

HIGHER EDUCATION COURSE IN

# USER EXPERIENCE DESIGN

XIII EDITION — OCTOBER 2022

## COURSE

The course aims to train professionals of the User Experience who are autonomously able to design the Information Architecture and the interface of the new digital services starting from the requirements provided by the Customer and using the specific methodologies and tools of the discipline, working both in team that individually within a business context or self-employment.

The course includes 4 didactic modules including the final presentation of the works. It provides a daily commitment of 8 hours for a total of 11 days. To allow the attendance also to people who are already working, the formula has been chosen that includes lessons and exercise activities on Friday and Saturday. Frontal and tutorial modules are provided. The exercises will be managed on real cases with the involvement of companies and professionals who will guide the participants in a context as close as possible to the working and professional reality.

## TRAINING OBJECTIVES

The Course aims to:

- Provide the theoretical basis and good practices on the basis of which make the best choices in the design phase;
- Equip students with practical tools, introducing the most used software at a professional level;
- Transfer a Polytechnical methodology with which address the User Experience Design in its entirety, from the phase of problem setting up to that of verification.

## DIDACTIC PLAN

The course has a duration of 88 hours, for a total of 11 days including the final presentation of the work. Classes will take place on Fridays and Saturdays from 9.30 am to 6.30 pm.

The course will be held in presence with the exception of the days of 7 and 8, 14 and 15 October 2022 and 28 October 2022, which will be held in telematic mode.

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Class days are: 7-8-14-15-21-22-28 October 2022/  
4-5-11-12 November 2022.

## TITLE RELEASED

At the end of the course will be awarded and Open Badge in the User Experience Design Course.

## EMPLOYMENT OPPORTUNITIES

The figure of the UXD represents one of the most requested professions in the digital sector, in the face of a university offer that so far has provided basic skills, but without transferring the specialized preparation that the market requires.

UXD can work for agencies, start-ups, companies or as a freelancer.

The application areas are multiple, potentially applicable to all sectors (financial, editorial, sports, fashion ...), digital formats (community, e-commerce, configurators, corporate sites ...) and are in further expansion, thanks to increase in formats and devices (not least the wearable trend, on the wave of the Internet of Things).

**30**  
**students**

**88**  
**hours**

**1**  
**months**

**€2.000**  
**cost**

## REQUIREMENTS

The course is aimed at:

- candidates with a high school diploma or degree in Design, Architecture or Engineering, or in humanistic disciplines, such as Economics and Communication Sciences, to whom it is intended to provide a significant integration of a polytechnic matrix to their previous professional preparation;
- agency, company or freelance professionals such as Clients, Project Managers, Digital Strategists, Accounts and Art Directors who wish to acquire more vertical skills with respect to User Experience issues; Candidates should preferably be familiar with the main Internet-related issues (web browsers, open source tools, use of social media) and with word processing, calculation and/or vector and raster image production programmes.

Admission to the course is subject to a telephone interview with the Course Director in order to assess the incoming skills in relation to the outgoing skills. In order to be admitted to the selections, candidates must register on the course page on the POLI.design website and proceed to send their application.

## DEADLINES

To participate in the selections you must fill out the online application form by the following deadline:

- **September 7th, 2022;**

## FACULTY

**Scientific Director**

Venanzio Arquilla

**Technical Director**

Davide Genco

## PRICE

The cost of the Specializing Master is € 2.000+ VAT 22% for each student. This sum will be paid in a single instalment upon signing the private agreement.

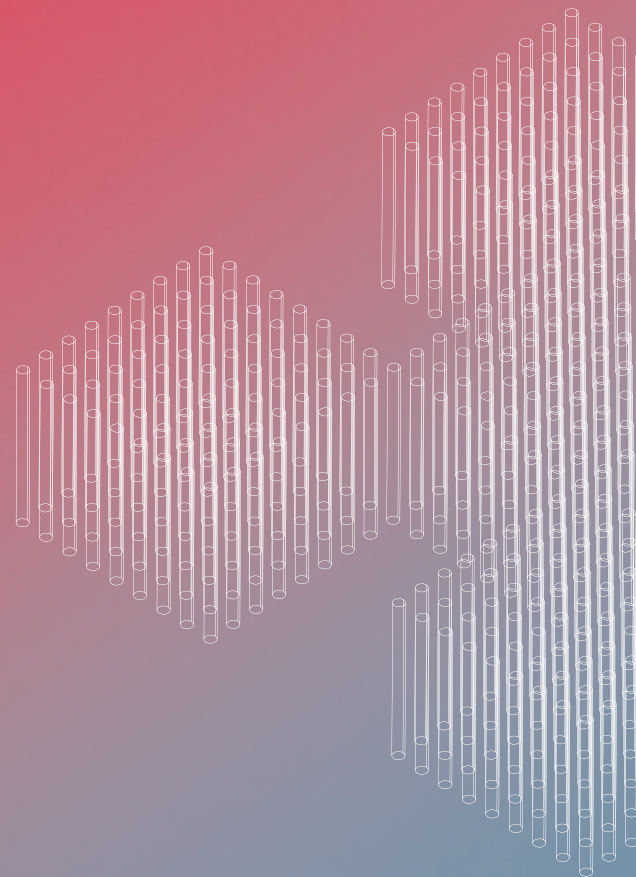
Partial exemptions:

For companies enrolling two or more employees, the cost will be €2,000.00 + VAT for the first employee, €1,800.00 + VAT for the second employee and €1,600.00 for the third and more employees.

## PARTNERS

Past editions:





## CONTACTS

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### **POLI.design**

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<https://www.polidesign.net/en/formazione/digital-and-interaction/corso--user-experience-design/>