Course Description
Graphic Design Department

Free drawing : 1021705 / 3 Credit Hours
Practical course

This course introduces the student to basic drawing skills and techniques. The emphasis is on traditional approaches on line, form, composition and perspective. Techniques employing variety of black and white media, and various subject may used as : model, still life, architecture and landscape.

Prerequisite	None
Councurrent	None

Aesthetics : 1021405 / 3 credit hours
Theoretical course

This course introduces student to aesthetics as a branch of modern philosophy. Aesthetic investigation applies the basic analytical tools of philosophy to traditional concepts, Arguments and theories of beauty and art. The course addresses the issues of the difference between art and non-art, distinctions between good art and bad art, the definition of beauty, the function of art, and the main classical and contemporary theories of art.

Prerequisite	None
Councurrent	None

Digital and traditional photography : 1023207/ 3 Credit Hours
Practical course

This course is a historical overview of photography from its beginnings in the nineteenth century to the present. It provides the students with professional experience in camera technology and its aesthetics, covering a number of images – making techniques and application in studio and on visual concepts in photography and design.

Prerequisite	None
Councurrent	None

Design history and theories : 1021100/ 3 credit hours
Theoretical course

This course focuses on study of design history and it's theories. Design cannot be Understood outside it's social, economic, political, cultural and technological contexts. Understanding the complexity of the history and the diversity of design philosophies, also Requires a knowledge of the design process in this course very important to understand the (style) of design and it's role of function in all different movements, aesthetics, symbolism in Objects for use. Various subject areas of design history comprise : dress and textiles, Ceramics, furniture, interiors, graphics, industrials, and environmental design in addition to Crafts.

Prerequisite	None
Councurrent	None

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Painting & Drawing : 1021706/ 3 Credit Hours
Practical course

This course focuses on the elements and principles of composition through art works Achieved in studio or on location. students using dry techniques of : pencils, charcoal, Colored pencils, and pastels for drawing; wet techniques of: watercolors, oils and acrylic for Painting. Subjects vary as: still life, landscapes, architecture and the study of human figure, Concentration be on anatomy for artists.

Prerequisite	1021705
Councurrent	None

Psychology and sociology of Design : 1022101/ 3 Credit Hours
Theoretical course

This course examines the interconnections between visual art, culture and psychology and Sociology. Emphasis is placed on the psychoanalytical and sociological analysis of design . Students explore the impact of design on the cultural , emotional and cognitive experiences Of both the designer and viewer . They also learn the psychological and sociological content Represented in design and how it influences individuals and society.

Prerequisite	None
Councurrent	None

Graphic Design Materials and Techniques : 1022203/ 3 Credit Hours
Practical course

This studio course fully explores hand skills by using tools, techniques, procedures and presentations to produce professional graphic design. Students set standards of quality design work that continues throughout the graphic design program in each specialized course that follows.

Prerequisite	None
Councurrent	None

Trademark and logo design : 1022202/ 3 Credit Hours
Practical course

This course explores the use of type and symbols for development of identifying long term marks for large and small companies. The conceptualization and development of designs lead to finely tuned finished print-ready marks.

Prerequisite	1022602
Councurrent	None

Latin Script &Typography : 1022203 / 3 Credit Hours
Practical course

This course a study of Latin script and Typography, explores the important role that type plays as an infinitely varied and responsive medium for visual communication. Through projects that encourage experimentation, students examine interpretive and plastic aspects of typographic form and methods of organizational structure.

Prerequisite	None
Councurrent	None

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Arabic Calligraphy & Ornamentation : 1022204/ 3 Credit Hours
Practical course

This course is a theoretical and practical study of Arabic letters, based in expression and aesthetic aspects of calligraphy styles, and their characteristics of shape and proportions. A concentration on various kinds of Islamic ornaments, and their applications with Arabic calligraphy for use in graphic design.

Prerequisite	None
Councurrent	None

Western Art History : 1022401/ 3 Credit Hours
Theoretical course

This course provides a study and analyses for the most important movements and trends in The various western arts and architecture, starts with the end of middle ages and early Renaissance with its renovations, until Modern Arts with their definition, themes and theories Of beauty, concentrating on content and context of the art works, their form and function And the lives of the artists who produced them.

