POLITECNICO
MILANO 1863

SCUOLA DEL DESIGN

DIGITAL AND INTERACTION DESIGN

OPENDAY
LAUREE MAGISTRALI

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Master Degree Course in Digital and Interaction Design

Overview

Learning Approach

Contents and Study Plan

Study Plan and Opportunities

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

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*.

Overview

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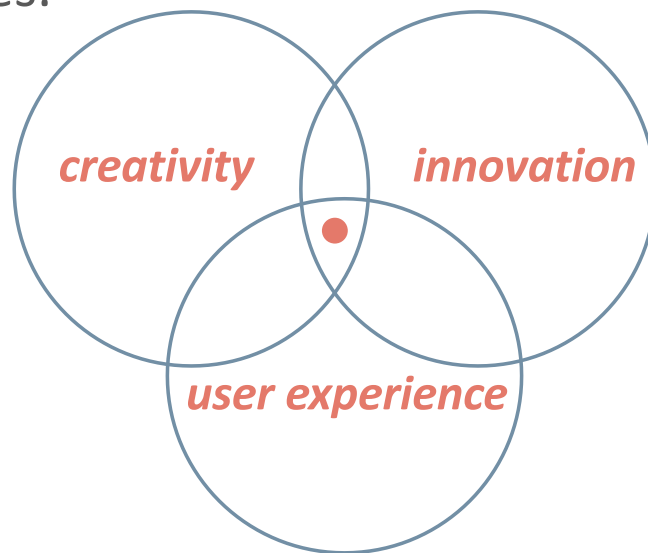
Overview

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

creativity   *innovation*

user experience

Overview

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

Learning Approach

Research

Create

Prototype

Assess

Develop

Design philosophy and practice

Context investigation and data analysis

Scenario building

Integrated physical/digital design

Prototyping

Evaluation

Learning

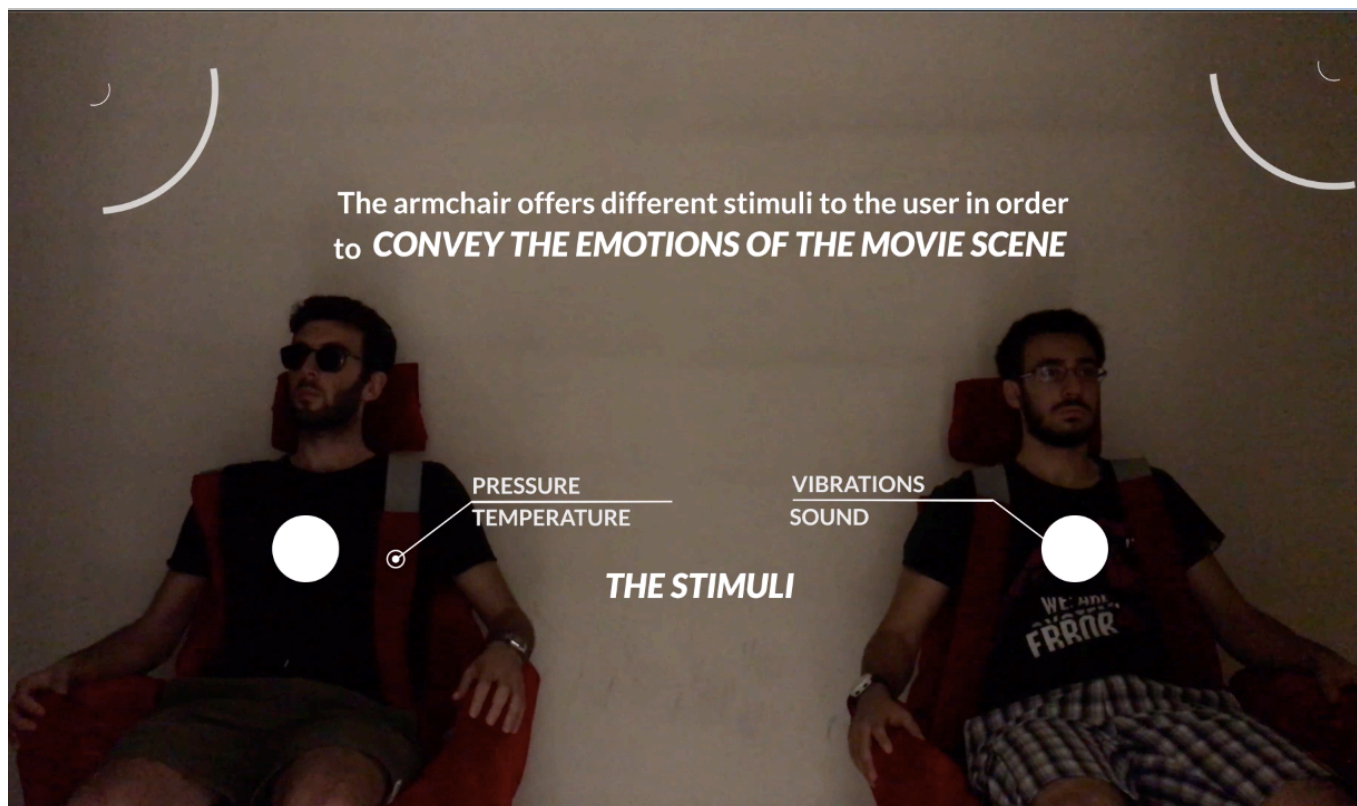**Specific knowledge and competences**:

