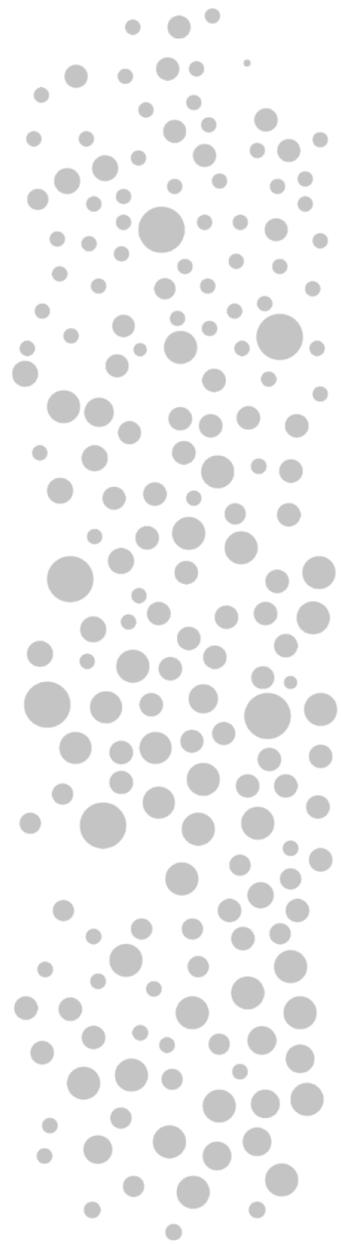


Key Master Programmes According to INTRIDE Skills

State of the art *Europe*



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Source:

Master Studies platform (www.masterstudies.com)

Education platform (www.educations.com)



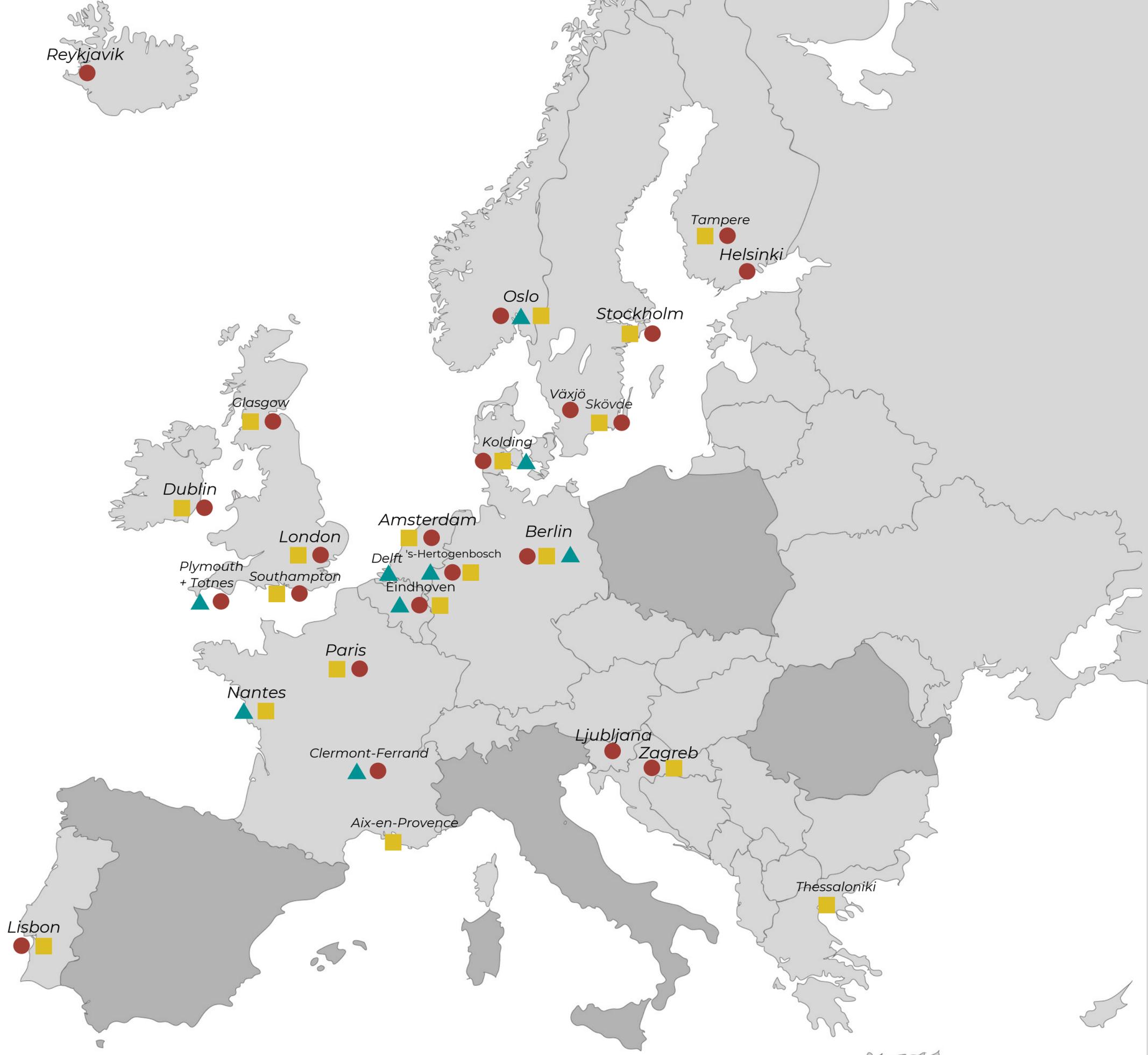
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The EU overview **was necessary to identify courses of interest** for the development of **soft, digital and green skills for the designer.**

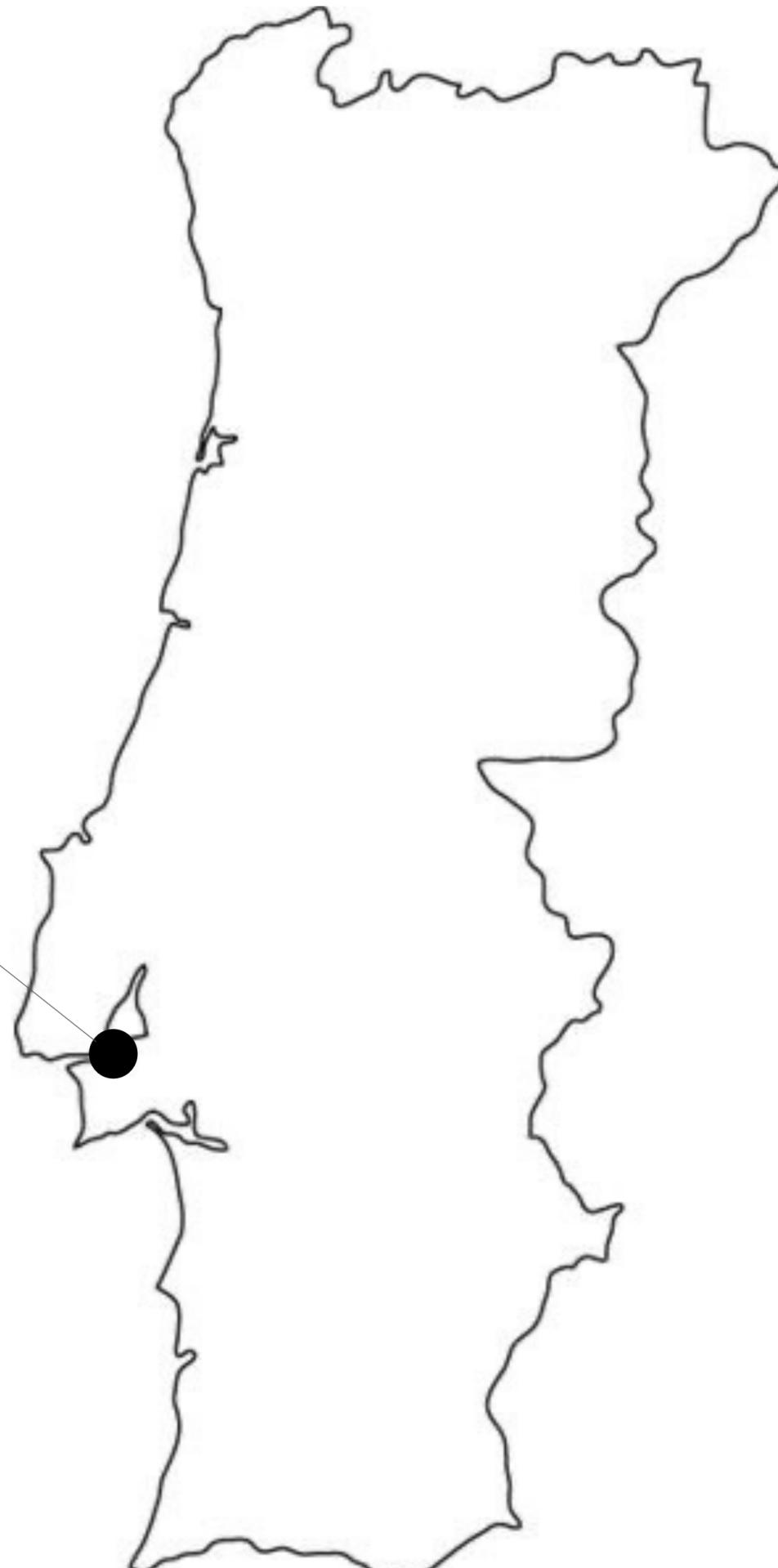
The mapping at European level was conducted with specific reference to **master's degree courses, first and second level masters** and any specialization / advanced courses, concerning both the state and public university system and the private university sector.

The data presented are subject to continuous updating.

Europe Map



- soft
- digital
- ▲ green



Post-Graduation course
"Design for the Creative Industries"
(IADE - Lisbon).

Post-Graduation course
"Web UX / UI Design"
(IADE - Lisbon).

- soft
- digital
- ▲ green

Portugal

IADE

Lisboa, Portugal

intrade

Design for the Creative Industries

Post-Graduation course



This Post-Graduation aims to contribute to the development of skills and experiences that better allow to understand and access this **growing “creative economy”** through three areas considered essential and transversal: **Creative Thinking , Design and Advertising .**

The program is based on the realization of practical projects , which are monitored by the market, enhancing and raising the quality of the value proposal, in line with the latest trends and good practices.

The student will be focused on developing skills in areas considered fundamental: **Design Thinking, Entrepreneurship, Storytelling, Design, Digital Design, Advertising and Brand Activation.**

SOFT

IADE

Lisboa, Portugal

intrade

Web UX / UI Design

Post-Graduation course



The objective of this online program is to train professionals with tools and techniques that allow them to present the **best interactive digital experiences** for the web, differentiating themselves in a highly demanding and competitive market.

Among the benefits of this program there are:

- Development of skills to prepare **professionals for user-centered design practices.**
- Possibility to go through the fundamental stages of a project for the Web : from immersion to design, up to the prototyping and testing of the website.
- PBL (Project Based Learning) methodology, where the student will be focused on developing his/her idea and materializing his own project.

DIGITAL

Executive Master
"Design by Data"
(Ecole des Ponts -
ParisTech - Paris).

