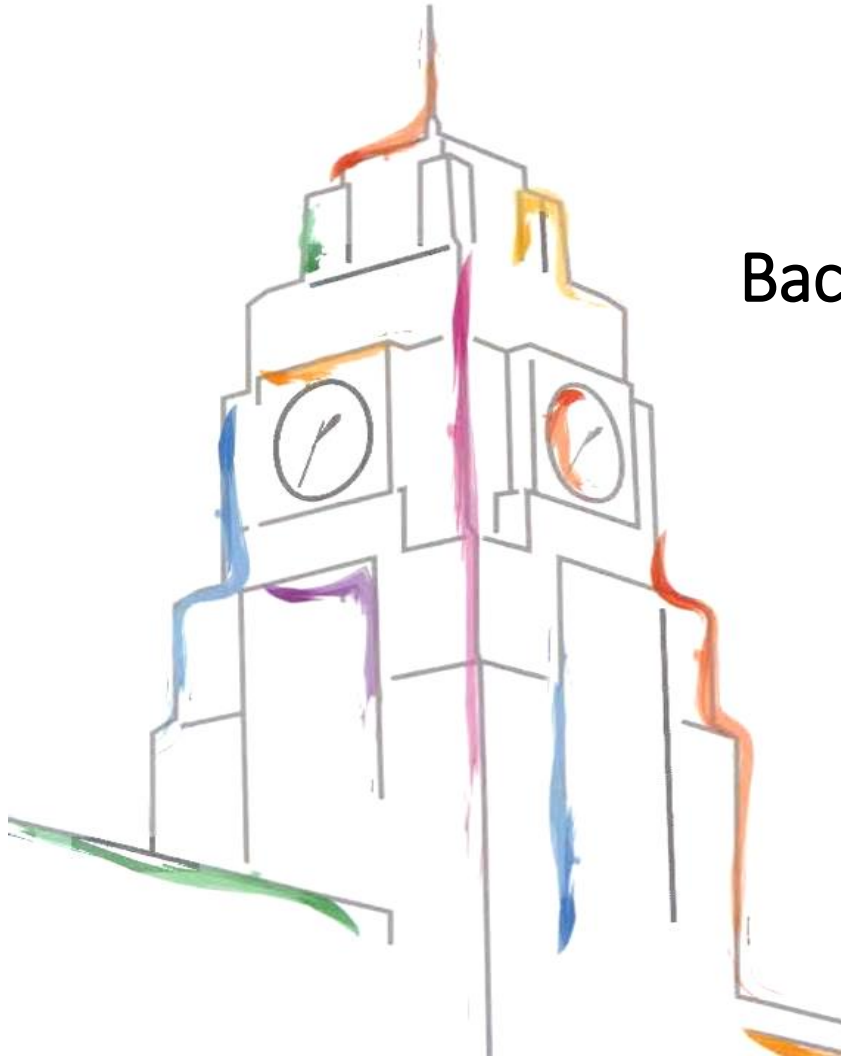


ASU



جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY



Bachelor in Graphic Design Course Description

College Compulsory Courses

ADE1091 - Introduction to Drawing

The course introduces students to various freehand drawing tools and materials, their uses, and applying the principles of freehand drawing, perspective, shade, light and its gradation on different objects and materials. (Prerequisite- None)

ADE1101 - History and Theory of Art and Design 1

The course teaches the history of art, architecture, graphic, and interior design, and how they developed from antiquity to the late nineteenth century. It also covers contemporary analysis of the cultural conditions and the manner in which designers respond to those conditions. (Prerequisite-None)

ADE1110 - Design Fundamentals

The course includes a study of the principles and elements of design, the formation of two-dimensional (2D) and three-dimensional (3D), introduction of color theory, and practical applications and projects which continue to develop students' ability in the sensory perception of visual formations and stereotypes. (Prerequisite- None)

ADE 2102 - History and Theory of Art and Design 2

The course teaches art, architecture, graphic, sculpture, visual arts and interior design in Europe, and the different influences that affected them like social and artistic influences which contributed to its development from the European age of enlightenment to present day. It also covers contemporary analysis of cultural conditions and the manner in which designers respond to those conditions. (Prerequisite: ADE1101)

