جـامعـة الـزيتـونــة الأردنيــة
Al–Zaytoonah University of Jordan
كلية العمارة والتصميم
Faculty of Architecture and Design

"الابداع في التصميم"
"Design and Innovation"

" عراقة وجودة"
"Tradition and Quality"

QF10/0413-4.0E

Study Plan for Master program - Study Plan Development and Updating Procedures/ Graphic design Department

Course Plan for Graphic design major (Bachelor Program) No.: (Academic year)	
Approved by Deans Council by decision (2021-2020/19) dated (2021/7/28)	
(132) Credit Hours	**Study system / hybrid program**

Teaching style	Percentage of study plan hours / number		Model used (synchronous: asynchronous)
Complete e-learning courses	20%	number (27) C h	1:1 (For SAT. THER)
Blended Learning courses	43%	number (57) C h	2:1 (For SUN. TUE.) or 1:1 (for MON. WED.)
Traditional learning courses	37 %	number (48) C h	2:0 For all academic divisions

Important note: (The teaching patterns of the subjects are distributed at all academic levels in the program)

.Program vision:

Building specialized competencies in the field of graphic design through the knowledge, skills, leadership, creative competencies and entrepreneurship necessary to compete in the local and global labor market, through the creative application in the use of graphic design technology and modern teaching and learning strategies

Program mission and objectives:

1. Achieving the compatibility of learning outcomes in all areas of specialization with the seventh level descriptors (knowledge, skills and competencies) in the National Qualifications Framework.

2. Integrating graphic design technology and employing it creatively in the teaching and learning processes to achieve more effective learning and take into account the needs of the learner.

3. Promoting the principle of self-sustainability and lifelong learning, and highlighting the learner's creativity in light of global changes through the application of various teaching and learning strategies

4- Providing the student with basic knowledge and competencies by understanding the rules and theories of scientific, artistic and aesthetic graphic design

5- Develop critical and creative thinking to identify graphic problems for the target audience and introduce innovative visual treatments in the labor market

6-Develop cultural and social awareness of trends, influences, heritage and historical issues and contemporary challenges in the field of graphics

7- Develop and refine manual and digital skills in the field of graphic design to work with traditional tools and modern software

8- Preparing professional artworks in graphic design and implementing technical, aesthetic and conceptual decisions based on an understanding of art and design rules

9-Learning the necessary professional skills and behaviors in art and design, taking into account work ethics, commitment and responsibility to compete in the labor market

Program learning outcomes ((*MK= Main Knowledge, MS= Main Skills, MC= Main Competences*)

Main knowledge	
MK1	Learn the rules and theories of scientific and aesthetic graphic design
MK2	Understand and identify graphic creative problems when designing for the target audience
MK3	Awareness of modern technological and conceptual trends in print and digital graphic design
MK4	Analyzing the reflection of cultural, historical and social issues on art and graphic design products
Basic skills	
MS1	Producing artwork using graphic design materials and hand tools
MS2	Designing print and digital projects using graphic design software
MS3	Generate ideas and visual treatments to solve creative problems in the field of art and graphic design
MS4	Implementation and final production of print and digital graphic design projects
General competencies	
MC1	Creative thinking and critical analysis of artwork through scientific, artistic and aesthetic aspects
MC2	Working with modern and traditional tools and software in proportion to the recipient and achieving design goals
MC3	Delivering the designer's ideas professionally and communicating with the target group using skills manual and digital
MC4	Practicing the profession of graphic design and making the appropriate decision at the individual level or within a work team

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Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic learning	Blended learning	Traditional learning							Semester	year
1.	**Requirements (27) Credit Hours**									
1.1	**Mandatory requirement (21 credit hour)**									
.			0420101	Military Sciences	3	3	0		1	1
.			0420151	National Education	3	3	0		2	1
.			0420271	Life skills	3	3	0		1	2
.			0420115	Communication skills in Arabic	3	3	0	Remedial Arabic Language	1	1
.			0420122	Communication skills in English	3	3	0	Remedial English Language	2	1
.			0420261	Entrepreneurship and innovation	3	3	0		2	2
.			0420241	Leadership and social responsibility	3	3	0		1	2
1.2 University elective requirements(06 credit hour)										
	.		0420142	Human Civilization	3	3	0		1	1
	.		0420253	Development and environment	3	3	0		1	2
	.		0420172	Digital skills	3	3	0	Remedial computer skills	2	1
	.		0420201	first aid	3	3	0		2	2
	.		0420134	Sports and health	3	3	0		1	1
	.		0420212	Islamic culture	3	3	0		1	2
	.		0420392	Principals of Psychology	3	3	0		1	3
	.		0420341	Principals of German Language	3	3	0		2	3