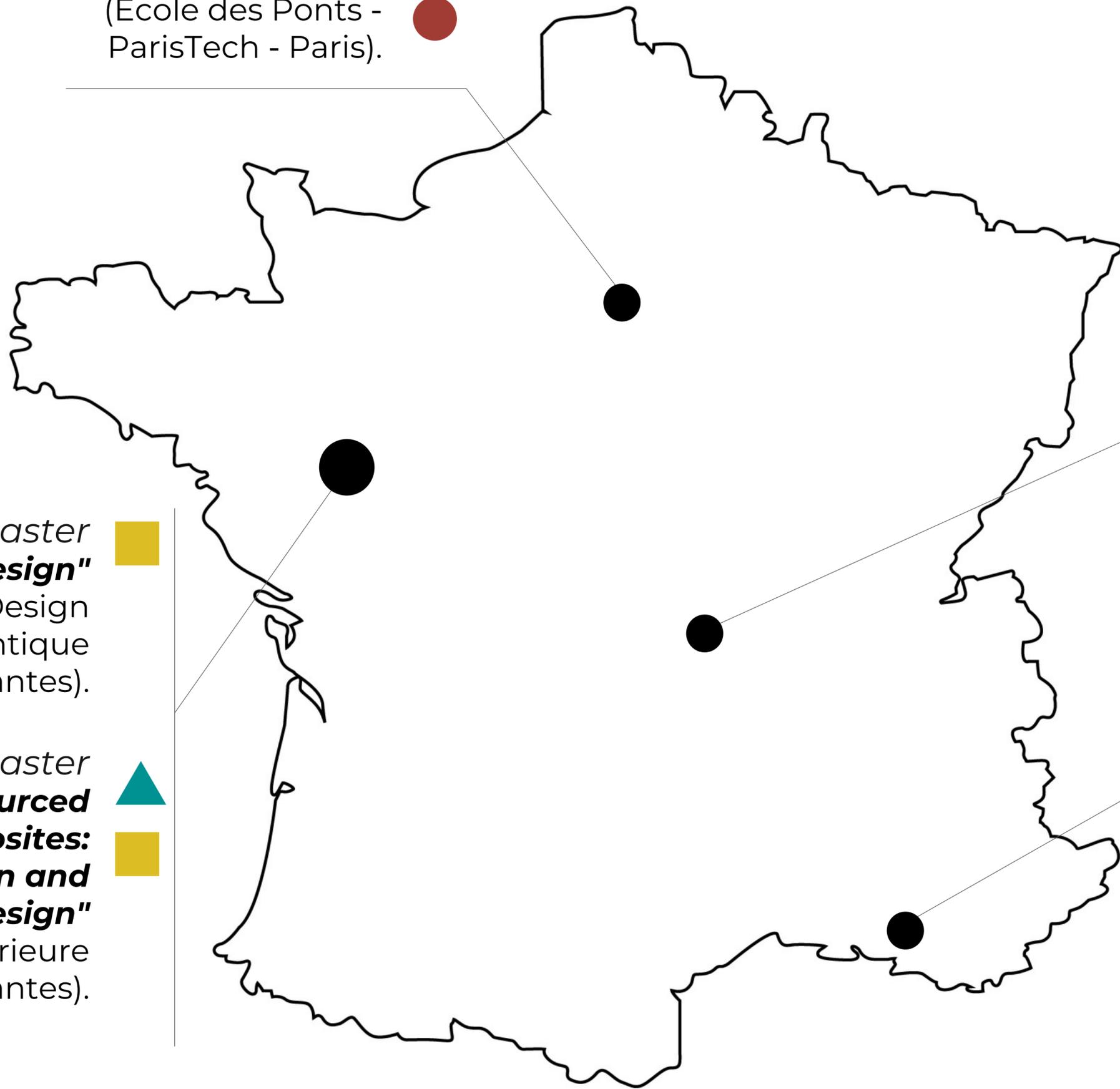


 intride

 soft

 digital

 green



 2nd level master
**"Strategy &
Design for the
Anthropocene"**
(ESC Business School
– Clermont-Ferrand).



 2nd level master
**"Digital
Management
and Ux Design"**
(ESDAC –
Aix-en-Provence).



2nd level master
"Digital Design"
(Ecole De Design
Nantes Atlantique
- Nantes).



1st level master
**"Biosourced
composites:
innovation and
eco-design"**
(Ecole Supérieure
du Bois - Nantes).



France

Design by Data

Executive Master

The Executive Master program provides a cross-disciplinary culture of **computational design** and comprehensive knowledge of **cutting-edge technologies** in the fields of parametric architecture, **robotics, digital manufacturing and 3D printing** for the design industry. The course is designed for a selected group of architects, engineers, designers and digital artists and offering a variety of courses, fabrication and prototyping workshops, conferences, digital talks and networking events. DESIGN by DATA has three main goals:

- providing a solid knowledge of innovative digital cultures and computational tools based on **both technical skills and artistic sensibility.**
- giving a broad set of expertise of new KETs technologies.

IMAGE CREDITS
Projet Synapses by WAO architecture

JOIN IN PARIS / SEPTEMBER

#designbydata

Advanced Master in

COMPUTATIONAL DESIGN

DIGITAL MANUFACTURING

BUILDING TECHNOLOGIES

APPLY NOW

designbydata.enpc.fr

DIGITAL

SOFT

Ecole De Design Nantes Atlantique

Nantes, France

intrade

Digital Design

2nd level master

The MDes program Digital Design explores the concept of tangibility and materiality of the information for the conception of **innovative products and services**, in every area. It is based on hybridization between objects, environments and information systems.

Main themes are:

- Development of user-centered digital services
- Connected objects
- Gaming applications
- Mobile services
- Pervasive computing
- Research on multisensory interfaces



DIGITAL

Ecole Supérieure du Bois

Nantes, France

intrade

Biosourced composites: innovation and eco-design *1st level master*

SPECIALIZED MASTER'S DEGREE®
Bioresource Composites:
Innovation and Eco-design

esb

FULL TIME COURSE
100% ENGLISH

STUDY DURATION
1 YEAR

DIPLOMA ACCREDITED
BY CONFÉRENCE
DES GRANDES ÉCOLES
(CGE)

OBJECTIVES & PRESENTATION

The Specialized Master's Degree® Bioresource Composites: Innovation and Eco-design trains future high-level executives in the field of innovative composite materials that take into account the challenges of sustainable development.

This level 1 qualification is accredited as a Specialized Master's degree® by the Conférence des Grandes Écoles (CGE). All lessons are given in English.

The training takes place over 12 months: 6 months of teaching and 6 months of internship in a company as part of a professional dissertation.

ÉCOLE SUPÉRIEURE DU BOIS
Sciences et Technologies des Matériaux

partnership with:

GREEN

DIGITAL

This course trains high-level executives in the area of innovative composite materials taking into account issues relating to sustainable development.

It is organised in partnership with the Nantes Atlantique design school. It relies on an **interdisciplinary programme driven by an eco-innovation approach**. At the end of the training, graduates will be capable of:

- Innovating and **eco-designing materials/products/services derived from renewable resources**.
- Developing product or process solutions taking into account the challenges of sustainable development and the possibilities offered by new technologies.

ESDAC-Ecole de Design, Arts Appliqués et Communication

Aix-en-Provence, France

intrade

Digital Management and Ux Design

2nd level master



This diploma aims to provide students from economics, management, business, or students from design fields, training allowing them to concretely master the new environment of digital interfaces which constitute economic reality. It aims to give our students the ability to link managerial strategy with the rapid technological evolution of digital means of sales and company communication. Through graphic design workshops and digital applications, students will be able to take ownership of the process of creating and managing the company's digital resources.

DIGITAL

ESC Clermont Business School

Clermont-Ferrand, France

intrade

Strategy & Design for the Anthropocene

2nd level master



Training professionals from different fields mainly associated with the **design and strategic management**; adopting a prospective approach and taking into account ecological disruptions in the Anthropocene Era. This program responds to strong societal demand from organizations, as well as the academic world.

Main goals:

- Addressing the Anthropocene through the prism of design, integrating the strategy of the humanities and the strategy of organizations.
- Reframing of issues historically associated with **sustainable development** and **social responsibility**.
- Taking into account the contributions of **environmental, climate**, and engineering sciences, especially for decision-making and organizational transformation.

GREEN

SOFT

Great Britain

intrade

- soft
- digital
- ▲ green

Master
"3D Design for Virtual Environments"
(Glasgow Caledonian University - Glasgow)

Master
"Digital Design"
(Solent University - Southampton)

Master
"Ecological Design Thinking"
(Schumacher College - Totnes)

Master
"Ecological Design Thinking"
(University of Plymouth - Plymouth)



Master
"Digital Creative Media"
Loughborough University
- London, England)

Master
"Digital Marketing"
Loughborough University
- London, England)

Master
"Design for Social Innovation and Sustainable Futures"
(UAL-University of the Arts - London)

Loughborough University

London, England

intrade

Digital Creative Media

Master

CREATIVE
ARTS

20 ARTS
20 DEGREE
20 SHOW

TWENTY TWENTY

LOUGHBOROUGH DESIGN



DIGITAL SHOWCASE

The programme conducted is aimed at building your knowledge and developing expertise in a range of digital creative media topics, to be able to help understand, design and develop creative media applications which are growing in popularity including smart phone applications. This Master program focuses on developing **digital and creative skills** across many **media platforms**, applicable to various sectors. Specially crafted topics includes media production and **creative media design and practices, digital application development, digital creative media audiences, markets and industries.**

DIGITAL

SOFT

Loughborough University

London, England

intrade

Digital Marketing

Master



The programme aims to build your knowledge and expertise of **digital technologies** through learning **social media analysis**, data processing, **information management**, gaming, search engine optimisation and **artificial intelligence**.

This master's degree covers various elements of **digital marketing** practices to help create successful marketing strategies and to build up on a foundation for strategic marketing management. It also helps to gain an overarching view of the context in which today's consumers, businesses and societies operate, including the **technological and social challenges** faced by individuals operating within the marketing and design profession.

DIGITAL

UAL-University of the Arts London

London, England

in:tride

Design for Social Innovation and Sustainable Futures

Master



ual: university
of the arts
london

This course invites people from different creative backgrounds to come together around a shared interest in complex global issues, criticality, collective action and the future of design practice.

- Create real impact
- Collaborate widely
- Future-facing skills - Develop a range of fundamental transferable skills such as design research, impact evaluation, **participatory design, social entrepreneurship** and **critical analysis**. Setting you up for your unique professional future as a responsible creative practitioner.

SOFT

University of Plymouth

Plymouth, England

intrade

Ecological Design Thinking

Master

MA

Ecological Design Thinking

Applications Open
{17 places}



UNIVERSITY OF
PLYMOUTH

The ecological design thinking programme is trans-disciplinary, insightful and universal in its application; pragmatic and integrative in its operation.

It brings together theoretical and practical discourses on **ecologically inspired design**, with methods of design thinking that are merged with the latest developments in **anthropology, psychology and socio-political economics**.

It aims to create a novel ground for change makers at the forefront of our transition to **sustainable societies**.

GREEN

SOFT

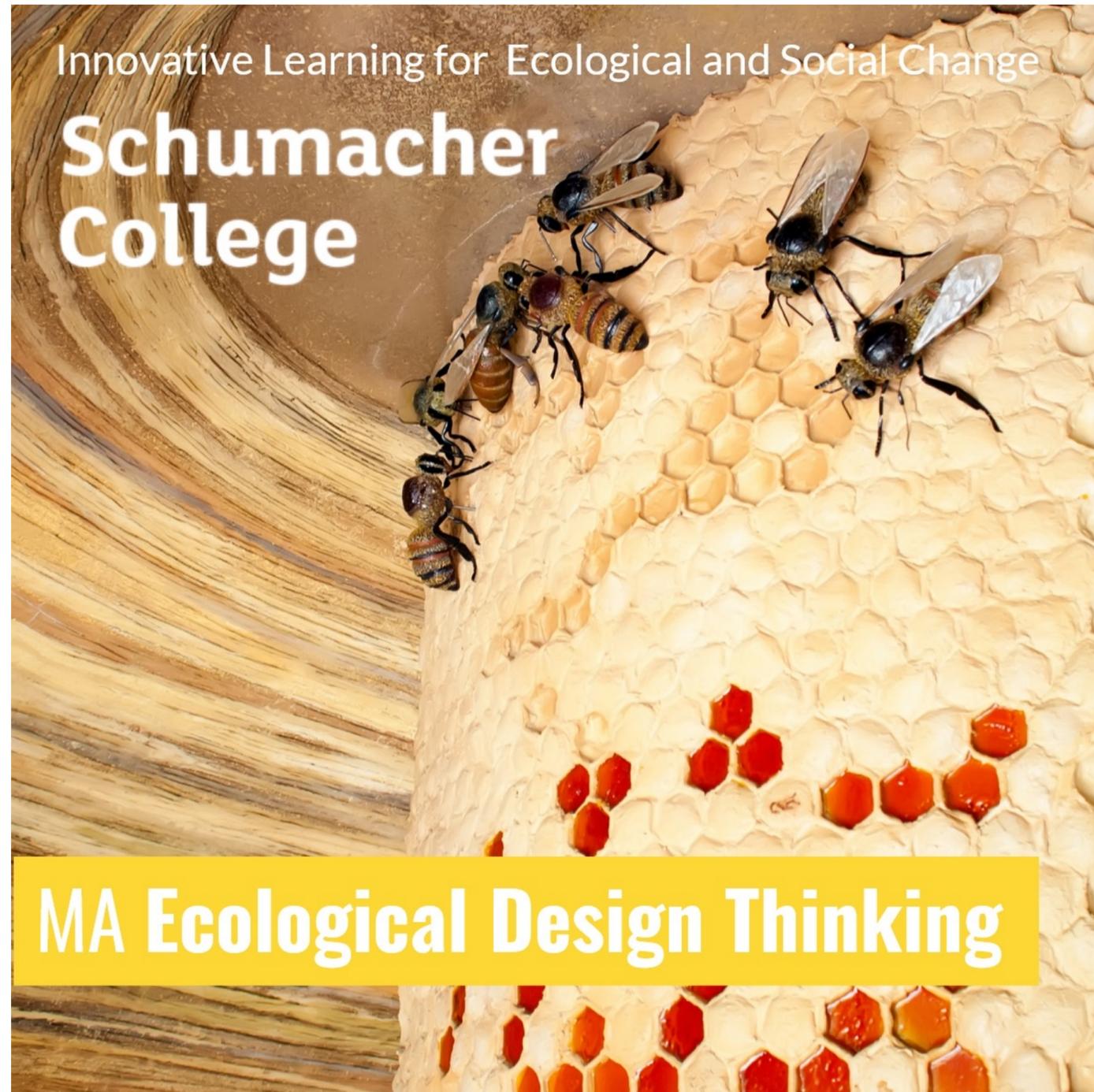


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Schumacher College

Totnes, England



GREEN

SOFT

intrade

Ecological Design Thinking

Master

This course offers a chance to join a growing network of design thinkers around the world working within a series of hubs operating within communities and enterprises. **Ecological Design Thinking** is about using an approach to unravel complex situations involving multiple stakeholders. Students will learn how to apply a variety of skills and techniques to arrive at a creative solution.

