Traffic & Transport Information Design

Master Degree

Aspire to become an expert in
Traffic & Transport Information Design

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st.pölten

IIID
**International
Institute for
Information
Design**

Master in

Traffic & Transport Information Design

Information design aims at transforming data into high quality information that empowers people to achieve specific goals.

The MSc course Traffic & Transport Information Design offers seminal opportunities to BA and BSc graduates of disciplines like Information Design, (Visual) Communications Design and Graphic Design. Interested applicants with subject related backgrounds from disciplines other than design might also be interested. Proven life experience increases the probability of acceptance to the course and can be considered in lieu of a design-related educational background.

"Traffic & Transport Information Design" covers both "Traffic Information" and "Public Transport Information", which relate to well-established industries with well-defined customers and a high level of public interest.

Both subject matters are developed in detail in the "advanced" stage of the course (semesters 3 and 4). They build on two "general" modules, offered in year one: "Information Design Basics" and "Multimodal Information" (semesters 1 and 2). Semester 5 is for the master thesis and seminar.

Description:

Traffic & Transport Information Design is an international five-semester MSc course, offered by St. Pölten University of Applied Sciences, Austria (St. Pölten UAS), in close co-operation with the International Institute for Information Design (IIID), the first in a row authorized to operate under the auspices of UNESCO.

Traffic & Transport Information Design not only embraces subjects like wayshowing, wayfinding and signage design, it also covers sound, haptic and olfactoric information, mobile devices, global navigation satellite and in-car navigation systems, real-time traffic information, danger warning, rescue and escape information, evaluation methods and contract management.
The five-semester MSc course of 120 ECTS credits (ECTS = European Credit Transfer System) is offered via distance teaching – with a blocked module, once every semester, on the spot at St. Pölten UAS.

Looking forward to welcoming students to this ground breaking international course, the first in a series of planned information design MSc courses, jointly organized by St. Pölten UAS in cooperation with IIID under the auspices of UNESCO.
Peter Simlinger, IIID Director

Course Modules:

1st Semester: Information Design Basics

In the first semester students learn, via distance teaching, about:
- The quality of information
- Perception and cognition
- Key information elements and conventions
- The art of transforming data into high quality information
- Writing for understanding
- Typography
- Sound, haptic and olfactoric information
- Inclusive/universal design requirements
- Interface and interaction design.

During the blocked module in St. Pölten, face to face with the respective lectors, students will gain insights into visualization techniques, animated information and evaluation methods. Working on a case study, students will also learn from the module colloquium involving the international advisory board and its world-renowned members.

2nd Semester: Multimodal Information

In the second semester students learn, via distance teaching, about:
- Readily available and made-to-measure information carriers
- Information application and surface protection
- Self-production and exchangeability of signs
- Sound generating devices
- Touch sensitive displays
- Mobile devices
- Basics of exhibition and environmental design
- Information storage, translation, transmission and output.

On the spot in St. Pölten students will become familiar with
- Cross media design tools
- Contract management of multimodal information products.

They will investigate realized multimodal information, engage in project work and profit from the module colloquium involving the international advisory board.

3rd Semester: Traffic Information

The third semester will acquaint students with information needed for all sorts of individual transport, ranging from walking and cycling to driving an automobile.

The subjects taught, via distance teaching, are comprised of:
- Outdoor signage and information systems
- Real-time traffic information
- Signage for waterways and aviation
- Signage and information systems for indoor orientation
- Danger warning, rescue and escape information
- Inclusive/universal design: traffic information requirements
- Laws, regulations and standards
- Contract management of traffic information products.

On the spot in St. Pölten students will summarize and discuss investigated traffic information systems, they will engage in project work and participate in the module colloquium involving renowned members of the international advisory board.

4th Semester: Public Transport Information

In the fourth semester students will be taught to design public transport information. Subjects offered via distance teaching include:

- The psychology of travel, scheduled and on-demand transport services
- Public transport information systems (content and media)
- Real-time information for public transport users
- Danger warning, rescue and escape information in public transport systems
- Inclusive/universal design: transport information requirements
- Information in case of irregularities
- Access enabling devices and self-service facilities in public transport systems
- Sound signals and acoustic announcements
- Evaluation methods & quality control of information in public transport systems
- Laws, regulations and standards
- Contract management of traffic information products.

In St. Pölten, students will conclude their investigations into public transport information systems. They will engage in project work and learn from the international advisory board during the module colloquium.

