Industrial Design Engineering
Design for Interaction

MSc Programme

Over the past decades, the subjective meaning of products and services has steadily gained in importance in design processes. Increasingly, a deeper understanding of users, their lives, and aspirations, has become key for developing successful propositions. As a result, there is a growing need for designers who are expert at 'the user perspective' of products and services and who understand the impact products have on people's lives, their experiences, motivation, and behaviour.

Degree	Master of Science Design for Interaction
Starts in	September and February
Type	full-time
Credits	120 ECTS, 24 months
Language of instruction	English
Scholarships	tudelft.nl/scholarships

Programme

The Design for Interaction (DfI) master's programme focuses on the ways in which people and products interact: how does a user understand, use and experience a product? This raises the question how designers can conceptualise products that are relevant to the user.

The goal of the programme is to educate designers who understand what people do with and expect from the products they use in everyday life, and who are able to design products appropriate to their needs, concerns and abilities.

The programme offers students a multidisciplinary course of study, covering topics ranging from aesthetics and ergonomics to psychology and sociology.

Students learn to formulate design visions, create and visualise concepts and develop and test experiential prototypes. The programme delves deep into the processes and principles underlying people's interactions with products:

TU Delft

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FIRST YEAR 60 EC							
SEMESTER 1	**Q1**		**Q2**	**SEMESTER 2**	**Q3**		**Q4**
IDE Academy							4 EC
Manage your Master	1 EC	Design Theory and Methodology	3 EC	Manage your Master	1 EC	Reflection on Designing	3 EC
Exploring Interactions	12 EC			Visual Communication Design	3 EC	DfI Research Methodology	3 EC
				Project Usability and User eXperience Assessment in Design			9 EC
Product Understanding, Use and Experience	6 EC						
Context and Conceptualisation	6 EC			Interactive Technology Design			9 EC
SECOND YEAR 60 EC							
SEMESTER 1	**Q1**		**Q2**	**SEMESTER 2**	**Q3**		**Q4**
Semester for creating personal focus	30 EC			Graduation Project			30 EC

how to involve users in analysing needs and how to apply technologies in the product development process. During the project phase, students apply and integrate what they have learnt.

Not only is a DfI student able to design interaction visions, through technological knowledge he is able to create realistic and working demonstrators. Through this combination DfI prepares you both theoretically and hands on, to become a user experience expert.

Curriculum Design for Interaction
The DfI master's programme can be started either in the autumn or in the spring semester. The starting date determines the order in which courses are taken. In the autumn semester the programme focuses on understanding the user (needs) and on concept generation, while in the spring semester the focus is on prototyping and design evaluation. The second year starts with a semester in which students can create a personal focus. The second year ends with establishing, defining and completing the individual graduation project.

Specialisations
In this curriculum, 30 EC is reserved for electives. This provides the students freedom and enables them to shape their personal programme. Students can persue their professional interests and ambitions with a personalised set of different courses. This elective space enables students to specialise, or broaden their knowledge in specific subjects e.g.: entrepreneurship, marketing, medical design, automotive design, research, visualisation and others. Students who want to broaden their learning can take master's courses at other faculties and universities, both in the Netherlands and abroad.

For those students who want to increase the depth of their development as an industrial design engineer, IDE offers more than 50 different courses. This includes courses from the other IDE master curricula.

Students specialising in Medisign will receive an annotation on their diploma supplement.

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

45%
International MSc students

40%/60%
M/F

311
Students in total