



Digital Multimedia Design

Y	Course Code	Course Title	Pre-requisites	Credit Hours	Course Code	Course Title	Pre-requisites	Credit Hours	
FIRST YEAR	Semester 1				Semester 2				
	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	Semester 3				Semester 4				
	MD 291	Storyboard and Script Writing	GFID 111 GFID 112	3	MD 294	Digital Painting	MD 292	3	
	MD 292	Introduction to Digital Art	GFID 112 GFID 113 GFID 115	4	MD 295	Introduction to Motion Graphics	MD 291 MD 292	3	
	MD 293	Introduction to Video	GFID 111 GFID 115	4	GD 287	Photography II	GD 286	3	
	GD 286	Photography I	GFID 111	3	MD 296	Studio 1: Time-based Media	MD 291 MD 292 MD 293 MD 294	3	
	GD 288	History of Graphic Design	GFID 116	3	BUS 223	Research Methodology		3	
	<i>Total Credit Hours</i>				17	MKT 231	Introduction to Marketing		3
	<i>Total Credit Hours</i>				17	<i>Total Credit Hours</i>			
THIRD YEAR	Semester 5				Semester 6				
	GD 388	Website Design	GFID 111	3	MD 394	Studio 3: Audio/Sound for Video Production	MD 391 MD 392 MD 393	3	
	MD 391	Studio 2: Lighting and Rendering	MD 295 MD 296	3	MD 395	3D Animation	MD 393	4	
	MD 392	Fundamentals of Filmmaking	MD 295 MD 296	3	GD 389	Interactive Media	GD 388	3	
	MD 393	2D Animation	MD 294 MD 295	3	GD 484	Professional Practices	MD 393	3	
	MKT 337	Advertising and Promotion	MKT 231	3	GEE XXX	General Education Elective		3	
	GD XXX	Major Elective		3	<i>Total Credit Hours</i>				16
	<i>Total Credit Hours</i>				18	<i>Total Credit Hours</i>			
FOURTH YEAR	Semester 7				Semester 8				
	MD 491	Portfolio Design	GD 388	3	MD 494	Graduation Project	MD 492 MD 493	6	
	MD 492	Graduation Thesis	BUS 223 ENG 103	3	MD 495	Internship in Multimedia	MD 492 MD 493	3	
	MD 493	Studio 4: Post-production, and VR	MD 394 MD 395	6	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>				18	<i>Total Credit Hours</i>			

Major Electives

Course Code	Course Title	Credit Hours
GD081	Advanced Illustration	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

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
BUS 101	Essentials of Business	3
MIS 355	E_Business	3
MAN 121	Fundamentals of Management	3
ISLS 105	Islamic History	3
HPY 101	Health and Physical Education	3

Digital Multimedia Design

Course Description توصيف المقرر	Credit Hours عدد الوحدات	Course Number رمز المقرر	Course Name اسم المقرر	Level/year السنة / 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 st 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 st 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 st 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 st 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>	3	GFID 115	DESIGN COMMUNICATIONS	Level 2/ 1 st Year
<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	GFID 116	ART APPRECIATION	Level 2/ 1 st Year
<p>This course is focusing to introduces the necessary skills for storyboarding and storytelling phase of an animation project. Students will learn how to develop and design visual storyboards and how to communicate their storyboard ideas. The course demonstrates how to construct storyboards as a brief form of storytelling by translating gestures and emotions into logical sequence in both hand-drawn and digital frames.</p>	3	MD 291	Storyboard and Script Writing	Level 3 2nd Year
<p>This course covers the fundamentals of two-dimensional drawings and how to communicate ideas using vector and raster software. It introduces the basics of multimedia art by enhancing the sketching skills, composition, light, volume, and linear perspective to create basic concept art.</p>	4	MD 292	Introduction to Digital Art	Level 3 2nd Year
<p>This course introduces the basics of video production techniques for multimedia art. It covers hardware and software skills used in video production. The goal of the course is to develop the ability to capture video images and audio as well as how to edit those two parts together to tell a story.</p>	4	MD 293	Introduction to Video	Level 3 2nd Year

<p>This course will give the student a practical knowledge of the digital camera. In addition to giving a brief history of photography, the course would give an understanding of the basic principles of good photography and equipment usage, and digital photography ready for commercial use.</p>	3	GD 286	Photography I	Level 3 2 nd Year
<p>An introduction to the history of graphic design from the dawn of writing until today, including the development of handwriting, typefaces, and books; Arts & Crafts and the private press; posters, printing history, history of advertising; digital design and typography.</p>	3	GD 288	History of Graphic Design	Level 3 2 nd Year
<p>This course is focusing on digital painting techniques, and textures and surfaces using. Students gain the knowledge necessary to paint with a raster software on focus on figure, character, creatures, and environments painting starting from the sketching, inking, modelling, skin tone, and final rendering.</p>	3	MD 294	Digital Painting	Level 4 2 nd Year
<p>This course covers motion graphics basics, including concept, compositing, 2D animation, commercials, television ads, music videos, and basic production techniques. It covers fundamental motion theory, typography, color, and design aspects. Storyboarding, animatics, sound, and rendering are all part of the motion graphics pipeline.</p>	3	MD 295	Introduction to Motion Graphics	Level 4 2 nd Year

