

MODULE DESCRIPTION - ACADEMIC YEAR 2025-2026

Field	Design and Fine Arts		
Program	Master Design		
Major	Digital Experience Design		
Module title	Interface Design III - More than UI		
Code	2MaDeDXD11	DXD303853FE25	
Course Type	Master		
Semester	Semester3		
ECTS Credits	8		
Prerequisites	None		
Languages	English		
Place	ECAL		

Skills targeted General learning objectives	<p>This module consolidates the interface design expertise through an advanced digital project that anticipates future industry needs. It develops their ability to critically analyze the systems shaping digital experiences, while enhancing their capacity to communicate and present design work in a professional context.</p> <p>Targeted skills include strategic project development, conceptual framing, system-level thinking, advanced storytelling, and the ability to articulate and defend a digital design vision, visually, verbally, and contextually.</p>		
Teaching content and form	<p>The module includes two courses, and a large-scale project:</p> <p>a) Beyond UI: a theory-driven course that deepens students' critical understanding of the paradigms, models, and ideologies behind contemporary digital systems. Through case studies and thematic exploration, students are encouraged to look beyond surface-level and understand systemics forces shaping today's digital landscape.</p> <p>b) Pitch Perfect: this course equips students with tools for effectively presenting digital projects. Students learn to communicate the value of their work through visual storytelling, video mockups, and clear verbal framing. The course also offers perspective on the broader realities of working life in digital design.</p> <p>c) Blueprints: acting as a prelude to the Master's project, students define and develop a project rooted in a real-world industry context. Through prototyping, testing, and iteration, they design an innovative digital experience that aligns with both their personal interests and professional goals.</p>		
Forms of assessment and validation	<p>At the end of the semester, the works produced in unit c) are evaluated by a jury made up of the professors from the MA Digital Experience Design.</p> <p>The units a) and b) are not subject to grading. They remain mandatory, however, and active participation by students is expected.</p> <p>The assessment may take students' regular attendance at classes and lectures into account.</p> <p>The student must achieve a minimum grade of 4 to obtain credits.</p>		
Remedial teaching	<p>Remediation is possible by working to make good observed shortfalls.</p> <p>Module repeated in the academic year following a fail mark, according to procedures to be agreed with the director of the module.</p> <p>No remediation possible after repeating the module.</p>		
Professors	Paul Nöel, Yann Ringgenberg, Alain Bellet, Lara Défayes		

Responsible module	Lara Défayes		
Description validated on	5 September 2025	By	Lara Défayes

The French text is authentic