SDU

MSc in Information Technology

Product Design

The Education

This master's programme educates change-makers who can work in multidisciplinary teams to drive, develop and deliver positive transformations in a complex and unpredictable world.

Interactive products, services, and systems are changing the ways that people work, connect, and play. To appreciate, influence, and exploit these trends requires empathy and responsibility on the part of designers. Imagination, critical judgment, an open-minded attitude and willingness to try new things and think in different ways are all needed. But above all, designing in our interconnected world requires interpersonal skills both for understanding user needs and organizational needs, and collaborating across disciplinary and cultural boundaries.

In this programme we teach theories, methods, and tools for designing human-centered innovation. This includes design processes, user participation in design, work practice studies, human computer interaction, IT technologies, design team learning, design visualisation and communication.

The course curriculum is divided into four semesters:

1st: Design Research Horizon

2nd: Participatory Practices

3rd: Research Organisation

4th: Master Thesis - Graduation Project

This is a full-time studio-based education requiring daily attendance. IT Product Design is based on project work in a design studio.

Campus Kolding

The study environment of the SDU building in Kolding provides an innovative and inspiring setup for learning. The building houses about 2,500 students who use the building for teaching activities, individual immersion and group work.

The university is located very close to the train station and the city centre, and there is a large free carpark.

Geographically Kolding is situated in the middle of Denmark and accommodates numerous culture and art events. The city life is lively and there are easy possibilities to enjoy the beautiful seaside and forests. Kolding also hosts an extensive international business community.

Creative spaces

Learning takes place in our own studios on the fifth floor of the modern main campus and in SDU Maker Lab at Kolding Harbour. Both facilities are open to students 24 hours a day.

Our Maker Lab is a 3-minute walk from the main campus in "Pakhuset" - a beautifully converted waterfront warehouse. Here a suite of well-equipped workshop rooms support digital fabrication, electronics, more traditional craft activities, and also experimentation with new materials and techniques.

Students with little experience of making gain confidence quickly thanks to thorough introductions by our expert workshop staff.

In Pakhuset, we work alongside the established creative businesses and startups that we share the building with.

Job & Career Possibilities

Graduates will be able to take on many different professional roles, for instance:

Design Anthropologist – Employed in user experience departments to study users and customers.

User Innovator – Employed in marketing departments to innovate strategies for user/customer relations.

Service Design – Employed in user experience or marketing departments or public sector organisations to develop new services via participatory methods.

UX or Interaction Designer – Employed in design departments or in design consultancies to develop interactive products and wearable devices.

User-Centered Engineer – Employed in R&D departments to develop user-friendly products and services.

Their expertise with blending human and technology perspectives means that IT Product Design graduates will be well placed to initiate and perform jobs that may not have been invented yet.

Many graduates also obtain PhD scholarships to pursue careers in academic research and teaching. Others start their own businesses.

The range of experiences, skills and people that students encounter through IT Product Design results in many taking new directions in their career. Many graduates go back to the industries they came from and take very different roles. Some continue where they left off but head in very different directions.

Where are our graduates now?

IT Product Design graduates work both across Denmark and globally for a very wide range of organisations. This includes a variety of public sector, small and medium sized companies, but also multinational companies such as Bang & Olufsen, Blue Ocean Robotics, Danfoss, ECCO, Google, Grundfos, IBM, LEGO, Novo Nordisk, Philips, Siemens, and Ubisoft.
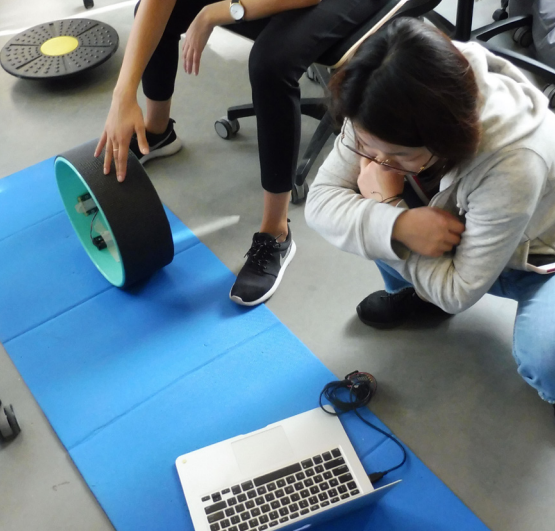
I couldn't have chosen a better place to do my Master's. I often think about what I've learned to become a professional that I am today. I liked that we've had such a close relationship not only to other students but also to the teachers, and we could discuss any ideas we had. It was a very down to earth, humble relationship, which made the programme so humane and such a nice place to study.

