



MSc Programme

Design for Interaction

The MSc Programme in Design for Interaction focuses on the ways in which people and products interact: how does a user understand, use and experience a product? The goal of the programme is to educate designers who understand what people do with and expect from products they use in everyday life, who are able to design products appropriate to users' needs and expectations. To gain the required skills and understanding, students will pursue a multi-disciplinary course of study covering topics ranging from aesthetics and ergonomics to psychology and sociology.

In the courses you will learn the processes and principles underlying people's interactions with

products, how to involve users in analysing needs, and how to apply technologies in the product development process. In the projects you practice and integrate this knowledge and these skills.

Designing solutions for real people

Career prospects

The programme prepares graduates for positions as product or interaction designers, R&D specialists, and usability consultants, and also provides a solid foundation for work in design-centred research. Graduates of the programme have been hired by large companies such as Philips, Vodafone, HP, Microsoft, TomTom, and Océ, many smaller firms, and design and market research agencies.

Programme specialisations

The DfI programme offers several ways to incorporate a particular emphasis into your course of study. Research is an integral part of the programme, which itself has a close connection to the faculty's User Experience research programme. Students have the possibility to select elective courses that offer opportunities to further develop skills in the DfI domain or to receive an annotation on sustainability or entrepreneurship.

The programme offers three specialisations:

- **Advanced Automotive Design:** focuses on the automotive design process, and the ability to apply that knowledge in solving design problems. It provides a framework for a new generation of automotive designers who help develop solutions to meet the needs of the automotive industry and more generally, the needs of society.
- **Medisign:** trains dedicated and skilled industrial design engineers in human anatomy, physiology, medical technology and healthcare systems. Graduates will have the skills to design a wide variety of products and systems for applications in health care.
- **Retail Design:** focuses on the design of physical and virtual retail spaces such as shops, shopping malls and WEB stores. Students will gain a strong understanding of the customer and of customer needs and expectations. A retail designer can help marketers and retailers to create unique experiences that connect with customers on a deep, emotional level.

DfI offers two international programmes, in which students stay one year in Delft and one year at the partner university:

Design for Interaction curriculum

Candidates may begin their studies in September or in February; the starting date affects the order in which courses are taken. In either case, the programme focuses on the generation of concepts in the fall semester and design evaluation in the spring semester. During the second year, the emphasis is on design projects and the identification, definition and completion of the individual graduation project.

General IDE Courses	EC
Design Theory and Methodology	3
Generic and Professional Skills	3
Internationalisation	3
Joint Master Project	12

Programme-specific courses/projects/electives	EC
Product Understanding, Use and Experience	6
Context and Conceptualisation	6
Interactive Technology Design	6
Visual Communication Design	3
Reflection on Designing	3
DfI Research Methodology	3
Exploring Interactions Project	9
Usability and User eXperience Assessment in Design Project	12
Electives (specialisations can be taken here)	18
Graduation Project	33

■ Shared IDE courses
 ■ Projects
 ■ Master-specific courses
 ■ Graduation project
 ■ Electives

- 1 EC = 28 hrs study, according to the European Credit Transfer System (ECTS) • One academic year = 60 EC (1680 hours of study)
- Total amount of credits MSc programme = 120 EC

- **A double degree with an emphasis on user-centred design research** has been set up with METU (Middle East Technical University, Ankara, Turkey; starts in September only).
- **An exchange master's programme with an emphasis on cultural factors in design** is conducted in collaboration with KAIST (Korean Advanced Institute for Science and Technology, Daejeon, South Korea; starts in February only).

Admission requirements

- Graduates with a BSc degree from a Dutch University of Applied Sciences (HBO): Applicants holding a relevant HBO degree such as Industrial Product Design (IPO), Product Design & Engineering, Human Technology, Mechanical Engineering, Human Movement Technology, Civil Engineering, Aerospace Engineering, or Engineering Design & Innovation may be admitted after following a bridging programme. All candidates must make a formal application for

admission; for more information, please contact the academic counsellors.

- Dutch university graduates: Applicants with a BSc in Industrial Design Engineering from TU Delft, Eindhoven University of Technology, and Twente University will be admitted to the Master's programme without conditions. Applicants with another BSc from a Dutch university may be admitted to the Master's programme, depending on previous training and competence. Students will be required to enrol in a bridging programme. If you wish to apply please contact one of the academic counsellors listed below.
- International applicants: Applicants from non-Dutch universities can apply on the basis of grades, portfolio, a letter of motivation explaining the reasons they wish to enrol in the Design for Interaction programme, and their study and career objectives. These applicants must contact the IDE International Office before application. For further details see www.ide.tudelft.nl/international.

For further information: www.dfi.msc.tudelft.nl

Further information for national applicants

Ms J.C. Thieme or Mr J.H. Wiltjer, Academic Counsellors

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Further information for international applicants

International office IDE

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