

Master of Arts in Interaction Design

The Master of Arts (MA) in Interaction Design combines design thinking, human centered design, prototyping techniques, digital fabrication, programming, and physical computing in one study program addressing the realisation of projects in which the interaction between the design culture and the technological development allows to generate design-driven innovations.

The master offers to students specialized knowledge and skills of interaction design. A pragmatic problem-solving approach to design is applied in a laboratory environment. Peer to peer learning, iterative processes and the rapid prototyping of various solutions qualify the students to pursue careers in industry, research centers and design practices, wherever technological innovation and design meet.

University of Applied Sciences and Arts
of Southern Switzerland

SUPSI

www.supsi.ch
www.maird.supsi.ch
www.fablab.supsi.ch

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The Master of Arts SUPSI in Interaction Design lasts for 4 semesters and awards 120 ECTS. The first two semesters are composed of design, methodological and technical courses that require full-time attendance at SUPSI Campus in Mendrisio. The third and fourth semesters are conducted remotely and do not necessitate on-campus presence. The third semester focuses a period of professional internship or academic mobility, while the fourth semester coincides with the development of the thesis project.

1st semester Interaction design fundamentals

The first semester provides students with the skills necessary for the practice of interaction design and it is organized in design, technical and methodological courses, and intensive design-oriented workshops. The semester offers an introduction to programming and electronics, digital fabrication, user experience design, and research methodologies, equipping students with transversal and multidisciplinary skills.

2nd semester Designing Interactive Experiences

The second semester consists of teaching modules that allow students to address specific areas of design – the design of multimodal interfaces and systems, the design of data-driven spaces, and the design of intelligent digital services - through the development of complex projects, the use of cutting-edge technologies and the adoption of innovative business models and strategies.

3rd semester Professional and academic research skills building

The third semester focuses on acquiring professional skills through an internship in a company or deepening academic skills through a mobility period at a foreign university. During the semester, online courses allow students to acquire cross-cutting skills such as leadership, collaboration and communication, entrepreneurship, and research proposal writing.

4th semester Manage and make the thesis project

The fourth semester is dedicated to the development of an applied thesis project, in which the student implements the research methodologies and the technical and design skills acquired in the previous semesters, to develop innovative solutions in different industrial, social, economic, and cultural sectors, which may be suitable for an entrepreneurial initiative (start-up).

Target students

The master is addressed to students with a creative talent combined with a strong interest in topics and initiatives concerning the technological, social, and cultural context within which the future will be designed.

Admission requirements

A Bachelor's degree in design (graphic design, industrial design, interior design, media design, etc.) or an equivalent diploma. Students with a Bachelor's degree in fields such as architecture, engineering, humanities, fine arts and business management are entitled to apply.

Careers

Students who complete SUPSI's Master of Arts in Interaction Design pursue careers in design studios, industry, start-ups and research institutes, as well as academic careers through PhD studies. Students work on innovative products and services in sectors where the digital transformation represents a competitive advantage, such as international consulting agencies offering complex services and solutions, digital media and web companies, ICT and digital services, banking and finance, telecommunications, consumer electronics, automotive, distribution and logistics, health and well-being, public and private institutions operating in the cultural, social, entertainment and tourism fields, technology start-ups.

Diploma
Master of Arts SUPSI
in Interaction Design.

Duration
Four full-time semesters.

Teaching language
Courses are held in English.

Semester fee
CHF 800.- per semester for Swiss residents
(Swiss nationality and Permit C)

CHF 1'600.- per semester for international
students (EU and extra EU)

Registration fee
CHF 200.- (required for the enrolment
procedure).

Contribution to didactic costs
CHF 200.- per semester

In-person learning at SUPSI Mendrisio Campus

First semester - 30 ECTS
Interaction design fundamentals

Fundamental skills

- Design thinking
- User research design
- UX/UI design
- Digital fabrication
- Programming
- Physical computing
- AI/ML, and data visualisation in design

Second semester - 30 ECTS
Designing interactive experiences

Specialisation skills

- Digital ecosystems design
- Multimodal systems design
- Data spaces design
- Business of design
- Transdisciplinary approaches in design research

Distance learning in mobility

Third semester - 30 ECTS
**Professional and academic research
skills building**

Cross-cutting skills

- Professional and/or academic expertise through internships and mobility
- Leadership and management
- Teamwork, collaboration and communication
- Entrepreneurship
- Research proposal writing

Fourth semester - 30 ECTS
**Manage and make the individual
thesis project**

Multi-disciplinary skills
Make use of the multidisciplinary skills acquired in previous semesters to develop an applied research thesis project of systemic perspective in different industrial, social, economic and cultural sectors that may be suitable for an entrepreneurial initiative (start-up).

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The educational model

University of Applied Sciences and Arts
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SUPSI

**Top Schools of
Interaction Design**
According to Domus Magazine

Interaction Award
Toot by Federico Lameri
IUVO by Matteo Loglio

