



MASTER

2017

**INTERFACE DESIGN
AND USER EXPERIENCE**

(UI/UX Design)



The Master in Interfaces Design and User Experience (Master UI / UX) is Projected as a result of the need to train qualified professionals in the field of design of Information for the various devices Interactions that are currently In the ICT market. Currently there is a great demand from professionals who can design more useful, more effective products, more simple, and that generate experiences enriching users.

In an information society marked by the active participation of the user with the devices at his disposal, the interface becomes the fundamental element of interaction between people and artifacts and, through this, experiences are made available to users who Can mark the direction of a company and, by extension, the market: companies must not only sell their products or services, but also create memorable experiences for their consumers.

GOALS

The principal goals are:

1

To train designers able to understand, on the one hand, the objectives of the company that offers information services for interactive devices and, on the other hand, the characteristics and needs of the users of those services. In this way, the designer can propose an interaction between the person and the information system, generating positive experiences in people.

2

To train specialized professionals from a broad perspective of transversal competences in digital design and development for various media and devices, tools, applications, creation of interfaces, organization and management of multimedia content, as well as knowledge of concepts such as e-services, agile methodologies, Usability, research in human-computer interaction and Interactivity.

3

To instruct in the techniques and methodologies for the elaboration of complex projects with professional solutions, enhancing inter-human relations and teamwork.

Understand the nature of interactive systems in the field of design.

Know different methodologies of teamwork.

Know how to design the structure of information and navigation through the interactive system.

Understand the various needs depending on the type of user you are working with.

Design graphical user interfaces regardless of device format and of the type of user that the project demands.

Know and apply usability assessment techniques and know how to improve the user experience based on the measurement of the data obtained.

Acquire knowledge in the fields of innovation, design, interactive systems and information technology, all relevant to the development of digital services.

Develop analytical and creative capacity to propose innovative mechanisms in the digital services market.

Be able to technically develop Front-End work.

CONTENTS

The curricular structure of the Master UI / UX proposes eight subjects of character. Conceptual, technical and design, articulated around the competences considered essential for the professional exits of their field. The complete program fulfills a total of 60 credits equivalent to the ECTS official credits. The specific competencies associated with the design of interfaces and user experience are defined in 5 areas:

DESIGN AND PROTOTYPING REQUIREMENTS

It allows to understand the requirements of a project and the definition of the information structure through content and experience (first prototypes).

STRUCTURE OF INFORMATION

Ability to interpret the hierarchy of information and elements of UX ten function of the environment that designs, and then manage graphical resources for presentation.

INTERFACE DESIGN

Design exercise once the requirements, prototypes and structure are validated. It is imperative to use tools like Adobe Photoshop as well as the aesthetic concept.

DESIGN ADAPTED TO THE DEVICE

The interfaces can be screens of clocks, telephones, tablets, PC's or Televisions. Understanding the fundamentals of user interaction and field of vision is critical to a successful outcome.

ANALYSIS AND AUDITING

Ability to analyze and audit an existing project to assess its weaknesses and areas for improvement based on use analytics and navigation flows.

MODULES

	ECTS
Basics of User Experience	6
Interaction design and interfaces	6
Experience Lab	6
Front-end development	6
Usability	4
Agile project management and methodologies	6
Digital Assessment and Analytics Strategies	4
UI / UX Projects	8
Seminars and master classes	2
Final master project	12
	TOTAL 60

MODULES DESCRIPTION

USER-CENTERED DESIGN

Review of the concepts associated with the design of User Experience from its origin in User-Centered Design (DCU) to the scope of activity today in business or market. The concepts will be explained through real project cases and the active participation of the student in the classroom is essential.

INTERACTION DESIGN IN GRAPHICAL USER INTERFACES

Different methods will be studied for the interaction design and will be exercised with different types of interfaces that vary from their size to their technical characteristics and modes of use, and in this way to understand the dialogue that the user establishes with them.

EXPERIENCE LAB

To deepen in the process and the attitudes that the Design Thinking requires to realize designs of Innovation centered in the people and in which the students will put into practice each technique learned through the learning by doing in which the teacher becomes a facilitator of the Process, you will work with real companies.

