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Master of Arts SUPSI in Interaction Design

MA

InD

Syllabus

Academic Year 2026-2027

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MA

InD

Master of Arts SUPSI in Interaction Design

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in Interaction Design

SUPSI-DACD
Campus Mendrisio
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Switzerland



2026/
2027

Study Plan

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Introduction

The University of Applied Sciences and Arts of Southern Switzerland (SUPSI), as the other Swiss UASs, performs three interrelated tasks:

- basic training leads to Bachelor's and Master's degrees recognized by the Swiss Confederation;
- continuous education, from specialization MAS to ad-hoc education courses;
- applied research projects, technology development, and transfer, in cooperation with companies, institutions, and other universities.

Since its establishment in 1997, SUPSI has its strengths in:

- the bond with its reference territory, thanks to the support to the regional economy and in favor of small and medium-sized enterprises;
- the professional dimension, which is ensured through state-of-the-art, practice-oriented training involving teachers with established professional experience;
- the relationship between applied research and training, promoted by teacher-researchers of the institutes and laboratories;
- teaching offered in parallel with the professional activity, through study programs that can be attended by students who are actively employed during their training;
- internationalization, developed through collaboration agreements and the involvement of lecturers from abroad.

The Master of Arts (MA) SUPSI in Interaction Design is offered by the Department for Environment, Constructions and Design (DACD), which also offers Bachelor's degrees in Architecture, Interior Architecture, Visual Communication, Conservation, and Civil Engineering, and Master's degrees in Conservation-Restoration and Civil Engineering.

Within the DACD there are the following research units that employ numerous researchers and collaborators that also teach in the degree courses:

- the Institute of Applied Sustainability to the Built Environment (ISAAC);
- the Institute of Earth Sciences (IST);
- the Institute for Materials and Constructions (IMC);
- the Institute of Design (IDe);
- the Institute of Microbiology (IM).

The guidelines that led to the complete revision of the education programs and that govern the design of this Study Plan include in particular:

- the modular design of a Bachelor's (180 ECTS credits) and Master's (90 ECTS credits) degree courses, in line with UAS goals and national directives;
- the implementation of training credit systems based on the ECTS model;
- the promotion of student and teacher mobility with the consequent strengthening of European cooperation through quality assurance.

Education Credits (ECTS)

The ECTS (European Credit Transfer System) is the European system for the recognition, transfer, and accumulation of credits. One ECTS credit corresponds to a student workload of approximately 30 hours (lectures, supervised study, and individual study). One academic year corresponds to 60 ECTS credits (1800 working hours).

Qualification

The qualification is awarded to those who certify all modules included in the Study Plan which correspond to 120 ECTS credits of the Master of Arts SUPSI in Interaction Design.

The diploma is recognized at the federal level and constitutes a qualification protected by the Swiss Confederation.

Equal Opportunities

Equal opportunities and the prevention of discrimination are priority objectives at SUPSI, which integrates the gender dimension into its development strategies and management.

Information

For further information, please visit the SUPSI website at www.supsi.ch.

Master of Arts SUPSI in Interaction Design

Head of the Master Program:
Massimo Botta

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

The master offers 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.

The study program lasts for 4 semesters and is developed through several teaching modules.

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 taken at a distance and do not require attendance on campus.

The third semester requires students to complete a period of professional internship or academic mobility, while the fourth semester coincides with the development of the thesis project and allows students to consolidate their disciplinary skills.

The Master Program

The master's program in Interaction Design offers to graduate students advanced professional training that combines the design culture with technological innovation and social change. As a master's education, the program in Interaction Design merges knowledge coming from the design disciplines in a unique profile able to set new thinking in design, technological innovation, and human needs. For this reason, the program has a multidisciplinary perspective and it is conceived as the result of an original set-up of three domains:

- **the Design Domain:** the systemic thinking to face global challenges, the adoption of human-centered design methodologies to respond to major social issues, and the practice of design to define a better future;
- **the Technical Domain:** composed of those cutting-edge technologies driving design innovation, the impact of the digital transformation on society and organizations, and business

- models to provide the entrepreneurial feasibility of design solutions;
- **the Social Domain:** the intellectual, critical, and social role of the designer, where design answers human needs and rights considering three emerging topics: the information society, sustainable development, and the common good.

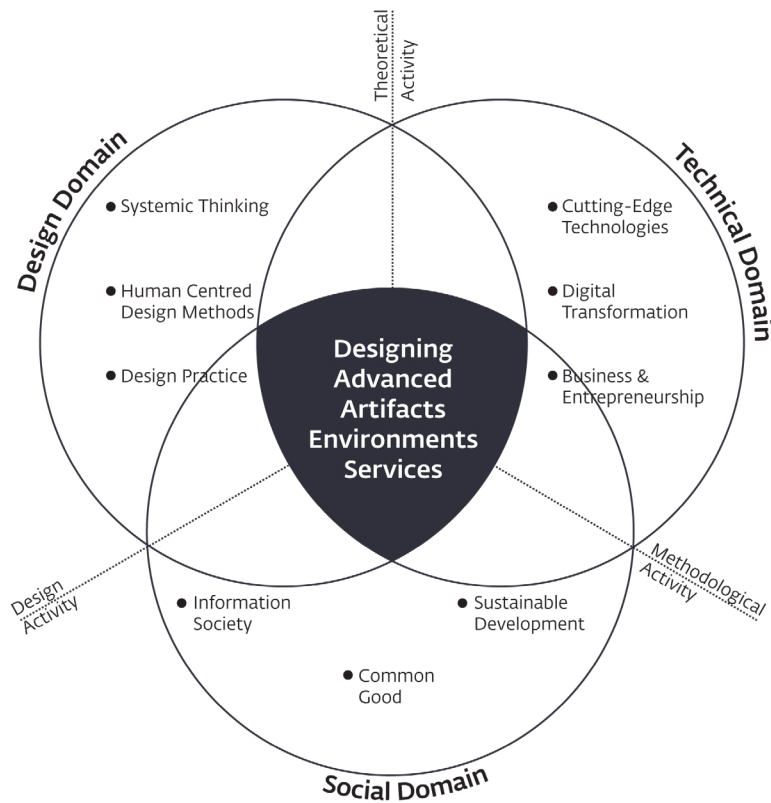
The master program merges these domains in a specific curriculum, where Interaction Design is the key element for the conception and creation of Advanced Artifacts, Environments, and Services.

Objectives

The goal of the Master of Arts SUPSI in Interaction Design is to train skilled designers who work in interdisciplinary design teams in the most creative and innovative industries.

The master responds to the demands of the market for designers who are able to tackle the digital transformation within firms and industries. In particular, the study program allows students to develop design, methodological, technical, strategic, and relational skills.

The master meets the innovation economy by training professionals qualified to design products and services focused on human needs and desires, make use of cutting-edge technologies, and promote new business models.



different industries, such as financial services, transportations, consumer electronics, healthcare, telecommunications, media, culture, society, and institutions.

Working in Multidisciplinary Teams and Applying Collaboration Methods

To collaborate with peers from different disciplines and backgrounds; to assign specific tasks and responsibilities according to knowledge, skills, and interests; to improve results and correct mistakes in peer assessment.

Understanding and Defining Business Strategies

To recognize the social and economic relevance of an industrial sector and draw useful information from it in order to pitch a project that responds to a market need. To learn about business models, to tackle and apply strategic design thinking in dialogue with leading managers; to acquire the tools necessary to set up a business plan.

Leadership and Communication Skills

To learn the leadership principles to plan and carry out creative processes within complex organizations. To handle and evaluate various approaches in order to document, articulate and present a project in a convincing and reasonable manner.

Attitude Towards Innovation

To be able to originally combine user needs, cutting-edge technology, and research outcomes to define innovative products, environments, and services.

Critical and Creative Thinking

To develop a critical and personal approach supported by research outputs to sustain the decision-making process. To enhance creative skills thanks to interdisciplinary collaborations and workshop activities.

Competences and Skills

The master's degree program offers students the opportunity to acquire specialized knowledge, skills, and design methods that can be applied for research and problem-solving. Moreover, students have the opportunity to learn how to build working prototypes to test their ideas. This set of skills qualifies the students to undertake professional careers at consulting agencies, companies, and research centers at the intersection between design and technology.

The Master of Arts SUPSI in Interaction Design allows students to learn the following core competencies and skills:

Analysis and Research Methods

To acquire knowledge about Human-Centered Design (HCD) methods, ranging from research to the analysis of the user needs and co-design. To be able to successfully

implement the right methods during the project phases and to skillfully apply them according to the context.

Rapid Prototyping

To learn the rapid prototyping techniques by using digital fabrication machines to build working prototypes that can be tested, improved, and communicated by means of incremental iterations.

Understanding of Technology

To become aware of the limits and possibilities of the technology with software programming and electronics to acquire the necessary knowledge to work with engineers and product managers.

Ability to Plan and Develop Complex Projects

To be able to autonomously plan and develop digital services and ecosystems focused on the user experience (UX) for

Professional Profile

The interaction designer conceives and designs innovative products, environments, and services to create a meaningful experience that fulfills human needs, innovates the company's business, and positively impacts society.

The main skills of the interaction designer are to craft the interaction between human beings and systems, defining behavioral and functional features of technological products, processes, and eco-systems. The duties of an interaction designer include analyzing business strategies, conducting user research, defining the user experience, and creating prototypes to test in real-use contexts to improve or innovate a company's product or service.

