MA HUMAN-COMPUTER INTERACTION HCI

SAMMY OFER SCHOOL OF COMMUNICATIONS

2021-2022

Reichman University
IDC HERZLIYA
Raphael Recanati International School

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Reichman University was founded with the aim of nurturing future leaders. In just twenty-six years, we have created a pioneering and innovative academic center. Our students are imbued with a commitment to excellence and original thinking. The 'university of the future,' as we see it, has to prepare its students for a constantly changing world, by being able to innovate skillfully, to dare, and to initiate. We believe that the knowledge and tools acquired at Reichman University support personal and professional goal fulfillment and enable our graduates to tackle the challenges of our global reality."

Prof. Uriel Reichman
President and Founder,
Reichman University

WELCOME FROM THE HEADS OF THE PROGRAM

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: user-centered product innovation and service design, UX/UI design and user research, interaction design and technology prototyping, and research of human-computer interaction.

"HCI HAS ALREADY CHANGED THE WORLD OF COMPUTING. WE CAN ONLY IMAGINE WHAT'S NEXT. FROM VR/AR TO IOT/WEARABLES TO AI DEVICES - OUR PROGRAM GIVES YOU THE TOOLS TO LEAD THE NEXT DIGITAL REVOLUTION."

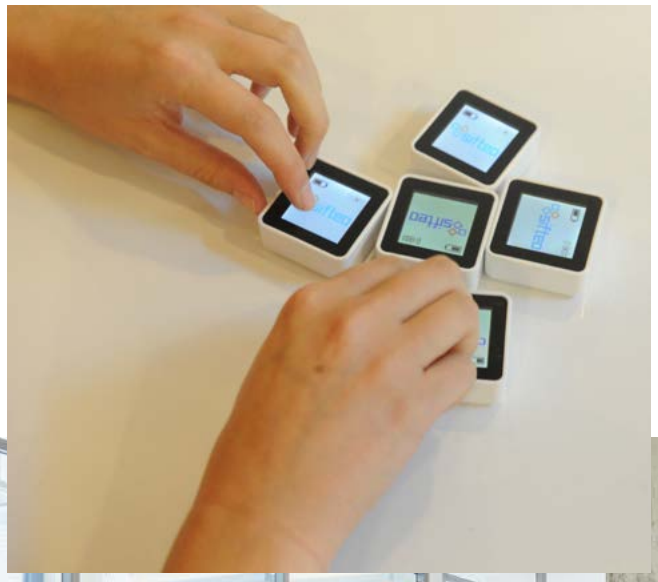
OREN ZUCKERMAN
PhD
MIT MEDIA LAB
HEAD, MA HCI

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, communication, UX/UI, information systems, arts, and more.



One-year program, three semesters, 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
- Thesis option offered for the second year, giving students the opportunity to join a leading research team and publish papers in international conferences
- Internship opportunities at international academic labs (MIT Media Lab, Stanford, Cornell, CMU)
- Applied Research Hackathon between semesters

REICHMAN UNIVERSITY

FAST FACTS

On the way to becoming Israel's first and only **private university**

Over **30** **research institutes** at Reichman University

www.idc.ac.il/research-institutes

Over **27,000** **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 **2,000** Raphael Recanati International School students from over **90** 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 27,000 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 **no. 1** in Israel for our treatment of **IDF reservists**

CURRICULUM

PREPARATORY MODULES (short 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)

COURSES AT A GLANCE

FUNDAMENTAL COURSES

Theory, Applied Methodologies, Ethics

- **Contemporary Topics in HCI**
  Dr. Oren Zuckerman
- **Psychological Foundations for HCI: Cognitive and Social Psychology**
  Dr. Hadas Erel
- **UX Research Methods**
  Dr. Jacob Greenshpan
- **Statistics for HCI Research**
  Dr. Hadas Erel
- **Speculative Design**
  Ms. Dana Gordon
- **Ethics and Technology**
  Dr. Noa Morag

