

LIVE IN ISRAEL, STUDY IN ENGLISH

SAMMY OFER SCHOOL OF COMMUNICATIONS



**MA HUMAN-
COMPUTER
INTERACTION
HCI**

2024-2025

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 Reichman University was founded with the aim of nurturing future leaders. In 30 years, we have created a pioneering and innovative academic center. Our students are imbued with a commitment to excellence and original thinking. 'The university of the future,' as we see it, has to prepare its students for a constantly changing world by being able to innovate skillfully, to dare, and to initiate. We believe that the knowledge and tools acquired at Reichman University support personal and professional goal fulfillment and enable our graduates to tackle the challenges of our global reality."



Prof. Uriel Reichman
Founding President and Chairperson of the Board of Directors, Reichman University





WELCOME FROM THE HEAD OF PROGRAM

Media Innovation Lab (milab) and ARL (Advanced Reality Lab) at the School of Communications are offering a new and unique MA degree in Human-Computer Interaction (HCI), a first-of-its-kind in Israel. Similar to leading programs in top universities in the US and Europe, our MA in HCI is a transformative degree. We provide our students with the methodologies and skills required to lead user-centered products in technology companies, interactive experiences in design companies, and cutting-edge research in academic and industry innovation labs.

The program's goal is to provide students with practical research and design methodologies, so that they can become experts in user-centered design and product innovation at technology companies. Potential career paths include user research, interaction design, UX/UI, product innovation, and a range of emerging roles that require an understanding of user needs and the ability to lead new products to fulfill those needs.

Courses include theory, practical methodology, creative prototyping, research projects, a practicum, a final project, and advanced electives. Studies are project-based in research labs and design workshops, including creative prototyping with code, sensors, 3D printing, UX design, and more. Students will master core methodologies, such as: user-centered product innovation and service design, UX/UI design and user research, interaction design and technology prototyping, and research of human-computer interaction.



PROF. OREN ZUCKERMAN
PhD
MIT MEDIA LAB
HEAD, MA HCI



WE PROVIDE OUR STUDENTS WITH THE METHODOLOGIES AND SKILLS REQUIRED TO LEAD USER-CENTERED PRODUCTS IN TECHNOLOGY COMPANIES, INTERACTIVE EXPERIENCES IN DESIGN COMPANIES, AND CUTTING-EDGE RESEARCH IN ACADEMIC AND INDUSTRY INNOVATION LABS."

PROGRAM HIGHLIGHTS

12-16 months (three or four semesters, depending on the choice of courses), in English, designed for students and working professionals.

Students must complete 39 credits, or 49 in the Thesis track.

Two days a week: Wednesdays and Fridays

Project-based learning in research labs and design workshops.

Students will master core skills and gain rich experiences:

- User-centered product innovation
- UX/UI design and user research
- Interaction design and technology prototyping
- Research of human-computer interaction
- Practicum in startups and innovation labs
- Final project: technology research or design innovation in our research labs or with industry partners
- Thesis option offered for the second year, giving students the opportunity to join a leading research team and publish papers for international conferences
- Applied Research Marathon between semesters

WHO IS THE PROGRAM FOR?

The program is designed for students and working professionals from Israel and abroad who are passionate about designing, creating, evaluating, and leading new products and interactive experiences at technology and design companies.

Suitable candidates may come from a range of backgrounds, including design, computer science, engineering, architecture, psychology, communications, UX/UI, information systems, arts, and more.



REICHMAN UNIVERSITY

FAST FACTS


 Israel's first and only **private university**


Over **38,000** graduates worldwide

 The Israeli Council for Higher Education granted Reichman University permission to confer **doctoral degrees**


Over **38**  **research institutes** at Reichman University
www.runi.ac.il/research-institutes

The Career Center aims to assist alumni in integrating into the professional market, as employers seeking to recruit suitable candidates 


Over **2,500** Raphael Recanati International School students from over **90** countries make up 1/3 of the Reichman University student body




REICHMAN UNIVERSITY: THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL

Reichman University created new, academic **interdisciplinary concepts** in the fields of entrepreneurship, counter-terrorism and sustainability - models that are being implemented around the world 

