

BA (Hons) in Design (Interaction Design)

設計學(榮譽)文學士 (交互設計)

Specialism Outline

The **BA (Hons) in Design (Interaction Design)**, a four-year full-time studio-oriented programme, is one of the two key design specialisms in the Product Experience Design cluster of the School of Design for local and international applicants.

Products, services, and entertainments of today entail interactive dynamic experiences. Designers practicing in these domains need to not only master traditional design knowledge and skills but also be familiar with incorporating state-of-the-art technologies in designing and creating artifacts for meaningful interactions. This specialism connects human-centered design with technologies to explore design potential in today's ever-changing environments enabled by initiatives such as Internet of Things, anticipatory design, and mixed reality.

Aims & Objectives

This specialism aims to nurture interaction designers who possess both a strong humanistic mindset and technological knowledge in order to actualize ideas as interactive dynamic experiences beneficial to people.

- To this end, the objectives of the specialism include:
- to equip students with the skills of creating interactive artifacts;
- to guide generation of meanings through designing interactive dynamic experiences;
- to enable creative applications of technological knowledge;
- to develop students' sensitivity to emergent human needs; and
- to strengthen students' critical judgment based on contextual review.

Characteristics

Is Interaction Design for you?

This specialism will prepare you to be an interaction designer who will work on projects engaging the future; designing and developing smart products, services, or interactive entertainments. You will be exposed to concepts of design thinking, human-centered design, tangible interaction design, virtual and augmented reality, Internet of Things, anticipatory design, professionalism, and entrepreneurship. You will also be engaged in studio-based learning, technical workshops, design research methodologies, and work-integrated education.

Specialism structure

Year 3 Pre-professional Collaborations

Students will study specialism-specific compulsories to enhance their design knowledge and analytical capability. Core subjects consolidate students' understanding of aesthetics, usability, user experience, tangible interaction, and entrepreneurship with a particular emphasis on digital interactive media. They will also learn about research methods in relation to users, products, and media, and apply the principles to problem formulation, idea generation, and concept development in studio courses.

Year 4 Integrative Design

Students start to practise design projects in real case scenarios. The co-operative project involves real world clients and on-going projects. Students will be introduced to professional practice, virtual prototyping, computer games, and interactive marketing, being motivated to new opportunities in deploying their ideas. The capstone project summarises and captures all their learning and development in the specialism.

Students of the four-years programme are required to complete a total of 124 academic credits plus **6 training credits** from industrial centre in order to graduate; academic credits including 30 credits earned from General University Requirements subjects, **30** from Common Compulsory Subjects, and **64** from Discipline-Specific and Elective Subjects.

Senior Year students are required to complete a total of **61** academic credits plus **3 training credits** from industrial centre in order to graduate; academic credits including 9 credits earned from General University Requirements subjects, **6** from Common Compulsory Subjects, **46** from Discipline-Specific and Elective Subjects.

Career Prospects

Graduates of the **BA (Hons) in Design (Interaction Design)** will be interaction designers, user experience designers, visual designers, game designers, product managers, or media producers in a wide array of creative businesses, such as new media, digital entertainment, information technology, products and services, digital marketing, interactive advertising, and electronic commerce. Some may continue their studies in interaction design, multimedia entertainment, and the like at the postgraduate level.