

College of Arts and Science

Bachelor in Graphic Design

Course Description 2022/2023

University Compulsory Courses

ARB 101 Arabic Language

This course deals with issues related to Arabic grammar and literature. It studies some basic linguistic issues in the vocabulary, morphology, syntax, and semantics of Arabic. It also studies stylistic and literary features through analyzing and discussing some selected texts from the Holy Quran and other literary masterpieces. (Prerequisite- None)

ENG 101 English Language I

This course is designed to help students to communicate effectively in English for academic purposes. It helps students to acquire some communication skills in reading, writing, and note-taking at pre-intermediate level using the appropriate grammar and vocabulary for this level. Finally, the course is intended to improve students' skills in English, so they get ready for a further English credit course (ENG102), and use English in their academic life. (Oxford test score > 40 or ENG099)

ENG 102 English Language II

This course is designed to help students to communicate effectively in English for academic purposes. It helps students to acquire some communication skills in reading and writing at intermediate level using the appropriate grammar and vocabulary for this level. Finally, the course is intended to improve students' skills in English, so they take credit courses taught in English and to use English in their academic life. (Prerequisite: ENG 101)

CS 104 Computer Skills

This course covers the following topics: basic information technology concepts, using the computer to manage files, word processing, spreadsheets, presentation and database. (Prerequisite- None)

BA 161 Introduction to Entrepreneurship

This course aims to study the concept of entrepreneurship, to explain its implications and significance, and to provide students with the knowledge and skills necessary to transform ideas into applied entrepreneurial projects in accordance with the rules of founding entrepreneurial projects. Moreover, the course aims to provide students with the core skills of an entrepreneur, starting from establishing the project, choosing the legal formula for it, planning, organizing, marketing, and financing until the whole process is fully managed while enabling students to submit proposals to establish a commercial project and to discuss it at the end of the semester. Finally, the course aims to study practical cases for pioneering projects in the Kingdom of Bahrain. (Prerequisite- None)

HBH 105 Bahrain Civilization & History

This course deals with the history of Bahrain from 1500-1800. It studies the stages of the Portuguese invasion of this part of the world and the international power struggle that erupted after the invasion. It also deals with the ruling of Al-Utuub Tribe of Bahrain and the reign of Al Khalifa as their reign is characterized by propensity, wisdom, freedom, and modern state. (Prerequisite- None)

HR 106 Human Rights

This course discusses the basic principles of human rights. It acquaints the students with the nature of human rights, their realms, and sources, paying special attention to the international legal provisions concerning human rights included in the following documents: United Nations Charter, International Declaration of Human Rights, International Accord on Civil and Political Rights, International Accord on Social and Economic Rights, International agreement against torture and inhumane, disrespectful punishment, and Protection mechanisms and constitutional organization of public rights and freedoms in the Kingdom of Bahrain. (Prerequisite- None)

University Elective Courses

ISL 101 Islamic Culture

The course deals with the concept of "Culture" in general and the concept of "Islamic Culture" in particular, and other related concepts. Thus, the course studies the characteristics of the Islamic culture, its sources, fields of study, and its role in creating the "Islamic character". It also deals with the so-called "cultural invasion", its types, methodologies, and ways of confronting it. (Prerequisite- None)

ISL 102 Islamic Ethics

This course defines ethics and its aspects and how ethics plays an important role in our life in general and in workplaces in particular. It stresses the importance of ethics in Islam and the value Islam gives to ethics in general. This course deals with four aspects of ethics in Islam include its meaning, its significance, its effects, and its relation to work and work ethics. (Prerequisite- None)

ISL 103 Islam & Contemporary Issues

This course deals with the way Islam deals with contemporary issues such as extremism, determination of the Islamic calendar, alms tax (Zakat) on money and jewellery, democracy and government system, cloning, abortion, and other related issues. (Prerequisite- None)

SPT 101 Special Topics

This course deals with special contemporary topics that are important to university students. Such special topics help students understand their social, cultural, ethical, and economic environment so they are empowered with knowledge and skills. (Prerequisite- None)

LFS 102 Thinking and communications skills development

This course introduces students to the concept of thinking, its characteristics, its forms and its importance in the educational process. The course also deals with applying modern strategies and theories interpreted for different kinds of thinking. The course

defines critical and creative thinking, differentiates between opinions and facts, hones students' skills in listening, negotiation and persuasion, giving a speech, solving problems, preparing for an interview, and writing a CV. (Prerequisite- None)

SOC 101 Introduction to Sociology

The course introduces basic concepts in Sociology, its importance, approach, origin, and relation to other fields. Also, this course deals with scholars' contribution to Sociology. It also deals with topics related to Sociology such as social structure, culture, social systems, class, problems, and change. (Prerequisite- None)

