

MA DIGITAL
EXPERIENCE DESIGN

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MA DIGITAL MEDIA
MANAGEMENT

Full-time programmes

Manchester, UK

HYPER ISLAND



SEIZE
YOUR
POTENTIAL

WHO WE ARE

At Hyper Island our mission of creating an agile and forward-looking learning environment for students and industry leaders is at the heart of our organization and reflected in everything we do. The digital world is shifting and evolving, and as a learning provider we are at the forefront of that digital landscape, building and improving new ways to learn, reflect, collaborate and develop new methodologies.

We are a growing global leader in postgraduate education, with learning hubs from Stockholm to Singapore, Manchester to New York City and London to Sao Paolo. Our learning design teams travel around the world meeting and talking to executives from Fortune 500 companies and startups alike, designing tailor

made experiences that look to solve their specific needs and challenges.

We build our learning experiences on some founding principles which make our methodology unique. Our programmes will challenge you to develop your self-leadership skills and work collaboratively in a team. We collaborate with industry leaders to respond directly to both current needs and future challenges.

Our two full-time MAs in Digital Media Management and Digital Experience Design represent an alternative option in industry-led learning here in the UK. At Hyper Island, you will be immersed in collaborative and high-energy learning environments that mirror the modern workplace dynamics. Our students and team are a lively community with an eclectic mix of talents and experiences. Coming from all corners of the earth, we are driven by a curiosity to test ideas and a motivation to challenge the status quo.

MA DIGITAL EXPERIENCE DESIGN

Designers have the power to transform the world. The role of a designer is changing, and that's why we have worked closely with industry to design and launch a new MA in Experience Design. This course lives at the intersection of human-centred design and technology. Experience Design is a human-centered approach to innovation that integrates the needs of people, the possibilities of technology and the requirements for business success.

Our MA in Digital Experience Design is designed to produce graduates who think in systems, create new types of value and create positive change.

This programme will give you the skills to design and develop innovative, elegant and useful experiences, products and services for people and businesses.

You will explore areas of human-centred design, creativity and innovation, rigorous research, concept development and prototyping, project management, business acumen and how to build and lead an effective team. As a culmination of the programme, you will create something original and innovative which will leave your mark on the industry.

You will leave us primed for roles across human-centred design such as Service Designer, UX Designer, Information Architect, Experience Designer. Within these roles, graduates will be able to design and develop high quality experiences, products and services. You will be able to work across disciplinary, cultural, and geographical boundaries to design innovative solutions to meet user and business needs.

Above all, you will be able to operate strategically as an agent of change and have the knowledge, skills, and competence to work at the forefront of this evolving industry.

We are on the hunt for creative and curious individuals who believe in the power of design. We are looking for both designers and non-designers with creative skills and a passion for exploring how human centered design can make change happen.

This MA is led by entrepreneur and service designer Lauren Currie. Lauren is co-founder of the award winning service design agency Snook and has worked for DesignThinkers, Deutsch Telekom and Future Gov.

Our industry friends span across this evolving field and we work closely with agencies such as UsTwo, Snook, Method, FutureGov and IDEO.



WHAT YOU'LL LEARN

The DXD programme will explore:

- Human centered design processes
- Digital strategy
- Business modelling
- Working with agile/lean processes
- Understanding and basic use of HTML/CSS/JavaScript
- Emerging and established technologies for creating experiences
- Insight generation, synthesis and idea development
- Behavioural psychology
- Participatory research tools
- Building balanced teams to meet project requirements
- Global and remote collaboration
- Leadership and group dynamics

From the programme content, you will be adept at a range of skills and capabilities:

- Methodologies and processes related to service design, design thinking, user experience, and related fields.
- Developing concepts for digital productions, services, and applications.
- Handling commercial client relationships effectively and developing a strong business acumen.
- The art of communication; public speaking, pitching, selling and writing.
- Demonstrating skills in personal development and teamwork.



I was looking for a place that could inspire me as a professional and most of all as a human being. When you work designing experiences is vital to understand and connect with people. I want to thrive as an agent of change and I think Hyper Island is the right place to be.

