Technical file

Credits:
60

Language:
English

Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5.

Duration:
from January 16th 2020 to July 24th 2020.
The enrolment will be active from January 7th 2020, until the official submission of the student’s records, which will be executed on December 31st 2020.

Timetable:
Monday to Friday from 6.30 pm to 10.40 pm.

The educational planning of all IED Master courses is based on the criteria set by the European Higher Education Area (EHEA). IED Master employs a system of credits that follows the structure of the European Credit Transfer and Accumulation System (ECTS). IED issues its own exclusively private Master’s degrees. Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.
Introduction

The discipline of interaction design analyses technological interfaces to enhance digital user experience, an essential field in business today that requires professionals who are trained to cover the various facets related to design.

The Master in Interaction Design looks to develop professionals who aspire to be digital leaders of tomorrow equipped with the collaborative, critical thinking and technical skills to react, adapt and leverage the impacts of digital transformation and understanding how digital can be harnessed for strategic design.

This Master provides an environment of creativity, design and technological innovation by focusing projects through a futures lens with the skillset and mindset to challenge the status quo, creating well-rounded designers, who can work across disciplinary, cultural and geographical boundaries to design future facing solutions that meet individual, societal and business needs through the nurturing of curiosity, experimentation, technical capabilities and critical thinking, as well as empathic and collaborative skills.

With strategic collaborations and partnerships from industry leaders we bring students and industries to work together on real world challenges with a lens on applied innovation.
General course objectives

- Acquire the necessary theoretical and technological knowledge for the digital labour market in the specific area of interaction design.
- Develop a wide-range of skills in the design, production and leadership of interactive projects.
- Learn from major leading companies in the sector.
- Create a broad professional portfolio based on real project briefs.
- Access the city’s business and cultural context.
- Explore new digital fabrication tools and software.
- Promote efficient, multidisciplinary and collaborative work.
- Improve communication skills for public presentations.
- Enhance student autonomy through self-assessment and learning by doing.
- Encourage creativity, experimentation and innovation.

Learning outcomes

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

After completing the course, the students will be able to:
- Conduct effective research explorations and identify user needs.
- Succeed through the entire interaction design process from research to delivery.
- Scope and project manage interaction design projects.
- Identify project issues and come up with potential solutions.
- Lead small interaction design project teams.
- Gather enough understanding to work along tech teams.
- Work as part of professional multidisciplinary environments.
- Exercise creative entrepreneurial and leadership skills.
- Communicate fluidly in public presentations.
Target Audience

Aimed at fans of design with a focus on new technologies; who want to develop a wide-ranging design portfolio mentored by leading companies in the sector and keen on entrepreneurship and innovation in one of the most promising markets.

The programme is aimed at all creators interested in designing interactive experiences, such as:
- Design and communication professionals with a passion for new technologies.
- Developers with a desired to expand their skill set with an expert knowledge on the area of user experience and user interaction.
- Junior user experience professionals who want to broaden up their design and technology expertise.
- Future entrepreneurs and producers from the digital sector.
- Managers and creatives from the world of advertising and communication.

Career outlook

Depending on each student’s profile and prior experience, possible career positions on graduation include those in the following fields:
- UX design positions as part of in-house departments, design studios and/or digital content companies.
- UI design positions as part of in-house departments, design studios, digital content companies and/or advertising agencies.
- Digital producer, project leader or project owner positions in advertising agencies or design studios.
- Provider of facilities and interactive experiences for events and congresses.
- Creative in communication agencies specialising in technology and new media.

Partnership with Companies

In previous editions of the Master in Interaction Design students worked on projects with different companies such as:
- adidas
- Sonar+D
- HP
- eDreams ODIGEO
- Everis
- Fjord
- Mutek
IED Barcelona master methodology

IED Master school provides continuing training, qualifications, specialisations and the chance to keep up-to-date with all aspects of design, backed by the rich historic and cultural heritage of Italian design.

Our strategy for the future is always in tune with social, environmental and financial macrotrends, and we keep a watchful eye on the changes that our cities and surroundings will need to adapt to over the coming 30 years. We believe that we can provide answers and solutions through design.

Our teaching here at IED Master is based on the four scenarios we consider crucial to face the needs of the future: design for sustainable development, design for new business models, design for new media and design for people.

Our goal is to train professionals who are capable of harnessing cultural values and design tools to not only overcome the challenges of the future, but create and drive innovation. We want our students to take responsibility for their training path and learn how to steer it with the support and tutoring of experts and professionals.

At IED Master, we see the School as a laboratory where students can be innovative, enterprising and a driving force; where they are free to experiment and create.

