



# Graphic Design

Y	Course Code	Course Title	Pre-requisites	Credit Hours	Course Code	Course Title	Pre-requisites	Credit Hours	
FIRST YEAR	<b>Semester 1</b>				<b>Semester 2</b>				
	GFID 111	Fundamentals of Design		3	GFID 114	Creative Concepts	GFID 111	2	
	GFID 112	Fundamentals of Drawing		2	GFID 115	Design Communications	GFID 111	3	
	GFID 113	Fundamentals of Color		2	GFID 116	Art Appreciation		2	
	ENG 101	English I		3	ENG 103	Public Speaking	ENG 101	3	
	ARAB 101	Arabic I		3	ARAB 102	Arabic II	ARAB 101	3	
	ISLS 101	Islamic Studies I		3	ISLS 102	Islamic Studies II	ISLS 101	3	
	<i>Total Credit Hours</i>				16	<i>Total Credit Hours</i>			
SECOND YEAR	<b>Semester 3</b>				<b>Semester 4</b>				
	GD 281	Graphic Design Studio I	GFID 115	3	GD 282	Graphic Design Studio II	GD 281	3	
	GD 283	Typography I	GFID 111	3	GD 284	Typography II	GD 283	3	
	GD 285a	Drawing for Graphic Designer	GFID 112	3	GD 287	Photography II	GD 286	3	
	GD 285b	Illustration	GFID 112	3	GD 289	Digital Media I	GD 286	3	
	GD 286	Photography I	GFID 111	3	BUS 223	Research Methods		3	
	GD 288	History of Graphic Design	GFID 116	3	MKT 231	Introduction to Marketing		3	
	<i>Total Credit Hours</i>				18	<i>Total Credit Hours</i>			
THIRD YEAR	<b>Semester 5</b>				<b>Semester 6</b>				
	GD 381	Graphic Design Studio III	GD 282	3	GD 382	Graphic Design Studio IV	GD 381	3	
	GD 383	Packaging Design	GD 282	3	GD 388	Website Design	GD 384	3	
	GD 384	2D Animation	GD 285b GD 289	3	GD 387	Exhibition Design	GD 381	3	
	GD 385	Corporate Design	GD 282 GD 284	3	GD 386	Digital Media II	GD 384	3	
	MKT 337	Advertising and Promotion	MKT 231	3	GD 389	Interactive Media	GD 384	3	
	GD XXX	Major Elective		3	GEE XXX	General Education Elective	GD 381	3	
	<i>Total Credit Hours</i>				18	<i>Total Credit Hours</i>			
FOURTH YEAR	<b>Semester 7</b>				<b>Semester 8</b>				
	GD 481	Portfolio Design	GD 388	3	GD 483	Graduation Project	GD 482	6	
	GD 482	Graduation Thesis	BUS 223 ENG 103 GD 382 GD 387 GD 389	3	GD 485	Internship in Graphic Design	GD 484 GD 481	3	
	GD 484	Professional Practices	GD 388	3	GD XXX	Major Elective		3	
	GD XXX	Major Elective		3	GD XXX	Major Elective		3	
	GEE XXX	General Education Elective		3	<i>Total Credit Hours</i>				15
	<i>Total Credit Hours</i>				15	<i>Total Credit Hours</i>			

## Major Electives

Course Code	Course Title	Credit Hours
GFID 106	Digital Communications	3
BUS 425	Entrepreneurship	3
IDE 374	Special Topics in Interior Design I	3
GD081	Advanced Illustration	3
GD082	3D Animation	3
GD083	Fashion Photography	3
GD084	Information Design	3
GD085	Arabic Publication Design	3
GD086	Sustainable Design	3
GD087	Special Topics for Graphic Design	3
ID 274	Design Theories	3
ID 275	Art and Architecture History I	3
ID 372	Advanced Color Applications in Interior	3

## General Education Electives (Free Electives)

Course Code	Course Title	Credit Hours
PSY 101	Introduction to Psychology	3
SCO 101	Introduction to Sociology	3
EI 101	Emotional Intelligence	3
ENG 204	Critical Thinking	3
ETH 101	Social Ethics	3
MKT 333	Public Relations	3
NPS 101	Negotiation and Problem Solving	3
SPD 101	Soft skills and Personality Development	3
MAN 121	Fundamentals of Management	3
ISLS 105	Islamic History	3
HPY 101	Health and Physical Education	3

