



MA/MSc Interactive Product Futures



The MA/MSc Interactive Product Futures is a creative, project-based course that focuses on the practical and theoretical study of Product Design and its relationship to Interaction Design. It encourages students to experiment with objects/scenarios/services and their integration with technologies in the context of transition from desktop toward ubiquitous computing, physical computing, tangible interfaces and full body interaction.

The cutting edge of the creative industries

Ravensbourne's MA/MSc Interactive Product Futures course gives recent graduates and professionals working in the creative industries a clear career advantage in an increasingly competitive employment marketplace.

The course strives to develop the skills of the designer to innovate and influence product and interaction design practice, and to realise relevant and elegant design proposals with research and commercial potential.

The course focuses on user-centred design processes and on technology-mediated communication between humans and objects or spaces. It examines the relevance of product behaviours within product design and how objects convey personalities through the use of technology.

The course recognises that different electronic and computing technologies increasingly permeate our lives, therefore examining the growing need for products to be more empathetic to people and behaviours. We are keen to explore design interactions of a different nature – between people and possible futures, and between design and other fields of art and science.

The course strives to create designers with the potential to innovate and influence product and interaction design practice, and those who can realise relevant and elegant design proposals with research and commercial potential.

Times are changing

The MA/MSc Interactive Product Futures course has been designed to reflect the evolution of the design industry as it responds to rapid changes in technologies and other innovations within these fields. The course is a response to the growing need and high demand for interaction and product designers who can draw on traditional and new design disciplines to create solutions that mix product, interaction and service disciplines.

Creating leaders for the future

Developing contextual knowledge, practical skills and intellectual capability on the MA/MSc Interactive Product Futures course will open up your thinking as you progress towards a leadership career in the creative industries.

The course encourages an international perspective: globally-focused case studies will broaden your perspective and increase your understanding of design and business issues internationally.

To achieve high levels of leadership in the design industry we believe that it is essential for designers to engage fully in evolving an approach in the research process. This ensures that you can base decisions on evidence whilst at the same time allowing space to innovate. Alongside a capacity to conduct an enquiry, you also need to be aware of technological change and of innovative modes of doing business so that you are equipped to think of new ways of positioning products, services and brands in the minds of consumers.

Who's it for?

The MA/MSc Interactive Product Futures is for ambitious professionals in the design industries who are progressing their career path and exploring new opportunities in the global creative industries. The course offers design practitioners additional knowledge and skills to give them the competitive edge in the market.

In addition, the course is also designed as a stepping stone for individuals with a non-traditional design background (for example: engineering, psychology, business, marketing, management, etc) who are looking to make a career move into the creative industries.

What you will study

The course provides you with the opportunity to develop advanced skills in the area of product design prototyping, physical computing, 3D modeling, full body interaction and other emerging areas.

The course aims to develop your advanced creative skills to originate, innovate or influence practice in your chosen area of design. You will also develop skills in independent learning, self-reflection and research necessary to sustain advanced creative practice.

Where will it take you?

The course will provide you with the contextual knowledge, practical skills and intellectual capability to develop a career in management or consultancy roles in the creative industries.

Teaching

The course combines design education with professional design practice methods and live projects.

Learning is facilitated by permanent teaching staff, supported by sessional staff and visiting speakers who are leading, practising professionals working in the creative industries. Collaborative learning and working methods are actively encouraged.

A key part of the course will be placed on work-based learning, allowing you to place your theoretical knowledge in the context of a work environment. Units involving work-based learning are designed in collaboration with industry partners and gives you the opportunity to gain real industry experience and further develop your professional skills.

Assessment

Knowledge and understanding is primarily assessed through design projects, essays, reports and individual and group presentations. You are required to conduct background research using existing literature on the subject and demonstrate a thorough understanding of the discipline.



Ravensbourne

Learning will take place in the breath-taking new Ravensbourne campus, situated next to The O₂ at Greenwich Peninsula, London, SE10.

Ravensbourne is a world-class university sector college which develops talented individuals and leading-edge businesses offering them learning, skills, applied research, enterprise and innovation.

Industry accredited with global aspirations and connections, Ravensbourne is part of a national and international network of innovators, partnering with major multi-national brands such as Samsung, Microsoft and MTV. Ravensbourne alumni include many design and media world names.

The new learning space in Greenwich hosts many industry conferences and events throughout the year, providing opportunities for students and staff to network and keep abreast of industry developments.



Admissions criteria

Successful completion of a degree in a related discipline at upper second class honours or above, or an equivalent recognised international qualification in a related discipline. Applications from candidates without standard qualifications may be considered on the basis of prior experiential learning. Applicants submit a completed application form and personal statement. An interview and portfolio are normally required. Overseas applicants who are unable to attend interview may be interviewed by telephone or via Skype.

Where an applicant's first language is not English, proof of competence in English will be required. This will normally take the form of an IELTS score of a minimum of 6.5 or equivalent, which has been achieved within the last 18 months prior to commencement of the course.

Next steps?

Find out more and download an application form today at: www.rave.ac.uk/pgapp

Any questions?

Please email: Michelle Douglas,
senior lecturer: michelle.douglas@rave.ac.uk
or call 020 3040 3500



Ravensbourne

6 Penrose Way
Greenwich Peninsula
London SE10 0EW
t: 020 3040 3500
e: info@rave.ac.uk
w: www.rave.ac.uk
follow us: @RavensbourneUK

A University Sector Institution in London
All details subject to validation and change
Course validated by City University London