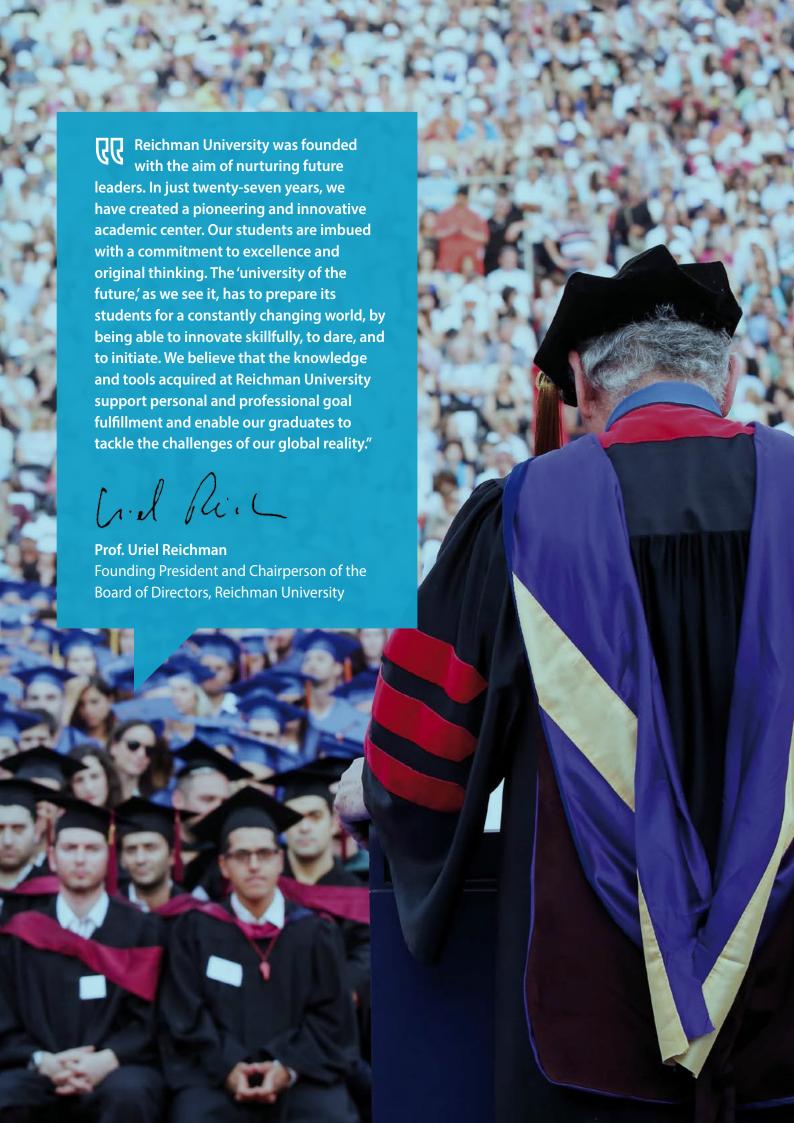


SAMMY OFER SCHOOL OF COMMUNICATIONS

2023-2024









Media Innovation Lab (milab) and ARL (Advanced Reality Lab) at the School of Communications are offering a new and unique MA degree in Human-Computer Interaction (HCI), a first-of its-kind in Israel. Similar to leading programs in top universities in the US and Europe, our MA in HCI is a transformative degree. We provide our students with the methodologies and skills required to lead user-centered products in technology companies, interactive experiences in design companies, and cutting edge research in academic and industry innovation labs.

The program's goal is to provide students with practical research and design methodologies, so that they can become experts in user-centered design and product innovation at technology companies. Potential career paths include user research, interaction design, UX/UI, product innovation, and a range of emerging roles that require an understanding of user needs and the ability to lead new products to fulfill those needs.

