

**The International Joint MS Programme of Design Research for Interaction
(Middle East Technical University & Delft University of Technology)**

This international joint MS programme is a joint effort of Middle East Technical University Department of Industrial Design and Delft University of Technology (TU-Delft) Faculty of Industrial Design Engineering. The 'Design Research for Interaction International Joint MS Programme' is the first joint programme in Turkey that develops expertise in this area at graduate level. Furthermore, the subject and scope of the programme are the first of their kind in Turkey.

The joint programme brings together the education and research staff, areas of expertise, research laboratories, workshops, resources (software, databases, books, etc.) and other infrastructure opportunities of both universities. For this purpose, the programme has the following objectives;

- to raise both universities' national and international recognition in educational platforms,
- to enrich the educational curriculum,
- to bring variety to theoretical and practical research topics,
- to raise the number of scientific publications,
- to raise the number of projects carried out with industry and enlarge their scope, and
- to raise the number of enrolled international students.

Scope and Significance of the Programme

In a general sense, industrial design is about the function and appeal of industrially manufactured products designed to augment the quality of life. Within this context, industrial design draws from many disciplines and from various fields of research. A field of research defined in recent years and that is developing fast in the world, investigates the various experiences that users have with products. It is now accepted that focus on product-user experiences should play a strong role in design processes. Industrial designers can benefit from this focus by proposing increasingly strong connections and relationships between products and people, and especially in increasingly technological contexts demanding thoughtful and innovative product interactions and interfaces.

Globalization is another reason for the contemporary emphasis on design for interaction. Designers now have to think more on the international, regional, cultural and individual differences among users that bring important factors in the effectiveness of product designs and their acceptance in global marketplaces.

Research carried out on user behaviour, user-product relationships and use environments has risen in recent years, leading to a considerable rise in knowledge in the field of design; industrial design more specifically has become a more evidence-based activity with increased importance on innovation, discovery and matching solutions to uncovered needs. Such developments have led to a need to have designers

who can comprehend and devise rich and complicated product-user relationships and who are capable of generating insights and knowledge to feed design for interaction.

The International Joint MS Programme in Design Research for Interaction aims to educate industrial designers and design researchers who can pave the way in this developing field, within an international platform.