Over **400** lone soldiers studying for full degrees

Reichman University's Alumni Association, with over 38,000 graduates, forms a professional and social alumni community that promotes **networking** from different countries, and strengthens the pride and sense of belonging to Reichman University and its alumni 

 Ranked **no. 1** in Israel for our treatment of **IDF reservists**



CURRICULUM

ONLINE COURSES

Before the program starts, all students must complete the online preparatory modules:

- Introduction to Computing Principles (waived for BSc students)
- Introduction to Visual Design (waived for Design students)
- Introduction to Human-Computer Interaction (waived for Interactive Communications students)
- Introduction to Applied Research Methods (waived for Psychology students)

* The courses are available online for individual access, at no extra charge.

COURSES AT A GLANCE

FUNDAMENTAL COURSES

Theory, Applied Methodologies, Ethics

- **Contemporary Topics in HCI**
Prof. Oren Zuckerman
- **Psychological Foundations for HCI: Cognitive and Social Psychology**
Dr. Hadas Erel
- **UX Research Methods: Qualitative**
Dr. Jacob Greenshpan
- **HCI Research Methods: Quantitative**
Dr. Hadas Erel
- **Ethics and Technology**
Dr. Noa Morag

SKILL COURSES

Prototyping, Applied Research, Practicum

- **Self-Expression Through Digital Fabrication**
Mr. Ohad Meyuhas
- **Creative Prototyping: Playful Experimentation with Software**
Mr. Zvika Markfeld
- **Creative Prototyping: Playing with Hardware (Arduino)**
Mr. Zvika Markfeld
- **Immersive Experiences with VR/AR (Unity 3D)**
Dr. Jonathan Giron
- **Applied Research Seminar: Non-humanoid Robots Research & Prototyping**
Dr. Hadas Erel
- **Applied Research Seminar: Mobile UX Research Methods**
Prof. Oren Zuckerman, Mr. Asaf Barzilay
- **Applied Research Seminar: VR Research & Prototyping**
Prof. Doron Friedman, Dr. Jonathan Giron
- **Applied Research Marathon**
Dr. Ayelet Segal

ELECTIVE COURSES

MA IN HCI ADVANCED ELECTIVES

- **Product Design with Design Systems**
Ms. Meirav Ron
- **Human-AI Co-Creation**
Prof. Doron Friedman
- **UX Design Workshop: From Onboarding to Engagement**
Dr. Jacob Greenshpan
- **Conversational AI Interfaces**
Ms. Galit Galperin
- **A Neuroscientist Perspective on HCI**
Prof. Amir Amedi
- **Service Design Methodologies**
Ms. Dikla Siboni, Ms. Eden Dotan
- **The Human Body in Human-Computer Interaction**
Dr. Jonathan Giron
- **Critical Speculative Design**
Ms. Dana Gordon
- **Final Project**
Dr. Ayelet Segal, Ms. Talia Ezer

ELECTIVES FROM OTHER PROGRAMS

Students can choose up to two electives from the following programs, subject to availability and prerequisites:

- One-Year MBA (Eng)
- Global MBA (Eng)
- MA in Law, Technology & Innovation (Heb)
- MA in Communications & New Media (Heb)
- MA in Social Psychology (Heb)
- MBA in AI & Big Data (Heb)
- MSc in Computer Science (Heb)
- MSc in Machine Learning & Data Science (Eng)
- MA in Organizational Behavior & Development (Eng & Heb)
- MA in Behavioral Economics

Reichman University reserves the right to cancel, alter, or expand the academic programs offered.



ALUMNI



Brian Washington
 USA 🇺🇸
 BA in Communications & Media
Product Manager, Blox/SSV Network Contributor



Dana Yichye Shwachman
 Israel 🇮🇱
 BA in Industrial Design
*CEO and Founder at Inclu Design Studio
 Product Design Lead at Tikkun Olam Makers*



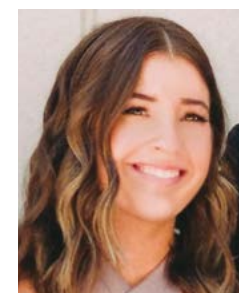
Magali Lifschitz
 Argentina 🇦🇷
 BA in Health Science
UX Researcher at Lightricks



