



2015

**Pontus Wärnestål**

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HALMSTAD UNIVERSITY  
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As a Digital Designer and Innovator, you want to understand what excites users, what worries stakeholders, as well as keeping updated on the latest technological advances in web, mobile, embedded systems, and spoken interaction. The three-year undergraduate program Digital Design and Innovation, teaches you marketable skills you can immediately apply in your career, as well as a mindset that will prepare you for whatever else comes at you.

**What we teach**

Our focus is on human-centered design thinking for the digital age. The program's learning goals include:

- Understanding complex systems, processes, and relationships between people, technology, and business.
- Creatively framing and solving problems at all levels of detail: strategic as well as tactical.
- Empathizing with users. We teach a human-centered design process. The goal is to build sustainable, desirable, and viable solutions that help users accomplish their goals.
- Constantly learning new things about technology, interaction, behavior, and people.

**International opportunities**

The fourth semester (spring semester, second year) is designed for international exchange. Courses in the international semester are taught in English, and covers exciting topics such as speech interaction, ethnographic methods for design, digital innovation strategies, and a Health Innovation design studio course.

On the next page you can read more about the international courses offered in Digital Design and Innovation at Halmstad University.

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## **Speech and Sound Interaction** 7.5 cr

In this course, we work with natural language interaction, dialogue systems, sound interaction, and user experience design of speech and sonic interfaces. The course mixes theory and practice; we implement practical projects – both as prototypes and code – and study and discuss research articles in seminars and lectures. The focus of the course is on the user experience and interaction using natural language, dialogue, and sound. We also introduce multimodal interfaces in the context of Natural User Interfaces (NUIs), where the interplay between gesture, haptics, speech, and visual interfaces need to be designed for a coherent user experience.

*Basic prototyping, programming, and HCI knowledge (interaction design and usability) are prerequisites for this course.*

## **Applied Ethnography** 7.5 cr

Interaction, Service, and User Experience Designers often work with ethnographic methods to study user behavior and contexts. This course focuses on how to apply ethnographic methods and techniques for design. In the course, students work both on and off the field, balancing theory and practice. Interviews, observations, and how to analyze ethnographic data is covered, as well as how to use discovered knowledge to drive design work.

## **Digital Innovation** 7.5 cr

This course focuses on the study of digital service innovation. The course takes a holistic innovation perspective on business modeling, organization, technology, and service design. The course draws on key concepts from both Informatics and Innovation Science, and is based on case studies from both industry and academic research projects. You will learn about a variety of innovation strategies for different domains and services that you can apply in your own future design projects.

## **Design Studio – Health Innovation** 7.5 cr

In this design studio course you and your team will work full-time on a design brief given by one of our external partners. The theme is Health Innovation, and can range from exergames and fitness, IT support systems for healthcare professionals, or service design for increased well-being among children, elderly, or other groups in society. Each team completes a complete design process cycle, including interviews and observations in the field, sketching, prototyping, user testing, and presenting solutions back to the client.

The design studio course provides an excellent opportunity to apply what you have studied in the previous courses, and will give you a project to help build an interesting design portfolio.

*Basic prototyping, programming, and HCI knowledge (interaction design and usability) are prerequisites for this course.*