Beatrix Ivicsics
IT Product Designer @ INNITI
(Class of 2019)

Now, designing for me is not only about getting a good idea—the process itself matters a lot too. To a degree, I also facilitate others' understanding in regards to what problems do we face and how we can tackle them. It doesn't necessarily have to be me who finds solutions; it is more about starting a quality conversation with others and creating an environment where good ideas can emerge.

Lars, Packaging Designer
(Class of 2018)

I joined the programme because I wanted to make a difference. In reality, creating products that function is only significant for me, but meaningful designs need to resonate with other people. I found IT Product Design to be a good way of mixing things up. Here, I gained a better grip on understanding people, development and design—all of which are key in being able to create something for someone.

Graduate, The LEGO Group
(Class of 2019)

Course structure

1st semester

Exploring Design (4-5 experimental projects)

(15 ECTS)

Design Skills (5 ECTS)

Design Research 1 (5 ECTS)

Design Specialisation A

(5 ECTS)

2nd semester

Wearable Technologies (10 ECTS) **OR** Collaborative Technologies (10 ECTS)

Professional Apprenticeship (10 ECTS)

Multi-Stakeholder Innovation (10 ECTS)

3rd semester

Design Research 2 (10 ECTS)

Critical Reflection *(suggested elective)* (5 ECTS)

Social Design* (10 ECTS)

* students may replace this with an internship module

Design Specialisation B *(suggested elective)* (5 ECTS)

4th semester

Graduate Thesis
(30 ECTS)

Entry Requirements

To apply for the IT Product Design programme you need a very good level in your bachelor degree.

We accept not only all kinds of design bachelors, but deeply value the perspectives that many other disciplines bring. A typical class contains a variety of design backgrounds but also students coming from many different fields such as anthropology, the arts, business, computing, communication, engineering, and social sciences. Applicants with more vocational bachelors, for examples in areas like health, sports, or pedagogy are also very welcome.

You need creativity, inventiveness, teamwork competencies, and be good at taking the initiative. You must be interested in generating, evaluating and sharing ideas with many different kinds of people – both within university and beyond. Also, you need strong analytical and academic skills, and not be afraid of expressing ideas visually.

Students are admitted based on their portfolio of creative works and motivation statement. Applicants are interviewed as part of the selection process. Learn more about admission requirements and how to apply on our website:

www.sdu.dk/itpd
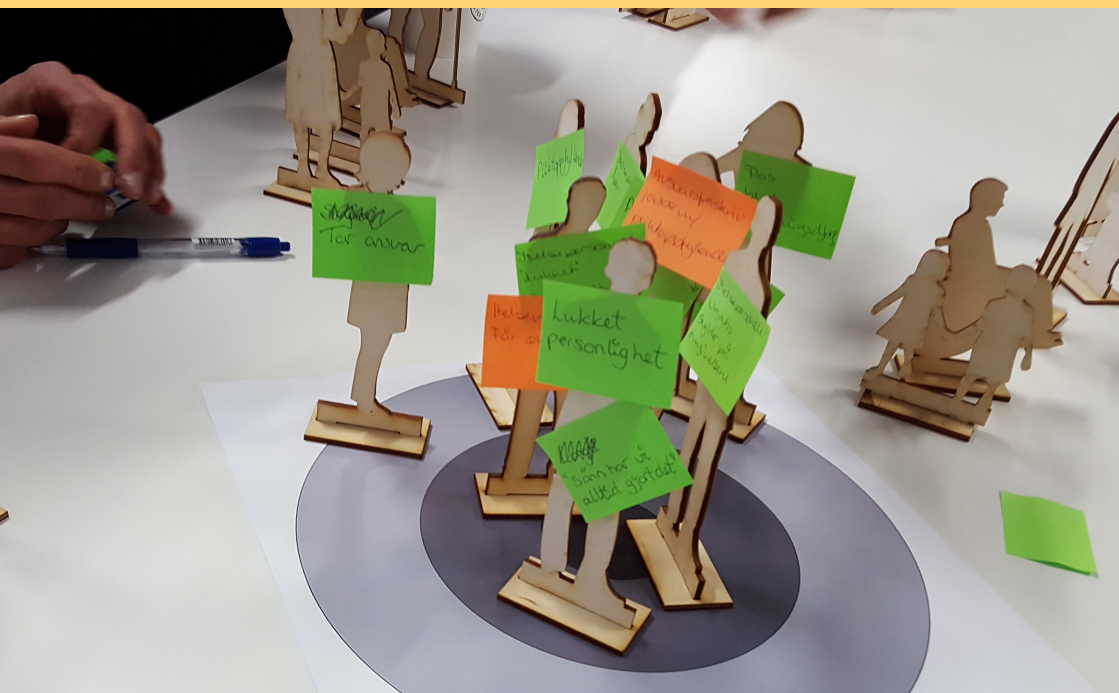
Do you want to know more?

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