

MA HUMAN-COMPUTER INTERACTION HCI



SAMMY OFER SCHOOL OF COMMUNICATIONS

2022-2023

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Reichman University was founded with the aim of nurturing future leaders. In just twenty-seven 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."

A handwritten signature in black ink, reading "Uriel Reichman".

Prof. Uriel Reichman

Founding President and Chairman of the Academic Board, Reichman University





WELCOME FROM THE HEADS OF THE PROGRAM



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."

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.



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.

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 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 **30,000**
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



Over **2,000**
Raphael Recanati International
School students from over
90 countries make up
1/3 of the Reichman
University student body



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

doctoral degrees



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 30,000 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)

* *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**
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

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, Dr. Ayelet Segal, Mr. Asaf Barzilay
- **Applied Research Seminar: Interaction Techniques in Virtual Reality**
Prof. Doron Friedman, Dr. Jonathan Giron
- **Research Marathon: Design & Prototyping**
Mr. Ofir Sadka and Dr. Ayelet Segal

ELECTIVE COURSES

MA IN HCI ADVANCED ELECTIVES

- **UX in Product Teams**
Dr. Talia Lavie
- **UX Design Workshop: From Onboarding to Engagement**
Dr. Jacob Greenspan
- **Child-Computer Interaction**
Dr. Shuli Gilutz
- **Human-AI Co-Creation**
Prof. Doron Friedman
- **A Neuroscientist Perspective on HCI**
Prof. Amir Amedi
- **Service Design Methodologies**
Ms. Natali Talmor
- **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.

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*



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

Asaf Barzilay

VP, Rider/Platform at Via

Area Of Expertise SVP, Products/Projects

Courses Mobile Interaction Techniques Seminar

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 2022 is **November 15, 2021 - August 31, 2022**.

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 2022 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:

- 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.

FINANCIAL AID

STUDENT AUTHORITY

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

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.studentaid.gov from October 1, 2021 to April 1, 2023 for the 2022-'23 academic year. Our school code is **G40703**.

For further information see www.runi.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



TUITION & FEES

- The tuition for the MA in the HCI program is **NIS 73,500**. 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.

MERIT SCHOLARSHIP

- We offer limited financial aid and scholarship options for graduate students. Please check our [website](#) for more information. In addition, you may contact our Financial Aid Department for further assistance at rris.financialaid@idc.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>

✔ 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 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.

✔ 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.

✔ 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.



