

Graphics & Media Arts Curriculum Plan

2017/2018

Third Semester - Graphic and Media Art

Course Code	Course Title	Credit Hours	Pre - Requisite
GRPH241	Graphic Design Theory I	4.0	DSN101
GRPH265	Graphic Design Studio I	3.0	DSN103
ARCH201	Technical Drawing II: Introduction to CAD	3.0	ARCH101
CDS213	3D Design Visualization Studio	3.0	CDS101
ENG201/ENG_201	English for Research Purposes	3.0	ENG102
		16.0	

Fourth Semester - Graphic and Media Art

Course Code	Course Title	Credit Hours	Pre - Requisite
GRPH281	Graphic Design Studio II	4.0	GRPH265
GRPH266	Graphic Design History	3.0	GRPH241
GRPH271	Graphic Reproduction Technology	3.0	None
GRPH285	Introduction to Animation	4.0	None
CDS214	Computer Graphics & Imaging	3.0	CDS101
Elective 1	Refer to list of Electives :Humanities & Social Sciences (H/S Electives)	3.0	ENG101
		20.0	

Fifth Semester - Graphic and Media Art

Course Code	Course Title	Credit Hours	Pre - Requisite
GRPH305	Junior Project I	3.0	Junior Standing
GRPH372	Materials & Structures	4.0	GRPH271
GRPH355	Communication Design	3.0	None
GRPH374	Advanced media art	3.0	CDS102
MKT201/MKT201a	Marketing I	3.0	None
		16.0	

Sixth Semester - Graphic and Media Art

Course Code	Course Title	Credit Hours	Pre - Requisite
GRPH306	Junior Project II	3.0	GRPH305
GRPH341	Graphic Design Theory II	3.0	GRPH241
GRPH381	Graphic Design Studio III	3.0	GRPH281
GRPH321	Web Design	3.0	None
GRPH385	3D Modeling and Animation	3.0	GRPH285
Elective 2	Refer to list of Electives :Humanities & Social Sciences(H/S Electives)	3.0	ENG101
		18.0	

Seventh Semester - Graphic and Media Art

Course Code	Course Title	Credit Hours	Pre - Requisite
GRPH405	Graduation Project I	6.0	Senior Standing
DSN456	Design Management	3.0	MKT201
GRPH452	Interactive Design	3.0	None
DSN472	Design Future	3.0	None
Elective DSN 1	Refer to List of Elective Design (D/S Electives)	3.0	None
		18.0	

Eighth Semester - Graphic and Media Art

Course Code	Course Title	Credit Hours	Pre - Requisite
GRPH451	Packaging Design	3.0	GRPH372
GRPH406	Graduation Project II	6.0	GRPH405
GRPH455	Branding	3.0	MKT201
Elective 3	Refer to list of Electives :Humanities & Social Sciences (H/S Electives)	3.0	ENG101
Elective DSN 2	Refer to list of Elective Design (D/S Electives)	3.0	None
		18.0	
Total		141.0	

- Graphics & Media Arts Units Specifications:

- GRPH241 - Graphic Design Theory I

- This unit provides a strong foundation of theoretical ideas in graphic design spanning the early decades of the 20th century. It opens with influential figures of the avant-garde – Marinetti, Rodchenko, El Lissitzky, Moholy-Nagy – designers who grappled with issue of form and function, striving to overcome past conventions and create new world orders. The unit focuses on the Art movements these influential figures followed starting from Futurism passing by Constructivism and the Bauhaus ending with the New Typography. After the awareness of the expressions, styles & applications of these art movements, students apply these directions and ideas in art works formed in the studio hours using relief printmaking and stencil printmaking media & techniques.
- The unit also aims to develop the student awareness of art movements that has set foot to the emergence of graphic design. They establish familiarity with their manifestos and aims and understand the critical role of these art movements throughout its infamous figures in shaping the path of diverse attempts in graphic design.

- GRPH265 - Graphic Design Studio I

- This unit is a studio based unit exploring, understanding and experimenting the creative relationship between different aspects of graphic design. Concept, practice, communication and outcome are to be explored with reference to the diversity of practice in graphic design.
- Following the chronological development of visual communication from the birth of writing systems 5,000 years ago to the 20th Century, this unit focuses on developments in typography, book and magazine design, advertising and propaganda, logos and corporate identity, posters and printed ephemera, as well as exhibition and information design.