They work in multidisciplinary and international teams, wherever innovation and design meet.

Career Prospects

The interaction designer is a professional figure who has career prospects not only within the traditional interaction design fields but also in multidisciplinary sectors which work with system innovation. The interaction designer covers specialized roles, whose professional development can also progress to managerial and executive positions.

Students who complete the Master of Arts SUPSI in Interaction Design will pursue careers at design agencies, industries, and startups worldwide. Students will work on innovative products and services in sectors where the digital transformation represents a competitive advantage, such as:

- design practices in interaction design, product design, digital communication,

- exhibition design, and architecture;
- international consulting agencies offering complex services and project development where innovation is a competitive advantage;
- digital media and web companies;
- ICT and digital services;
- industries where the digital transformation is a strategic factor for the development of new products and services, such as 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.

Functions

The functions performed by interaction designers vary in relation to the sectors in which they work and, in general, can be considered as specialized or complementary to a specific industry.

The progression of functions held by an interaction designer during their career usually takes place through the transition to the following functions:

- Interaction designer/service designer junior
- Senior interaction designer/service designer
- Design researcher
- Principal interaction/service designer
- Associate creative director
- Creative director
- Executive/Design director

Regarding career prospects, the interaction designer is a recognized professional figure

who progresses steadily to higher positions within all organizations, taking on the role of mid-level manager, executive director, or manager.

Admission Requirements

The Master of Arts SUPSI in Interaction Design is addressed to students with creative talent combined with a strong interest in designing the evolution of the technological, social, and cultural context of the near future.

The requirements for acceptance to the Master of Arts SUPSI in Interaction Design are:

- a bachelor's degree in Design (graphic design, industrial design, interior design, media design, web 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. Their application is subject to the approval of the Board of the Master and it might entail the acquisition of some extra ECTS credits, which can be obtained before or during the program.

Copyright

The inventions or creations made by SUPSI students (who do not have an employment relationship with SUPSI) as part of their degree course are owned by the students who hold the Copyright. The author grants SUPSI the free right of use for academic and communication purposes and the free right to keep a copy in the archives.

Program Structure

The Master of Arts SUPSI in Interaction Design lasts for 4 semesters and is developed through several teaching modules. 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 taken at a distance and do not require attendance on campus. The third semester requires students to complete a period of professional internship or academic mobility, while the fourth semester coincides with the development of the thesis project and allows students to consolidate their disciplinary skills.

The Master of Arts SUPSI in Interaction Design awards 120 ECTS.

1st Semester

Interaction Design Fundamentals

The first teaching semester provides students with the skills necessary for the practice of interaction design and 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 (artifacts, environments, and services) through the development of complex projects, the use of cutting-edge technologies and the adoption of innovative business models and strategies. In particular, students face design challenges in three distinct areas:

the design of multimodal interfaces and systems, the design of data-driven spaces, and the design of intelligent digital services.

Designing Advanced Artifacts Module

This module investigates the relationship between people and new kinds of objects, as well as the design of new relationships between people and objects through technologies. The module offers students the opportunity to design interactive products to support everyday activities such as work, study, leisure, entertainment, and communication.

Designing Advanced Environments Module

The module investigates the immersion of people in a physical environment and their interactions within space. The module offers students the opportunity to explore the design of interactive environments that define the spatial experience in different contexts of use such as the home, urban space, workplace, exhibitions, and site-specific installations for dissemination or entertainment purposes.

Designing Advanced Services Module

The module investigates the design of the user experience (UX) by defining new systems and processes through multiple touchpoints.

The module allows students to design digital services and ecosystems based on user experience, which defines new relationships and interaction patterns in different fields such as media and communication, health and well-being, economic growth, mobility, education, gender equality and inequality reduction, sustainable consumption, social and environmental change.

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 personal branding and storytelling, teamwork and project management, communication and publishing for design, and design research methodologies.

4th Semester

The Master 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).



1st Year

In-person Learning at SUPSI Campus in Mendrisio

1st Semester

Interaction Design Fundamentals
30 ECTS

- Design Thinking
- Human Centred Design
- User Experience Design
- Programming Interactions
- Digital Fabrication
- Physical Computing
- Data Driven Design I
- Experimental Design I
- Experimental Design II
- Interaction Design Seminars

2nd Semester

Designing Interactive Experiences
30 ECTS

- Designing Advanced Artifacts
 - Designing Advanced Environments
 - Designing Advanced Services
 - Business and Entrepreneurship
 - The Business of Design
 - Data Driven Design II
 - Portfolio Assessment
 - Interaction Design Seminars
-

2nd Year

Distance Learning in Mobility

3rd Semester

Professional and Academic Skills Building
30 ECTS

- Internship and Mobility Module
- Soft Skills
- Professional Skills
- Academic Skills
- Design Research for Thesis Definition

4th Semester

The Master Thesis Project
30 ECTS

- Master Thesis Project
-

Teaching Methods

The Master of Arts SUPSI in Interaction Design courses are designed to offer quality training for designers and innovators who want to become key players in the next social, technological, and economic transformations. The courses are taught in English to reflect the international vocation of the Master and the multidisciplinary and multicultural working environment.

The curriculum's educational model adopts approaches, methods, and practices that are aimed at acquiring the knowledge and skills needed to generate product, process, and service innovation.

Teaching takes place mainly in a laboratory environment, characterized by the 'learning by doing' approach, where working closely with the teaching staff enables students to acquire skills aimed at transforming ideas into working design solutions and prototypes, to be tested with real users and used for demonstration purposes.

The study program consists of design-driven courses and workshops, methodological and technical courses, and talks and seminars.

The design-driven courses and workshops focus on practical activities and enable students to acquire the fundamental design, methodological and technical skills of the interaction design discipline. They

are intended to create a common basis for students from different bachelor's training programs, to equip them with transversal and shared skills, and an aptitude for multidisciplinary collaboration.

The methodological courses include learning and practicing Human Centred Design (HCD) methodologies, with different levels of depth and complexity. Knowledge of these methodologies enables students to acquire the conceptual and practical tools useful for structuring a creative process: collecting data and information in an organized manner, analyzing the needs of different users, extrapolating evidence to inform the project, setting up and structuring the various design phases with rigor, defining the user experience and the key features of a product, environment or digital ecosystem.

The mastery of these methodologies certifies the student's ability to set up and guide a design process in the most diverse organizations and industries.

Technical courses are always project-oriented. The acquisition of technical and technological skills takes place through the development of projects in which the learning of specific software and hardware programming languages, such as the use of digital fabrication machines, are functional to the achievement of a design goal. Through the technical courses, the student

acquires confidence in the use of different technologies and the necessary knowledge to explore new ones.

The project-based courses involve the development of real projects in collaboration with companies and institutions, through which students have the opportunity to tackle challenging research topics and explore the use of cutting-edge technologies.

The project activity aims to address methodological and technical skills in a process where it is necessary to know how to achieve project goals, meet user needs, define the user experience and implement specific interactions and technological solutions. The craft of a prototype demonstrating the effectiveness and innovativeness of the project concludes the project process.

The talks and seminars aim to offer an overview of the discipline of interaction design, through lectures by professors, researchers, professionals, and representatives of companies and start-ups from national and international backgrounds. The topics covered are intended to show the breadth of views that make up the interaction design area and provide opportunities for meeting and networking with the key players of creativity and innovation.

Modules and Courses

First Year and Second Year
Full-Time Curriculum

1st Semester Interaction Design Fundamentals

CODE	TITLE	ECTS	HOURS	PAGE
ID102 ID102.01	Programming Interactions Creative Coding Foundations	4	94 94	18
ID111 ID111.01	User Experience Design Designing Digital Experiences	3	70 70	20
ID120 ID120.01 ID120.02	Digital Fabrication Digitally Designed Objects for Fast Prototyping Documentation and Communication	5	128 104 24	22
ID131 ID131.02	Experimental Design 1 Intelligence as a Material	3	44 44	25
ID140 ID140.01 ID140.02	Physical Computing Creating Tangible Interfaces Documentation and Communication	5	108 84 24	27
ID151 ID151.01	Experimental Design 2 Programming Interactive Objects	3	44 44	30
ID162 ID162.01	Interaction Design Seminars Mind-Expanding Talks	1	10 10	32
ID170 ID170.02	Design Thinking Co-Design: From Research to Concept	1	36 36	34
ID180 ID180.01	Human Centred Design User Research Design	3	62 62	36
ID190 ID190.01	Data Driven Design I Making Sense of Data	2	56 56	38
Total 1st Semester		30	652	

2nd Semester

Designing Interactive Experiences

CODE	TITLE	ECTS	HOURS	PAGE
ID200	Designing Advanced Artifacts	7	168	42
ID200.01	Multimodal User Experience Design in Products		144	
ID200.02	Documentation and Communication		24	
ID212	Designing Advanced Environments	7	130	45
ID212.01	Prototyping Spatial Experiences		106	
ID212.02	Documentation and Communication		24	
ID220	Designing Advanced Services	7	92	48
ID220.01	Designing Intelligent Experiences		92	
ID232	Business and Entrepreneurship	3	36	50
ID232.01	From Project Ideas to Market		36	
ID242	The Business of Design	1	40	52
ID242.01	Design Launchpad		40	
ID252	Interaction Design Seminars	1	10	54
ID252.01	Maind-Expanding Talks		10	
ID261	Data Driven Design II	3	56	56
ID261.01	Making Use of Data		56	
ID270	Portfolio Assessment	1	60	58
ID270.01	Portfolio Slam		60	
Total 2nd Semester		30	592	

