



**POLITECNICO**  
MILANO 1863

SCUOLA DEL DESIGN

**OPENDAY**  
LAUREE MAGISTRALI

**DIGITAL**  
**AND INTERACTION**  
**DESIGN**

# Master Degree Course in Digital and Interaction Design

**Overview**

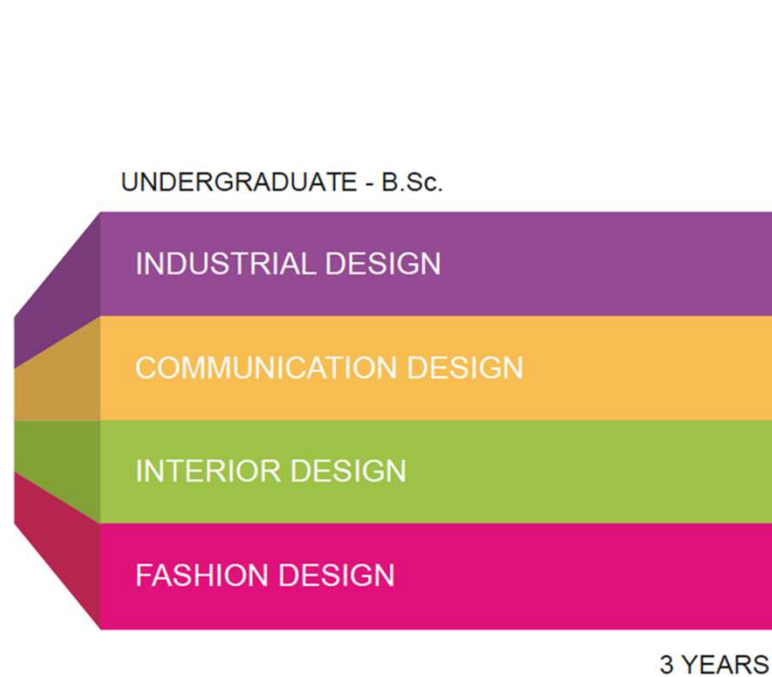
**Aim**

**Contents**

**Study Plan**



## School of Design\_The Degree



# Overview

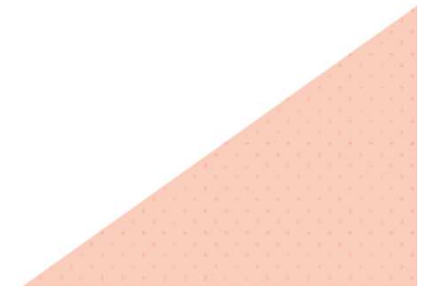
Applications A.Y. 2017-2018

Polimi	125
Other Italian universities	61
UE & Extra-UE	54
<b>Total</b>	<b>240</b>

Applications A.Y. 2018-2019\*

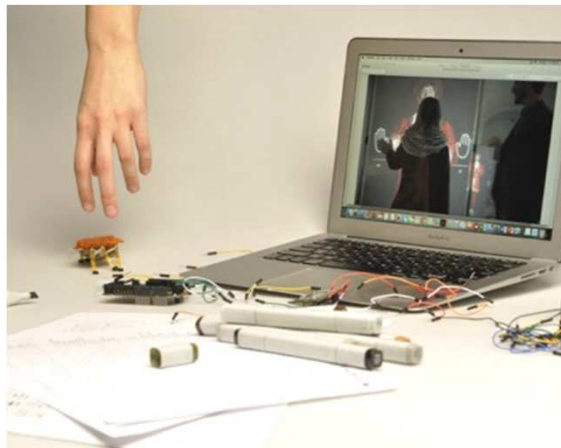
UE & Extra-UE	188
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\*not definitive data

