

Master of Arts in Design with Concentration in Interaction & User Experience Design

The Department of Design advances the professional work of thoughtful, creative, and meaningful design to delight, inspire, and serve the needs of people. Design is the planning that lays the basis for creation and development of every object or system people use. Design programs train students to be problem solvers who consider the aesthetic, functional, and user-focused aspects of an object or a process. This requires considerable integrative research, thought, modeling, interactive adjustments, and redesign.

Interaction Design and User Experience involves researching and fashioning products, services, and systems that are useful, usable, and desirable. Interaction design and user experience offers a human-centered approach to innovation, creatively mediating how businesses engage with customers and how brands and organizations can become more relevant in the marketplace. Broadly speaking, interaction design and user experience defines the contextual behavior of artifacts, environments, and systems.

The Interaction Design program is for prospective students who already hold design-related baccalaureate degrees and are seeking advanced study in a versatile, rapidly growing professional design discipline. Applicants should have at least 2 years of full-time professional work experience in design or a design-related field.

The master's student in interaction design and user experience should demonstrate the ability to conduct original design research, translate research insights into design input, and produce an interactive artifact of relevance and quality. The graduate will have completed significant course work and a thesis that documents independent discovery and research and will have passed an oral examination on that work. For more information about the program M.A in Interaction Design and User Experience. (<http://design.ku.edu/ma-interaction-design/>)

The design department offers 2 Master of Arts degrees, which share a core curriculum.

The M.A. in **Design Management and Strategy** educates students in the theory, methods, and practices relevant to managing design in an organizational and business context. The program gives students the requisite knowledge to augment their professional skills and abilities, perform as effective design managers, and advance their careers.

The M.A. in **Interaction Design and User Experience** educates students in the theory, methods, and practices of interaction design. It gives students the requisite professional knowledge, skills, and abilities to perform as interaction designers.

KU is an accredited institutional member of the National Association of Schools of Art and Design (<http://nasad.arts-accredit.org/>). The entrance

and graduation requirements in this catalog conform to the published guidelines of that organization.

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M.A. in Interaction Design Admission

By permission of the Kansas Board of Regents, application for admission to graduate programs in the Department of Design may be refused if available instructional space does not allow addition of more students. The application deadline for Fall is **April 1** and **October 1** for Spring.

A departmental graduate faculty committee reviews transcripts and evaluates applications to determine admission qualifications. Applicants to the M.A. programs must have undergraduate and/or professional backgrounds judged by the Graduate Faculty to be appropriate preparation for the specialization selected.

A complete application for admission consists of the following materials:

1. Graduate application (<http://www.graduate.ku.edu/>) and application fee (See Admission in the Graduate Studies (<https://catalog.ku.edu/graduate-studies/>) section of the online catalog for further information);
2. 1 unofficial copy of the transcript from all colleges or universities attended, showing receipt of a bachelor's degree, and 1 unofficial copy of the transcript showing any graduate degree or credit earned;
3. 3 letters of recommendation from people in a position to comment on your abilities and performance;
4. Statement of design philosophy and approach;
5. A portfolio of your design work, or if your previous degree was not in a design related discipline, samples of written work or other creative artifacts you have produced. Portfolio should represent the scope of your experience, knowledge, skills, and abilities to date. Please include documentation of each project: the challenge it was intended to address, the process involved, your role and the role of others in its execution. Please upload your portfolio digitally under "other documents" during the online application process. The portfolio is limited to 10 megabytes (not zipped) in PDF format;
6. For international students, a financial statement showing minimum financial support for the first year of study (see the Admissions page on the school's website (<http://www.sadp.ku.edu/>)).
7. Evidence of language proficiency if the native tongue is not English.
8. Graduate Record Examination (GRE) test results (preferred).

Submit your graduate application and application materials online (<http://www.graduate.ku.edu/>). Please contact the recruitment and admissions team at arcd@ku.edu with any questions.

The Interaction & User Experience Design concentration of our Design MA requires 31 credit hours of coursework. Specific course requirements for the program are as follows:

Major Required Courses: (15 credit hours, may be taken in any order)

Code	Title	Hours
ADS 710	Advanced Human Factors in Interaction Design	3
ADS 712	Advanced Design Methods	3
ADS 714	Service and User Experience Design	3
ADS 751	Design Scenarios and Simulations	3

ADS 765	Interaction Design	3
Total Hours		15

Design Required Electives: (6 credit hours from the options below)

Code	Title	Hours
ADS 601	Design Ethics	3
ADS 740	Special Problems in Design	1-6
ADS 750	Design Management	3
ADS 760	Strategic Design Innovation	3

General Required Electives: (6 credit hours)

Code	Title	Hours
Any course(s) at the 500+ level beyond ADS, INDD and VISC		6
Total Hours		6

Research & Thesis: (4+ credit hours)

Code	Title	Hours
ADS 861	Thesis Research Seminar	1
ADS 890	Thesis	1-8
Total Hours		2-9

Helpful Contacts:

Michael Eckersley, Ph.D: Program Director, m (mde@ku.edu)de@ku.edu
(mde@ku.edu)

Our Master of Arts in Design with Concentration in Interaction & User Experience Design program affirms the following goals and learning objectives:

1. Equip designers with a solid grounding in interaction design theory as a means of creating more useful and more meaningful interactive products, services and systems.
2. Communicate those interaction design methods and practices that yield offerings affording practical experiential value to people and economic value to organizations.
3. Prepare students in the basics of naturalistic social science research as a means to better understand and support the gamut of physical, psychological, social, cultural human factors, and the practical dynamics of human experience.

Students are mentored individually and advised as necessary on an independent research topic that has the potential to develop into a formal, substantial, and meaningful thesis project.

Students are encouraged apply a process of design research and discovery to:

- _ Approach their thesis—itself—as a design problem to be solved, with the subject thereof being of necessary interest to themselves, and likely relevant and beneficial to others.
- _ Frame their design problem in a manner and scope that they can effectively handle as a project.
- _ Write a proposal that sets out the problem and how they intend to address it, while forwarding (as necessary) more, iterative, and improved drafts of the proposal for advisor feedback.
- _ Execute the thesis to conduct the research, design, test and articulate a solution to the problem.
- _ Present the thesis to a faculty committee for their vote, and subsequently upload the finished thesis for publication.