3rd Semester

Professional and Academic Skills Building

CODE	TITLE	ECTS	HOURS	PAGE
ID301 ID301.01	Internship and Mobility Module Professional Intership and Academic Mobility	25	580 580	62
ID310 ID310.01	Soft Skills Personal Branding and Storytelling	1	60 60	64
ID320 ID320.01	Professional Skills Teamwork and Project Management	2	36 36	66
ID330 ID330.01	Academic Skills Editing and Publishing for Design	1	30 30	68
ID340 ID340.01	Design Research for Thesis Definition Methodology for Thesis Definition	1	28 28	70
Total 3rd Semester		30	734	

4th Semester

The Master Thesis Project

CODE	TITLE	ECTS	HOURS	PAGE
ID400 ID400.01	Master Thesis Project Thesis Project Development	30	580 580	74
Total 4 th Semester		30	580	
Total Master		120	2558	



1st year



1st Semester

Interaction Design
Fundamentals

ID102**Module Head:**
Marco Lurati**Semester:**
First**ECTS:**
4**Module Hours:**
94

Programming Interactions

ID102.01 Creative Coding Foundations

Teaching Hours: 94



Teachers:
Marco Lurati, Giovanni Profeta

ID102.01

Creative Coding Foundations

What You'll Learn

- Foundational knowledge of programming concepts and coding principles applicable across various fields and applications
- Fundamentals of web languages (HTML, CSS) with a primary focus on plain JavaScript
- Skills to create interactive web interfaces with multimedia content
- How to use industry-standard development tools like Visual Studio Code and GitHub

Description

The course aims to provide students with a broad introduction to coding, with a special emphasis on human-computer interaction.

It is based on the recent core web technologies (HTML, CSS and JavaScript) and the VS Code and Github tools. It offers hands-on experience with responsive web design implementation, DOM manipulation, API usage and I/O integration via the Canvas (for example, using the microphone).

Each week, the students will learn and apply new programming principles and techniques in a one-day class that includes the following sessions: a brief individual written test covering all previous topics (which will be evaluated), a lecture on programming delivered by the lecturers, practical exercises supported by the teaching staff, and development of class assignments.

The assignments and the course are designed to build programming experience for the remainder of the master's program, and the brief written tests allow students to personally assess their understanding and mastery of core fundamental topics.

Format and Assessment

Format: offline lectures, peer-to-peer reviews, bi-weekly individual assignments, brief individual written tests, coaching, and mentoring.

Course: the course assignments will be developed individually to build personal experience through practice.

Examination: every assignment and test is evaluated according to specific, shared criteria; the final grade is the average of these evaluations.

References

References will be provided during the course.



ID111

Module Head:
Sarah Corti

Semester:
First

ECTS:
3

Module Hours:
70

User Experience Design

ID111.01 Designing Digital Experiences

Teaching Hours: 70

**Teachers:**

Sarah Corti, Alberto Andreetto,
Enrico Tedoldi

ID111.01

Designing Digital Experiences

What You'll Learn

- How to design adaptive interfaces: digital experiences that adjust to user, context, and intent
- How to identify user needs and user behavior
- How to define end-users, value proposition, and the experience model, independent of any specific screen or platform
- How to choose the right modality for the experience (e.g. UI, conversational, agentic) and recognize when a UI is the wrong answer
- User flow and customer experience mapping across multiple touchpoints
- How to generate ideas and translate them into experience elements, from areas of opportunity to solutions
- How to execute a chosen direction in the appropriate medium: when the answer is a mobile UI, how to compose one; when it isn't, what to build instead

Description

Since the introduction of the iPhone in 2007 and the widespread use of high-speed mobile networks, smartphones have been our primary way to access digital services. Today that is no longer the only frame. Experiences happen across screens, voice, ambient interfaces, and agentic systems that act on the user's behalf. Great digital experiences are no longer defined by a single product or a single screen. They are defined by how well the experience fits the moment, the modality, and the context. Designing for this means designing adaptive interfaces: systems that change based on who is using them and why.

In this course we work through the full experience-design process: idea generation, experience modeling, prototyping, and validation.

Execution is treated as a means, not as the destination.

Students will learn to decide what to build and in what medium, then execute in the one they choose. Mobile UI remains a primary case study because it sharpens the discipline of designing under tight constraints, but it is one possible output, not the assumed one.

Students will be given a concrete design brief and will design, prototype, and validate an experience. The form factor follows from the problem. The course mixes lectures, hands-on activities, and review sessions, with a learn-by-doing approach anchored to each group's project.

Format and Assessment

Format: offline lectures, intermediate assignments, coaching, and mentoring.

Course: the course assignments and the final project will be developed in workgroups of max. 4 students. In parallel, each student develops individual deliverables and submits an Individual Contribution Statement during the module.

Examination: final presentation on the last day of the course (team), together with the individual deliverables and Contribution Statement.

References

References will be provided during the course.

ID120**Module Head:**
Marco Lurati**Semester:**
First**ECTS:**
5**Module Hours:**
128

Digital Fabrication

ID120.01 Digitally Designed Objects for Fast Prototyping

Teaching Hours: 104

ID120.02 Documentation and Communication

Teaching Hours: 24

Teacher:
Marco Lurati

ID120.01

Digitally Designed Objects for Fast Prototyping

What You'll Learn

- Applied knowledge in parametric 3D modeling using modern collaborative cloud-based Computer-Aided Design tools (Autodesk Fusion 360)
- How to prepare 2D and 3D files for digital manufacturing with common machines available in any Fablab or Maker space, like laser-cutting and 3D printing machines
- How to prototype with digital fabrication tools as interaction designers to early test and share ideas and concepts

Description

The course aims to provide the basis for one of the most widespread and versatile 3D modeling software programs, Fusion 360, to create digitally designed objects that can be fabricated through fast prototyping machines. The course focuses equally on Fusion 360 lessons, prototyping methodologies, and practical exercises where objects will be built with the machines at the Fablab SUPSI.

The course will transition to hands-on physical object design and production after the initial introductory part about Fusion 360, which includes digital-only exercises and training on using laser-cutting and 3D printing machines. The course will also give comprehensive knowledge on how to fully use Fusion 360's potential in designing parametric objects and generate proper technical documentation (technical drawings) and visuals for documentation, concept sharing, and presentation purposes (rendering and assembly animations). The overall goal is to acquire technical and design knowledge so that, as an interaction designer, you can build physical prototypes that will be helpful in early project concept sharing and evaluation (with clients and colleagues), user testing scenarios, and interacting with a technical team that will eventually carry on with the product engineering.

Format and Assessment

Format: offline lectures, intermediate assignments, coaching, mentoring, and use of the machines at the Fablab to build physical objects.

Course: the early digital assignments will be individual, and the physical projects will be developed in small teams.

Examination: the final project will be presented on the last day of the course.

References

References will be provided during the course.

Teachers:
Marco Lurati, Niccolò Quaresima

ID120.02

Documentation and Communication

What You'll Learn

- Document all project's components, including descriptions, images, videos, and technical files (software and hardware)
- Refine project deliverables through well-prepared project documentation
- Prepare project documentation to create high-quality material suitable for inclusion in a professional portfolio

Description

The course focuses on producing comprehensive documentation for the project developed during the module. Students are required to prepare a written project description, visual documentation (such as screenshots for digital software or photographs for physical products), a video that tells the story of the project, as well as software source files and hardware schematics. All deliverables must follow the provided guidelines and examples. Depending on the specific course topic, additional or specialized documentation may also be required.

Format and Assessment

Format: offline lectures, intermediate assignments, coaching, and mentoring.

Course: the course assignments and the final project will be developed in workgroups of max. 4 students.

Examination: examination of final presentation on the last day of the course.

References

References will be provided during the course.

ID131

Module Head:
Matteo Loglio

Semester:
First

ECTS:
3

Module Hours:
44

Experimental Design 1

ID131.02
Intelligence as a Material
Teaching Hours: 44

Teacher:
Matteo Loglio

ID131.02

Intelligence as a Material

What You'll Learn

- How to think and design for and with AI, beyond a simple tool
- The fundamentals of Large Language Models (LLMs) and the art of prompting
- Techniques for rapidly prototyping AI-powered experiences using both cloud APIs and private, local models
- Strategies for creating new user interactions that are generative, adaptive, and unique

Description

In an era where AI is a creative partner, how is the role of the designer changing? This course is a practical guide to a new form of creation: designing intelligent interactions with AI. We will explore how Large Language models (LLMs) and other generative tools are not just automating tasks, but opening up entirely new possibilities for creativity and user experience.

This is a hands-on course focused on prototyping. We will demystify the technology behind the headlines and dive straight into building. You will learn to “speak” the language of AI through prompting, connect to powerful models via APIs, and run models on your own machine to explore unique applications. We will look at how to build experiences that can generate content, adapt to users, and create truly dynamic interfaces.

Together, we will explore the frontier of AI in the creative fields, examining inspiring work and developing our own projects. You will leave this course equipped to use AI as a powerful new material in your design practice, ready to prototype the future of interaction.

Format and Assessment

Format: offline and online lectures, intermediate assignments, coaching, and mentoring.
Course: the course assignments and the final project will be developed in workgroups of 3-4 students.

Examination: final presentation on the last day of the course.