- 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

A personalized study plan

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

Study Plan   2° year

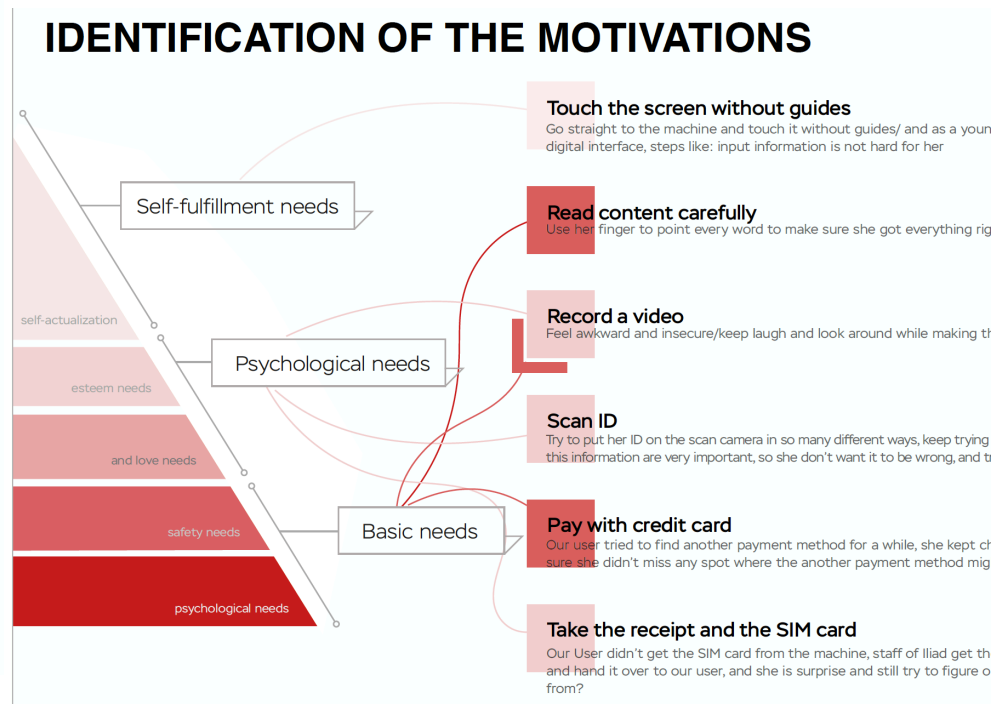| 1° sem	Final Design Studio	12 CFU
	Business Innovation	6 CFU
1 or 2° sem	Digital Design Course	6 CFU
	Elective Interdisciplinary Course	6 CFU
2° sem	Internship	15 CFU
	Final Thesis Work	15 CFU

BASIC OF INTERACTION DESIGN

FEEDBACKS

- Buttons become red when it's possible to push them (when you complete all the information)
- Messages when a operation is completed successfully
- Rectangles to fill with a red border that become green if you fill the area with the correct information
- Scan review
- Video review (checking the voice)
- Sound for removing the credit card (feedback that you complete the operation)

FEEDFORWARDS

- Touch screen: buttons, icons, areas to be filled
- POS machine: buttons, card insertion
- Spaces to take SIM card/papers

