

- **Foundation Level Curriculum Plan**

2017/2018

First Semester - Introductory Courses (General)			
Course Code	Course Title	Credit Hours	Pre – Requisite
DSN101	Introduction to Design Culture	3.0	ENG90
DSN102	Design Basics: Form & Color	4.0	None
DSN103	Design Basics: Drawing	3.0	None
CS100	Introduction to Information Technology	4.0	None
ENG101/ENG_101	English for Academic Purposes	3.0	None
		17.0	

Second Semester- Introductory Courses (General)			
Course Code	Course Title	Credit Hours	Pre – Requisite
DSN105	Design Basics: Letterforms & Typography	3.0	None
CDS101	2D Digital visualization Studio	3.0	None
CDS102	Introduction to Interactivity and Media Art	3.0	None
ARCH101	Technical Drawing I	3.0	None
MTH105	Linear Algebra	3.0	None
ENG102/ENG_102	English for Study Skills	3.0	ENG101
		18.0	

- **Foundation Level Units Specifications:**

- **DSN101 - Introduction to Design Culture**

- A basic introduction to Design Culture is a critical unit demonstrating the emphasis of the design process on the development of visual language. It takes the student through a brief journey exploring the historic, scientific, economic, technical and cultural influences on the development of visual languages.
- The First unit in design theory aims to let the student Understand the design process, with emphasis on the development of visual language; study of historic, scientific, technological, economic, & cultural factors influencing design in our physical environment.

- **DSN102 - Design Basics: Form & Color**

- This unit is designed to help students understand the interplay of form and will involve learn the basic principles of design, composition, using colors, Lines and shapes as mediums.
- This unit introduces the basics of design theory. It discusses the basics of form such as line, shape, texture, space and color, the principles of design such as movement, balance, emphasis, order, proportion, unity etc. It also discusses two dimensional and three dimensional designs and illustrates the interrelation of two-dimensional surfaces and three-dimensional forms as a foundation for creativity; origination and solution of problems. The course material also introduces different theories of color to get the student to understand interdependence and interaction of color and form, color and quantity, color and placement, and the after-image.

- **DSN103 - Design Basics: Drawing**

- In studio environment the unit introduces the student to the translation of perception through delineation, drawing, and other descriptive media. Emphasis of the unit on the development of students' motor control by means of freehand and mechanical drawing and by development of analytical and objective observation from life and three-dimensional objects
- Drawing Studio emphasizes the perceptual and analytical methods of drawing that support broader art and design processes throughout the student's course of study. The perceptual component develops eye, mind, and hand coordination through the objective observation of the human figure, still life, and space. The role of the analytical component is to develop an understanding of methods, concepts, and drawing systems, such as anatomical, orthographic, praline, and perspective drawing.

- **DSN105 - Design Basics: Letterforms & Typography**

- This unit is a studio unit, introducing one of the most crucial elements of visual communication - the word. The unit explores the history of typographic forms, principles of composition, and the expressive potential of type, through reading, research, exercises, and design production.
- Sequential studies will follow the design process: problem-solving through exploration, experimentation, selection, critique, and refinement. Electiveness of typographic design will be evaluated in terms of legibility, readability, and expression.
- The unit provides an introduction to typography as a basic element of design and its application in various forms of media; historical basis of development of Letterform design & its architecture. Both Arabic & English letter forms are used and manipulated to reach a satisfactory visual output both in Arts & Design field.

- **CDS101 - 2D Digital Visualization Studio**

- This unit explores the digital technology available to students of design for two dimensional (2D) representations. It starts with an exploration of the Design elements such as line, value, color, shape, form, texture and space. It demonstrates the 2D design types and it also discusses the language of visual design, digital photography, digital design processes. Moreover, it introduces Raster Image Manipulation (using Adobe Photoshop) including Principles of image representation, digital color representation. Vector Illustration in 2D (using Adobe Illustrator) is also discussed including basics of typography and vector illustration,. Intermediate drawing techniques and creating and manipulating complex Vector shapes.

- This unit aims to encourage student to engage with and experience the concept of 2D design. It also qualifies them to use computer applications to create examples of 2D design in different digital techniques. Conceptual skills taught in this unit would enhance student ability to excel in future studies about Visual perception, Graphic design, web design, Animation, Illustration and all related subjects.

- **CDS102 - Introduction to Interactivity and Media Art**

- This unit is an introduction to the concepts of interactivity & the field of media art. It vitally concentrates on the Act of perception of Arts & Design, following the history of multimedia & and digital tools as media for artistic exploration in relation to print, media art, & interactivity. The unit includes discussion of the potential ideas related to interactivity, with focus on required skills for creating interactive work.
- The student uses multiple media as well as computer applications to create examples of media art. Conceptual skills taught enhance student's ability to excel in future studies about Visual perception, Internet Interactivity, Animation, Interactive media, & Game Interaction.

- **ARCH101 - Technical Drawing I**

- This unit teaches student how to read / understand and draw and technical drawing. Understanding how to use manual drawing tools. Understand orthographical projection. Differentiation between plan, elevation and section. Use scale and how to measure objects and transfer it to papers. Understand isometric and perspective drawing.
- Teach student how to draw accurate technical drawings and how to measure objects. Drawing plans, elevations and sections with scale.
- Student will be able to imagines and draw any object using orthographic projection.