



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN 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	Free Drawing, I	1	0	5	2	8	4	240	8
	VDD112	Basic Design I	1	0	5	2	8	4	240	8
	EVD112	Engineering Drawing I	2	0	3	0	5	3	165	6
	FSH111	History of Art	3	0	2	0	3	3	120	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
								28	18	945
2	VDD113	Free Drawing II	1	0	5	2	8	4	240	8
	VDD114	Basic Design II	1	0	5	2	8	4	240	8
	EVD111	History of Design	3	0	0	0	3	3	120	6
	FSH112	Museum Studies	2	0	2	2	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
								29	18	960
3	VDD211	Typography	2	2	0	4	8	4	240	8
	VDD212	Visual Communication	2	2	0	2	6	3	180	6
	VDD213	Advertising 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
4	VDD214	Photography	2	2	0	2	6	3	180	6
	VDD323	Visual Storytelling	2	0	2	2	6	3	180	6
	VDD216	Web Design	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
	VDD454	Practical Internship (1)	0	0	0	0	4	1	120	2
							40	20	1215	37
5	VDD311	Digital Media Literacy	2	0	2	2	6	3	180	6
	VDD312	Advertising Design Studio II	1	2	0	6	9	4	225	8
	VDD313	History of Advertising	3	0	0	2	3	3	120	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
							35	19	1080	38
6	VDD315	Advertising Design Studio III	1	6	0	2	9	4	225	8
	VDD316	Branding Design & Corporate Identity	2	4	0	0	6	3	180	6
	E1	Elective Course (1)	2	0	2	0	4	3	135	6
	VDD318	Interactive Advertising	2	4	0	2	8	4	240	8
	UC6	University Requirement (6)	2	0	0	0	2	2	90	4



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	VDD455	Practical Internship (2)	0	0	0	0	4	1	120	2
							33	17	1020	34
7	VDD411	Advertising 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
	E2	Elective Course (2)	2	0	2	0	4	3	135	6
	UC7	University Requirement (7)	2	0	0	0	2	2	90	4
							36	19	1095	38
8	VDD415	Audio-Video Production	2	4	0	2	8	4	240	8
	E3	Elective Course (3)	2	0	2	0	4	3	135	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
							28	16	885	32
							266	146	8325	289



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Elective (E1, E2, E3)

VDD011	Elements of Cultural Marketing
VDD012	Design Management
VDD013	Psychology of Art
VDD014	Digital Illustration
VDD015	Design Culture
VDD016	New Media Applications
VDD317	Consumer Psychology
VDD416	Communication Research methods
VDD428	Future Studies