Sammy Offer School of Communications

M.A. in HCI

Prof. Karine Nahon
Dean

Prof. Oren Zuckerman
Head of the Program

Ms. Orit Avraham
Executive Manager of the Program

Ms. Shlomit Stern
Head of Student Administration

Ms. Lynn Almagor
Academic Coordinator

The milab (Media Innovation Lab) along with the ARL Lab (Advanced Reality Lab) and the Brain Cognition & Technology Lab (BC&T) are offering a unique M.A. degree in Human-Computer Interaction (HCI). 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 have the tools to become experts in user-centered design and product innovation in technology companies. The program is considered a full degree, which begins in November 2024. It is 12-16 months in length, 3 or 4 semesters, and is taught in English. It is designed for students and working professionals.

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-Computer 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

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 39 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
6 Elective Courses	12 credits
1 Elective Seminar	6 credits
4 Mandatory Workshops	10 credits

Total - 39 credits
Total with thesis - 49 credits

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites

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	

Course Code	Course Name	Lecture Hours	Total Credit Points	Prerequisites

Mandatory Workshops

Fall Semester

2878	Creative Prototyping: Self-Expression Through Digital Fabrication	3	3	
2879	Creative Prototyping: Playful Experimentation with Software	2	2	

Spring Semester

2885	Creative Prototyping: Immersive Experiences with VR and AR (Unity 3D)	2	2	
2886	Creative Prototyping: Playing with Hardware (Arduino)	3	3	

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

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
27304	Seminar: VR Research and Prototyping	4	6

Summer Semester

3685	MA Seminar	2

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

Summer Semester

2895	A Neuroscientist Perspective on HCI	2	2
27305	The Human Body in Human-Computer Interaction	2	2
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	4
27307	Final Project - Innovation	4	4

Second Year

Fall Semester

2882	Critical Speculative Design	2	2
27308	Conversational AI Interfaces	2	2