

توصيف المقررات

المتطلب السابق Prerequisite site	عدد الوحدات المعتمدة CR	عدد ساعات الاتصال			Code/No	الرمز / الرقم	اسم المقرر Course Title	م
		تدريب TR	تمارين عملية LB	نظري LT				
تفنن 122م	3	-	-	3	<ul style="list-style-type: none"> Knowledge of historical, stylistic and technological advancements within the context of visual communication design. Development of critical skills for evaluating quality in visual work with a historical context. 	حرف 211م GRPH 211M	تاريخ التصميم الجرافيكي والوسائط الرقمية History of Graphic Design and Digital Media	1
صور 113م نحت 111م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of basic visual communication design concepts and principles, including: form, repetition, structure, similarity, gradation, radiation, anomaly, contrast, concentration, texture and space. Develop cognitive and psychomotor skills in various print and digital media. Develop critical skills for evaluating quality in design work. Basic understanding of common graphic design software and its usage, and digital hardware as it relates to graphic design. 	حرف 221م GRPH 221M	التصميم الجرافيكي (1) Graphic Design (1)	2
صور 113م نحت 111م	3	-	4	1	<p>-التعرف على الإنشائية الهندسية (بنائية) الحرف (انجليزي / عربي) -القدرة على تصميم ابداعية مبتكرة خاصة بالمصمم ذاته (عربي / انجليزي) مع ضرورة التأكد من فهم family font ووجود وحدة وتناغم بين الابدجية العربية والإنجليزية المصممة من قبل الطالبة .</p>	حرف 222م GRPH 222M	التصميم التايوغرافي (1) Typographic Design (1)	3
حرف 221م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of visual structure, pattern, sequence and narrative form. Develop more advanced cognitive and psychomotor skills in various digital media. Develop independent use of fundamental components of graphic communication. Continue to build greater proficiency in the use of graphic tools and techniques such as Adobe PhotoShop, Illustrator and InDesign. Expanded proficiency in all aspects of the design process, including creative brainstorming, conceptualizing, critical thinking, collaboration, and presentation. 	حرف 223م GRPH 223M	التصميم الجرافيكي (2) Graphic Design (2)	4
حرف 131م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of digital design concepts, principles, and processes. Ability to apply learned visual and aural design principles, Explore the use of computer-based tools in the design and authoring of interactive 	حرف 231م GRPH 231M	وسائط رقمية (1) Digital Media (1)	5

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					<p>digital media by creating and editing digital images, sounds, video, text, and motion graphics.</p> <ul style="list-style-type: none"> Develop critical skills for evaluating quality in digital work. <p>Demonstrate proficiency in the use of the latest digital tools and techniques.</p>			
حرف 231م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of core concepts, principles and applications of digital image creation and manipulation. Knowledge of the relationship between digital media and society; safety and legal issues associated with digital media; graphics, animation, audio, video and web design. Develop critical skills for evaluating quality in motion graphics. Demonstrate advanced proficiency in the use of digital tools and techniques. 	حرف 232م GRPH 232M	وسائط رقمية (2) Digital Media (2)	6
حرف 231م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of industry materials and processes for visual communication design. Understanding of concepts and application of design through commercial formats including print and web media Develop skills in and understanding of organization, craftsmanship, and visual aesthetics Demonstrate proficiency in the use of sustainable tools and techniques. 	حرف 233م GRPH 233M	المواد والعمليات Materials & Processes	7
حرف 223م	3	-	4	1	<ul style="list-style-type: none"> Advanced knowledge and mastery of concepts, principles and practices in visual communication design. Develop concepts, communicate ideas, implement and present complex visual systems Develop critical skills for evaluating quality in visual work. Demonstrate advanced proficiency in the use of graphic tools and techniques. Ability to judge the effectiveness of visual communications through increased awareness of the promotional strategies employed by a wide range of visual media. 	حرف 321م GRPH 321M	التصميم الجرافيكي (3) Graphic Design (3)	8
حرف 222م	3	-	4	1	<ul style="list-style-type: none"> التعرف على اساسيات الشعار اللفظي وايجاد الحلول التصميمية للعلاقات بين الأحرف دراسة وظيفة اللون في استخدامات الأحرف تصميم ابداعية عربية تصلح لنظم العلامات في البيئة الإلمام بأنظمة التصميم للحرف العربي في الوسيط الرقمي 	حرف 322م GRPH 322M	التصميم التايوغرافي (2) Typographic Design (2)	9

