



**Università
degli Studi
di Palermo**

I EDITION – 60 CFU

Master of II level

User Experience and Design Thinking

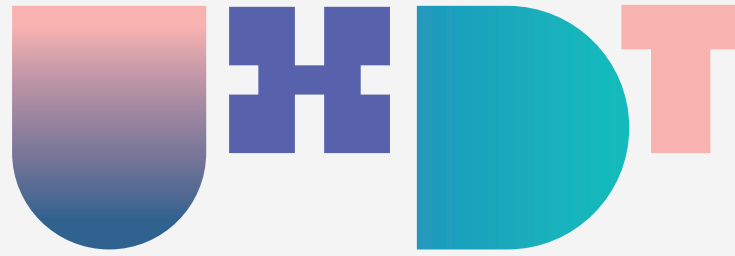
Coordinatore

prof. Dario Russo

Coordinatrice

prof. Elisabetta Di Giovanni

**The Master will take place in
blended mode.**



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.

hours
300

Teaching
5 modules

hours
150

Internship

hours
125

Thesis
development

hours
825

Individual
study

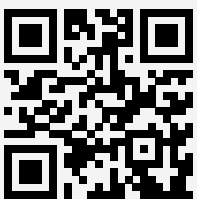
hours
100

Work experience

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

///Methodology 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

Enroll

Master fee

5.000,00 euro

Enrolment deadline

12 /11/2021

Start date **28 January 2022**
Duration **9 months, 60 CFU**