Programme Compulsory Courses

GDE111 - Computer Graphics 1

This course helps students to possess the ability to use the Bitmap characteristics and features in the design and implementation of various visual elements, processing and blending images, using colors, preparing designs for the production process and relying on self-learning to cope with technical development. (Prerequisite: None)

GDE113 - Typography1

The course is an introduction to typography and its history; it teaches the principles of typography through Latin and Arabic characters' segmentation and structure, character formation, and the experience of creating a literal shape as a communication element. (Prerequisite: ADE1110)

GDE116 - Drawing & Painting

The course focuses on enhancing the student's ability to express different formations and materials using color pencils. (Prerequisite: ADE1091)

GDE131 - Principles of Graphic Design

The course exposes students to the visual communication concepts, it also introduces them to the formation, simplification, and creation of free and geometric shapes and connecting them with the communication concept. (Prerequisite: ADE1110)

GDE214 - Computer Graphics 2

This course helps students to possess the ability to utilize the Vector characteristics and features in the design and implementation of various visual elements, processing and blending images, using colors, preparing designs for production process, converting between vector and bitmap technologies, and relying on self-learning to keep abreast of the technical development and production process design. (Prerequisite: GDE111)

GDE232 - Branding Design

The course deals with the trademarks and their role in the communication process, the characteristics and features of the company logo, testing the research process, and preparing the logo and formulating the company's visual identity. (Prerequisite: GDE131, GDE113)

GDE211 - Photography

The course includes studying the camera, its development and techniques, the various imaging equipment, the photographic principles, the light and composition. It also deals with the image as a visual communication element. The student will experiment different modes and techniques of photography in the studio. (Prerequisite: ADE1110)

GDE222 - History of Graphic Design

The course includes the graphic design history and theories, the development role of printing technology, media, communication theory, visual sciences and artistic movements to form the concepts of visual communication. This course also focuses on visual communication concepts, and meeting the most important works and pioneers of design, and the contemporary and professional issues and practices. (Prerequisite: ADE131)

GDE216 - Computer Graphic 3

The course introduces the most important principles and basics of professional layout software, the practice on layout software, particularly InDesign, preparing and dividing the page and columns, inserting the titles, texts, images, and editing them with practical projects that deals with modeling and simulations for some newspapers and magazines. (Prerequisite: GDE214)

GDE233 - Advertising Design

The course focuses on the art of the poster, its history and role in the communication process, the technical and visual foundations of the poster, analyzing the communication process and developing design responses that respect social and cultural rights. This course also includes the differences between design users, critical analysis practice related to functional, utilitarian and environmental aspects of design. (Prerequisite: GDE232)

GDE237 - Typography 2

This course is a reinforcement of the previous course "Typography 1", which complements the theoretical concepts of alphabet design, development and production of Arabic and Latin typefaces, and process of research and development of letters and alphabets forms that support the solutions of visual communication problems, and gain the advanced understanding, techniques and skills required in the labor market. (Prerequisite: GDE113)

GDE221 - Communication Theory

The course explores the most important communication theories related to visual communication, analysis of mass communication problems, psychological factors, critical and semiotics theory. It also introduces the use of appropriate means to determine people's desires, needs, patterns of behavior and propose appropriate communication solutions. (Prerequisite: GDE131)

GDE336 - Digital Video

The course designed to familiarize students with the practice and processing of video camera, editing software, concepts related to narrative structure and others in the areas of video production. (Prerequisite: GDE211)

GDE335 - Design & Layout of Publications

The course deals with the design and layout of publications, their techniques and role in the communication process, planning the publication design, studying the target audience to reach the appropriate solutions. It also includes the analysis of the results in terms of ease of use, the recipient's appeal, technical relevance, economic feasibility and sustainability. (Prerequisite: GDE233, GDE216)

GDE334 - Illustration 1

The course includes the study of the basic principles, concepts and elements of illustrations as one of the means of visual communication, conducting research and development, designing children's story characters, and drawing two-dimensional (2D) scenes, and dialogue scenes. (Prerequisite: GDE114, GDE116)

