

Experience Design, MS

The Master of Science in Experience Design embraces research-driven design thinking for entrepreneurship, innovation, and other areas, preparing students to be vital contributors and leaders at the intersection of innovation and design.

Experience design is a holistic and integrative approach to design that utilizes investigation into the human experience in specific situations to improve its quality, given an understanding of human goals, needs, and desires. For example, in the context of healthcare, an experience designer does not focus on the design of any one technology product, information system, or physical space. Instead, the designer is charged with understanding and improving the overall sequence of events that impact the patient before and during a hospital stay as well as through follow-up care.

The experience design program moves beyond design thinking to produce outcomes that demonstrate the value of human-centered research and design methods. It draws on findings from a range of professional and scholarly disciplines (including business, psychology, human-computer interaction, engineering, cybernetics) to understand and shape specific situations. It extends across many industries and aspects of life: healthcare, technology, services, travel, education, entertainment, shopping, dining, and the nature of work itself.

Through examining how people behave in a real context in relation to emerging technologies, the Master of Science in Experience Design allows graduates from design and related disciplines (such as communications, computer science, business, architecture, art, journalism, humanities, and the social sciences) to gain knowledge and experience in the design competencies. To accomplish these goals, students study how to invoke cooperation, collaboration, and integration across disciplines and practices.

The Master of Science in Experience Design seeks to prepare students to be vital contributors and leaders of professional experience design teams where technological innovation intersects with design. Successful graduates should be able to analyze how people undergo real-world situations, enabling them to enrich experience by orchestrating new design-driven relationships. They will be equipped with the skills to identify shortcomings as well as opportunities for improved engagement between systems and elements—virtual or physical—with the humans who encounter them.

The MS degree is intended for graduate students from related fields—media, design, communications, data science, and more—who would like to acquire competencies in experience design to complement their skills and address their professional needs. Embedded in the course offering of our Master of Fine Arts in Experience Design (<https://catalog.northeastern.edu/graduate/arts-media-design/art-design/experience-design-mfa/>) program, students in the MS program will have the opportunity to join MFA students for activities such as attending guest lectures and workshops.

Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

Complete all courses and requirements listed below unless otherwise indicated.

Core Requirements

Code	Title	Hours
ARTG 5120	Research Methods for Design	4
ARTG 5600	Experience Design Studio 1: Principles	4
ARTG 5610	Design Systems	4
ARTG 5620	Notational Systems for Experience	4
ARTG 6310	Design for Behavior and Experience	4
ARTG 6600	Experience Design Studio 2: Group and Interpersonal	4

Electives

Code	Title	Hours
Complete two elective courses (4 credits each), such as these, in consultation with your advisor; multiple completions of ARTG 5000 may apply toward the elective requirement; other electives may be chosen in consultation with the program coordinator):		8

ARTG 5000	Topics in Design	
ARTG 5310	Visual Cognition	
ARTG 5320	Statistics for Design	

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ARTG 5330	Visualization Technologies 1: Fundamentals
ARTG 5640	Prototyping for Experience Design
ARTG 5710	Design for Dignity
ARTG 6110	Information Design Theory and Critical Thinking
ARTG 6330	Information Design Mapping Strategies
GSND 6320	Psychology of Play
GSND 6340	Biometrics for Design

Program Credit/GPA Requirements

32 total semester hours required

Minimum 3.000 GPA required

Plan of Study

Year 1			
Fall	Hours	Spring	Hours
ARTG 5120		4 ARTG 5610	4
ARTG 5600		4 ARTG 6310	4
ARTG 5620		4 ARTG 6600	4
Elective		4 Elective	4
		16	16

Total Hours: 32

*Students may opt to do a graduate co-op. Co-op does not count toward credits required for the degree.