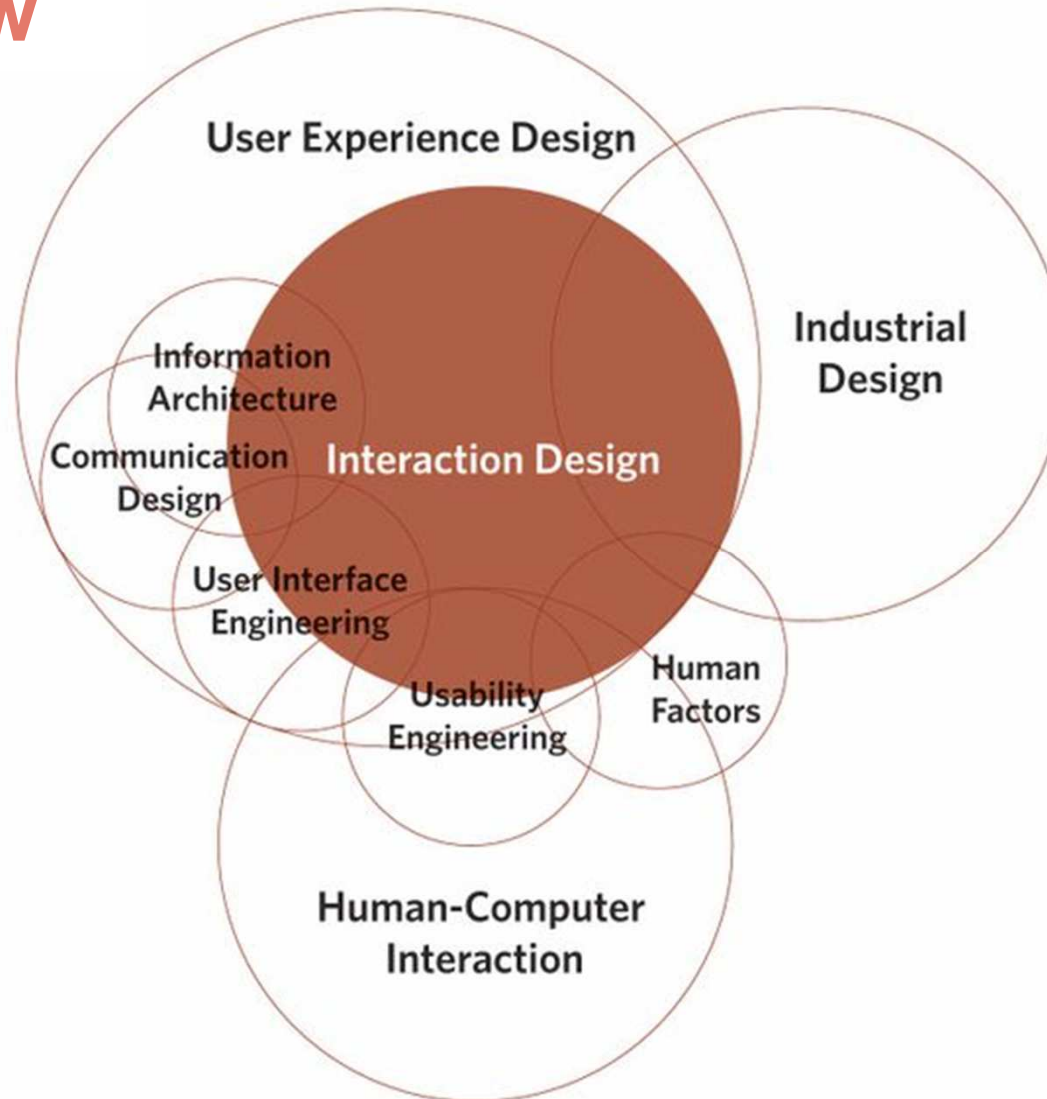


## Overview

The **Master on Digital and Interaction Design** covers all design applications of Information and Communication Technologies: interactive products, responsive environments, mobile services, Internet of Things systems, within a multidisciplinary approach including lectures on **design for experience** and **digital art**.



# Overview



## Aim

Interaction Design deals with the design of *interactive products, services and environments* able to support people in all activities of their everyday lives, also supporting *environmental and social sustainability*

Digital technologies are employed to create new user experiences that enhance and extend *the way people work, communicate and interact.*



# Aim

Design experiences in all the application fields of digital technologies: *interactive and connected products, responsive environments, tangible and multimodal interfaces, personal artefacts.*





