MFA IN INTERACTION DESIGN

START
THINK
EXPLORE
FEEL
INVESTIGATE
SKETCH
INVENT
GROW
CONNECT

S V A · School of VISUAL ARTS®

MFA IN INTERACTION DESIGN
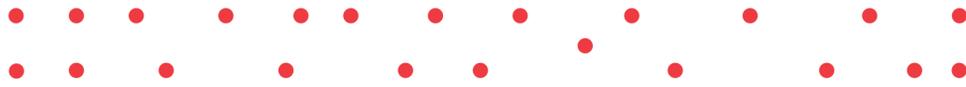
Today, business success depends on the presence of a well-designed, engaging experience, and the new MFA in Interaction Design program explores the strategic role of interaction design to shape everyday life.

As one of the only graduate-level degrees dedicated to interaction design in the United States, this program trains students to research, analyze, prototype, and design concepts in their business, social and cultural contexts.

Based in New York, the faculty roster includes Rachel Abrams, Jennifer Bove, Robert Fabricant, Christopher Fahey, Paul Ford, Chloe Gottlieb, Jason Santa Maria, Karen McGrane, Matt Owens, Khoi Vinh, David Womack, Jeffrey Zeldman, and more.

THE NEW MFA IN INTERACTION DESIGN PROGRAM IS ACCEPTING APPLICATIONS FOR FALL 2009.

For more information, please visit:
http://interactiondesign.sva.edu

IN the past two decades, there has been a revolutionary change in the way people interact with digital technologies in their everyday lives. The lines that separated digital from physical products and services have blurred, giving designers new responsibilities to shape experiences.

Interaction design facilitates the experience between people and the interactive products and services they use. As a discipline, it shapes those experiences that sit at the intersection of user needs, business goals and technology. As a discourse, it defines a vocabulary for a growing number of relationships across media—among people, products and environments.

As design emerged as a service-oriented profession, its practitioners created artifacts that focused on the object. Although the importance of well-designed products continues to be paramount, with the arrival of increasingly complex technologies it has become apparent that the experience of interacting with products and services is essential. Designing that experience is what has emerged as interaction design.

The School of Visual Arts MFA in Interaction Design seeks to cultivate interaction design as a discipline and further its visibility as a community of practice. With equal emphasis on theory and practical application, our program provides an environment in which students re-define and re-envision what design means in the context of everyday interactions.

The model for the program engages interdisciplinary components that are central to our definition of interaction design and includes research, human-computer interaction, graphic design, information architecture, interface design, strategy and ubiquitous computing. In projects that span the screen, the device and beyond, we seek to explore designing a range of experiences that traverse visual, conceptual and technical boundaries.

