name of programme qualification degree	Interaction design (IxD) Master (MA)
professional qualification	Interaction and user experience designer
area of education	Arts
duration	4 semesters
credit value	120 ECTS

Aims

The objective of the study programme is to train designers skilled in digital product and service design, as well as modern research and design methods, who are able to implement complex design projects in product or service design teams, using a human-oriented design approach.

Once you have completed the programme, you will be proficient in overseeing and integrating **complex design processes** with a mindset geared towards adapting to **emerging technologies** of the future, including exploring human-computer interactions, ergonomic operation, quality, and ethics.

Targeted competences

competences	short description
designing digital experiences	crafting market-ready services, and mastering computational design basics to explore human-computer interactions beyond its day-to-day occurences.
design research	using qualitative and quantitative methods of practical research to create relevant solutions to any problem.
working with businesses	communicating with business stakeholders, understanding market demands, articulating and defending design decisions in a market driven and political environment.
working with data	exploring ways of building narratives from raw data, and visualising data in interactive, tangible formats for users.
critical design and thinking	engaging in critical design courses enabling you to transcend current constraints and economic realities, exploring desirable or undesirable futures through speculative design.
presenting and defending their work	practicing how to effectively communicate your work/prototypes/concepts through the preparation and delivery of pitches, while mastering the fundamentals of presentation.

Structure

At MOME all Master's study programmes follow a common structure. Each curriculum subject consists of 5-10-15 or 20 ECTS credits depending on the workload required to achieve the intended learning outcomes. 5 ECTS credits equate to approximately 150 hours of work.

During your studies you will

- develop specific competences in interaction and user experience design with the help of the Programme-Specific Modules , which include the core subjects of interaction design, the diploma programme, and the mandatory internship programme
- broaden your knowledge and discuss issues of the world surrounding us in the General Theoretical Studies Module
- collaborate on projects with your fellow MA and BA students from other study programmes on different social and economic problems in the Research, Development and Innovation Module
- enrich your knowledge based on your interests in the Elective Module
  participate in intensive workshops during the Course Week

modules	subjects	ECTS
Programme-Specific Modules	Interaction design basics Market and products Emergent and experimental design	45
	Support for masterwork Thesis Master project	25
	Internship	5
General Theroretical Studies Module	Complex introduction Theory-based project development Theorertical lecture and reading seminar Thesis seminar and communication	15
Research-Development-Innovataion (RDI) Module	RDI group course I-II-III or RDI group individual programme I-II-III	15
Elective Module	Elective course I Elective course II Elective course III	15
Course Week module	Course Week I Course Week II	criteria
		SUM: 120

Planning your studies

Planning your studies is essential to maximise the benefits from the programme. Following the recommended study path will support you in gradually working towards a successful diploma project.

All programme-specific subjects have designated places in the curriculum: Interaction Design Basics should be taken in the 1st semester, Market and Products in the 2nd, and Emergent and Experimental Design in the 3rd. The diploma subjects are to be completed in the 4th semester. The Internship module can be completed and accepted at any time during the programme.

In the 1st, 2nd and 3rd semesters you are advised to complete the RDI module, and in the 1st,2nd and 4th semesters the Elective modules by taking 1 course from these modules in each semester.

The General Theoretical Studies module consists of 4 subjects which should be completed in the 1st, 2nd and 3rd semesters. From these 4 subjects, Complex Introduction is typically taken in the 1st semester, providing a general introduction into topics of the surrounding world with an outlook to other disciplines. The Thesis seminar and communication training is directly supporting your thesis writing process and should therefore be completed in the 3rd semester.

The Course Week module takes place in the middle of the autumn semester and in the first week of the spring semester . Given that the Course Week is a one-week-long workshop or lecture series, you can decide in which semesters you would like to take the two mandatory courses.

If you are planning to spend a semester abroad at a partner university, discuss with your programme lead which semester is the most convenient for studying abroad. It is essential to plan your mobility period as early as possible.

