" الابداع في التصميم "
"Design and Innovation

" عراقة وجودة"
"Tradition and Quality"

Brief course description- Course Plan Development and Updating Procedures\ Graphic Design Department	QF10/0409-3.0E

Syllabus Num. (2020 - 2019)	Graphic design Department	Faculty of Architecture and Design	Item number 31

Prerequisite	Course name	Credit hours	Course Number
------	**design principles - 2d & 3d**	**3 hours**	**1002111**

This course introduces the student to principles of 2d & 3d Design skills and techniques through design materials and tools. The aim of the course is to expose students to basic design elements and principles and train them in design studio skills, including 2D drawing and 3d model-making. Students have opportunities to create their own artwork and design products and learn through guided reflective activities individually as well as in groups.

Prerequisite	Course name	Credit hours	Course Number
----	**Design history and theories**	**3 hours**	**1002112**

This course discusses the study of design history and its theories. Also represent the most important theories through history that discuss the design process and its relation with art, Design cannot be Understood outside its 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 its role of function in all different movements, aesthetics, symbolism in Objects for use.

Prerequisite	Course name	Credit hours	Course Number
----	**Visual communication theories**	**3 hours**	**1002122**

This course discusses most important communication theories and Communication concept, methods and its types. also clarifies the relation between communication and arts and design furthermore represent specific communication and design theories such as Gestalt, Semiotics, environmental theory, grid and structural theory. Students will have the ability to criticize and analyze the design to create creative ideas as well.

Prerequisite	Course name	Credit hours	Course Number
2d & 3d design principles	**Perspective drawing**	**3 hours**	**1002113**

The course is designed to enable students to acquire basic skills in Technical Drafting. Students learn the fundamentals and the basic language of drafting. They learn to use basic media, manual drafting tools, drawing board techniques, sketch, and produce technical drawings. They practice sketching and other pictorial forms to acquire sufficient skills and confidence in real-life drawing and abstract concepts representation. Student will learn through the class to draw using one and two vanishing points.

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Prerequisite	Course name	Credit hours	Course Number
2d & 3d design principles	**Color Theory and Applications**	**3 hours**	**1002114**

This course studies and discusses the perception of color and its relation with light and vision, its permutations and dimensions. It covers traditional approaches as well as contemporary methods. Emphasizes individual experimentation through lab exercises and demonstrations, including the color wheel; and applications of color in art.

Prerequisite	Course name	Credit hours	Course Number
Free drawings	**Drawing technique**	**3 hours**	**1002142**

This course introduces the student to basic drawing skills and techniques by simulating multiple shapes from different angles using pencils ink and colors. Perception of the proportions, texture and appearance of shapes and their relationship to shadow and light through different tools and materials and express it all in free drawing.

Prerequisite	Course name	Credit hours	Course Number
Computer-Aided	**Computer Graphics 1**	**3 hours**	**1002231**

This course provides an introduction to the use of graphic software's such as Adobe photoshop and Adobe Illustrator and its applications into Visual communication. The training of students focusses directly on editing processes. 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	Course name	Credit hours	Course Number
Design history and theories	**History of Graphic Design**	**3 hours**	**1002221**

This course offers a comprehensive survey of the historical and cultural events through ancient civilizations, starting with the "Writing" as its one of the most important inventions of mankind also the invention of printing as a graphic means of communication and the developments it went through especially after the invention of paper through various printing methods, the development of the printing craft and the printing press, and at the end of the twentieth century and the invention of the computer and the digital Internet, and the technical schools, graphic methods, tools and modern graphic means that it has developed so far.

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Prerequisite	Course name	Credit hours	Course Number
Visual communication theories	**psychology of design**	**3 hours**	**1002215**

The course discusses the definition of visual perception theories and the reactions associated with them in terms of perceiving shape, and color and its impact on graphic designs and their impact on the success of designs, introducing the concepts of objective criticism of graphic designs and finding various graphic solutions. The course also discusses graphic design methodologies, processes and concepts.

Prerequisite	Course name	Credit hours	Course Number
Drawing technique	**Graphic design technology**	**3 hours**	**1002222**

The course discusses the study of the various design materials and tools used in managing the graphic work in the design stage and beyond the design stage and its relationship to the outputs and connections that the design will be implemented, and the impact of this on selecting the appropriate design elements used such as images, drawings and writings manually, printed or electronically, and choosing the sizes and quality of surfaces. And the means by which the design will be implemented and presented.