					- دراسة وإلمام بقواعد التخطيط الشبكي وأنواعها			
حرف 222م حرف 223م	3	-	4	1	- Knowledge of publication design concepts, principles and applications. - Ability to create continuity and variety across a range of pages, present different kinds of information in context- appropriate formats, and develop brand identity and continuity - Develop professional visual sensitivity and competency in graphic communication through discipline of the magazine design process. - Demonstrate proficiency in the use of editorial tools and techniques.	حرف 323م GRPH 323M	تصميم المطبوعات Publication Design	10

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حرف 323م	3	-	4	1	- الالمام بطرق الطباعة التقليدية اليدوية - التعرف على تكنولوجيا الطباعة وتاريخ تطورها: • الطباعة البارزة التقليدية تطورت لتصبح طباعة الفلكسوجراف • الطباعة الغائرة التقليدية تطورت لتصبح طباعة الروتوجرافيوور • الطباعة المسطحة الليثوجراف الحجرية تطورت لتصبح طباعة الأوفست الشهيرة والتي احتلت في وقت من الأوقات المكانة الأولى في العالم لطباعة المطبوعات الاتصالية والكتب.... • الطباعة المسطحة التقليدية السلك سكرين تطورت لتصبح طباعة السيرجراف.	حرف 324م GRPH 324M	تقنيات وطرق الطباعة Printing methods and Techniques	11
حرف 232م حرف 321م	3	-	4	1	• Knowledge of human and environmental systems related to visual communication design. • Knowledge of basic concepts, research methods and design strategies for wayfinding design. • Develop critical skills for evaluating quality and utility in public graphic design work. • Learn how to identify goals, opportunities and insights based on research observations • Demonstrate proficiency in the use of	حرف 341م GRPH 341M	الإنسان والنظم البيئية Human & Environmental Systems	12

					industry tools and techniques.			
حرف 232م حرف 321م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of website design concepts, principles and applications. Develop a basic understanding of the methods and techniques of developing a simple to moderately complex web site. Learn the basic techniques, tools and processes used to construct a well-designed and effective web site while keeping the site's users in mind. Demonstrate proficiency in the use of web design tools such as Dreamweaver and Flash. 	حرف 342م GRPH 342M	تصميم مواقع الكترونية Website Design	13
حرف 321م حرف 323م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of professional best practices related to the field of visual communication design. Knowledge of professional career and graduate education opportunities Develop cognitive skills in various media. Demonstrate proficiency in the use of industry tools and techniques. Prepare for first professional experience (summer internship) – research, apply for and interview for positions at faculty-approved internship sites. 	حرف 361م GRPH 361M	الممارسات المهنية Professional Practices	14

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حرف 323م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of historical, stylistic and technological advancements of Packaging design. Development of critical skills for evaluating quality in visual work with the context of brands and their nature. Knowing and understanding of the processes involved in making packaging design including materials and constraints. Knowledge of the physical and visual functions of packages. The role of graphic design as visual communication tool in creating brand identity . 	حرف 421م GRPH 421M	تصميم الأغلفة Packaging Design	16
حرف 341م حرف 342م	3	-	4	1	<ul style="list-style-type: none"> Knowledge of the concepts, principles and applications of interaction design particularly in digital media and animation. Understand the process of uncovering the opportunities for rich and satisfying interactions in digital platforms. 	حرف 441م GRPH 441M	الوسائط الرقمية والتصميم التفاعلي Digital Media &Interaction Design	17

					<ul style="list-style-type: none"> • Understanding of goals, audience, media, messages, technological and market issues in interaction design. • Demonstrate proficiency in the use of digital tools and techniques, such as Flash, Photoshop, Dreamweaver. 			
حرف 361م	3	15	-	-	<ul style="list-style-type: none"> • Specific outcomes to be determined by faculty based on nature of internship. • Develop foundational professional experience in the fashion industry. • Learn to observe colleagues as well as contributing to the workplace. • Demonstrate proficiency in the real-world use of tools and techniques. 	حرف 461م GRPH 461M	التدريب الميداني Internship	18
حرف 461م	4	-	6	1	<ul style="list-style-type: none"> • Ability to research a topic in depth utilizing available resources. • Ability to work with with course material, ideas and projects that are self-generated • Develop critical skills for evaluating quality of research. • Ability to conceptualize, research, execute and complete an independent creative project under direct one-to-one supervision 	حرف 471م GRPH 471M	بحث موجه Directed Research	19
حرف 471م	4	-	8	-	<ul style="list-style-type: none"> • Ability to create and develop visual response to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images. • Advanced knowledge of concepts, skills and approaches. • Master cognitive and psychomotor skills of the student's chosen media. • Develop sophisticated critical skills for evaluating quality in visual work. • Develop advanced proficiency in the use of tools and techniques. • Independently produce a final project approved by instructor. 	حرف 481م GRPH 481M	مشروع التخرج Senior Project	20