Reccomended study path:

1st semester	Interaction design basics	General theoretical studies	RDI	Elective

2nd semester	Market and products	General theoretical studies	RDI	Elective

3rd semester	Emergent and experimental design	General theoretical studies	RDI	Elective

4th semester	Support for masterwork	Diploma thesis	Diploma project	Internship
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS

(criteria)

module name	Programme-specific		
sub-module name	Interaction Design		
subject name	Interaction design basics	Market and products	Emergent and experimental design
subject code	M-ID-101	M-ID-201	M-ID-301
ECTS	15	15	15
semester in which module is recommended to be completed	1st	2nd	3rd
main topics	history of IxD, introduction to H.C.I., behavioural design, ethnography, research methodologies	business and design, XR and Web3, Machine learning ad data, aesthetics and ethics, spatial design	future scenarios and forecasting, speculative (service) design, humanism and post-humanism, experimental IxD, XR

Though largely practice-oriented, the subject of the first semester, **Interaction Design Basics**, includes a theoretical course covering design philosophy, a brief history of IxD, as well as the evolution of design thinking and other frameworks. A set of courses provides a comprehensive overview of User Experience Design, while also exploring novel approaches such as Life Centred Design or Circular Design. This semester is heavily focused on Design Research, learning and practicing various methods necesarry to master design. Research is conducted in a group, while individual project work is carried out independently. Project-based work ends with designing user flows and interfaces for a prototype and composing an essay on a topic related to Design Anthropology and UX Research.

To understand **humans** and how to design for them

Topics of **Interaction Design Basics** subject in 2024:

- **Discussing Design**: This course delves into the history and future of Interaction Design by engaging students in critical discussions on various topics. It challenges established design paradigms and explores the impact of the discipline in detail.
- **Fundamentals of Product Design**: This course covers the most important hard skills for digital product design. While other courses aim to shape your thinking and overall approach, the goal here is to help you understand the best practices of design through its tools and methods based on empirical evidence and experience. You need to craft your own tools and templates to complete this course.
- **Mastering IxD - The Human Aspect**: This course explores the human-oriented design paradigm from a broad perspective, focusing on the transformation of human-oriented research to digital product concepts. It provides hands-on experience in the development of innovative digital products and is organised around the following modules: problem definition, design research, analysis & synthesis, concept generation & prototyping.
- **Computational Design Principles**: The aim of the course is to equip you with the knowledge, skills, and perspectives needed to create novel and efficient solutions using computational techniques, while also considering the larger systems they are a part of. The course will encourage you to think creatively and critically about design problems, and will also invite you to explore the ethical and social implications of computational design, and to consider how these concepts can contribute to more sustainable, equitable, and resilient systems.
- **Design Anthropology**: Design and anthropology have more in common than you would assume. Since most things are designed for and by Homo Sapiens Sapiens, it makes sense to study the human condition to create the most human-oriented design. In this series of talks we will address the social responsibilities of designers and their shortcomings.
- **Design Ethnography**: In this course you will apply ethnographic knowledge and some quantitative research techniques in actual group research projects.

With the help of the second subject of this sub-module **Market and Products** you will master commercial digital product design. The goal is to familiarise you with current market demands, trends, typical jobs, and projects, as well as to enhance your resilience by uncovering the underlying and consistent dynamics of everyday business and design politics. The knowledge gained here helps you secure better jobs and strengthens your overall preparedness and communication skills. In addition, you learn about Computational Design and explore user cases of emergent technologies (e.g. XR, AI, Web3, IoT). You also continue to practice information architecture design, interface design, detailed design of interactions, digital prototyping, and testing.

To understand how to be a **succesful** designer and build a career in mereging fields

Topics of **Market and Products** subject in 2024:

- **Business and Design**: The course is designed to provide you with a solid foundation in the key principles and practices of the business world. Through a combination of lectures, discussions with designers and design leaders, and hands-on activities, you will learn about market priorities, business strategy, stakeholder management, enterprise politics and the business value of design.
- **Tangible Interfaces**: This course stands out as an innovative and hands-on learning experience that thrives in an interdisciplinary, workshop-style environment. You will delve into the creative process by building interactive electronic prototypes and exploring concepts in a playful and engaging manner. Embracing the philosophy of learning by doing and DIY, you will work collaboratively to bring your ideas to life.
- **Mastering IxD 2. - Digital Product Design**: In this project-based course, you will learn how to design user experiences (UX) for products directed at existing target groups. Through a series of hands-on assignments, you will have the opportunity to practice your design skills and improve your understanding of how to create valuable products that are effective, usable, and desirable. In addition to the design assignments, you will also engage in discussions and exercises to develop your critical thinking skills and gain a better understanding of the role of digital product design in the market.
- **Hyper-personalisation – Mercedes Automotive UX Design**: This course explores the topic of hyper-personalisation in cars and mobility solutions. In the digital space, hyper-personalisation refers to providing highly specific recommendations or content to users based on real-time data analysis and granular user data, and is considered to be a highly efficient marketing tool that improves customer experience and in turn, drives sales.