Courses include theory, practical methodology, creative prototyping, research projects, a practicum, a final project, and advanced electives. Studies are project-based in research labs and design workshops, including creative prototyping with code, sensors, 3D printing, UX design, and more. Students will master core methodologies, such as: usercentered product innovation and service design, UX/UI design and user research, interaction design and technology prototyping, and research of human-computer interaction.

WE PROVIDE OUR STUDENTS
WITH THE METHODOLOGIES
AND SKILLS REQUIRED TO LEAD
USER-CENTERED PRODUCTS
IN TECHNOLOGY COMPANIES,
INTERACTIVE EXPERIENCES
IN DESIGN COMPANIES, AND
CUTTING EDGE RESEARCH IN
ACADEMIC AND INDUSTRY
INNOVATION LABS."



PROF. OREN ZUCKERMAN
PhD
MIT MEDIA LAB
HEAD. MA HCI

PROGRAM HIGHLIGHTS



WHO IS THE PROGRAM FOR?

The program is designed for students and working professionals from Israel and abroad who are passionate about designing, creating, evaluating, and leading new products and interactive experiences at technology and design companies.

Suitable candidates may come from a range of backgrounds, including design, computer science, engineering, architecture, psychology, communications, UX/UI, information systems, arts, and more.

12-16 months (three or four semesters, depending on the choice of courses), in English, designed for students and working professionals.

Students must complete 39 credits, or 49 in the Thesis track.

Two days a week: Wednesdays and Fridays

Project-based learning in research labs and design workshops.

Students will master core skills and gain rich experiences:

- User-centered product innovation
- UX/UI design and user research
- Interaction design and technology prototyping
- Research of human-computer interaction
- Practicum in startups and innovation labs
- Final project: technology research or design innovation in our research labs or with industry partners
- Thesis option offered for the second year, giving students the opportunity to join a leading research team and publish papers for international conferences
- Applied Research Marathon between semesters



REICHMAN UNIVERSITY

FAST FACTS

Israel's first and only private university

Over 30 research institutes at Reichman University

www.runi.ac.il/research-institutes



Over 35,000

graduates worldwide

The Career Center

aims to assist alumni in integrating into the professional market, as well as to assist employers who are seeking to recruit suitable candidates



The Israeli Council for Higher Education granted Reichman University permission to confer

doctoral degrees

#

Over **2,500**

Raphael Recanati International School students from over countries make up

1/3 of the Reichman University student body



REICHMAN UNIVERSITY: THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL

Reichman University created new, academic

interdisciplinary concepts in the fields of

entrepreneurship, counter-terrorism and sustainability - models that are being implemented around the world



Over 300 Lone Soldiers studying for full degrees

Reichman University's Alumni Association,

with over 35,000 graduates, forms a professional and social alumni community that promotes



networking from different countries, and strengthens the pride and belonging to Reichman University and the alumni

Ranked **10.** in Israel for our treatment of **IDF reservists**



ONLINE COURSES

Before the program starts, all students must complete the online preparatory modules:

- Introduction to Computing Principles (waived for BSc students)
- Introduction to Visual Design (waived for Design students)
- Introduction to Human-Computer Interaction (waived for Interactive Communications students)
- Introduction to Applied Research Methods (waived for Psychology students)
- * The courses are available online for individual access, at no extra charge.

COURSES AT A GLANCE

FUNDAMENTAL COURSES

Theory, Applied Methodologies, Ethics

- Contemporary Topics in HCI Prof. Oren Zuckerman
- Psychological Foundations for HCI: Cognitive and Social Psychology
 Dr. Hadas Erel
- UX Research Methods: Qualitative Dr. Jacob Greenshpan
- HCI Research Methods: Quantitative Dr. Hadas Erel
- Ethics and Technology
 Dr. Noa Morag

SKILL COURSES

Prototyping, Applied Research, Practicum

- Self-Expression Through Digital Fabrication Mr. Ohad Meyuhas
- Creative Prototyping: Playful Experimentation with Software