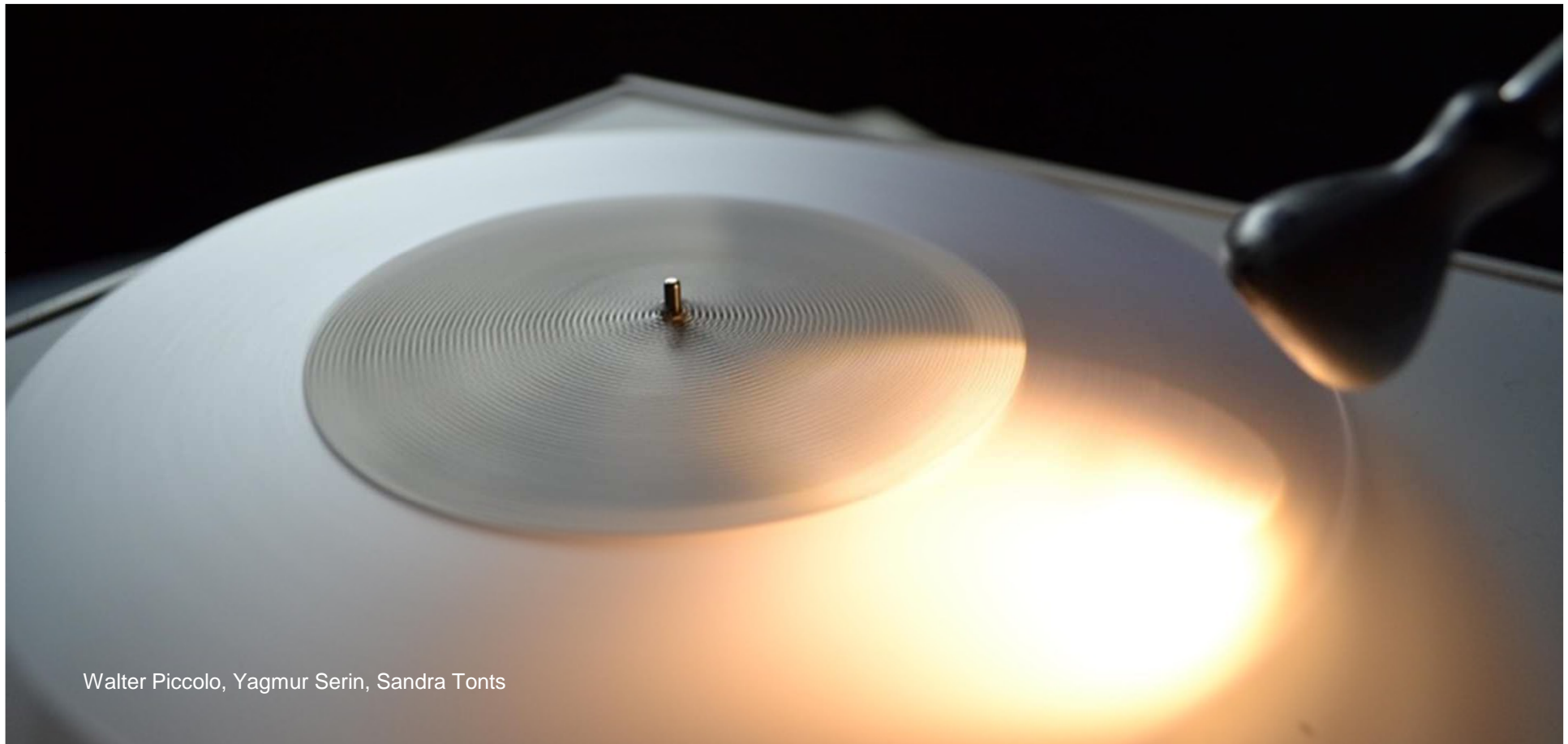
# Overview

## Smart Home



Davide Giuliano, M. Selen Yesilada, Giulio Interlandi

# Entertainment



Walter Piccolo, Yagmur Serin, Sandra Tonts

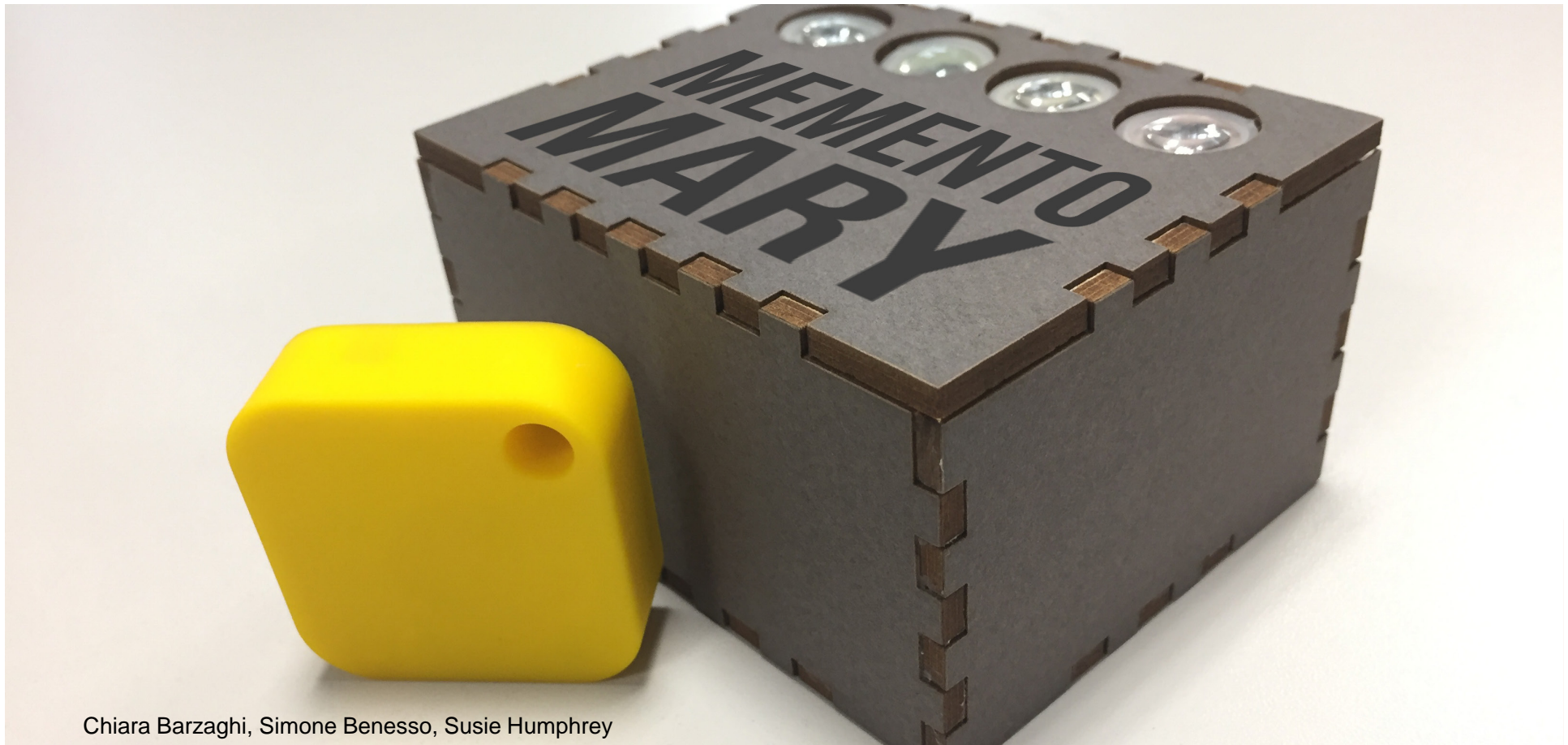