- ARCH201 - Technical Drawing II: Introduction to CAD

- This unit is a lab-based unit that teaches students how to design using CAD as a drawing tool, achieve, and present their designs and creativity concept.
- Unit Module has 3 directions for different students :
- One: for interior and cinema & theatre design students, it can help them in creating and editing plans, elevations and sections.
- Second: for graphic design students, it can help them in making designing patterns and geometrical illustration concept easily and open new way in creativity.
- Third: for fashion design students, it can help them in designing pattern and shapes to reflect geometrical concept in their designs.
- It aims to use CAD effectively in geometrical designs and technical drawing, design & create (geometric patterns –shapes), measure and draw interior(plans - elevations –sections),present (designs-drawing) using colors & hatching and related stuff.

CDS213 - 3D Design Visualization Studio

- This unit covers all concepts relating to 3D form as well as related special issues. The unit will introduce the key skills and professional knowledge needed to creative development, the built environment and the elements within it. Students will learn how to design real as well as virtual objects, products.
- Model making, both analogue and digital, is an important part of this unit. Students are encouraged to experience materials and processes, and to question the relationship between form and function. The unit also examines ethical practice and the role of design in sustaining natural and social environments.
- Working in parallel with 2D visualization, this unit aims to develop the students' creative thinking and to enhance their imagination capabilities through 3D practice. It also aims to explore the students 'awareness of the values of both Form and space throughout a number of workshops and studio practice as well as introductory sessions in 3D digital Design.

GRPH281 - Graphic Design Studio II

- This unit 1 offers a unique insight into some of the main areas of graphic design. This unit concentrates on the print media with a wide range of commercial practices, starting with logo design, corporate, editorial, information design up till advertising. The wide scope of assignments gives a chance to assess and evaluate and decide about the best route to pursue.
- This Studio unit is a practical application of the design theory units. In this unit, students create a realistic visual project such as the visual components of a marketing campaign or an illustrated publication with emphasis upon a consistent theme of concept, design, and imagery. Process and development of imagery is essential as well as allowing students to modify their designs and improve their campaigns.

GRPH266 - Graphic Design History

- This unit explores the origins of graphic design starting from the plain art poster all the way to the appearance of the sophisticated graphic Industry, apparent and stable in our current life. It's one of the 3 units designated to theory & history in the Graphics & Media Art Major covering the evolution of graphic design as well as the principles/concepts that help shape the medium.
- Following the topics covered in the unit, students' awareness of the local contemporary culture and surrounding graphic design will be enhanced throughout executing a number of multi-media presentations and reports covering the unit topics.
- This unit also develops students' awareness of art movements/principles that has set foot to the emergence of graphic design. It aims to expand students' perception of graphic design surrounding us in an analytical manner, developing an awareness of globalization and its effect on national identity. It also aims-along with the two theoretical units in the Graphic & Media Art Major, to establish a solid base of awareness of the Graphic Industry, its evolution and the effect of Cultural moves and trends upon it.

GRPH271 - Graphic Reproduction Technology

- This unit discusses the history and evolution of the technologies used in art and Graphic design production.

Different concepts materials are considered such as metal, wood and plastics. The evolution of graphic metal forming practices from traditional to computer-based automated processes is discussed. Contemporary media metals design and manufacturing processes are introduced. Similarly the history and development of the graphic plastics industry is presented.

- Laboratory methods and procedures employed in studying properties of Basic principles of the graphics industry and new technologies, along with materials and equipment used in the major graphic processes, Skills in digital graphics techniques will be covered.

GRPH285 - Introduction to Animation

- The unit is designed to introduce the principles and context of animation, and establish the integral components of the animation process. Animation software tools will be introduced as aids to help to stimulate conceptual thinking and develop creative solutions.
- The unit structure and content are based on the concepts of animation; students will learn the basics of creating 2D animation. The unit covers aspects integral to the animation process; creating characters, designing Story-boards, sound, motion, sequencing and framing are studied. A final simple animation using animation software is produced.

CDS214 - Computer Graphics & Imaging

- This unit structure and content are based on the digital society needs of the 21st century creative organizations; core elements focus on the digital medium for supporting creativity; optional classes allow students to customize the unit to suit their own particular career aspirations; throughout the unit, there is an emphasis on integration, enhanced by group assignments, team projects, and industrial visits.
- Laboratory methods and procedures employed in studying properties of basic principles of the graphics industry and new technologies, along with materials and equipment used in the major graphic processes, Skills in digital graphics techniques will be covered.

