POSTGRADUATE / USER EXPERIENCE DESING

CURRICULUM

design
mundo
afora

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

INTERNATIONAL ACADEMY
OF ART & DESIGN

RKETS

master of arts in
USER EXPERIENCE DESIGN

AREA
Communication
and Graphic Design

AREA LEADER
Milan | Rome
Patrizia Moschella

COURSE LEADER
Milan
Fabio Pelagalli

COURSE ADVISOR LEADER
Rome
Serena Ciriello

LANGUAGE
Italian - English

CAMPUS
Milan - Rome

DEGREE AWARDED
Second Level
Academic Degree

CREDITS
120 CFA

LENGTH
Two years

The MA in User Experience Design (Second Level Academic Degree in Communication Design) provides the theoretical, technical and methodological skills for the design of complex digital communication systems. Through a continuous synthesis between creativity and strategy, and with an analytical and systemic approach to design that refers to cognitive psychology and contemporary visual culture, the MA deals with the study and design of digital interfaces and has a focus on user experience (UX/UI) as well as on information architecture.

CAREER OPPORTUNITIES

Web designer

UX/UI designer

Interface designer

Experience designer

Interaction designer

User experience lead

Digital director

UX/UI researcher

Information architect

Content strategist

LEARNING OBJECTIVES

To identify the potential offered by new technologies as well as the impact of the interaction between men and information technology systems, also trying to understand their influence on communication processes

To search and analyse the necessary information to devise effective creative solutions and contemporary languages and visual styles suited to the technological context

Organising and managing complex design projects integrating the experience, branding, design and usability aspects of digital products or online services, in order to efficiently fulfil the content management goals

CURRICULUM

COURSES

FIRST YEAR

SEMESTER	COURSES	CFA
1	**Project methodology of visual communication 1**	12
	Visual design	8
	Architecture of information 1	4
1	**Project methodology**	12
	Digital design	6
	Brand strategy	6
1	**Phenomenology of contemporary arts 1**	6
TOTAL CREDITS 1ST SEMESTER		**30**
2	**Project methodology of visual communication 2**	12
	Service design	8
	Fundamentals of cognitive psychology	4
2	**Art direction 1**	12
	Motion design	6
	Brand identity	6
2	**Phenomenology of contemporary arts 2**	6
TOTAL CREDITS 2ND SEMESTER		**30**
TOTAL CREDITS FIRST YEAR		**60**

SECOND YEAR

SEMESTER	COURSES	CFA
3	**Project methodology of visual communication 3**	12
	Interface design	8
	Architecture of information 2	4
3	**Art direction 2**	6
3	2 activities to be chosen by the student:	
	Design management	6
	Additional training activities: erasmus*	6
	Additional training activities: academic training/internship	6
	Additional training activities: cross disciplinary workshops, individual projects, conferences	6
TOTAL CREDITS 3RD SEMESTER		**30**
4	**Project methodology of visual communication 4**	12
	Interaction design	8
	Business modelling	4
4	**Editorial systems for art**	6
4	**Thesis**	12
TOTAL CREDITS 4TH SEMESTER		**30**
TOTAL CREDITS SECOND YEAR		**60**
TOTAL CREDITS MASTER OF ARTS		**120**

FIRST YEAR

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 1

In the current economic paradigm, centred on the value of experiences and in which products and services are integrated with each other, what a user, consumer, customer sees, hears, touches and experiences, metaphorically represents the visible part of an iceberg. As regards UX, the submerged part is made up of a world of numbers, research, concepts, drafts, ideas, graphics that need to be understood, ordered and represented in a functional and effective way. Students explore the submerged part of the iceberg, researching and analysing data and information, and their multiple visualisation possibilities.

PROJECT METHODOLOGY

This class aims to reveal and enhance the design skills of students in the visual field, increasing their ability to connect contents and techniques using appropriate design methodologies, while also familiarising them with the elements required to understand and create brand strategies consistent and functional with the development of UX projects.

