



User Experience Psychology Master

*Planning digital experiences
combining design techniques
and psychological knowledges*

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Direzione scientifica: Andrea Gaggioli (Università Cattolica), Venanzio Arquilla (Politecnico)

THE COURSE

The Specializing Master in UxP - User Experience Psychology trains students to develop the skills and competences for designing, developing and evaluating easy, efficient and engaging experiences for the user, by adopting a unique interdisciplinary perspective that combines in-depth technical and psychological knowledge.

GOALS

The Specializing Master aims at helping participants pursue successful careers in UX, by identifying project works and field experiences that are best suited to their skillset and professional attitudes.

The goal of the training is to form professionals who are able to combine high-level competences in design (research, prototyping, conceptual development and evaluation) and the psychological ability of understanding user's needs and expectations.

STRUCTURE

The Master starts in January 2021 and ends in January 2022. It is designed to be done by students with part-time jobs and other life commitments. The program takes place 3 days a week (9am - 5pm), including an extra-day for individual work or recovery class. Minimum attendance is 75%. The specializing Master also offers a blended format, combining online courses - that can be attended remotely - and in-class courses, followed by the Project Work.

TRAINING MODULES

The program is structured in three core modules:

- principles, methods and techniques for understanding and modelling users' needs;
- User experience practices: theoretical and practical design skills;
- User experience evaluation.

ADMISSION REQUIREMENTS

The Master is addressed to students who may have a background in Design, Psychology, Architecture, Engineering, Communication Design or a related degree.

TUITION AND FEES

The Specializing Master costs €10.000. Early bird applicants who will apply by July 31st, 2020 will receive discounted participation fees of € 1,000 upon acceptance.

CONTACTS

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