The programme enables students to develop their practice while continuing to work, allowing them to immediately implement their learning. It is delivered in five modules: **Design and Ecology, Design and Society, Design and Place and Design in Practice and the Dissertation or Final Project.**

Southampton Solent University

Southampton, England

intrade

Digital Design

Master

As a conversion course, Digital Design programme a Southampton Solent University is well suited to students from diverse academic backgrounds. The course will help you to develop sought-after **digital skills** and prepare you for a range of careers after graduation.

Students are supported to gain a range of transferable skills throughout the course. These include **project management, critical thinking, organisation and presentation skills**.

The professional issues and practise unit helps prepare students for the workplace by looking at the wider computing industry and the contexts in which digital skills can be used most effectively.



DIGITAL

SOFT



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Glasgow Caledonian University

Glasgow, Scotland



DIGITAL

SOFT

intrade

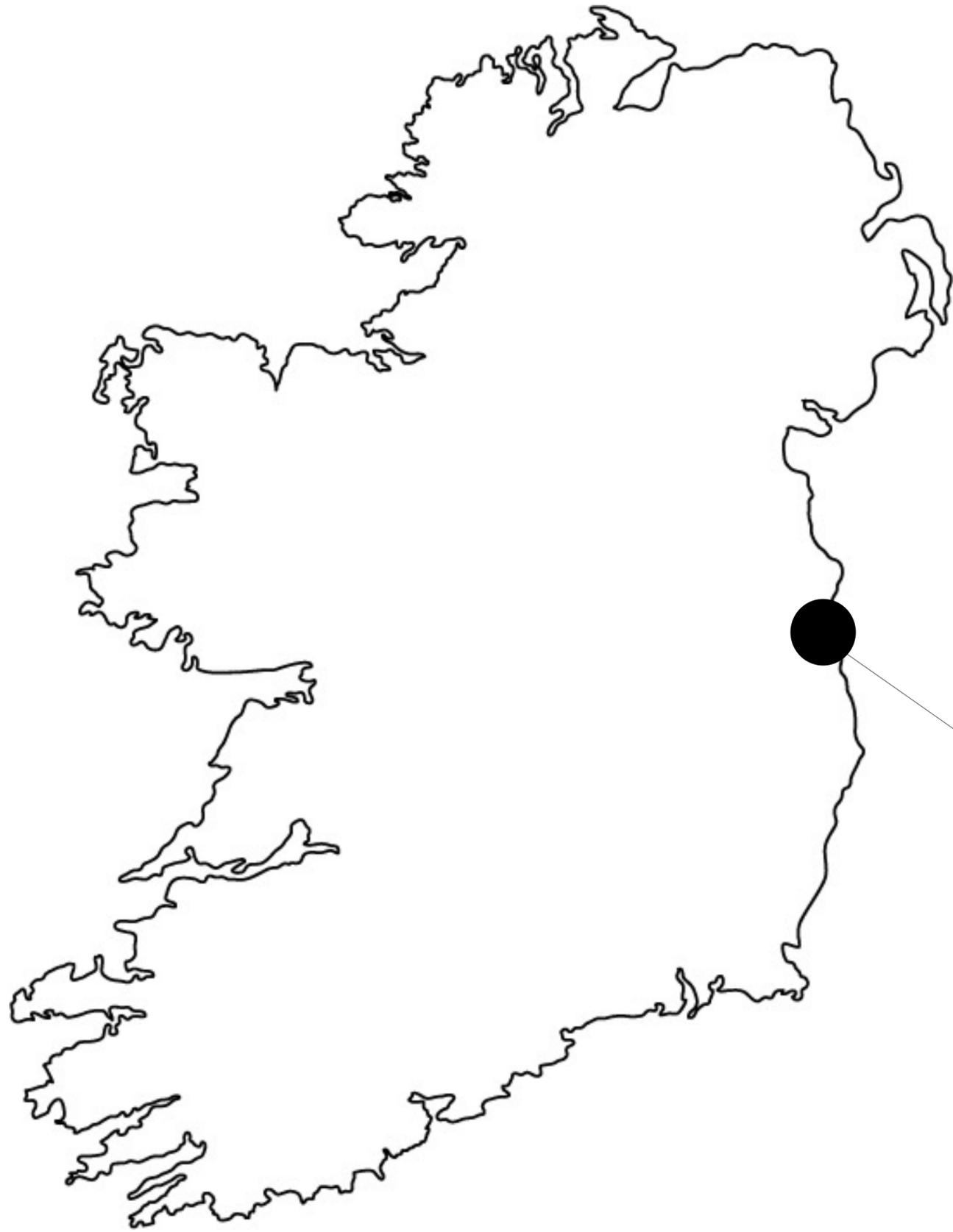
3D Design for Virtual Environments

Master

The programme will help in building a creative vision and technical skills as a 3D designer.

- Explore the use of video and animation in **digital video, multimedia** and web publishing
- Experiment with interactive media types and techniques
- **Sharpen skills in creative thinking and generating ideas**
- Master digital video production and **digital media integration techniques**
- Gain pre-production skills like planning, storyboarding and conceptualising
- Practise production skills like 3D modelling, animation, lighting and rendering
- Work with cutting-edge computer applications and **digital environments**

-  soft
-  digital
-  green



 *Master*
"Design for Change"
(Dún Laoghaire Institute of Art, Design and Technology - Dún Laoghaire)

 *Master*
"Digital Creative Media"
 Technological University
Dublin – Dublin, Ireland)

Ireland

Technological University Dublin

Dublin, Ireland

intrade

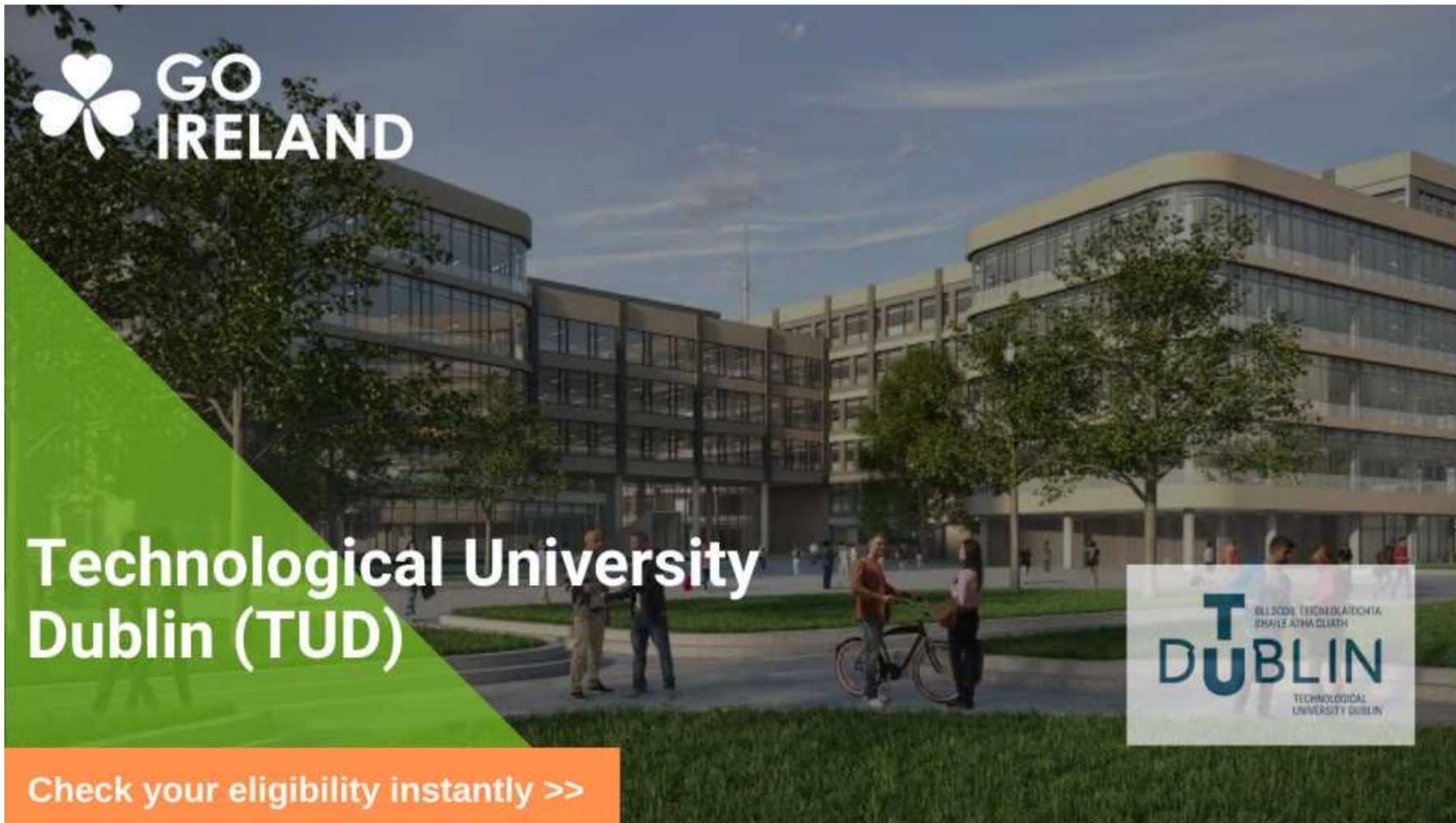
Creative Digital Media (Mobile and Web Applications Design)

Master

The programme provides a thorough grounding in the core skills and knowledge of **digital media technologies** and offers specialist production techniques that equip graduates with a valuable set of technical and design skills, highly relevant to a range digital media industries.

1. **Mobile Application Design**
2. **Interaction Design**
3. **Digital Games**
4. **Mobile and Web Applications**
5. **Information Design**
6. **VR Design and Development**

The course is designed to advance students' employment potential and addresses the specific needs of employment in the digital media industry.



DIGITAL

SOFT

Dún Laoghaire Institute of Art, Design and Technology

Dún Laoghaire, Ireland

intride

Design for Change

Master

The programme offers powerful, collaborative design skills to achieve co-created solutions which engage everyone and forge progressive change in individuals and communities.

The programme responds to the great challenges of the present and future; economic, cultural and ecological. All require **strategic approach to design and problem solving** and this programme offers a dynamic new way of engaging those challenges creatively, purposefully and responsibly.