Specific course methodology

The Master program consists of a combination of disciplines reducing the redundancy of resources and encouraging a cross-pollination of disciplines: students are trained for the future by following a T-shaped approach to knowledge across a broad set of disciplines and extensive specialisation in a few.

More importantly, students nurture a mindset and awareness of how to collaborate with practitioners from different disciplines. They learn core skills that can be used across various disciplines and contexts and this lays the groundwork and methodology to collaborate and develop ideas and concepts.

Specialised skills are developed in organised breakout sessions that help students to deepen their understanding and maintain a healthy level of progression and development.

By using a learning-by-doing approach, comprehensive 360º digital projects are completed from idea to execution, thereby accumulating various projects for the students’ portfolios.

The participation of leading companies creates a course dynamic that echoes today’s working environments.
Teaching Programme Content

The teaching programme is divided into one specific module and two common modules.

The specific module is the course proper and develops professional specialisation.

The common module is shared by all Master’s degree courses because it lays the groundwork for a common culture within the entire IED Barcelona community.

Specific Module in Interaction Design

The Master in Interaction Design investigates all facets of the process of digital content creation, production and design by encouraging research, design and innovation in digital services. It trains future creators of the digital economy, people capable of providing solutions to revolutionise user experience and the communication of tomorrow.

Thanks to partner collaborations, the programme is driven by experimentation and innovation alongside solid training in critical design and new business models.

The students are provided with a groundwork of solid knowledge of entrepreneurship, digital business models and basic digital design.

The content is complemented by project management and new digital work methodologies, with one day a week dedicated to completing the briefs effectively while encouraging group cooperation and stimulating creativity.

Talks by creatives from other fields are held on Fridays, as well as visits to sector companies, cultural outings, creative afterwork events and presentations for students to improve their public speaking skills.
Key Subjects

EXPERIENCE DESIGN
This key super-subject is the resulting exercise of combining learnings and methodologies from different subjects such as User Experience, Research, Service Design and Digital Product Design, helping designers to create and develop meaningful user experiences for product and services that enhance meaning and expand possibilities in people’s daily lives.

USER INTERFACE DESIGN
Focusing on user-centered Design methodologies, students understand how to conceptualize and create a user interface by following best practices as well as providing consistency and usability to the UI. They learn to analyse and identify the content need for specific components. Finally they work through the UI definition process by creating mockups and basic prototypes with the aim of defining the UI kit and start building a shared component library.

DESIGN THINKING
The aim of the course is to provide students with a design thinking mindset. They learn how to approach, frame and reframe complex problems/challenges and how to solve them defining creative and innovative solutions.

PROJECT MANAGEMENT
The objective of this subject is to give students the necessary knowledge and tools to be able to run a project confidently by themselves. They gain understanding on the business context of a project and discover, analyse and practice every part of a project lifecycle.

PROTOTYPING
The objective of this subject is to give the students the necessary knowledge about prototyping for digital products and how it is helping them to visualise and develop their ideas. Therefore they understand different techniques of prototyping and they will become more confident to choose the right methods and tools to be able to create prototypes themselves. They gain understanding of the prototype process and discover, analyse and practice prototyping. The methodology of this class is based on dynamic theory classes to introduce the basis of the subject, combined with key practical exercises for students to apply and practice all learnings.

PHYSICAL INTERFACES
Interactivity is not only digital. Physical experiences are the ones everyone remembers and also a vast field for exploration and innovation. This subject aims to provide the students the tools and concepts for creating those experiences. Prototyping electronics with Arduino, creating interfaces using digital fabrication tools (laser cutting, 3D printing, etc) and generating visuals through code are the core of interactive installations. A learning by doing methodology, hands on in the workshop, and a professional project are the educational approaches that will guide this course.

FRONT-END
A deep understanding of web technologies is one of the most valued skills for a 360° interaction designer. Having basic notions of coding in HTML, CSS and JAVASCRIPT and also being able to deal clearly with an experienced tech department is the main mission for this classes. Student are guided from the essentials (how the web works), basic programming (HTML structure, main CSS instructions) until they develop solid capabilities for creating complex applications with JAVASCRIPT libraries, APIs and CSS animations.

Other subjects

DESIGN STRATEGY
This subject deals with the importance of defining the right approach when facing a design issue. Students learn different techniques and methodologies that help them to identify the right specifications for any design and/or business need before the lay out the most appropriate plan of action in order to suggest the right solution.