## IoT and wearable



Francesca Bernechich, Vinciane Van den Dwey, Elena Spadoni

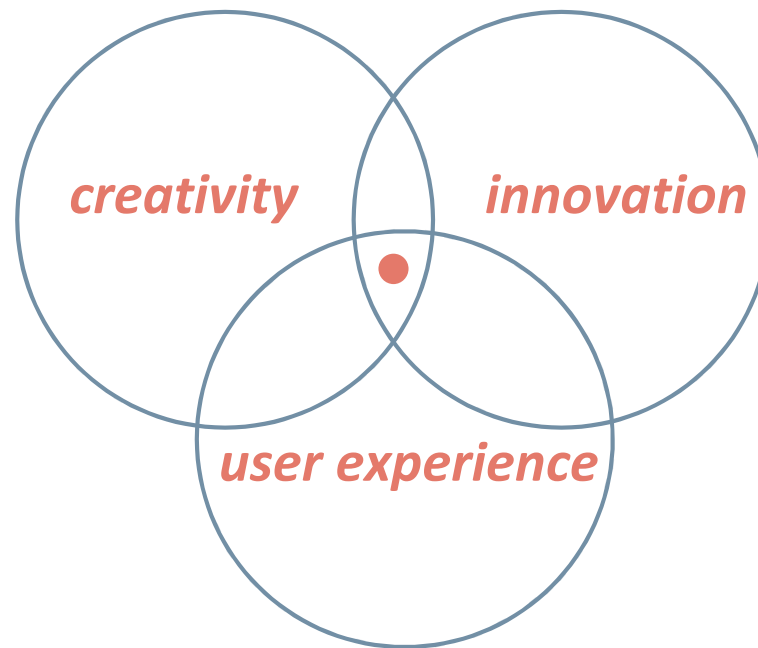
## Overview

## Special needs



# Aim

The focus is on *creativity*, *innovation* and *user experience* with respect to the engagement of users in interactive processes.