MAN 101 Man and Environment

This course defines environment in general and the difference between natural environment and constructed environment. It also deals with issues related to how environment is important to humans and how humans should interact with their environment and how human behaviour influences environment and vice versa. Moreover, this course demonstrates the essential role of institutions in protecting environment and the role students play to save their environment. Students are required to do some research related to environment. (Prerequisite- None)

LIB 101 Introduction to Library Science

This course introduces students to the library sciences. It gives a general historical review of the development of libraries through the ages and sheds light on the importance of libraries in the development of knowledge and sciences. This course highlights the significance and function of information. Also, the course helps students to know how to use the library and its resources, digital database, and information systems. (Prerequisite- None)

CS 205 Computer Applications

This course includes the following topics: using a word processing program to write reports, a spreadsheet software program to create an elementary accounting program, and a database software program to design an elementary information system. (Prerequisite- CS104)

College Compulsory Courses

ADE 1091 - 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)

ADE 1110 - 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 colour theory, and practical applications and projects which continue to the develop students' ability in the sensory perception of visual formations and stereotypes. (Prerequisite- None)

IND 4053 – Design Collaboration

This course encourages students to engage in collaborative activities and design, and to engage in different cognitive approaches for analysis and investigation issues that affect the world in which we live. It is designed to deepen students critical and creative understanding of the subject matter by placing it in a broader context. (Prerequisite: GDE 339)

Programme Compulsory Courses

GDE 111 - 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)

GDE 113 - 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)

GDE 116 - Drawing & Painting

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

GDE 120 – History of Modern Art

The course teaches history of art, architecture, graphic, sculpture, visual arts and design in Europe, and the different influences that impacted them like social and artistic influences which contributed to its development from the European Age of Enlightenment to present day, and the relevant environmental contexts. (Prerequisite: None)

GDE 211 - 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)

GDE 214 - 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: GDE 111)

GDE 216 - 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 modelling and simulations for some newspapers and magazines. (Prerequisite: GDE 214)

GDE 221 - 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 behaviour and propose appropriate communication solutions. (Prerequisite: GDE 120)

GDE 222 - 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: GDE 120)

GDE 231 - 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: GDE 113)

GDE 232 - 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: GDE 231)

GDE 237 - 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 labour market. (Prerequisite: GDE 113)

GDE 315 - 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: GDE 214)

GDE 325 – Design and 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: GDE 222)

GDE 333 - 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, analysing 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: GDE 232)

GDE 334 - 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: GDE 214 & GDE 116)

GDE 335 - 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: GDE 216)

GDE 336 - 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: GDE 211)

GDE 338 - 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: GDE 341)

GDE 339 – 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: GDE 336)

GDE 341 - 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: GDE 237)

GDE 343 - Ethics & Practice of Profession

The course includes the functional knowledge of professional design practices and processes, professional and ethical behaviours, intellectual property issues such as patents, trademarks and copyrights, management, marketing and economics principles, business, contracts and globalization from a professional perspective. (Prerequisite: GDE 341)

GDE 431 - 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 behaviour of the target audience. This course also addresses strategies for alternative solutions that respect social, cultural and environmental rights. (Prerequisite: GDE 333)

GDE 432 - 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: GDE 333)

GDE 433 - 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: GDE 431)

GDE 434 - 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: GDE 333)

GDE 442 - 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 labour 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 & GDE 335)

Programme Elective Courses

IND 2097 - 3D Printing & 3D Scanning

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 Scanning and related software which enables students to utilize these technologies in their future projects. (Prerequisite: GDE 315)

GDE 212 - 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: GDE 211)

GDE 217 - 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: GDE 113)

GDE 218 - 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: GDE 116)

GDE 219 - 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: GDE 231)

GDE 224 - Design in Islamic Arts

The course focuses on the study of art, architecture, and design and their development during different Islamic eras. It analyses cultural and social contexts that influence the formation of the characteristics of this urbanity and the way designers respond to those conditions. (Prerequisite: GDE 120)

GDE 225 - 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: GDE 222)

GDE 300 - 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: GDE 333)

GDE 312 - 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: GDE 116)

GDE 327 - 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: GDE 222)

GDE 328 - 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: GDE 232)

GDE 421 - 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: GDE 221)

GDE 430 – Digital Game Design

The course aims to teach students the basics of creating games using the Unreal Engine. Students will study ways to create environments related to first-person games, and develop game themes and ways to control their characters. The Course also aims to facilitate the game development learning curve for learners. (Prerequisite: GDE 315)

GDE 436- 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: GDE 334)

GDE 437- 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: GDE 237)

GDE 438 - 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: GDE 335)

GDE 439 - 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, encyclopaedias, storyboard drawings, learning the diagram art and implementing designs and applied works for service or commercial buildings. (Prerequisite: GDE 334)