## Graphic Design

Course Description توصيف المقرر	Credit Hours	Course Number رمز المقرر	Course Name اسم المقرر	Level/year الدرجة / المستوى
This course is centered on the foundational principles of both two- and three-dimensional design. Design elements and principles are explored to design visually compelling compositions. The content serves as a universal knowledge base, fundamental to all design disciplines.	3	GFID 111	FUNDAMENTALS OF DESIGN	Level 1/ 1 <sup>st</sup> Year
Fundamental principles of drawing, encompassing elements such as line, shape, form, light, and shadow is the focus of this course. The course spans a diverse range of topics, including still life and portraiture, aiming to enhance observation and comprehension of perspectives, proportions, and compositions. Various drawing techniques employing graphite and charcoal are implemented.	2	GFID 112	FUNDAMENTALS OF DRAWING	Level 1/ 1 <sup>st</sup> Year
This course provides a comprehensive exploration of color including its properties, scientific dimensions, psychological implications, and symbolic meanings. Acrylic paint and mixed media are used in producing meticulously designed compositions.	2	GFID 113	FUNDAMENTALS OF COLOR	Level 1/ 1 <sup>st</sup> Year
This course is a dynamic exploration of ideation and concept development. Exercises implemented are aimed at unlocking new perspectives and breaking through creative barriers. From brainstorming sessions to collaborative projects, the course aims to push the boundaries of conventional thinking to develop the ability to translate abstract thoughts into tangible innovative concepts.	2	GFID 114	CREATIVE CONCEPTS	Level 2/ 1 <sup>st</sup> Year

<p>The course offers a comprehensive exploration of various fundamental design software employed in the design industry. Topics taught ensure the development of well-rounded skill-set to enhance effective design communication.</p>	2	<p><b>GFID 115</b></p>	<p><b>DESIGN COMMUNI CATIONS</b></p>	<p><b>Level 2/ 1<sup>st</sup> Year</b></p>
<p>This course is structured to cultivate a profound understanding of the appreciation of arts, encompassing their broader function, intrinsic value, and historical significance. Terminology associated with visual expression to enhance articulation and comprehension of the language of art is introduced. The course instills a sense of responsibility through effective time management practices and a holistic and disciplined approach to collaborative teamwork.</p>	2	<p><b>GFID 116</b></p>	<p><b>ART APPRECIAT ION</b></p>	<p><b>Level 2/ 1<sup>st</sup> Year</b></p>
<p>This course encompasses a diverse range of fundamental knowledge, graphic design terminologies, and proficiency in vector design techniques. The course places a strong emphasis on recalling and implementing foundational principles of graphic design, providing a solid framework for creating visually compelling compositions. The course also emphasizes the integration of graphical visuals with text, fostering a holistic approach to design.</p>	3	<p><b>GD 281</b></p>	<p><b>Graphic Design Studio I</b></p>	<p><b>Level 3 2<sup>nd</sup> Year</b></p>
<p>This course is designed to immerse students in the principles of visual communication through drawing. Throughout the course, the emphasis is on identifying and mastering basic drawing techniques such as building accurate structures, tonal drawing, hatching, cross-hatching, and contour drawing. This course aims to enhance the ability to condense intricate visuals into simplified graphical shapes, fostering a creative and impactful approach to representation traditionally and, then, digitally. Furthermore, a key aspect of the course is cultivating responsibility in terms of time management and engagement with the course material and project work.</p>	3	<p><b>GD 285a</b></p>	<p><b>Drawing for Graphic Designer</b></p>	<p><b>Level 3 2<sup>nd</sup> Year</b></p>
<p>This course is designed to cultivate a comprehensive understanding of visual communication through digital, and traditional Illustration. The course emphasizes the application of illustration principles to enhance visual storytelling, editorial design, advertising, and commercial illustrations for a certain audience.</p>	3	<p><b>GD 285b</b></p>	<p><b>Illustration</b></p>	<p><b>Level 3 2<sup>nd</sup> Year</b></p>
<p>This course integrates technical proficiency with a deep understanding of the aesthetic and theoretical aspects of photography. The course explores the alignment of various technologies to achieve specific outcomes in image-making ready for commercial use. This course focuses on composition and lighting techniques to produce both professional and artistic photographs, ensuring the development of a</p>	3	<p><b>GD 286</b></p>	<p><b>Photography I</b></p>	<p><b>Level 3 2<sup>nd</sup> Year</b></p>

