

MSc in IT Product Design, University of Southern Denmark,
Sønderborg, Denmark, September 2006 – June 2008.

Designing with people: a unique masters education in IT Product Design

IT Product Design is a two-year studio based masters education at The University of Southern Denmark. The course attracts an international and multidisciplinary range of highly qualified applicants with backgrounds in anthropology, design, engineering, computing science and business.

As computer technology increasingly merges with physical products, product developers face new challenges. Forming meaningful relations between people, products, technology and the environment requires competencies beyond academic specialist approaches. At the IT Product Design studio in Sønderborg we focus on three key areas: **User Centred Design**, bringing design practice closer to the users' world; **Interaction Design**, challenging the ways human beings interact with IT products, and **Design Research**, designing by reflecting critically upon design practice.

We work closely with industrial partners who play a key role in shaping intelligent products: e.g. medical devices, heating controllers and household appliances. Teaching is closely related to our User Centred Design Research Group expertise in the following fields: *design anthropology*, *tangible interaction* and *design learning*. As an IT Product Design graduate student you will typically work with user studies, design of product and business concepts, interaction design, facilitation of collaborative working processes, development of user guides and process management concepts.

The deadline for international students is 19th April 2006. Danish students must apply before June 1st 2006. The course is organised by the Mads Clausen Institute of Product Innovation at the University of Southern Denmark in Sønderborg. Please note there are no tuition fees for students from EU/EEA countries.

For all enquiries please contact the course coordinator: Mette Mark Larsen, email: metteml@mci.sdu.dk; tel: + 45 6550 1658; fax: + 45 6550 1660; website: www.itproducts.sdu.dk

Check out our new university building!
(www.alsion.dk).

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