The third subject of this sub-module, **Emergent and Experimental Design** enables you to partially or completely reinterpret and experiment with previously learned knowledge, tools, and procedures for interaction design. Going beyond or even undesigning standards, you will use your own approaches to envision speculative futures. You will experiment with social challenges that are characterised by a high degree of uncertainty or complexity. The goal is to understand, work with, and intervene in systems through the practice of speculative design. In the programme we design future concepts, and service models often relying on experimental technologies, and economic and social trends. The focus is on critical thinking, narrative design, collaboration, self-expression, and creativity.
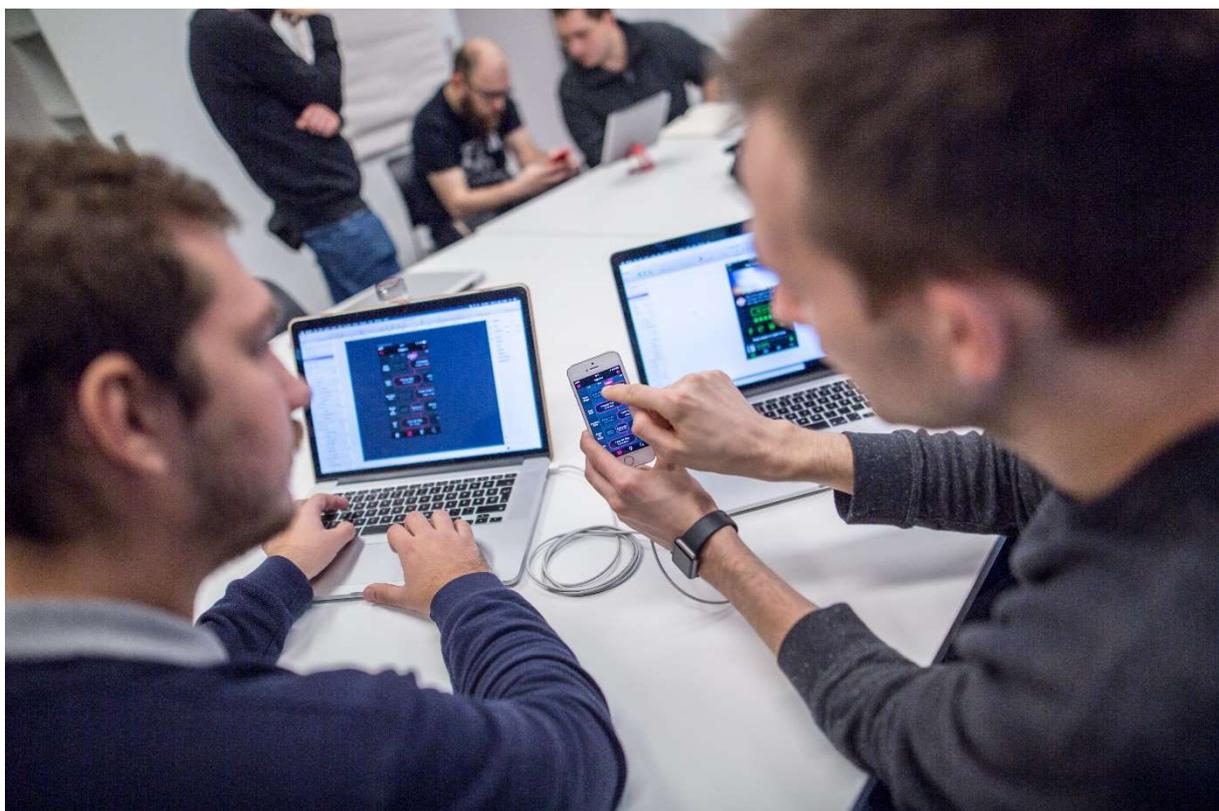
To go beyond meeting market needs, and become a pro-active **Shaper** of the future

Topics of **Emergent and experimental design** subject in 2024

- **Speculative & Critical Design – designing futures and alternate presents** : In the realm of design, speculative and critical practices often both challenge and complement the traditional design process. The course aims to provide you with the knowledge, approaches, and perspectives needed to explore, evaluate, design, and deconstruct alternative futures and to apply critical thinking through design. You will explore a wide range of approaches and practices which can be integrated into your design modus operandi.
- **Biosphere & Technosphere – Speculative Transgressions in Contemporary Design Culture**: Given the current scientific, technological, and ecological shifts, the line between the "artificial" and the "natural" is becoming increasingly blurred. This course seeks to explore speculative and critical design approaches that venture into the realm of the biological and the technological, often resulting in intriguing interactions between humans and non-human entities ranging from microorganisms and animals to machines and software. A common thread running through all topics covered in this semester is co-creation with these entities, and challenging the conventional user-oriented perspective.
- **Design of AI-Powered Services: A Sustainable Approach**: This intensive one-week course aims to provide you with a solid understanding of human- oriented design and AI technologies, focusing on sustainability and circular business models. You will explore key methodologies and best practices to develop user-oriented AI services that benefit the people, planet, and prosperity.
- **Designer Competency Development and Speculatives Futures:** This complementary course emphasizes personal growth through conscious competency development in addition to the evaluation of project results. Through self-assessment and goal-setting tools, you can cultivate skills applicable throughout your academic journey and beyond
- **Participative Design and Co-creation:** You will gain insights into efficient stakeholder engagement through participatory design methods. You will learn to facilitate co-creation workshops with confidence and to choose the most relevant methods depending on the nature of your project and the aim of the engagement. You will facilitate a workshop connected to a project of your choosing and define relevant insights from the interaction.