References

References will be provided during the course.

ID140

Module Head:
Lorenzo Romagnoli

Semester:
First

ECTS:
5

Module Hours:
108

Physical Computing

ID140.01 Creating Tangible Interfaces

Teaching Hours: 84

ID140.02 Documentation and Communication

Teaching Hours: 24



Teachers:
Lorenzo Romagnoli, Marco Lurati

ID140.01

Creating Tangible Interfaces

What You'll Learn

- Programming tiny computers with sensors and actuators
- Sensing the world and reacting to it
- Creating a project using Arduino boards
- Prototyping a physical interactive object or experience

Description

The course introduces the domain of physical computing for interactive product prototyping. The focus is to create physical modalities and experiences for accessing and manipulating information through sensing artifacts. The course is based on the approach of “learning by doing”: students learn how to design and implement interactive behaviors by developing basic prototypes using Arduino hardware and MicroPython.

The goal of the course is to learn how to design and implement interactive product behaviors and interfaces through systems based on sensors and actuators controlled by Arduino and electronics. This will be achieved by learning basic notions of physical computing and working with a range of sensors and actuators which can be used and controlled through the use of Arduino as a programmable microcontroller board.

Format and Assessment

Format: offline and online lectures, intermediate assignments, coaching, and mentoring.
Course: the course assignments and the final project will be developed individually or in small teams.

Examination: at the end of the course, students present a summary of the project and the prototype.

Materials: a custom Arduino kit will be provided with a set of sensors and actuators.

Prerequisites

Basic knowledge of programming and code structures.

References

References will be provided during the course.



Teacher:

Lorenzo Romagnoli, Niccolò Quaresima

ID140.02

Documentation and Communication

What You'll Learn

- Document all project's components, including descriptions, images, videos, and technical files (software and hardware)
- Refine project deliverables through well-prepared project documentation
- Prepare project documentation to create high-quality material suitable for inclusion in a professional portfolio

Description

The course focuses on producing comprehensive documentation for the project developed during the module. Students are required to prepare a written project description, visual documentation (such as screenshots for digital software or photographs for physical products), a video that tells the story of the project, as well as software source files and hardware schematics. All deliverables must follow the provided guidelines and examples. Depending on the specific course topic, additional or specialized documentation may also be required.

Format and Assessment

Students' evaluations will be based on a review of the requested materials. In order to assess this module, it is mandatory to submit the project documentation.

References

References will be provided during the course.

ID151

Module Head:
Invited Designer

Semester:
First

ECTS:
3

Module Hours:
44

Experimental Design 2

ID151.01
Programming Interactive Objects
Teaching Hours: 44



Teacher:
Invited Designer

ID151.01

Programming Interactive Objects

What You'll Learn

- To develop a creative and experimental mindset in approaching the design of interfaces, experiences, and installations
- To critically and creatively frame and conduct an experiment, valuing exploration and discovery over the delivery of a finished output
- To use constraints and self-imposed limits as generative tools, opening new paths within digital, screen-based, or tangible affordances
- To read unpredictable and unexpected results as valuable material and input for future design processes
- To reflect on experimentation as a working method that can be transferred to and inform future interaction design projects

Description

The course offers the opportunity to deepen the knowledge on the creative and critical use of technologies for design. An invited professional or professor brings a distinct experimental approach, set of tools, and thematic focus drawn from their own design practice and research. While the specific activity changes from year to year, the module's core objective is to treat experimentation as a design method.

Interfaces, experiences, and installations are design outputs addressed to people within a specific context of use, and this module explores how such outputs can themselves be generated through experimental processes. Students are asked to originally address a limit - technical, conceptual, or material - as a way of generating unpredictable results, which then become the raw material from which an interface, experience, or installation takes shape. The learning outcome is the application of experimental approaches and creative coding practices to generate UX patterns and solutions through a divergent set of methods. The processes explored during the module become a foundation for the design projects developed in the following interaction design courses.

Format and Assessment

Format: offline and/or online lectures, hands-on experimentation, coaching, and mentoring. Specific tools, technologies, and briefs are defined each year by the invited tutor.

Course: the course assignments and the final project will be developed individually or in small teams, depending on the activity proposed.

Examination: final presentation on the last day of the course.

References

Gerstner, K. (2019). Designing programmes: Programme as typeface, typography, picture, method. Lars Müller Publishers.

Levin, G., & Brain, T. (2021). Code as creative medium: A handbook for computational art and design. MIT Press.

Maeda, J. (2001). Design by numbers. MIT Press. (Original work published 1999)

Reas, C., & Fry, B. (2014). Processing: A programming handbook for visual designers and artists (2nd ed.). MIT Press.



ID162

Module Head:
Serena Cangiano

Semester:
First

ECTS:
1

Module Hours:
10

Interaction Design Seminars

ID162.01
Maind-Expanding Talks
Teaching Hours: 10



Teachers:
Invited Speakers

ID162.01

Maind-Expanding Talks

What You'll Learn

- Provide knowledge across a wide range of topics, from general concepts to specific skills in interaction design
- Offer diverse and expert perspectives on issues in interaction design
- Integrate both the relevant theoretical foundations and the practical applications

Description

The course is structured as a series of seminars and guest lectures that explore key topics in interaction design. Delivered by invited professors and industry professionals, the sessions provide valuable insights combining theoretical foundations with practical approaches. The content is designed to support and enhance both design thinking and hands-on design practice.

Format and Assessment

Format: offline and online lectures.

Examination: attendance is mandatory.

References

References will be provided during the course.



ID170

Module Head:
Elena Zordan

Semester:
First

ECTS:
1

Module Hours:
36

Design Thinking

ID170.02
Co-Design: From Research
to Concept

Teaching Hours: 36

Teachers:

Elena Zordan, Enrico Tedoldi

ID170.02

Co-Design: From Research to Concept

What You'll Learn

- Discover the Design Thinking approach as a framework for disclosure and inquire
- Experiment with proper methods, tools, and templates in a collaborative environment
- Increase your awareness about design as a medium to entangle complex situations
- Challenge yourself in a team within participatory processes and co-design activities
- Reflect on new ways of interaction

Description

The increasing complexity of the context we live in challenges design discipline and asks for new ways of disclosure. Interaction design should become a relational discipline finding new innovative ways to connect people in challenging, extreme, faraway, (...) environments. The digital turn we're facing is proposing to us - as designers - new spheres of interventions, new languages, and frameworks that must be discussed from a methodological perspective. This course will focus on deepening the co-design methodologies within Design Thinking approach, giving an overview of how this mindset can help shape solutions capable to impact on complex situations, while being at the same time inclusive and targeted. During the course, we will apply the methodology in order to experiment and reflect on new and innovative ways of interaction, and what interactivity and networked processes can add to the discipline. The classes will entail theoretical matters and practical exercises to make participants experiment and learn-by-doing co-design and Design Thinking processes in a collaborative workshop environment.

Format and Assessment

Format: short theory lessons and hands-on exercises, working groups, discussion, and debate on single outputs.

Course: the course assignments and the final project will be developed in teams.

Examination: final presentation on the last half-day of the course. Students will be evaluated for their capability of applying the concepts and the presented methodologies demonstrating full confidence within processes and methods, framing problems into a personal critical perspective, and presenting their final results to open up discussion trajectories.

References

References will be provided during the course.

ID180

Module Head:
Enrico Tedoldi

Semester:
First

ECTS:
3

Module Hours:
62

Human Centred Design

ID180.01
User Research Design
Teaching Hours: 62



Teacher:
Enrico Tedoldi

ID180.01

User Research Design

What You'll Learn

- How to create a research plan and choose the right research methods
- How to conduct user research
- How to synthesize research findings and communicate insights

Description

This course gives an introduction to design research. Through a learning-by-doing approach, students will get familiar with the different phases of research, their role and importance. From understanding a brief to developing a research plan. Exploring methods for the research and learning more about the different techniques and tools. During the course, students will have the opportunity to learn how to capture findings and synthesize them into insights. Furthermore, we will explore how to use those insights effectively so that they can feed the next phases of the design process.

Format and Assessment

Format: offline and online lectures, incremental exercises, intermediate assignments, online support, and mentoring.

Course: the course assignments and the final project will be developed individually or in small teams.

Examination: final presentation on the last day of the course; every student or team will present the research projects developed during the course to the class: the research plan and the presentation itself will be evaluated.

References

References will be provided during the course.

ID190**Module Head:**
Ginevra Terenghi**Semester:**
First**ECTS:**
2**Module Hours:**
56

Data Driven Design I

ID190.01
Making Sense of Data
Teaching Hours: 56

Teachers:

Ginevra Terenghi, Antonella Autuori

ID190.01

Making Sense of Data

What You'll Learn

- Understand the definition and scope of data within design contexts
- Organize and structure data for use in design projects
- Identify appropriate visual models for representing data
- Use visualizations to explore and answer research questions
- Collect data from diverse sources and platforms
- Develop protocol documentation for data-driven design projects

Description

The increasing availability of data generated by digital technologies and practices presents new opportunities for design. This course explores the concept of data both as a method of inquiry and as material for prototyping. Students will be introduced to the data pipeline in the context of design, from the definition of data, including methods of collecting, structuring, visualizing and documenting the process, to ultimately explore how to generate new data through machine learning models training and prompting. Combining theoretical and practical sessions, students will acquire foundational knowledge and develop practical skills to be applied in a collaborative group project that engages with each phase of the data pipeline. To explore the current scenario, a shared repository of case studies on data-related design practices will be collectively created, expanding students' critical and contextual understanding of the field. The course is meant to support students actively engaging with the role of data in contemporary design, while providing transferable skills and knowledge that can be applied across other modules and future projects.