versatile skill set for diverse photographic scenarios. Emphasis is placed on combining technical skills with conceptual ideation to bridge the gap between technical execution and creative vision.				
This comprehensive history course traces the evolution of graphic design from prehistory to the present, providing a contextual understanding of visual development over time. This course will help explore the interplay between iconic designs and major historical events, gaining insights into the symbiotic relationship between design and the sociocultural milieu. As a fundamental aspect of the course, responsibility is instilled, particularly in terms of time management, ensuring that participants acquire the discipline necessary for successful engagement with the rich historical content.	3	GD 288	History of Graphic Design	Level 3 2 <sup>nd</sup> Year
This course focuses on advanced principles and methodologies of logo design, fostering the ability to recognize diverse logotypes, formats, colors, and their practical applications. The course introduces the creative process by integrating bitmap, vector graphics, and traditional art to design innovative visual solutions. This course introduced the principles of creating a visual hierarchy within a design grid, and comprehensive logo style guidelines ensuring consistency and clarity. The practical application extends to the creation of a cohesive signage system that aligns seamlessly with a designated design theme.	3	GD 282	Graphic Design Studio II	Level 4 2 <sup>nd</sup> Year
This course focuses on Arabic-type anatomy and typographic terminology through gaining solid skills in creating Arabic letterforms and Arabic lettering both digitally and traditionally. The course extends to emphasizing proficiency in handling the details of bilingual design. This course aims to create meaningful works of art projects that integrate traditional Arabic calligraphy with modern digital tools.	3	GD 284	Typography II	Level 4 2 <sup>nd</sup> Year
This course introduced the advanced grid system and refined composition techniques for digital photography. It develops proficiency in handling complex workflows associated with inputting, editing, and outputting photos, gaining a comprehensive skill set to navigate the details of the photographic process. The course focuses on commercial photography including photography for advertisements, publications, product placement, portraits, brochures, merchandising, and more.	3	GD 287	Photography II	Level 4 2 <sup>nd</sup> Year
This course provides insight into the history of digital media, providing a comprehensive understanding of creating digital video projects starting from script, and storyboards that are seamlessly integrated with graphic and audio elements. By using a variety of digital tools, students refine their work based on the industry's standards using technical and conceptual skills in digital media.	3	GD 289	Digital Media I	Level 4 2 <sup>nd</sup> Year
This course focuses on strengthening compositional skills and applying design principles through poster design. This course explores the context of posters through history and as relevant today. The course emphasizes the crafting of visual hierarchy and the effective use of typography, incorporating layout principles tailored to poster design. Projects developed in this course reflect artistic and cultural identities while communicating to various audiences through research and conceptualization to execution	3	GD 381	Graphic Design Studio III	Level 5 3 <sup>rd</sup> Year

<p>This course focuses on packaging structure in product identification, presentation, and production. This course guides the design and execution of package types, ensuring alignment with typography layout, illustration design, and materials to three-dimensional forms. Additionally, consumer and client research and marketing techniques will be comprehensively addressed to meet the industry standards.</p>	3	GD 383	Packaging Design	Level 5 3 <sup>rd</sup> Year
<p>This course is an introduction to 2D animation that provides a deep understanding of various animation principles and their historical background. The course focuses on the fundamental principles and terminologies essential to animation, and the development of animations' progression from a written narrative to a storyboard, basic animatic output. The course, also, places a strong emphasis on the practical application of motion techniques, employing key-frames, holds, and in-betweens with industry-standard software.</p>	3	GD 384	2D Animation	Level 5 3 <sup>rd</sup> Year
<p>This course provides an exploration of the processes of building, managing, and developing a brand. It investigates the definition of brand strategies and brand architecture, emphasizing the strategic aspects of brand development. Students will be engaged in the design of brands and trademarks, with a specific emphasis on visual guidelines and the implementation of brand strategies. The course incorporates the analysis of case studies derived from regional corporate design standards, offering practical insights into real-world applications. The course focuses on effective problem-solving techniques in branding, tailored to specific target audiences, promoting a holistic understanding of brand development and management.</p>	3	GD 385	Corporate Design	Level 5 3 <sup>rd</sup> Year
<p>This course offers an in-depth exploration of layout styles, examining their applications in both printed and digital formats. The course introduces the process of generating concepts and conveying messages through both text and visuals. Gaining practical experience and understanding of the entire production process, and applying a grid system for thorough page layout is a core in this course.</p>	3	GD 382	Graphic Design Studio VI	Level 6 3 <sup>rd</sup> Year
<p>This course explores the principles of effective web design delving into the details of information architecture. It establishes connections between fundamental design components and user experience (UX) and user interface (UI) design. The course will help in constructing information architecture, sitemap, and wireframing design for a website prototype, facilitating feedback and subsequent development. The course encompasses a critical evaluation of sample websites, considering aesthetic design, usability, and accessibility.</p>	3	GD 388	Website Design	Level 6 3 <sup>rd</sup> Year
<p>This course introduces the theoretical and design concepts that support the creation of exhibition design. The course involves the practical application of curatorial methods within arts principles to meet the demands of the design market. This course helps students to engage in the production of a contemporary art and design exhibition project, demonstrating their ability to synthesize theoretical knowledge into tangible, curated experiences. The course showcases problem-solving skills through the development of exhibition projects, ensuring a holistic and practical understanding of exhibition creation.</p>	3	GD 387	Exhibition Design	Level 6 3 <sup>rd</sup> Year

