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Prof. Dr. Axel Vogelsang holds a PhD in Design from the University of the Arts London/Central Saint Martins College and teaches on the MA Design at the University of Applied Sciences and Arts in Lucerne. He is head of the research group Visual Narrative, which explores contemporary practices of image making for the purpose of storytelling, explanation and communication in linear and non-linear media. Since 2010 his personal research focus is on the usage of digital and visual media in cultural contexts and particularly museums. Axel Vogelsang is also a board member of the German Society for Design Theory and Research (DGTF)..