Mr. Zvika Markfeld

- Creative Prototyping: Playing with Hardware (Arduino)
 Mr. Zvika Markfeld
- Immersive Experiences with VR/AR (Unity 3D)
 Dr. Jonathan Giron
- Applied Research Seminar: Non-humanoid Robots Research & Prototyping

Dr. Hadas Erel

- Applied Research Seminar: Mobile UX Research Methods Prof. Oren Zuckerman, Mr. Asaf Barzilay
- Applied Research Seminar: VR Research & Prototyping Prof. Doron Friedman, Dr. Jonathan Giron
- Applied Research Marathon Mr. Idan Yaniv



ELECTIVE COURSES

MA IN HCI ADVANCED ELECTIVES

- Tools for UX in Product Teams Dr. Talia Lavie
- Human-Al Co-Creation
 Prof. Doron Friedman
- UX Design Workshop: From Onboarding to Engagement Dr. Jacob Greenshpan
- Voice User Interfaces Ms. Galit Galperin
- A Neuroscientist Perspective on HCI Prof. Amir Amedi
- Service Design Methodologies
 Ms. Mai Amit and Mr. Tzachi Toledo
- The Human Body in Human-Computer Interaction

 Dr. Jonathan Giron
- Critical Speculative Design Ms. Dana Gordon
- Final Project
 Dr. Ayelet Segal, Mr. Ofir Sadka

ELECTIVES FROM OTHER PROGRAMS

Students can choose up to two electives from the following programs, subject to availability and prerequisites:

- · One-Year MBA (Eng)
- Global MBA (Eng)
- MA in Law, Technology & Innovation (Heb)
- MA in Communications & New Media (Heb)
- MA in Social Psychology (Heb)
- MBA in AI & Big Data (Heb)
- MSc in Computer Science (Heb)
- MSc in Machine Learning & Data Science (Eng)
- MA in Organizational Behavior & Development (Eng & Heb)
- MA in Behavioral Economics

Reichman University reserves the right to cancel, alter, or expand the academic programs offered.



THESIS TRACK

Thesis students will join a research lab on campus, and will engage in intensive design, implementation, and evaluation of an innovative interactive experience.

Technology domains for Thesis students include: VR, AR, IoT, robotic objects, smart material.

Human behavior domains include: social interaction, behavior change, learning, play, rehabilitation.

Other domains will be considered based on students' passions and skills.

ADVANCING YOUR CAREER

The program works closely with partners in Israel and abroad to provide students with opportunities to work on real-life projects. Partners include both startups and large companies in the technology and design ecosystem. Selected partners include: Snapchat, Apple, Google, Facebook, Microsoft, Wix, Booking, Designit, BBC, Elbit, Amdocs, Bank Leumi, MagicLeap, Waze, Taboola, AppsFlyer, Via, Lemonade, Monday, Bizzabo, SimilarWeb, SentinelOne, DevianArt, Fiverr, Retain.ai, and many more.

Students will choose their desired industry partner, and together with faculty members they will define a project domain. This can vary from a practical industry project to a more conceptual/artistic interaction design project. Examples of projects include: UX optimization of an onboarding experience of a digital product, UX research of an AI product, or an innovative design for a new IoT experience.





Dana Yichye Shwachman
BA in Industrial Design
at Holon Institute of
Technology
CEO and Founder at
Inclu Design Studio
Product Design Lead at
Tikkun Olam Makers



Karin Bar-Geffen
BA in Communications &
Management at Colman
Kit Developer at Tal Makers



at BGU, MA in Law at Bar-Ilan University

Conversion Rate Optimization (CRO) & Data-Driven UX at K Logic Future Marketing

BA in Psychology & Economics

Tal Sasson



Udi Lumnitz
BA in Management & History at
HUJI and Software Development
at iNT College

