Graphic Design Course Descriptions

The proposed curriculum adheres to the guidelines of the National Association of Schools in Art and Design (NASAD) – Undergraduate Programs in Graphic Design.

YEAR 2   **36 credits**

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 201	History of Visual Communication		3	0	3

This course will introduce the students to the history of visual communication, and explain the relationship between form and tool of different communicative mediums and its historical role in certain period and place. The course will cover as well the contemporary communicative tools and its today's role in the global visual languages. By completing the course, the students should be able to distinguish between different graphic forms, styles, and its place of origin.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
DES 221	IT for Art and Design		3	6	3

This course is designed to give all the art and design students an introduction to the basic theory of computing and a broad appreciation of how computers are used in manipulating, enhancing or creating digital image for art or design purposes. Students will gain hands on experience mainly of CS Photoshop.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 231	Typography I: Fundamentals of Typography and Graphic Design	-	1	4	3

This module is an introduction to the basics of design including the use of space, form, rhythm, repetition, grids, patterns, symmetry and asymmetry, negative and positive images, half tone values, contrasts, and the relationship of elements on the page, emphasis, hierarchies, priorities, articulation, organization, structure, and de-structure. In addition, it will include a short history of the development of printed alphabet from the original hand drawn letterforms to contemporary digital typefaces. Students will learn how to classify and choose typefaces according to the style of the typeface, its origination and use.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 261	Color Theory and Practices	----	1	4	3

This course introduces students to explore color theory along with understanding its composition. Through this process students will recognize color systems and interaction since it is probably the most relative element in art and design.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 224	Drawing I: Freehand Sketching and Illustration	----	0	6	3

This module will introduce students to the foundation of drawing illustrative matter for commercial applications by using various materials and techniques appropriate to the field of graphic design and illustration. The course will focuses on visualization and sketching of concepts, and on technical drawings.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
DES 231	Professional Practice Methods	-	3	-	3

This course is designed to introduce the standards that define the expectations of a professional designer, and the principles of integrity that demonstrate respect for the profession, for colleagues, for clients, for audiences or consumers, and for society as a whole. Topics will focus on the perspectives of the design profession i.e. Understanding the profession, the meanings of environmental responsibility, copyright and ethics...etc.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
DES 241	Photography Techniques	-	1	4	3

The course teaches students the basic knowledge of photographic fundamentals relevant to student in fashion, graphic, and interior design, as well as the relation between these and media. Students are expected to use the features of digital cameras, techniques for shooting well-composed and artistic photographs, and ways to enhance photos on computer.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 222	IT for Graphic Design I: Digital Illustration I	DES 221	0	6	3

In this course, the student will learn how to layout her ideas, and execute them using the CS-5 (or higher) i.e. Illustrator. It is a project-based course, in which student will learn how to use the program efficiently in order to implement her illustrative and typographic ideas professionally.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 226	Drawing II: Storyboard /Sequential Art	GRD 224	0	6	3

The course emphasize on the study of storytelling theories and techniques of art for graphic novels, comic books, comic strips, children's books, and storyboards for animation and film. The students will be introduced as well to the development of scripts, storyboarding, penciling, inking, digitizing, and computer coloring.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 263	Graphic Design I: Graphic Vocabulary and Visual Rhetoric	GRD 222	1	4	3

This module concentrates on the 'form' or visual shaping of the typography. It focuses on the origination of ideas and the solving of communication problems by using different types, photos, and Students will learn how to think, brainstorm and use the design methodology in order to create communicative concepts.

Liberal Arts (3 credits)
Liberal Arts (3 credits)

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
DES 353	Business Simulation & Marketing I	-	3	-	3

The course aims to provide basic understanding of Marketing management and marketing Principles, understanding of the basics of project management, presenting the elements of business planning, introduction to the elements of business administration including cost and budget analyses and management and leadership practices relevant to the Fashion, Graphic and Interior Design students.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 323	IT for Graphic Design II: Editorial Design	GRD 222	1	4	3

This course will utilize new technology and introduce the students to the editorial design techniques. It consists of various experimental projects aimed at exploring different uses and approaches of editorial design. The students will develop their knowledge and skills in using the appropriate software i.e. CS 5.5 (In Design) to execute their creative communicative designs.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
GRD 333	Graphic Design II: Middle Eastern Visual Culture	GRD 201	2	2	3