Daniel Goldblat
 Israel 🇮🇱
 BSc in Computer Science
*Validation and Integration
 Technical Lead at Intel*



Moria Mann Klein
 South Africa 🇿🇦
 BA in Business
Product Manager at Personetics



Carly Raizon
 USA 🇺🇸
 BA in Psychology
Product Designer at Eleos Health



Udi Lumnitz
 Israel 🇮🇱
 BA in Management & History
VP Production Engineering at Applicaster

THESIS TRACK

Thesis students will join a research lab on campus, and will engage in intensive design, implementation, and evaluation of an innovative interactive experience.

Technology domains for Thesis students include: VR, AR, IoT, robotic objects, smart material.

Human behavior domains include: social interaction, behavior change, learning, play, rehabilitation.

Other domains will be considered based on students' passions and skills.

ADVANCING YOUR CAREER

The program works closely with partners in Israel and abroad to provide students with opportunities to work on real-life projects. Partners include both startups and large companies in the technology and design ecosystem. Selected partners include: Snapchat, Apple, Google, Facebook, Microsoft, Wix, Booking, Designit, BBC, Elbit, Amdocs, Bank Leumi, MagicLeap, Waze, Taboola, AppsFlyer, Via, Lemonade, Monday, Bizzabo, SimilarWeb, SentinelOne, DevianArt, Fiverr, Retain.ai, and many more.

Students will choose their desired industry partner, and together with faculty members they will define a project domain. This can vary from a practical industry project to a more conceptual/artistic interaction design project. Examples of projects include: UX optimization of an onboarding experience of a digital product, UX research of an AI product, or an innovative design for a new IoT experience.



FACULTY

Dr. Amit Lavie-Dinur, PhD, Hebrew University of Jerusalem

Dean, Sammy Ofer School of Communications

Prof. Oren Zuckerman, PhD, MIT, Media Lab
Reichman University milab founder and director

Area of Expertise Human-Computer Interaction researcher

Courses Contemporary Topics in HCI; Mobile Interaction Techniques Seminar; Thesis Advisor

Prof. Doron Friedman, PhD, Tel Aviv University
Head of the Advanced Reality Lab

Area of Expertise VR and BCI researcher

Courses VR Research and Prototyping Seminar; Human-AI Co-Creation; Thesis Advisor

Dr. Jacob Greenshpan, PhD, Technion-Israel Institute of Technology

Areas of Expertise UX/UI strategy; Human factors expert; UX research practitioner

Courses UX Research Methods; UX Design Workshop: From Onboarding to Engagement

Dr. Hadas Erel, PhD, Ben-Gurion University of the Negev

Senior Research Scientist, Lecturer, Reichman University milab

Areas of Expertise HRI researcher, Cognitive psychology

Courses Psychological Foundations for HCI: Cognitive and Social Psychology; HCI research methods: Quantitative; Non-humanoid Robots Research and Prototyping Seminar; Thesis Advisor

Dr. Noa Morag, PhD, Bar-Ilan University; MPS Int. Design, NYU

Associate Director & Lecturer, Reichman University milab

Area of Expertise Digital ethics researcher

Courses Ethics and Technology; Thesis Advisor

Dr. Jonathan Giron, PhD, Bar-Ilan University

Area of Expertise VR and psychology researcher

Courses Immersive Experiences with VR/AR (Unity 3D); VR Research and Prototyping; The Human Body in Human-Computer Interaction; Thesis Advisor

Dr. Ayelet Segal, PhD, Columbia University
TouchCast Head of UX Research & Education

Areas of Expertise User experience designer & researcher; Hybrid learning expert; Industry relations

Courses Final Project

Prof. Amir Amedi, PhD, Hebrew University of Jerusalem; PostDoc: Harvard and NIH
Director, The Baruch Ivcher Institute For Brain, Cognition & Technology (BCT Institute)

Areas of Expertise BrainTech; Human-computer interfaces across multiple senses; Psychological and physiological measurement of tech