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.runi.ac.il/career/eng



HEALTH INSURANCE

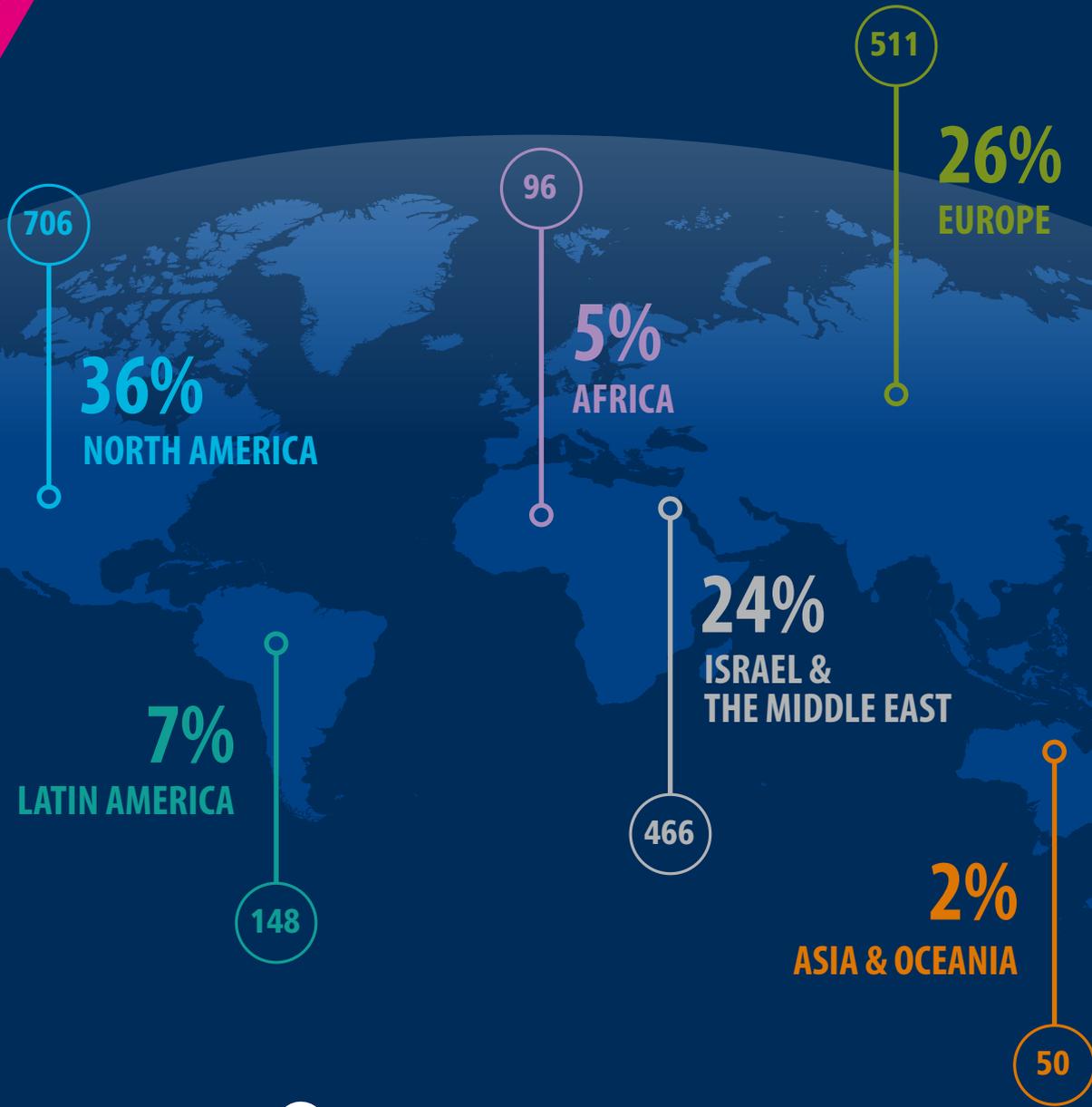
All Reichman University students are required to have comprehensive health insurance coverage throughout the period of their studies. Israeli residents, including new immigrants, receive national health insurance for a low monthly fee, in accordance with the country's health insurance legislation. International 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 \$1,600 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

ה'תשפ"ג 2022-2023

Orientation Week	October 23, 2022-October 28, 2022
Fall Semester begins	October 30, 2022
Memorial Day for Yitzchak Rabin Z"l	November 6, 2022
Hanukkah break	December 25, 2022
Fall semester ends	January 27, 2023
Fall exams begin	January 29, 2023
Purim break	March 7, 2023
Spring Semester begins	March 19, 2023
Passover break	April 2, 2023-April 14, 2023
Studies resume	April 16, 2023
Eve of Holocaust Memorial Day	April 17, 2023
Holocaust Memorial Day ceremony	April 18, 2023
Israel Memorial Day Ceremony	April 24, 2023
Eve of Israel Memorial Day	April 24, 2023
Israel Memorial Day	April 25, 2023
Israel Independence Day	April 26, 2023
Shavuot break	May 25, 2023-May 26, 2023
Spring Semester ends	June 30, 2023
Spring exams begin	July 2, 2023
Summer Semester begins	July 23, 2023
Summer Semester ends	September 14, 2023

* The schedule is tentative and is subject to change.

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ISRAEL

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NORTH AMERICA

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www.rris.runi.ac.il

Apply online at

<http://runi.ac.il/MA/HCI>

 **Reichman
University** Raphael Recanati
International School