Course Description

Bachelor of Arts in Design, Graphic Design Major

2nd Level	
Course Title:	**Introduction to Design**
Course Prefix:	**GPC 101**
Course Description:	This course introduces design, its methods, foundations, and elements. It also defines its most important fields and types and their relationship to the arts. The course focuses on defining design terms and theories.
Course Aims:	This course aims to introduce design and provide an overview of its most important fields and their impact on human life.
Course Title:	**Design Awareness**
Course Prefix:	**GPC 102**
Course Description:	This course covers several topics related to the psychology of design and design awareness, from the emergence of design as a human activity to the present day, by discussing various points, including: ▪ Public awareness of design and its presence in the world ▪ Understanding the contribution of design to modern society. ▪ Comprehend the historical development of the five design motivations (physiological, safety, social, esteem, and self-actualization needs). ▪ Studying ethical, theoretical, conceptual, and practical issues related to the five design motivations. ▪ Learning inquiry basics for studying different design cases.
Course Aims:	This course covers several topics related to the psychology of design and design awareness, from the emergence of design as a human activity to the present day, by discussing various points, including: Public awareness of design and its presence in the world Understanding the contribution of design to modern society. Comprehend the historical development of the five design motivations (physiological, safety, social, esteem, and self-actualization needs). Studying ethical, theoretical, conceptual, and practical issues related to the five design motivations. Learning inquiry basics for studying different design cases.

3rd Level

Course Title:	**Color Theory and its Applications**
Course Prefix:	**TEM 202**
Course Description:	This course focuses on color theories and properties, including color gradients and relationships between colors, as well as the psychological effects of color and its influence on visual communication language.
Course Aims:	This course aims to introduce the concept of color and its significance in art and design across various fields. It explores how color influences the audience›s behavior in conveying the design message and preparing artwork.
Course Title:	**History of Graphic Design**
Course Prefix:	**206 GPC**
Course Description:	This course focuses on studying the historical development of graphic design and describes how art, design, and architecture have expressed political and social changes.
Course Aims:	This course aims to study the key historical stages, art movements, and marketing trends that graphic design has undergone from the prehistoric era to the modern age.
Course Title:	**Introduction to Design Application**
Course Prefix:	**TEM 207**
Course Description:	This course introduces the software used in graphic design and focuses on creating advanced graphic art using specialized computer programs. The course covers the following topics: Designs using image editing software. Designs created through vector graphics software.
Course Aims:	This course aims to prepare students to develop graphic art skills by training them to create and produce advanced works using graphic design software.

Course Title:	Design Ethics
Course Prefix:	TEM 212

Course Description:	This course covers various topics related to the ethics of the designer›s profession, from the inception of design work as an idea in the designer›s mind to its final production. It outlines the specific foundations of design ethics based on the social, religious, and cultural aspects that the designer belongs to. The course also presents numerous examples of standard methods and approaches that enable designers to engage ethically with every assignment. Additionally, the course focuses on clarifying essential issues in the field of design ethics, such as: Intellectual property rights in design work. Proper citation from other designs. Ethical mistakes that designers should avoid in their design production.
Course Aims:	This course aims to introduce students to the ethical rules governing a designers work by helping them understand the terms and practices necessary for developing design topics.

4th Level	
Course Title:	Publication Design
Course Prefix:	GPC 210
Course Description:	This course offers a simple overview of techniques for creating page layouts, building brand identity, and understanding finishing processes and digital printing.
Course Aims:	This course aims to teach students digital and print design production, focusing on its artistic and visual principles.
Course Title:	Design Theories
Course Prefix:	TEM 211
Course Description:	This course deals with creative thinking skills and modern strategies in graphic design and their application to professional projects. It activates the skills of experimentation, research, investigation, and scientific thinking with a focus on the concept of design.
Course Aims:	This course aims to focus on solving a specific design problem by developing it using modern graphic design strategies.