ELECTIVE COURSES

SKILL COURSES

Prototyping, Applied Research, Practicum

- **Self-Expression with 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: Interaction with Non-humanoid Robots and Expressive Objects**
  Dr. Hadas Erel
- **Applied Research Seminar: Mobile Interaction Techniques**
  Dr. Oren Zuckerman
- **Applied Research Seminar: Interaction Techniques in Virtual Reality**
  Prof. Doron Friedman, Dr. Jonathan Giron, Dr. Beatrice Hasler
- **Research Hackathon: Design & Prototyping**
  Dr. Oren Zuckerman, Mr. Iddo Wald

MA IN HCI ADVANCED ELECTIVES

- **UX in Product Teams**
  Dr. Talia Lavie
- **UX Design Workshop: From Onboarding to Engagement**
  Dr. Jacob Greenshpan
- **Child-Computer Interaction**
  Dr. Shuli Gilutz
- **Human-AI Co-Creation**
  Prof. Doron Friedman
- **A Neuroscientist Perspective on HCI**
  Prof. Amir Amedi, Dr. Jonathan Giron
- **Service Design Methodologies**
  Ms. Natali Talmor
- **Final Project**
  Dr. Oren Zuckerman, 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, Microsoft Innovation Lab, Taboola, Amdocs, Designit, 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.

ALUMNI

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

Tal Sasson
BA in Psychology & Economics at BGU, MA in Law at Bar-Ilan Univeristy
Conversion Rate Optimization (CRO) & Data-Driven UX at K Logic Future Marketing

Udi Lumnitz
BA in Management & History at HUJI and Software Development at iNT College
VP Production Engineering at Applicaster
CTO at Reichman University's milab

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

FACULTY

Dr. Amit Lavie-Dinur, PhD, Hebrew University of Jerusalem

Dean, Sammy Ofer School of Communications

Dr. Oren Zuckerman, PhD, MIT, Media Lab

Reichman University milab founder and director

Area Of Expertise Human-Computer Interaction researcher

Courses Contemporary Topics in HCI; Mobile Interaction Techniques Seminar; Final Project; Research Hackathon

Prof. Doron Friedman, PhD, Tel Aviv University

Head of the Advanced Reality Lab

Area Of Expertise VR and BCI researcher

Courses Interaction Techniques in Virtual Reality Seminar; Human-AI Co-Creation

Dr. Jacob Greenshpan, PhD, Technion-Israel Institute of Technology

Area Of Expertise UX/UI strategy; Human factors expert; UX research practitioner

Courses UX Research Methods; UX Design Workshop: From Onboarding to Engagement

Dr. Hadas Erel, PhD, Ben-Gurion University of the Negev

Senior research scientist, Lecturer, Reichman University milab

Area Of Expertise HRI researcher, Cognitive psychology

Courses Psychological Foundations for HCI: Cognitive and Social Psychology; Statistics for HCI Research; Interaction with Non-humanoid Robots and Expressive Objects Seminar

Dr. Noa Morag, PhD, Bar-Ilan University; MPS Int. Design, NYU

Associate Director & Lecturer, Reichman University milab

Area Of Expertise Digital ethics researcher

Courses Ethics and Technology

Dr. Jonathan Giron, PhD, Bar-Ilan University

Area Of Expertise VR and psychology researcher

Courses Immersive Experiences with VR/AR (Unity 3D); Interaction Techniques in Virtual Reality Seminar; A Neuroscientist Perspective on HCI

Dr. Talia Lavie, PhD, Ben-Gurion University of the Negev

UX researcher, Product manager in industry

Area Of Expertise UX & Product expert; Micro Focus

Courses Tools for UX in Product Teams

Dr. Shuli Gilutz, PhD, Columbia University

Lecturer

Area Of Expertise UX research; Children's technology

Courses Child-Computer Interaction

Dr. Ayelet Segal, PhD, Columbia University

TouchCast Head of UX Research & Education

Area Of Expertise User experience designer & researcher; Hybrid learning expert; Industry relations