Format and Assessment

Format: offline lectures, tutorials on tools, group exercises and collective discussion. The knowledge acquired will be applied to a real-world research project during the second-semester "Data Driven Design Module II".

Course: the course assignments and the final project will be developed in small teams.

Examination: the evaluation is based on active participation, and the final group delivery.

References

References will be provided during the course.

1st year



2nd Semester

Designing Interactive
Experiences



ID200

Module Head:
Serena Cangiano

Semester:
Second

ECTS:
7

Module Hours:
168

Designing Advanced Artifacts

ID200.01 Multimodal User Experience Design in Products

Teaching Hours: 144

ID200.02 Documentation and Communication

Teaching Hours: 24

Teachers:

Serena Cangiano, Enrico Bassi

ID200.01

Multimodal User Experience Design in Products

What You'll Learn

With a focus on the domain of conversational agents and voice user interfaces, the course aims to guide the students in the design process to:

- Ideate an interactive product based on multimodal interfaces; in particular they will concentrate on combining voice recognition and tangibles interfaces
- Design and prototype a conversational agent and a voice user interface in a personalized experience based on novel paradigms of UI Design
- Communicate and showcase a functioning prototype and documentation to describe the context of use and interaction modalities

Description

One of the biggest challenges for interaction designers today is to craft user experiences that leverage the power of intelligent agents as well as support people in their daily environments through different interaction modalities. Multimodal interfaces can help shape a more free and natural communication between people and devices through experiences that connect digital information, intelligent systems, and physical devices through natural modes of communication.

Format and Assessment

Format: offline and online lectures, intermediate assignments, coaching, and mentoring
Course: the assignments and the final project will be developed in teams of max. 3 students

Examination: final presentation on the last day of the course.

The work executed will be evaluated with the following criteria:

Research 15%; Concept 15%; Design 25%; Prototype 25%; Documentation 20%.

References

Deibel, D., & Evanhoe, R. (2021). Conversations with things: UX design for chat and voice. A Book Apart.
Park, C. W., & Alderman, J. (2018). Designing across senses: A multimodal approach to product design. O'Reilly Media.
Pearl, C. (2016). Designing voice user interfaces: Principles of conversational experiences. O'Reilly Media.
Platz, C. (2020). Design beyond devices: Creating multimodal, cross-device experiences. Rosenfeld Media.

Teachers:

Serena Cangiano, Niccolò Quaresima

ID200.02

Documentation and Communication

What You'll Learn

- Document all project's components, including descriptions, images, videos, and technical files (software and hardware)
- Refine project deliverables through well-prepared project documentation
- Prepare project documentation to create high-quality material suitable for inclusion in a professional portfolio

Description

The course focuses on producing comprehensive documentation for the project developed during the module. Students are required to prepare a written project description, visual documentation (such as screenshots for digital software or photographs for physical products), a video that tells the story of the project, as well as software source files and hardware schematics. All deliverables must follow the provided guidelines and examples. Depending on the specific course topic, additional or specialized documentation may also be required.

Format and Assessment

Students' evaluations will be based on a review of the requested materials. In order to assess this module, it is mandatory to submit the project documentation.

References

References will be provided during the course.



ID212

Module Head:

Leonardo Angelucci

Semester:

Second

ECTS:

7

Module Hours:

130

Designing Advanced Environments

ID212.01 Prototyping Spatial Experiences

Teaching Hours: 106

ID212.02 Documentation and Communication

Teaching Hours: 24





Teacher:
Leonardo Angelucci

ID212.01

Prototyping Spatial Experiences

What You'll Learn

- The main goal is to give the students a real understanding of the complexity of an interactive installation as well as a common foundation to prototype it using the combination of all the technical disciplines learned during previous courses
- You will learn how to ideate, design, and prototype, in a teamwork setting, an interactive installation following a given project brief
- To use Machine learning, HTML, CSS, Javascript, SQL, and Python as main programming languages to prototype interactive installations

Description

We live in the digital age, a time when technological innovation continues to transform and define our daily lives. This rapid technological evolution has drastically changed the way we interact with the world around us, and a particularly influential area is human-machine interaction. The goal of the course is to design an interactive installation in relation to a specific context and scope of work. The primary focus of the course is not accessibility, but rather the ability to experiment and conceptualize new forms of spatial interaction. Students will be asked to experiment with new methods of human-machine-space interaction. The technologies that will be used during the course are mainly web, machine learning, screens, and sensors.

Students will be required to work in groups in all major phases of the course: ideation, design, and prototyping. The teacher will aim to supervise as well as help with the technical and conceptual part of the entire course.

Format and Assessment

Format: the course will follow the typical process for all the ideation, design, and prototyping phases. Each week the teacher will provide details about intermediate activities and deliverables. Each group is encouraged to meet all the deadlines and deliverables required by the teacher.

Course: the activities will be organized in a teamwork setting from the beginning. Each group will be encouraged to self-organize the activities according to the project phase and the teacher's suggestions. The teacher will guide and oversee the progress of each group weekly.

Examination: final presentation on the last day of the course.

References

References will be provided during the course.



**Teachers:**

Leonardo Angelucci, Niccolò Quaresima

ID212.02

Documentation and Communication

What You'll Learn

- Document all project's components, including descriptions, images, videos, and technical files (software and hardware)
- Refine project deliverables through well-prepared project documentation
- Prepare project documentation to create high-quality material suitable for inclusion in a professional portfolio

Description

The course focuses on producing comprehensive documentation for the project developed during the module. Students are required to prepare a written project description, visual documentation (such as screenshots for digital software or photographs for physical products), a video that tells the story of the project, as well as software source files and hardware schematics. All deliverables must follow the provided guidelines and examples. Depending on the specific course topic, additional or specialized documentation may also be required.

Format and Assessment

Students' evaluations will be based on a review of the requested materials. In order to assess this module, it is mandatory to submit the project documentation.

References

References will be provided during the course.



ID220**Module Head:**
Nicolò Calegari**Semester:**
Second**ECTS:**
7**Module Hours:**
92

Designing Advanced Services

ID220.01
Designing Intelligent Experiences
Teaching Hours: 92

**Teachers:**

Nicolò Calegari, Martina Granello, Loris Lento, Tommaso Livio, Mariapaola Valicenti

ID220.01

Designing Intelligent Experiences

What You'll Learn

- Analyzing a competitive landscape
- Conducting design research with end-users/stakeholders
- Synthesizing observations and information into insights
- Designing complex user journeys, agentic blueprints
- Defining key traits of an agent behavior
- Designing an intelligent, multi-touchpoint product/service experience that delights end-users and is sustainable from a business perspective
- Prototype and test the agent(s) of the designed intelligent service

Description

Intelligent systems are reshaping how people experience services. Today, the expectation goes beyond omnichannel coherence: users anticipate experiences that are personalized, context-aware, and proactively helpful — systems that don't just respond, but act on their behalf. The rise of agentic AI is introducing a new design frontier, where services can perceive intent, orchestrate actions across touchpoints, and operate with increasing autonomy. This shifts the designer's role: from crafting interactions to shaping the behavior, boundaries, and trustworthiness of systems that act in the world.

In this course, we will learn how to design intelligent, agentic service experiences: from gathering insights directly from target users to identifying opportunity areas that satisfy unmet needs, to generating ideas that lead to a concept developed and prototyped across physical and digital contexts.

Format and Assessment

Format: in-person lectures, online lectures, intermediate assignments, coaching, and mentoring.

Course: the course assignments and the final project will be developed in workgroups of 4-5 students.

Examination: final presentation on the last day of the course.

References

References will be provided during the course.

ID232

Module Head:
Leandro Bitetti

Semester:
Second

ECTS:
3

Module Hours:
36

Business and Entrepreneurship

ID232.01
From Project Ideas to Market
Teaching Hours: 36

Teachers:
Leandro Bitetti, Monica Mendini

ID232.01

From Project Ideas to Market

What You'll Learn

By the end of this course, you will:

- Master key tools for designing and validating business models
- Develop skills to create effective marketing and communication strategies
- Understand the fundamentals of business planning for innovative projects
- Learn how to structure and present a compelling business case for the market
- Strengthen your strategic thinking to turn creative ideas into viable business opportunities

Description

This course bridges entrepreneurship, innovation strategy, and strategic marketing to equip students in Interaction Design with the essential tools and mindset to navigate the business side of creative projects. Through a hands-on and customer-centric approach, students will learn how to design and validate business models, craft impactful marketing and communication strategies, and structure business plans for innovative ideas. By the end of the course, students will be able to present compelling business cases and transform creative concepts into viable market opportunities.

Format and Assessment

Format: offline video lectures, online discussion sessions (Q&A), and coaching and mentoring concerning the individual or group project.

Course: the course project may be carried out individually or in small teams of 2-3 students.

Examination: students are expected to understand the business side of a project and be able to apply its basic concepts in their practical work.

The certification of the module is composed of two main parts: the different forms - Value Proposition Canvas, Market Research Report, Business Model Canvas, and Financials - (80%) and the final oral presentation, i.e. Elevator Pitch (20%).

References

References will be provided during the course.

