Sammy Ofer School of Communications

M.A in HCI

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The miLAB (Media Innovation Lab) and ARL (Advanced Reality Lab) at the School of Communications are offering a new and unique M.A. degree in Human-Technology Interaction (HCI), which is first-of its-kind in Israel. Similar to leading programs in top universities in the US and Europe, M.A. in HCI is a transformative degree, providing students 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 in technology companies. The program is a one-year program, in English, designed for students and working professionals, starting November 2022. Potential career paths include User research, Interaction design, UX/UI, Product innovation, and a range of emerging roles that require understanding of user needs and the ability to lead new products to fulfill those needs. Courses include theory, practical methodology, creative prototyping, research projects, practicum, 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: User-centered product innovation and Service design, UX/UI design and user research, Interaction design and technology prototyping, Research of Human-Technology Interaction.

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, including students of the Raphael Recanati International School, unless specified otherwise.

Introduction

The curriculum of an M.A. in HCI is composed of mandatory courses, seminnar and workshops, a total of 39 credits for the degree.
Students who wish to pursue the Master's thesis program will study an additional course and submit a thesis with 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
Research hackathon	2 credits

Total - 39 credits

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

Mandatory Courses

Fall Semester

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
27301	UX Research Methods: Qualitative	3		3	
2875	Contemporary topics in HCI: Key trends and open questions	2		2	
2881	Ethics and Technology	2		2	
27300	HCI Research Methods: Quantitative	2		2	

Spring Semester

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
2876	Psychological foundations for HCI: cognitive and social psychology	2		2	

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

Seminars

Choose one of the following Seminars:

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

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

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
27302	**Seminar: Non-humanoid Robots Research and Prototyping**	6		6	
27303	**Seminar: Mobile UX Research Methods**	6		6	
27304	**Seminar: VR Research and Prototyping**	6		6	
3685	**MA Seminar**				

Elective Courses

Choose 5 of the following courses. 10 Credits in total.

Spring Semester

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
2889	**Tools for UX in Product Teams**	2		2	
2894	**Human-AI Co-Creation**	2		2	

Summer Semester

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
2888	**Final project**	4		4	
2890	**UX Design: advanced Topics**	2		2	
2895	**Neuroscience for HCI**	2		2	
2877	Service Design Methodologies	2		2	
27305	The Human Body in Human-Computer Interaction	2		2	

Spring Semester

Course Code	Course Name	Lecture Hours	Recitation Hours	Total Credit Points	Prerequisites
27306	Voice User Interfaces	2		2	
2882	Speculative Design	2		2	

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

Mandatory Workshop

Fall Semester

2878	**Creative Prototyping Studio 1: Fabrication**	3		3	
2879	**Creative Prototyping Studio 2: Software (Java Script)**	2		2	

Spring Semester

2885	**Creative Prototyping Studio 4: VR/AR**	2		2	
2886	**Creative Prototyping Studio 3: Hardware (Arduino)**	3		3	

Research hackathon

Fall Semester

2880	**Research hackathon Including industry partners**	2		2	