- **Complex Problem Solving and Critical Thinking.**
- Developing creative solutions for economic and cultural challenges
- Develop interdisciplinary outcomes for services, products & strategies.



iadt
DUN LAOGHAIRE



SOFT

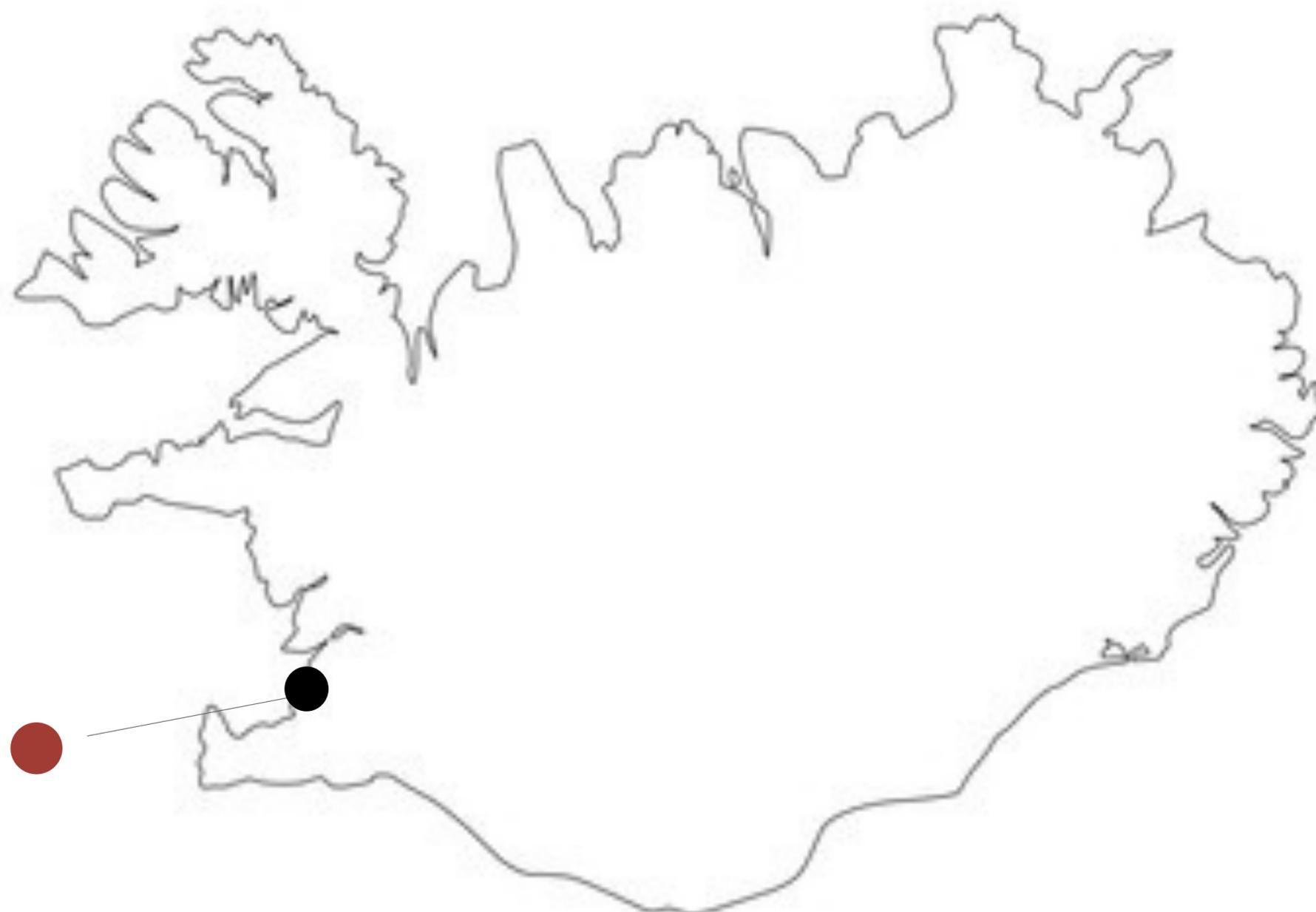
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Iceland

intrade

- soft
- digital
- ▲ green



Master
**“Design:
Explorations &
Translations”**

(Iceland University of the
Arts - Reykjavik, Iceland)

Iceland University of the Arts

Reykjavik, Iceland

intrade

Design: Explorations & Translations

Master

The program brings together multiple practices: **design, media studies, social sciences and natural sciences**. By synthesising and embodying different knowledge and using the dynamic landscape and industries of Iceland as an experimental ground.

Using both real and fictional design strategies, work to build **ethical awareness**, form dialogues to engage with contemporary culture.



iadt 
DUN LAOGHAIRE

SOFT

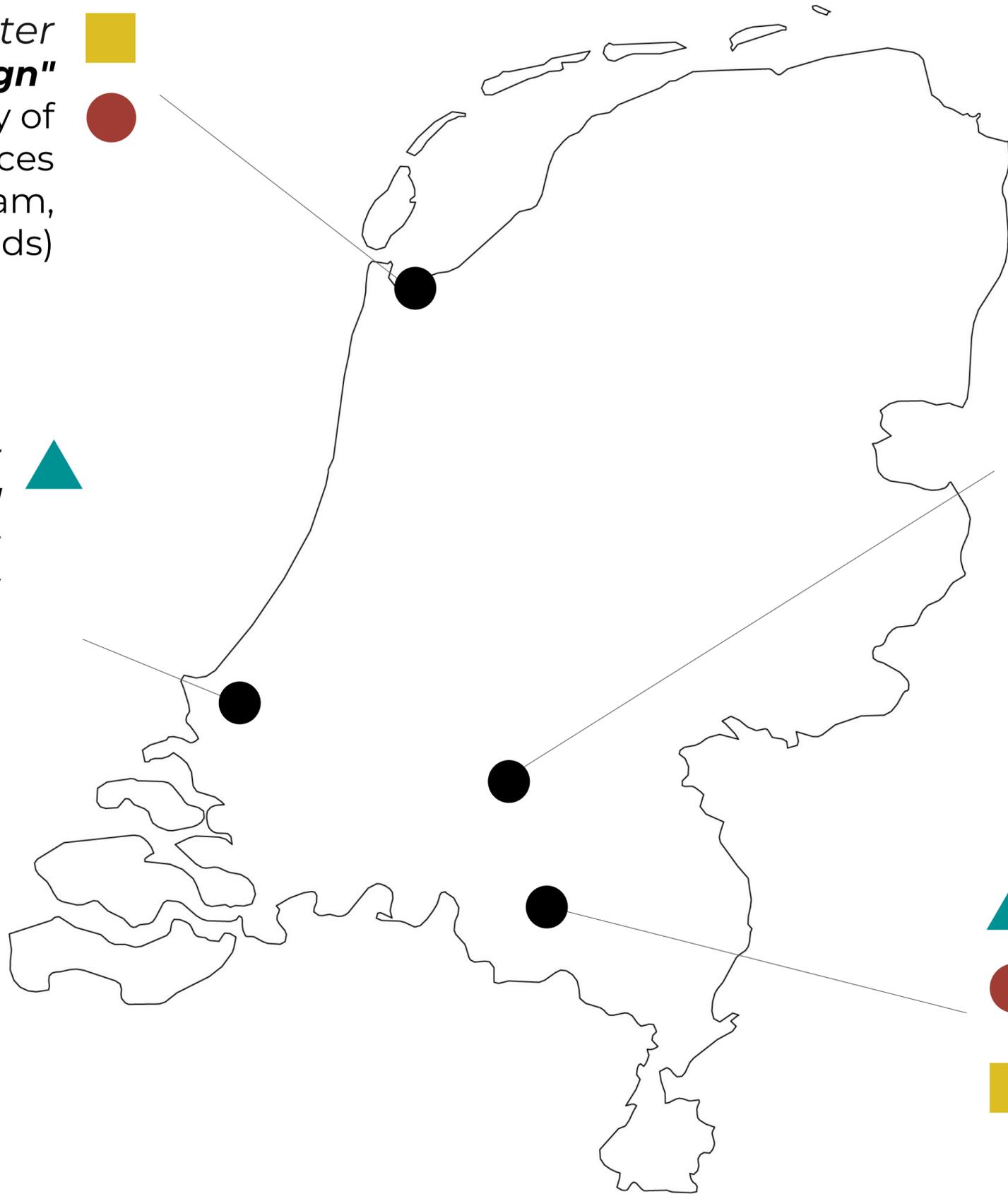
GREEN

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- soft
- digital
- ▲ green

Master
“Digital Design”
(Amsterdam University of Applied Sciences
- Amsterdam,
Netherlands)



Master
“Industrial Ecology”
(Delft University of Technology
- Delft, Netherlands)



Master
“Ecology Futures”
(St. Joost School of Fine Art and Design –
's-Hertogenbosch,
Netherlands)



Master
“Geo Design”
(Design Academy –
Eindhoven,
Netherlands)

Netherlands

Amsterdam University of Applied Sciences

Amsterdam, Netherlands

intrade

Digital Design *Master*

The Master's programme in Digital Design is a full-time, one-year curriculum. It seeks to educate professionals **who create, adapt and apply design processes into interactive digital products**, while driven by an ethical perspective on people, profit and planet.



DIGITAL

SOFT

Industrial Ecology

Master

Industrial Ecology is an emergent scientific discipline that promotes a **systemic approach** to human problems, integrating technical, environmental and social aspects. It is argued that this approach will show the way to **sustainable development**.

For that reason Industrial Ecology is considered to be the 'toolbox for sustainable development' and the 'science of sustainability'.

Industrial Ecology aims at a **sustainable co-existence of the technosphere and the environment**. The analogy between natural and technical systems and processes is a core concept. Processes in nature, where cycles are closed and waste from one process is input for another, are models for socio-technological processes.



GREEN

St. Joost School of Fine Art and Design

's-Hertogenbosch, Netherlands

intrade

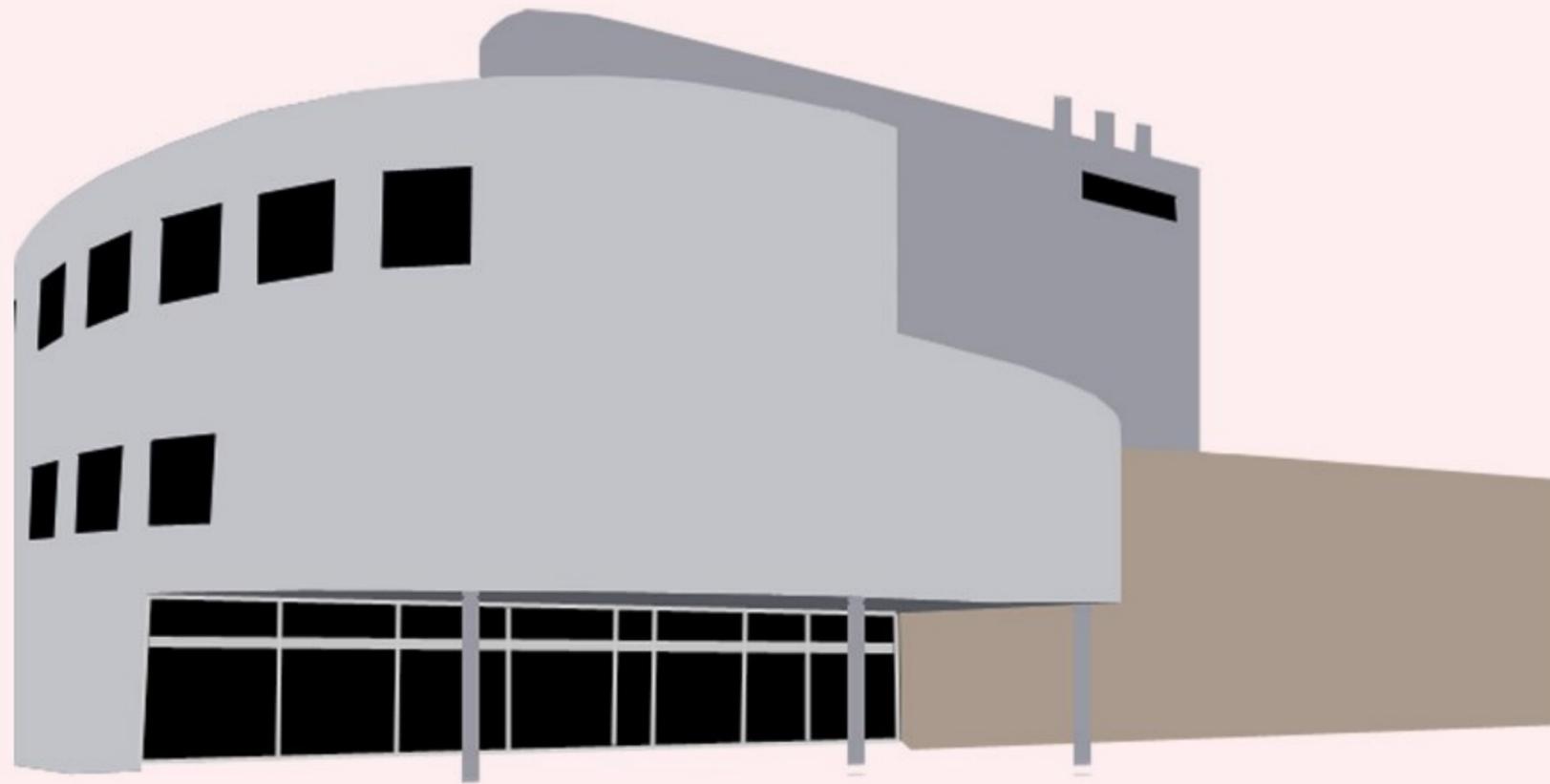
Ecology Futures

Master

The master focuses on the role of new media art and design research in interpreting, analyzing, critiquing, **experiencing and visualizing ecological degradation** and its broad network of cause and effect.

