

Graphic Design Plan

33 Cr (9 months)

I- Semester Plan

Semester 1	Course 1 Photography	Course 2 Visual manipulation software and 2D Vector software (Adobe Photoshop and Adobe Illustrator)	Course 3 Visual and Branding Communication	Course 4 Typography and Calligraphy courses (Adobe Illustrator)
Semester 2	Course 1 Illustration of Storyboards for Cinema and Advertising	Course 2 Packaging Design	Course 3 Introduction to 2D Animation	Course 4 Print Layouts
Semester 3	Course 1 Web design	Course 2 3D Animation	Course 3 Senior Project	

II- What can I work with this Diploma?

- Marketing and Advertising Graphic Designer

- Visual Identity creator
- Editor
- Motion Graphic Designer
- Publication Designer
- Interface Designer
- Illustrator
- Typographer

III- Where can I work with this Diploma?

- Social media ads, banners and graphic companies
- Publishers
- Magazines
- Educational Institutions
- Healthcare Institutions
- Retail Sector
- TV & Film industry
- Gaming Industry
- Architecture and Design Companies

IV- Course Description

Semester 1	Course 1 Photography	Course 2 Visual manipulation software and 2D Vector software (Adobe Photoshop and Adobe Illustrator)	Course 3 Visual and Branding Communication	Course 4 Typography and Calligraphy courses (Adobe Illustrator)
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Course 1 Description (Photography): (- 3 hours- 15 weeks)

Students in this course will know all the rules of photography and apply them. This course focuses on technical proficiency and also expands understanding of the ways in which we construct and read images through the knowledge of principles of design, semiotics, and history of photography.

Course 2 Description (Visual manipulation software and 2D Vector software (Adobe Photoshop and Adobe Illustrator)): (- 4 hours- 15 weeks) an introduction to learn how to use the Photoshop program and start doing visual manipulation for pictures and then advertisement such as billboard posters press ads, flyer, etc. and also learn how to use the Illustrator program and start creating artwork, icons, posters, packaging, and more beautiful designs and creative vision with shapes, color, effects, and typography.

Course 3 Description (Visual and Branding Communication): (- 6 hours- 15 weeks)

In this course, students will understand the definition of "brand" as it relates to the company's perception and knows the elements that create cohesion during a campaign through the knowledge of principles of design, and history of graphic design and art. They will also know how to run a communications plan and develop an updated branding element. They will also understand the skills and perspective required to develop multiple applications within a framework and how the brand operates in today's business environment.

Course 4 Description (Typography and Calligraphy courses (Adobe Illustrator)): (- 3 hours- 15 weeks)

This course covers all aspects of Latin letters, Arabic letters design and application, both mechanical (type design, and typefaces) and manual. Students will learn the fundamental skill to design effectively with typography. (Handwriting and software).

Semester 2	Course 1 Illustration of Storyboards for Cinema and Advertising	Course 2 Packaging Design	Course 3 Introduction to 2D Animation	Course 4 Print Layouts
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Course 1 Description (Illustration of Storyboards for Cinema and Advertising): (- 3 hours- 15 weeks)

Students will design and present storyboards for topics including commercials, film and television titles, and video presentations. The course will expand the students' cinematic drawing techniques (sketching then software), and help them to develop clear and dynamic stories for the screen. The storyboard is the visual version of the script. It consists of a number of panels that show the visual action of a sequence in a logical narrative.

Course 2 Description (Packaging Design (Adobe Illustrator/ Adobe Photoshop)): (- 3 hours- 15 weeks)

In this course, the students will learn package design from the perspectives of design, form, manufacturing processes, sustainability, and utility. They will create prototypes and their manufacturing implications. The course content will consist of the design process, brand identity, marketing, sustainability, and the implementation of commercial and governmental regulations. Students completing the course will describe, demonstrate, compare, analyze, and integrate.

Course 3 Description (Introduction to 2D Animation (Adobe Premiere/ After Effects)): (- 4 hours- 15 weeks)

In this course, students become familiar with animation principles for object and character motion and use digital art and animation software to explore unique storytelling possibilities and create a portfolio of animation. Upon successful completion of this course, students gain an understanding of how to manipulate images and draw and color frames for the animation to show weight and expression in character and object motion and to add animated visual effects to live footage.

Course 4 Description (Print Layouts (Adobe InDesign/ Adobe Illustrator/ Adobe Photoshop)): (- 4 hours- Y weeks)

In this course, the students will learn by using manual methods for layout and design, together with current software applications, students explore the relationship between text and image, as well as the design and impact of typography. Students analyze a variety of published materials and complete a series of introductory graphic design projects.

Semester 3	Course 1 Web design	Course 2 3D Animation	Course 3 Senior Project
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Course 1 Description (Web design (Adobe Muse, or/ and Dreamweaver)): (- 3 hours-15 weeks)

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

Training students focusing directly on the user programs in preparation and design Web pages, including processes and effects by (Dreamweaver/ or Adobe Muse) program, through practical applications and project and reports in the computer lab.

Course 2 Description (3D Animation {Cinema 4D and Octane Render} / Storyboard + Audio): (- 4 hours- 15 weeks)

This course covers the basic principles of animation and provides students with a basic understanding of timing. Students learn the fundamentals of weight and its direct relation to timing. They will work with cinema 4D program. This course, allows the students to build animations with topological modifications, like metamorphosis or implicit surfaces, with high-level control. Starting from a 4D objects modeler for animation, it proposes a tool to manipulate 4D objects embedded on imported scenes, running on various OS and environments.

Course 3 Description (Senior Project): (- 3 hours- 15 weeks)

The thesis + its project and studies + problem solving It will also contain

- Problem solving + Marketing and advertising strategy + concept + mood board
- Corporate Identity and stationery
- Indoors and outdoors printings (Typography/ booklets/ ads)
- Digital ads (both spots)
- Web design (blog or website)
- Phone app
- Game
- Social media layout design
- Product/ and promoting items
- Extension or event

The thesis will begin with a 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 Knowledge. This course concentrates on preparing advertising campaigns for institutions or companies selected before in the research project, including logo and identity; stationary papers and cards posters, outdoor-advertising transportation, roads and billboard; catalogs; flyers, calendar, and packaging, in addition to the 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 a jury, includes external examiners and professionals.

V- Contact

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