Master of Arts
Interaction Design

What is the MA in Interaction Design about?
Interaction design focuses on shaping things for people’s use and behaviour and includes designing interactive digital products, environments, visual communication systems, and services. Interaction design is the synthesis and imagining of things as they might be, rather than focusing on how things actually are and is focused on satisfying the needs and desires of the end user. This programme is specifically designed for honours graduates in product and industrial design, multimedia and game design, visual communication design, architecture, engineering and other design related fields. This Masters programme has been developed by IT Carlow in consultation with industry and is delivered through the combination of the self-directed learning and graduate research within the structured environment of a taught programme. This dynamic educational environment seeks to provide a framework for interdisciplinary and peer learning and enquiry, which facilitates, promotes and leads the interaction between practice and theory. The Master of Arts in Interaction Design aims to nurture and support a unique interdisciplinary approach to research and learning in this area. The programme is centered around the development and delivery of a major project which can be either practice or theory based.

What will I be able to do when I finish the programme?
The Master of Arts in Interaction Design will provide graduates with a unique opportunity to gain a competitive edge prior to embarking on a career in design or related fields. Graduates may also adopt research and advisory roles in relation to new product development and development of the provision of creative services in practice. It is envisaged that graduates will be in a position to critically evaluate existing creative services and to visualize future possibilities for devising better design methodologies and best practice in managing design practices and studios.

Potential employment for graduates include:
• Interaction Designer
• User Experience Designer/Consultant Engineer
• User Interface Designer
• Mobile App Designer
• Mobile App Developer
• Web Designer
• Front End Developer
• Digital Media Designer
• Visual Designer
• Communications Designer
• Multidisciplinary Design Studios
• Strategic Design Thinkers
• Design Manage
• Content Develope
• Product Designer
• Industrial Designer
• Service Designer
• Design Thinking
• Design Entrepreneur

What are the minimum entry requirements?
A Level 8 Honours Degree in Product or Industrial Design, Games Design, Visual Communication Design, or other related design disciplines such as Architecture or Engineering (minimum 2nd class honours).

Candidates with significant experience in the design services sector (as determined by the Institute’s Recognition of Prior Learning policy), in addition to an honours primary degree in another discipline area may also be considered for entry on a case-by-case basis in line with IT Carlow’s RPL policy.

Applicants applying for entry via routes other than that listed above will be considered on a case-by-case basis in line with IT Carlow’s RPL policy.

What will I study?
Framing User Experience
Principles of Interaction Design
Prototyping Interactions
Design Entrepreneurship
Human Interface Design
Communication Design
Design Research Methods
Design Project Dissertation