Call for Sponsors
for the Human-IST CAS
in Interaction Science and Technology

http://human-ist.unifr.ch/cas

Producing Cutting-Edge Interaction Designers and Scientists

To give future interaction scientists and technologists a competitive edge, we propose a new program – the Human-IST Certificate of Advance Studies (CAS) in Interaction Science and Technology.

The CAS program, through a combination of coursework and a project, provides students with theoretical and practical knowledge to meet the increasing demand for human-centered approaches to technology and the skills to fill positions such as user experience designer, interaction designer, usability specialist, requirements engineer and human performance specialist.

The program has been designed for people who want to learn new skills or complement their existing knowledge set to meet the market need for human-centered interaction specialists, and to suit the needs of both people who are already in the work force and recently graduated Masters students from universities or universities of applied science by providing a full curriculum that can be followed on a part-time basis over the course of 6 months.

Context

At the Human-IST Institute we work on developing and evaluating new interactive technologies that are usable, useful, and appealing to a broad cross-section of people, and compatible with sustainability criteria, bringing together expertise is computer science, humanities and social sciences (psychology, sociology, education and management). Following the success of the initial start-up phase (2015-2017), which was primarily focused on research and development, we are now focusing on the educational aspect of Human-IST by proposing a Certificate of Advance Studies in Interaction Science and Technology (the Human-IST CAS program).

As a company or institution that could have a significant interest in this program, outlined below, and could reap great benefits from participating in it, we ask for your assistance in helping us kick off this exciting new branch of Human-IST through one of our sponsorship opportunities.

Motivation

Technology is playing an increasingly important and dominant role in the daily lives of millions of people. It is being used for work and play, in the office, at home, or on the go. The people who use it are extremely diverse (age, knowledge, culture etc.), but the one thing they have in common is that they have an increasingly strong expectation for the technologies to take into account their needs and lifestyles, and to be intuitive and easy to use. Creating technologies that meet these criteria and can satisfy a maximum number of people requires interdisciplinary knowledge and insight into both people (their needs, how they think and behave and their cognitive and physiological limitations) and how current and emerging technologies can best be leveraged to meet their needs. Employees with knowledge of this kind are increasingly in demand in industries as varied as health care, banking, and commerce.

Description and Structure of the CAS

The CAS will be worth 15 ECTS credits and will be carried out over the course of 6 months, part time. 9 of those credits will come from course work. Students will be expected to attend 15 full days (8 hours per day) of courses, with each course requiring approximately 8 hours of supplementary work. These courses will be held once a week over the course of 4 months. The remaining 6 ECTS credits will come from an applied project and certificate thesis, which should take no longer than 9 weeks to complete and will be presented in a thesis defence. CAS students are expected to primarily be recently graduated Master's students or people who are already in the work force and who want to learn new skills or complement their existing knowledge set and become certified. The expected enrolment is approximately 12 students/year. The fee for the certification will be 9'000 CHF.

Proposed Courses

The following courses will be offered as part of the CAS program.

Fundamentals			Interaction Design
The Human	**The Machine**	**The Social**	User Research
Visual and Social Neuroscience	Human-Robot Interaction	Ethnography-Informed Research	Evaluating with Users
Exceptional People	Artificial Intelligence	Anthropology / Socio-Cultural Diversity	Ideation, Prototyping, Industrial and Product Design

Interaction Scope		Interaction Techniques
Augmentation and Accessibility	Behaviour Change	Sensization

Anticipating Changes	Alternative Realities
Digital Transformation	Multimodal, Natural and Tangible Interaction

Advantages for Students

Upon completing the CAS students will have both the theoretical knowledge and practical skills needed to carry out work in positions such as User Experience Designer, Interaction Designer, Usability Specialist, Requirements Engineer and User Interface Designer. High quality teaching staff from both academia and industry (from well known Universities and companies) will ensure that the education that they are getting is up to date and relevant for future employers.

Advantages for Industry and Institutions

There are two advantages in particular for companies and institutions who sponsor the Human-IST CAS Program. The first is that they could send existing employees to do the certification, with little loss of internal resources, since the courses would only be one day a week, and the total time for the program is 6 months part-time. The second is that the project part of the CAS could be carried out to solve a particular problem that the company or institution is facing, creating a win-win situation for both the employer and employee.

Sponsorship Opportunities

There are 3 Human-IST CAS sponsorship packages available.

Bronze Sponsor - 3'000CHF
- Your company or institution logo on the program website and publicity materials for 1 year[1].
- Possibility to present the company or institution to students in the CAS.

Silver Sponsor - 9'000CHF
- 1 place in the CAS program reserved for company or institution employees and offered for the duration of the CAS program session that starts in the year the payment is made (total value of 9'000 CHF).
- Your company or institution logo on the program website and publicity materials for 1 year[1].

Gold Sponsor - 18'000CHF
- 2 places in the CAS program reserved for company or institution employees and offered for the duration of the CAS program session that starts in the year the payment is made (total value of 18'000 CHF).
- Your company or institution logo on the program website and publicity materials for 1 year[1].
- Possibility to present the company or institution to students in the CAS.

Please note that company or institution employees admitted into the program must meet the program's official admission requirements. Admission to the CAS program is granted by the direction of the program based on an admission application, which must be submitted by the employee who will be participating in the program at the latest by June 1st for the semester session starting in autumn of the same year. Furthermore, an agreement must be signed and a single payment for the totality of the fee must be made on or before May 1st for participation in the program that starts in autumn of the same year.

If you are interested in becoming a Human-IST CAS sponsor, or would like more information about the program, please contact the program director, Prof. Denis Lalanne (denis.lalanne@unifr.ch), or the senior research manager, Dr. Agnes Lisowska Masson (agnes.lisowska@unifr.ch).

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[1] One year in this case will be considered as counting from April 1st of the year of payment to April 1st the following year.