GRPH305 - Junior Project I

- This unit enables students to build on existing strengths and to provide an opportunity for further study. Moreover, it provides an option for self-exploration. The unit provides motivated and responsible opportunity to develop a career-oriented relationship in the student's area of chosen interest.
- Students are to go through process, product and presentation to the completion level. Students go through an extended process of inquiry in response to a challenge where they learn key academic content and practice contemporary skills. In this unit students will practice accomplishing a complete Art project based on a previously covered art movement related to the students earlier output. The theme/topic is left to student's choice, while the outcome formats and requirements are fixed (as described in detail in the unit program)
- In preparation for the Graduation Project, each Graphics and media arts major student will have the chance to experiment among the multiple branches of the Graphics and media Department in accordance to his/her interest throughout Junior Project 1 & Junior Project 2.

- This unit aims to qualify students to accomplish a complete project and to present it to a wide variety of recipients in preparation of accomplishing the final Graduation Project. Students go through full procedures starting by the selection of the topic/theme, searching it, fixing the concept/philosophy of the project and primarily sketching the output, and ending by finalizing the Artworks and presenting/exhibiting them.
- This unit aims to guide students to their first steps into professional world. It gives an insight of the practical aspects of their field of studies preparing them to a career-oriented immersion. The students choose between a visual art project and graphic design project.
- *The choice of Branches to accomplish Junior Project 1 & Junior Project 2, reflect the student's decision of the media that will be applied in the Final Graduation Project.

- **GRPH372 - Materials & Structures**

- Laboratory methods and procedures employed in studying properties of Basic principles of the graphics industry and new technologies, along with materials and equipment used in the major graphic processes, Skills in digital graphics techniques will be covered.
- The unit structure and content are based on the characteristics of different types of Printing Systems and the role of the graphic designer to give the right Printing Work Flow for the design; the influence of the Materials to the final quality of the printed design; the paper types and it's rule in the final product; the types of printing inks and its rule in the final product. Students have to make the right choice of the printing system and the materials for their designs.

- **GRPH355 - Communication Design**

- This unit is a unit that enables students to focus on a creative approach to solve communication problems in graphics and media disciplines. Alongside this it provides an insight into the strategic thinking necessary to create effective and memorable communication campaigns. This unit provides an understanding of visual communication and communication theories, persuasion, consumer behavior and visual language in a socio-cultural context.
- This unit investigates different theories relating to communication design. First Communication Theory is discussed subjects such as rhetoric, linguistics; semiotics and semiology (theory of the functions of signs and symbols) are presented. Then concepts related to Media Theory are presented covering medium and presentation, message, peer-to-peer communication and broadcast. Students will study recent theories of perception, cognition and communication. They will then apply these theories to design their own works. The aim is for students to be able to communicate to an audience effectively.

- **GRPH374 - Advanced media art**

- This introductory unit explores the fundamental elements of experimental and media arts in general. This

unit introduces New Media Art as a field of contemporary art practices. New Media work is considered in relation to other screen, time, code-based art media, from Film to Video Art, Sound Art, Video Games, Bio art, network based art and interactive art. New Media work is also viewed in ongoing dialogue with different art practices such as performance, installation, conceptual art and sculpture. Students engage with fundamental properties that distinguish New Media practices while developing a personal media vocabulary. Students will explore a personal aesthetic and develop a critical framework for their ideas and work. Theoretical/critical readings, lectures, discussions, presentations of film, video, and new media artists are included. Artistic voice is emphasized over technical skills.

- The Unit aims To explore historical and theoretical aspects of new media art and integrate that with student interests and creative production as well as fostering the development of a personal aesthetic. It enables students to explore and articulate the connections between digital art processes and more traditional art practices and introduces them to image / video / sound / interactive art and their digital production tools as a medium of artistic production with a unique visual, aural, and temporal language. Finally the unit directs students to apply knowledge and skill in New Media Art projects and promotes and supports collaborative working practices.