Courses A Neuroscientist Perspective on HCI; Thesis Advisor

Zvika Markfeld

Co-Founder, ForReal, Maker, Physical computing educator

Area of Expertise Prototyping expert

Courses Playing with Hardware (Arduino); Playful Experimentation with Software

Ohad Meyuhas

Head of Innovation, Stratasys

Area of Expertise Fabrication expert

Courses Self-Expression with Digital Fabrication

Dana Gordon, MA, Interaction Design, Institute Ivrea

Areas of Expertise Interaction designer; Architecture

Courses Speculative Design

Asaf Barzilay

VP, Rider/Platform at Via

Areas of Expertise SVP, Products/Projects

Courses Mobile UX Research Methods Seminar

Ms. Dikla Siboni

Director of Business Design, Designit

Area of Expertise Business design

Courses Service Design Methodologies

Meirav Ron

Product Design & Expert Design System Lead, monday.com

Area of Expertise Product Design

Courses Product Design with Design Systems

Galit Galperin

Product Advisor

Area of Expertise Voice AI expert

Courses Voice User Interfaces

Dr. Amber Maimon, PhD, Haifa University

Areas of Expertise Neuroscience, Neuroplasticity, Multisensory integration, Extended Cognition, NeuroHCI

Courses A Neuroscientist's Perspective on HCI

Talia Ezer, MA in HCI, Reichman University

Project Manager, MA in HCI

Area of Expertise Interaction Design Researcher

Benny Megidish, BSc Computer Science, Reichman University

milab Research CTO

Founder of Butter Robotics

APPLICATION, ADMISSION, TUITION

APPLICATION PERIOD

The application period for the academic year starting fall 2024 is **November 15, 2023 - August 31, 2024**.

Applications submitted before **May 2024** will receive priority in the review process. Applications submitted after that date will be considered on a case by case basis, subject to available space in the program.

ADMISSION CRITERIA

- Completed undergraduate degree from a recognized academic institution, in a relevant field (partial list of relevant fields: communications, computer science, engineering, psychology, design, art, media, architecture, information systems).
- Undergraduate GPA of 82% and above. In certain exceptional cases, applicants who do not meet this requirement but have either professional experience and/or a portfolio may still be considered for acceptance. (During the admissions process, candidates will be ranked according to: GPA, admissions questionnaire, personal interview, professional experience, English level, and suitability for a program that combines theory and practice.)
- Applicants with a bachelor's degree and a GPA of 87% or above will be eligible to apply for the Thesis track.
- Admission to the program is competitive. Candidates who meet the academic admissions criteria are not guaranteed acceptance to the program. They must also meet the expectations of the Admissions Committee during the personal interview, which is held in English.
- Because the academic program is taught entirely in English, in addition to undergoing an interview in English, graduates of international schools where English was not the primary language of instruction are required to submit TOEFL/AMIR test scores. Applicants with a bachelor's degree from recognized academic institutions in Israel are not required to submit TOEFL/Amir scores, but will be required to pass an interview in English by the Admissions Committee.

TOEFL: www.toefl.org

- Students who are to begin their studies in **October 2024** must complete short, online preparatory courses, unless they are exempt from these courses (see details below).
- Online Preparatory Short Courses***
Before the program starts, students must complete the following online preparatory courses on 85 GPS:
 - Introduction to Computing Principles (waived for students with a BSc)
 - Introduction to Applied Research Methods (waived for students with a Psychology degree)
 - Introduction to Visual Design (waived for students with a Design degree)
 - Introduction to Human-Computer Interaction (waived for students with an Interactive Communications degree)

* The courses are available online for individual access, at no extra charge.

ONLINE APPLICATION

Please note, your application must include:

- Official transcripts of previous academic studies. Transcripts must bear the official stamp of the issuing institution. If you do not send the original transcript, scanned photocopies of the original documents will be accepted if properly notarized.*
- Detailed CV describing professional experience
- Copy of passport or identity card
- Admissions survey
- References with valid contact details (completed as requested in the online registration form). When relevant, candidates are encouraged to submit a link to a portfolio of their work (mainly intended for graduates with a design, architecture, and UX / UI background).

* An official, notarized English translation must be submitted for all transcripts not originally issued in English.

APPLICATION PROCESS

The application process consists of two stages:

Stage 1 Your application will be evaluated by the Admissions Committee based on the submitted materials.