Prerequisite	None
Councurrent	None

History of Islamic Art : 1022402/ 3 Credit Hours
Theoretical course

This course provides a study for various Islamic schools of art architecture, since the early Years of Islam emergence, until the collapse of Ottoman empire, focusing on the most Important characteristics of styles in different historical eras, and the influences upon them.

Prerequisite	None
Councurrent	None

Computer Graphics : (1) 1022601 /3 Credit Hours
Practical course

This course provides an introduction to digital capturing methods in graphic design and arts. The training of students focus directly on editing processes centered in the use of (adobe Photoshop). Techniques covered in this course include especial photographic effects and custom typographic treatments, producing a group of individual projects and reports in the computer lap.

Prerequisite	None
Councurrent	None

Computer Graphics (2) : 1022602/ 3 Credit Hours
Practical course

This course provides an introduction to digital capturing methods in graphic design and arts. The training of students focus directly on editing processes centered in the use of (adobe illustrator) program. Topics covered in the class include: editing anchor points, importing and masking photographs and using filters. Class project and discussion concentrating on the technical aspects and aesthetic

Prerequisite	1022601
Councurrent	None

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Color: Theory and Application : 1022705 / 3 Credit Hours
Practical course

This course explores the properties, the sense of color and its potential underlying principles of color selection: from side of contrast and harmonies. Relationships between light, color and vision. The basics of pigments mixing and color terminology. The work of theorists is examined exercises involving color manipulation and opportunities for experimentation are pretested.

Prerequisite	None
Councurrent	None

Newspapers and magazines design : 1023205 / 3 Credit Hours
Practical course

This course explores the graphic design's role in the layout and design of publications
(Newspapers and magazines). lectures and studio work cover historical and current practices and technologies used to produces multipage publications.
Student incorporate the principles and elements of design to arrange images and text creatively (headline ,sub-head and body copy), producing elements of layout with typography and art. This course focuses on using (Indesign) program.

Prerequisite	1022601
Councurrent	None

Printed Ad and Poster Design : 1023306 / 3 Credit Hours
Practical course

This course focus on specific design skills necessary for printed ad and poster as unique means of communication. through producing different printed ads and posters: exterior + interior, advanced students working with small +large formats, dealing with typographic and other visual elements as photo and illustration, and using their skills in critical thinking, analysis to reach technical and artistic execution suitable to be effective on the thinking and senses of viewer.

Prerequisite	1022602
Councurrent	None

History of Graphic Design : 1023403 / 3 Credit Hours
Theoretical course

This course surveys the pivotal events and achievements that led to the current state of graphic communication. The unceasing quest to give form to ideas is traced from the pictographs painted on cave walls to the latest imaginative designs. Through lectures, data show, discussions, presentations and search, students are introduced to the creative thinkers, important innovation and breakthrough technologies that have shaped the evolution of visual communication.

Prerequisite	None
Councurrent	None

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Theories & Methodologies of Graphic Design : 1023404 / 3 Credit Hours
Theoretical course

Historical review of the main theories and methodologies of graphic design in aesthetics and art criticism as represented by the various schools of thought throughout history: the ancient Islamic and European civilizations until the end of twentieth century.

Classes focus on the major visual aspects of selected works.

Prerequisite	None
Councurrent	None

Computer Graphics (3) : 1023603 / 3 Credit Hours
Practical course

This course cover the most fundamental and principles of design by using digital capturing methods in graphic design and arts.

Training focuses directly on editing processes centered in the use of (Adobe Flash) program. Emphasis is placed on digital animation design process with 2-D appearance. All assignments will be around the graphic technical aspects of this program.

Prerequisite	1022602
Councurrent	None

Computer Graphics (4) : 1023604 / 3 Credit Hours
Practical course

This course covers the most fundamental and principles of design by using digital capturing methods in graphic design and arts. Training focuses directly on editing processes centered in the use of (Maxon Cinema 4D) program. Emphasis is placed on digital animation design process with 3-D digital program (Fixed and Moving). All assignments will be around the graphic technical aspects of this program.

Prerequisite	1023603
Councurrent	None

Web Site Design : 1023606 / 3 Credit Hours
Practical course

This course covers the most fundamental and principles of design process, using Computer software arts and digital graphics (Adobe Photoshop, Illustrator, and Flash).

Training students focusing directly on the use programs in preparation and design Web pages, including processes and effects by (Dreamweaver) program, through practical applications and project and reports in the computer lap.

