



EGYPTIAN NATIONAL UNIVERSITIES

مشروع وإنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية
ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein
International University

Advertising Design Program

برنامج تصميم الاعلان

Study Plan

الخطة الدراسية

| Semester | Code | Course Name | LCT | LAB | TUT | OTH | CNTCT | CH | SWL | ECTS |
|----------|--------|----------------------------|-----|-----|-----|-----|-----------|-----------|-------------|-----------|
| 1 | VDD111 | Illustration 1 | 1 | 0 | 1 | 6 | 8 | 4 | 240 | 8 |
| | VDD112 | Design Basics 1 | 1 | 0 | 1 | 6 | 8 | 4 | 240 | 8 |
| | EVD112 | Engineering Drawing | 2 | 0 | 0 | 3 | 5 | 3 | 165 | 6 |
| | FSH111 | History of Art | 2 | 0 | 2 | 3 | 7 | 3 | 195 | 6 |
| | UC1 | University Requirement (1) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | UE1 | Elective University (1) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | | | | | | | 32 | 18 | 1020 | 36 |
| 2 | VDD113 | Illustration 2 | 1 | 0 | 1 | 6 | 8 | 4 | 240 | 8 |
| | VDD114 | Design Basics 2 | 1 | 0 | 1 | 6 | 8 | 4 | 240 | 8 |
| | EVD111 | History of Design | 2 | 0 | 2 | 3 | 7 | 3 | 195 | 6 |
| | FSH112 | Museums study | 2 | 0 | 0 | 4 | 6 | 3 | 180 | 6 |
| | UC2 | University Requirement (2) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | UC3 | University Requirement (3) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | | | | | | | 33 | 18 | 1035 | 36 |
| 3 | VDD211 | Typography | 2 | 2 | 0 | 4 | 8 | 4 | 240 | 8 |
| | VDD212 | Visual Communication | 2 | 2 | 0 | 2 | 6 | 3 | 180 | 6 |
| | VDD213 | Design Studio I | 1 | 2 | 0 | 6 | 9 | 4 | 255 | 8 |
| | FSH211 | Design Theories | 2 | 0 | 4 | 0 | 6 | 3 | 180 | 6 |



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|----------|--------|------------------------------------|-----|-----|-----|-----------|-----------|-------------|-------------|-----------|
| | FSH222 | Anatomy for Designers | 2 | 0 | 2 | 2 | 6 | 3 | 180 | 6 |
| | UC4 | University Requirement (4) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | | | | | | | 37 | 19 | 1125 | 38 |
| 4 | VDD214 | Photography | 2 | 2 | 0 | 2 | 6 | 3 | 180 | 6 |
| | VDD215 | Visual Storytelling | 2 | 0 | 2 | 2 | 6 | 3 | 180 | 6 |
| | VDD216 | Web Design 1 | 1 | 4 | 2 | 0 | 7 | 3 | 195 | 6 |
| | EVD221 | Creative Thinking | 2 | 0 | 2 | 2 | 6 | 3 | 165 | 3 |
| | CTH215 | 2D Modelling | 2 | 0 | 0 | 3 | 5 | 3 | 165 | 6 |
| | CTH223 | Film Crafting Introduction | 2 | 0 | 2 | 0 | 4 | 2 | 120 | 4 |
| | UC5 | University Requirement (5) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | | | | | | 36 | 19 | 1095 | 35 | |
| 5 | VDD311 | Digital Media Literacy | 2 | 0 | 2 | 2 | 6 | 3 | 180 | 6 |
| | VDD312 | Design Studio II | 1 | 2 | 0 | 6 | 9 | 4 | 255 | 8 |
| | VDD313 | History of Advertising | 2 | 0 | 4 | 2 | 8 | 3 | 210 | 6 |
| | VDD314 | Information design & info graphics | 2 | 2 | 0 | 2 | 6 | 3 | 180 | 6 |
| | FSH215 | Fashion Illustration I | 1 | 0 | 1 | 3 | 5 | 2 | 135 | 4 |
| | CTH314 | 3D Modelling | 1 | 0 | 0 | 3 | 4 | 2 | 120 | 4 |
| | UE2 | Elective University (2) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | | | | | | 40 | 19 | 1170 | 38 | |
| 6 | VDD315 | Design Studio III | 1 | 6 | 0 | 2 | 9 | 4 | 255 | 8 |
| | VDD316 | Branding & Corporate Identity | 2 | 4 | 0 | 0 | 6 | 3 | 180 | 6 |
| | VDD317 | Consumer psychology | 2 | 2 | 2 | 0 | 6 | 3 | 180 | 6 |
| | VDD318 | Interactive Advertising | 2 | 4 | 0 | 2 | 8 | 4 | 240 | 8 |
| | VDD319 | Introduction to marketing | 1 | 4 | 2 | 0 | 7 | 3 | 195 | 6 |
| | UC6 | University Requirement (6) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |



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| Semester | Code | Course Name | LCT | LAB | TUT | OTH | CNTCT | CH | SWL | ECTS |
|----------|--------|--------------------------------|-----|-----|-----|-----|------------|------------|-------------|------------|
| | | | | | | | 38 | 19 | 1140 | 38 |
| 7 | VDD411 | Design Studio IV | 1 | 4 | 0 | 4 | 9 | 4 | 255 | 8 |
| | VDD412 | Graduation Project I | 1 | 2 | 4 | 2 | 9 | 4 | 255 | 8 |
| | VDD413 | Advertising Strategies | 2 | 4 | 0 | 0 | 6 | 3 | 180 | 6 |
| | VDD414 | Social Media Advertising | 2 | 2 | 2 | 0 | 6 | 3 | 180 | 6 |
| | UC7 | University Requirement (7) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | | | | | | | 32 | 16 | 960 | 32 |
| 8 | VDD415 | Audio-Video Production II | 2 | 4 | 0 | 2 | 8 | 4 | 240 | 8 |
| | VDD416 | Communication Research methods | 2 | 4 | 0 | 0 | 6 | 3 | 180 | 6 |
| | VDD417 | Graduation Project II | 1 | 2 | 4 | 2 | 9 | 4 | 255 | 8 |
| | VDD418 | Integrated Advertising | 2 | 2 | 1 | 0 | 5 | 3 | 165 | 6 |
| | UE3 | Elective University (3) | 2 | 0 | 0 | 0 | 2 | 2 | 90 | 4 |
| | | | | | | | 30 | 16 | 930 | 32 |
| | | | | | | | 278 | 144 | 8475 | 285 |