Stage 2 Applicants who successfully pass Stage 1 will be invited to a personal interview with the Admissions Committee. Applicants living outside Israel may be interviewed via Zoom or by phone.

APPLY ONLINE AT
<http://runi.ac.il/MA/HCI>

TUITION & FEES

- The tuition for the MA in the HCI program is **NIS 77,900**. This includes all costs for the three semesters, the preparatory courses, and all materials used during the prototyping workshops (electronics, wood, plastic, etc.). If payment is in U.S. dollars, the value in Israeli shekels (NIS) will be determined according to the exchange rate on the day the payment is received.

- The application fee is **NIS 300** (non-refundable).
- The down payment is **NIS 8,000**, and applicants must pay the fee to secure their place in the program after being accepted. Once the down payment has been received, the applicant's place is secured and confirmed.

Reichman University reserves the right to change all tuition and fee rates without prior notice.

FINANCIAL AID

GRANT FOR NEW IMMIGRANTS

The State of Israel offers financial assistance for graduate school tuition to new immigrants under the age of 30, provided they do not already have a graduate degree from abroad and that their program of choice is recognized by the Student Authority. Students must begin their graduate studies within three years of their Aliyah date (not including army service), in order to be eligible for this assistance.

For more details about conditions of eligibility and the application process please visit:

https://www.gov.il/en/Departments/Units/students_authority_maya

FREE APPLICATION FOR FEDERAL STUDENT LOANS (FAFSA)

US citizens are eligible to apply to borrow FAFSA Stafford loans as part of the Direct Loans Programs and/or Sallie Mae. For students enrolled in the 2024-2025 academic year, the deadline to apply for loans is **April 1st, 2025**. Our school code is G40703, and the school name is Raphael Recanati International School. For further information and to start the process, please contact Rina Haller in our US office at Rina@aforu.org.

MASA

Jewish tourists between the ages of 18-30 who have not been in Israel on a prior long-term program are eligible for grants and scholarships through the Masa Project.

Please note: once you make Aliyah you are not eligible for this grant so please check this before making Aliyah!

More information at: www.masaisrael.org

MERIT SCHOLARSHIP

The program provides a limited number of scholarships for eligible students, based on unique achievements or professional excellence. The scholarship amounts range between NIS 5,000 to NIS 15,000. Not all applicants receive the same scholarship amount. The criteria and the scholarship amount will be determined by the admissions committee. Application for scholarship is open only for accepted students. The deadline for submitting scholarship applications is **June 30, 2024**. For additional questions, please contact the registration department.

SAP (Students Assistance Programs)

Canadian students interested in loans and grants from the Canadian government can get information at

<https://www.canada.ca/en/services/benefits/education/student-aid/grants-loans/province-apply.html>

Financial aid is also available through the Free Loan Association for the Greater Toronto area (<https://jewishtoronto.com/directory/jewish-free-loan-toronto>)



FOR MORE INFORMATION:

<https://www.runi.ac.il/en/schools/rris/admissions/graduate/financial-aid-and-scholarships/>

Or contact our Financial Aid Department for further assistance at rris.financialaid@runi.ac.il

✓ Networking is the name of the game!
To date, there are more than 38,000 Reichman University graduates from over 90 countries. This gives students a unique opportunity to meet people from different backgrounds and learn about other nations and cultures, and to establish friendships that last a lifetime. This also creates a global network that provides our graduates with an advantage throughout their professional career.

✓ Our small classes create a more intimate learning setting, which allows students to get to know each other and the staff. Our philosophy is that our students are our partners.

✓ Reichman University is one of the most prestigious universities in Israel. Employers seek Reichman University graduates because they come with practical tools and hit the ground running. Reichman University operates a Career Development Center that aims to prepare students and alumni for the job market, and to provide them with the tools to find suitable employment both before and after they graduate.

✓ Reichman University offers a wide range of extracurricular activities: sports, debate club, Model UN, Israel advocacy, JLIC-RRIS Friday night dinners, shiurim, mincha club, choir, band, and much more.

