

University of Washington  
School of Art  
Industrial Design  
Box 353440  
Seattle, Washington 98195

206.543.0970  
uaskart@u.washington.edu

<http://www.design.washington.edu>  
<http://depts.washington.edu/ixd>

# ixd

MFA in Industrial Design or Visual Communication Design  
with a concentration in Interaction Design

<b>/Autumn/</b>	<b>/Winter/</b>	<b>/Spring/</b>
<p><b>Art 581 (5cr)</b>  <b>Graduate Seminar 1: Design Methods 1</b>  An in-depth inquiry of the design process, with an examination of classic and emerging models for design activities. Literature covers the past forty years, starting with the Design Methods movement, systems design and participatory design, and concludes with current design response strategies to contemporary challenges such as globalization, new technologies, and social networks. Expected outcomes include a written paper and presentation on a selected key concept, research line, and/or design case study.</p>	<p><b>Art 581 (5cr)</b>  <b>Graduate Seminar 2: Design Research 1</b>  A continuation of the Autumn seminar. Studies involve different methods for gathering information and testing hypotheses above and beyond the traditional "identify, iterate, decide" design model. Students are asked to map the research process, and explore its integration into work from the previous seminar. Expected outcomes include visual and/or written presentation of a hypothetical process which integrates research into the student's usual working design method.</p>	<p><b>Art 581 (5cr)</b>  <b>Graduate Seminar 3: Design Propositions</b>  A preparation for thesis development. Several lines of inquiry are identified based on a student's individual area of interest. An in-depth analysis of a selected topic (written or visual) is developed throughout the quarter. A final thesis proposal, a thesis chair, and a thesis committee are some of the expected outcomes of the course. Second year graduate students assist and advise first year student by presenting their in-process thesis research and design work.</p>
<p><b>Art 582 (5cr)</b>  <b>Graduate Studio Requirement 1</b>  Courses available include Interaction Design, Information Design, Motion Design, Design Research Methods, Industrial Design 1, and Design Case Studies.</p>	<p><b>Art 582 (5cr)</b>  <b>Graduate Studio Requirement 2</b>  Courses available include Interface Design, Web Design 1, Environmental/Exhibit Design, Industrial Design 2, and Presentation for Industrial Design 1.</p>	<p><b>Art 582 (5cr)</b>  <b>Graduate Studio Requirement 3</b>  Courses available include Projects in Interaction Design, Web Design 2, Intermediate Industrial Design Studio 2, and Presentation for Industrial Design 2.</p>
<p><b>HCI Elective or Art History (5cr)</b>  Several Human-Computer Interaction classes are available for Interaction Design Graduate Students in the Department of Human Centered Design and Engineering, the Department of Computer Science and Engineering, and the Information School.</p>	<p><b>HCI Elective or Art History (5cr)</b>  HCI electives include Interface Design and prototyping, Usability Engineering, User-centered Design, Ubiquitous Computing, Cognitive Systems, Ethnography, Value Sensitive Design, Assitive Technologies, Computer Supported Cooperative, among others.</p>	<p><b>HCI Elective or Art History (5cr)</b></p>

**Art 581 (5cr)**  
**Graduate Seminar 4: Design Methods 2**  
A repeat of the first year seminar with additional emphasis on readings and moderated discussions led by second year students. In this way, some repeated material will gain new validity based on a student's previous year of study and individual experiences. Expected outcomes include a written paper and presentation on a selected key concept, research line, and/or design case study. In addition, second year students are expected to present on-going thesis research during the quarter.

**Art 582 (5cr)**  
**Graduate Studio Requirement 4**  
Courses available include Interaction Design, Information Design, Motion Design, Design Research Methods, Industrial Design 1, and Design Case Studies.

**HCI Elective or Art History (5cr)**

**HCI Elective or Art History (5cr)**

<b>Degree Requirements</b>	
Graduate Seminar	25
Graduate Studio	20
Thesis	10
Art History	15
Electives	20

**Credits required for degree:** **90**

## Interaction Designers define the structure and behavior of interactive products and services. Interaction Designers create compelling relationships between people and the interactive systems they use, from computers to mobile devices to appliances; Interaction Designers lay the groundwork for intangible experiences.

Graduate students in Interaction Design have opportunities to build expertise during research and teaching. They have access to the resources of UW's strong HCI community – the DUB group is a coalition of HCI/design faculty and researchers from partnering departments – amongst them the Departments of Human Centered Design and Engineering, Computer Science and Engineering, and the Information School. Human-Computer Interaction and Design at the University of Washington entertain long-standing research collaborations with industry partners such as Microsoft, Intel, Google, Adobe, Boeing, and the UW School of Medicine

### University of Washington/Seattle/USA MFA in Industrial Design or Visual Communication Design with a concentartion in Interaction Design

#### Program Goals and Objectives

The University of Washington graduate program in Interaction Design is a two-year course of study that leads to an MFA degree. The program encourages personal investigation at an advanced level, with coursework in both theory and practice. Seminars, studios and independent studies focus on problem identification, observation in field settings, experimentation with media, and the acquisition of technical skills, especially facility with the tools of contextual research, design ideation, and prototyping. The program seeks to develop interaction designers who will become the leaders and innovators in interdisciplinary and multi-faceted design teams. Students may choose to work across several design areas (including classes in Human-Computer Interaction, Industal Design, Visual Communication Design, and Design Studies, as well as class electives in affiliated Departments within the larger University of Washington Campus) to create an interdisciplinary focus.

