Amsterdam University
of Applied Sciences

Master Digital Design

Makers, it’s time to be leaders

Amsterdam University
of Applied Sciences

Master Digital Design

Paul Geurts

Co-coördinator

Founding Partners

Achtung

DDB & Tribal

Fabrique

Momkai

Dept.

Woedend!

BBDO A’dam

MediaMonks

Mirabeau

“Designers commonly work in service of a client. They are paid to do work for a client. This is all good. When designers act on their own, without a client, they become activists.”

Eric Stolterman

Indiana University, Professor in HCI, Associate Dean

Dieter Rams
Former Design Director, Braun
Kronberg, Germany

Design has also evolved from the design of objects both physical and immaterial, to the design of systems, to the design of complex adaptive systems.

Joi Ito

MIT Media Lab - Director

Design challenges for the next decades

New technologies are becoming widespread:

• Conversational Agents	Alexa, Siri
• Apps for Sharing Economy	AirBnB, Uber
• Seamless In-car Experiences	iOS CarPlay, Android Auto
• Domotics and Social Homes	Nest, Jibo
• Locative Media	Foursquare, Yelp
• Mixed Reality and Gestural Interactions	Hololens, Perceptual Cameras
• Playful Interactions	Pokemon Go

Design challenges for the next decades

New designers may embrace them to address

• Accessibility, autonomy and inclusion of people of all ages & abilities	Domotics, Social Homes, Conversational Agents
• Citizen empowerment, engagement, “wisdom of the crowds”	Locative Media, Mixed Reality
• Sustainability, circularity, environmental awareness	Sharing Platforms, Smart Homes
• Safety, reliability and connectedness	Gestural Interactions, Automotive Experiences

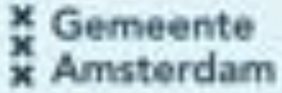
LiveSlides web content

To view

Download the add-in.

liveslides.com/download

Start the presentation.

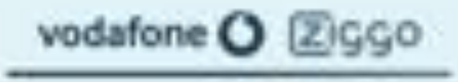

Gemeente
Amsterdam

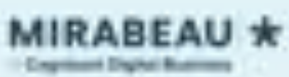
ACHTUNG!
mcgarrybowen

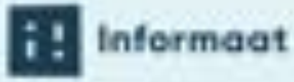
Dudok
Architectuur
Centrum

MEDIA
MONKS

PHILIPS

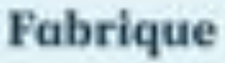

vodafone
ziggo


MIRABEAU


Informaat

anwb

DEPT


Fabrique

DDB
UNLIMITED

ijsfontein

waag

WWF

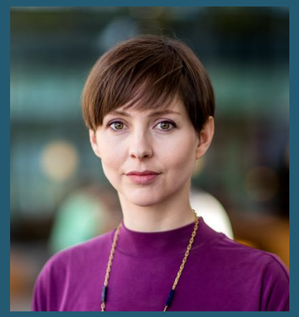
anwb

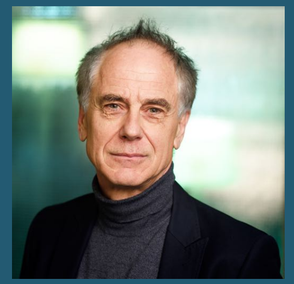
vodafone
Ziggo

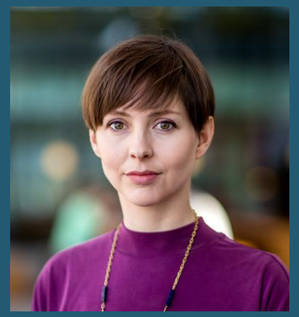
Gabriele Ferri
1 uur ·
congrats to Alexandra Guriţă, Maria Soliman, Nicolai Brodersen Hansen and Mirjam Vosmeer for the DIS demo submission.
Lovely to see Master Digital Design students & staff proposing papers to conferences. Now we hope for good news
Paul Geurts, Omar Sosa-Tzec en 6 anderen
1 opmerking
Leuk
Opmerking
Delen
Nicolai Brodersen Hansen Alexandra and Maria did the work, Mirjam and I mostly complained
1
Geweldig · Beantwoorden · 40 m
Schrijf een opmerking...
GIF

