School	Arts and Sciences		
Major	Bachelor of Graphic Design		
Major Requirements			
Code	**Title**	**Credits**	**Description**
ARTS200	Foundation Drawing I	3	Foundation Drawing I is an introduction to drawing through various techniques and media, students examine the basic elements of form and design as applied to drawing. It is an introduction to the basic perceptual skills that are deeply involved in the early stages of the creative process, learning to look is an essential method to the drawing skill. This basic course assumes that there has been no prior artistic or technical experience and begins on an introductory level.
ARTS210	Color Theory - Painting	3	Color Theory, Painting is an introduction to the optical phenomena of color and their application in visual communication. It is an overview of the theories and procedures of painting and its techniques, it is a study of hues, values, and saturations, and their implications in color activity, legibility, and spatial illusion in a traditional studio setting in relevance to Graphic and Interior design.
ARTS215	History of Arts	3	History of art guides students learning to place any work of art in its proper chronological context. This course will present the History of Art in its major forms and cultural contexts from the prehistoric world until the current times.
ARTS250	Foundation Drawing II	3	Foundation Drawing II is a continuation of drawing I, it concentrates on the techniques of the human body, including the refinement of skills and methods of graphic representation. It will also cover the drawing of objects in 3-D. Students will use traditional and non-traditional media; the course stresses figure, portraiture and composition.
ARTS260	Design Fundamentals - 2D	3	Design Fundamentals 2D introduces students to the basic elements of design, and the different principles of two-dimensional design and composition, as well as tools used in design. This studio course covers the study of lines, shapes, textures, patterns and principles of composition.
ARTS270	Design Fundamentals - 3D	3	Design Fundamentals 3D is a continuation of Design Fundamentals 2D, and focuses on the three-dimensional aspect of design, where students are taught to better understand and perceive form and space starting from the production of reliefs (low and high) as a transaction from 2D, to eventually three-dimensional compositions of 3D elements following the principles of design. Students will have the opportunity to use various materials and techniques of production and will learn leveling, carving, modeling and assemblage.
ARTS320	Rendering and Perspective Techniques	3	Rendering and perspective introduces students to the systems of perspective developed during the Renaissance as a means of creating the illusion of 3-dimensional space on a 2-dimensional surface. Using the parallel and the oblique perspective on different levels and views, with an explanation at an introductory level related to the ariel perspective in both mentioned cases including shadow studies based on natural and artificial light, students will learn to render the illusion of space. Students will have the opportunity to learn a variety of creative drawing techniques using volumes and geometrical shapes. Emphasis will be based on using both freehand sketching and technical rendering methods
ARTS350	Photography	3	Photography is addressed to all students who wish to learn about digital photography basics, eventually, how to use a digital camera and lenses. Students will learn terms and theory using manual techniques in a digital single lens reflex camera. This course involves the power of images through image language, composition and philosophy. It covers as well the use of the digital dark room for the enhancement of ideas, products and /or creative necessity. It leads students towards a deeper understanding of light, key value, equipment and camera controls
COMM285	Theories of Perception	3	Theories of Perception is an introductory course on communication languages and perception modes in relation to the technology of image production. It is an investigation of the semiotics of representation and perception throughout different medium usage and major art and media movements. It also covers the development of image theories and representation toward the various elements of communication and throughout history in relation to technology as a major variable for the image production.
GDES270	Design Software I	3	Design software 1 introduces students to aiding software for Graphic Design. Using the Adobe suite, Adobe Illustrator plays a significant role in graphic design. As a vector oriented software, illustrator opens a gateway of opportunities for a graphic designer to work with ease in implementing the essential work for print, web and other media. Adobe InDesign complements Illustrator at producing multiple page content instead of art boards and by that, playing an essential role at strengthening sense of layout and identity. Adobe Photoshop plays a major role in photo editing. Accompanied by Adobe illustrator, these 2 software manage to create most demanding projects especially that of print. The student will have the opportunity to learn and practice the essentials in these software. Keeping the sketchbook to bring up ideas to life, the designated software shall add ease and speed rather than the long timed labor of manual work.

GDES315	History of Graphic Design	3	History of Graphic Design is a study of the impact of international cultural history on the development of Graphic Design and the power that design has in capturing the flux of the last century. Students will develop an awareness and appreciation for the elements shaping their time, and the responsibility that they will one day assume as ethical graphic designers. The course will also provide resourceful background on most 20th century design movements as well as an opportunity to express opinions, observations, and concerns in discussions, shorts essays, and interactive projects. By the end of the course students will have acquired lasting observational skills needed for rich and innovative designs.
GDES300	Typography I	3	Typography I introduces the history, principles and techniques of typography in the graphic design field. Students will have the opportunity to explore typography as a form of visual communication. The study areas include typeface classifications and sizes, letter spacing, line spacing, column, structures, and grid systems. Students begin manipulating type forms using traditional materials and computer technology.