5th Semester: Master Thesis and Seminar

The final step of the MSc course is a master thesis in the fifth semester. An accompanying seminar is provided alongside the master thesis.

Course instructor

Prof. Markus Wintersberger

FH St. Pölten University of Applied Sciences, Austria
www.fhstp.ac.at/weiterbildung/traffic-transport-information-design

Learn from internationally renowned experts

The faculty of the Traffic & Transport Information Design MSc course consists of internationally renowned experts who, over the years, have contributed to IIID Vision Plus symposia, IIID Expert Fora Traffic & Transport Information Systems, IIID workshops and other events.

Members of the core team:

- Giuseppe Attoma Pepe, Principal, Attoma SARL, Paris, France
- Veronika Egger, Board Member, IIID; Principal, is-design GmbH, Wien/Vienna, Austria
- Toshimitsu Sadamura, Executive director, Japan Sign Design Association; Director, Asia Townscape Design Society; President, GA-TAP. inc., Fukuoka-city and Tokyo, Japan
- Peter Simlinger, Director, IIID; Principal, Simlinger Informations-Design GmbH, Wien/Vienna, Austria
- Prof. Markus Wintersberger, FH St. Pölten University of Applied Sciences, Austria
- Prof. Oliver Wrede, Aachen University of Applied Sciences, Germany

International Advisory Board

A national and an international advisory board safeguards the timely and appropriate adjustment of the curriculum to national and international developments in the field. Moreover, the international advisory board will also contribute to the colloquia of the course, scheduled for every semester which will provide students with the opportunity to discuss relevant subject matter with preeminent individuals in the field.

Potential employers, the subject-related industries and the Traffic & Transport Information Design students will be partner on a "IIID Platform Traffic & Transport Information". The purpose of the Platform: to facilitate the exchange of information on the interests and capabilities of the graduates of the course, advertise challenging vacancies and provide information about new products and processes Traffic & Transport Information Design professionals must know about.

Scholarships

Applicants from Austria might like to research generally available financial support by visiting http://www.mba-fernstudium.at/

Applicants from Germany are advised to check http://www.festo-bildungsfonds.de for information on "Studienfinanzierung".

It is expected that friends of St. Pölten UAS and IIID, as well as members of the "IIID Platform Traffic & Transport Information" will be ready to assist highly qualified, yet socially underprivileged applicants by providing scholarships. The availability of such will be communicated via www.fhstp.ac.at/weiterbildung/traffic-transport-information-design.
Information about IIID and how to become an IIID member available at http://www.iiid.net.

Teaching Method

- Part-time
- 4 semesters of distance teaching with blocked subjects (1 week/semester) on the spot at the FH St. Pölten
  + 1 semester Master thesis and seminar
- 120 ECTS credits

Curriculum

To download the full curriculum please visit www.fhstp.ac.at/weiterbildung/traffic-transport-information-design.

How to Apply

For information about the specific application requirements and an application form, please visit the St. Pölten UAS website www.fhstp.ac.at.

Photo titelpage courtesy Toshimitsu Sadamura

Course Overview

Degree:	MSc in Traffic & Transport Information Design
Duration:	4 Semester + Thesis Semester (5 semesters total)
Fee:	€ 17.000,– (for 5 semesters)
Blocked seminars :	at FH St. Pölten (1 week per semester)
Start:	Winter semester 2011
Course director:	FH-Prof. Mag. Markus Wintersberger
Cooperation partner:	International Institute for Information Design (IIID)
Language of instruction:	English

Fachhochschullehrgang zur Weiterbildung gemäß § 14a Fachhochschul-Studiengesetz / Further education study course according to § 14a Fachhochschul-Studiengesetz (Austrian Law regulating courses at Universities of Applied Sciences)

As a graduate what will you know and what will you be able to do?

The MSc course closely relates to the set of guidelines established by the Bologna Process for degree transparency and the required "Diploma Supplement", developed by the European Commission, Council of Europe and UNESCO/CEPES. The "Diploma Supplement" needs to indicate what graduates know and can do. Thus, along with every subject listed in the curriculum of the MSc course, clear information is given, whenever appropriate, on its specific "Know" and "Can Do" dimensions.

Career Opportunities

- Public Information Systems Designer/ Consultant
- Traffic & Transport Information Designer/ Consultant
- Mobility Information Consultant/Designer
- Information Operations Consultant/Designer
- Information Quality Consultant
- Passenger Information Manager
- Mobility Information Manager
- Passenger Service Developer

Contact and information

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