It considers societal, political, economic, and environmental issues as ecological, and unpacks its complexities through a multitude of transdisciplinary methodologies and theories.

The pathway supports interdisciplinary art and design practice-led research, interconnected with science, technology. It also focuses on introducing students to artistic methodologies and technologies that are informed by science; conducting fieldwork, deep mapping, **use of AI in text writing, use of open source datasets and software, using earth observation data, sensory technologies,**



akv|stjoost



GREEN

SOFT

DIGITAL

Geo Design Master



GEO—DESIGN is a program to explore **the social, economic, territorial, and geopolitical forces shaping design today.** The department GEO—DESIGN within the two-year master's course acknowledges the legacy of industrial production as the fundamental source for the expertise and agency of the designer in contemporary society while problematizing and addressing its historic contribution to environmental and social instability and its incompatibility with models of **sustainable or even survivable futures.**

The programme will foster **critical thinking, and communication skills** across multiple forms of research. The team of mentors will include designers, architects and artists with research-based practices, as well as design curators and writers.

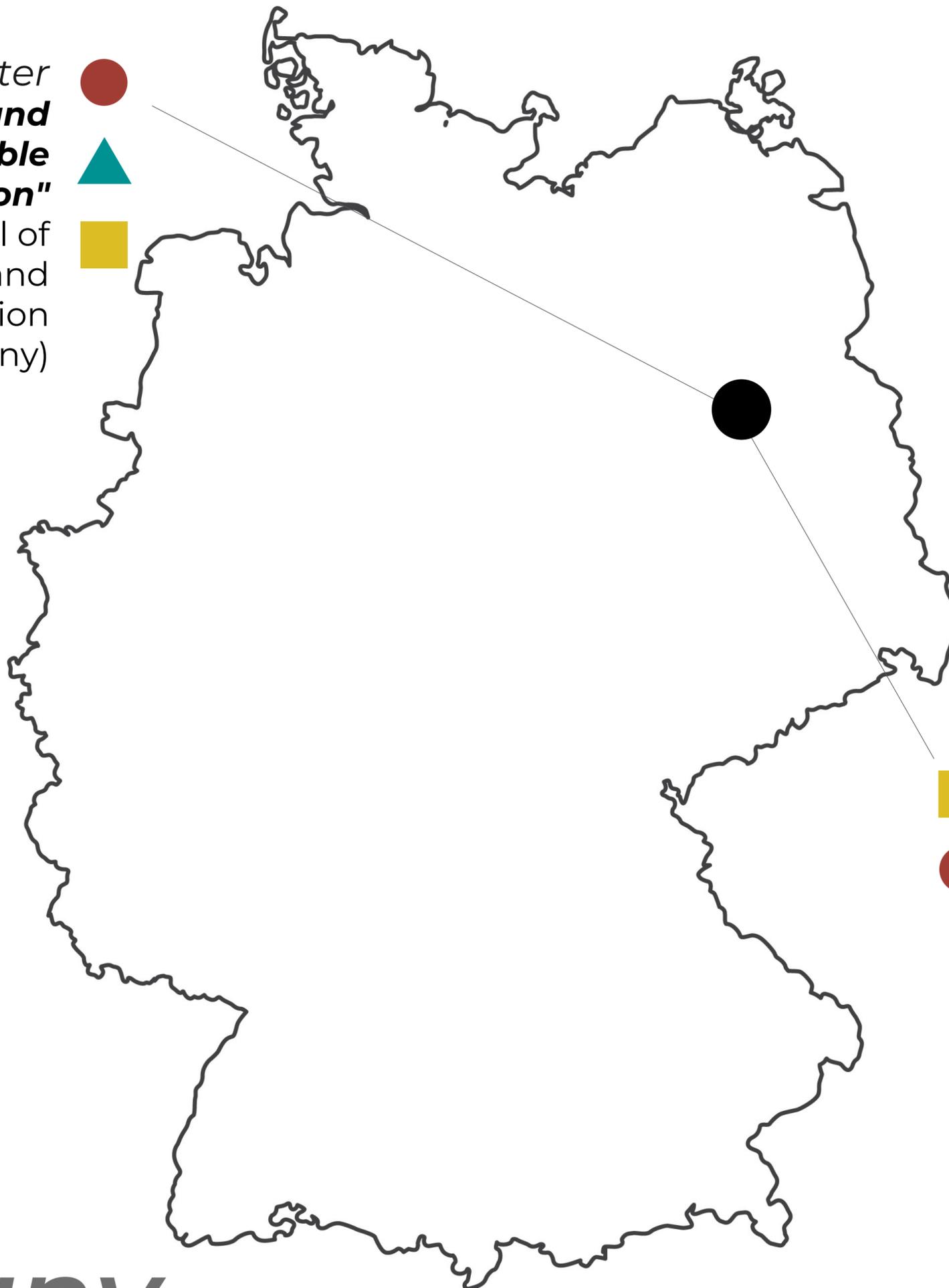
SOFT

GREEN

DIGITAL

-  soft
-  digital
-  green

Master
“Social Design and Sustainable Innovation”
(Berlin School of Design and Communication - Berlin, Germany)

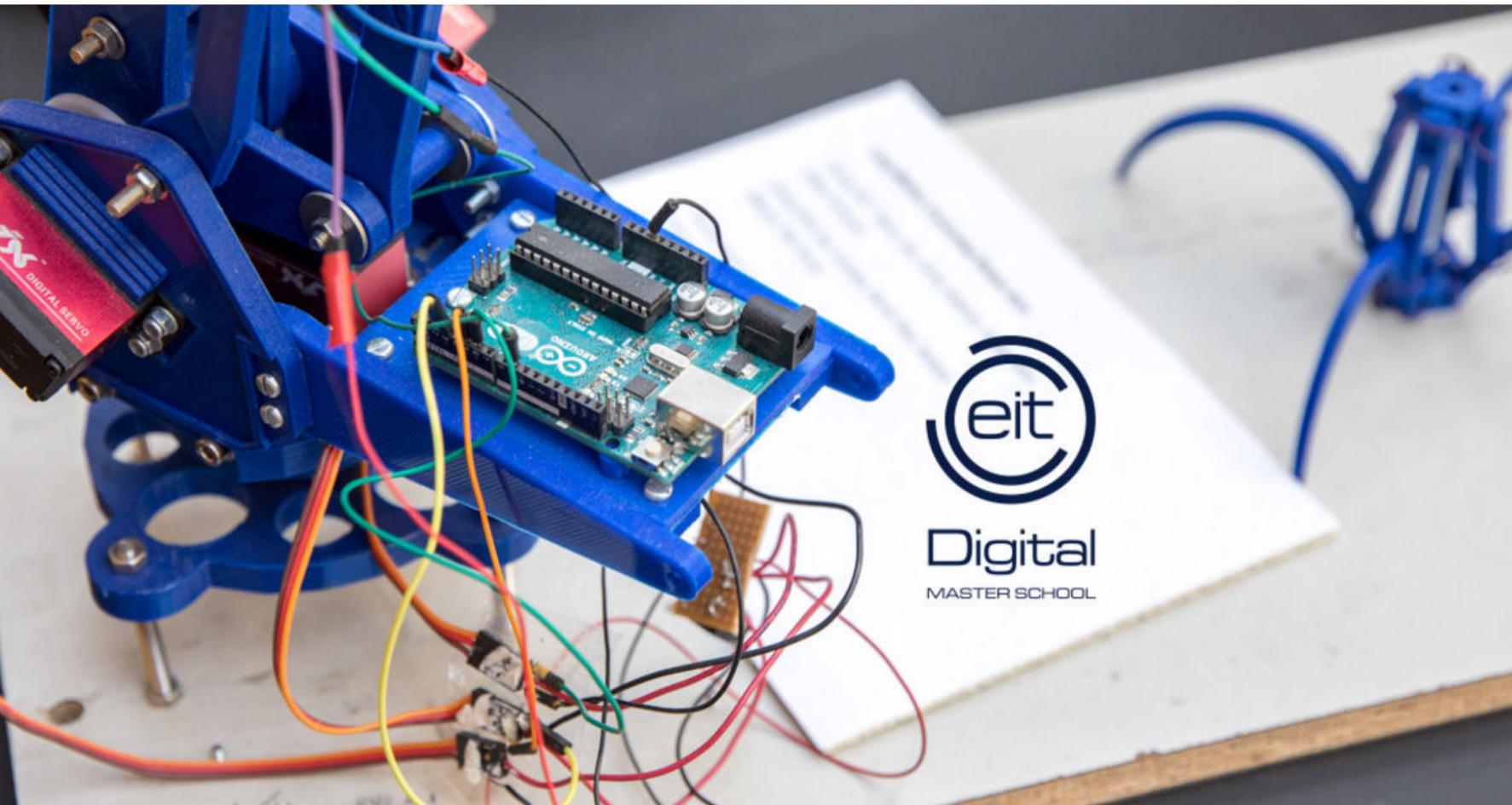


Master
“Human Computer Interaction and Design”
(Technical University of Berlin - Berlin, Germany)

Germany

Technical University of Berlin

Berlin, Germany



intrade

Human Computer Interaction and Design Master

The course is an interdisciplinary programme where User-Centred Design approach places the users at the centre of the design process. By combining human aspects (both at a cognitive, aesthetic and sensory-motor levels) to technological and business aspects, we create new products and services with great usability and user experience, and a solid customer demand, which often translate into commercial success.

Smart devices (mobile phones, PDAs, tablet computers), smart products (car, navigation) and smart environments (ambient intelligence) are enabling new services that require innovative interfaces.

Human-Computer Interaction and Design (HCID) focuses on the study, design, development and evaluation of novel user interfaces, interactive systems and services.

