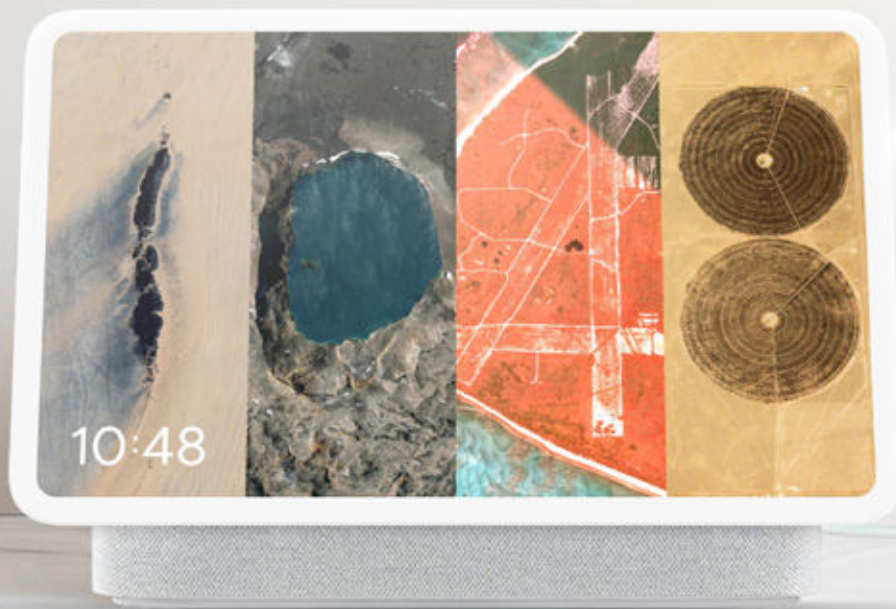


Master in Design for Digital Experimentation



How can principles of digital design experimentation be applied to create products and services that are technically innovative, socially responsible, and positively impactful?

Master in Design for Digital Experimentation

Start date
September

ECTS credits
60

Course duration
400 hours

Language
English

Schedule
Monday, Tuesday, Wednesday,
Thursday, Friday.
For academic reasons, sessions
may be scheduled exceptionally
in a different time frame.

Degree
Master's Degree in Design for
Responsible Digital Experiences.
Degree issued by Universitat de Vic –
Universitat Central de Catalunya
(UVic-UCC)

Directors
Irene Pereyra

Admission Requirements
UI/UX or related digital design
graduates with strong coding skills.
Professionals with experience in
the field of media art, digital design,
front-end development, and an
interest in contemporary digital and
internet culture and art.

Design for digital experimentation

In today's world, where digital and everyday life are deeply intertwined, rethinking design approaches is essential. The Master in Design for Digital Experimentation, led by field experts, is on a mission to push the boundaries of design. This programme is designed to question and expand upon our understanding of digital realms, recognizing the changing needs of a diverse audience. This master in digital design celebrates innovation, encouraging you to create designs that boldly venture beyond conventional norms. We aim to not only meet existing digital standards but to set new milestones in design creativity and inclusivity, crafting digital experiences that resonate globally.

We welcome students from around the world, creating a melting pot of artists, designers, digital pioneers, and thinkers, all driven to redefine digital design. You will have access to a global network of professionals and leaders in digital design, fostering engagement and contribution to cutting-edge digital practices. Our programme is dedicated to developing individuals with deep conceptual understanding and technical skills, preparing them to thrive in the multifaceted world of art and digital culture. Our graduates are more than cultural contributors; they are the future innovators and trendsetters in digital design. Some of the topics we will address are the following: internet culture, digital ethics and design ethics, digital accessibility, data privacy and data protection.

Programme

The Master in Design for Digital Experimentation is structured to foster a deep understanding of digital design's ever-evolving landscape. Our programme is divided into distinct terms, each focusing on specific aspects of digital design, challenging conventional wisdom, and promoting experimentation.