GRPH306 - Junior Project II

- GRPH306 is a unit that enables students to build on existing strengths and to provide an opportunity for further study. Moreover, it provides an option for self-exploration. The unit provides motivated and responsible opportunity to develop a career-oriented relationship in the student's area of chosen interest. Students are to go through process, product and presentation to the completion level. Students go through an extended process of inquiry in response to a challenge where they learn key academic content and practice contemporary skills. In this unit students will practice accomplishing a complete project based on a previously covered related to the students earlier output. The theme/topic is left to student's choice, while the outcome formats and requirements are fixed (as described in detail in the course program)
- In preparation for the Graduation Project, each Graphics and media arts major student will have the chance to experiment among the multiple branches of the Graphics and media Department in accordance to his/her interest throughout Junior Project 1 & Junior Project 2.
- This unit aims to qualify students to accomplish a complete project and to present it to a wide variety of recipients in preparation of accomplishing the final Graduation Project. Students go through full procedures starting by the selection of the topic/theme, searching it, fixing the concept/philosophy of the project and primarily sketching the output, and ending by finalizing the works and presenting/exhibiting them. This unit aims to guide students to their first steps into professional world. It gives an insight of the practical aspects of their field of studies preparing them to a career-oriented immersion. The students choose between an animation and new media art directions.
- *The choice of Branches to accomplish Junior Project 1 & Junior Project 2, reflect the student's decision of the media that will be applied in the Final Graduation Project.

GRPH341 - Graphic Design Theory II

- This unit continues providing a strong foundation of theoretical ideas in graphic design –after Graphic Design Theory I unit- covering the latter decades of the 20th century. It begins with designers, like Josef Müller-Brockmann and Karl Gerstner, who developed avant-garde ideas into more formal methodologies through International Style, a method later assimilated by corporate America. The unit goes on exploring the strongly conceptual, distinctly American, design approaches of iconic figures like Paul Rand where the readings take a turn as Modern begins to turn Postmodern covering David Carson’s takes on mainstream typography and Katherine McCoy explorations on the experimental work done at Cranbrook. Finally the unit explores fresh topics vital to basic understanding of the current field beginning with an emerging sense of social responsibility.
- After the informative and visual awareness of the theoretical ideas in the latter decades of the 20th century students apply the subjective postmodern approach in a number of studio projects and assignments strict to mastering the inking graphical techniques from the water based ink/brush expressions to the highly detailed rapid-o-graph hatching and cross-hatching expressions.

- **GRPH381 - Graphic Design Studio III**

- This unit is a studio based unit which addresses contemporary interdisciplinary issues and practices in relation to graphic design.
- This unit takes students through a comprehensive look at the entire graphic design process in relation to contemporary practices. This unit gives the student skills and knowledge about sustainability, environmental graphic design, window display and ambient design in addition to a self-led experimental assignment. Students will use design methodologies to arrive to their own individual perspective. The Learning methods include brainstorming sessions, group critiques, and class activities.

- **GRPH321 - Web Design**

- This unit provides a comprehensive take on the basics of web design. Students are introduced to web design basics as well as technical issues related.
- This unit is an introduction to designing functional websites using basic essentials from concept to final product. Basic image handling, navigation and interface, page design principles are studied. Students learn what makes a successful site as they apply their own ideas using the multi-faceted program Dreamweaver and Flash. Student presentations and class critiques are integrated as part of this class.

- **GRPH385 - 3D Modeling and Animation**

- This unit provides students with a thorough introduction to 3D computer animation and the fundamentals of expressive movement theory.
- The unit focuses on the art and practice of 3D character modeling and animation, using practical

assignments and critiques, along with reference material and analysis. Students will learn technical skills, such as using kinematics for character animation, and advanced key frame techniques. This unit will have a heavy project emphasis with students creating several short animations using 3D computer animation software.

GRPH405 - Graduation Project I

- This unit—along with GRPH406- comprise the final Graduation Project in one of the four major fields of the Graphics & Media Arts Department in response to a self-initiated design agenda/brief. Students will finally exploit all their expertise and previous experiences acquired throughout their unit of study to accomplish their final Graphics and Media Arts project.
- In this unit students will execute one final research project representing their knowledge, skills and cultural awareness gained in the previous years of study. The student will choose one of the four major fields in the Graphic and Media Art department and will focus all his/her tools to accomplish the desired outcome. Students are expected to hand in a final dissertation reflecting the entire process they went through, the background, the context, the literature review and analysis/ critique.
- GRPH405 unit will focus on collecting information, literature, analysis in the form of researches, reports, presentations, peer to peer assessment, critiques, and one on one tutorial as well as laying the solid base for the practical visual outcome throughout sketches and technical experimentation. A final dissertation is presented by the end of this unit.
- This Unit aims to develop a final Graduation Project in one of the four major fields of the Graphic & Media Art Department in response to a self-initiated design agenda/brief.