ID242

Module Head:
Serena Cangiano

Semester:
Second

ECTS:
1

Module Hours:
40

The Business of Design

ID242.01
Design Launchpad
Teaching Hours: 40

**Teachers:**

Serena Cangiano, Nicolò Calegari
and Invited Speakers

ID242.01

Design Launchpad

What You'll Learn

- Refine and iterate a project on business and technological requirements
- Define and plan product development strategy
- Plan and quote design activities
- Assess the resources to scale and manufacture an interactive project
- Plan a strategy and a proposal to scale an idea into a funded project

Description

The course offers insights and resources to face the phases of a design project from strategy and business development to engineering, fundraising, and manufacturing. Through a series of contributions, the course focuses on the skills to assess the value of design activities to move a project into its development according to business requirements.

Format and Assessment

Format: offline and online lectures, practical simulations, coaching, and mentoring.

Course: the course project may be carried out individually or in small teams of 2-3 students.

Examination: delivery of the documentation of exercises.

References

References will be provided during the course.

ID252**Module Head:**
Serena Cangiano**Semester:**
Second**ECTS:**
1**Module Hours:**
10

Interaction Design Seminars

ID252.01
Maind-Expanding Talks
Teaching Hours: 10



Teachers:
Invited Speakers

ID252.01

Maind-Expanding Talks

What You'll Learn

- Provide knowledge across a wide range of topics, from general concepts to specific skills in interaction design
- Offer diverse and expert perspectives on issues in interaction design
- Integrate both the relevant theoretical foundations and the practical applications

Description

The course is structured as a series of seminars and guest lectures that explore key topics in interaction design. Delivered by invited professors and industry professionals, the sessions provide valuable insights combining theoretical foundations with practical approaches. The content is designed to support and enhance both design thinking and hands-on design practice.

Format and Assessment

Format: offline and online lectures.

Examination: attendance is mandatory.

References

References will be provided during the course.



ID261

Module Head:
Antonella Autuori

Semester:
Second

ECTS:
3

Module Hours:
56

Data Driven Design II

ID261.01
Making Use of Data
Teaching Hours: 56

**Teachers:**

Antonella Autuori, Ginevra Terenghi

ID261.01

Making Use of Data

What You'll Learn

- Work with layered and heterogeneous data within urban design contexts
- Identify patterns, correlations, and insights in multi-dimensional data sets
- Design interactive experiences that communicate complex information to diverse stakeholders
- Translate real-world research questions into data-driven design interventions

Description

How can we engage with multiple types of data simultaneously? What insights can layered information reveal about the urban landscape? This course invites students to explore these questions through an investigation of urban data. Organized in groups, students will design an interactive experience that enables different stakeholders to engage with complex, multi-dimensional information to uncover patterns, correlations, and insights of data. Building on the skills acquired in Data Driven Design I, students will address demanding research questions based on an ongoing project to develop interventions for meaningful and accessible data interaction.

Format and Assessment

Format: offline lectures, tutorials on tools, group revisions and discussion.

Course: the final project will be developed in small groups of students.

Examination: the evaluation will be based on active participation and a final presentation on the last day of the course.

References

References will be provided during the course.



ID270

Module Head:
Sara Palmiotti

Semester:
Second

ECTS:
1

Module Hours:
60

Portfolio Assessment

ID270.01
Portfolio Slam

Teaching Hours: 60



Teachers:
Sara Palmiotti, Denise Orifici

ID270.01

Portfolio Slam

What You'll Learn

- Introduction to the professional world and understanding different profiles working on a project
- How to present oneself to the professional world
- How to craft a personal and functional portfolio for screening and interviews

Description

The course aims to prepare students for the professional world by teaching them how to effectively present themselves and their work through a well-crafted portfolio. The initial session introduces the professional environment, different roles within a project, and collaboration methods, along with personal skill development. During this session, strategic portfolio examples tailored to different candidate profiles will be provided. Students will learn how to design a portfolio that tells a personal and functional story, which is crucial during screening and interviews.

The second session will be a portfolio review to understand how to structure the work in order to highlight the student's characteristics and projects.

At the end, students will be equipped with the skills necessary to create a compelling portfolio that reflects their abilities and personal narrative, ultimately aiding them in their professional journey.

Format and Assessment

Format: online lecture, practical workshop, coaching, and mentoring.

Course: the course assignments and the final project will be developed individually or in small teams.

Examination: final presentation and portfolio review during the last session of the course.

References

References will be provided during the course.



2nd year

3rd Semester

Professional and Academic
Skills Building

ID301**Module Head:**
Massimo Botta**Semester:**
Third**ECTS:**
25**Module Hours:**
580

Internship and Mobility Module

ID301.01 Professional Internship and Academic Mobility

Working Hours: 580

**Teachers:**

Massimo Botta Antonella Autuori, Ginevra Terenghi

ID301.01

Professional Internship and Academic Mobility

What You'll Learn

- Experience a professional environment through an internship
- Deepening a specific knowledge through academic mobility
- Managing workload, time, and deliverables independently

Description

The aim of the module is to acquire professional skills through an internship or the study of academic topics of interest at a foreign university. For both the work placement and academic mobility, the student has a reference tutor in the host organization who is responsible for reporting back to the home university.

The mobility period includes participation in online courses based on the coaching principle, where students are remotely supervised by teachers and focus on topics such as personal branding and storytelling, teamwork and project management, editing and publishing for design, and design research methodologies for framing the topic of the thesis project.

Format and Assessment

Format: internship at a company or a semester at a foreign university.

Assessment: to earn 25 ECTS, students must either complete an internship at a company lasting between four and six months, or spend an entire semester at a foreign university.



ID310

Module Head:
Denise Orifici

Semester:
Third

ECTS:
1

Module Hours:
60

Soft Skills

ID310.01 Personal Branding and Storytelling

Teaching Hours: 60



Teachers:
Sara Palmiotti, Denise Orifici

ID310.01

Personal Branding and Storytelling

What You'll Learn

- Learn how to present yourself in the job market as a designer

Description

This short course is designed to support students in understanding their personal and professional growth as designers. It includes a collaborative workshop where students reflect on skills, responsibilities, and the variety of roles in the design field, starting from their internship experiences.

Throughout the course, each student will also receive individual mentorship in two one-on-one sessions to discuss their doubts, ambitions, and potential career paths. The journey ends with a final presentation of a vision board, where students visualize and share what they've discovered about themselves and how they plan to move forward in their design careers.

Format and Assessment

Format: online workshops, coaching and mentorship.

Course: the course assignments and the final delivery will be developed individually.

Assessment: the assessment will be based on the review of the course outcomes.

References

References will be provided during the course.



ID320

Module Head:
Elena Zordan

Semester:
Third

ECTS:
2

Module Hours:
36

Professional Skills

ID320.01 Teamwork and Project Management

Teaching Hours: 36



Teacher:

Elena Zordan, Sarah Corti,
Enrico Tedoldi

ID320.01

Teamwork and Project Management

What You'll Learn

You will learn how to manage, organize, foresee, and estimate effort, costs, and people. In particular:

- Effective management of projects using different approaches (e.g.: Agile, Scrum, Waterfall, etc)
- Organizing tasks, resources, and timelines for optimal project execution
- Forecasting and estimating project effort, costs, people and resource allocation
- Handling challenges related to managing teams, clients, and project uncertainties

Description

The module aims to offer students a comprehensive understanding of the implications behind design decisions, various strategies to deliver design projects efficiently, techniques for estimating effort and costs, and strategies for navigating client relationships, project timelines, and unexpected situations.

Format and Assessment

Format: frontal remote lectures, teamwork, coaching and mentorship.

Course: the course assignments and the final delivery will be developed individually.

Assessment: the assessment will be based on the review of the course outcomes.

References

References will be provided during the course.

ID330

Academic Skills

Module Head:
Serena Cangiano

Semester:
Third

ECTS:
1

Module Hours:
30

ID330.01
**Editing and Publishing
for Design**

Teaching Hours: 30

Teacher:

Serena Cangiano, Antonella Autuori,
Ginevra Terenghi

ID330.01

Editing and Publishing for Design

What You'll Learn

- To structure the outline of a text with key messages and topics
- To critically describe an interaction design project for different audiences
- To edit texts according to editorial guidelines and publishing formats
- To publish design outputs through open licenses and platforms

Description

The module introduces key concepts for disseminating and communicating design projects through editorial formats suitable for web and print publications. Through practical exercises and text analysis, the course helps students develop the skills needed to publish interaction design project outputs in various forms, including academic articles, curatorial texts, professional articles for web platforms, catalogues and open datasets and resources under open-source licenses.

Format and Assessment

Format: frontal remote lectures, teamwork, coaching and mentorship.

Course: the course assignments and the final delivery will be developed individually.

Assessment: the assessment will be based on the review of the course outcomes.

References

References will be provided during the course.

ID340

Module Head:
Serena Cangiano

Semester:
Third

ECTS:
1

Module Hours:
28

Design Research for Thesis Definition

ID340.01
**Methodology for
Thesis Definition**

Teaching Hours: 28

Teachers:
Massimo Botta, Serena Cangiano

ID340.01

Methodology for Thesis Definition

What You'll Learn

- Identify the relevant industry or sector in which the thesis project will be situated
- Select a core topic within that industry
- Define a specific challenge to address
- Translate that challenge into a UX and UI challenge

Description

This module helps students lay the groundwork for their thesis project by enabling them to define a meaningful research direction. By combining their personal interests with industry trends and contemporary challenges at the intersection of design and technology, students are encouraged to explore and refine their ideas through critical reflection.