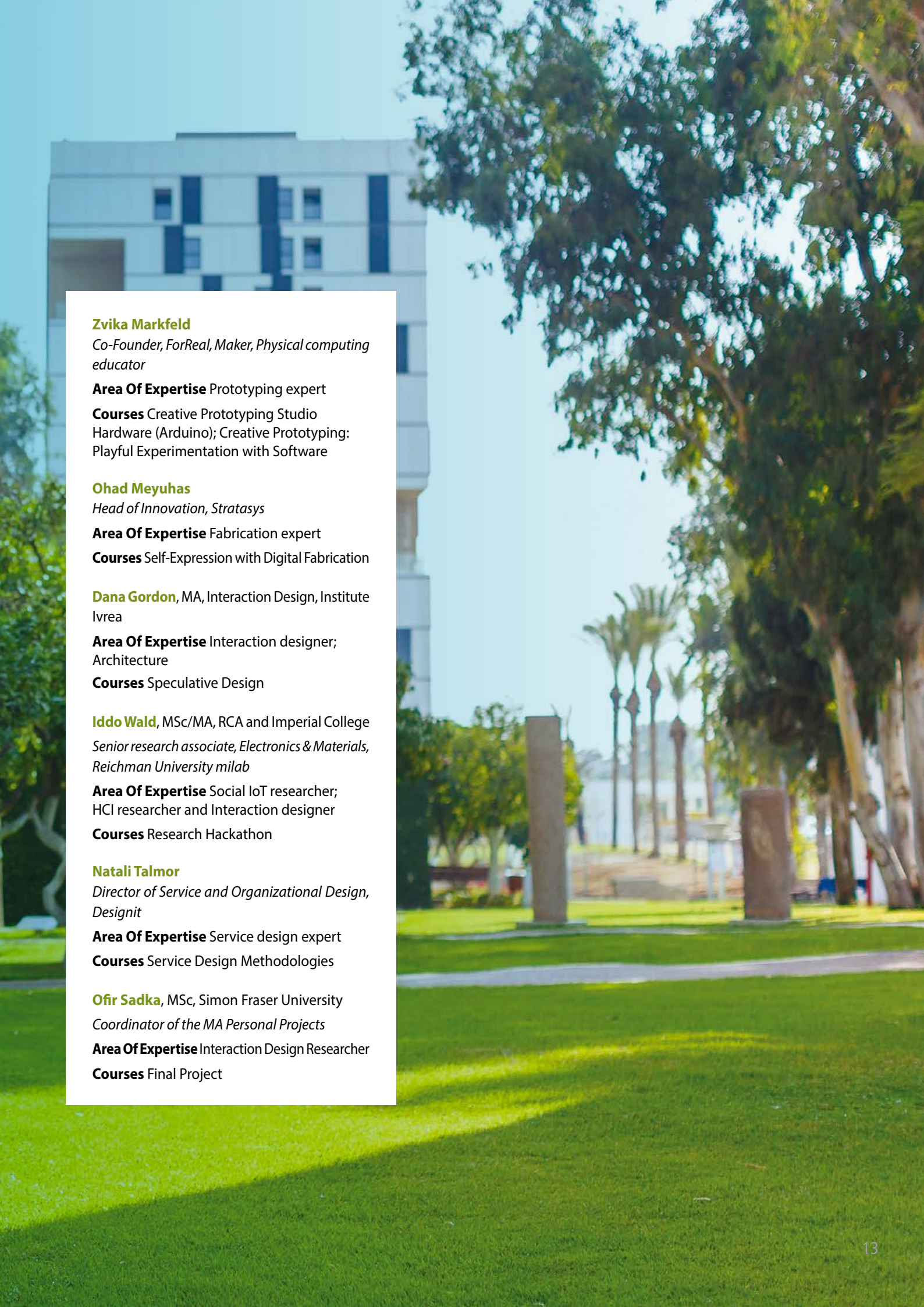
Courses Final Project

Prof. Amir Amedi, PhD, Hebrew University of Jerusalem; PostDoc: Harvard and NIH

Director, The Baruch Ivcher Institute For Brain, Cognition & Technology (BCT Institute)

