LEBANESE INTERNATIONAL UNIVERSITY

Major Title: Bachelor of Graphic Design
Major Code: BGDES
Level: underGraduate
Number Of Credits: 99
Date: 24-09-2026

Bachelor of Graphic Design (BGDES)

Program Objectives

Objective	Description
PO-1	Define the conceptual and applied methodologies in graphic design.
PO-2	Comprehend the foundational theories of graphic design and implement practical techniques to gain mastery in the field.
PO-3	Apply effective personal communication skills to adapt within various work platforms and dynamic environments.
PO-4	Utilize essential design tools to collaborate efficiently with clients and coordinate seamlessly with the printing press.
PO-5	Apply ethical design principles by embracing diversity and fostering inclusivity within creative solutions.
PO-6	Analyze researched data to extract meaningful insights and enhance design decisions.
PO-7	Plan and execute innovative ideas with proficiency in technical skills and modern workplace tools.
PO-8	Design with precision by developing a strong conceptual approach while addressing ethical and social challenges.

Program Learning Outcomes

Outcome	Description
PLO-1	Identify the relationship of graphic design to other disciplines likeadvertising, marketing and public relations
PLO-2	Comprehend the graphic design lexicon and terminologies used to communicate with other designers or other designers or coworkers from other fields of expertise
PLO-3	Apply the elements and principles of design to produce interactive visuals and working compositions of images, shapes and texts
PLO-4	Apply methodological technics of design and design-thinking strategies to produce marketing and communication messages for companies, services and products
PLO-5	Illustrate meaningful visual messages that can communicate with a specific target group;
PLO-6	Practice and be involved in the sociopolitical, cultural and ethical issues
PLO-7	Analyze information through research, and be able to classify and use this information in specific design jobs

Program Learning Outcomes	
Outcome	**Description**
PLO-8	Develop digital media and user experience / user interface designs with openness on new alliances and developers and in collaboration with the end users
PLO-9	Develop conceptual thinking methodologies and prove the ability to synthesize and construct successful solutions.
PLO-10	Design an academic portfolio and a CV to be used when applyingfor future job vacancies.