ACTIONS

- Touch the screen
- Record a video (talk)
- Scan an ID (take the ID from your bag)
- Pay (take the card from your wallet)
- Take the receipt
- Take the SIM

IDENTIFICATION OF THE MOTIVATIONS

Self-fulfillment needs

self-actualization

Psychological needs

esteem needs

and love needs

Basic needs

safety needs

psychological needs

Touch the screen without guides
Go straight to the machine and touch it without guides/ and as a youn digital interface, steps like: input information is not hard for her

Read content carefully
Use her finger to point every word to make sure she got everything rig

Record a video
Feel awkward and insecure/keep laugh and look around while making th

Scan ID
Try to put her ID on the scan camera in so many different ways, keep trying this information are very important, so she don't want it to be wrong, and t

Pay with credit card
Our user tried to find another payment method for a while, she kept ch sure she didn't miss any spot where the another payment method mig

Take the receipt and the SIM card
Our User didn't get the SIM card from the machine, staff of Iliad get th and hand it over to our user, and she is surprise and still try to figure o from?

Alampi Serena, Liu Song, Valsecchi Cecilia, Zhou Dongjin

Hardware & Software Technologies for Design

ChromaCat (2017/18)

Francesca Bernecich, Vinciane Van den Dwey, Elena Spadoni

DIGITAL DESIGN STUDIO

Francesca Rizzo, Paolo Perego, Andrea Alessandrini

Learn how to

- design products behaviours with respect to the users in contexts

- use advanced technological paradigm to model products behaviours'

- integrate interaction and service design

- evaluate the quality of an interactive product

DIGITAL ART

Vinicio Bordin Valentina Tanni

FINAL DESIGN STUDIO

Marco Ajovalasit e Mariana Ciancia
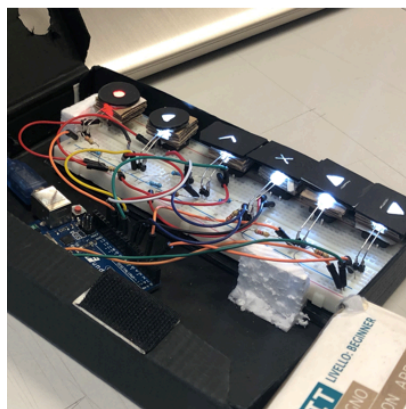
Opportunities

Exchange Programme

European Partners:

Place	Name	Available Positions
Austria	FH JOANNEUM GESELLSCHAFT MBH	2
Belgio	LUCA SCHOOL OF ARTS - Sint-Lucas, Ghent Campus	2
Belgio	THOMAS MORE MECHELEN - GIDE LESSIUS MECHELEN UNIVERSITY COLLEGE - Interior, Design & Architecture Department	2
Svizzera	ZHdH - ZÜRCHER HOCHSCHULE DER KÜNSTE (ZURICH UNIVERSITY OF THE ARTS)	1
Rep. Ceca	AAAD - VYSOKÀ SKOLA UMEVECKO - PRUMISLOVÀ V PRAZE	2
Germania	UNIVERSITY OF APPLIED SCIENCE	2
Germania	HMKW - UNIVERSITY OF APPLIED SCIENCES FOR MEDIA, COMMUNICATION AND BUSINESS ADMINISTRATION	2
Germania	HOCHSCHULE MAGDEBURG - STENDAL	2
Germania	FACHHOCHSCHULE POTSDAM - Department of Design	2
Germania	HfG - HOCHSCHULE FÜR GESTALTUNG SCHWÄBISCH GMÜND	2
Danimarca	KUNSTEAKSDEMIETS ARKITEKTSKOLE (ROYAL DANISH ACADEMY OF FINE ARTS)	2
Danimarca	DESIGNSKOLEN KOLDING	1
Estonia	EESTI KUNSTIAKADEEMIA (ESTONIAN ACADEMY OF ARTS) - Faculty of Design; Faculty of Architecture	2
Francia	ECOLE DES BEAUX-ARTS DE BORDEAUX - Art and design	2
Francia	STRATE, Ecole de Design	1
Francia	L'ÉCOLE DE DESIGN NANTES ATLANTIQUE	3
Francia	UNIVERSITE DE NIMES - UNIMES	2
Francia	E.S.A.D ORLÉANS ECOLE SUPÉRIEURE D'ART ET DE DESIGN/IAV	1