Throughout a guided methodological path, students consider the broader industry context in which their project will operate, identify a specific topic that addresses current issues or opportunities and define a concrete challenge: what needs to be addressed, improved or reimaged? This challenge is then translated into a user experience (UX) problem and a user interface (UI) challenge, framed through the lens of human-centred design to deliver an effective solution.

By the end of the course, each student will have developed a structured research topic and challenge, providing a solid foundation for their interaction design thesis.

Format and Assessment

Format: online lectures and tutoring.

Course: the course assignments and the final delivery will be developed individually.

Assessment: delivery of the thesis topic and challenge.

References

References will be provided during the course.

2nd year



4th Semester

The Master Thesis Project



ID400

Module Head:
Massimo Botta

Semester:
Fourth

ECTS:
30

Module Hours:
580

Master Thesis Project

ID400.01
Thesis Project Development
Working Hours: 580



Teachers:
Massimo Botta, Serena Cangiano

ID400.01

Thesis Project Development

What You'll Learn

- Formulate a clear and actionable research plan grounded in relevant and appropriate methods
- Develop a complete project, from initial concept to final documentation and a working prototype
- Apply a human-centered design methodology to realise an individual, complex project over an extended period
- Work independently and manage tasks with autonomy

Description

The module guides students through the full development of an interaction design project, addressing all formal, behavioral, and functional aspects in alignment with a structured research plan. The research plan outlines the key components to be explored, validated, and refined in consultation with a mentor, forming the foundation for the implementation, completion, and final dissertation of the thesis project.

Students are required to document each stage of progress and submit the necessary materials to the Thesis Jury for evaluation. The module concludes with a public defense of the thesis project before the jury, as well as participation in a final exhibition showcasing all thesis projects.

Format and Assessment

Format: online and /or in person mentoring sessions, including assessment and Q&A discussion.

Course: individual module. This module may be undertaken in pairs if the thesis aims to an entrepreneurial venture.

Examination: students are expected to submit the required documents and materials to the Thesis Jury for presentation. The evaluation of the thesis project considers the student's progress throughout the entire module and is expressed as a grade.

References

References will be provided during the course.



Faculty

Master Commission

Massimo Botta

Massimo (PhD) is a full professor and Head of both the MA Program in Interaction Design and the Research Area in Interaction Design at the SUPSI Institute of Design. His research focuses on design education, methodologies, data visualization, and human-computer interaction. Through the organization of international conferences and the editing of scholarly publications, he actively contributes to the international discourse on the evolution of design research in relation to other scientific fields and the advancement of design education.

Nicolò Calegari

Nicolò works as Principal Designer at Spark Reply, where he leads teams of designers on national and international projects covering the design process end-to-end, supporting clients from the opportunity framing until the delivery of the final solution or product.

His main role is to coordinate and lead Spark design teams in the process of translating users' needs and business requirements into valuable and delightful experiences leveraging a design-driven methodology, with a particular focus on the Interaction Design discipline.

Serena Cangiano

Serena (PhD) is Senior Researcher at the Design Institute, founder and Head of FabLab SUPSI, faculty and board member of the MA in Interaction Design, focusing on multimodal experience design and experimental practices for transformative processes in education, research, and innovation. Her research explores digital literacy and co-creation for complex social issues. She contributed to books like *Reprogrammed Art*, *Rebelling with Care*, and *Digital Transformation in Design* (2024). Serena serves on the boards of the Swiss Design Network and Swiss Design Association, and is principal at Metalab Basel.

Matteo Loglio

Matteo is an interaction designer and creative director. A founder at oio, Matteo builds playful products and tools for a less boring future, with clients like YouTube, IKEA, Spotify, and Snap. Previously at Google Creative Lab, he co-founded Primo Toys, bringing educational robots to millions of kids. Matteo speaks globally about how design can help shape our collective future. His work showed up at MoMA, the V&A, Triennale Milano, and was honoured with Red Dots, IXDAs, Cannes Lions, and D&AD Pencils.

Teaching Staff

Alberto Andreetto

Alberto is a designer with a focus on interaction and service design. He worked for startups and corporations in Italy, Switzerland, and Germany before joining Sketchin in 2017. Since then, he designed services in Italy, Switzerland, Angola, Russia, Germany, and UAE paying attention to how a user should interact with any kind of services and interfaces. Lately he focused on digital prototyping and on designing human interaction mediated by technology carrying out different projects with a human core interaction.

Leonardo Angelucci

Leonardo is an art director, graphic designer and coder based in Zurich. He founded UNSTATED, a creative studio based in Zurich, where he collaborates with a wide array of national and international clients, focusing mainly on projects within the cultural and institutional field. His work is characterized by a blend of graphic design and technology. In addition to his professional practice at his studio, Leonardo is deeply involved in academic circles. He lectures on graphic design and interaction design at various universities throughout Switzerland and internationally.

Antonella Autuori

Antonella works at the Institute of Design at SUPSI. In 2022, she contributed to "Designing With", a Movetia-funded project developed with EPFL and Universidade Nova de Lisboa to integrate AI, machine learning, and data visualization into design curricula. She is currently a PhD student in Design at RMIT University, where her research explores how design can critically address epistemic and representational biases in generative AI and foster reflective, responsible engagement. Since 2022, she has also been a programme committee member of VISAP.

Enrico Bassi

Enrico is a designer, maker, researcher, and innovation consultant. He managed Fab Lab Italia (the first Italian Fab Lab), Fab Lab Torino, and OpenDot. He participated in projects, trainings, and events in more than 35 countries around the World, from the USA to Bhutan, from Djibouti to Finland. He coordinated international grassroots innovation and research projects in diversity, inclusion, and sustainability, codesigning solutions with the communities and has been in the founding team of careables.org and fabcare.network.

Leandro Bitetti

Leandro is Head of the MSc in Business Administration with Major in Innovation Management and lecturer-researcher at SUPSI's Competence Centre for Management and Entrepreneurship. He is a PhD student in Business Model Innovation at USI and holds an MSc in Management from the University of Lausanne. He focuses on education, research, and consulting in innovation and entrepreneurship, and is involved in initiatives like the Boldbrain startup challenge, where he serves on the Regional Jury.

Sarah Corti

Sarah is a freelance design leader and Managing Director of Cosmico Studios,

formerly Chief Design Officer at Sketchin. With 10+ years of experience, she helps brands shape meaningful transformations through design, driving innovation and enhancing human experience. She's worked with Artemide, Fastweb, Sky, Mondadori, FC Internazionale, RSI, SUPSI, and more. As Professor and Design Director, she mentors young talents to face tomorrow's challenges in a constantly evolving industry.

Luca Draisci (Assistant)

Luca is a data visualization designer with an MSc in Communication Design from Politecnico di Milano. Luca develops tools for social research and design, focusing on data-driven communication and interactive visualisations for digital humanities. He has collaborated with the UN WFP, NYU, and Universiteit van Amsterdam. In 2024, he joined the Institute of Design SUPSI as a Teaching Assistant for the MA in Interaction Design.

Martina Granello

Martina is a dynamic design professional with a diverse background in crafting transformative user experiences. She has partnered with start-ups and established companies, leading venture design, strategic repositioning, and redesign projects. Currently Design Lead at Spark Reply in Milan, she aims to inspire her team and shape meaningful change. As a service designer, she aligns user needs and business goals through a holistic approach, coordinating teams to deliver impactful, lasting experiences.

Loris Lento

Loris is a driven Senior Experience Designer at Spark Reply, with over five years of experience creating meaningful digital products and services. He specializes in leading cross-functional, multidisciplinary teams to deliver design solutions that are user-centered and strategically aligned. His work spans complex design challenges for international clients, always placing users

at the heart of the process. Loris designs intuitive, user-friendly interfaces and curates AI-enabled experiences bridging innovation and usability.

Marco Lurati

Marco blends engineering and design with a focus on tech innovation. As a Creative Technologist, he builds interactive installations for artists and museums, engineers custom hardware and embedded systems, and consults on UX, prototyping, and product development. He drives ideas from concept to execution across disciplines. Teaching with hands-on field experience, he provides students with a solid foundation in coding and digital fabrication, along with design methodologies for prototyping.

Monica Mendini

Monica is a research lecturer in Marketing at the Department of Business Economics, Health and Social Care at SUPSI. Before joining, she earned a PhD in Marketing (SNSF Doc.CH) from Università della Svizzera italiana in Lugano, where she still teaches. Her research focuses on consumer behavior, particularly consumer-brand relationships, cause-marketing, design thinking, food consumption, and well-being. Her work appears in journals like Journal of Business Research and Journal of Consumer Behaviour.

Denise Orifici

Denise is Head of Design at Subbyx, one of Italy's most promising startups. Her career spans Industrial Design, Communication & Branding, Motion & Video, and, for the past eight years, her passion: UX/UI. She has worked with top companies across industries, tackling complex challenges. As a digital product designer, she ensures quality, seamless interaction, and brand consistency. She also collaborates with universities, teaching methods that lead to success in digital design at every stage.

Sara Palmiotti

Sara is a Senior Product Designer at Arduino. She blends technical and creative skills, with a background in Computer Engineering and a specialization in Interaction Design at SUPSI. Formerly at frog, she has worked on healthcare and IoT projects, designing innovative and user-centered solutions. Certified in accessibility by IAAP, she is committed to creating inclusive experiences that serve diverse users and promote usability for all.