Interaction design is a rapidly growing academic discipline and field of practice. In addition to its presence at an increasing number of academic institutions and professional organizations, it has expanded into the business arena, and is fast becoming a core discipline required of design teams. Designers must learn to anticipate how to shape their ideas for unanticipated modes in everyday life. The experience that we are shaping is an evolving one.
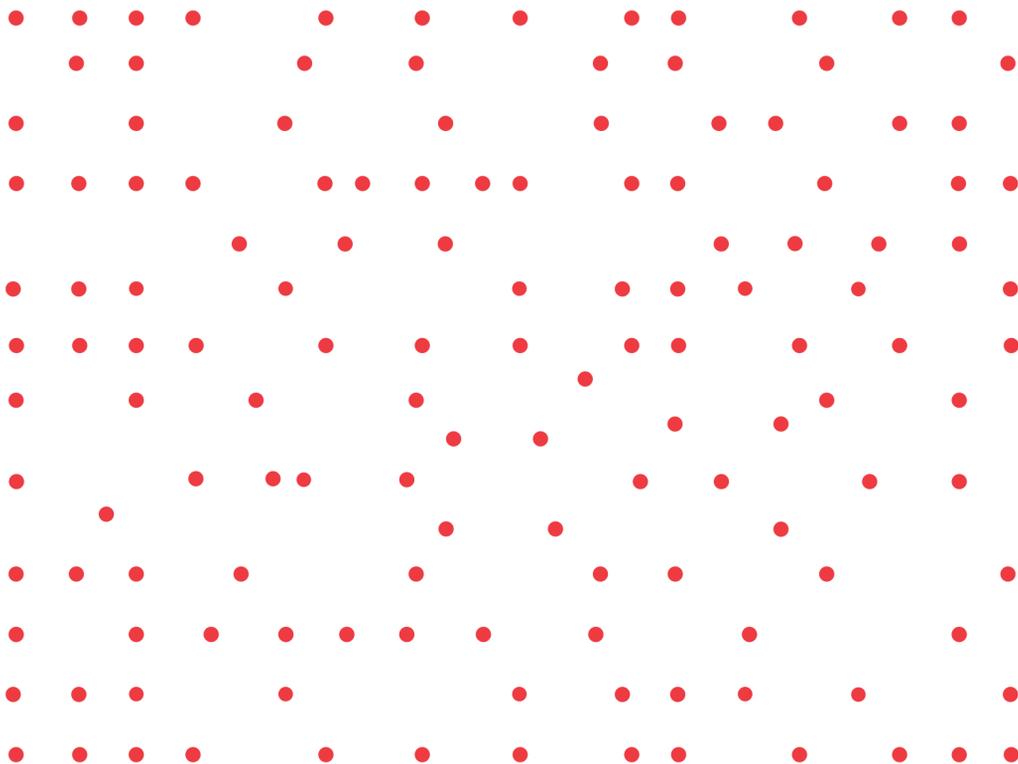
HOW TO APPLY

Admission to the program is by online application, portfolio, and a personal interview. We recommend that applications be submitted by **January 15, 2009**, although we'll continue to accept applications on a rolling admissions basis as space allows.

Requirements include:
• Bachelor's degree from a regionally accredited college or university
• Completed online application form and registration fee
• Three letters of recommendation from instructors or practicing professionals
• Written statement of purpose (250-500 words)
• Résumé including both professional experience as well as related activities such as research, awards and exhibitions
• Personal interview
• Portfolio

PORTFOLIO

The clarity of your portfolio is a critical part of presenting the quality of your work. Applicants are strongly encouraged to submit a portfolio of approximately 20 pieces that shows a broad range of design work. Pieces should demonstrate a fluency in interface design, information architecture, typography, design research and strategy, and application or web design when possible, and proficiency across a variety of tools.

TUITION

The tuition fee is $15,250 per semester.

FACULTY

Rachel Abrams
Creative director, Turnstone Consulting LLC; consultant; writer; and interaction designer
www.turnstoneconsulting.com

Jennifer Bove
Vice president, user experience, HUGE
www.hugeinc.com

Robert Fabricant
Executive creative director, frog design
www.frogdesign.com

Christopher Fahey
Founding partner, information architect lead, Behavior LLC
www.behaviordesign.com | *www.graphpaper.com*

Paul Ford
Author; and associate editor, *Harper's Magazine*
www.harpers.org | *www.ftrain.com*

Chloe Gottlieb
VP, executive creative director of Interaction Design, R/GA
www.rga.com

Karen McGrane
Founding partner, Bond Art + Science
www.bondartscience.com

Jason Santa Maria
Creative director, Happy Cog Studios, *A List Apart* magazine
www.jasonsantamaria.com

Matt Owens
Principal, Volumeone LLC
www.volumeone.com | *www.athleticsnyc.com*

Khoi Vinh
Design Director, NYTimes.com
www.subtraction.com

David Womack
Writer; editor; and digital strategist
www.adobe.com/designcenter/thinktank/

Jeffrey Zeldman
Founder, executive creative director, Happy Cog Studios; publisher, editor-in-chief, *A List Apart* magazine; and co-founder: The Web Standards Project
www.zeldman.com | *www.alistapart.com* | *www.happycog.com* | *www.aneventapart.com*

CONTACT

For more information, please get in touch with the department. We look forward to hearing from you.

Liz Danzico | *Chair*
ldanzico@sva.edu

Mary Jeys | *Assistant to the Chair*
mjeys@sva.edu

Telephone: 212.592.2561

http://interactiondesign.sva.edu

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