Design apps and user experiences that will rock your clients’ worlds.

Developed with industry experts, this program will equip you to:

- Build prototypes and evaluate design effectiveness.
- Analyze the human factors that influence user response.
- Apply social and psychological principles to predict user response and conceive designs.

**REQUIRED COURSES:**

- Innovation and User-Centered Design
- Cognitive and Social Psychology of User-Centered Design
- Information Architecture
- Prototyping and Evaluation
- Information Visualization Theory and Techniques
- Design Operation and Leadership
- Capstone in User-Centered Design

**SAMPLE ELECTIVES (SELECT 3):**

- Design of Immersive Environments
- User Interface Design
- Agile Project Management
- Web Development Technologies

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**WHY GPS?**

- Nationally ranked Brandeis education
- Convenient, flexible, fully online
- Seminar-style classes
- Average class size of 12
- Faculty from industry
- Professional connections
- One-on-one advising

**WHY THIS PROGRAM?**

“This program strikes the ideal balance between theory and practice.”

— Blade Kotelly, Leader of Experience Strategy at Sonos, and Professional Advisory Board member for the User-Centered Design program at Brandeis GPS

2017-2018 Academic Year

www.brandeis.edu/gps | gps@brandeis.edu | 781-736-8787