GDE328 - Psychology & Sociology Design

The content of this course is concerned with the study of psychological aspects because of the great impact on the success of various designs and influence on the mood and psyche of the design recipient. This course also covers the role played by the designer in influencing the social behavior and habits of the users. (Prerequisite: GDE232)

GDE341 - Printing Technology & Specifications

The course includes a theoretical study and practical applications to identify the types of old and modern printing techniques, their applications in arts, design and printing on various materials, advertising materials, and digital printing. The course also includes the study of paper types, its measurements, printing inks, with practical applications on various materials showing design and printing techniques. (Prerequisite: GDE237)

GDE343 - Ethics & Practice of Profession

The course includes the functional knowledge of professional design practices and processes, professional and ethical behaviors, intellectual property issues such as patents, trademarks and copyrights, management, marketing and economics principles, business, contracts and globalization from a professional perspective. (Prerequisite: GDE341)

GDE337 – Design for Multimedia

The course includes the recognition of multimedia systems, and applications combining the use of text, graphics, sound, animation and video, to utilize them in the field of graphic communication. (Prerequisite: GDE336)

GDE315 - 3D Computer Graphic

The course includes the construction and development of students' skills in the use of three-dimensional (3D) graphics software so that the student can form, display and handle all three-dimensional graphic designs in line with contemporary trends based on studying the depth and impact of the recipient through the three-dimension and simulation reality. (Prerequisite: GDE214)

GDE338 - Packaging Design

The course focuses on packaging, its techniques and communication problems, planning and understanding of design at different levels, starting from the components of appropriate packaging systems, and its impact on the target audience. This course also covers the design analysis in a critical way associated with utility and ease of use, the economic and technology feasibility, and sustainability. (Prerequisite: GDE341)

GDE431 - Graduation Project Studies

This course is characterized by research nature where the student selects a particular subject or problem and carries out the planning process, which involves surveying and critical analysis of the associated communication problems, comparing them with research results and similar professional practices. The student will use the appropriate means to determine the wishes, needs and patterns of behavior of the target audience. This course also addresses strategies for alternative solutions that respect social, cultural and environmental rights. (Prerequisite: GDE335)

GDE442 - Internship

The course includes the practice of experience in the application of knowledge, design and skills outside the classroom, and attention to prepare for facing the practical life, and integration into the labor market after graduating through training in official institutions or private or professional offices or advisory specialized and relevant field of specialization, to apply those theoretical and practical courses that have been studied in reality. The student will be followed up by an academic supervisor to evaluate his performance through a specialized committee. (Prerequisite: 90 Cr, GDE335)

GDE432 - Web Page Design

The course aims to introduce the communication mechanisms associated with web pages and their techniques, the designing and layout based on the function and studying the target audience, and finally working effectively in multidisciplinary teams and possessing the cooperative skills to solve complex problems. (Prerequisite: GDE233)

GDE434 - Outdoor Design & Symbols

This course deals with the problems of communication for graphic and advertisement designs related to advanced advertising and functional purposes of two- and three-dimensional (2D and 3D) graphics, those purposes focus on raw materials and its techniques, specifications, drawing method and presentation of these designs, which includes large three-dimensional advertisements and symbols related to services design. (Prerequisite: GDE341)

GDE433 - Graduation Project

In this course, the student benefits from the results of his study in the graduation project studies. He presents solutions to communication problems based on the previous formulated design strategy and design understanding at different levels, starting from the components of production systems to achieve the objective of the previous research, taking into account the differences between recipients of design, ease of use, economic and technological feasibility, and sustainability. (Prerequisite: GDE431, GDE328)

Programme Electives Courses

GDE436 - Animation Design

The course introduces the basic principles of animation art, its beginnings, animation, and basis, developing the animated personality and performance style manually or through computer programs. It also enhances students' skills in graphic design, movement analysis, manual skills and its animation methods, drawing, coloring and digital movement. (Prerequisite: GDE334)