Ligia Oliveira

MA Digital Experience Design, 2015





We have created a well-rounded curriculum with the MA Digital Experience Design at Hyper Island, it provides students with exciting and relevant subject matter to ignite their career opportunities in this prosperous industry.

Joe McLeod

Previous Global Design Director, UsTwo



MA DIGITAL MEDIA MANAGEMENT

Our MA Digital Media Management will prepare you to become a game changer in digital media. Designed in partnership with industry leaders this Master's Degree equips you for a leading role in any industry.

The programme combines a broad range of topics, including change management, digital technology, business transformation, strategy, service design and research methods with real-world applications. You will embark on a transformative journey to become adaptive, collaborative and creatively driven, empowered to go beyond conventional thinking and build value-based solutions to the challenges of today's industry.

The programme is comprised of six project-based modules delivered in the school and an

independent Industry Research Project. Each module combines industry speakers, academic and professional perspectives, hands-on exercises, skills acquisition, collaborative teamwork, a major industry brief and individual and group reflection.

You will be challenged by real world situations and given the opportunity to work on live briefs for clients, creating business and brand strategies and developing innovative solutions based on creative concepts. In addition to group projects, Digital Media Management students are expected to complete individual assignments to compliment each group task.

On completion of the MA you will have a wide array of skills and knowledge and be prepared to transform or lead your organisation into the future whether you are Digital Lead, Digital Marketer, UX Designer, Brand Strategist, App Developer, Project Manager or entrepreneur.

Our live project briefs form the core of each module and are developed in collaboration with our network of industry partners who include Google, IKEA, Nestlé, Unilever, Greenpeace and the BBC as well as agencies including Ogilvy, TBWA, BBH and JWT.

The programme is led by Tash Wilcocks who joined the Hyper Island team from the University of Salford as the Head of M.A communication design and Head of 3rd year B.A Graphic Design. Tash is a designer, illustrator and all round creative, having worked on many design jobs ranging from cover designs for Elbow to motion graphics for Mika's world tour as well as a music photographer for the likes of Jack Daniels and Arcadia.



Create a new project



Take photos of great ideas



Link them together using Hologate



WHAT YOU'LL LEARN

The DMM programme will explore:

- Creativity, idea generation and concept development
- Change management, transformational leadership and group dynamics
- Entrepreneurship and learning from start-ups
- Business strategy, business development and business transformation
- Branding and communication, the role of brands, consumer insights
- Project management techniques, budgeting, pitching and planning
- Digital and mobile technologies, prototyping and development
- Designing for the consumer: human interaction, research and user centred design

From the programme content, you will be adept at a range of skills and capabilities:

- Developing communication strategies for implementation across a wide range of digital media.
- Developing a visual concept and ideas for digital productions, services, and applications.
- Adding a digital dimension to the traditional Art Director role.
- Handling commercial client relationships effectively and being able to pitch ideas.
- Demonstrating skills in personal development and teamwork.
- Using the Hyper Island methodology to contribute to effectiveness and productivity in groups



The biggest lesson I learned is to seek change when you're feeling unsatisfied. Change doesn't always have to be a big scary thing. If you lead that change, people will follow. I'm now in the middle of a massive career change and it feels right.

Basim Al-Baker

User Experience Research Intern, SoundCloud
Digital Media Management 2014





MA Digital Media Management is not just a course; it's an entry point into making ideas a reality, working with global businesses and developing solutions that challenge the present to create the future.

For industry - access to the brightest minds and hungriest talent from around the world. Fresh ways of thinking about the challenges of the constantly changing technology, consumer and business landscape.

For students - the chance to grapple with live business problems and go beyond hypothesis; putting ideas into practice and seeing them work in the real world; access to world-class clients and their expertise.

Mary Wallace
Associate Planning Director, AKQA



HOW YOU'LL LEARN

At Hyper Island, you will work and study following our distinctive methodology:

- In these programmes you will practice learning-by-doing and reflection as an active learning tool. Through constant feedback, you will gain deeper self-understanding, enhancing your ability to work effectively as both team member and leader.
 - You will learn to create and run effective teams, navigate group dynamics and develop your skills in project management and leadership.
 - All course content is designed to meet the needs of today's industry and is delivered by industry professionals at the forefront of their field.
 - You will be challenged to create solutions for real-world client problems, practicing techniques of idea generation and business transformation.
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Industry Research Project

Following successful completion of the taught part of the programme, you will progress to an industry based research project. This is your chance to put your learning to work in an independent research or professional context and helps you to take the next step in your career. You can undertake your Industry Research Project anywhere in the world and it can be presented in a manner appropriate to the professional context.