Area Of Expertise BrainTech; Human-computer interfaces across multiple senses; Psychological and physiological measurement of tech

Courses A Neuroscientist Perspective on HCI



Zvika Markfeld
Co-Founder, ForReal, Maker, Physical computing educator

Area Of Expertise Prototyping expert

Courses Creative Prototyping Studio Hardware (Arduino); Creative Prototyping: Playful Experimentation with Software

Ohad Meyuhas
Head of Innovation, Stratasys

Area Of Expertise Fabrication expert

Courses Self-Expression with Digital Fabrication

Dana Gordon, MA, Interaction Design, Institute Ivrea

Area Of Expertise Interaction designer; Architecture

Courses Speculative Design

Iddo Wald, MSc/MA, RCA and Imperial College
Senior research associate, Electronics & Materials, Reichman University milab

Area Of Expertise Social IoT researcher; HCI researcher and Interaction designer

Courses Research Hackathon

Natali Talmor
Director of Service and Organizational Design, Designit

Area Of Expertise Service design expert

Courses Service Design Methodologies

Ofir Sadka, MSc, Simon Fraser University
Coordinator of the MA Personal Projects

Area Of Expertise Interaction Design Researcher

Courses Final Project

APPLICATION, ADMISSION, TUITION

APPLICATION PERIOD

The application period for the academic year starting autumn 2020 is ***November 15, 2020 - August 31, 2021***.

Due to the competitive nature of the program's admission process, applications submitted before March 2021 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 85% and above.
- Applicants of the Thesis track will be required to have a GPA of at least 87%.
- The academic program is taught entirely in English. Graduates of schools in which English was not the primary language of instruction are required to pass the TOEFL (Test of English as a Foreign Language) or an equivalent test, such as the IELTS (International English Language Testing System) or the Israel Psychometric Examination.

  TOEFL: www.toefl.org

  IELTS: www.ielts.org
- Those who pass the general admissions criteria will be interviewed either on Zoom or in person. Candidates who meet the academic admissions criteria are not guaranteed acceptance to the program. They must meet the expectations of the admissions committee during the personal interview.
- Students who are to begin their studies in October 2021 must complete online preparatory short courses during the summer months, 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:

  - 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). Candidates for the Thesis track must submit recommendations or references from academic faculty members who know them personally from seminar courses or personal instruction. 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://idc.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 70,000**. 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

STUDENT AUTHORITY

The State of Israel offers financial assistance for graduate school tuition to new immigrants under the age of thirty, 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:
www.gov.il/en/Departments/General/students_eligibility

FAFSA

American students may be eligible for Stafford Loans as part of the Direct Loans Program. Check your eligibility with the RRIS Financial Aid office: rris.financialaid@idc.ac.il
Students can register online at www.fafsa.ed.gov from October 1st 2020 to April 1st 2022 for the '21-'22 academic year.
Our school code is **G40703**.
For further information see www.idc.ac.il/fafsa

MASA

Jewish students between the ages of 18-30 who have not previously been on a long-term program to Israel and have not made aliyah are eligible for a onetime grant from Masa towards tuition.
www.masaisrael.org

masa מסע
ISRAEL JOURNEY

MERIT SCHOLARSHIP

The program provides a limited number of scholarships for eligible students, based on unique achievements or professional excellence. Please note that applications for the scholarships are only open to students after they've been accepted. Interested students are required to clearly state the reason they believe they deserve the scholarship based on the aforementioned criteria and send it by e-mail to: rris.master@idc.ac.il.
The deadline for submitting scholarship applications is June 30, 2021. For additional questions, please contact the Registration Department.