Giovanni Profeta

Giovanni holds a PhD in Design from Politecnico di Milano, where he developed a thesis on user interfaces for cultural archives. After obtaining a master in Visual and Multimedia Communication from the University IUAV of Venice, he collaborated with interaction design studios based in Italy. At SUPSI, he conducts applied research projects focused on visualization methods to explore complex cultural and environmental data. He also holds Interaction Design and Data Visualization courses.

Lorenzo Romagnoli

Lorenzo is an interaction designer with a strong focus on physical computing, immersive experiences, and emerging technologies. He has worked with organizations like Arduino, Ultimaker, and TODO, and was part of the founding team at Fablab Italia. From 2018 to 2020, he was a member of Automato.farm, a research collective exploring automation and speculative design. He has taught in various European design schools and is currently Head of UX and UI Design at Pininfarina, where he leads the design of next-generation automotive HMI.

Matteo Subet

Matteo is a PhD student at the SUPSI Design Institute and ELISAVA (UVic-UCC), researching digital literacy and open documentation in makerspaces and urban factories, with a focus on inclusivity, accessibility, and local innovation. He's currently

contributing to the LAUDS Project, an EU-funded initiative exploring the integration of urban factories across Europe. His background in interaction, product, and nautical design provides a unique perspective on human-centered and open design.

Enrico Tedoldi

Enrico is a freelance designer and director. Previously, he worked as a Design Director at Sketchin. He is dedicated to crafting experiences with the primary goal of simplifying and enhancing people's lives. His approach to exploration and design is deeply shaped by his background in academic research, a strong curiosity for emerging technologies, and a hands-on mindset focused on making and prototyping. He also teaches design and innovation at POLI.design – Politecnico di Milano, SUPSI, and Talent Garden Innovation School.

Ginevra Terenghi

Ginevra works at the Institute of Design, SUPSI, focusing on participatory practices to raise awareness and promote bottom-up data collection methods. She contributes to the MAKEAWARE! project, which tackles antibiotic resistance among citizens. She is also a PhD student in design at Brunel University London, researching data physicalization for symptom interpretation and communication. Ginevra holds a Communication Design degree from Politecnico di Milano.

Mariapaola Valicenti

Mariapaola is a design leader who transforms emerging technologies into human-centred experiences. As Design Director at Spark Reply in Milan, she guides multidisciplinary teams from opportunity framing to product launch across sectors like finance, mobility, and healthcare. Recently, she has focused on GenAI-enabled experiences. She also teaches Intelligent Experiences at SUPSI, inspiring future designers to merge strategy, creativity, and tech to create impactful, inclusive solutions.

Elena Zordan

Elena is General Manager at Sketchin Switzerland with 10+ years of experience

as Executive Design Director. She crafts integrated UX/CX strategies across digital and physical products, services, and ecosystems. Her expertise bridges design, innovation, and business strategy. She has led multidisciplinary teams in sectors like finance, e-commerce, fashion, pharma, and energy. Elena teaches at SUPSI, Politecnico di Milano, and LIUC, focusing on Design Thinking, Research, and Business Design.

Academic Year 2026/2027

Applications

Application deadline: please check the following websites:

<https://www.supsi.ch/dacd/bachelor-master/interaction-design.html>

https://www.supsi.ch/home_en/bachelor-diploma-master/master/interaction-design.html

<https://maind.supsi.ch/>

Fall Semester 2026-2027

Start of courses: 14 September 2026

End of courses: 12 February 2027

Suspension of Courses

23 December 2026 – 06 January 2027:
Christmas Holidays

Spring Semester 2027

Start of courses: 15 February 2027

End of courses: 25 June 2027

Suspension of Courses

29 March – 2 April 2027: Easter holidays

Fall Semester 2027-2028

Start of courses: 20 September 2027

End of courses: 18 February 2028

Spring Semester 2028

Start of courses: 21 February 2028

End of courses: 30 June 2028

Public Holidays

01 November 2026: Ognissanti

08 December 2026: Immacolata Concezione

19 March 2027: San Giuseppe

01 May 2027: Labour Day

06 May 2027: Ascension Day

17 May 2027: Whit Monday

27 May 2027: Corpus Domini

29 June 2027: San Pietro e Paolo

01 August 2027: National Holiday

15 August 2027: Assumption

Information

Scholarships

Students can benefit from cantonal scholarships under certain conditions of income and residence in Ticino (their own or their parents, if they are dependent on them).

Ufficio degli aiuti allo studio Residenza governativa
Piazza Governo 7
CH-6501 Bellinzona
+41 (0)91 814 34 32
www.ti.ch/aiutistudio

Career, Experience and Study Advisory
Area gestione amministrativa studenti
Via Pobietto 11
CH-6928 Manno
+41 (0)58 666 60 04
amministrazione.studenti@supsi.ch

Bibliography

Teaching activities are carried out with the support of digital documentation consisting of a basic bibliography and handouts prepared by the teachers.

Canteen

At the DACD Campus in Mendrisio, there are a canteen and a bar available to students and staff.

Library

SUPSI has specialized thematic libraries, integrated with the national university catalog Swissuniversities. The libraries are available to students from Monday to Friday. For timetables, databases, and further information: <https://www.supsi.ch/biblioteca.html>
At the Department of Environment Constructions and Design, there is also the Materioteca which, along with the library, is part of the DACD biblio-documentary hub.

Languages and Mobility

Language courses for SUPSI students are organized by a unit dedicated to foreign languages. The purpose is to provide students with the necessary language skills

to facilitate their integration into the professional world in Switzerland and abroad.

Area Lingue Straniere (LIST)
Dipartimento formazione e apprendimento (DFA)
Palazzo E, Via Cantonale 16e
CH-6928 Manno
+41 (0)58 666 61 33/34
dfa.list@supsi.ch

The International Office manages SUPSI's mobility programs.

It is possible to carry out semesters of study or internship in a partner institution, obtaining recognition of the earned credits.

SUPSI International Office
Le Gerre, Via Pobietto 11
CH-6928 Manno
international@supsi.ch

Laptops, Notebooks

All students are required to use their laptop computers during courses.
The Department of Environment Constructions and Design provides an adequate number of connections to the computer network. IT services can advise students about the purchase of laptops and programs suitable for their chosen degree course.
<https://si.supsi.ch/>
it.dacd@supsi.ch

Internet, e-mail

Throughout their studies, SUPSI students have free access to the Internet and receive a personal email address in the format first-name.lastname@student.supsi.ch.
To use these services, all students must respect SUPSI's norms and regulations for the use of IT infrastructure.

Access to Facilities

Access to the Campus is granted without particular time restrictions for carrying out the planned activities. Students receive a badge that allows them to access

the Campus and the department's IT infrastructure.

Smoking is prohibited in enclosed areas of public use, including hallways. The regulations and orders handed out by the responsible staff also apply.

Language of Instruction

The courses are held in English.

SUPSI Sport

A dedicated service, addressed to students, organizes sports activities aimed at promoting socialization and the improvement of students' personal values and skills. An exclusive program allows them to participate in weekly activities, group and training courses, and national/international events.

Servizio carriera, esperienza e orientamento
Area esperienza universitaria
Via Pobietto 11
CH-6928 Manno
sport@supsi.ch
www.sport.supsi.ch

Insurance

Students are not insured by SUPSI for treatment in case of illness or accident, and therefore they must be insured privately (LaMal or European Health Card). Enrolled SUPSI students are insured in the event of bodily or material damage to third parties occurring during work/study time through SUPSI's civil liability insurance.

Sportello Assicurazioni SUPSI
Stabile Le Gerre, Via Pobietto 11
6928 Manno
assicurazioni@supsi.ch

Military Service

In case of military duty please contact course secretary or the following address:

Sezione del militare e della protezione della popolazione
Piazza Governo 7

CH-6501 Bellinzona
Tel. +41 (0)91 814 33 21
di-smpp@ti.ch
www4.ti.ch/di/smpp/section/

Arriving by Public Transport

It is possible to reach the Department of Environment Constructions and Design by using public transport. Stop at FFS station in Mendrisio.

FFS: Ferrovie Federali Svizzere

AMSA: Autolinea Mendrisiense

AutoPostale

SUPSI grants a 20% contribution towards the purchase of an Arcobaleno annual pass to students who purchased one before December 1st.

For further information on public transport, please consult the following websites:

www.ffs.ch

www.amsa.ch

www.postauto.ch/it

www.arcobaleno.ch

Arriving by Car

(see QR code on the following page)

It is possible to reach the Department of Environment Constructions and Design by car, follow the directions below:

1. Take the A2 highway
2. Exit in Mendrisio
3. Drive towards the Mendrisio FFS train station

Parking

On the lower floors of the Campus, there is a parking garage (Park & Ride della stazione FFS di Mendrisio).

Address

Campus SUPSI Mendrisio
Via Flora Ruchat-Roncati 15
CH-6850

Helpful Addresses

SUPSI Direction

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CH-6928 Manno
tel. +41 (0)58 666 60 00
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Piazza San Francesco 19
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tel. +41 (0)58 666 68 00
fax +41 (0)58 666 68 19
dfa@supsi.ch
www.dfa.supsi.ch

All SUPSI collaborators have an email
address in the format
firstname.lastname@supsi.ch

How to
reach us



More
Information

