

# M.S. IN EXPERIENCE AND INFORMATION DESIGN (XID)

## Overview

The University of Miami's Master of Science in Experience and Information Design takes a research-driven approach to how individuals learn, communicate, and interact with each other through the use of communication technologies and explores the potential of human-centered design and design methods from an interdisciplinary perspective. Graduates will turn complex problems into high-quality, desired user experiences for products and services using a holistic design approach that employs investigation, analysis, creativity, and the use of cutting-edge technology.

## Admission Requirements

The XiD (Experience and Information Design) Master's program welcomes applicants with diverse backgrounds and experiences. While specific prerequisites may vary, ideal candidates typically possess a foundation in areas related to design, technology, communication, or related fields. This may include individuals with backgrounds in graphic design, visual arts, music engineering, advertising, UI/UX design, IT, software development, communication studies, cinematic arts, marketing, journalism, or other relevant disciplines. Additionally, candidates with experience in multidisciplinary fields, psychology, sociology, anthropology, or cognitive science, are encouraged to apply. The program values a range of perspectives and seeks individuals with a demonstrated interest in crafting user-centric digital experiences. Ultimately, applicants should showcase a passion for experience and information design, along with a readiness to engage in advanced coursework and hands-on projects in this dynamic field.

The following is a list of the required conditions as well as the required documents/fees for your application for admission to the Master of Science degree program in the School of Communication.

- A baccalaureate degree from a regionally accredited institution
- The School's official application
- An \$85.00 non-refundable application fee
- Three letters of recommendation
- A 500-word typed statement of academic and professional goals
- Official transcripts of all college work, both undergraduate and graduate.
  - Note: In addition, international applicants must send an official copy of their diploma for all degrees earned and all documentation that confers their degree, with English translation for all degrees earned.
  - Note: All transcripts must be the original document, forwarded directly from the university. Xerox copies, true copies, notarized copies, and other types of copies are unacceptable.
- Official TOEFL or IELTS scores
  - Note: Only for international applicants.
- Copy of current passport
  - Note: Only for international applicants. The name entered on the graduate application must exactly match your name as it appears on your passport.
- Portfolio OR Official Graduate Record Examination (GRE) scores.
  - Note: Students can submit a portfolio instead of GRE scores. Hard-copy or USB portfolios may also be mailed to the address below. Please note that we do not return portfolios or USB sticks. Students may choose to submit their GRE score if they don't have a portfolio. Submitting a GRE instead of a portfolio will not affect their acceptance chances. Students may also submit both their GRE and portfolio. Our institution code for the GRE is #5815 and the department code is #4599.

Contact the Office of Graduate Studies, call 305-284-5236 or email ([socgrad@miami.edu](mailto:socgrad@miami.edu)), for information.

## Curriculum Requirements

Code	Title	Credit Hours
<b>Required Courses</b>		
CIM 602	Innovation Design	3
CIM 682	UX Research Methods	3

CIM 622	Human Centered Design	3
JMM 622	Introduction to Infographics and Data Visualization	3
CIM 632	Visual Design for Interactive Media	3
CIM 643	Front End Fundamentals	3
JMM 629	Advanced Infographics and Data Visualization	3
<b>Approved Electives</b>		<b>9</b>
CIM 603	Intro to Creative Coding	
CIM 604	Designing Playful Experiences	
CIM 612	Human-Computer Interaction	
CIM 613	Mobile Application Development	
CIM 623	Building Virtual Worlds	
CIM 633	Augmented Reality	
CIM 653	Dynamic Data	
CIM 658	Immersive Storytelling	
CIM 663	Design with AI	
CIM 669	Internship in Interactive Media	
CIM 679	Practicum in Interactive Media	
CIM 683		
CIM 693	Wearable Technologies	
CIM 699	Advanced Projects and Directed Research	
JMM 638	Infographics and Data Visualization Studio (Required e-portfolio submission)	
<b>Total Credit Hours</b>		<b>30</b>

## Sample Plan of Study

<b>Year One</b>		
<b>Fall</b>		<b>Credit Hours</b>
CIM 602	Innovation Design	3
JMM 622	Introduction to Infographics and Data Visualization	3
CIM 632	Visual Design for Interactive Media	3
CIM 643	Front End Fundamentals	3
<b>Credit Hours</b>		<b>12</b>
<b>Spring</b>		
CIM 682	UX Research Methods	3
JMM 629	Advanced Infographics and Data Visualization	3
CIM 622	Human Centered Design	3
Elective		3
<b>Credit Hours</b>		<b>12</b>
<b>Year Two</b>		
<b>Fall</b>		
Elective		3
Elective		3
NOTE: courses may be taken Summer or Fall semester		
<b>Credit Hours</b>		<b>6</b>
<b>Total Credit Hours</b>		<b>30</b>

## Mission

The Master of Science in Experience and Information Design at the University of Miami embraces research-driven design thinking to shape how people learn, communicate, and conduct business transactions. As new communication technologies become more ubiquitous, we must draw from various professional and scholarly disciplines. Thus, a unique opportunity exists to explore the value of human-centered research and design methods from an interdisciplinary perspective. Graduates will turn complex problems into high-quality, desired user experiences for products and services using a holistic design approach that employs investigation, analysis, creativity, and technology.

## Goals

This program is designed to:

- Teach our students to understand the exact needs of the targeted user(s) and to design user experiences in line with a company product portfolio.
- Train our students to assess user experiences by conducting generative and evaluative research.
- Prepare students to advance from research and data to well-informed directions for innovative design solutions.
- Equip students to translate complex information into effective visual forms and narratives, particularly within digital media, products, and services.

To prepare graduate students to enter the workforce with confidence and a well-rounded portfolio. Graduates will apply their gained knowledge and skills to:

- Corporations, large and small, around the globe with design, engineering, and marketing departments, as well as technology start-ups
- Advertising agencies
- Non-profits

Experience and Information design roles (including but not limited to UX Designer, UX Manager, UX Research, UX Strategist, Data Visualization Expert, Information Architect, and Product Designer) are highly desired roles by most industries/fields with a digital product or service, like healthcare, technology, communication, retail, advertising, and education, to name a few.

This interdisciplinary program prepares students to work within multidisciplinary teams in a design, management, or cross-functional role by developing a deep and holistic understanding of today's sophisticated digital media, products, and services.

## Student Learning Outcomes

- Students will demonstrate extensive knowledge of Experience and Information Design fundamentals, its processes, and deliverables.
- Students will demonstrate the confidence to make design decisions, rationalize their design decisions, and communicate, present, and document their deliverables.
- Students will apply their knowledge to real-world problems, various industries, and fields.