## Aim

The Master aims at training:

Highly qualified professionals who are able to drive design processes in multidisciplinary contexts and to manage the material and non-material dimensions of interactive projects, providing *aesthetic and functional value*.



# Learning Approach

Experiment based design for innovation

International learning environment

Multidisciplinary team-work

Collaboration with Design companies and industries



# Design philosophy and practice

Context investigation and data analysis

Scenario building

Integrated physical/digital design

Prototyping

Evaluation





# Overview

# User Analysis

## WHO IS THE USER: PERSONAS

	<b>Name</b>	<b>Age</b>	<b>Occupation</b>
	Frank	24	Student
	<b>Nationality</b>	<b>Quote</b>	
	Belgium	Discover and Learn	
<b>Description</b>			
I'm an engineering student in politecnico di Milano, i choose to travel here from my hometown. I love old-fashioned music shops and I'd love to discover this city through vinyls and classics.			

	<b>Name</b>	<b>Age</b>	<b>Occupation</b>
	Mia	25	Designer
	<b>Nationality</b>	<b>Quote</b>	
	Iran	Just go on	
<b>Description</b>			
I work as a graphic designer and photographer. I love to visit design-related museums and events. There's always a good excuse to get lost into a city, it shows its best in those moments.			

## ANALYZING METHOD

### DIRECT METHODS: FOCUS GROUP

- **The group:** 8 people of mixed sex and age span from 18 to 60.
- **Questionnaire about:** Exploring the city, Trust into an app, interest in wearing a device.

## QUESTIONNAIRE

### Exploring the city:

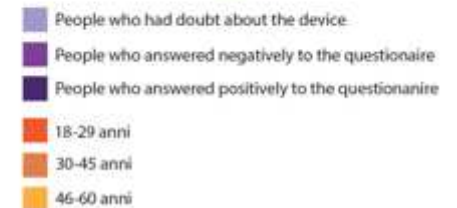
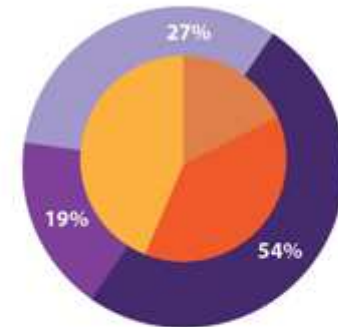
- When you get into a new town/place, do you already know what to see? (planned trip)
- Would you buy a guide book?
- Would you rather explore the town by yourselves or have a guide?

### Trust into an app:

- Would you trust an app to guide you through town?
- Would you like to play a game while exploring town?
- Would you like an app that tells you when and where are events that may interest you?
- Would you follow those suggestions?