PHENOMENOLOGY OF CONTEMPORARY ARTS 1

In order to understand both theory and practice of the subject, this course aims, on the one hand, to delve into the theoretical aspects of User Experience Design, analysing the latest developments in contemporary design and providing students with the basics to understand the meaning of key concepts such as "user" and "experience", and on the other, to provide students, by exploring the main historical stages of Human-Computer Interaction, with a complete picture of the theoretical pillars contributing to the creation and development of UX, in order to identify the design styles that will prevail in the near future.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 2

Starting from the basics of Service Design, the course helps students understand what a service system is and how to evaluate business opportunities. Through a mix of theory and practice, and by learning Design Thinking techniques, the course develops collaborative design skills for services, products, processes, and ecosystems that can generate experiences capable of triggering behavioral changes in users. Inclusivity, sustainability, and a human-centered approach will be the basis of the students' projects. The course also includes conceptual and practical-methodological notions in the psychological field, such as cognitive processes related to perception, attention, memory, decision-making, motivation, emotion, and social influence, for designing effective digital experiences focused on people.

ART DIRECTION 1

The course aims to advance students' expressive and creative design skills. In close connection with the other first-semester courses, students will learn principal digital animation and dynamic graphics techniques, completing their study of branding by developing a brand identity prototype.

PHENOMENOLOGY OF CONTEMPORARY ARTS 2

An innovative vision of User Experience Design cannot be separated from an in-depth knowledge of the multidisciplinary aspects connecting today's material and digital worlds. Through a theoretical and practical analysis of technological development, and of the problems and possibilities involved in the design of new digital platforms, students will gain an understanding of contemporary and future social and cultural phenomena deriving from the increasingly complex system of interaction between man and machine, contributing to a design culture based on accessibility and sustainability.

SECOND YEAR

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 3

The course enables students to acquire an understanding and the ability to strategically and creatively design a digital graphic interface project. Supported by a part dedicated to information architecture, students deal with a methodology that critically analyses a business, its target, its competitive context and the economic scenario, in order to develop creative proposals consistent with the information obtained. Students will also be provided with the opportunity to participate in an international contest dedicated to the subject.

ART DIRECTION 2

With a focus on interdisciplinarity and new technologies, the objective of this course is to teach the students the importance of Art Direction for digital interfaces by showing how "telling stories" through design helps to provide audiences and users with a more interesting and engaging experience. This course will provide the tools to lead a complete strategic multichannel communication project. Students will learn to understand, assimilate and use different languages, media and channels to articulate comprehensive visual strategies aimed at creating a stronger relationship between brands and users.

DESIGN MANAGEMENT

The course aims to train future professionals, introducing them to concepts and elements to effectively manage the multiplicity of activities required of the professional context in which they will work. Through tools and techniques that facilitate personal efficiency, help coordinate the multiple resources involved in a project and verify the timeliness and economic efficiency of any activities carried out, the course helps students to develop a complex and intricate design methodology.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 4

The development of technological systems is accompanied by the continuous innovation of products and digital tools. The ability to constantly model the approaches and functions of User Experience Design to the characteristics of new technologies is therefore necessary. The course provide students with the necessary knowledge to design innovative communication structures tailored to the most advanced technologies available. Business creation concepts and tools will be an important focus, with particular reference to start-ups or innovative companies based on the adoption and development of new technologies.

EDITORIAL SYSTEMS FOR ART

Modern technological systems designed to provide users with interactive experiences are employed today to enhance cultural heritage. The course will guide students to discover potential digital solutions applicable at museums, archaeological sites and artistic exhibitions.

THESIS

The highest point of the didactic path is the final degree project, where the students have to submit and defend their Thesis in front of a Committee, made up by their lecturers and Course Leader. The Master of Arts' Thesis takes the form of an in-depth research aimed at carrying out a project. The final document is constituted by the presentation of the research and of the project documents, and aims at proving the critical, design and fulfilment competences acquired by the student over the MA. The development of the Thesis is something that every student carries out individually, independently and in complete autonomy. During the process, each student is supported by at least one Mentor ("Advisor"), who needs to approve the project proposition, guide the student in developing the research and, finally, approve the dissertation of the final Thesis work. The final dissertation is individual. Upon the Course Leader authorisation, the research can start as a collective work carried out by a group of students, up to four participants. The final presentation of the project will necessarily be represented by a personal document, and the role of each student needs to be defined since the approval of the project proposal.