Prerequisite	Course name	Credit hours	Course Number
Drawing technique	**Digital and traditional illustration**	**3 hours**	**1002232**

Student in this course will be trained on how to create illustration accompanying literary, scientific and critical texts and use them in various fields such as posters, advertisements, newspapers, magazines, books, illustrations...etc., using black and white or colors, light and shadows to obtain the third dimension of the two-dimensional drawing. And investing in the use of the multiple digital capabilities of the computer to make illustrations, as information design or animation.

Prerequisite	Course name	Credit hours	Course Number
Computer Graphics 1	**Packaging design**	**3 hours**	**1002223**

The Course discusses the methods used in the packaging process, taking into consideration the quality of the product to be wrapped, knowledge of the function of packaging for the purpose of protection, preservation and marketing, and the requirements that must be met in the materials in which the product is wrapped so as not to interact with it. The course also deals with production techniques in the various stages of packaging, and the relationship of packaging to the nature of product storage. And how to take advantage of computer technologies in accomplishing some packaging projects, starting from the structural construction of the packaging and ending with the external shape, taking into account the scientific and technical aspects.

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Prerequisite	Course name	Credit hours	Course Number
Design history and theories	**History of Islamic art**	**3 hours**	**1002243**

The course discusses the study of the history of Islamic arts by studying applied aspects of architecture, drawing, painting, decoration and calligraphy among Arabs and Muslims in all Islamic eras, and how they were affected by the arts of previous civilizations and the impact of Islamic arts. Also, the reasons of creativity in the Muslim artist and the development of Islamic arts and their ability to draw an independent Islamic identity and personality using the elements and foundations of design.

Prerequisite	Course name	Credit hours	Course Number
2d & 3d design principles	**Typography**	**3 hours**	**1002224**

This course discusses Arabic and English alphabets their families, Types and anatomical design proportions in terms of their suitability for different designs, and the conditions for selecting letters in line with the nature of the design product, and the use of graphic programs to produce and develop different typographic shapes and patterns that are used in making designs based on letters through exercises and projects of use.

Prerequisite	Course name	Credit hours	Course Number
Computer Graphics 1	**Digital photography**	**3 hours**	**1002325**

The students will know the types of digital cameras, the installation of their internal parts, types of lenses and their characteristics, and the implementation of applications through the methods of digital photography and their use in the fields of graphic design, with a focus on the foundations of digital photography and its connection to graphic design.

Prerequisite	Course name	Credit hours	Course Number
Computer Graphics 1	**Animation -2d &3d**	**3 hours**	**1002333**

The course discusses the concepts and techniques of animation, including how to make graphics, key frames, and story boards, in order to make simple animation projects that serve basic applications in graphic design through the use of computer animation programs and knowledge of the rules that must be observed when designing and implementing short film materials, through merging Between sound, image and movement to create short animated films.

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Prerequisite	Course name	Credit hours	Course Number
2d &3d animation	**Video Art - Montage**	**3 hours**	**1002334**

The course discusses the process of producing the film material, beginning with the idea, text, storyboard, photography and montage. The students will be identifying the basics and rules of photography, such as the rules of the image, shooting angle, scenes and camera movement, ending with montage when combining image, sound and words.

Prerequisite	Course name	Credit hours	Course Number
----	**Digital advertising design**	**3 hours**	**1002335**

The course covers the concept of advertising, its types and components, and modern strategies in contemporary advertising, in addition to the technical and scientific aspects of advertising and branding, and the relationship of advertising with communication, art and marketing.

Prerequisite	Course name	Credit hours	Course Number
Digital photography	**Journalistic design and electronic publishing**	**3 hours**	**1002336**

The course discusses the technical and scientific bases for the production of magazines, newspapers and printed books, by training the student on how to do the initial planning and formatting the pages, also how to organize titles in their different forms and illustrations for different topics.

Prerequisite	Course name	Credit hours	Course Number
Graphic design technology	**commercial printing techniques**	**3 hours**	**1002344**

The course discusses the printing process such as reproducing text and images in ink on paper as a large-scale industrial process. Print communication is one of the powerful and influential media that is growing very rapidly and includes the study of printing on paper, tin, aluminum, plastic, glass and textile in the presence of technology Computer printing includes advertising, publishing, packaging, distribution, marketing and technology development.