GDE437 - Calligraphy & Design

The course introduces the use of calligraphy in building the design, enhancing the student's design ability to use handwriting and typography, training in layout the words according to traditional and modern methods, in accordance with the nature and spirit of design, using various artistic and graphic additions to the lettering, and using typefaces as an expressive method in the designing various subjects with different techniques in proportion to their functions and objectives. (Prerequisite: GDE237)

GDE439 - Illustration 2

The course includes the development of students' practical performance and deepening their personal style and artistic and expressive vision through the design of illustrations for a variety of subjects such as the children's story design, novels, encyclopedias, storyboard drawings, learning the diagram art and implementing designs and applied works for service or commercial buildings. (Prerequisite: GDE334)

GDE438 - Portfolio Design

This course helps the student to design the business file for the purpose of applying for a job. This course considers as an advanced course compared to the presentations presented by the student in other courses. (Prerequisite: GDE335)

GDE212 - Digital Photography

This is an advanced course compared to the "Photography" course, it supports professionally the photography of advertising models within the studio, taking into consideration the differences related to materials, type and image processing. (Prerequisite: GDE211)

GDE217 - Arabic Calligraphy

The course is concerned with studying the types and methods of Arabic Calligraphy and its historical development. The student will gain the ability to write and form letters and words in accordance with configurations that emanate from the concepts of graphic communication. (Prerequisite: GDE113)

GDE218 - Anatomy Art

The course introduces the measures and mechanism of human body movement, train the student to sketch the human body in its various situations and movements and recognize the structure of the human body from the skeleton and muscles and their formative and kinetic effect on the shape and movement of the whole body, and finally to identify the physical differences between the body growth stages and the formal differences between the women and men body and benefit from it in the implementation of various design works. (Prerequisite: GDE116)

GDE219 - Geometry in Design

This course is concerned with the methods of geometric drawing, grades and proportions that help the designer to apply the geometric designs, letters, layout and various dimensions associated with three dimensional (3D) designs. (Prerequisite: GDE131)

GDE312 - Drawing & Painting 2

The course includes the expression of the technical configurations using the techniques of colors of all kinds and gain experience and ability to quick sketches with strong lines and quick shadows and experience using pastel colors and colored pens. (Prerequisite: GDE116)

IND2097 - 3D Printing & 3D Scanner

The course provides the needed knowledge and skill to produce and print 3D objects, as well as to generate and prepare data for that. It focuses on the use of two professional technologies; 3D Printing, 3D Scanner and related software which enables students to utilize these technologies in their future projects. (Prerequisite: GDE315)

GDE224 - Design in Islamic Arts

The course focuses on the study and analysis of the most important works in Islamic art, and the variety of styles that arose as a result of the combining Islamic concepts with local and environmental cultures, shapes, constructions, decorative units, their generation mechanisms and structural relationships. (Prerequisite: ADE1101)

GDE225 - Design Process

The course covers the access to design through a series of actions that bring the imaginary leap from a current situation to future possibilities. It focuses mainly on the development of stylistic solutions and logical results of design problems through analytical scientific contexts. (Prerequisite: GDE222)

GDE326 - Principle of Marketing

The course aims to study the art of marketing, promotion, advertising campaigns, the effects of needs, motives, trends and desires in marketing, organizing the advertising message, identifying the work mechanism in advertising companies. It also teaches the role of the graphic designer in the marketing process and the role of media and technology in deepening the importance of electronic marketing, and studying the impact of advertising on the recipient and surrounding environment. (Prerequisite: GDE221)

GDE327 - Industry & Art

The course introduces the art role in the industry, as well as the modern theory study in the industrial design, the role of industrial production and various raw materials in the design form and function, and its impact on the development of modern design theories, and to apply practical applications to achieve useful and aesthetic models, such as the lighting structures design, design containers and office equipment design. (Prerequisite: GDE222)

GDE300 - Special Topics in Graphic Design

This course is an open window to developments and techniques that challenge the designers in their career and require attention to their personal development. (Prerequisite: GDE233)

GDE421 - Critical Issues in Design

This course focuses on contemporary communication issues related to graphic design, and how to utilize them in a critical, analytical way via a range of contemporary artistic experiences and practices. (Prerequisite: GDE221)