



INTERACTION DESIGN

The design of interactive objects, spaces and services. The master course integrates Information & Communication Technology (ICT) potential, design sensitivity and business mind set to generate an interactive design product. The course aims at providing students with practical and conceptual skills to carry out a “problem setting” activity, using their imagination to develop concepts, scenarios and strategies based on the introduction of ICT in the everyday life environment, integrating design and creative sensitivity to more technical and market-oriented competence.

THE STRUCTURE

Starting with a module dedicated to Interaction Design Culture, the first semester includes a combination of vision and skill based design workshop activities. The second semester is dedicated to the Final Master course Project in which students, led by a project leader, investigate an interaction design theme, chosen within a research framework proposed by the faculty in close relation with corporate and socio-cultural processes.

THE AUDIENCE

The master course is open to candidates with a background and/or professional experience in Product Design, Visual and Graphic Design, Media and Web Design, Architecture, Computer Science, Engineering, Communication Science, Psychology and Sociology.

THE FUTURE

The master course trains its graduates for leading roles in the world of interaction design. Participants will develop competence to get to different design and strategic positions, such as Interaction Designer, User Experience Designer, Creative Director, Strategist and Design Director.

LANGUAGE

English. Some lectures may be simultaneously translated from Italian into English

DURATION

12 months

INFORMATION

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The master course has worked with

Canon
Eurocontrol
Fujitsu
Fundación Escultor Berrocal
Hager Group
illywords
Iks Core Consulting
Mattel
Meet the Media Guru
Motorola
Nokia
Samsung
Studio Museo Achille Castiglioni

The master course is validated and awarded by the University of Wales



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