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
2.	**Faculty Requirements (21) Credit Hours**									
	.		1001173	Design Basics	3	3	0	………………	1	1
	.		1002122	visual communication theories	3	3	0	…………………		1
.			1002130	design software	3	1	4	Remedial computer skills		1
.			1003127	Imaging and digital processing	3	1	4	…………………		2
	.		1003213	Technical research and writing skills	3	3	0	communication in English		2
.			1004151	Free drawing	3	1	4	………………………		1
	.		1004213	art history	3	3	0	…………………		3

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Fully electronic	Blended learning	Traditional learning							Semester	year
3. Major requirements (84) Credit Hours										
4.1 Mandatory requirements (78) credit hours										
		.	1002110	Introduction to graphic design	3	1	4	…………………………	1	1
	.		1002221	The history of graphic design	3	3	0	…………………………	1	1
		.	1002231	graphic design software (1)	3	1	4	…………………………	1	1
		.	1002142	drawing techniques	3	1	4	………………………….	2	1
		.	1002111	Fundamentals of 2D and 3D design	3	1	4	Introduction to graphic design	2	1
	.		1002215	Design Curriculum and Psychology	3	3	0	Introduction to graphic design	2	1
		.	1002220	Manual printing techniques	3	1	4	drawing techniques	1	2
	.		1002224	typographic	3	1	4	graphic design software(1)	1	2
		.	1002338	graphic design software(2)	3	1	4	graphic design software(1)	1	2
	.		1002234	visual identity design	3	1	4	Fundamentals of 2D and 3D design	2	2
		.	1002232	Illustrations, traditional and digital	3	1	4	drawing techniques	2	2
	.		1002243	Islamic art history	3	3	0	The history of graphic design	2	2
		.	1002328	Photography and Creative Marketing	3	1	4	Imaging and digital processing	1	3
	.		1002330	Journalistic design and book arts	3	1	4	typographic	1	3
		.	1002346	Advertising Animation	3	1	4	graphic design software(2)	1	3
		.	1002223	Packaging Design	3	1	4	visual identity design	1	3
		.	1002331	Video Arts and Visual Effects	3	1	4	graphic design software(2)	2	3
		.	1002344	Commercial Printing Technologies	3	1	4	Manual printing techniques	2	3
	.		1002335	digital advertising design	3	1	4	visual identity design	2	3
	.		1002360	Social media content management	3	1	4	graphic design software(2)	2	3
	.		1002437	web design	3	1	4	typographic	1	4
	.		1002445	aesthetics	3	3	0	………………………	2	4
	.		1002462	Practical Training(1)	3	0	6	Student must pass 90 hours of the plan	1	4
	.		1002463	Practical Training (2)	3	0	6	Practical Training(1)	2	4
	.		1002450	Graduation project research	3	3	0	Student must pass 90 hours of the plan	1	4
	.		1002452	graduation project	3	0	6	Graduation project research	2	4
4.2 electives requirements (6) credit hours										
		.	1002247	Introduction to engraving and printing	3	1	4	drawing techniques	2	2
		.	1002337	graphic design software(3)	3	1	4	graphic design software(2)	1	3
	.		1002345	Info graphic design	3	1	4	Fundamentals of 2D and 3D design	1	3
	.		1002453	Special Topics	3	3	0	………………………………	1	4

The end of the study plan for the major students

Subjects taught in the major for students of other majors (university requirements, college requirements, major family requirements, and support requirements)

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	The type of requirement and the recipient
Fully electronic learning	Blended learning	Traditional learning						
	.		1002445	aesthetics	3	3	0	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	.		1002122	visual communication theories	3	3	0	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
		.	1002130	design software	3	1	4	Remedial computer skills