### Wearing a device:

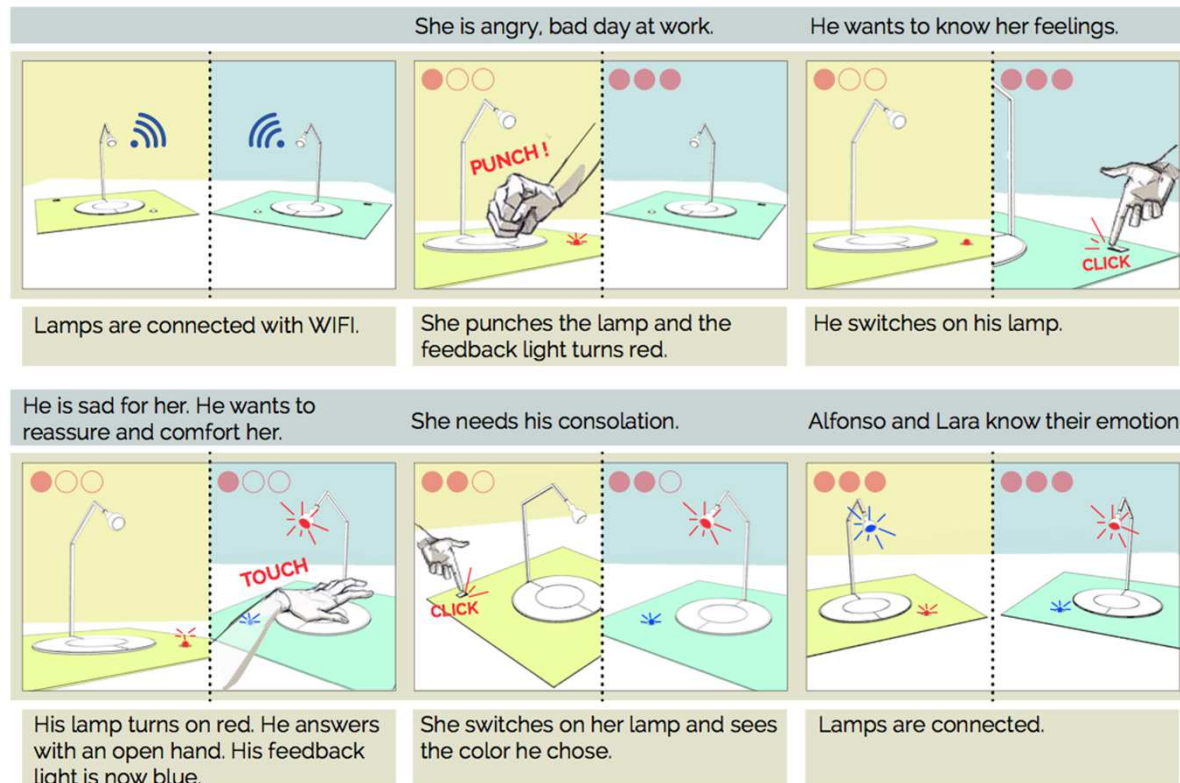
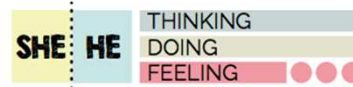
- Do you like smart watches?
- Would you wear one?
- Would you like a less invasive device that could let you watch your phone less?