SAP (Students Assistance Programs)

Canadian students interested in loans and grants from the Canadian government can get information at
www.canlearn.ca/eng/loans_grants/loans/index.shtml

FOR MORE INFORMATION
https://www.idc.ac.il/en/schools/rris/graduate/pages/financial-aid.aspx

WHY REICHMAN UNIVERSITY?

Networking is the name of the game! To date, there are more than 27,000 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 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.

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.

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.

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.

VISA & STATUS ASSISTANCE

Students are responsible for clarifying and establishing their status in Israel, and can turn to the Raphael Recanati International School staff for advice and assistance. Before commencing studies, all students must clarify their status and eligibility for a student visa (A-2), or Israeli citizenship, with the Israeli embassy or consulate in their country of origin. **A student visa should be obtained in advance, in the student's country of origin.** International students who are children of an Israeli parent must settle all matters, such as deferment of military service, with the nearest Israeli embassy or consulate.

The Jewish Agency provides advice and assistance to students considering immigrating to Israel.

See: **www.jewishagency.org/JewishAgency/English/Aliyah/** and for North America/UK: **www.nbn.org.il**

CAREER CENTER

The Career Center strives to prepare students to enter the workplace and to help them find employment opportunities, by providing counseling, placement, and informational services. It is tailored to meet the specific needs of the students and graduates of each of Reichman University's schools, according to the relevant market. These services include personal career counseling and assistance, as well as lectures and workshops on job-seeking strategies, LinkedIn, and interviews. In addition, the Career Center creates recruitment and networking opportunities such as job fairs, Coffee Chats, and employers meetings. The center also maintains an updated listing of hundreds of job openings in Israel for students and graduates.