Prerequisite	1023603
Councurrent	None

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Illustration : 1023609 / 3 Credit Hours
Practical course

Student in this course explore illustration as a means of communicating ideas. Introduction to many techniques and media used in illustration, selected projects designed to begin development of professional skills while becoming a acquainted with the basic elements of illustration, professional procedure and terminology.

Prerequisite	1022602
Councurrent	None

Silk Screen Printing : 1023803 / 3 Credit Hours
Practical course

In this course, students learn the basic technical skills of screen printing and investigate the methods of screen print process. The course covers the fine Art and the commercial application of screen printing in the contemporary art world, including frame construction, registration, multiple color runs, stencil, drawing, and digital output application, in addition to use of the photo.

Prerequisite	None
Councurrent	None

Printmaking Techniques : 1023804 / 3 Credit Hours
Practical course

This course covers the traditional techniques of relief printing. Introducing the students to the history of this kind of printing, to achieve processes and projects related to materials as: wood cut, lino cut, and soft plastic by using monochromatic and polychromatic color designs.

Prerequisite	None
Councurrent	None

Packaging Design : 1024206 / 3 Credit Hours
Practical course

This course focuses on aspects of three-dimensional form and surface designs as they apply to product containers. Type, layout, design, and form are fully explored to create commercial packaging. Emphasis is placed on conceptual development and structure interactivity and design aesthetics.

Prerequisite	1022602
Councurrent	None

Graduation Project (1) : 1024901 / 3 Credit Hours
practical course

This course expands on previous graphic design knowledge and skills, offering student with the opportunity to work on major self-initiated design project, leading to create his own advertising campaign for selected institution or company. This course emphasizes research and analysis, to reach the student his goals and targets.

Prerequisite	Pass 90 Hours
Councurrent	None

Graduation Project (2) : 1024902 / 4 Credit Hours

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Practical course

This course concentrates on preparing advertising campaigns for institutions or companies selected before in research project, including: logo and identity; stationary papers and cards posters, outdoor-advertising transportation, roads and billboard; catalogues; flyers, calendar, and packaging, in addition to website if necessary. Students are expected to demonstrate sophisticated design decisions and appropriate design solutions that demonstrate a high level of professional achievement finished by one student or group, and judged finally by jury, includes external examiners and professionals.

Prerequisite	1024901
Councurrent	None

Marketing and Advertising Campaigns Systems : 1023307 / 3 Credit Hours

practical course

this course emphasis on introducing student to the basics of preparing an effective advertising campaign, by creating the innovative idea and moving design. The student experiences the network of ideas and research necessary to reach the public market targeted by the manufacturer or service.

Prerequisite	None
Councurrent	None

Advanced Printmaking Techniques : 1023805 / 3 Credit Hours

practical course

This course covers the various techniques of metal printing (Etching) by using of zinc plates. Students achieve many projects in this technique, exercising, monochromatic and polychromatic graphic and art designs topics.

Prerequisite	None
Councurrent	None

Photography for Advertising : 1024208 / 3 Credit Hours

practical course

An advanced course designed specially as an opportunity for in-depth study dealing with the important elements suitable for commercial advertising atmosphere, toward a professional work in photography done both in studio and on location. Concentration upon special themes and techniques comprise both human figures and commercial products important for producing variety of advertising

Prerequisite	None
Councurrent	None

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Professional Practice : 1024501 / 3 Credit Hours

practical course

This course emphasis on procedures necessary for professionalism in graphic design practice. Students prepare skills binder, including the administrative / commercial/ legal aspects of establishing a firm, supervision of projects' execution, preparation of technical reports as: letters of agreement, fee structure, purchase and specifications of materials and all support documents. The course focuses on the relationship between designer and professional firms in field. Liability and ethics are stressed.

Prerequisite	None
Councurrent	None

Animation Design : 1024606 / 3 Credit Hours

practical course

Students explore the basic principles of animation to develop an understanding of character and performance.

Emphasis is placed on the analysis of actions and skills in 2-d or 3-d animation.

Prerequisite	1023603
Councurrent	None

Field Training : 1023599 / 3 Credit Hours

This is a mandatory hours necessary for all students as a professionalism in graphic design practice.

Students prepare skills binder, including the commercial administrative, and legal aspects in establishment, institution, press or firm for a contend 8 weeks (not less than 200 hours).

This training period must supported by documents and examples of executed works.

Prerequisite	Pass 90 Hours
Councurrent	None