

Multimedia Design

Full Time Faculty

Academic Year 2021–2022
Bachelor of Design BDes



DIDI is seeking **full-time faculty** who will contribute to **rethinking** the way multimedia design is traditionally taught.

The Dubai Institute of Design and Innovation (DIDI) is a world-class design university located in the Dubai Design District. Interdisciplinary design education is at the core of DIDI's mission, with an innovative curriculum developed in collaboration with the MIT School of Architecture and Urban Planning and Parsons the New School. Each DIDI student pairs two of DIDI's design disciplines—Product, Multimedia, Fashion, and Strategy—to create their own cross-concentration.

At DIDI, **Multimedia Design** develops new frameworks for ethical human-machine interactions and multisensory interfaces to create mixed reality environments that augment human perception, intelligence, and experiences. Successful candidates will be forward looking and responsible for delivering engaging and transdisciplinary course content. Teaching involves engaged, hands-on studios, applied workshops, and lectures that intersect with fields such as interaction design, human-computer interaction, and digital culture.

DIDI is especially interested in individuals who defy categorization because of their ability to work across different disciplines. A good understanding of how multimedia design can bridge the gap between rapid technological advances and disruptive strategic forces is a must.

REQUIREMENTS

The teaching load is estimated at twelve credits per semester, including teaching studio, workshop, and lecture. The role also includes advising and mentoring students, research, and supporting the university in building the program. In addition, DIDI seeks the following proficiencies, professionalism, and passion.

Proficiencies

- **Challenging**→ Ability to explore new frameworks for human-AI interaction, multisensory interfaces, and algorithmic literacy.
- **Core**→ Explain how ethical AI is changing the industry and teach mixed reality applications.
- **Conventional**→ Master storytelling, visual communication, time-based media, life with bots, critical thinking, UX/UI, basic programming, mobile apps, games, and digital design.

Professionalism

- A PhD or terminal degree in a field of design, interaction design, or related field.
- A minimum of five years teaching experience in higher education, supported by a portfolio of high-quality student work.
- A minimum of three years professional experience in design practice and research, supported by a portfolio of multimedia design projects.
- Experience with conceptual design methods involving critical theory, such as critical media studies and interaction design.
- Experience with traditional and emerging media technologies, such as VR and AR,



3D Animation, etc.

Passion

- Passion and drive for teaching and a willingness to contribute to a nourishing academic environment, to create a more caring, inclusive, and sustainable future—by design.
- Ability to stimulate and inspire students with engaging, critical, and empowering pedagogic approaches.
- Keen interest to work in a collaborative environment, build a team at a relatively new university, and ability to be flexible and adaptive and see opportunity in challenge.

Start date is July 2021. Remuneration is commensurate with degree and experience. Applications for Associate Professor, Assistant Professor, or Lecturer will be reviewed on a rolling basis until vacancies are filled. Please submit a CV, cover letter, three referees, and a single PDF portfolio showing professional and academic work to **employment@didi.ae**.