M.DES.

INTERACTION DESIGN

DYPDC SCHOOL OF DESIGN

DYPDC brings together the complementary strengths of Ajeenkya DY Patil University and that of legendary Dilip Chhabria.

DYPDC offers highly experiential, hands-on programs with a unique learning experience to explore new ways of generating cutting-edge solutions using creativity and design principles. The primary focus of DYPDC programs is to ensure that its students are industry-ready, able to think strategically and provide design solutions in a business context. Education at DYPDC is about learning how to think. Our faculty encourages students not become passive recipients of knowledge, but facilitate their path of discovery. With small class sizes, students are encouraged to think critically and express themselves clearly.

Design is everywhere, in everything. There is no one definitive definition that defines design. Design is not just about aesthetics. In fact, design is as fundamental as the air we breathe. Design is in the way your feet fit into your slippers, the way we uncork a wine bottle, the way we get the cap off a tube of toothpaste, the environments we work in, the way we order a pizza. We don't notice these things because we assume they ought to be there and ought to work in a particular way.

DESIGN IS EVERY WHERE

Design must be understood as a word that describes both a process and an outcome. It is the process of turning ideas into material things, and adding value to products or services by interfacing with functionality, technology and aesthetics.

Steve Jobs, CEO of Apple Computers said "In most people's vocabularies, design means decoration. But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a man-made creation".

Chairman of The Idea Factory, Arnold S. Wasserman, perceives design as "the integration of art and technology for the creation of products, communications and environments that serve human needs. Design is creativity directed toward a purpose."

Today's consumer has shifted from conventional commodities to novel experiences that satisfy not only their basic needs but their sensorial, intellectual, emotional, and cultural needs. Creating novel 'experiences' for consumers necessitates focusing on, besides their basic needs, deeper aspects of their lives, their emotions, aspirations which are is the prime objectives for a designer.

The UK Department of Trade and Industry (DTI) defines design as 'Design is a structured creative process. Design is readily associated with industrial product design for manufactured products — specifically the 'look' of a product. However, the application of design is much broader, for example designing for function; for aesthetic appeal; for ease of manufacture; for sustainability; and designing for reliability or quality and business processes themselves.

Design is the number one determinant of why a product stands out – or does not. It is a process of creativity and innovation channeled towards the development of tradable products and services in a multi-disciplinary manner that involves the sciences of materials technology, engineering, ergonomics and manufacturing.

Design is not just as a finishing-off process, but is something that drives enterprise strategy. All competing products will have basically the same technology, price, performance, and features. What sets them apart is the design. **Ten years ago, companies competed on price. Then it was quality. TODAY IT IS DESIGN.**

In summary, Design as a career offers tremendous prospects. It is a career where you have fun everyday, earn better than others, and get a job more easily. In this career you will have the pleasure and satisfaction of creating something new and opportunity to become famous.

MASTER OF DESIGN INTERACTION DESIGN

It is one of hottest areas of employment. User Experience Design jobs ranked #14 on CNN's Money "Best Jobs In America 2015" !

The roots of Interaction Design are in the domain of Human Computer Interaction. The Human Computer Interaction is defined as a discipline concerned with the design, evaluation and implementation of interactive computing systems for human use and with the study of major phenomena surrounding them" (ACM SIGCHI). Interaction design shapes interactive products and services for people's use and behavior. The expanse of interaction design extends from computers to mobile devices to appliances to wearable technologies.

Interaction designers envision new products, services and systems at the intersection of user needs [desirability], business needs [viability], and technology [feasibility]. The field employs a highly human centered approach to people and technology in best possible manner. The interaction designers define product / service / system behavior and create ensure a seamless relationship between people and products, people and environments, people and services and people and people.

Interaction designers are needed in virtually all kinds of industries as the role of technology embeds more and more in our daily lives. They are needed to shape our mobile device experiences, the apps we use, the online services that we engage with, the appliances that we use, the cars we drive, automation that we experience and many more such facets and work and private lives.

THE PROGRAM

Masters of Design in Interaction Design uses a professional approach to impart the necessary tools, techniques, knowledge and skills for practicing interaction designing. You are imparted the theoretical knowledge and the professional skills in a balanced manner. The program not only focuses on teaching how things are done but also reflects largely on why they are done.

The interaction design program integrates design, computer science, social science, psychology and business processes to provide a broad understanding regarding the design and use of digital systems.

You will learn to frame a problem, develop concepts and envision scenarios in order to approach a design project. You will learn principles of interaction design, how to create user experiences, prototype interactions, human interface design, principles of communication design, and design research methods.

The program covers a deep understanding of usability related methods and project management. It teaches to design engaging, accessible and usable screen-based interfaces. It offers lessons in psychology covering perception and cognition and sociology theory. Students learn to generate personas, work in agile environments, information architecture, usability testing, eye tracking and workflow analysis.

Information
technology

Communication
products

Medical
products

Media Design

Web design

Financial services

CAREERS

The program is aimed to respond to the next level challenge of Indian IT Industry, that is to develop world class, best selling products.
The program will create new pathways towards exciting and enriching careers for students, in the world of cutting-edge technologies, leading software and engineering services companies and start-ups.

India has a very large IT Industry, which is poised for dramatic expansion. As IT companies look to add value to their services, as they look to develop new products and solutions, the skill sets of students this course will be extremely valuable and demanded. Over the years, thousands of niche jobs will become available in this emerging and rapidly evolving field.

Interaction designers shape digital artefacts. Students will find employment in all sectors that apply digital technology, such as industry, business, education, media and entertainment. Employment

opportunities range from **information technology, medical products, web design, communication products, media, financial services** and other such similar organizations.

The program offers a unique opportunity to gain a competitive edge over others. Students will be able to find occupations as: Interaction Designer User Experience Designer, Mobile App Designer, Web Designer, Front End Developer, Visual Designer, Strategic Design Thinkers, Design Manager, Service Designer and many more such positions.