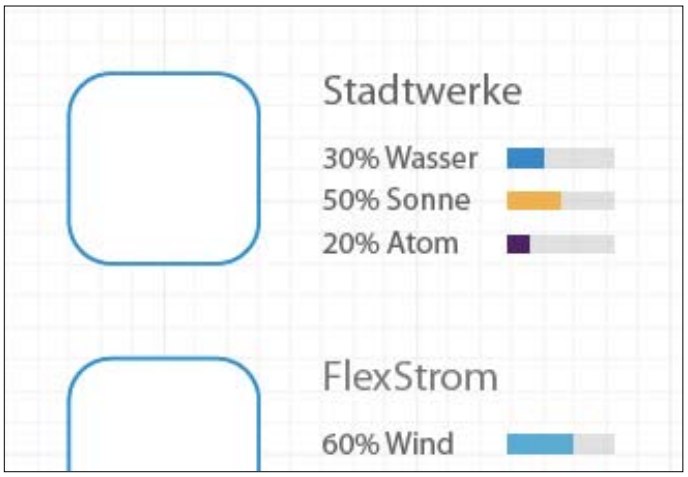

07
Subject:
Green Corporate Identity

Task:
Concept and design of ideas as to the subject sustainability and climate change

Summer semester 2009
Term paper Ranjit Dykhoff

Description of subject:
The project aims at visualising electricity consumption and offering access to the data to the user. It constitutes a solution to the visualisation of detailed personal consumption. The total electricity consumption as well as the consumption of all individual appliances can be displayed. The consumption is indicated 'live'. The user is able to economise, as the consumption is visualised in a transparent way, and by comparing his data to others he gets to know the market better.

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Findings

07. „ecare“

Findings and input for further consideration:
- visualisation of data in a specific context can stimulate awareness by starting off a thought process
- displaying energy consumption at various places makes our behaviour tangible
- the comparison of this data with average values makes our behaviour rateable
- energy consumption based on non-renewable sources has a direct link to air pollution or waste of resources
- make energy consumption visible and find as many places in public spaces as possible