✓ The Raphael Recanati International School provides very special care for its students. We are the largest academic absorption center in the country. We are especially proud that we are home to more than 400 lone soldiers, who are currently studying here.

✓ 1/3 of Reichman University students are international, making us the most international university in Israel for full-degree students. Israeli students serve as counselors for first-year students in order to help them find their way around and get to know the system.

✓ Reichman University was ranked number one in student satisfaction for quality teaching for four consecutive years, in a nationwide survey conducted by Israel's Council for Higher Education. We are the first non-government-subsidized academic institution to grant doctoral degrees.

WHY REICHMAN UNIVERSITY ?

VISA & STATUS ASSISTANCE



Students are responsible for clarifying and establishing their status in Israel, and can turn to the Raphael Recanati International School staff for advice and assistance. All students must clarify their status and eligibility for a student visa (A-2), or Israeli citizenship, in advance before arriving to Israel, with the Israeli embassy or consulate in their country of origin. International students who are children of an Israeli parent must settle all matters, such as deferment of military service, with the nearest Israeli embassy or consulate. For students considering immigration to Israel. The Jewish Agency provides advice and assistance: www.jewishagency.org/Aliyah/, or for students from North America/UK: www.nbn.org.il

CAREER CENTER



The Career Center strives to prepare students to enter the workplace and help them find employment opportunities by providing counseling, placement, and informational services. It is tailored to meet the specific needs of the students and graduates of each of Reichman University's schools, according to the relevant market. These services include personal career counseling and assistance, including one-on-one LinkedIn sessions, as well as lectures and workshops on job-seeking strategies, LinkedIn, and interviews. In addition, the Career Center creates recruitment and networking opportunities such as job fairs and employer meetings. The center also maintains an updated listing of hundreds of job openings in Israel for students and graduates.

www.runi.ac.il/career/eng

HEALTH INSURANCE



All Reichman University students are required to have comprehensive health insurance coverage throughout the duration of their studies. Reichman University cannot cover medical costs or take responsibility for students who do not have insurance. You may purchase your own health insurance policy to cover your medical needs while in Israel, or purchase the UMS HAREL YEDIDIM insurance policy for international students, offered by Reichman University (RUNI). If you are an Israeli resident covered by Israel's National Health Insurance (Bituach Leumi), you do not need any additional health insurance. The insurance plan with HAREL YEDIDIM provides comprehensive health coverage for *\$1,600 USD per academic year, which will be charged at the beginning of the year. In order for students to have continuous coverage, the HAREL YEDIDIM policy will be automatically renewed from one academic year to the next, until the end of the program, unless the student notifies the school in writing that they have an alternative health insurance and wishes to cancel.