Course Title:	Design Theories
Course Prefix:	TEM 211
Course Description:	This course deals with creative thinking skills and modern strategies in graphic design and their application to professional projects. It activates the skills of experimentation, research, investigation, and scientific thinking with a focus on the concept of design.
Course Aims:	This course aims to focus on solving a specific design problem by developing it using modern graphic design strategies.
Course Title:	Illustration Design
Course Prefix:	GPC 214
Course Description:	This course covers the basics of illustration design, various techniques, and how to apply them using specialized design software.
Course Aims:	This course aims to develop students' visual skills and transforming them into coherent ideas that can be applied as practical and creative solutions through drawing and design techniques.
Course Title:	Storytelling Design
Course Prefix:	GPC 216
Course Description:	This course covers the basics of character design within a narrative, focusing on how characters, settings, and accessories enhance the story. It emphasizes creating designs that align with the narrative style and dramatic structure to suit the theme and target audience.
Course Aims:	This course aims to introduces character design and the associated elements, focusing on design methods for various story types. It covers innovative idea narration, storyboard types, and scenario writing techniques. Key components include dramatic construction elements such as the story's components—idea, time, place, characters, events, problems, and solutions.

Course Title:	Typography (1)
Course Prefix:	GPC 218
Course Description:	This course explores typographic design, including its historical context, terminology, and various styles of classical and contemporary letterforms. It focuses on building typographic structures and systems through practical applications, emphasizing visual treatments based on modern concepts while identifying their aesthetic and creative values.
Course Aims:	This course aims to introduce Arabic and Latin typographic fonts and how to visually arrange letter elements on design layouts to create interconnected typographic compositions. It emphasizes the importance of typography as a narrative tool in design, helping students develop skills to create practical and aesthetically pleasing layouts.

5th Level

Course Title:	Research in Graphic Design
Course Prefix:	GPC 310
Course Description:	This course focuses on applying design research strategies using various tools for research and investigation. Students will conduct mini-research projects related to design, enhancing their skills in gathering data and analyzing design concepts effectively. The aim is to equip students with the ability to research methodologies to inform and improve their design projects.
Course Aims:	This course aims apply modern research methodologies in graphic design and teaches students how to write specialized research in the field. It emphasizes contemporary techniques to enhance understanding and innovation in design projects.

Course Title:	User Experience Design (UX)
Course Prefix:	GPC 312
Course Description:	This course focuses on: ▪ Understanding the user interface patterns used in digital applications. ▪ Designing interfaces with tools like Adobe XD or Figma. ▪ Applying graphic design techniques to enhance user experience. ▪ By integrating these elements, students will develop the skills needed to create effective and user-friendly digital interfaces.
Course Aims:	This course aims to design and develop integrated web pages based on technical foundations using advanced techniques. It also covers the basics of designing applications for digital devices, equipping students with the skills to create engaging and interactive online experiences.

Course Title:	Typography (2)
Course Prefix:	GPC 314
Course Description:	This course focuses on analyzing contemporary typography skills, selecting fonts, and developing them from a modern design perspective. It emphasizes understanding typography's role in visual communication and its impact on user experience, encouraging students to experiment with various styles and techniques in their design work.
Course Aims:	This course focuses on creating an Arabic font using typographic design skills. It emphasizes the unique features of Arabic typography and applies design principles to develop functional and appealing fonts.

Course Title:	Branding Design
Course Prefix:	GPC 316
Course Description:	This course focuses on analyzing contemporary typography skills, selecting fonts, and developing them within a modern design context. It emphasizes understanding current trends and techniques in typography to enhance visual communication and design effectiveness.
Course Aims:	This course aims to create an Arabic font using typographic design skills. It allows students to explore the unique aspects of Arabic typography while applying design principles. It emphasizes both creativity and technical proficiency in font development. Top of Form Bottom of Form.