module name	Programme-specific
module name	Internship
subject name	Internship
subject code	M-AN-401
ECTS	5
semester in which module is recommended to be completed	4th

The Internship module is designed to enhance your skills through placements at organisations or projects aligned with your specialisation – from startups to multinational brands (e.g., Oracle, McKinsey Digital, Diligent, etc.). The internship will support you in planning your career path, providing you with career perspectives and networking opportunities, while enabling you to participate in creative narrative projects relevant to your areas of interest.

module name	General Theoretical Studies			
subject names	Complex introduction	Theory-based project development	Theorertical lecture and reading seminar	Thesis seminar and communication training
subject codes	M-AE-E-101	M-AE-E-102	M-AE-E-201	M-AE-E-301
ECTS	5	5	5	at the expense of credits for the thesis
semester in which module is recommended to be completed	1st	1st, 2nd, 3rd	1st, 2nd, 3rd	3rd
main topics	research and design processes and associated toolkits, design attitudes, design identity, goal setting, career planning, self-reflection, resource mapping, time and stress management			

General Theoretical Studies offer theoretical subjects to all Design MA students of the university. Beyond imparting factual knowledge, the primary aim of the theoretical training is to improve your critical thinking and analytical and interpretation skills, as well as to enhance their verbal and written communication, and encourage interdisciplinary approaches to professional issues.

After completing the Complex Introduction subject, you can put together your individual schedule each semester from a rich variety of theory-based project development courses, theoretical lectures, and reading seminars offered by the Institute for Theoretical Studies. The reading seminars support your learning about current issues, trends, and basic concepts in social sciences, design and art theory. A lecture is followed by a seminar where students engage in collective interpretation of relevant literature, fostering critical thinking, analytical skills, and debate assignments vary, but will typically involve submission of an essay. The theory-based project development course covers similar issues as a reading seminar; however, the primary focus lies on developing a research project, typically in a group setting. Throughout the course you will present the progress of your project, with assignments including the delivery and presentation of research/project documentation. In addition, the second year of the programme prepares you for successful graduation through the Thesis Seminar and Communication Training course.

module name	Research-Development-Innovataion (RDI)					
subjects names	RDI group course			RDI individual program		
subject codes	M-KF-E-101	M-KF-E-201	M-KF-E-301	M-KF-E-102	M-KF-E-202	M-KF-E-203
ECTS	5 + 5 + 5					
recommended semester	1st, 2nd, 3rd, 4th					

In the RDI module three courses with 5 credits each have to be completed by all MA students either in mixed groups from all programmes or individually. The group courses foster interdisciplinary collaboration and the integration of expertise across various fields, while the individual course offers opportunity for students to join specific RDI grant projects. The courses will help enhance your research methodology skills foster innovative thinking, and prepare you for collaborative work in research and development teams. Collective research initiatives are also undertaken in collaboration with external partners from the private, governmental, and non-governmental sectors, including Budapest Development Center, Colourful City Organization, Hungarian Intellectual Property Office, Intercolor, Market Építő Zrt., Medion, The Real Pearl Foundation. More IxD relevant partners include GE Healthcare, Vodafone, Mastercard.

module name	Elective courses module		
subject names	Elective course 1	Elective course 2	Elective course 3
subject codes	M-SZ-E-101	M-SZ-E-201	M-SZ-E-301
ECTS	5	5	5
workload (hours) (contact + out-of-class work)	150 (48 + 102)		
semester in which module is recommended to be completed	1st, 2nd, 3rd, 4th		
exam method	exam	term mark	term mark

Elective Subjects contribute to the achievement of your individual learning plans and goals, by offering an outlook beyond your primary field of study or enabling in-depth exploration of a specific issue. The Elective Courses Module offers a wide range of courses in Hungarian, English and German, allowing you to choose the language in which you prefer to complete your 15 ECTS of elective coursework.