DIGITAL

SOFT

Berlin School of Design and Communication

Berlin, Germany



intrade

Social Design and Sustainable Innovation

Master

The Master's degree in Social Design & Sustainable Innovation challenges the current system and thinks design from the perspective of the social and planetary state of emergency. The goal: the education of **a new, radical, revolutionary generation of designers.**

Social design, socially committed art, sustainable fashion, **digital innovation**, critical theory and design practice form the cornerstones of the course. Within these key themes students will work on **social innovations and interventions for a sustainable future.**

SOFT

GREEN

DIGITAL

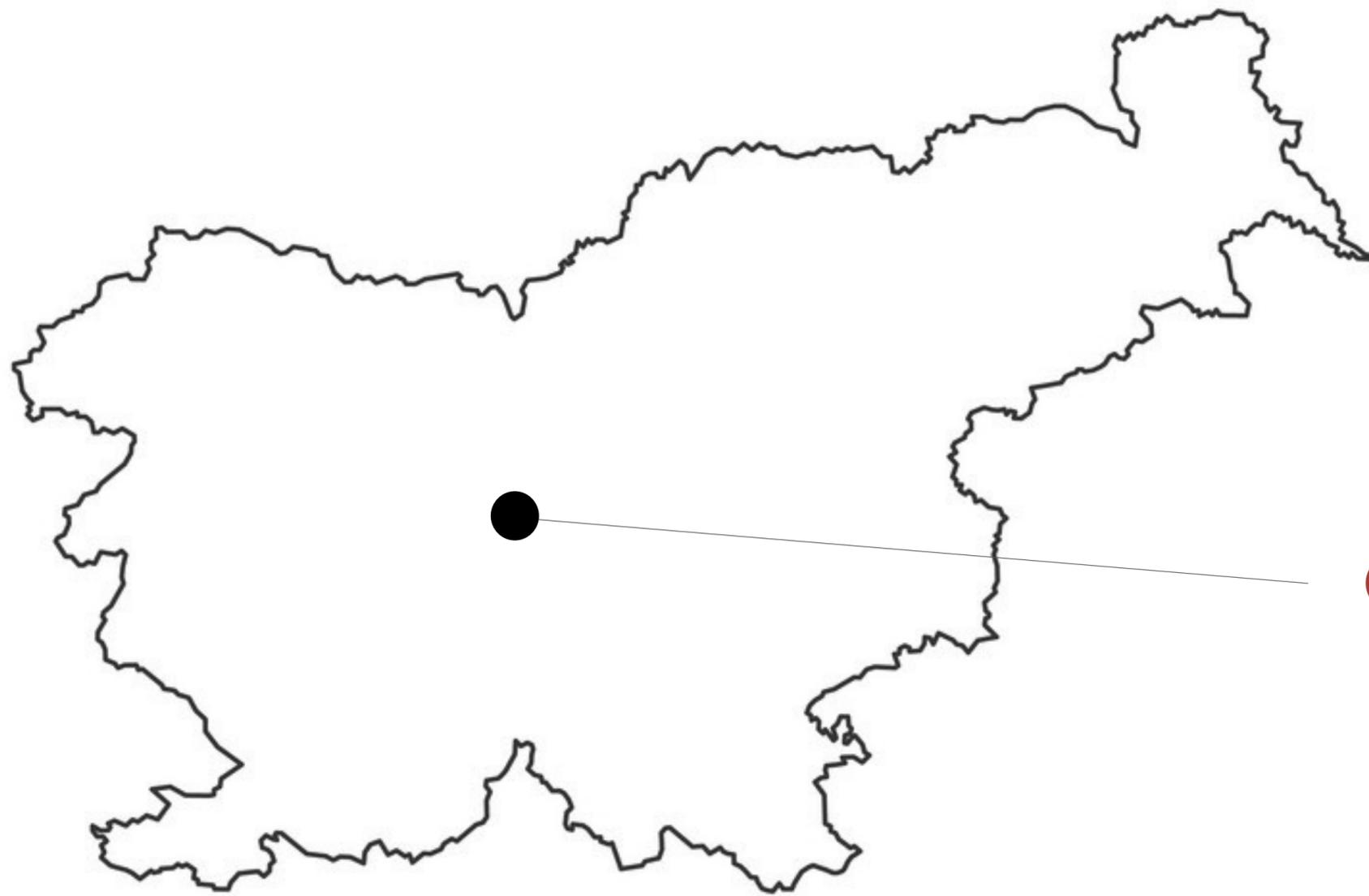
Slovenia

 intride

 soft

 digital

 green



 *Master*
**“Industrial Design
and Applied Arts”**
(University of Ljubljana
Academy of Fine Arts
And Design
- Ljubljana, Slovenia)

University of Ljubljana

Academy of Fine Arts and Design

Ljubljana, Slovenia

intrade

Industrial Design and Applied Arts

Master

The master programme is organised as a **highly multidisciplinary study** aiming at in-depth project work **addressing pressing social and user-related problems.**

Students acquire capacities to understand and practically deal with the issues of industrial design and applied arts through theoretical, developmental and design projects, **using structured and complex methodologies and developing individual design skills.**

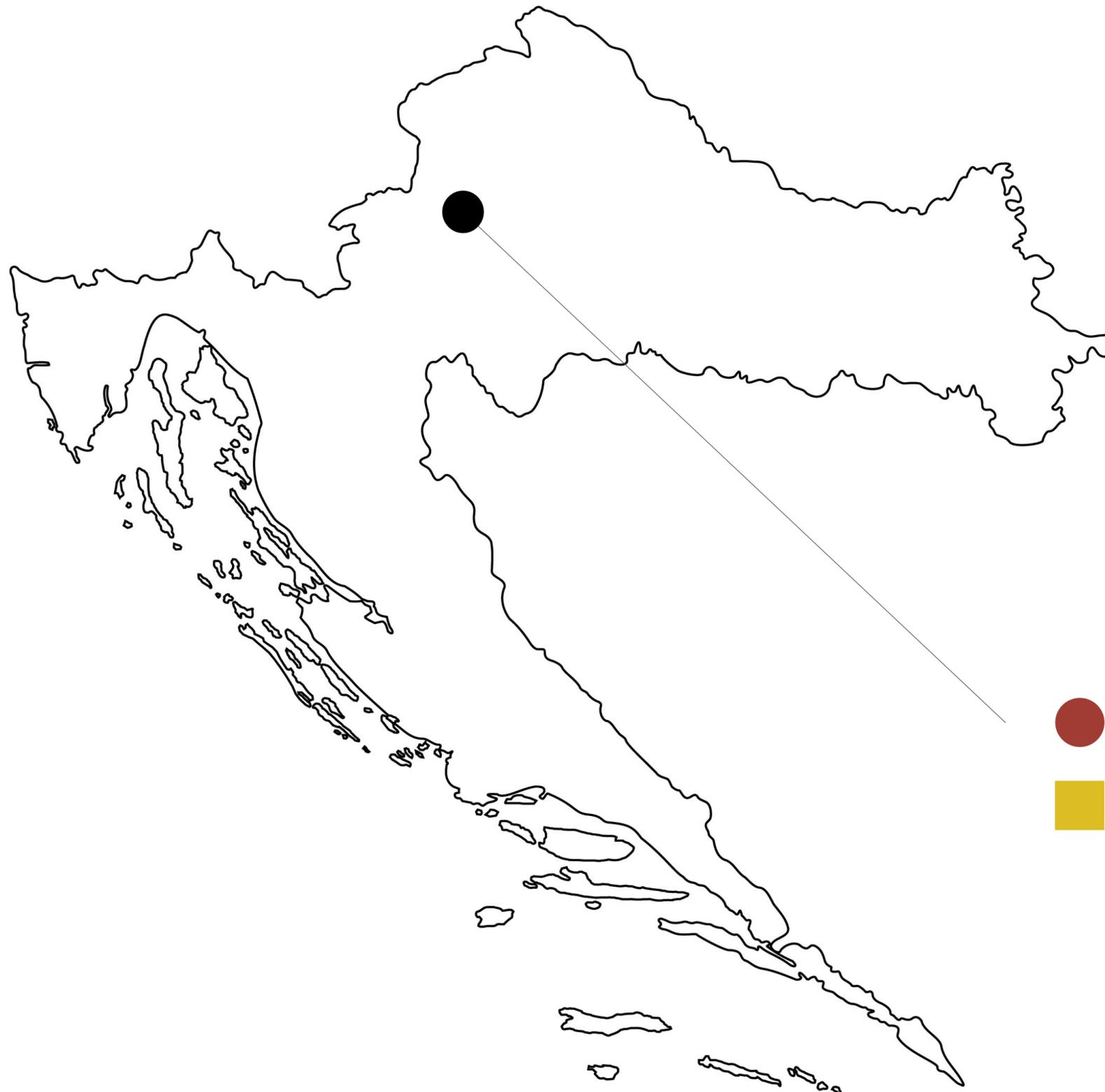
Through this work, students will learn to manage all the stages of design methodology and find solutions for the identified problems as well as **independently managing complex projects.**



SOFT

Croatia

-  soft
-  digital
-  green



 *Master*
**“Data-Driven
Storytelling”**
(Algebra University College
- Zagreb, Croatia)

Data-Driven Storytelling Master



SOFT

DIGITAL

Storytelling skills are considered to be among most important skills today, the skills we all should practice, and when empowered with data they can create very powerful tool in many industries including digital marketing.

The course aims to introduce students to think out of the box and create interesting and, more important, relevant stories using **Big Data**.

- Master different techniques of **visualization** and exploratory **data analysis**.
- Acquire a necessary theoretical and practical knowledge and **skills in the field of data science** that is characterized by large volumes of data.
- **A variety of tools for visualization and exploratory data analysis.**

Denmark



intrade

- soft
- digital
- ▲ green

● *Master*
"IT Product Design"
■ (University of Southern Denmark - Kolding, Denmark)

▲ *Master*
"Design for Planet"
● (Design School Kolding - Kolding, Denmark)

● *Master*
"Design for People"
▲ (Design School Kolding - Kolding, Denmark)
■

IT Product Design Master

Intelligent products of the future will change the ways in which people work and play. To envision these developments requires empathy and responsibility on the part of designers. It requires **skills of critical judgment and an open-minded attitude** as well as competencies beyond traditional engineering and computer science.

Some topics addressed include human-centered innovation, user participation in design, **human-machine interaction, IT technologies**, design team learning, design visualization, and communication.

The course curriculum is divided into four semesters:

- 1st: Design Research Horizon
- 2nd: Participatory Practices
- 3rd: Research Organisation
- 4th: Master Thesis - Graduation Project



IT Product Design

in Participatory Innovation
and Embodied Design

DIGITAL

SOFT

Design School Kolding

Kolding, Denmark

intrade

Design for Planet

Master

Design for Planet adopts a **comprehensive approach to design thinking and 'doing'** and builds professional gravitas, which enables students to challenge and rethink existing solutions through design.

To support these visions of design, we apply innovative practical working methods within a wide range of topics such as: past use and production practices, user studies, **material driven design, speculative prototyping, critical design, holistic systems, circular and sharing economy, design activism and cultural intervention.**

Design for Planet offers the opportunity to work with **design of materials, products, services, systems, experiences and cultural changes.** Hence, throughout the course, students will be acquainted with different design contexts and designer roles.

**kolding
school of
design**



GREEN

SOFT

Design School Kolding

Kolding, Denmark

intrade

Design for People

Master

The master teaches how to solve **human, social and societal challenges** through design practice.

- **master complexity when designing within the human, social and societal challenges**
- design relations for improved living conditions

Thematic approaches such as: **empathic design, critical design, speculative design, participatory design, co-design and transformative design.**

New and concrete ways to address visions of a **socially sustainable future** by focusing on design, users, stakeholders, creativity, empathy, ethics, complex problem solving, and critical thinking.

Huge potential for designers to take part in the technological development. A designer from People will be skilled to enter the **complex space between people and technology**, with the aim to make new technology desirable for future users.



SOFT

GREEN

DIGITAL

Norway



 intride

-  soft
-  digital
-  green

-  *Master*
“Design in Complexity”
(OsloMET –
Oslo, Norway)
- 
- 

Oslo Metropolitan University

Oslo, Norway

intrade

Design in Complexity

Master

Design has an essential role in the shift towards sustainable societies. Design is central in user oriented methods, and when consumption behaviour is relevant products plays an important role. Challenges include increased populations, **digitalisation** of professional, social and private life. These **societal challenges** demand professional designers that can comprehend and visualise the grand picture, define scopes for work, and develop pragmatic solutions in relation to different strategic levels. You therefore will do research and develop design solutions in micro and macro perspectives.

- project work
- self evaluation
- group work
- workshops
- cooperation with businesses
- **ICT learning**

SOFT

GREEN

DIGITAL



Sweden

-  soft
-  digital
-  green

 *Master*
“Design + Change”
(Linnaeus University
- Växjö, Sweden)

 *Master*
**“Interactive Media
Technology”**
(KTH Royal Institute
of Technology
- Stockholm, Sweden)

 *Master*
**“Human-Robot
Interaction”**
(University of Skövde
- Skövde, Sweden)

 *Master*
**“Human-Robot
Interaction”**
(University of Skövde
- Skövde, Sweden)



University of Skövde

Skövde, Sweden

intrade

Human-Robot Interaction

Master

This is a unique study programme, as it not only provides **knowledge in interaction design and robotics**, but also focuses on the design and the evaluation of the interaction between humans and robots. You will gain knowledge and skills about the **human-robot interaction** from a human perspective, our conditions and limitations, and the requirements and needs we place on a robot. This aims at creating robots that we feel are safe, natural and comfortable for us humans to interact with.

The programme provides students with comprehensive knowledge in psychology, interaction design, informatics and robotics. You will take courses in industrial ergonomics, technical leadership and scientific methodology.