Giulio Interlandi  
Gabriele Spanò  
Giorgia Palazzo  
Mehrnoosh Nazari

# Maps and diagrams

## UX Journey Map



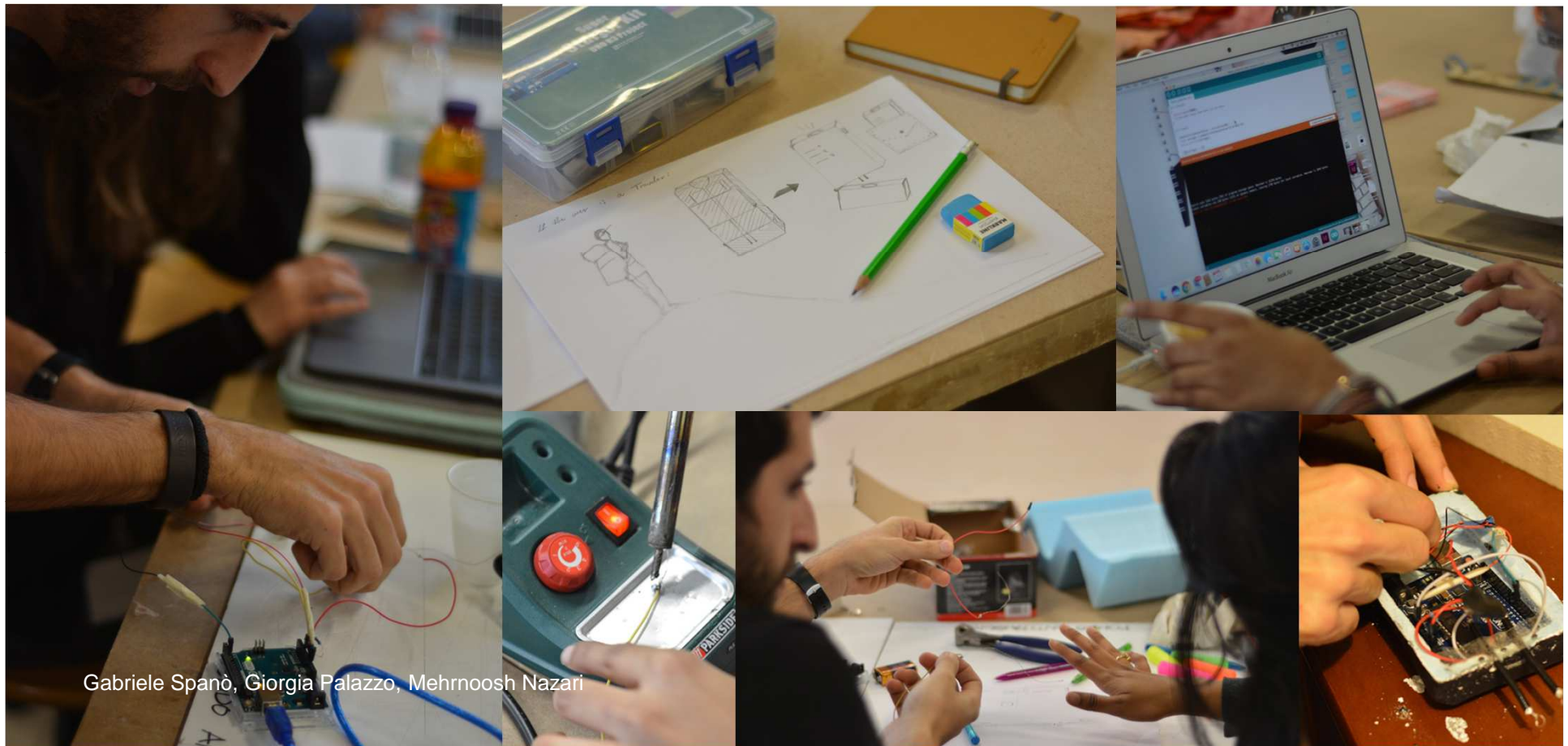
# Coding



```
Queijino | Arduino 1.8.5  
Queijino  
  
//set led  
pinMode(led_pin, OUTPUT);  
digitalWrite(led_pin, LOW);  
  
//get led position from EEPROM  
led_position=EEPROM.read(0);  
}  
  
void loop()  
{  
  //check if there are pills to be taken  
  checkPills();  
  
  //if so, then rotate the lamp and turn it on  
  if (rotate && stepper.isDone())  
    setLamp();  
  
  //makes the motor steps when necessary  
  stepper.run();  
}  
  
//if it is a round hour (1:00,2:00,...), check if there are pills to be taken  
void checkPills()  
{  
  //check if it is a round hour (1:00,2:00,...)  
  //10//if (minute()==0 && second()==0 && !already_checked)  
  if (second() == seconds && !already_checked) //currently, the system is set to check pills every 1 minute  
  {  
    //9//if ((convertHour() <= 11) && digitalRead(cases_pins[convertHour()-1])) //check if there are pills to be taken this hour (circuit is closed)
```

Barcha Correia Pedro Henrique, Finardi Emilia, Rho Federica

# Prototyping



Gabriele Spanò, Giorgia Palazzo, Mehrnoosh Nazari

# Contents

## Specific knowledge and competences:

Perception

Experience

Cognition and emotions

Aesthetics of interaction

Engagement

Space - time

Data and personal data



# Study Plan





# Study Plan

*Offered languages*

**ENGLISH**

*Places available*

**25 UE - 15 EXTRA UE**

(at least)

**A personalized study plan**



## 1° year

1° sem	Basics of Interaction Design	6 CFU
	Hardware & Software Technologies for Design	6 CFU
	UX-Design	12 CFU
	Elective Studio Lab (or 2° sem)	12 CFU
	User Centered Design Workshop	6 CFU
2° sem	Virtual and Physical Prototyping	6 CFU
	Digital Design Studio	12 CFU
	Digital Art	6 CFU



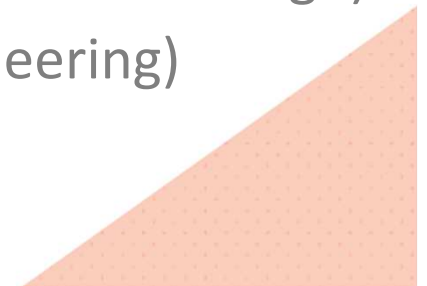
## 1° year

### Elective Studio Labs

- Product Development Design Studio 1 (Design&Engineering)
- Landscape & Interior Spatial Design (Interior Design)
- Interactive Fashion Studio (Fashion Design)
- ...
- Laboratorio di sistemi per l'interazione (Communication Design) 
- Interaction Design Studio (Communication Design)

### Digital Design Studio integrated with

- Complex Artefacts & System Design Studio (Communication Design)
- Product Development Design Studio 2 (Design&Engineering)
- Concept Design Studio (Product Design)