SOUND COMMUNICATION
In this subject, students learn about the importance of sound as a medium to design interactivity. Students learn different theories and methodologies on how to use sound in order to enhance the effectiveness of an interface. They also learn how to capture, process and edit sounds to then be used as a key part of the interface design.

DIGITAL BRANDING
In a world where branding is of extreme importance to the success of any project, digital branding deals with the specifics of how branding works in digitally-focused brands. In this subject, students learn what is branding and what are the components and functions that they need to master in order to create an effective brand.
DIGITAL MARKETING
This subject teaches students the basics of digital marketing and what are the components that form a successful campaign. They will look into targeting, demographics and segmentation as well as the functioning of SEM and SEO techniques whilst exploring examples of successful marketing campaigns.

INTERNET OF THINGS
In an ever more interconnected world, this subject takes students through the fascinating world of the Internet of Things. Students go through the basic principles of how IoT works and all its different possibilities. By executing practical exercises, they also learn how to connect different digital objects and execute basic orders.

Masterclasses

HISTORY OF INTERACTION DESIGN
In this masterclass, students get an intro on the history of interaction design. From the very early design principles to the creation of the first non-digital interfaces and all the way to the present, where interaction design dominates the way we use products.

ANTHROPOLOGIE AND COGNITIVE SCIENCE
This masterclass inspires students by showing them the importance of anthropologie, human behaviour and cognitive science. A basic masterclass that has a big impact on how they approach their design research on subsequent projects.

BUSINESS STRATEGY
This subject aims to introduce the students into the world of business strategy and entrepreneurship. Through a very light and agile explanation, students will learn the basic aspects that they’ll need to take into an account when setting up or managing a business.

ONLINE ADVERTISING
This masterclass shows students some of the practices that advertising uses to sell products and services through digital interfaces.

ACCESSIBILITY
Following the ‘Design for the Many’ IED principle, this masterclass observes the different barriers that different users experience when using certain interfaces. Then it highlights aspects to take into an account when designing an interface before proposing suggestions on how to prevent accessibility barriers.

Classroom Common Module
Communication Tools and Personal Promotion

DESIGNING FOR THE MANY
This is an educational innovation project set within the framework of courses at the IED Master Barcelona school that has been developed to conduct research into the capacity, strategies and impact of design in constructing our society, raising questions about its cultural, productive, economic or political aspects.

www.designingforthemany.com

PUBLIC SPEAKING
Develop confident, clear and creative public speaking skills. Students are trained in their ability to express concepts persuasively and work is also done on body language, reading and non-verbal language practice.

PORTFOLIO AND PERSONAL BRANDING
The portfolio summarises the progress and competences acquired during the course. It is a communication tool that includes professional and academic experience and showcases the student’s personal branding.

Online Common Module
Design Culture

ITALIAN DESIGN CULTURE AND HISTORY
Acquisition of knowledge about the precedents of world design with a special emphasis on Italian culture, which is an integral part of the IED Barcelona ethos.

DESIGN PROCESS
Visualisation and knowledge of the various steps that drive creative problem solving

SOCIAL DESIGN AND SUSTAINABILITY
Completion of projects to ensure a balance between economic growth, environmental stewardship and social welfare, taking into account the environmental impact of any proposal during each of its phases.

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.
service that allows music fans to 3D print their own personalised vinyls and to experience the music in a new way.
Coordinator
Jordi Planas
Designer of interactive experiences combining technology and creativity, digital art and advertising. He is founder of the interactive installation company Vimod Studio, which together with advertising agencies like Ogilvy or SCPF… devises and produces technological events for brands such as Garmin, Zurich or Lenovo at the Mobile World Congress, among other events.
A fan of experimental electronic music, maker culture, DIY and digital fabrication, he is a creative programmer of Arduino, Processing, C++, Internet of Things and robotics. He holds a degree in Fine Arts from the University of Barcelona and a Master’s degree in Digital Art from Pompeu Fabra University.

Eduardo De Felipe
Independent design and creative consultant with 20 years experience supporting some of the best world-class clients, brands and products through digital innovation and human-centered, design-led creativity. He and David Boleas founded Pirata, one of London’s most innovative digital production studios and a regular player at the top table of digital production. In 2016, after nearly 15 years living and working in London, he moved to Barcelona, from where he continues working globally with a focus on the European market.

Teaching Staff
The teaching staff comprises sector professionals from various leading fields.

