



MSc

## Design Ethnography

Understanding People, Informing Design

“The intensive program sharpened my techniques in conducting fieldwork, synthesis and analysis, and allowed me to develop other skill sets through work with design and computing students. I will come away from the program with unique qualifications, not only for working in the ethnographic field, but also for working in a creative, innovative and multidisciplinary setting.”

Lindsey Messervy, USA

## MSc Design Ethnography

“ Products that transform work and play and truly disrupt markets are based on great design fuelled by deep customer insight. The road to such products is filled with pitfalls, but a necessary starting point is design ethnography.”

**Dennis Wixon, Microsoft Games Studio, Seattle USA**

The opinions expressed here are my own and do not necessarily represent Microsoft Corporation or any of its subsidiaries

- Study alongside designers and engineers, gaining insight into their working practices, environments and problems
- Careers in design ethnography, user research, usability analysis, user experience, strategic design or marketing within the design, manufacturing and service industries
- Access to the latest technologies – social networking tools, digital media, web technologies
- Field-study project from either a self selected topic or a brief from our Industry Steering Group
- Course developed with the input and insight of our Industry Steering Group involving industrialists from Intel, Oracle, SAP Labs, Dray Consulting, 2in10, Microsoft, Realtime Worlds, NCR, Instrata, User Vision, BT, BBC

### Course content

- Design innovation
- People & design
- Design ethnography 1
- Design innovative research
- HCI & usability engineering
- Design ethnography 2
- Project

### To apply

- An honours degree in one of anthropology, sociology, marketing, psychology, computing, design (any field), interaction/interactive media design, communication studies, HCI or human factors. Graduates from other disciplines, or those with relevant work experience, will be considered on a case-by-case basis
- All applicants will be phone interviewed, with an opportunity to highlight any areas of experience that demonstrate an appropriate aptitude
- IELTS 6.0 (or equivalent) for applicants whose first language is not English
- For application information: <http://www.dundee.ac.uk/postgraduate/> or email: [postgrad-admissions@dundee.ac.uk](mailto:postgrad-admissions@dundee.ac.uk)

### Further information contact course leader

Dr Catriona Macaulay • School of Computing •

College of Art, Science & Engineering • University of Dundee • Dundee DD1 4HN

tel +44 (0) 1382 386522 • fax +44 (0) 1382 385509 • email [c.macaulay@dundee.ac.uk](mailto:c.macaulay@dundee.ac.uk)

“ Deciding to study the MSc Design Ethnography is one of the best decisions I have made. The course has developed my creative, technical and research skills and broadened my understanding of the importance of people in the design research process. Course content is current and innovative, with lectures from experienced staff, practicing designers and industry professionals. It is certainly challenging but I find it rewarding to be studying on a course which equips me with a unique skill-set that will enhance my future career prospects.”

**Annabella Padilla-Lamb, UK**

