Objectives

The Master course has the goal to shape designer with a holistic vision of the design process, they must be able to orientate within the complexity of the modern world and to find solutions and opportunities.

Nowadays the designer must be able to understand the environment, the market and the users’ needs in a world that is rapidly changing. We need designer to solve problems, find solution to big and small challenges, to look beyond and create/design the future.

The aim of the master is to train UX designers, Strategists, Innovation specialists, Product and User Interface, professional figures with great analytical skills, able to design in multidisciplinary and complex environments.

Nowadays, companies producing goods or services have to take into account many different factors that affect their choices: launching a product or service on the market requires a careful planning that, to be effective, needs designers with a broad and multidisciplinary vision.

These professionals are particularly in demand in design studios, communication agencies, start-ups, think tanks, research centres, but also in the innovation departments of public and private institutions.

Why Sicily?

The Master is unique in its kind on the national scene, it brings together international-level training in an exceptional territory such as Sicily.

We believe convinced that Sicily, with its strategic position in the centre of the Mediterranean which makes it a bridge between Africa, the Middle East and Europe, a sustainable cost of living, spaces for creating and experimenting, good food and extraordinary nature, is the perfect place to study and work. Palermo has the advantages of a big city (among others, an airport with daily connections to Milan, Rome, London, Berlin...) without having the very high cost of living and the hustle and bustle of the big European capitals.

Requirements

Master Degree in any sector.
Knowledge of the Italian and English (basic), no language certificate required.
**Study plan**

The Master will take place in blended mode. Classes will be held every 15 days, on Friday afternoon and Saturday morning and afternoon.

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<th>Hours</th>
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<td>300</td>
<td>825</td>
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<td>Teaching 5 modules</td>
<td>Individual study</td>
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<td>150</td>
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<tr>
<td>Internship</td>
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<td>125</td>
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<td>Thesis development</td>
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**Faculty**

Italian and international teachers and experts offer a high-quality teaching standard: Daniele Bucci, Elisabetta Di Giovanni, Benedetto Inzerillo, Martin Jaere, Dario Mangano, Roberta Pellegrino, Dario Russo, Salvatore Di Dio, Giacomo Maurizio Schifano, Michele Tiberio, Liwah Wong.

**Info**

- www.masteruxdtunipa.com
- info@masteruxdtunipa.com

**Enroll**

- Master fee: 5.000,00 euro
- Enrolment deadline: 12/11/2021
- Start date: 28 January 2022
- Duration: 9 months, 60 CFU

**Metodology and research**

- Design Ethnography and Research
- Design Methodology
- Semiotics of the interfaces

**Strategy**

- Design Strategy and Sustainability
- Circular Economy

**Design process**

- Digital product design
- Digital Experience
- Design for innovation

**Critical design**

- Design speculativo
- Design thinking

**Tecnology**

- Medical Design
- Mobility