<p>This course focuses on motion graphics production and the influence of the target audience. It thoroughly explores the design methodology, tracing the creative process from the initial concept to the ultimate execution of motion graphics. Students will experiment with a diverse range of methods employed in the creation of motion graphics by integrating visual elements from various media sources. Additionally, it will highlight the importance of the collaborative roles of teamwork within the context of motion graphics production.</p>	3	<b>GD 386</b>	<b>Digital Media II</b>	<b>Level 6 3<sup>rd</sup> Year</b>
<p>This course explores the principles, concepts, and fundamentals of interactive media. It guides the recognition of UI/UX stages, encompassing user research, project strategy, wireframing, and mobile application prototypes. The course focuses on the creation of successful visual designs, emphasizing their essential role in UI/UX and applying fundamental UX design principles to develop a digital prototype with simulated functionality.</p>	3	<b>GD 389</b>	<b>Interactive Media</b>	<b>Level 6 3<sup>rd</sup> Year</b>
<p>This course is tailored to establish a professional portfolio structure aligned with industry standards, emphasizing the design of professional communication collateral. The course focuses on generating a professional online portfolio strategically designed to meet their career goals. Students build a portfolio to showcase their design work to facilitate their employability in the industry. Additionally, the course fosters the development of analytical and critical evaluation skills, enabling participants to articulate assessments of their own design work as well as that of others.</p>	3	<b>GD 481</b>	<b>Portfolio Design</b>	<b>Level 7 4<sup>th</sup> Year</b>
<p>This course focuses on rigorous research skills to produce a design thesis of supporting evidence to present a critical point of view in the design field. It guides the analysis of information from defining a thesis topic, conducting an appropriate literature review, and research methodologies, to data collection and performing an initial prototype. Students craft an argument thesis inspired by distinctive design language, incorporating citations and employing proper formatting methods. The course, also, boosts ethical practices in reporting data, results, methods, and publications, fostering a principled approach to research within the field of design.</p>	3	<b>GD 482</b>	<b>Graduation Thesis</b>	<b>Level 7 4<sup>th</sup> Year</b>
<p>This course is designed to successfully transition from academic life into professional practice as a designer through fostering a practical understanding of professional expectations. Additionally, the course emphasizes the enhancement of communication skills relevant to professional practices, preparing to effectively convey ideas in a workplace setting. The course uses reporting case studies from the industry about design solutions, contemporary creative topics, providing insights into real-world projects. Also, the course guides in interview preparation, ensuring confident and professional representation in professional settings.</p>	3	<b>GD 484</b>	<b>Professional Practices</b>	<b>Level 7 4<sup>th</sup> Year</b>
<p>This course focuses on the implementation and execution of the thesis project developed previously in the thesis course. It emphasizes the application of conceptual and creative thinking processes derived from the graduation design thesis to address the complexities of the design graduation project. The course focuses on designing prototypes and applying both technical and aesthetic principles tailored to the graduation project. Proficiency in presentation skills is a key focus, ensuring effective</p>	6	<b>GD 483</b>	<b>Graduation Project</b>	<b>Level 8 4<sup>th</sup> Year</b>

<p>communication of project outcomes. Additionally, the course encourages the critical analysis of both individual and peer work, fostering a reflective and collaborative approach to the evaluation of design projects.</p>				
<p>This course centers on the acquisition of knowledge derived from interactions with design industry personnel and practical experience in a professional environment. It guides to essential skills necessary for adaptable engagement in the workplace, encompassing communication, critical thinking, analysis, and the adept handling of real-world situations and challenges. The course, also, emphasizes effective verbal and digital communication with the instructor even when off campus. The course demonstrates acceptable levels of proficiency within the work environment, showcasing discipline by arriving promptly and prepared for each work call. In addition, the adherence to assigned tasks as instructed by their supervisors.</p>	3	GD 485	<b>Internship in Graphic Design</b>	<b>Level 8 4<sup>th</sup> Year</b>