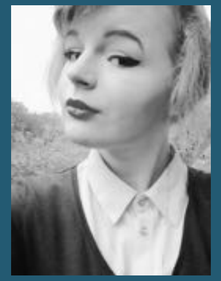
Sep **Jun**

Curriculum Structure









UMEÅ UNIVERSITET

UTS
UNIVERSITY OF TECHNOLOGY, SYDNEY

“We must not forget about our own responsibility and the role we want to play in society, in our lives ”

Jolijn Friedrichs

Student Master Digital Design
Blogpost on www.Masterdigitaldesign.com
The Invisible Journey of a Digital Design Student
Dec 2018

Jolijn's fashion collection 2012 AMFI | Design: iNDiViDUALS | Photo: Petrovsky & Ramone

“We created SPIRIT, a mobile application as a readily available treatment tool that assists therapy and improves the life of people suffering from obsessive cognitive disorder (OCD).”

Carmen Scherbaum & Sander Boer

GAMES FOR HEALTH
EUROPE

Mas
ital
esign

Amsterdam University of Applied Sciences

Master Digital Design Special Guest

Franklin Heijnen

ALICE CARES: Designing for a Better World

13 February – 7pm – HvA Leeuwenburg (B 1.18)
Limited seats available
RSVP at meetup.com/master-digital-design

Creative Director
Deloitte Digital

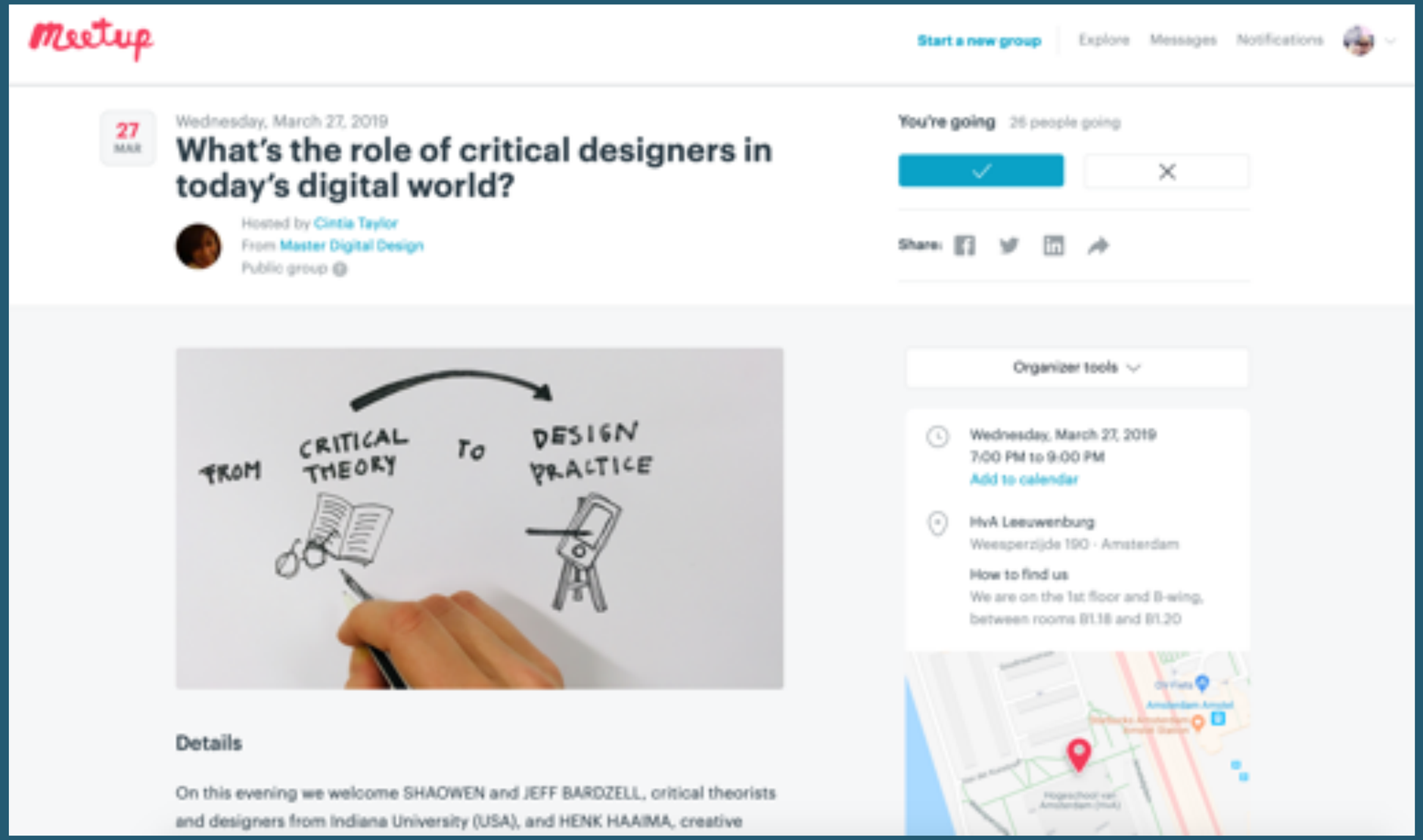
Amsterdam University of Applied Sciences