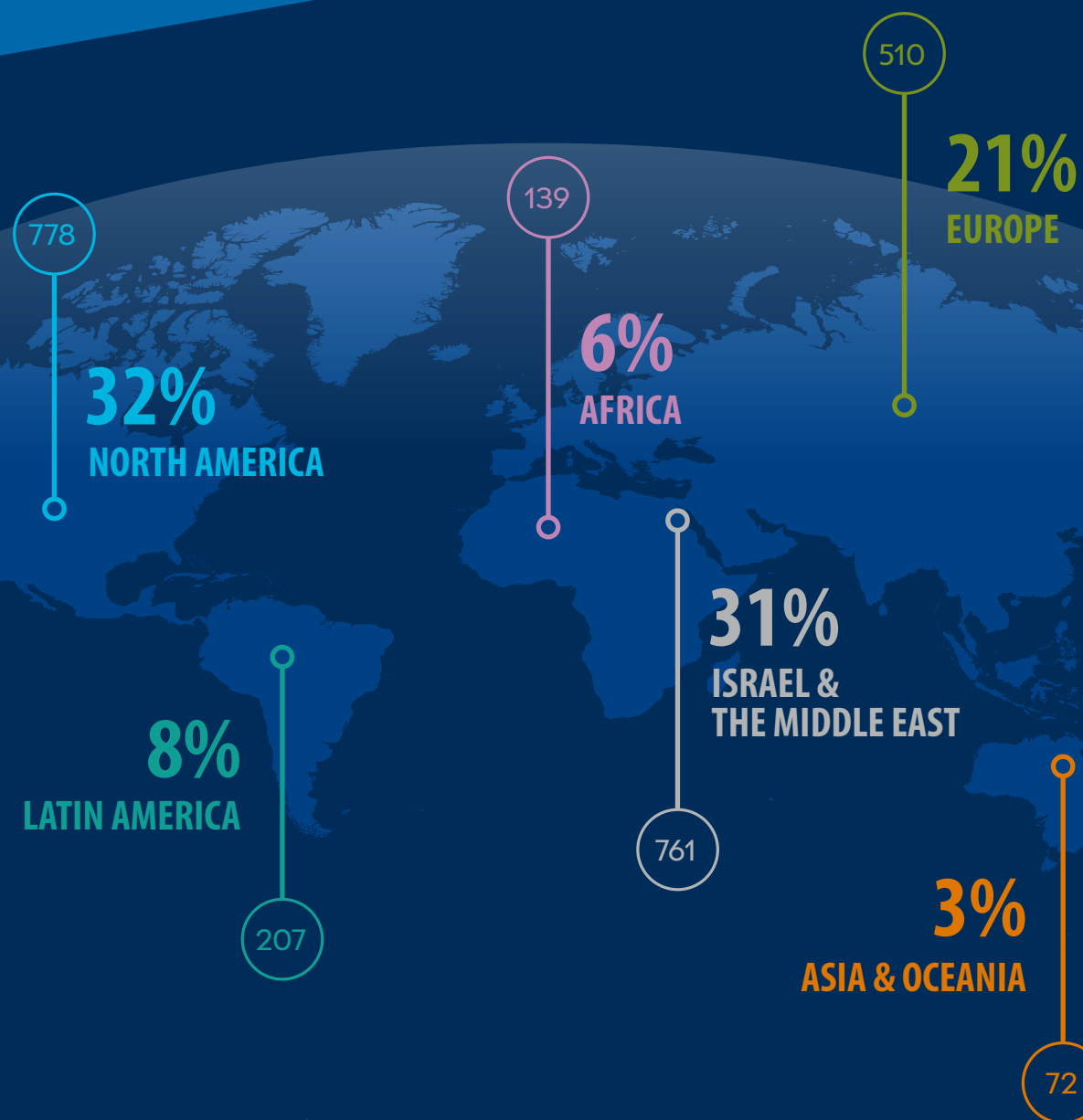
Please note that the HAREL YEDIDIM health insurance plan does not cover pre-existing conditions.

For more information: rriis.insurance@runi.ac.il

** Rates are subject to change according to insurance company rate fluctuations.*



RRIS GLOBAL VILLAGE



30% 

OF THE STUDENT POPULATION OF REICHMAN UNIVERSITY ARE INTERNATIONAL STUDENTS.
RRIS IS THE LARGEST ACADEMIC ABSORPTION CENTER IN ISRAEL.

ACADEMIC CALENDAR ה'תשפ"ה 2024-2025

Orientation week	October 27 - November 1, 2024
Mandatory HCI beginning of the year event	November 1, 2024
Fall semester begins	November 3, 2024
Memorial Day for Yitzchak Rabin z"l	November 12, 2024
Hanukkah vacation	December 29, 2024
Fall semester ends	January 31, 2025
Fall exams begin	TBA
Purim vacation	March 14, 2025
Spring semester begins	March 23, 2025
Passover vacation	April 7-20, 2025
Studies resume	April 21, 2025
Eve of Holocaust Memorial Day	April 23, 2025
Holocaust Memorial Day ceremony	April 29, 2025
Eve of Israel Memorial Day / Memorial Day ceremony	April 29, 2025
Israel Memorial Day	April 30, 2025
Israel Independence Day	May 1, 2025
Shavuot vacation	June 1-2, 2025
Graduation ceremony (class of 2023)	TBA
Student Day	TBA
Spring semester ends	July 4, 2025
Spring exams begin	TBA
Summer semester begins	July 26, 2025
Summer semester ends	September 19, 2025

* The calendar is subject to change.

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ISRAEL

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Raphael Recanati
International School

Submit your application online >> <https://forms.runi.ac.il/#/Public/Registration?lang=en&form=MA>