

# Interaction Design

## **What is this specialisation about?**

Interaction Design is an exploratory, making-led discipline about the interface between humans and computers. IxD is used to design and create novel and compelling interactive products and systems. As a design discipline, IxD explores the possibilities of interaction, considering both the expressive qualities of computers as well as the values that an interaction creates and supports. As a technical discipline, IxD uses programming and methodological knowledge to implement as well as evaluate a particular design. IxD takes into account users, contexts, and things as component parts of interaction concepts and uses technology as a tool to imagine and build the right design. As a part of finding the right concept, design research concepts and approaches help make sure that interaction design ideas are rooted in real situations and respond to real needs. Methods used in interaction design to ideate, develop and test concepts include design ethnography, scenario-building, digital and physical prototyping at different levels of fidelity, and various evaluation strategies.

## **What will you do in the specialisation?**

The specialisation in interaction design couples theoretical approaches from Human-Computer Interaction and Interaction Design research to design methods and technical prototyping in Javascript, Processing.js, Arduino, and other prototyping tools. During the specialisation, students will be exposed to a range of technologies and respond to design briefs on projects that create novel, context-appropriate design artefacts, building technological fluency. Characteristic for the specialisation is a hands-on, reflective, and practice-based teaching approach in a studio workspace, enabling students to concretise design theories and to theorise from design practice.

## **How are the two parts of the specialisation organized?**

In the specialisation structure, students first learn different prototyping technologies (designing interactions), and then take on a semester-long interaction design project to a particular theme (situating interactions).

## **What are job profiles related to the specialisation?**

The specialisation enables students to innovate existing interactive products and take a lead role in defining features for products and systems and set product development strategies. Job profiles in interaction design include design product manager, creative technologist, design consultant, interaction designer, industrial design researcher, PhD Candidate.