GDES345	Graphic Design Studio I	4	Graphic Design Studio I is introduced in a traditional way. It introduces the visual elements, principles and problem solving methodology, as well as techniques of illustration by learning and developing skills and techniques of different illustration styles for advertising and products in various mediums for graphic design. Students have the opportunity to apply a wide range of techniques including color use, typography, composition and layout of a logo whether single or multi-page design in two-dimensional form. The course covers the identification, understanding and employment of visuals as controllable communication tools. Students will be introduced to methodological and research practices for designers.
GDES350	Typography II & Art of Calligraphy	3	Typography II and Art of Caligraphy introduces students to the traditional and computer means in an advanced manner that explores more complex design problems such as poster design and brochures. Students will have the opportunity to learn the discipline, function and tradition of typography as it relates to visual and verbal communications. Topics include historical revolution of typography, communication, legibility, languages sequence and information hierarchy. Students will learn the study of problem solving as well as the methodology of design thinking.
GDES365	Illustration II - Story Board	3	Illustration II – Storyboard is a course that prepares students to develop their illustration skills, and learn which mediums suit them and their project best. Students will utilize their developed illustration skills to tell a story through a sequence of visual images, incorporating film techniques to result in professional grade storyboards. Projects will help students create, develop, and perfect concept development, script interpretation, and handrendered key-frames in a professional-level media work.
GDES370	Graphic Design Software II	3	Graphic Design Software 2 covers the advanced tools of the aiding software for Graphic Design like Adobe Illustrator, Adobe Photoshop and Adobe InDesign. It also introduces Adobe Dimension.Having the essentials attained during Graphic Design Software 1 of Illustrator, Photoshop and InDesign, Graphic Design Software 2 moves further on with more advanced techniques for additional uses.Adobe Dimension wiill be introduced as a gateway to the world including working with models, building scenes, applying and editing surface materials, customizing lighting, rendering, etc. Students will have the opportunity to learn to visualize branding, packaging, and logo designs in 3D with photorealistic renderings. Animation while integrating Illustrator and Photoshop within the workflow.
GDES394	Graphic Design Studio II	4	In Graphic Design Studio II, students will have the opportunity to utilize both traditional and computer means in an advanced manner that explores more complex design problems such as corporate identity, poster design, info graphics and magazine designs. Students will also learn the discipline, function and tradition of typography as it relates to visual/ verbal communication. Topics include communication, legibility/readability, language sequence and information hierarchy. Students will learn the study of problem-solving as well as the methodology of design thinking.
GDES421	Web Page Design	4	Web page Design introduces students to the digital world of web design theory and web page architecture, structure and design. Emphasis is placed on web conceptualization and interactivity in addition to an exploration of new advances in web technologies and development for a user experience end product of a digital platform. The course empowers students to produce websites and applications in a user-friendly and professional format using the latest technologies available.
GDES441	Packaging	4	Packaging provides an advanced exploration of typography as an expressive and functional technique. Students will have the opportunity to analyze and develop relationships between image, typography, sequence and hierarchy in the completion of graphic design projects and how to achieve it in three-dimensional projects such as packaging. Content also includes basic concept rendering, developing die-cut patterns and model making techniques in both visual and verbal presentation skills. Visits to package design and printing facilities to learn the printing techniques will also be conducted.

GDES445	Graphic Design Studio III	4	Graphic Design Studio III is a highly advanced graphic design studio course where students have the opportunity to conduct a full campaign of a real-life project using all the techniques, methods, and media to present their ideas. This campaign should include web page, animation, brochures, printed materials, posters, etc. All presentations should be computer generated. The student should present this project in a portfolio setup. The course will be a goal directed graphic design problem solving with emphasis on methods of thinking and research; it stresses the integration of theory and practice approaches in addition to practical applications while sharpening both conceptual and technical computer skills.
GDES450	Advanced Animation	3	There are so many tools and methods for creating animations. While the story and characters are the most important elements, there are some fun and effective alternate methods and goals of animation. In advanced Animation, students will have the opportunity to look at and work with several animation techniques to expand their creative skills in image editing, animation, custom layout, 3D rendering, Kinetic typographic techniques of animation and expressions within camera movements, students learn the process of drawing, shapes, shading and perspectives. Students will also have the opportunity to develop a concept / narrative for a graphic component, to its script and guiding lines, create a storyboard with an animatic before moving into actually animation.
GDES485	Professional Practice	3	Professional Practice introduces students to the “Real World” scenarios (etiquette, interviews, business deals, business contract, billing etc.). Students will have the opportunity to prepare and develop a personal corporate identity (stationery suite, paper catalog and promotional item) along with a professional portfolio, which are essential keys to launch a professional career in the graphic design field.
