



KU Master Classes in Design, Fall 2011

This fall two world class courses are being offered to designers in the Kansas City area. You're invited!

KU's graduate programs in Interaction and Design Management are celebrating four years of operation, and recently produced their first full class of Master's graduates. The MA programs are unique, competitive, and targeted to working designers: early to mid-career professionals who are looking to develop important new competencies to propel their careers into the future. This fall Michael Eckersley will teach introductory masters courses in Design Management (Thursday eves) and Interaction Design (Tuesday eves). Want to get involved? You can come as a guest for a class or two, or you can apply to take classes.

Interaction Design

ADS 765 (3 credits), Fall 2011 | Tuesday eves 6:00 p.m. to 9:00 p.m.
August 23 to December 16 | CO-LOCATION: A&D 313 Lawrence & RC 21, Overland Park
INSTRUCTOR: Michael Eckersley, MFA, PhD (www.linkedin.com/in/michaeleckersley)

Interaction design (IxD) is a discipline that focuses on the dynamics of human experience and behavior in relation to things, information, and environments. Interaction Designers research, develop and produce products, services and/or environments that are useful and desirable to people and viable to business. This course involves principles and practices of Interaction Design. Topics range from interaction models, interface metaphors, and technological applications. Students are guided thru processes of evidence-based practice, including requirements gathering, user research and assessment, design prototyping, user interface design, design simulation, evaluation, and user-testing.

Design Management

ADS 750 (3 credits), Fall 2011 | Thursday eves 6:00 p.m. to 9:00 p.m.
August 25 to December 16 | CO-LOCATION: A&D 313 Lawrence & RC 21, Overland Park
INSTRUCTOR: Michael Eckersley, MFA, PhD (www.linkedin.com/in/michaeleckersley)

Design Management has been described as "applied innovation", or the methodical capturing of talent and resources available inside and outside an organization to create or enhance value in offerings, brands, and customer experiences. This course explores Design as a practical function of business leadership, serving customers, creating new value, and addressing business problems and goals. Topics include key aspects of project management, people management, and strategy management, brand management, design for differentiation, innovation and value creation, organizational change, and customer-centered focus. Numerous cases and examples will be discussed.

More Information?

Courses above are videoconferenced weekly between KU campuses in Overland Park and Lawrence. The instructor alternates between both campuses. You may apply at any time for temporary "non-degree-seeking" status enabling you to register for one semester of MA Design courses. To start, apply online to KU's Graduate School (graduate.ku.edu) and forward an official undergrad transcript to the KU Design Department (The University of Kansas, Department of Design, ATT: Brian Hanabury, Coordinator Student Services, Art & Design Building, 1467 Jayhawk Boulevard, Room 300, Lawrence, KS 66045-7531). A minimum undergrad GPA of 3.0 is required to be considered.

Application deadlines for formal acceptance into the MA Design programs are in October (for Spring classes) and May (for Fall courses). More info here: sadb.ku.edu/~swm/graduate/design/index.shtml. Questions? Contact Michael Eckersley (mde@ku.edu, Tel 801.891.6259) or Brian Hanabury (hanabury@ku.edu).



The Reviews Are In! Comments from recent grads of KU's Masters in Design programs

"The courses are well designed and all the materials are carefully chosen. In class you learn not only from the professor but also from classmates who are from different backgrounds and who share their thoughts very openly."

"I expected the courses would focus on improvement of individual abilities. But the courses have focused more on collaborative skills and team design efforts. Also, I discovered that design touches a much wider variety of fields that I originally thought."

–Torry Guo, Medinformatix, Los Angeles

I am a proud graduate of the Master of Arts Design Management program at KU, and the journey was the best part. The professors, curriculum and fellow students expanded my thinking about how I view the world and how I can make it a better place. This program taught me how to turn my ideas into tangible products and services that I can utilize every day in my personal and professional life.

– Lu Bever, Senior Project Manager
Bridgewater Systems, Kansas City

"Design Management is really the remedy for many of the of the problems that occupy organizations today. Attempting to satisfy customers, members, clients, partners or users who have an ever evolving collection of subtle expectations is simply not being achieved by professionals with narrow specialization or certifications. Design Management studies at KU teach how one can integrate existing resources, spawn healthy collaboration and generate actionable insights for any kind of problem or situation. Lost in the gap between the scientific proof and the business case study are real people with real needs. Understanding them and getting them what they need is the whole purpose of the KU Masters in Design Management."

– Christopher J. Simon, Sr. UX Architect, VML, Kansas City

"The Interaction Design program at the University of Kansas is a career changing experience. Before completing the program my career opportunities were limited to graphic design positions. As a graduate now I am a highly skilled and sought designer, receiving multiple offers from many desirable employers.

The program has forever changed the way I design. It has reignited my passion to create rewarding user interactions and experiences. The instructors have one foot in the classroom and the other in the design field, resulting in learning applicable skills rather than academic theory."

– Georgette Sullivan, Visual & Interactive Associate Design Engineer,
Dell, Austin

Q: What is the best part of design school?

A: "Applying theory to practice. Almost everything I've been introduced to in school I have applied to work projects, and this has greatly accelerated my experience and understanding."

– Brian Smith, UX Manager, DST Technologies, Kansas City

"KU's Design Management program proved to be a great learning opportunity. The exposure to new concepts and processes could immediately be applied the next day on the job. Smaller class sizes and teachers who acted as mentors resulted in a set of tools, and techniques that will prove invaluable well into the future. I would highly recommend this program."

– Ricarda Miller, User Experience Architect/Interactive Art
Director at MMG Worldwide, Kansas City

Q: What advice would you give to someone thinking about graduate study in design?

A: "What are ya waiting for?" Life is too short to wonder. You'll never look at the world in the same way."

– Angel Stahl, Network Planner, Ericsson, Kansas City