#### Program Structure

The core curriculum for the graduate program is comprised of seminars, studios and independent study. In addition, students work closely with faculty to identify other classes (as well as special learning opportunities/projects) that correspond to their interests and objectives for graduate study.

Seminars address critical issues in design through research, reading, writing, presentation and discussion. All seminars are cross-disciplinary, with students from Interaction Design Industrial Design, and Visual Communication Design contributing to a lively, collaborative atmosphere. Seminars meet twice a week during the first five quarters of study. Studios provide a means for exploring a wide range of ideas and influences in the context of applied design. Graduate students fulfill studio requirements through praticipation in Interaction Design studios, independent study with design faculty, and electives in Human-Computer Interaction classes.

Throughout the academic year, a number of unique learning opportunities are presented. These special projects may be suitable for an individual or a larger group of students, usually under the direction of design faculty, often with corporate sponsorship. Graduate students are encouraged to pursue these opportunities when in alignment with their personal areas of interest.

#### Teaching Assistantships / Scholarships

The program is pleased to offer several teaching assistantships for qualified graduate students. In this capacity, graduate students are awarded a tuition waiver and stipend for assisting a faculty member in large (60–150 seat) introductory (100 and 200 level) undergraduate courses. Graduate students often find teaching assistantships to be a valuable experience during their course of study.

The Interaction Design program offers a scholarship award, a teaching associateship and research associateships (depending on current research projects) to qualified applicants. The program also provides support for travel to conferences and specific study abroad opportunities, such as the UW Rome program in Design. Additionally, when available, thesis projects may receive partial financial support from the program.

#### About the Thesis

The thesis is an opportunity to enrich the field of design with an original contribution. It may exist as a written document, designed artifact, multimedia presentation or any combination of the above. Graduate thesis projects have covered a wide range of topics and reflect both the interests of the student and the concerns of the program with forward-looking investigations into the professional, technological and social questions facing the discipline. Students are encouraged to take advantage of the significant resources of the University to further their interests while extending the influence of design into the larger community.

During the Spring Quarter of their first year, each student is responsible for developing a proposal and organizing a thesis committee. The committee must consist of at least two faculty, one of whom is the Chair. Students work closely with their Chair and committee throughout the project. In the final three quarters of study, degree candidates produce a substantial thesis project which can be publicly exhibited. In addition, students are required to give a public presentation on their thesis prior to graduation.

#### Graduate Student Profile

The ideal candidate for graduate study in Industrial Design is an individual with: 1) an undergraduate BA or BFA degree in Interaction Design, Industrial Design or Visual Communication Design, and 2) several years of experience in professional practice. We believe that graduate study is most beneficial for those who have had an opportunity to broadly experience both theory and practice in the field. Generally speaking, these are the candidates best prepared to identify specific areas of interest/focus during the short duration of a master's program.

However, in certain instances the program will consider students directly from an undergraduate design program. These students must demonstrate substantial intellectual and form-giving capacity, as well as the ability to work and think beyond the basic tenets of an undergraduate/bachelor's degree program.

The Interaction Design faculty is also willing to consider candidates who have an undergraduate degree in a field allied with or related to Interaction Design—for example, Computer Science, Usability Engineering, Human Factors, or Managment. These candidates have typically experienced specific aspects of design in a professional setting, and wish to expand their knowledge of design while still leveraging a previous academic background. Such students are considered for a three-year program where they must complete a year of preliminary undergraduate studios (and pass a faculty review) before continuing to graduate-level coursework.

#### Design Faculty

The eight faculty members in the Division of Design are diverse in education, interests and professional history. All are practicing designers with strong connections to the local, national and international design community.

Assistant Professor Axel Roesler heads the Division of Design's Interaction Design concentration. He is a founding member of the University of Washington's DUB group (Human-Computer Interaction and Design Coalition) an initiative between the departments of Computer Science & Engineering, Human-centered Design and Engineering, the iSchool, and the Division of Design to pioneer cross-disciplinary education for future human-computer interaction design professionals.

Dr. Roesler is also an Adjunct Assistant Professor at the Department of Human Centered Design and Engineering. He received his Ph.D. in Cognitive Systems Engineering with a specialization in Human-centered Design from The Ohio State University. He also holds an M.F.A in Industrial Design from The Ohio State University and a Diplom in Industrial Design (equivalent to M.A.) from Burg Giebichenstein, Hochschule für Kunst und Design (University of Art and Design) in Halle, Germany. He came to the United States as a Fulbright Scholar in 1998.

His research interests include the interactive, visual, and dynamic display of information and the impact of innovation in everyday life. Areas of application are information visualization, coordination of perspectives on data, and user experience design. Recent research projects include a black box information system for medical emergencies, new interaction directions for procedural online instructions on Microsoft's Help and Support website, a self-help medical support system, and an interface framework to control perspectives in dynamic spatial settings. Industry partners and research collaborators include Boeing, Microsoft, Group Health, Intel, and the Institute for Simulation and Interprofessional Studies (ISIS) at the University of Washington School of Medicine. Dr. Roesler has published on collaborative design methods, design for expert domains, design error, and design and cognition.

#### Facilities

The Division of Design provides a dedicated studio with individual desks for all design graduate students. This studio is located directly adjacent to the School of Art Computing Center, which has extensive resources for scanning, printing, video editing and 3-D modeling.

The Division of Design also maintains the IxD Lab, a work space dedicated to Interaction Design projects, equipped with computer work stations and meeting space to facilitate prototyping and research team work sessions.