

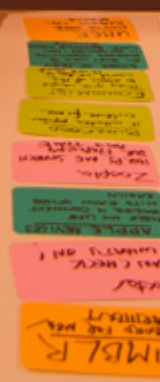
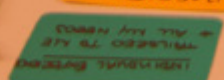
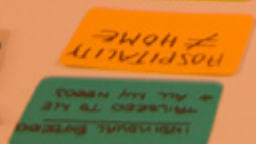
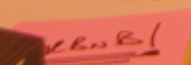
DIGITAL  
EXPERIENCE  
DESIGN MA

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MANCHESTER, UK

**HYPER ISLAND**

# REAL WORLD READY



# DIGITAL EXPERIENCE DESIGN MA

FULL-TIME, MANCHESTER, UK

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. Hyper Island's new MA in Digital Experience Design produces specialists with the skills and talent to design products and services at every touchpoint of a customer's life cycle.

Develop your technical, creative and strategic skills as a user experience specialist to lead the change within human centred design. As digital technologies continue to disrupt every element of our lives, the effect that they continue to have on the

business world is massive. The MA in Digital Experience Design 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.

This programme will allow you to locate or reposition your existing design practice in a new context. You will leave us primed for roles across human-centred design such

as UX Designer, Information Architect, UX Architect and Service 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.

# THE PROGRAMME

The accelerated MA combines 6 months of intensive study at Hyper Island in Manchester with an 18 week industry research project.

During your studies, you will be challenged by real world situations and given the opportunity to work on live briefs for clients. You will be challenged to design experiences and develop innovative solutions based on creative concepts.

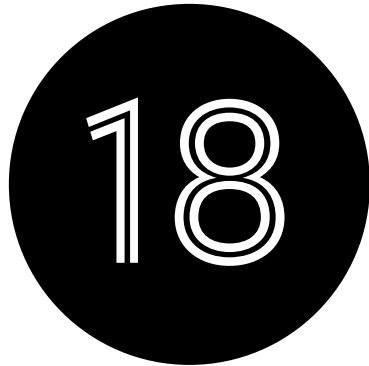
In addition to group projects, Digital Experience Design students are expected to complete individual assignments to compliment each group task.

Following successful completion of the taught part of the programme (24 weeks), you will progress to an industry 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.

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 and prototypes as appropriate to your chosen problem to examiners from industry, Teesside University and Hyper Island.



**months in school**



**week industry  
research project**

**"THE URGENT, COMPLEX  
SOCIETAL CHALLENGES OUR  
COMMUNITIES AND BUSINESSES  
ARE FACING REQUIRE DESIGNERS  
TO UP THEIR GAME AND EQUIP  
THEMSELVES WITH THE SKILLS  
AND TALENTS REQUIRED TO  
DESIGN IN THIS CONSTANTLY  
EVOLVING TERRAIN"**

**—LAUREN CURRIE,  
PROGRAMME MANAGER, (PREVIOUSLY CO-FOUNDER OF SNOOK)**

# WHAT YOU WILL LEARN

- 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 design thinking, user experience, service design 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.
- Applying the Hyper Island methodology around effectiveness and productivity in groups.

# STUDENT STORY



**"HYPER ISLAND HAS  
CHANGED MY WORLD VIEW"**

**JANI MODIG**  
HYPER ISLAND 2013

"Before joining the Hyper troops, I was working in a small digital advertising agency in Helsinki, Finland where I started as a web/visual designer. After expanding to UX I really started to get a deeper understanding of Human Centred Design. Since then I've been swimming upstream to understand why things are designed like they are and the holistic end-to-end experience, instead of only focusing how the single user touchpoints are executed.

I met couple of guys from Stockholm's Hyper Island before applying and they kept saying how life-changing their experience had been. At the same time I felt frustrated how the whole advertising field was operating and really wanted a change. I guess I also wanted to learn more about self-awareness and really challenge my thinking.

Studying at Hyper Island is by far the best experience I've ever had. Like-minded people, amazing learning facilitators, world-class industry experts, real-life projects with the biggest brands in the world as well as the whole experiential learning pedagogy offered experiences and taught me new skills that I'll never forget. Literally, Hyper Island changed my world view, challenged me to learn and push boundaries continuously.

I'm now based in Melbourne, Australia and working at Deloitte Digital as a Service Designer. At Deloitte Digital we create experiences that customers love and impact the business of the biggest brands in Australia. I love every minute of it!"



# PROGRAMME CO-DESIGNED WITH INDUSTRY COLLABORATORS



**Roz Thomas**

Associate Experience  
Planning Director, Dare

“The Digital Experience Design programme is important because the design landscape is very different now. UX design has grown up and matured over the years and we’re starting to see opportunities for design thinkers to create new roles for themselves based on their interests and strengths, like the Designer Coder or the Design Researcher. The programme offers a solid foundation in Experience Design so that the grads can carve out an exciting design career that’s personal to them.”