GDES495	Graphic Design Senior Project	4	As an ending course in the graphic design, the senior project gives students the opportunity to apply what they learned in all previous courses and combine them in a fully realized work. Students will have the opportunity to develop their work into a comprehensive holistic project. The course enhances student’s research skills, critical thinking, unruly identification into planning and execution of a final multi-faceted project of visual information and signification. Students have the choice between two emphases, print design or digital design. The concentration of each emphasis is conveyed in the final senior project.
General Education Requirements			
Code	**Title**	**Credits**	**Description**
ARAB200	Arabic Language and Literature	3	تتألف مادة اللغة العربية وآدابها لغير المتخصصين من ثلاثة أقسام، أحدها يتناول دروساً أساسية في النحو والصرف والبلاغة. والثاني يتناول .مباحث في الأدب والتحليل. أما القسم الثالث فيعالج بعض تقنيات التعبير والتواصل
CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer interface knowledge by providing an overview of managing folders and files, opening a start menu, and hands-on practice on typical software applications such as Word, Excel, and PowerPoint. The student will learn how to use the new features of Microsoft Office 2017, mainly Word documents, Excel spreadsheets, and PowerPoint presentations. Moreover, the course aligns with the Cisco Networking Academy® Get Connected course, which helps students understand how to connect to the Internet.
CULT200	Introduction to Arab - Islamic Civilization	3	تمُثلّ الحضارة العربية الإسلامية واحدة من أهم الحضارات في التاريخ بما أنجزته من إبداعات علمية وثقافية وحضارية تركت أثرها العظيم في تاريخ البشرية. تشكّل هذه المادة الدراسية مقدمةً أساسية ليتعرف كل عربي على تاريخ حضارته، لا ليفتخر بها وحسب، بل ليجعل منها حافزًايستنهض به قابلياته وقدراته العلمية الكامنة لإعادة الاستنهاض الحضاري .يتحرك الماضي فينا دون شعورٍ واع منا، على أنّ هذا المُقرّر الدراسي .يحاول أنْ يستثير الوعي الحضاري والثقافي عند الطلاب العرب ،فيستفيد من هذا المِخزون ليصنع أُفقاً جديداً للمستقبل
ENGL201	Composition and Research Skills	3	This course builds upon the skills acquired in pre-requisite courses mainly ENGL 151 to further develop students’ critical thinking and academic writing competencies. Students will read and respond to a variety of texts from different disciplines and produce a research paper using analytical and critical skills in response to texts.
ENGL251	Communication Skills	3	Workplace Occupational Writing is an advanced interdisciplinary writing course emphasizing workplace and technical communication and editing appropriate to diverse professions. It incorporates practice and study of selected types of discourse employed in professional writing situations, preparing students for different systems of writing in their professional lives. Examples from the writing of workplace professionals are analyzed and used as models to demonstrate the transition from academic to professional writing.
Major Elective Courses			
Code	**Title**	**Credits**	**Description**

ARTS300	Painting	3	This course is for those who are interested to try a painting technique experience, For this reason, the course will begin with the exploration and testing of some of the constituent elements of a pictorial work. The first half of the course will be mainly devoted to the study of colors - their expressive quality, combinations, light, and brushwork. In the second half of the course we will approach to the classic themes of painting: as still life, landscape… To get finally into the personal artistic composition. Students will learn Oil or acrylic painting and their techniques.
COMM225	Workshop	3	Workshop I is an entry-level course that will introduce students to the fundamentals of video making. Students will learn to use video and sound as an effective form of communication, and will learn how to successfully utilize those elements separately and simultaneously, to be able to transform an idea into a persuasive story.
GDES355	Sketching for Graphic Design	3	GDES355 introduced students to the importance of sketching in the design process, mainly to develop ideas. Students throughout the course are required to create a logo for themselves following the logo process, to lift an existing label by sketching it, and to create a website design, which are essential keys to launch a professional career in the graphic design field.
GDES395	Character Design	3	Character design is an exploration of the various forms of drawing related to the field of animation. Direct drawing of the human figure from models, drawing a variety of animals form live observation, and development of layout drawing used for background painting, Emphasis on volume, mass, weight, movement/gesture, conveying attitude, dramatic expression, action poses, acting, anatomy, consistent perspective and economy of line.
GDES415	Creative Advertising	3	In GDES415, Creative Advertising, students are exposed to a higher-learning in the field of advertising. They engage in more challenging projects, which necessitate effective and creative solutions while utilizing all media including poster (billboard/ unipole), print (newspaper/magazine), television, radio, digital (e-banners), and guerrilla advertising. Students review the history of advertising which provides them with real experience of the advertising industry since the 20th century till today.