VP Production Engineering at
Applicaster



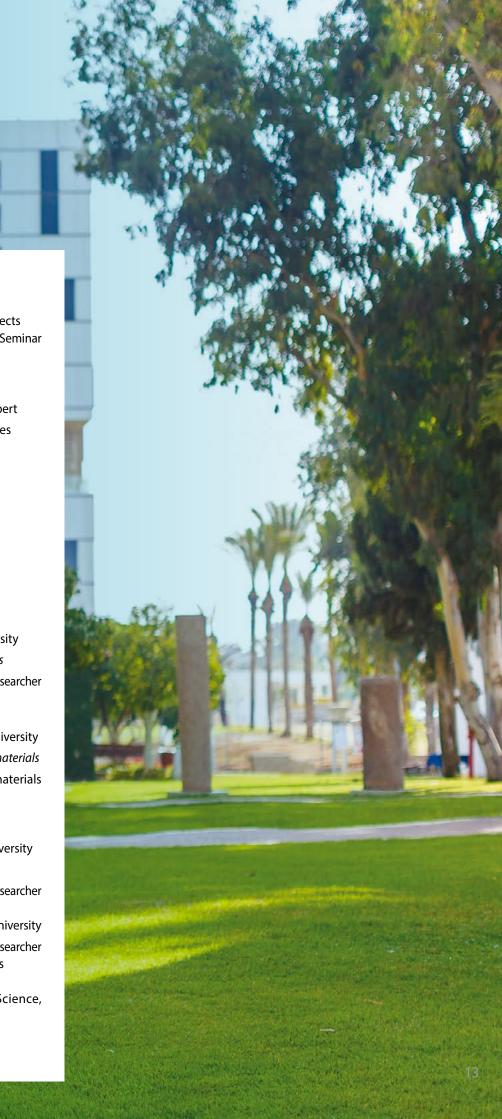
Yael Schnarch
BA in Interactive
Communications at
Reichman University
Project Manager at Sports
Tech Startup (BlazePod)



Daniel Goldblat
BSc in Computer Science
at Reichman University
Validation and Integration
Technical Lead at Intel







Asaf Barzilay

VP, Rider/Platform at Via

Area Of Expertise SVP, Products/Projects **Courses** Mobile UX Research Methods Seminar

Ms. Mai Amit

Senior Design Researcher, Designit

Area Of Expertise Service design expert **Courses** Service Design Methodologies

Galit Galperin

Product Advisor

Area Of Expertise Voice Al expert **Courses** Voice User Interfaces

Idan Yaniv

VP of Product Design, Via

Area Of Expertise Design expert **Courses** Applied Research Marathon

Ofir Sadka, MSc, Simon Fraser University

Coordinator of the MA Personal Projects

Area Of Expertise Interaction Design Researcher

Courses Final Project

Tamar Levy, MA in HCI, Reichman University Interaction Design Researcher, Smart materials

Area Of Expertise Programmable materials & E-textile

Courses Final Project

Adi Manor, MA in HCI, Reichman University Coordinator, MA in HCI

Area Of Expertise Interaction Design Researcher

Elior Carsetni, MA in HCI, Reichman University **Area Of Expertise** Interaction Design Researcher

Courses Pre-requested online courses

Benny Megidish, BSc Computer Science, Reichman University

milab Research CTO
Founder of Butter Robotics



APPLICATION PERIOD

The application period for the academic year starting autumn 2023 is *November 15, 2022 - August 31, 2023*.

Due to the competitive nature of the program's admission process, applications submitted before March 2022 will receive priority. Applications submitted after that date will be considered on a case by case basis, subject to available space in the program.

ADMISSION CRITERIA

- Completed undergraduate degree from a recognized academic institution, in a relevant field (partial list of relevant fields: communications, computer science, engineering, psychology, design, art, media, architecture, information systems).
- Undergraduate GPA of 82% and above. In certain exceptional cases, applicants who do not meet this requirement but have either professional experience and/or a portfolio may still be considered for acceptance. (During the admissions process, candidates will be ranked according to: GPA, admissions questionnaire, personal interview, professional experience, English level, and suitability for a program that combines theory and practice.)
- Applicants with a bachelor's degree and a GPA of 87% or above will be eligible to apply for the Thesis track.
- Admission to the program is competitive. Candidates who meet the academic admissions criteria are not guaranteed acceptance to the program. They must also meet the expectations of the Admissions Committee during the personal interview, which is held in English.
- Because the academic program is taught entirely in English, in addition to undergoing an interview in English, graduates of international schools where English was not the primary language of instruction are required to submit TOEFL/AMIR test scores. Applicants with a bachelor's degree from recognized academic institutions in Israel are not required to submit TOEFL/Amir scores, but will be required to pass an interview in English by the Admissions Committee.

TOEFL: www.toefl.org

- Students who are to begin their studies in October 2023 must complete short, online preparatory courses, unless they are exempt from these courses (see details below)
- Online Preparatory Short Courses*

Before the program starts, students must complete the following online preparatory courses on 85 GPS:

- Introduction to Computing Principles (waived for students with a BSc)
- Introduction to Applied Research Methods (waived for students with a Psychology degree)
- Introduction to Visual Design (waived for students with a Design degree)
- Introduction to Human-Computer Interaction (waived for students with an Interactive Communications degree)
- * The courses are available online for individual access, at no extra charge.

ONLINE APPLICATION

Please note, your application must include:

- Official transcripts of previous academic studies. Transcripts must bear the official stamp of the issuing institution. If you do not send the original transcript, scanned photocopies of the original documents will be accepted if properly notarized.*
- Detailed CV describing professional experience
- Copy of passport or identity card
- Admissions survey: Candidates for the Thesis track are required to answer the additional questions in the admissions survey.
- Two letters of recommendation or references, with valid contact details (completed as requested in the online registration form). When relevant, candidates are encouraged to submit a link to a portfolio of their work (mainly intended for graduates with a design, architecture, and UX / UI background).
- * An official, notarized English translation must be submitted for all transcripts not originally issued in English.

APPLY ONLINE AT http://runi.ac.il/MA/HCI

APPLICATION PROCESS

The application process consists of two stages:

Stage 1 Your application will be evaluated by the Admissions Committee based on the submitted materials.

Stage 2 Applicants who successfully pass Stage 1 will be invited to a personal interview with the Admissions Committee. Applicants living outside Israel may be interviewed via Zoom or by phone.

TUITION & FEES

- The tuition for the MA in the HCI program is NIS 77,900. This includes all costs for the three semesters, the preparatory courses, and all materials used during the prototyping workshops (electronics, wood, plastic, etc.). If payment is in U.S. dollars, the value in Israeli shekels (NIS) will be determined according to the exchange rate on the day the payment is received.
- The application fee is NIS 300 (non-refundable).
- The down payment is NIS 8,000, and applicants must pay the fee to secure their place in the program after being accepted. Once the down payment has been received, the applicant's place is secured and confirmed.

Reichman University reserves the right to change all tuition and fee rates without prior notice.

FINANCIAL AID

GRANT FOR NEW IMMIGRANTS

The State of Israel offers financial assistance for graduate school tuition to new immigrants under the age of 30, provided they do not already have a graduate degree from abroad and that their program of choice is recognized by the Student Authority. Students must begin their graduate studies within three years of their aliyah date (not including army service), in order to be eligible for this assistance.

For more details about conditions of eligibility and the application process please visit:

https://www.gov.il/en/Departments/Units/students_authority_maya

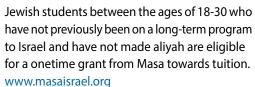
FREE APPLICATION FOR FEDERAL STUDENT LOANS (FAFSA)

American students are eligible for Stafford Loans as part of the Direct Loans Program. Students can register online at: https://studentaid.gov from October 1, 2023 until April 1, 2024. Our school code is G40703.

Please email <u>rina@afidc.org</u> once you receive your Student Aid Report (SAR).

For further information: www.runi.ac.il/fafsa

MASA





MERIT SCHOLARSHIP

- We offer limited financial aid and scholarship options for graduate students. Please check our <u>website</u> for more information. In addition, you may contact our Financial Aid Department for further assistance at rris.financialaid@runi.ac.il.
- Merit Scholarships for the MA in HCI: The program awards a limited number of scholarships to suitable students based on exceptional achievement and/or professional merit. Those who are interested must apply during the personal interview stage of the admission process, and no later than the end of June. Scholarships decisions are announced in July. (Only accepted and confirmed students are eligible.)

SAP (Students Assistance Programs)

Canadian students interested in loans and grants from the Canadian government can get information at

https://www.canada.ca/en/services/benefits/education/student-aid/grants-loans/province-apply.html

Financial aid is also available through the Free Loan for the Greater Toronto area (https://jewishtoronto.com/directory/jewish-free-loan-toronto)

FOR MORE INFORMATION

https://www.runi.ac.il/en/schools/rris/graduate/pages/financial-aid.aspx

ww.masaisraei.org

Networking is the name of the game!
To date, there are more than 35,000 Reichman University graduates from more than 90 countries. This gives students a unique opportunity to meet people from different backgrounds and learn about other nations and cultures, and to establish friendships that last a lifetime. It also creates a worldwide networking system that gives our students an advantage throughout their lives.

Our small classes create an intimate atmosphere, which allows students to get to know each other and the staff. Our philosophy is that our students are our partners.

Reichman University is one of the most prestigious universities in Israel. Employers seek Reichman University graduates because they come with practical tools and hit the ground running. Reichman University operates a Career Development Center that aims to prepare students and alumni for the job market, and to provide them with the tools to find suitable employment both before and after they graduate.

Reichman University offers a large array of extracurricular activities: sports, debate club, Model UN, Israel advocacy, JLIC-RRIS Friday night dinners, shiurim, mincha club, choir, band, and much more.

WHY REICHMAN UNIVERSITY

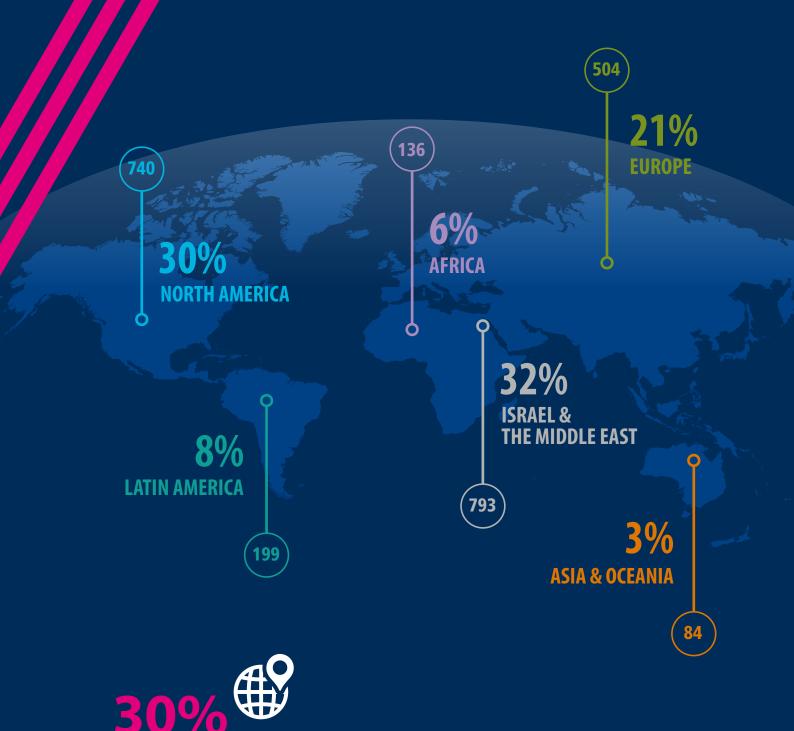
The Raphael Recanati International School provides very special care for its students. We are the largest academic absorption center in the country. We are especially proud that we are home to more than 300 lone soldiers, who are currently studying here.