Hyper Island will help you design your project and apply it within your career domain. To successfully graduate with a Master's degree, you will present the findings from your project using reports, videos or prototypes as appropriate to your chosen problem to examiners from industry, Teesside University and Hyper Island.

A group of diverse people, including a woman with short blonde hair in a maroon top and a man in a black jacket, are smiling and clapping. The text "TEAM IS EVERYTHING" is overlaid in the center in a white, outlined font. The background is slightly blurred, showing other people and red balloons.

TEAM
IS
EVERYTHING

THE HYPER ISLAND STORY

The year was 1994, and multimedia pioneers Lars Lundh, Jonathan Briggs, and David Erixon convened in a bar in Stockholm to discuss an upcoming CD-ROM project.

Life, in all its mystery and magic, had other plans for Lars, Jonathan and David that night. Together they discovered a couple of insights. They agreed the age of digital was surely upon us. And that secondly, organisations need to evolve accordingly to adapt to impending change in order to survive. Individuals and companies need tools to stay ahead of the curve, especially as traditional learning methods felt out of date and mismatched with the pace and needs of the real world.

This presented an opportunity to build a new institution of professional learning, designed to equip people to anticipate and deal with change. They envisioned a place for lifelong learning that would value personal and professional development as equally important. And so Hyper Island was created in Karlskrona, Sweden.

This would be a place that inspires creativity and innovation by challenging participants to

practice experiential learning: to question, reflect deeply and explore different approaches to solving challenges.

It has been over 20 years since that night. Hyper Island has been on quite a journey. CD-ROMS, among many other things are obsolete now. Trends have come and gone, and digital has completely transformed the way our society functions.

Today Hyper Island has a global presence and is renowned in the industry as one of the top digital institutions, with a lively community of an eclectic mix of talents and experienced professionals coming from all corners of the earth. A highly engaged, talented and resourceful global network means that you are never far away from a Hyper Islander to collaborate with, ask advice or just have a coffee with.



ESSENTIALS

Start:	18 January 2016
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End:	1 July 2016
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Length:	24 weeks in School & 18 weeks Industry Research Project
.....	
Location:	Manchester, UK
.....	
Apply online before:	30 September 2015

Entry Requirements:

- Applicants must have a first degree, (typically a 2:1 or above or equivalent International qualification)
or
A minimum of 3 years of significant and relevant professional experience at a level which demonstrates a sophisticated knowledge, understanding and application in their discipline evidenced via a portfolio of work.
- International students (from outside EU) are required to prove their English skills. You will need to have an IELTS score of 6.5 or above to enrol on our MA programmes (with a minimum of 5.5 in any one of the four categories)
- Many international students are required to hold a visa for the duration of study in the UK. You can research online and with your embassy. There is useful information on www.gov.uk, with guidelines on how to apply and how long it takes.

In Collaboration with:

Both MA programmes are designed in partnership with, and accredited by Teesside University.

BECOMING A PART OF THE TEAM

Applying for the MA programme can all be done online, including interviews. The journey is simple and involves just a few steps.



1. Apply online



2. Your application is reviewed



3. Invited to interview



4. Online interview



5. Teesside University sign off your place on the programme



6. Place offered



7. Contract is issued and signed



8. Arrive at Hyper Island

FIND US



hyperisland.com



@hyperisland



hyperisland.uk



hyperislandintheuk

Contact Catherine to ask anything you want about our school or our programmes.



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+44 7930 808 958



London

Manchester

Singapore

Stockholm

Karskrona

New York

Sao Paolo



Hyper Island creates new kinds of thinkers. New talent with a fresh perspective on the world. These are the people who can change things for the better

Andy Sandoz

Creative Partner & Co-Founder at Havas Work Club,
D&AD Deputy President



HYPER ISLAND