6th Level	
Course Title:	**Web Design**
Course Prefix:	**GPC 318**
Course Description:	This course covers the fundamentals of web design and how to create web pages using Adobe Dreamweaver. It covers formatting techniques that enhance the user interface, enabling students to design visually appealing and functional websites. Students will learn to apply these techniques to improve user experience and site navigation.
Course Aims:	This course introduces the basics of web page design and its various types. It studies user interfaces and focuses on integrating content and concept by creating projects for website pages. Students will learn to design functional and visually appealing websites, enhancing user experience through effective content presentation.
Course Title:	**3D Design**
Course Prefix:	**GPC 320**
Course Description:	This course covers the basics of 3D design, focusing on sculpture fundamentals and digital modeling techniques. It also explores methods and materials for 3D printing, providing students with a comprehensive understanding of digital and physical 3D design.
Course Aims:	Providing students with knowledge of 3D design techniques, methods, and software. It emphasizes analyzing the relationship between shape and space in three-dimensional works and covers rendering methods.
Course Title:	**Packaging Design**
Course Prefix:	**GPC 330**
Course Description:	This course focuses on the creative stages of designing product packaging using design software. It emphasizes understanding the product and analyzing consumer needs and behaviors to inform the design process effectively.
Course Aims:	This course introduces the fundamentals of packaging design, emphasizing the principles needed to create functional and visually appealing packages. It focuses on skills related to idea development, model building, and printing commercially compatible materials, ensuring students can produce effective packaging solutions.

Course Title:	Motion Design
Course Prefix:	GPC 332
Course Description:	This course focuses on motion and video design principles, exploring time, space, and interaction in graphic communication. It also creates dynamic scenes paired with soundtracks, using modern techniques to enhance visual storytelling.
Course Aims:	This course introduces motion design, its key elements, production stages, and techniques, enabling students to create animated clips using specialized software.
Course Title:	Design Research Project
Course Prefix:	GPC 410
Course Description:	This course enhances students' design skills by guiding them to write and develop a project on a new topic in graphic design. It includes creating a theoretical framework and outlining the steps for implementing the research project.
Course Aims:	This course aims to equip students with the fundamental skills to define and formulate research project topics while ensuring the research is written according to scientific standards.
Course Title:	Design Practices
Course Prefix:	TEM 412
Course Description:	This course covers key methods and techniques to help designers meet client requirements for specific projects. It focuses on preparing students to work with real clients and apply their skills through: • Understanding different client types • Project building strategies • Self-marketing for designers • Designing a portfolio for potential employers and project owners
Course Aims:	The course aims to introduce students to the ethical rules governing the work of graphic designers through the professional practices they need in the labor market, ensuring they are equipped to handle real-world design challenges effectively.

7th Level	
Course Title:	**Advertising Design**
Course Prefix:	**GPC 334**
Course Description:	This course covers the fundamentals of professional advertising by identifying and solving problems, conceptualizing advertising ideas, designing ad campaigns, and engaging with the audience.
Course Aims:	The course aims to introduce students to the basics of designing advertising campaigns by providing a comprehensive understanding of their concepts, types, and strategies. It focuses on the key creative strategies and how to apply them in campaign design.
Course Title:	**Design Interface (UI)**
Course Prefix:	**GPC 336**
Course Description:	This course focuses on the creative aspects of user interface design. It involves applying strategic thinking to design application interfaces, including their contents and functions. Additionally, the course explores the psychological foundations of games, covering design stages, steps, levels, and the significance of interaction and innovation in application design.
Course Aims:	This course introduces trends in user interface design, emphasizing the principles of implementation and their relationship to user experience. It focuses on understanding current design practices and how they enhance user interactions with applications.
Course Title:	**Interaction Design**
Course Prefix:	**GPC 414**
Course Description:	This course explores interactive design and its importance in graphic design. It covers key principles and methods for utilizing interactive design in various fields with modern technologies and software.
Course Aims:	This course aims to introduce interactive design, distinguishing between interaction design and interactive design. It covers the fields and applications of interactive design, its theoretical and artistic foundations, and how it can be applied in graphic design, focusing on its connection to user interface and user experience. The goal is to achieve effective interaction design within an innovative educational and design environment.

Course Title:	Graduation Project
Course Prefix:	GPC 420
Course Description:	This course involves completing a graduation project in a graphic design field under faculty supervision. It includes developing a theoretical framework and practical procedures for the project. After the presentation, the project will be evaluated by a specialized committee within the department.
Course Aims:	This course will equip students with essential skills for implementing and producing a graduation project. It focuses on mastering scientific research methods in design and effective strategies for presenting and marketing design projects.