## 2° year

1° sem	Final Thesis Studio	12 CFU
	Business Innovation	6 CFU
1 or 2° sem	Digital Design Course	6 CFU
	Elective Interdisciplinary Course	6 CFU
2° sem	Internship	15 CFU
	Final Thesis Work	15 CFU



## 2° year



### Digital Design Courses

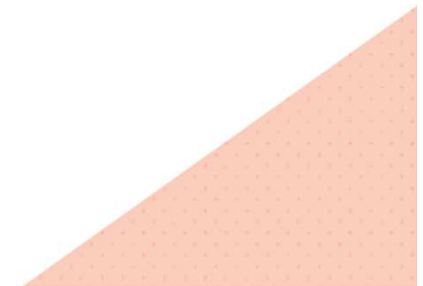
- Interactive Systems Usability Design
- Creative Coding
- Game Design 🇮🇹
- Digital Strategy 🇮🇹
- System Design for Sustainability
- Designer & creatività 🇮🇹
- Inclusive design



## 2° year

### Elective Interdisciplinary Courses (suggested)

- Applied Statistics (Leonardo Campus)
- Advanced User Interfaces (Leonardo Campus)
- Data Management for the WEB (Leonardo Campus)
- Reverse modelling 
- Videogame design and programming (Leonardo Campus)
- Design and Robotics
- Generative Design: metodi geometrici e numerici 
- Multidisciplinary Project (Leonardo Campus)
- Hypermedia Applications (Leonardo Campus)
- Computer Graphics (Leonardo Campus)



# Exchange Programme

## Existing Schools:

PLACE	NAME	AVAILABLE POSITIONS
Austria	FH JOANNEUM GESELLSCHAFT MBH	2
France	L'ÉCOLE DE DESIGN NANTES ATLANTIQUE	3
Germany	HfG - HOCHSCHULE FÜR GESTALTUNG SCHWÄBISCH GMÜND	2
Portugal	UNIVERSIDAD DA MADEIRA Dept. of Product Design Faculty of Engineering Science and Technology	3
Portugal	IADE CREATIVE UNIVERSITY	6
Switzerland	ZHdH - ZÜRCHER HOCHSCHULE DER KÜNSTE (ZURICH UNIVERSITY OF THE ARTS)	1

# Double Degree Program

Polimi – Tongji University, College of Design and Innovation

## WHO

EACH YEAR  
4  
SELECTED STUDENTS  
DIGITAL AND INTERACTION  
DESIGN

## MOBILITY SCHEME

1<sup>st</sup> YEAR MSc 1<sup>st</sup> SEM. POLI

1<sup>st</sup> YEAR MSc 2<sup>nd</sup> SEM. POLI

2<sup>nd</sup> YEAR MSc 1<sup>st</sup> SEM. POLI

2<sup>nd</sup> YEAR MSc 2<sup>nd</sup>  
SEM. TONGJI

3<sup>rd</sup> YEAR MSc 1<sup>st</sup>  
SEM. TONGJI  
POLI

+thesis

COURSES,  
STAGE,  
THESIS

## WHEN

APPLICATION

1<sup>ST</sup>

YEAR OF  
MASTER  
DEGREE

Find all the information on the Design School website  
[www.design.polimi.it](http://www.design.polimi.it)



SCUOLA DEL **DESIGN**



HOME

LA SCUOLA

STUDIARE DESIGN

AREA INTERNAZIONALE

AZIENDE E ISTITUZIONI

# OPENDAY LAUREE MAGISTRALI

## VENERDÌ 25 MAGGIO 2018 - CAMPUS BOVISA

Openday Lauree Magistrali 2018

### NEWS

TRASFERIMENTI - SECONDE LAUREE - ISCRIZIONI A SEGUITO DI DECADENZA/RINUNCIA - PASSAGGI DA ALTRE SCUOLE...

PASSAGGI DI CORSO DI LAUREA A.A. 2018/19

INCONTRO PASSAGGI DI CORSO DI LAUREA PRIMO LIVELLO DESIGN DELLA COMUNICAZIONE

CALL WORKSHOP TIROCINANTI 3° ANNO CDL DESIGN DEL PRODOTTO INDUSTRIALE - GIUGNO 2018

Esami di Laurea - Luglio

Programma lezioni per preparazione portfolio

Prove audio-video laureandi aprile



Sportello su appuntamento



## THANKS

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