This course will introduce the students to the world of Middle Eastern visual language and culture. Students will explore the use and vocabulary of cultural products in order to enhance their knowledge and understanding for different visual messages. It focuses more on studying of the principles of beauty i.e. Arabic calligraphy, Pattern and Colors and its readability in the history and contemporary Arabic culture.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
GRD 363	Graphic Design III: Design Symb and Icons	GRD 222	1	4	3

The course focuses on examining and exploring the global use of signs and symbols; the science of sign (semiotics will be used as tool to clarify the relation between, visual sign, receiver, and its environmental function. The student will develop skills in creating new signs i.e. functional forms that can be used as symbols in certain environment.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 354	Introduction to Design Management	DES 353	3	0	3

Design management is about the management of design. It has two fold objectives: To familiarize managers with design and designers with management. This course will cover the ongoing processes, business decisions, and strategies that enable innovation and create effectively designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success. This will enable students to develop methods of integrating design into the co- operate environment.

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
GRD 324	IT for Graphic Design III– Motion Graphics	GRD 222	0	6	3

This course will utilize new technology and introduce the students to the creation and use of moving image. It consists of various experimental projects aimed at exploring different uses and approaches of moving image design. The students will develop their knowledge and skills in using the appropriate software to execute their creative communicative designs.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
GRD 360	Typography III: Layout Design, Print Management and Production	GRD231	1	4	3

This course will establish a sound foundation which lies behind good book design, and magazines in the manner of the Modern Movement and International Style. Furthermore, it covers print methods and print techniques including color separation, plate processing and the actual production process. It will also include the choice of papers, printing onto various surfaces, paper engineering and finishing processes and binding.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
GRD 375	Graphic Design III: Design and use Arabic Typeface	GRD373	1	4	3

This course is project-based and covers the elements of Arabic typography, their problems, and strengths. Students will focus on transforming Latin into Arabic typefaces. They will learn as well how to communicate an idea using Arabic type alone, and with Latin type on the same page. By the end of the course students will develop an understanding of the principles of legibility in using Arabic typography.

Liberal Arts (3 credits)
Liberal Arts (3 credits)
Liberal Arts (3 credits)
1 Elective (3 credits)

YEAR 4   **30 credits**

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 411	Media and the Culture of Design	-	3	-	3

This course is designed to enhance and complete the program by enabling students to have a creative approach to fashion, graphic, and interior design as well as the relation between these and media.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
GRD 462	Corporate Branding and Packaging Design	-	2	2	3

This course starts with an exploration of the feasibility study, printing techniques, die-cuts

and molds, as well the commercial benefits in product selling. In addition, the student will have the opportunity to develop and execute a full range of packaging design including pop-ups.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
GRD 498	Final Year Project: Design & Concept	-			3

The course will focus on the theoretical aspects of the final year project, starting from finding a concept i.e. topic, objectives, and design methodology. Students will be introduced to different kinds of references, design methodologies and design strategies.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
GRD 496	Graphic Design Internship	-	-	-	3

Work experience will provide students with practical experience in areas which pertain to their specific interests and skills. Although employment will be coordinated through the Career Services office and Faculty members, students will be encouraged to find their own employment opportunities.

Course code	Course title	Prerequisite	Lecture hrs	Studio	Credit hrs
DES 492	Portfolio and Website Production	-	1	4	3

To develop final portfolio designs and upload to the World Wide Web where appropriate using appropriate software, and to prepare for the final show and public exhibition. Problematic issues that arise within the peer group will be debated and potential problem solving strategies/alternatives for individual students will be discussed.

Course code	Course title	Prerequisites	Lecture hours	Studio	Credit hrs
GRD 499	Final Year Project: Implementation and Review	GRD 498	Guided project		6

Studio-based course culminating with an individual project and developing students full awareness of graphic design business practices, methods and techniques relevant to their discipline. Emphasis is placed on creativity and originality of ideas.

Liberal Arts (3 credits)
Liberal Arts (3 credits)
Elective (3 credits)

Electives Requirements   6 credits

Course code	Course title	Prerequisites	Lecture hrs	Studio	Credit hrs
ELE408	Visualization & Presentation of Data			6	3

This course will introduce the students to the design of maps, charts, and tables. Students will learn in depth how to dissect the information and represent it in an aesthetic pictorial form, respecting the hierarchy and coding, and facilitating the search of data.
More Electives will be added as per need.