USER EXPERIENCE - M.S.

College of Communication and Information
School of Information
www.kent.edu/iSchool

About This Program
Are you passionate about creating digital products that are both user-friendly and successful for businesses? In the M.S. degree in User Experience, you'll engage in all phases of the interdisciplinary design process, from learning and understanding to imagining, evaluating and informing. Enroll today to become a skilled professional who can make a real difference in the digital world. Read more...

Contact Information
• School Director: Meghan Harper | iSchool@kent.edu | 330-672-2782
• Connect with an Admissions Counselor: U.S. Student | International Student

Program Delivery
• Delivery:
  • Fully online

Examples of Possible Careers and Salaries*
Web developers and digital interface designers
• 8.0% much faster than the average
• 174,300 number of jobs
• $77,200 potential earnings

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

For more information about graduate admissions, visit the graduate admission website. For more information on international admissions, visit the international admission website.

Admission Requirements
• Bachelor’s degree from an accredited college or university
• Minimum 2.750 undergraduate GPA on a 4.000-point scale
• Official transcript(s)
• Résumé
• Goal statement
• Three letters of recommendation
• English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning one of the following:
  • Minimum 587 TOEFL PBT score
  • Minimum 94 TOEFL IBT score
  • Minimum 82 MELAB score
  • Minimum 7.0 IELTS score

1 Applicants who do not meet the minimum 2.750 GPA requirement must submit a statement that addresses the circumstances that contributed to the GPA and preparation for success in graduate study. Applicants should include recent professional achievements that indicate an ability to perform at a higher academic level to be considered for conditional admission to the program.

Application Deadlines
• Fall Semester
  • Application deadline: April 15
• Spring Semester
  • Application deadline: November 15
• Summer Term
  • Application deadline: March 15

Applications submitted after these deadlines will be considered on a space-available basis.

Programs Requirements
Major Requirements
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>UXD 60001</td>
<td>USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS</td>
<td>3</td>
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<tr>
<td>UXD 60002</td>
<td>USER EXPERIENCE DESIGN IN PRACTICE</td>
<td>3</td>
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<tr>
<td>UXD 60101</td>
<td>INFORMATION ARCHITECTURE I</td>
<td>3</td>
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<td>UXD 60102</td>
<td>PRINCIPLES OF INTERACTION</td>
<td>3</td>
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<tr>
<td>UXD 60103</td>
<td>RESEARCHING THE USER EXPERIENCE I</td>
<td>3</td>
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<tr>
<td>UXD 60104</td>
<td>USABILITY I</td>
<td>3</td>
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<tr>
<td>UXD 60118</td>
<td>ACCESSIBILITY EVALUATION AND UNIVERSAL DESIGN</td>
<td>3</td>
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<tr>
<td>Any Heath Informatics (HI) Course</td>
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<td>Any Knowledge Management (KM) Course</td>
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<td>Any Library and Information Science (LIS) Course</td>
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<tr>
<td>Any User Experience Design (UXD) Course</td>
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Culminating Requirement
Choose from the following: 3-6

User Experience - M.S.
UXD 66080  PROFESSIONAL PORTFOLIO DESIGN AND ASSESSMENT
UXD 66092  MASTER'S INTERNSHIP IN USER EXPERIENCE DESIGN
UXD 66099  MASTERS PROJECT IN USER EXPERIENCE DESIGN
UXD 66198  MASTER'S RESEARCH PAPER IN USER EXPERIENCE DESIGN
UXD 66199  THESIS I

Minimum Total Credit Hours: 36

Program Learning Outcomes
Graduates of the program will be able to:

1. Create a portfolio as a means to demonstrate competencies.
2. Design and conduct research in a variety of ways necessary to understand users, stakeholders and competitors.
3. Apply user experience research and design techniques to solve for user needs.
4. Create and evaluate structures to support information and content organization.
5. Test and critique existing designs and prototypes by employing usability-testing methods.
6. Communicate solution ideas in a variety of ways to design teams, stakeholders and developers.
7. Demonstrate ability to manage user experience activities to align user experience activities to organizational goals.

Full Description
The Master of Science degree in User Experience prepares students for careers requiring solid understanding of user research, interaction design, usability, content strategy and information architecture.

As essential members of interdisciplinary design teams, user experience professionals engage in a variety of activities to produce usable products that delight users and help organizations meet business goals. User experience analysis addresses the structural, informational, psychological and emotional aspects that make web, mobile and other online technologies useful and successful.

At Kent State University, user experience students engage in all phases of the interdisciplinary design process in a sequence of courses that mirror the steps: learn, understand, imagine, evaluate and inform. Initial learning begins with gathering data/information about users, clients, the organizational culture, common tasks and work environments. After sufficient information is gathered, the team seeks to understand the context in which the project will be undertaken, bridging between data collection and design in the imagine phase. Imagining involves brainstorming, prototyping and critiquing in iterative evaluation of design solutions to see if they work in the real world. This may involve activities such as paper prototyping, high-fidelity interactive prototyping and usability testing. The results of evaluation are communicated to appropriate audiences. This informing process involves presenting to clients and stakeholders, writing reports and other forms of communication.