DSN456 - Design Management

- This unit will enable you to encounter creative projects within a business context, nurture creativity and innovation, and develop key skills to build a dynamic culture, which produces effective creative solutions. The unit promotes understanding, awareness and knowledge of the industry whilst encouraging creativity, innovation and ambition.
- The unit considers how design relates to other business functions like marketing, finance and production, particularly in the new product development process. You will learn how organizational structure, culture and strategy can encourage design.

GRPH452 - Interactive Design

- This unit is an Introduction to interactive design it is a practical, introductory unit to the world of interactive and digital design. The focus will be on creating interactive experiences that are both functional and engaging. This will be approached from various points-of-view: design, usability, technique, and entertainment.
- The unit provides hands-on experience conducting a needs analysis, followed by the design of a suitable design discipline innovation, and ending with the implementation of a solution. Students utilize computer software and technology to present text, graphics, video, audio, and animation in an integrated way to produce interactive materials. This unit looks at interactivity through a focus on the capabilities and constraints of human cognitive processing.

- **DSN472 - Design Future**

- This will explore Design Futures implementation strategies, research their development, and investigate theoretical options. It will enable students to embrace the concept of “Design Suturing” as a way of thinking and acting. The unit will present a series of examples of Design Futures Projects, and consider how they were designed and acquired. There will also be a particular focus on 'designing-back-from-the-future' methods. Design Futures will equip you to work in an environment of rapid change, ready for the unpredictable but exciting future of our society.
- The unit explores the cultural context of design and investigates design futures. The unit builds on the earlier design history units to examine design precedents for creative practice in local and international contexts, identifying key design resources. Students individually research design precedents, issues and practices to develop their own hindsight.
- Then the student is introduced to the necessary theory, methods, tools and skills to construct and communicate plausible and compelling scenarios as a projective basis for creative conceptual design proposals. The students will work in groups to construct a design futures scenario which considers global trends and forecasts. These are communicated in a Keynote presentation. Students then use these scenarios to individually or collectively develop their own Foresight project.

- **GRPH451 - Packaging Design**

- In this unit students will learn about the history of packaging, the importance of packaging, the role of packaging and the different facets of the packaging industry. This unit considers the combination of various materials and structural choices available in constructing a package, and also introduces the concept of sustainability and environmental impact.
- This unit provides a basic understanding of and introduction to packaging design. On completion of this introductory unit, the student will be familiar with the functions and attributes of packaging, together with the environments where packaging has to perform those functions. It will provide an introduction to the major groups of packaging materials: paper-based materials; metals; glass and plastics in addition to closures, adhesives and labeling.

- **GRPH406 - Graduation Project II**

- This unit comprises the final Graduation Project in one of the four major fields of the Graphics & Media Arts Department in response to a self-initiated design agenda/brief. Students will finally exploit all their expertise and previous experiences acquired throughout their course of study to accomplish their final Graphics and Media Arts project.
- In GRPH406 students will execute one final visual project representing their knowledge, skills and cultural awareness gained in the previous years of study. The student will choose one of the four major fields in the Graphics and Media Arts department and will focus all his/her tools to accomplish the desired outcome. In addition, students are expected to hand in a final report reflecting the entire process they went through and analysis/ critique. Moreover a thorough reflection on their visual projects is included.
- GRPH406 unit will be the vessel through which the student finally accomplishes his/her Graduation Project manipulating all the data/materials and experimentations acquired in GRPH405. Students are expected to complete a practical project along with a final report.
- This unit aims to develop a final Graduation Project in one of the four major fields of the Graphic & Media Art Department in response to a self-initiated design agenda/brief.

- **GRPH455 – Branding**

- This unit is designed to develop the students' knowledge and understanding of the concepts and principles of branding and brand management, and their application to relevant industries.
- This unit explores the process of establishing a successful brand position. Through reading, research, lectures, case studies and workshops students learn the principles of modern branding. Students then apply those principles as they develop a brand strategy, brand position and brand personality for a specific product or service just as they would in the professional world.