DIGITAL

SOFT

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Virtual Ergonomics and Design

Master

The programme provides overall knowledge in the field of **Virtual product realization**, but also specific knowledge of how to **integrate ergonomics and user aspects** into the product realization process.

The first part of the education introduces the subject Industrial Ergonomics, including current research questions, and presents and discusses a number of industrial paradigms.

The second term offers in-depth knowledge of **ergonomics simulation** and **cognitive ergonomics** and also provides the opportunity to apply the acquired knowledge and skills to relevant problems in industry or research.

Digital tools for evaluating ergonomics in the design process, something that the industry is looking for and the labour market looks very bright for engineers with skills in ergonomics and design.



DIGITAL

SOFT

Interactive Media Technology

Master

The master's programme in Interactive Media Technology provides skills and knowledge in the **design, development and evaluation of interactive products** and media. Students can explore topics related to **human-computer interaction, physical interaction design, sonic and visual media**. We encourage students to work on projects that matter to them and **respond to societal challenges**.

Interactive Media Technology offers three technology specialisations, of which the student should specialise in one. The specialisation tracks offered are:

- **visual media**
- **sonic media**
- **physical interaction design**



DIGITAL

SOFT

Design + Change Master



Design involves creativity, criticality, and transformation.

The design calls into question the state of things and makes an impact. Design challenges preconceptions, prejudices, norms, and stereotypes and provokes emotions, thoughts, sensibilities, and actions.

Design can make us attentive and empathic to the ecological and socio-cultural systems in which we live. **In a world of many challenges, design can be an agent for sustainable change.**

The master program challenges the traditional role of the designer, working across disciplinary and media boundaries to define new roles that meet contemporary and future needs.

Particular attention is paid to contemporary and emerging design disciplines such as critical and speculative design, social design, meta-design, and design activism.

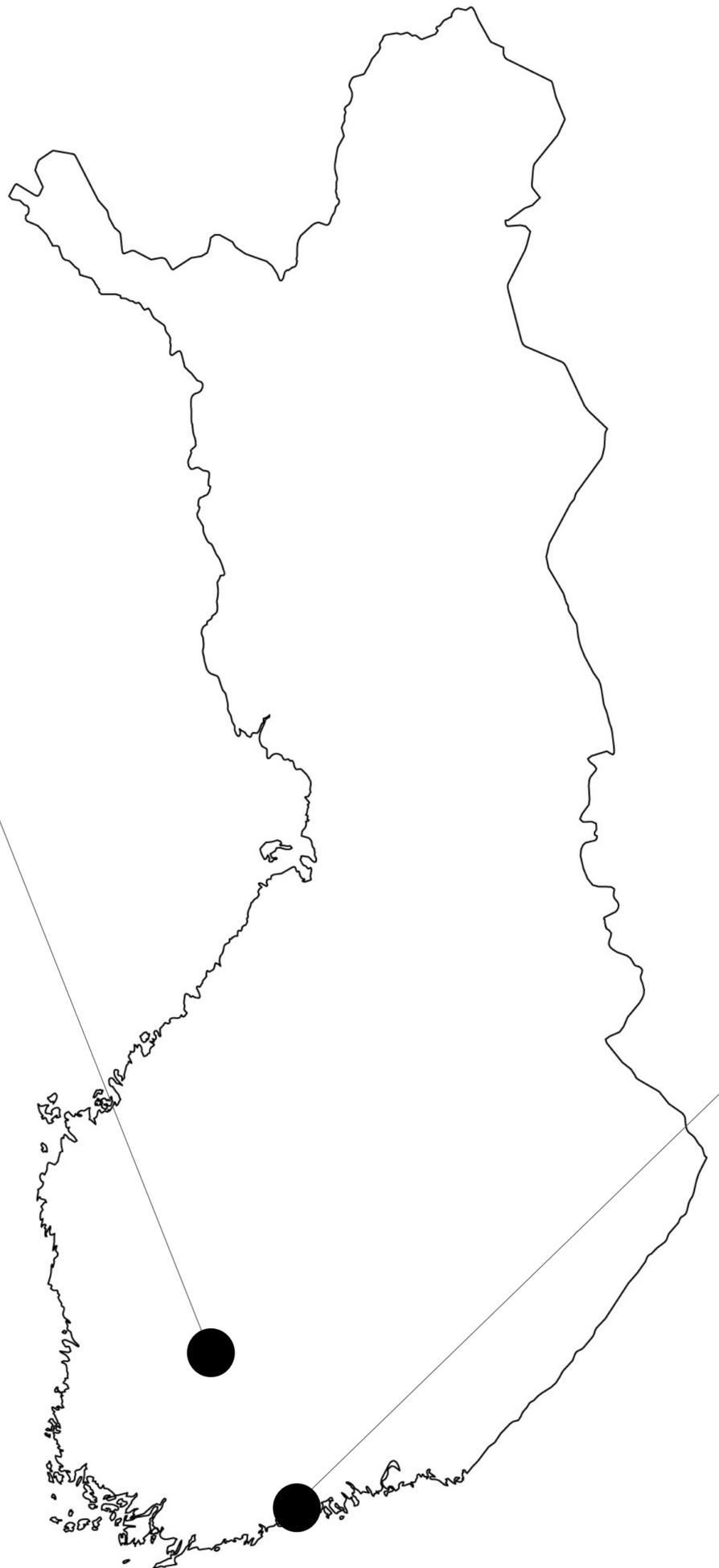
SOFT

Finland

intride

-  soft
-  digital
-  green

Master
**“Human-Technology
Interaction”**
(Tampere University
- Tampere, Finland)



 *Master*
**“Collaborative and
Industrial Design”**
(Aalto University
- Helsinki, Finland)

Human-Technology Interaction

Master

The program offers a broad set of studies in **human-computer interaction, digital systems** and related fields. In the HTI studies, you will get up-to-date know-how on **digital service design**, user experience evaluation, user psychology, human-centred software development, usability engineering, multimodal human-computer interaction and research skills.

From a technological viewpoint, the studies cover the design and development of **user interfaces for mobile and desktop applications, virtual reality, augmented reality, industrial machinery and human-robot interaction.**

How technology affects people's lives and how to design efficient, engaging and **ethical digital products and services.**



DIGITAL

SOFT

Aalto University

Helsinki, Finland

intrade

Collaborative and Industrial Design

Master

The Master's programme focuses on the role of design in society, and prepares you to work as a design entrepreneur and in a range of roles within industry, business, communities, education and the government.

The programme extends industrial design into interaction design, service design, co-design and other emerging fields in which design activities can enhance the quality of the environment and people's life. Students learn **empathic, critical, strategic and technical skills** needed in design innovation processes.

They are also encouraged to explore novel roles in design industry.

A!

Aalto University

Master's programme

Collaborative and Industrial Design



SOFT

Greece



 intride

 soft

 digital

 green

 *Master*
"IT Product Design"
(AAS College
- Thessaloniki, Greece)

Design Specialising in Digital Graphic *Master*

The postgraduate design course is concerned with **virtual spaces and interactive environments**. These are understood as the spaces of experience, and may include combinations of the real and virtual, the spaces of publication, time based media and the internet.

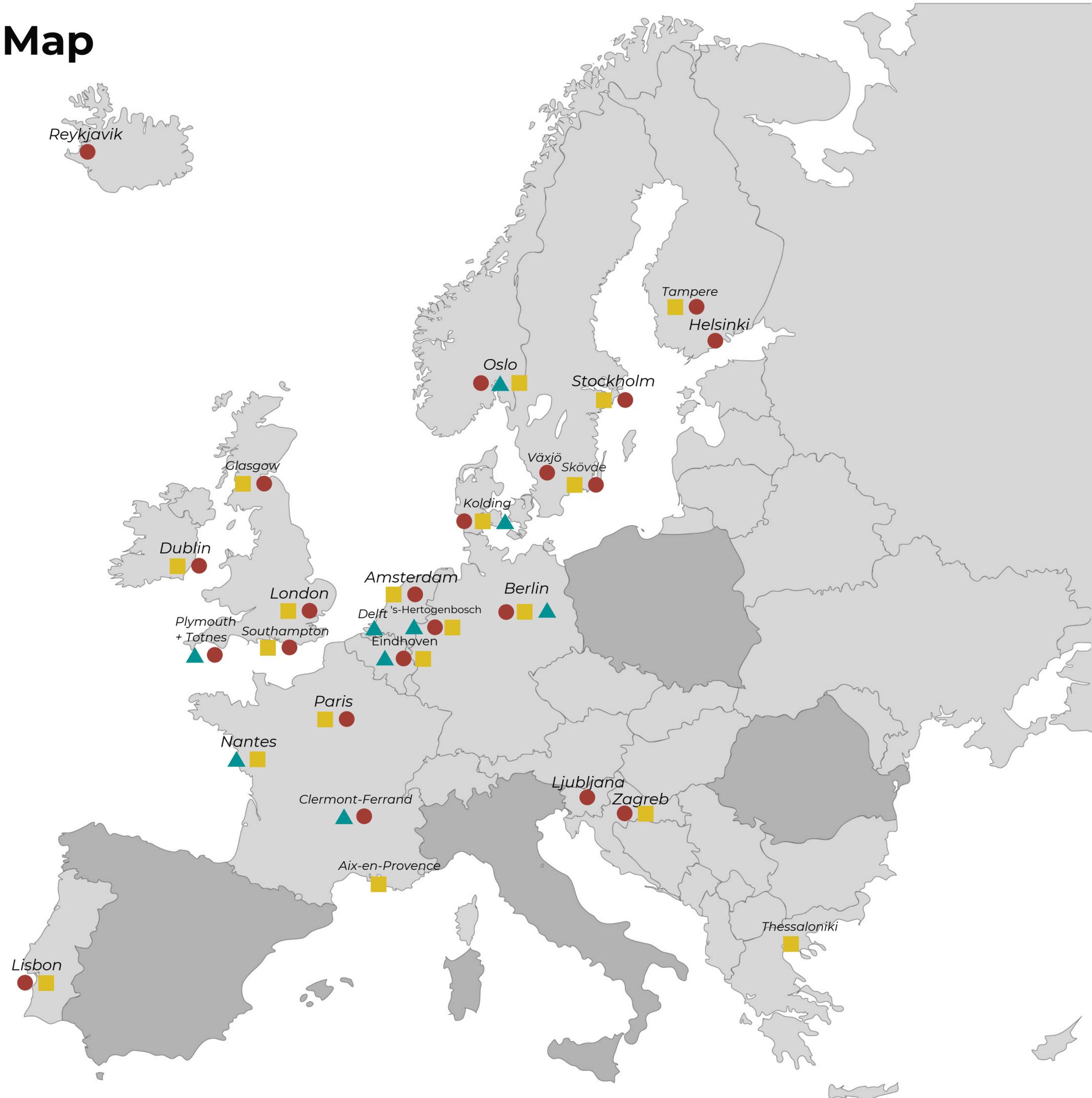
The contemporary cultural context of globalisation leads to all spaces becoming less physically site specific, and arising from this an imperative to redefine and rediscover the real meaning of place. In this way the **design of digital environments** can be both the means to understanding our real experience of space or a means to explore other **mixed or hybrid realities**.

Recent projects in digital graphics include **mixed reality urban systems, web interfaces, web design and motion graphics**.