OLIVIER MACHE - Design Strategy
MANUELA PROCOPIO - Design Thinking
MABEL LAZZARIN - User Interface
MARTA BACARDIT - Project Management
KARINA IBARRA - Experience Design
JORDI PLANAS - Physical Interfaces
ANTHONY HUGHES - Front End
TIM JUECHTER - Prototyping
EDUARDO DE FELIPE - Projects
Masters
60 credits
Top quality courses to specialise in a certain field of design, communication or management. Students gain the know-how, tools and skills to provide professional solutions.

Postgraduates
30 credits
An opportunity for all kinds of design professionals to become better qualified.

Continuing Study Programs (CSP)
15 credits
These courses are a chance for professionals to update and broaden their knowledge of design and creative methodologies.

Summer Courses
In July, IED Barcelona offers students the chance to live an intensive training experience thanks to its broad range of summer courses. Coming to our Summer School is an experimental journey through different courses in which to learn and have fun in an international, multicultural environment. The courses are divided into different levels depending on the student’s profile: Professional, Advanced and Introductory.

At IED Master, a whole range of courses are taught to cover all kinds of training needs: Masters, Postgraduate Courses and Continuing Study Programs. Courses are organised in terms, and can last 3, 6, 9 or 12 months. This means that some courses can be combined within one academic year, while others may be divided depending on how demanding and specialised they are.
The opportunity
To combine Courses
Our Partners

IED Barcelona has special relationships with institutions and small, medium and large companies, which take an active part in projects, workshops, talks and activities, with the aim of providing the students with knowledge, communicating experiences and sharing both creative and theoretical aspects with them. All the final thesis are carried out as part of a collaboration with a company, giving the students training in their future profession and helping them develop relationships in the labour market.
IED barcelona has collaborated with more than 100 national and international companies and institutions.
# IED community services

## STUDENT CENTER
The aim of the Student Center is to offer a welcome and consultation service to students who need this. It pays particular attention to foreign students, helping them to adapt to their new environment. The department wants to be a place that helps to improve and enrich the experience of being a student at the school in every way possible.

## CAREER SERVICES
This section offers students the possibility of course-related and extracurricular internships with companies in their sector. It also facilitates contacts with the labour market for students who have completed their studies. It enters into direct contact with companies in the different sectors: fashion, design, communications, management, marketing, etc. in order to create collaborative links and offer opportunities of internships and jobs.

## PERSONAL COACHING
Possibility of personal and confidential assistance by an expert psychologist.

## FACILITIES
Practical work is essential in IED Barcelona training, so its premises have basically been divided into classrooms, workshops and laboratories adapted to each area. The school’s facilities include: 26 classrooms, 6 multimedia labs equipped with PCs and Macs, 4 product, interior and transport design workshops, 9 fashion workshops, one printing centre and one photo and video studio.

## IEDTOOLS
Exclusive tools for the IED Community.

### Adobe
School’s students can use the software included in the Adobe Creative Suite, without any additional cost, both in the school’s computers and their own laptops. Therefore, all throughout their years enrolled in the school, students can enjoy free the following applications: Adobe Photoshop® CC, Adobe Illustrator® CC, Adobe InDesign®

### Office
All the students can also download the Microsoft Office 365 for free. It includes the software Word, Excel and PowerPoint.

### Autodesk
School’s students can use Autodesk, world leader in 3D design software for entertainment, manufacturing, engineering, etc. Therefore, the students can enjoy for free applications such as AutoCAD, Maya or 3ds Max, etc.

### Emerald
Emerald, another tool currently used in the most outstanding universities in the fields of management, marketing and communication, is a worldwide editor that connects research and practice for the benefit of society. Students can access to more than 290 magazines and 2,000 books.

## WGSN
The whole IED Community, from computers in the Library, can freely access to WGSN, the leading online platform to analyse and forecast trends in current lifestyles and consumption.

### Vogue Italia
Harper’s Bazaar
Digital records of famous magazines, including practically every edition from the very first issue to the most recent ones. All of the content has been indexed and can be accessed via the library computers.

### Material ConneXion
The whole IED Community, from computers in the school, can freely access to Material Connexion, the world’s leader database in material innovation.

### Gmail
The whole IED Community has an unlimited Gmail account.
General entry requirements

Students must provide the following information:

- Copy of DNI (Spanish students) or passport (foreign students).
- Copy of university degree (bachelor’s, degree or equivalent).
- Letter of motivation in the language of the Master’s degree course.
- CV in the language of the Master’s degree course specifying language and IT skills.
- Language certificate: Courses in English require an intermediate level, corresponding to TOEFL or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative Master’s degree courses and/or admission exercise if required.

Fees

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For information about reductions on the Tuition Fee amount for Anticipated Enrolment please contact the Orientation and Admissions Department.