

COURSE DETAIL

SERVICE AND EXPERIENCE DESIGN

Country

New Zealand

Host Institution

Massey University

Program(s)

Massey University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Art Studio

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

SERVICE AND EXPERIENCE DESIGN

UCEAP Transcript Title

SERVICE& EXP DESIGN

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This studio course examines human-centred design processes to create a multi-dimensional response to a specific brief. Using a human-centred approach, students will negotiate the opportunities and tensions inherent in the design of services and experiences, offering original solutions that explore current paradigms (including the dynamic interplay of production and consumption).

Language(s) of Instruction

English

Host Institution Course Number

197379

Host Institution Course Title

SERVICE AND EXPERIENCE DESIGN

Host Institution Campus

Wellington

Host Institution Faculty

Host Institution Degree

Host Institution Department

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