



The Master of User Experience Design is open to anyone with a Bachelor's degree. This conversion programme has been designed for graduates with non-design degrees wishing to enter the Interaction Design (IX) or User Experience (UX) design fields.

# MASTER OF USER EXPERIENCE DESIGN

**Demand for quality UX Design has surged as organisations worldwide increasingly value solutions optimised for their users.**

The Wellington ICT Graduate School is creating a diverse supply of industry-ready talent in response to the ICT sector boom that is currently occurring in the Wellington region. The programmes are designed to build on students' existing talents and skills, providing hands-on experience and real world projects to prepare them to take on jobs in the ICT industry.

User experience design is one of the largest growing design fields that addresses all aspects of user experience from understanding the identity of the users to the creation of the designs they interact with.

The Wellington ICT Graduate School has relationships with a number of leading companies in the ICT sector, and the programmes delivered through the School have been specifically created with industry involvement and reviewed by industry regularly. Students will also have the opportunity to engage with industry and industry leaders through guest lectures, projects, and business networking events.

## PROGRAMME DELIVERY

The one year Master of User Experience Design (MUXD) is a Wellington ICT Graduate School programme delivered by the School of Design at Victoria University of Wellington.

For more information about the Master of User Experience Design, please contact the Wellington ICT Graduate School.

**wellingtonict.ac.nz**



# MASTER OF USER EXPERIENCE DESIGN

Graduates will leave with the knowledge and skills to succeed in this area of high demand. The Master of User Experience Design prepares you to launch your career in the IX or UX design fields.

## PROGRAMME STRUCTURE

The Master of User Experience Design (MUXD) is a full-time, 180-point Master's programme. You will complete this qualification in three consecutive trimesters over 12 months at Victoria University's School of Design. The programme starts in July each year.

## WHO SHOULD APPLY?

This qualification is intended for people with non-design degrees and/or industry professionals wishing to enter the Interaction Design (IX) or User Experience (UX) fields from another discipline or profession.

## CAREERS IN DESIGN

The Master of User Experience Design prepares you to launch your career as a:

- **User Experience Designer:** combine research and design skills to understand, design for, and work with diverse stakeholders, organisations, and communities.
- **Service Designer:** combine research and design to visualise, create or improve services to better meet the needs of its users.
- **Information Designer:** visualise and quantify cultural, social, political, and economic phenomena to analyse, identify, and communicate trends and behaviours to a diverse audience.
- **Communication Designer:** Translate concepts using typographic, graphic, and compositional visual language to communicate ideas effectively to your intended audience.

## PROGRAMME OUTLINE

### Trimester Two

#### **CCDN412** *Mātauranga Design*

Engage with *toi* (Māori creativity) and *mātauranga* (Māori understanding) in the production of both visual and material cultural design that honours our place and past in Aotearoa New Zealand. Guided by traditional Māori protocols and knowledge, students will learn how to understand and interact with Māori symbols and visual spatial strategies in ways that are culturally sound and appropriate.

#### **MDDN413** *Graphic Design Practice*

Explore and utilise graphic design elements, software, and strategies in the pursuit of a body of design work. Through research, exercises and projects, develop technical mastery, formal graphic design skills and independent research skills.

#### **MDDN417** *User Experience Design Practice*

Explore the techniques common to user experience (UX) design, such as: persona development, case study analysis, user interface design, rapid visualization and prototyping. Students will also become adept at using the industry standard tools and techniques of UX design.

### Trimester Three

#### **MDDN416** *Advanced User Experience Studio*

Discover user experience design and research concepts, techniques and strategies. Moving from research, prototyping, evaluation, and similar user experience design essentials, the course will explore more complex issues through an independent project requiring in-depth research relating to context and audience.

And one of the following two courses:  
**MDDN415 OR MDDN402**

#### **MDDN415** *Information Design Practice*

Examine best practice for designing with information, including the importance of understanding the context and intended audience. Topics will span the techniques and concepts related to data acquisition, modelling, and developing innovative ways of displaying information through different media.

#### **MDDN402** *Digital Product Design*

Explore and implement current digital product design methods and software while planning and deploying independent project strategies. An emphasis will be placed on design thinking and creative approaches to front-end development, design and prototyping techniques based on industry related projects.

### Trimester One

#### **MDDN502** *User Experience Design Practicum*

This studio consists of a supervised research-based practicum, working towards a mastery of user experience research through a specified design project. The work will be experimental in nature, generally as a placement in industry, yet at the same time, require a conceptual approach that leverages a criticism of the status quo.

## FURTHER INFORMATION

For more information about the Master of User Experience Design, please contact Wellington ICT Graduate School:

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The Wellington ICT Graduate School is a partnership between:

