

Sammy Ofer School of Communications

M.A. in HCI

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HCI is the academic field of Product and UX, including Research, Design, and Innovation. Coupling AI tools with the Human-Centered Design methodology allows teams of designers, developers, and researchers to discover people's needs and build interactive prototypes that deliver real value. HCI includes both current and future technologies: Mobile, Web, AI, XR, Conversation Interfaces, Robots, Wearables, Smart materials, Physiology-based, and Neuroscience-based experiences.

The Vision

Technologies change; methodologies don't. Our MA program will equip you with tools to lead Product and Research teams in top tech companies and research labs.

Our Students

The program is aimed at students from different backgrounds, including Design, Engineering, Psychology, Humanities, as well as Economics, Architecture, Business, Art, Communications, Biology, and more. Our students are passionate about building new interactive experiences based on research. Using AI tools, this process becomes faster than ever before.

Our Teaching Style

Our program has a unique teaching model. We emphasize deep thinking, learning by doing, creative expression, and teamwork. Industry experts are involved as lecturers and practicum mentors. There are no exams, only hands-on projects. Theory and practice are merged in every course. Thesis students publish cutting-edge academic papers.

Your Career

Our alums work in product teams, research labs, or continue to PhD. We advance our students' careers with networking, career advice, and portfolio sessions. The practicum program includes leading tech companies: Microsoft, Monday, AppsFlyer, Taboola, Beehero, Fiverr, Wix, AT&T, Autodesk, SimilarWeb, GM, SAP, Bizzabo, Easysend, Devianart, GloassAI, and more.

A great deal of effort has been expended in preparing this handbook, in order to ensure that its content is complete and accurate. However, changes and alterations to the information are possible. The Reichman University Herzliya Academic Authorities may cancel, alter or add courses and/or specialization programs, and generate changes in the times of lectures or in the assigned lecturer. When such changes occur, they will be published over the course of the year by various means, such as the online handbook on the Reichman University Herzliya website, and will apply to all Reichman University Herzliya students

Introduction

The curriculum of an M.A. in HCI is composed of mandatory courses, seminars, and workshops, and students are required to complete a total of 37 credits for the degree.

Students who wish to pursue the master's thesis program will study an additional course and submit a thesis for a total of 10 credits.

Program Structure

5 Mandatory Courses	11 credits
5 Elective Courses	10 credits
1 Elective Seminar	6 credits
4 Mandatory Workshops	10 credits

Total - 37 credits

Total with thesis - 47 credits

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
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Mandatory Courses

Fall Semester

2881	Ethics and Technology	2	2	
5315	Cognition-Centered Design: From Theory to Practice	2	2	
2875	Contemporary Topics in HCI: Key Trends and Open Questions	2	2	
5314	UX Design: Cognition and Emotion	3	3	

Spring Semester

27300	HCI Research Methods: Quantitative	2	2	
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Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites
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Mandatory Workshops

Fall Semester

5583	Rapid Physical Prototyping: Materials & Fabrication	2	2	
5630	Rapid AI Prototyping: Apps & Analytics	2	2	

Spring Semester

5631	Rapid Visual Prototyping	2	2	
5584	Rapid Hardware Prototyping: Arduino & Sensors	4	4	

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
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Seminars

Spring Semester

Choose one of the following Seminars:

The seminars will be spread over two semesters: spring and summer.

Four credits will be taught in the spring semester; two credits will be taught in the summer semester in the form of personal mentoring. 6 credits in total.

27302	Seminar: Non-humanoid Robots Research and Prototyping	4		6	
27303	Seminar: Mobile UX Research Methods	4		6	
5653	Seminar: Extended Reality Research and Prototyping	4		6	

Summer Semester

3685	MA Seminar	2			
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Elective Courses

Choose 4 or 5 of the following courses.

10 credits in total.

Spring Semester

27310	Product Design with Design Systems	2	2
2894	Human-AI Co-Creation	2	2
2888*	Final Project - Practicum	4	4
27307*	Final Project – Innovation	4	4

Summer Semester

5445	Advanced UX Research for Organizational Impact	2	2
2877	Service Design Methodologies	2	2
5309	AI Product Sprint	2	2
2888*	Final Project - Practicum	4	0
27307*	Final Project – Innovation	4	0

***The final projects will be spread over two semesters: spring and summer. 4 credits in total.**

Second Year

Fall Semester

27305	The Human Body in Human- Computer Interaction	2	2
5686	AI-Powered Product Management	2	2
2882	Critical Speculative Design	2	2