FRONT-END DEVELOPMENT

HTML, CSS and Javascript constitute the technical basis in the layout of the interfaces and knowing these resources is an increasingly valued competition on the part of the companies.

USABILITY

The different instruments and strategies for measuring usability are presented, so that the student knows exactly what to evaluate and how to evaluate it. Design and implementation of user tests, case reviews and negative and positive experiences.

AGILE PROJECT MANAGEMENT AND METHODOLOGIES

Empirical knowledge of software engineering methods based on the incremental development of prototypes and the collaboration of multidisciplinary teams. From the practice of these methods will be learned how to manage certain typologies of projects.

DIGITAL ASSESSMENT AND ANALYTICS STRATEGIES

Once the project is launched, one of the most important phases to iteratively increase the user experience is the evaluation of the data that the information systems offer us, to know how to implement the improvements.

UI/UX PROJECTS

Through classes with a workshop spirit, different strategies are proposed to generate ideas so that students can shape and exit their creativity with the realization of feasible projects, based on practical cases already carried out by companies.

SEMINARS & MASTER CLASS

During the academic year students will receive lectures and seminars that complete their training, offered by professionals recognized in the professional world linked to the design of user experience, usability and interaction.

FINAL MASTER PROJECT

Under the guidance of a tutor, the student must carry out a project related to the user experience in any of the multiple variants and possible aspects. It must integrate the knowledge and skills acquired throughout the master's degree and must be defended face-to-face before an evaluation court

FACULTY

The UI / UX master's degree staff consists of 100% professionals linked to important companies in the digital services and products sector.



GABY PRADO

Strategic consultant at UX for Wayra [Telefónica] and Google, among others

@GABYPRADO_UX



JORGE MÁRQUEZ

Head of the service design team and user experience at Everis

@jorgemarquez



LUIS DOMÍNGUEZ

Consumer researcher for the Product strategy at Telefónica I + D

@luchodominguez



ADRIÁN FERNÁNDEZ

Researcher in User Experience at Wallapop

@GABYPRADO_UX



JOSEP MARIA SABADÍ

CTO in CommuniFY.com

@pitusabadi



MÓNICA SAMPIERI

Analyst Programmer at ByHours.com

@samplerimonic



XAVIER CARDET

User Experience Designer at Doctoralia



JAUME PÉREZ

Business Analytics Director at OgilvyOne Worldwide

@jaume_perez



EDUARDO HUERTA

Master Director

@huerta_edu

The Master in Interfaces Design and User Experience (UI / UX Master) is projected as a result of the need to train qualified professionals in the field of designing information systems for the various interactive devices currently in the ICT market. Currently there is a great demand for professionals who can design products that are more useful, more efficient, simpler, and generate enriching experiences for users.

	TOTAL COST 4.080 €	PREINSCRIPTION Before starting the course and until the end of squares 1.000 €	1rs payment 1580 €	2nd payment 1500 €
	Beginning of OCTOBER 2017	>	Mid of JUNE 2018	
	Admission to the master's degree can be done as long as a bachelor's degree, engineer, diploma, degree, bachelor's degree with a minimum of 180 credits (Or 1800 teaching hours) and a minimum of 3 years.			

	PRESENIAL CLASSES CAMPUS SABADELL Marquès de Comillas, 81-83 · 08202 Sabadell.
	FRIDAY 09 TO 17 HOURS
	DELIVERY MASTER FINAL PROJECT
	1rt announcement: JULY 2018
	2nd cannouncement: SEPTEMBER 2018

If you have any question or request, do not hesitate to contact me

PROF. DR. EDUARDO HUERTA

Director of the Máster



info.cip@esdi.edu.es

ESDI (CAMPUS)



Marquès de Comillas,
81-83 · 08202 Sabadell.



(+34) 93 727 48 19

EXTENSION FEATURES



Passeig de Gràcia,
114 pral · 08008 Barcelona



(+34) 93 416 00 00