

INTERACTION DESIGN DEPARTMENT

master in INTERACTION DESIGN

interactive objects, spaces and services

The Master in I-Design integrates ICT potential,
design sensitivity and business mind set to generate
an interactive design product.

DURATION

12 months

ACADEMIC YEAR

from January to December



Italstudio

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THE COURSE

The academic year starts with a basic course dedicated to **Interaction Design Culture**. Through lectures and discussions, this intensive module contributes to the understanding of the potentialities and definition of the role of interactivity, at the crossing point between design culture, market strategies and technological innovation. The **first semester** includes a combination of skills and vision based activities, to provide students with the interaction design fundamentals to generate, assess and prototype their ideas effectively. The **second semester** is dedicated to the **Final Master Project**. Students, supervised by a reknown practitioner in the field, will work on the development of an individual project focused on a specific interaction design theme.



WORKSHOPS

Workshop activity includes two **Investigations**, focused on fundamental aspects of interaction design (screen-based interfaces and physical computing) and three **Crossing Design Seminars**, combining tutored studio work with lectures, discussions and critic sessions.

THE OBJECTIVE

The course aims at providing students and designers with practical and conceptual skills to carry out a "problem setting" activity, using their imagination to develop concepts, scenarios and strategies based on the integration of ICT in everyday's life, blending design and creative sensitivity with more technical and market-oriented competence.

THE AUDIENCE

The Master in I-Design is open to candidates with a background and/or professional experience in Architecture, Communication Science, Computer Science, Economics, Engineering, Fashion Design, Industrial Design, Management, Media and Web Design, Visual and Graphic Design.

THE FUTURE

The program 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.

VALIDATION

THE MASTER COURSE IS VALIDATED AND AWARDED BY THE UNIVERSITY OF WALES



University of Wales
Prifysgol Cymru

INFORMATION

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TUITION FEE

15.000 EURO + 20%VAT FOR EU CITIZENS
17.000 EURO + 20%VAT FOR NON-EU CITIZENS

LANGUAGE

ENGLISH. SOME LECTURES MAY BE SIMULTANEOUSLY TRANSLATED FROM ITALIAN INTO ENGLISH

THE MASTER HAS WORKED WITH

3M

Camper

Canon

Cappellini

Colorado film

Hager Group

Fujitsu

Logstoffs.com

Mattel

Mediamarket

Motorola

Pioneer

Samsung