module name	Intensive Course Week	
subject names	Course week course 1.	Course week course 2.
subject codes	M-KH-E-101	M-KH-E-201
ECTS	-, criteria	
workload (hours)	20-40	
semester in which module is recommended to be completed	1st, 2nd, 3rd, 4th	
exam method	signature	

The Intensive Course Week module forms part of the curriculum of every MOME programme. It is aimed at adding variety to the course offering by including ones reflecting on current global phenomena. Structured around various topics, assignments and opportunities, it drives intense learning and helps break out of the semester's general routine. It demonstrates the diverse competencies and synergies between the different study areas and years by broadening the knowledge horizon – sometimes even beyond the individual's comfort zone. The Course Week is a multi-day professional event that takes place two times throughout an academic year. Depending on the total number of students, it includes 15-30 workshops, as well as many theoretical lecture series and seminars. Course Week activities and events are available to all students. Recent examples closely related to the Art and Design Management programme include MOME FAIR (a pop-up show of design students organised by management students in trendy downtown locations), Manage [it] Yourself (a roundtable discussion series devoted to self-management and the collaboration of designers and managers), social design projects in rural Hungary (Zalakomár, Sitke etc.) to work with the local community as well as a Film industry project run by a guest lecturer from abroad.

module name	Programme-specific		
sub module name	Diploma		
subject names	Support for masterwork	Thesis	Master project
subject codes	M-ID-401	M-SD-401	M-AN-403
ECTS	5	5	15
workload (hours)	150 (36 + 114)	150	450
semester in which module is recommended to be completed	4th		
exam method	exam	exam	

Maximise quality, impact, and visibility. Our programme allocates extra time for your masterwork, which is the tangible outcome of your diploma project. The preparation of the masterwork is accompanied by regular, dedicated consultations to help you break down the work into milestones and manage and document it in a structured form. The aim is to help you gain an understanding of the aspects of design management and project management, while providing professional mentoring that supports rather than directs independent work. Our mentors make sure that the work delivered is feasible, creates real impact, and is ready to be showcased as the core component of the designer's portfolio.

Code	Subject	1	2	3	4	Prerequisite	Credit value to be achieved	Number of classes	Method of evaluation	Comment	
	Interaction design						45				
M-ID-101	Interaction design basics	15					15	144	term mark		Balázs Püspök
M-ID-201	Market and products		15			Interaction design basics	15	144	term mark		Balázs Püspök
M-ID-301	Emergent and experimental design			15		Market and products	15	144	term mark		Péter Vető
	Support for masterwork						5				
M-ID-401	Support for masterwork				5		5	36	term mark		István Keszei
	Internship						5				
M-ID-402	Internship				5		5	6	term mark		István Keszei
	Research + Development + Innovation module						15				
M-KF-E-101	RDI group course	5	5	5	5		5	48-60	term mark	15 credits must be completed over four semesters	Dániel Barcza
M-KF-E-102	RDI individual activity	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-201	RDI group course	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-202	RDI individual activity	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-301	RDI group course	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-302	RDI individual activity	5	5	5	5		5	48-60	term mark		Dániel Barcza
	Course Week courses						--				
M-KH-E-101	Course week course 1.	-	-	-	-		0	20-40	signature	Two courses must be completed over four semesters.	Ábel Szalontai
M-KH-E-201	Course week course 2.	-	-	-	-		0	20-40	signature		Ábel Szalontai
	Elective courses						15				
M-SZ-E-101	Elective course 1.	5	5	5	5		5	36-48	exam	15 credits must be completed during four semesters	Andrea Schmidt
M-SZ-E-201	Elective course 2.	5	5	5	5		5	36-48	term mark		Andrea Schmidt
M-SZ-E-301	Elective course 3.	5	5	5	5		5	36-48	term mark		Andrea Schmidt
	General theoretical studies						15				
M-AE-E-101	Complex introduction	5					5	48	exam		Ágoston Nagy
M-AE-E-102	Theory-based project development	5	5	5			5	48	exam	Once over the course of three semesters	István Povedák
M-AE-E-201	Theoretical lecture and reading seminar	5	5	5			5	48	exam	Once over the course of three semesters	András Beck
M-AE-E-301	Thesis seminar and communication training			-			--	24	signature	-	Bálint Sándor Veres
	Integrated theoretical / practical research and design						--			Integrated into a design course	
	Diploma						20				
M-ID-403	Master project				15		15				Balázs Püspök
M-SD-401	Thesis				5		5				Attila Horányi

MOME IxD

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MOHOLY-NAGY

művészeti egyetem

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