Reichman University was ranked number one in student satisfaction for quality teaching for four consecutive years, in a nationwide survey conducted by Israel's Council for Higher Education. We are the first non-government-subsidized academic institution to grant doctoral degrees.

One-third of Reichman University students are international, making us the most international university in Israel for full-degree students. Israeli students serve as counselors for first-year students in order to help them find their way around and get to know the system.



RRIS GLOBAL VILLAGE



OF THE STUDENT POPULATION OF REICHMAN UNIVERSITY ARE INTERNATIONAL STUDENTS.
RRIS IS THE LARGEST ACADEMIC ABSORPTION CENTER IN ISRAEL.

ACADEMIC CALENDAR 2023-2024 ה'תשפ"ד

בית ספר אריסון למנהל עסקים ARISON SCHOOL OF BUSINESS

Memorial Day for Yitzchak Rabin z"l Dec. 10, 2023 Hanukkah vacation Dec. 10, 2023 Fall semester ends Jan. 19, 2024 Fall exams begin Jan. 21, 2024 Spring semester begins March 10, 2024 Purim vacation March 24, 2024 Passover vacation April 17-30, 2024 Eve of Holocaust Memorial Day Holocaust Memorial Day ceremony May 5, 2024 Holocaust Memorial Day ceremony May 12, 2024 Eve of Israel Memorial Day / Memorial Day ceremony May 13, 2024 Israel Independence Day May 13, 2024 Memorial Day ceremony for Ethiopian Jews who perished on their way to Israel Shavuot vacation June 11-12, 2024 Graduation ceremony (class of 2022) Honorary Fellowship & Outstanding Researchers and Lecturers ceremony TBD Spring semester ends Spring semester ends June 23, 2024 Summer semester begins July 21, 2024 Summer semester begins July 21, 2024 Summer semester ends Summer semester ends Sept. 13, 2024	Orientation week	Oct. 15-20, 2023
Hanukkah vacation Dec. 10, 2023 Fall semester ends Jan. 19, 2024 Fall exams begin Jan. 21, 2024 Spring semester begins March 10, 2024 Purim vacation March 24, 2024 Passover vacation April 17-30, 2024 Studies resume May 1, 2024 Eve of Holocaust Memorial Day May 5, 2024 Holocaust Memorial Day ceremony May 6, 2024 Eve of Israel Memorial Day / Memorial Day ceremony May 13, 2024 Israel Memorial Day Memorial Day ceremony May 13, 2024 Israel Independence Day May 14, 2024 Memorial Day ceremony for Ethiopian Jews who perished on their way to Israel June 5, 2024 Shavuot vacation June 11-12, 2024 Graduation ceremony (class of 2022) TBD Honorary Fellowship & Outstanding Researchers and Lecturers ceremony TBD Strudent Day TBD Spring semester ends June 21, 2024 Summer semester begins July 21, 2024 Summer semester begins July 21, 2024 Summer semester ends Sept. 13, 2024	Fall semester begins	Oct. 22, 2023
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	Logistics weekend	TBD
Summer exams begin Sept. 15, 2024	Summer semester ends	Sept. 13, 2024
	Summer exams begin	Sept. 15, 2024

* The calendar is subject to change.

Design Guy Tamir - www.2plustudio.com

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www.rris.runi.ac.il

Submit your application online https://forms.runi.ac.il/#/Public/Registration?lang=en&form=MA