**Joe McLeod**

Global Design Director, ustwo

“We have created a well-rounded curriculum with the Digital Experience Design MA at Hyper Island, that aims to provide its students with exciting and relevant subject matter to ignite their careers opportunities in this prosperous industry.”





## **Klas Thorsén**

Design Director, Doberman

“As an experience design firm we are always looking for great people in this industry. Hyper Island has proved to educate people who have high level of expertise and close contact to the industry. I am very excited that Hyper Island has the Experience Digital Design program.”



## **Lawrence Kitson**

Design Lead, ustwo

“The Hyper Island MA in Digital Experience Design has been designed with industry experts, specifically to address the what we see as the needs of Digital product and service design companies today. Students can gain real practical skills and knowledge, delivered through specific modules led by industry and facilitated by the world renowned Hyper Island methodology.”

# HYPER ISLAND METHODOLOGY

The MA in Digital Experience Design represents 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. We value both professional and personal development and we seek to help you achieve that by supporting you with new methods, tools and knowledge to develop your abilities. It is a post-graduate Master of Arts degree awarded by Teesside University, a partner in the Skillset Academy Network.

We build our learning experiences on some founding principles which make our methodology unique. It will challenge you to develop your self leadership skills and working collaboratively in a team. We introduce new ways of thinking and learning for participants to develop themselves into lifelong learners.



## LIFELONG LEARNING

At Hyper Island learning isn't contained in a classroom or a course. Learning is a way of life: being constantly engaged, passionate, trusting and curious about the changing world, and to learn by doing.

## REAL WORLD READY

We collaborate with thought leaders and experts to anticipate industry needs in a world where innovation are driving disruptions. We may not be able predict the future, but we can support individuals and companies to be ready when it comes.

## LEAD THE CHANGE

We are active participants in the great tides of transformative technology. Tomorrow's leaders will be those who embrace change, adapt swiftly to new paradigms and lead by action. We seek to inspire, equip, and support these new leaders.

## SEIZE YOUR POTENTIAL

Hyper Island empowers passionate participation by challenging people to set ambitious goals by giving them authority over their own learning, and power to realize their own potential.

## TEAM IS EVERYTHING

Collaboration, inclusion and transparency are crucial to growth. Through constant feedback and deep reflection, individuals gain deeper self-awareness, enabling them to become more effective team members and leaders.

## CHANGE THE WORLD

We haven't met a status quo we didn't challenge. Together we can change the world by igniting a passion for lifelong learning.

# ESSENTIALS

Start	<b>APRIL 2015</b>
End	<b>SEPTEMBER 2015</b>
Length	<b>24 WEEKS IN SCHOOL 18 WEEK RESEARCH PROJECT</b>
Location	<b>MANCHESTER, UK</b>
Apply online before	<b>JANUARY 5TH 2015</b>

## REQUIREMENTS

- Bachelor's degree or equivalent work experience.
- A minimum of one year (full time) previous work experience in the field of visual and digital communication and related fields or equivalent skills acquired i.e. through previous studies.
- International students (outside EU) applying for the MA Digital Experience Design programme in Manchester are required to prove their English skills. Please upload your IELTS test scores to certify you meet the language requirements. A test score of 6.5 on the IELTS is required for placement in the DMM programme. We do not require students from Australia, USA, or countries where English is the native language to provide this language certificate.
- Swedish applicants can apply for CSN (governmental student loan/bursary) for the MA Digital Experience Design programme. Just apply as usual via [csn.se](http://csn.se) and state Teesside University as study location.

## IN COLLABORATION WITH

The Masters of Arts programme is designed in partnership with, and accredited by, Teesside University. This accreditation provides the reassurance that your MA qualification will be recognised worldwide.

# CONTACT US

Hyper Island creates learning experiences by engaging participants in a dynamic context where inspiration, collaboration and deep understanding of technology is facilitated by industry experts.

For more than 18 years, Hyper Island has been developing and providing training with its own unique methodology, developed using experience-based learning.

As the digital world shifts and evolves, Hyper Island continues to pre-empt the needs of our changing landscape, creating an agile and creative learning environment for students and industry. What started as a bold experiment in combining business, technology and creativity on a windswept island in Sweden has become a revolutionary way to learn, collaborate and above all, innovate. We inspire you to think independently and act collaboratively, leaving us ready to change the world.

## FIND US ONLINE



[hyperisland.com](https://hyperisland.com)



[hyper-island](https://www.linkedin.com/company/hyper-island)



[hyperislandintheuk](https://twitter.com/hyperisland)



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## WHERE WE ARE









[HYPERISLAND.COM](https://www.hyperisland.com)