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Prerequisite	Course name	Credit hours	Course Number
psychology of design	aesthetics	3 hours	1002445

The article discusses a brief history of the philosophy of beauty across ancient civilizations and even modern theories with reference to aesthetics in the fine arts in general, including literature, music, and the visual arts. And providing opportunities to know the human needs and requirements throughout history. With how to appreciate the arts and highlight their aesthetic values, and their relationship to the time and place in which they were found. Also discuss the importance of art and the nature of art in the life of society and the classification of arts and the role of art in influencing the recipient

Prerequisite	Course name	Credit hours	Course Number
Design history and theories	world art history	3 hours	1002446

The course discusses modern and contemporary art movements and schools in the period from the beginning of the nineteenth century until the end of the twentieth century. It deals with the aesthetic and intellectual reflections embodied by the postmodern trend in the field of visual arts in particular, and the field of philosophical and intellectual theories.

Prerequisite	Course name	Credit hours	Course Number
Computer Graphics 1	Web design	3 hours	1002437

The course discusses the criteria and basics of designing and producing websites, and what are the different ergonomic requirements for choosing the elements of the website and the factors of success and failure of any website, through an analytical study of the various global and local websites with an explanation of some of the programs used in designing websites.

Prerequisite	Course name	Credit hours	Course Number
Computer Graphics 1	Computer Graphics 2	3 hours	1002338

The course discusses digital graphic programs related to montage, animation, animated visual effects, and some artistic graphic treatments using some programs such as cinema 4d and aftereffect, in addition to some other programs that help the designer in building the still and moving artistic image to produce short movies and use that when designing advertising, packaging, animation, television design ,through different exercises that allow the student to create multiple designs by identifying the characteristics and features of these programs and what they can provide and how to use these features to create creative short movies.

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Prerequisite	Course name	Credit hours	Course Number
Drawing Techniques	**Introduction to engraving and printing**	**3 hours**	**1002247**

Students will study the history of engraving and printing and its various manual techniques also the main traditional printing methods - embossed, flat - and introduces the student to methods of engraving on the surfaces of different materials (linum, wood, zinc) to produce various graphic works, and silkscreen printing methods. Whether direct or indirect, manual or pictorial. It also introduces the student to the process of cloning from the template. How to use and benefit from them in graphic design and identify the procedural steps starting from preparing the design to the printed for

Prerequisite	Course name	Credit hours	Course Number
Psychology of design	**art criticism**	**3 hours**	**1002348**

The course discusses concepts in art, beauty and philosophy and their relationship to taste and artistic criticism and how to issue a relative aesthetic judgment in line with the artwork and its nature in terms of form, subject matter and content. Positives and negatives that affect the recipient's behavior

Prerequisite	Course name	Credit hours	Course Number
----	**Special Topics**	**3 hours**	**1002453**

The course discusses some topics related to graphic design and its relationship to other fields, such as filmmaking, designing publications through social networking sites, mosaics, drawing and photography, interior design.

Prerequisite	Course name	Credit hours	Course Number
----	**Computer-Aided**	**3 hours**	**1002141**

This course will focus about developing students' skills in expressing ideas through the AUTOCAD and ILLUSTRTOR programs to draw some topics for the specialization and apply some various exercises

Prerequisite	Course name	Credit hours	Course Number
----	**Design theories and methods**	**3 hours**	**1002216**

The course discusses what theory and approach are in design, in addition to know multiple modern and old theories of design and comparing the design process with the design approach and design thinking.

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Prerequisite	Course name	Credit hours	Course Number
----	**Practical Training**	**3 hours**	**1002451**

Theis course discusses the academic reflection of what the student has learned at the university through Some tasks student will be in charge at any related company outside the university as a trainee, with the aim of acquiring skills in specialization within the work professionally for realistic projects and dropping his skills and abilities in a practical way.

Prerequisite	Course name	Credit hours	Course Number
----	**Graduation Project**	**3 hours**	**1002452**

Students at this course will choose a topic at any field in graphic design to submit Graduation project proposal in cooperation with the supervisor.

2020	تاريخ الاعتماد	Dr. alaa jamil	اعتمدت من قبل رئيس القسم