

USER EXPERIENCE & INTERACTION DESIGN (MS)

Contacts

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Campus: East Falls

Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-design-engineering/academic-programs/ms-user-experience-interaction-design.html>)

Program Description

User Experience and Interaction Design prepares students to be professionals who will change standards by which society communicates and interacts. When one looks at websites, mobile communications devices, graphic user interfaces, or integrated systems, one sees the importance of interaction in communicating a rich media experience. For businesses, success depends on a well-designed, engaging, dynamic and robust user experience. The MS in User Experience and Interaction Design program provides students the necessary skillsets and promotes the critical thinking that is vital to this evolving field.

Learning Goals/Outcomes

- Use principles of design, such as visual organization, information hierarchy, typography, narrative and aesthetics to solve problems
- Plan and design usable sites by collecting data through various methods
- Analyze and evaluate data, plan and execute intuitive interfaces, user experiences and rich interactive designs
- Use equipment, technology and resources that represent current trends in the field
- Analyze and design functional prototypes
- Apply user experience design principle
- Evaluate and respond to user needs and develop solutions to usability problems
- Apply fundamental concepts of Internet and digital marketing including social media and email marketing
- Create and analyze system architecture such as Content Management Systems, web development, user interactions and database development
- Use computer languages, compilers, interpreters and assembler products to produce code and output to meet specifications
- Illustrate an understanding of digital technologies in the creation, production and use of visual communication
- Utilize and synthesize digital tools including software, photography, time-based and interactive media to create effective visual designs

Curriculum: 1.5 - 2 Years, 31-37 Credits

Standard Plan (Fall Start)

Course	Title	Credits
First Year		
IDD 510	Essentials of Interactive Des	6
INDD 700	Research & Desn Process Meths	3
IDD 621N	Digital Experience Design	3
IDD 637	Mobile Communication Design	3
MSID 701		3
IDD 631N	Digital Innovation Design	3
Credits		21
Second Year		
IDD 941N	UXD Thesis Project Preparatn	1
IDD 635	Interactive Narrative/Drama	3
IDD 632	Database Mgmt & Scripting	3
IDD 798	Independent Study	3
Credits		10
Total Credits		31

Accelerated Plan (Professionals & Undergraduate Pathway)

Course	Title	Credits
First Year		
INDD 700	Research & Desn Process Meths	3
IDD 621N	Digital Experience Design	3
IDD 632	Database Mgmt & Scripting	3
IDD 637	Mobile Communication Design	3
MSID 701		3
IDD 635	Interactive Narrative/Drama	3
IDD 941	Digital Design Syn Proj Prep	1
IDD 631N	Digital Innovation Design	3
IDD 798	Independent Study	3
Credits		25
Second Year		
IDD 942	UXD Thesis Project	6
Credits		6
Total Credits		31