<p>This advanced and more technical course in photography offers knowledge in modern techniques in photo image processing. The course covers topics like comparison of digital photography Vs the conventional silver-based photography, capturing a digital image, its structure, how to store images with detailed information, systems and devices for storing images, colour representation of digital images, and processing digital images using specialized graphic / image processing software applications.</p>	3	GD 287	Photography II	Level 4 2 nd Year
<p>This course introduces concepts and industry standard software that are used for digital creation to manipulate different types of digital images, text, time-based videos, time-based installations with audio for content in multiple media. This course focus on the concepts of time-based art practice through animation, video, and sequencing still images for linear and non-linear narrative.</p>	3	MD 296	Studio 1: Time-based Media	Level 4 2 nd Year
<p>This course is designed to give students guidance on how to carry out research projects, and introduce the core concepts, methods, and values involved in doing the research. It covers methods used by expert researchers in business world, the philosophical issues, and ethical controversies the researchers face. It also covers formulation of research questions, research methods in business, and management influenced by social sciences.</p>	3	BUS 223	RESEARCH METHODOLOGY	Level 4 2 nd Year
<p>This course is a basic course in marketing covering the fundamental concepts of marketing, the dynamics involved, the marketing environment, consumer behavior, segmentation and standardization, distribution channels, promotion techniques, pricing, e-Marketing, and basic ideas on marketing research methods.</p>	3	MKT 231	Introduction to Marketing	Level 4 2 nd Year

<p>This higher level course in graphic design offers the details of image and type composition, logo design and branding used, concepts of web design, appealing web page themes, navigation of the interface, themes and master web pages, advertising design and design business.</p>	3	GD 388	Website Design	Level 5 3 rd Year
<p>This course focuses on traditional lighting applications such as portraiture, and characters. Projects will demonstrate knowledge in digital lighting and rendering tools while also demonstrating fundamentals of lighting environments and architecture.</p>	3	MD 391	Studio 2: Lighting and Rendering	Level 5 3 rd Year
<p>This course focuses on the art, craft, and method of filmmaking. Basic concepts of filmic design, in addition to the four core aspects of film style (mise-en-scene, cinematography, editing, sound), camera and editing tools. Also, the course addresses the development of the ability to conceptualize a basic plot idea.</p>	3	MD 392	Fundamentals of Filmmaking	Level 5 3 rd Year
<p>This course focuses on 2D animation through the instructions of the 12 Principles of 2 D animation. Also, traditional techniques like rotoscoping, stop-motion and traditional frame-by-frame are addressed in this course. This course explores the production development of animation including script writing, storyboarding, animatics and final rendered 2D animations</p>	3	MD 393	2D Animation	Level 5 3 rd Year
<p>This course on the challenging field of advertisement covers from the fundamental ideas of advertisements to its complexities. Advertising perspective, advertisement and communication mix, type of advertisements, creativity in advertising, evaluation of advertisements, strategies to be adopted, case studies in advertising are also covered.</p>	3	MKT 337	Advertising and Promotion	Level 5 3 rd Year

<p>This course focuses on audio and sound for media forms such as commercials, announcements, movie scenes, documentaries, and music videos. Starting from pre-production planning and writing, production, postproduction, camera techniques, equipment use, video editing and graphics, and sound editing. In Addition, this course provides the fundamentals of audio production as media industry practices.</p>	3	MD 394	Studio 3: Audio/Sound for Video Production	Level 6 3 rd Year
<p>This course focuses on three-dimensional (3-D) modeling and rendering techniques including lighting, staging, camera, and special effects. With the emphasis on 3-D modeling using primitives and complex objects. The emphasis of this course is on the skills using key-frame animation and editing techniques, in addition, to exploring rigging process of bringing 3D characters and objects to life.</p>	4	MD 395	3D Animation	Level 6 3 rd Year
<p>This course focuses on designing user experiences for digital media with an emphasis on creative problem solving. The students are expected to create interactive websites and apps that use current technology to meet real-world marketing communication objectives.</p>	3	GD 389	Interactive Media	Level 6 3 rd Year
<p>This course equips the students with professionalism that is vital to the multimedia industry as it relates to the work they create as designers and the processes by which they produce it. This course will help students to investigate their own strengths, abilities, aspirations and professional goals and will equip them with management skills, competencies and strategies to be a successful Graphic Design professional during their internship. Emphasis is on learning about the various types of positions available to designers, professional ethics, standards and respect for the profession, for colleagues, for clients, for audiences or consumers and for society as a whole.</p>	3	GD 484	Professional Practices	Level 6 3 rd Year

<p>This course focuses on working individually with the instructor, each student begins the selection of representative pieces that show case a unique style and demonstrate overall conceptual abilities and technical competencies that meet the requirements of the bachelor's in multimedia art design program. Also, the course emphasizes on employing a variety of presentation techniques to display works to industry professional.</p>	3	MD 491	Portfolio Design	Level 7 4 th Year
<p>This course focuses on the use of research techniques in writing a formal thesis, and analysis and critique of theses through data gathering methodologies. A discussion and critiques of research findings are the base of the graduation project in the following semester</p>	3	MD 492	Graduation Thesis	Level 7 4 th Year
<p>This course focuses on exploring the intersection of linear cinematic film. Techniques employed will cover live-action capture with the VR camera, animated graphic work utilizing 3 D modeling software, and Realtime immersive narrative with the headset. In addition, postproduction for PSA's, commercials, short films, music videos, and films.</p>	6	MD 493	Studio 4: Postproduction, and VR	Level 7 4 th Year
<p>This course focuses on the implementation and execution of the thesis project developed in the Thesis course. Individual and group critiques sessions and ongoing individual consultations allow for independent problem solving and decision making. In the project, it is a must to create an original piece of work that incorporates the knowledge and skills have gained throughout the program.</p>	6	MD 494	Graduation Project	Level 8 4 th Year