www.idc.ac.il/career/eng

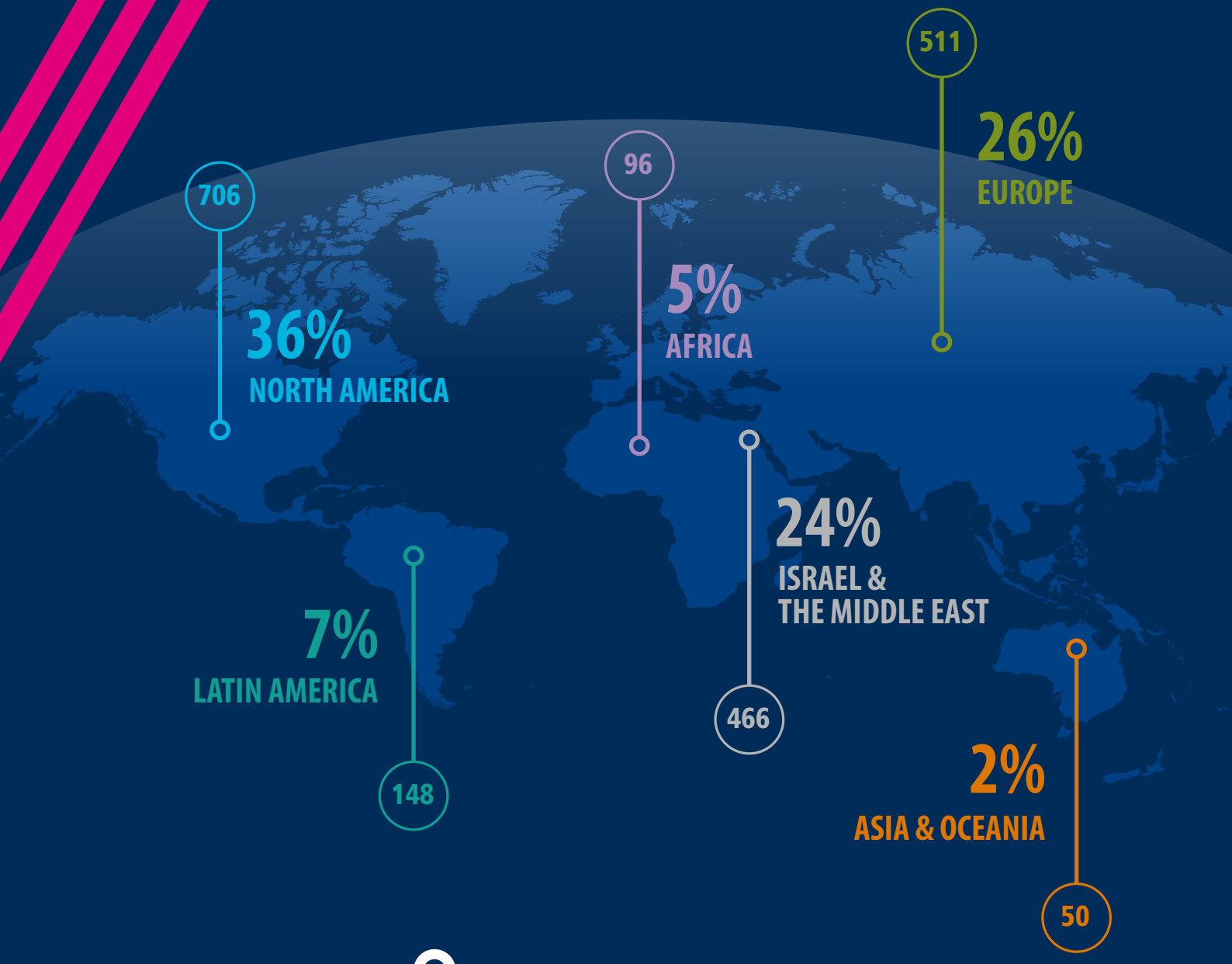
HEALTH INSURANCE

All Reichman University students are required to have comprehensive health insurance coverage throughout the period of their studies. Israeli residents, including new immigrants, receive national health insurance for a low monthly fee, in accordance with the country's health insurance legislation. International students who are not covered by Israel's national health insurance (*bituach leumi*) should purchase their own health insurance policy to cover their medical needs while in Israel, or purchase the **UMS HAREL YEDIDIM** insurance policy for international students, offered by Reichman University.

Our special arrangement with HAREL YEDIDIM insurance company provides comprehensive health coverage for $1,200 USD* per academic year, which will be charged at the beginning of each year.

**Rates are subject to change in accordance with insurance company rate fluctuations.*

RRIS GLOBAL VILLAGE



30%

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

ACADEMIC CALENDAR
2021-2022 ה'תשפ"ב

Orientation Week	October 3, 2021 - October 8, 2021
Fall Semester Begins	October 10, 2021
Memorial Day for Yitzhak Rabin z"l	October 18, 2021
Hanukkah break	December 5, 2021
Fall Semester Ends	January 7, 2022
Spring Semester begins	February 27, 2022
Purim break	March 17, 2022
Passover break	April 10, 2022 - April 23, 2022
Studies resume	April 24, 2022
Eve of Holocaust Memorial Day	April 27, 2022
Holocaust Memorial Day Ceremony	April 27, 2022
Israel Memorial Day Ceremony	May 3, 2022
Eve of Israel Memorial Day	May 3, 2022
Israel Memorial Day	May 4, 2022
Israel Independence Day	May 5, 2022
Memorial Ceremony for Ethiopian Jews who perished en route to Israel	TBD
Student Day	TBD
Shavuot break	June 5, 2022
Honorary Fellowship & Outstanding Researchers and Lecturers Ceremony	TBD
Graduation Ceremony	TBD
Spring Semester ends	June 10, 2022
Summer Semester begins	July 17, 2022
Summer Semester ends	September 2, 2022

The schedule is tentative and is subject to change.

Design Guy Tamir - www.2plustudio.com

Production Shira Gazit, Natalie Gluck, Liron Tzour

Editor Naomi Lipstein

Photography Iya Volkova, Adi Cohen Zedek, Alon Gilboa, Oren Shalev, Ran Yitzhak, Maya Gershon, Shira Gazit

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Apply online at
http://idc.ac.il/MA/HCI

IDC HERZLIYA Reichman University
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