1. September — December

1.1 Playful Research

In this year-long module integral to the programme, you will explore the role of play in digital design, fostering a space for creative exploration and discovery. Collaborating with faculty and guest experts, you will select a theme linked to the programme's key topics. This joint effort forms the basis for your final Master's project. Spanning three terms, the module includes group discussions, experimental activities, and collaborative exercises. The aim is to equip you with practical skills in gathering, analyzing, and sharing knowledge, transcending traditional academic learning. This prepares students for a comprehensive final project, blending theory with real-world application.

1.2 Digital x Ethics

In this module, we will delve into a vital yet often overlooked aspect of design: digital ethics. Unlike fields like psychology, medicine, law, and media, digital design lacks a universal ethics code. We'll tackle this gap head-on. Through lectures, tutorials, debates, and workshops led by specialists, you will explore the roles and implications of web technologies in various sectors. The curriculum focuses on understanding bias in digital design and AI, identifying deceptive patterns, and distinguishing between persuasion and coercion in digital design. Students are encouraged to think both creatively and critically, aiming to design solutions that address real-life scenarios effectively.

2. January — March

2.1 Digital x Attention

In this module, you will explore the dynamics of user attention in digital interfaces, focusing on creating designs that are engaging yet responsible. With the growing challenge of devices captivating and often diminishing our ability to concentrate, the module addresses the importance of designing for the right type of attention. Topics covered include designing for passive attention, the impact of smart devices, and the concept of 'Lovable Data.' These areas will guide you in understanding how to craft digital interfaces that attract user attention ethically and effectively, providing a counterbalance to the trend of devices hijacking our focus. The module offers a blend of practical design strategies and insightful understanding of user engagement in the digital realm.

2.2 Digital x Accessibility

In this module, you will focus on developing inclusive designs that cater to a broad spectrum of user needs, ensuring digital experiences are universally accessible. The curriculum emphasizes the concept that digital accessibility equates to usability for individuals interacting with products differently, whether due to visual impairments, mobility or learning challenges, or varying digital literacy levels. Key topics include prioritizing 'Accessibility First' in design, deepening understanding of digital literacy, and enhancing learnability in UX. This approach aims to equip you with the skills to consider and effectively implement digital accessibility from the start, creating designs that are functional, inclusive, and empathetic to diverse user circumstances.

3. April — June

3.1 Digital x Privacy

In this module, you will delve into the crucial issue of digital privacy in digital design, learning to strike a balance between innovation and user data protection. Digital privacy is a nuanced and complex concept, especially for digital designers who must navigate the legal, ethical, and practical aspects of personal data. The curriculum covers various facets, including legal and regulatory considerations, the intricacies of data collection, use, and reuse, as well as the cost associated with maintaining privacy. You will explore different perspectives on defining digital privacy and understand the ongoing tension between privacy laws and technological advancements. This comprehensive approach aims to equip students with a deep understanding of privacy issues, preparing them to design responsibly in an increasingly data-driven world.

3.2 Final Project

During the master's programme, students will participate in bi-monthly seminars to discuss their ongoing projects, sharing ideas, progress, and prototypes. They will develop individual projects throughout the year, presenting and receiving feedback at the end of Terms 1 and 2. The culmination of this process is the final presentation at the end of Term 3, where students showcase their final projects. These projects, often experimental and artistic, reflect the skills and knowledge acquired throughout the programme in digital design and culture. During this journey, you will receive guidance and mentorship from the Master director and professors, supported by regular meetings and individual consultations. This structure not only fosters continuous development but also ensures the final projects are both innovative and grounded in the programme's teachings.

We go beyond digital design

The Master in Design for Digital Experimentation invites you to rethink your role as designers in our digitally centric society. It is about understanding that breaking design conventions should be a deliberate, informed choice, grounded in a deep knowledge of norms and audience needs. This programme is dedicated to empowering you to create digital products and services that resonate profoundly with users, benefiting individuals, societies, and the environment.