Master Digital Design & Media Architecture Biennale present...

Jason Bruges

Art, Architecture & Design

7 March – 7pm – HvA Leeuwenburg (B1.18-B1.20)
Limited seats available
RSVP at meetup.com/master-digital-design



meetup.com/master-digital-design

How to apply

Application Deadline Europe May 1st.

- ***Motivation letter,*** **the first selection is based on your motivation letter.**
- ***Portfolio,*** **if you make the first cut the team will evaluate your portfolio.**
- ***Interview,*** **The final stage is one or more interviews where we evaluate the personal fit.**
- ***We have over 200 applicants. Next academic year we plan to start with 24 talents.***

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Master Digital Design

3 Case studies

Sep **Jun**

Curriculum Structure

vodafone
Ziggo

NETHERLANDS CANCER INSTITUTE
ANTONI VAN LEEUWENHOEK

ProCare
We take intensive Care

TILBURG UNIVERSITY

oculus
ALTERNATE

waag

Amsterdam University of Applied Sciences

Master Digital Design

Future outlook

adyen

HIGH SCHOOL
AP Degree
2 years
Bachelor
Top-up Degree
1,5 years
Bachelor - 3,5 years
MASTER DEGREE

UMEÅ UNIVERSITET

Amsterdam University
of Applied Sciences

Master Digital Design

Paul Geurts

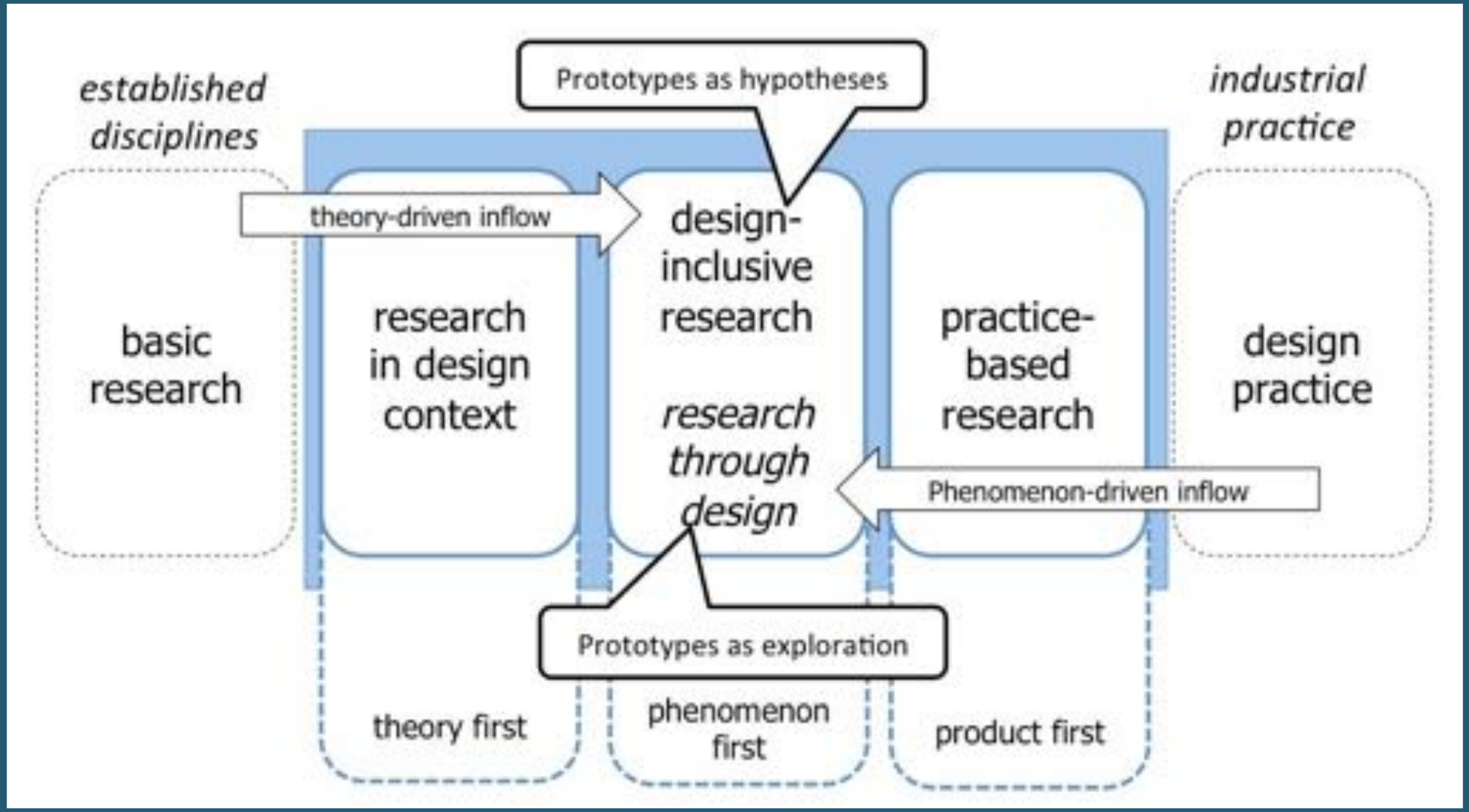
Co-coördinator
Q&A

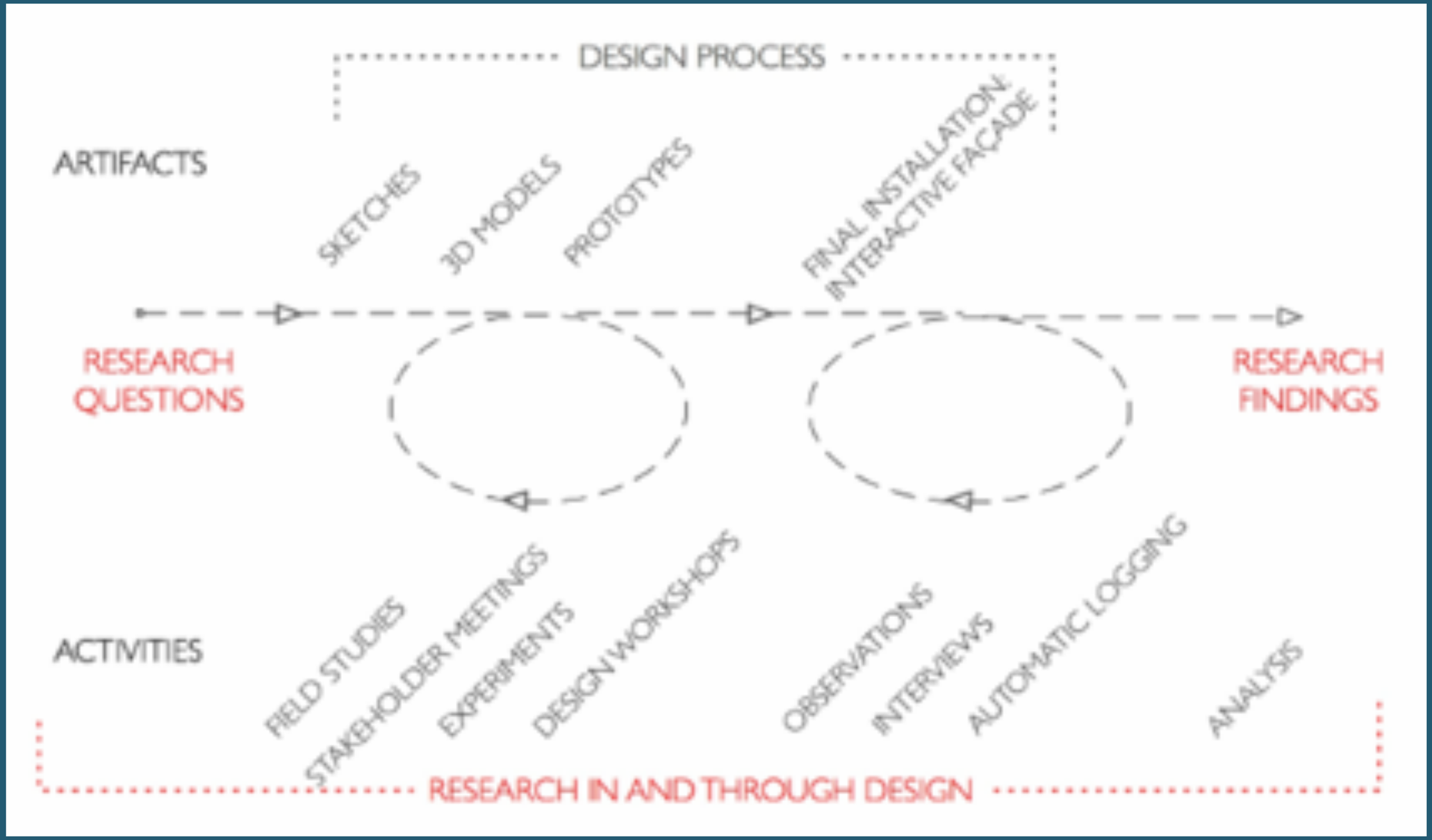
Amsterdam University of Applied Sciences

Thank you

Main website **www.masterdigitaldesign.com**

Contact **p.h.m.geurts@hva.nl**


established disciplines
Prototypes as hypotheses
industrial practice
theory-driven inflow
basic research
research in design context
design-inclusive research
research through design
practice-based research
design practice
Phenomenon-driven inflow
Prototypes as exploration
theory first
phenomenon first
product first


DESIGN PROCESS
ARTIFACTS
SKETCHES
3D MODELS
PROTOTYPES
FINAL INSTALLATION:
INTERACTIVE FACADE
RESEARCH
QUESTIONS
RESEARCH
FINDINGS
ACTIVITIES
FIELD STUDIES
STAKEHOLDER MEETINGS
EXPERIMENTS
DESIGN WORKSHOPS
OBSERVATIONS
INTERVIEWS
AUTOMATIC LOGGING
ANALYSIS
RESEARCH IN AND THROUGH DESIGN