Exchange Programme

European Partners:

Francia	ESAG PENNINGHEN - ECOLE SUPÉRIEURE D'ARTS GRAPHIQUES ET D'ARCHITECTURE INTERIEURE	2
Francia	ECOLE NATIONALE SUPERIEURE D'ARTS APPLIQUES E DES METIERS D'ART-OLIVIER DE SERRES	2
Francia	ESADSE- ECOLE SUPÉRIEURE D'ART ET DESIGN DE SAINT-ETIENNE	2
Ungheria	MOME -MOHOLY-NAGY UNIVERSITY OF ART AND DESIGN BUDAPEST	2
Olanda	TuE - TECHNISCHE UNIVERSITEIT EINDHOVEN (EINDHOVEN UNIVERSITY OF TECHNOLOGY)	3
Portogallo	UNIVERSIDAD DA MADEIRA Dept. of Product Design Faculty of Engineering Science and Technology	3
Portogallo	IADE CREATIVE UNIVERSITY	6
Portogallo	UTL - UNIVERSIDADE TÉCNICA DE LISBOA - Lisbon School of Architecture	5
Polonia	JAN MATEJKO ACADEMY OF FINE ART IN KRAKOW	1
Svezia	CHALMERS TEKNISKA HÖGSKOLA (CHALMERS UNIVERSITY OF TECHNOLOGY)	2
Finlandia	AALTO -YLIOPISTO (AALTO UNIVERSITY - SCHOOL OF ART AND DESIGN)	2
Slovenia	UNIVERZA V LJUBLJANI (UNIVERSITY OF LJUBLJANA) - Academy of Fine Arts and Design	1

Exchange Programme

Extra Eu Partners:

Place	Name	Available Positions
AUSTRALIA	QUEENSLAND UNIVERSITY OF TECHNOLOGY	2
AUSTRALIA	SWINBURNE UNIVERSITY OF TECHNOLOGY	2
AUSTRALIA	UTS - UNIVERSITY OF TECNOLOGY, SYDNEY	2
BRASILE	UDESM - UNIVESIDADE DO ESTADO DE MINAS GERAIS - Escola de Design	2
BRASILE	PUC-RIO - PONTIFÍCIA UNIVERSIDADE CATÓLICA DO RIO DE JANEIRO	2
BRASILE	FAU-USP- UNIVERSIDADE DE SÃO PAULO, FACULTADE DE ARQUITETURA E URBANISMO	2
CILE	UNIVERSIDAD DEL DESARROLLO	1
CINA, REPUBBLICA POPOLARE	JIANGNAN UNIVERSITY, WUXI	2
COLOMBIA	PONTIFICIA UNIVERSIDAD JAVERIANA DE CALI	2
INDIA	SRISHTI SCHOOL OF ART, DESIGN AND TECHNOLOGY BANGALORE	2
GIAPPONE	CHIBA UNIVERSITY -	3
GIAPPONE	KCUA - KYOTO CITY UNIVERSITY OF ARTS, KYOTO	1
GIAPPONE	KYOTO UNIVERSITY	1
GIAPPONE	TOKYO UNIVERSITY OF THE ARTS - Faculty of Fine Arts	1
CINA, REPUBBLICA POPOLARE - TAIWAN	ZHEJIANG UNIVERSITY - DID International Design Institute	4
GIAPPONE	TOYO UNIVERSITY - Life DESIGN school	2

Double Degree Program

Polimi – Tongji University, College of Design and Innovation

WHO

EACH YEAR
4
SELECTED STUDENTS

DIGITAL AND INTERACTION DESIGN

MOBILITY SCHEME

1st YEAR MSc 1st SEM.	POLI
1st YEAR MSc 2nd SEM.	POLI
2nd YEAR MSc 1st SEM.	POLI
2nd YEAR MSc 2nd SEM.	TONGJI
3rd YEAR MSc 1st SEM.	TONGJI
+thesis	POLI

COURSES, STAGE, THESIS

WHEN

APPLICATION

$_1$ST

YEAR OF MASTER DEGREE

http://www.design.polimi.it/en/international-area/doppie-lauree/

http://www.digitalinteractiondesign.polimi.it/