

Sammy Ofer School of Communications

M.A in Communications

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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 2019. 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 IDC 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 IDC Herzliya website, and will apply to all IDC 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, seminar 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

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|--|------------|
| 4 Mandatory Courses | 9 credits |
| Social Impact of Technology - 1 Elective Course | 2 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 | Final Course Assignment |
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|

Mandatory Courses

Fall Semester

| | | | | | | |
|------|--|---|--|---|--|-------|
| 2874 | UX Research Methods: Quantitative and qualitative Dr. Jacob Greenshpan | 3 | | 3 | | Paper |
| 2875 | Contemporary topics in HCI: Key trends and open questions Dr. Jonathan Giron | 2 | | 2 | | Paper |
| 2876 | Psychological foundations for HCI: cognitive and social psychology Dr. Hadas Erel | 2 | | 2 | | Paper |
| 2893 | Statistics for HCI research Dr. Hadas Erel | 2 | | 2 | | paper |

Social Impact of Technology

Choose one of the following courses:

Spring Semester

| | | | | | | |
|------|--|---|--|---|--|-------|
| 2881 | Ethics and Technology Dr. Noa Morag | 2 | | 2 | | Paper |
| 2882 | Speculative Design Ms. Dana Gordon | 2 | | 2 | | Paper |

| Course Code | Course Name | Lecture Hours | Recitation Hours | Total Credit Points | Prerequisites | Final Course Assignment |
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|

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.

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|------|---|---|--|---|--|-------|
| 2883 | Seminar: Interaction with Non-humanoid Robots and Expressive Objects Dr. Hadas Erel | 6 | | 6 | | Paper |
| 2896 | Seminar: Mobile interaction techniques Dr. Segal Noam Dr. Zuckerman Oren Mr. Asaf Barzilay | 6 | | 6 | | Paper |
| 2884 | Seminar: interaction in VR and AR environments Prof. Friedman Doron Dr. Jonathan Giron | 6 | | 6 | | Paper |

Elective Courses

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

Spring Semester

| | | | | | | |
|------|---|---|--|---|--|-------------|
| 2889 | Tools for UX in Product Teams Dr. Lavie Talia | 2 | | 2 | | Final paper |
| 2894 | Human-AI Co-Creation Prof. Friedman Doron | 2 | | 2 | | Final paper |

Summer Semester

| | | | | | | |
|------|--|---|--|---|--|-------------|
| 2888 | Final project Mr. Sadka Ofir Ms. Ayelet.Segal | 4 | | 4 | | Project |
| 2890 | UX Design: advanced Topics Dr. Jacob Greenshpan | 2 | | 2 | | Final paper |
| 2895 | Neuroscience for HCI Prof. Amedi Amir | 2 | | 2 | | Final paper |
| 2877 | Service Design Methodologies Mr. Talmor Natali | 2 | | 2 | | Final Paper |
| 3364 | Child Computer Interaction Dr. Gilutz Shuli | 2 | | 2 | | Final Paper |

| Course Code | Course Name | Lecture Hours | Recitation Hours | Total Credit Points | Prerequisites | Final Course Assignment |
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|
|-------------|-------------|---------------|------------------|---------------------|---------------|-------------------------|

Mandatory Workshop

Fall Semester

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|------|---|---|--|---|--|-------------|
| 2878 | Creative Prototyping Studio 1: Fabrication Mr. Ohad Meyuhas | 3 | | 3 | | Final paper |
| 2879 | Creative Prototyping Studio 2: Software (Processing) Mr. Markfeld Zvika | 2 | | 2 | | Final paper |

Spring Semester

| | | | | | | |
|------|--|---|--|---|--|-------------|
| 2885 | Creative Prototyping Studio 4: VR/AR Dr. Jonathan Giron | 2 | | 2 | | Final paper |
| 2886 | Creative Prototyping Studio 3: Hardware (Arduino) Mr. Zvi Markfeld | 3 | | 3 | | Final paper |

Research hackathon

Fall Semester

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|------|--|---|--|---|--|---------|
| 2880 | Research hackathon Including industry partners Ms. Ayelet.Segal Mr. Sadka Ofir | 2 | | 2 | | Project |
|------|--|---|--|---|--|---------|