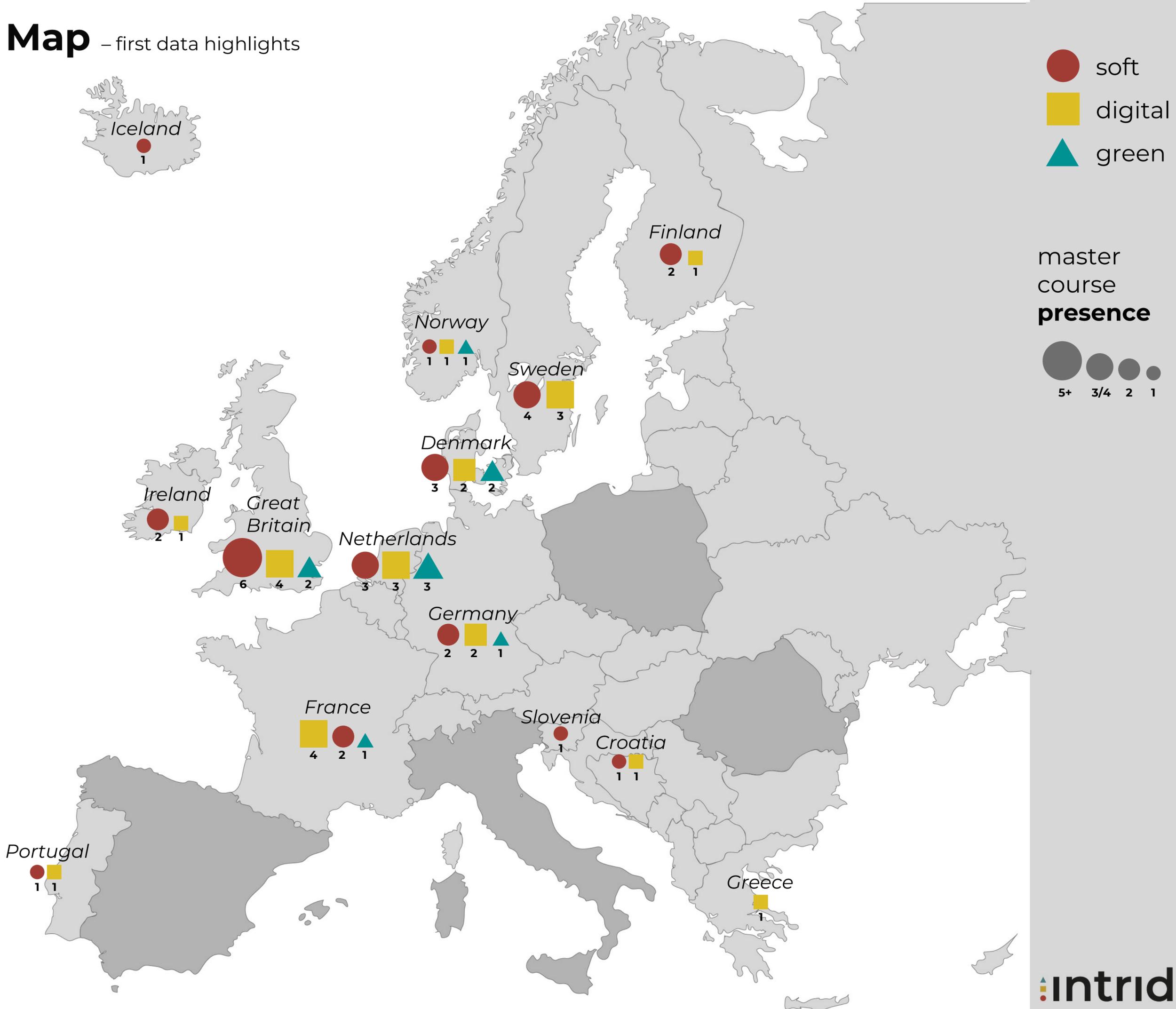
DIGITAL

Europe Map



- soft
- digital
- ▲ green

Recap Map – first data highlights



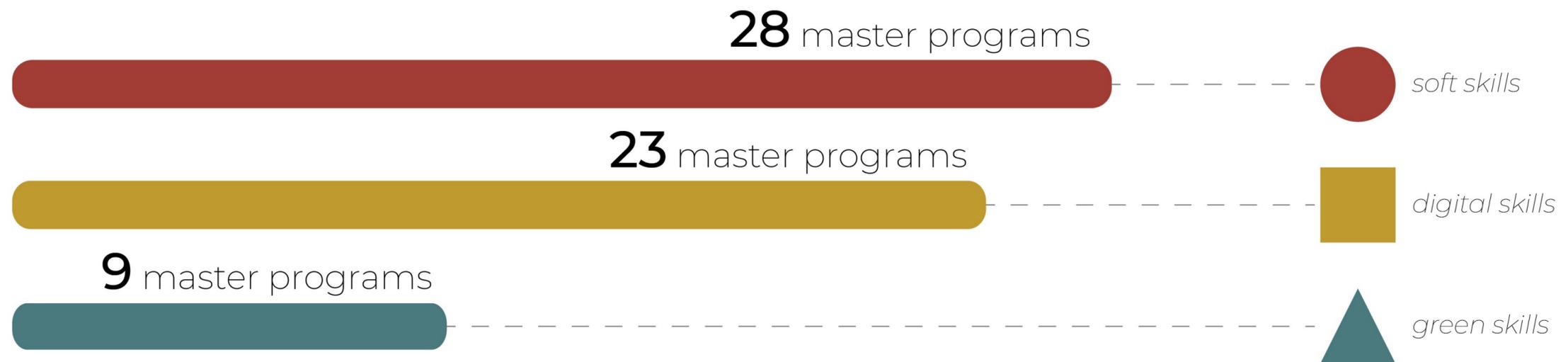
- soft
- digital
- green

master course presence



Main DATA

- ◆ Level of presence of INTRIDE skills in master programs



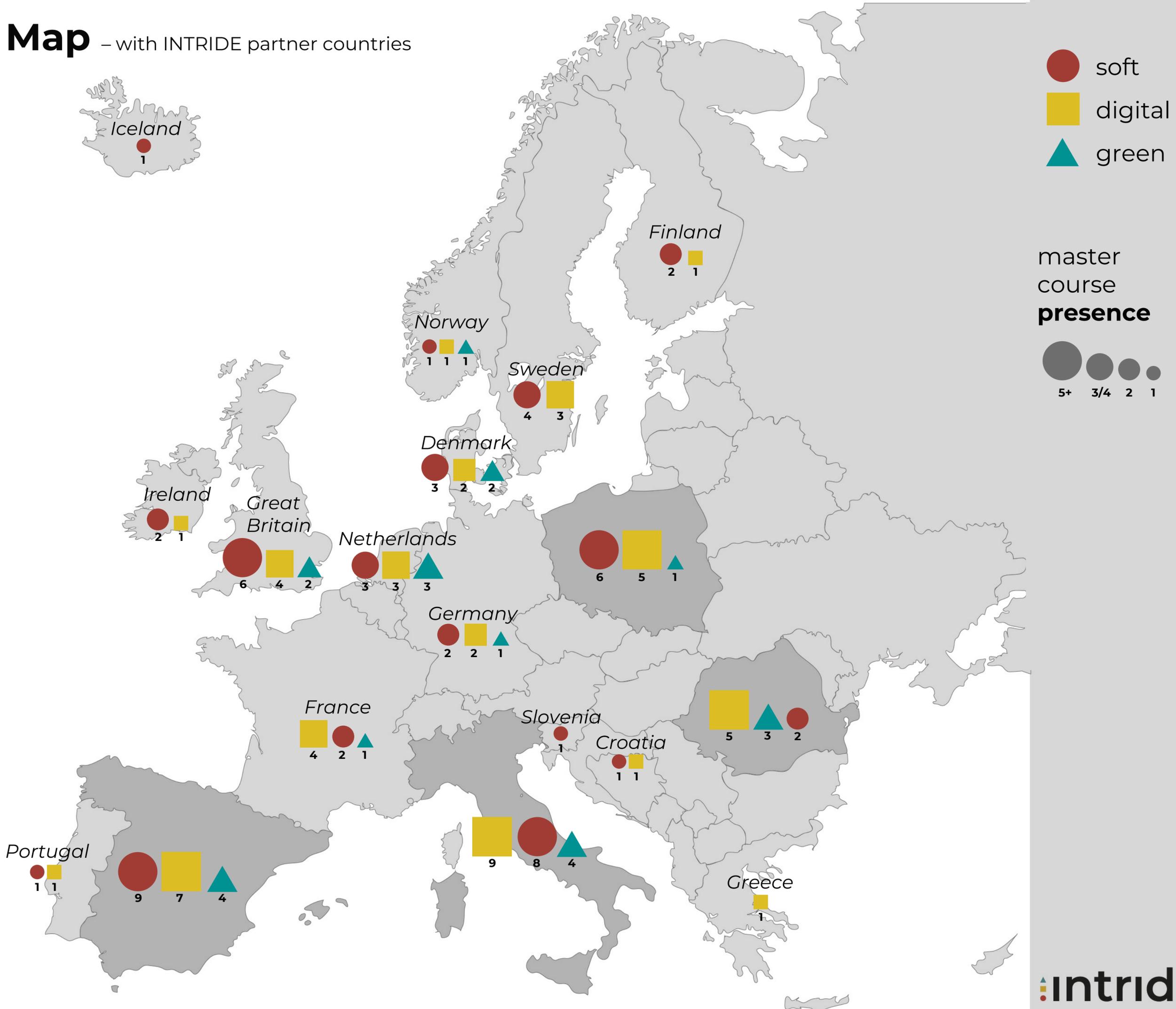
Extra DATA

- ◆ 14 EU countries (with Great Britain)
- ◆ 31 Universities (public and private sector)
- ◆ 34 Master courses activated on *soft/digital/green skills*

- From the mapping of the European situation presented, it clearly emerges that the presence of master programs that tackle the development of INTRIDE project's key skills is well distributed.
- Apart from the 4 master programs highlighted in the EU state of the art - activated in Denmark, Netherlands, Germany and Norway - **it clearly emerges how much the main output of the INTRIDE project is necessary and contingent.**
- The activation of a **joint master program - multi and crossdisciplinary** – which aims to address the development of the soft / digital / green skills in the key figure of the designer is **a current need and an opportunity that should not be missed.**

... what happens by integrating the summary of the results of the four INTRIDE partner countries with the EU general state of the art ...

Recap Map – with INTRIDE partner countries



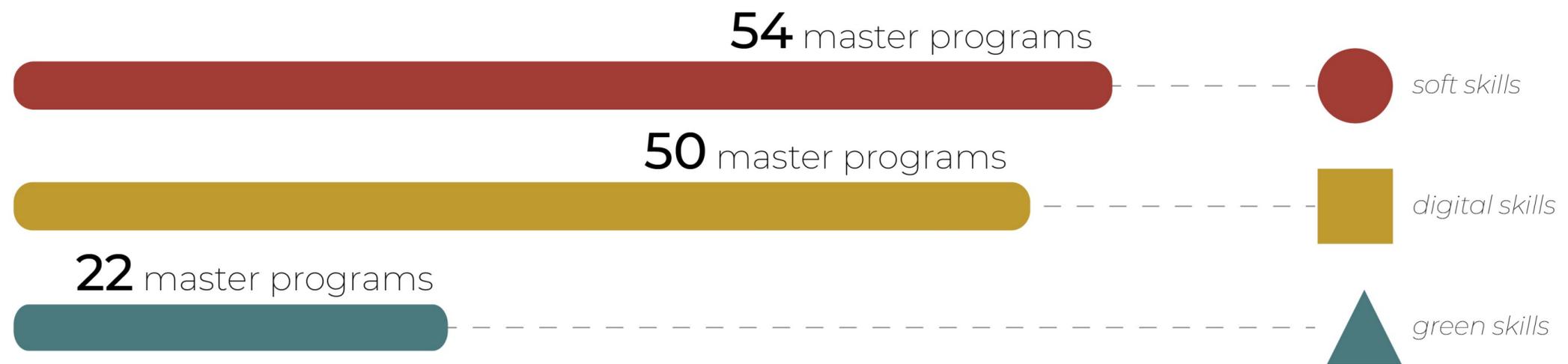
- soft
- digital
- ▲ green

master course presence



Main DATA

- ◆ Level of presence of INTRIDE skills in master programs



Extra DATA

- ◆ 18 EU countries (with Great Britain and INTRIDE partner countries)
- ◆ 71 Universities (public and private sector)
- ◆ 80 Master courses activated on *soft/digital/green skills*

- The state of the art presents the analysis of the situation present in **18 EU countries**, of which 4 countries partner of the INTRIDE project. It was considered interesting and useful to also include Great Britain in the analysis in order to try to have an overview as clear as possible.
- **The number of master courses in which soft skills are taught is predominant.** Following the **digital skills**, at a close distance. **The presence of green skills is more than 50% lower than the values of soft and digital skills.**
- The data collected highlighted **about 80 master courses**, activated in **about 71 EU HEIs**, belonging to both the public and private sectors.

- The general feedback is that this analysis was fundamental for highlighting **two critical issues** to keep in mind in the development of the JM DP: the **presence of very few master programs that include the integration of INTRIDE key skills** and the **low percentage of green skills**.
- Regarding what mentioned above, the data collected and presented today are subject to variations and continuous updates.