Students in this programme will evolve into skilled designers and responsible citizens, learning to innovate in digital design through experimentation with new styles and techniques. They will aim to transform the digital design landscape, crafting unique and impactful user experiences unlike anything seen before. The programme tackles crucial questions: How do digital products influence our social, mental, and emotional processes? How can breaking away from traditional design conventions enhance the effectiveness of digital products and services, and when should designers choose to deviate from these norms? How can principles of digital design experimentation be applied to create products and services that are technically innovative, socially responsible, and positively impactful?

Envisioning a better world through design, research, and new technologies, the programme aims to inspire you to propose innovative businesses, conceive new systems, develop novel products, and design transformative realities. The curriculum merges the art of design with societal impact, treating design as a multifaceted, socially, and politically influential act. You will be encouraged to navigate the complexities of digital innovation, understanding its broader implications and potential for transformative change.

The experience

Innovative Design Frontiers

The Master in Design for Digital Experimentation embarks on a journey to explore and redefine the limits of digital design. Mirroring the evolution seen in algorithmic and networked visual art, our programme delves into the expansive possibilities of design in the digital era. Rooted in foundational design principles, we aspire to examine and influence the future trajectory of digital design, focusing on its transformative potential and design ethics implications.

Design Through Experimentation

At the core of our programme is a harmonious blend of critical analysis and creative exploration. We encourage you to dissect and reconstruct the mechanisms of digital design, fostering an environment where innovation stems from understanding and reimagining existing systems. This philosophy champions experimentation and challenges traditional design norms, empowering students to become pioneers in reshaping digital experiences.

Collaborative Digital Community

The essence of the Master in Design for Digital Experimentation is its dynamic and collaborative community. This network, comprising scholars, experienced designers, and digital innovators, is pivotal for exchanging ideas, advancing the field, and providing mutual support. Our emphasis on community building extends beyond academic achievement, fostering a culture of collective growth and shared success in the evolving landscape of digital design.

Team

Director

IRENE PEREYRA

Irene Pereyra is the co-founder of the Brooklyn based design studio "Anton & Irene". She has led the strategy and UX initiatives for clients including The Met, M+, Kickstarter, Balenciaga, Wacom, Zumtobel, USA Today, EA, Spotify, Google, Nickelodeon, Karim Rashid, Shantell Martin, BBC and Red Bull, SPACE10 for both the web and cross-platform applications. Her work has been recognized by Cannes, The Webbys, The Emmys, The FWA, Awwwards, Interaction Design Association and The European Design Awards. Irene has been a guest speaker at over 100 renowned design conferences all over the world, and her personal projects have been shown in Amsterdam, Antwerp, Paris, New York, London, Copenhagen, Cincinnati, Singapore and Tegucigalpa. She is the department head of the Interaction Design programme at Harbour.Space University in Barcelona, and has lectured on the topic of interaction design at the School of the Visual Arts in New York, Hyper Island in Stockholm, Strelka Institute in Moscow, and the Design Academy in Eindhoven.

Faculty

FACULTY MEMBERS A diverse group of experienced educators and practicing professionals, bringing a wealth of knowledge and real-world insights to the classroom.

GUEST LECTURERS Regular sessions with notable personalities in the world of digital design and technology.

WHY GO BEYOND?

→ You can find out more about the Master in Design for Digital Experimentation at elisava.net

- If you are a Bold Category Member of Elisava's Alumni Association, you may enjoy a 15% discount on our Master's tuition.
- There may be some changes to the faculty for reasons beyond the course programme.
- Elisava will make the necessary and appropriate changes in the programme or, in exceptional circumstances, cancel the programme altogether if the course has not reached the minimum number of students to ensure its proper functioning two weeks before its initiation. Elisava will only refund the amounts already paid by the students.
- According to their specific necessities, the Master schedules may include additional hours, including during the weekend.