



How to engage students?

Engagement and learning experience can no longer be understood as simply “[capturing learner attention](#)” (EN). Instead, they require rebuilding a shared [learning project](#) (FR): establishing clear purpose, creating opportunities to practise with peers, and offering feedback that is timely, relevant, and unmistakably human—particularly when students can “watch later” or delegate first drafts to GenAI.

For adult learners, engagement is equally pragmatic. It depends on relevance to professional and personal life, programmatic flexibility, a sense of belonging, and feedback that sustains [persistence](#) (EN) over time. [Microlearning](#) (FR) and asynchronous formats can help maintain engagement, only when embedded in a broader design that meets [high quality standards](#) (FR).

Focus on

For several years, Audencia has experimented with design fiction as a method for stimulating critical thinking, imagining alternative futures, and questioning innovation trajectories. While not yet deployed across all programmes, this approach is championed by several faculty members—particularly Nicolas Minvielle, director of the Specialized Master’s in Marketing, Design & Creation and founding member of the collective Making Tomorrow.

Situated at the crossroads of foresight, design, and storytelling, design fiction involves simulating possible futures through narratives, objects, prototypes, or fictional documents. This helps spark debate, build awareness, and support the emergence of alternative strategies.

[Read more](#)

Change.
Your way.

