



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية

ALALAMEIN INTERNATIONAL UNIVERSITY



Graphic Design & Branding Program

برنامج تصميم الجرافيك وبناء الماركة

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	0	0	7	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	36
2	VDD113	Free Drawing II	1	5	2	6	8	4	240	8
	VDD114	Basic Design II	1	5	2	6	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	36
3	VDD217	Engraving & Printing I	1	0	4	0	5	3	225	8
	VDD212	Visual Communication	2	2	0	2	6	3	180	6



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	VDD219	Graphic Design I	1	4	0	0	5	3	180	6
	VDD214	Photography	2	2	0	2	6	3	180	6
	VDD220	Drawing I	1	4	0	0	5	3	180	6
	FSH222	Anatomy for Designers	2	0	2	2	6	3	180	6
	UC4	University Requirement (4)	2	0	0	0	2	2	90	4
							35	20	1215	42
4	EVD221	Creative Thinking	2	0	2	2	6	3	165	3
	VDD229	Engraving & Printing II	1	4	0	0	5	3	165	6
	VDD226	Graphic Design II	1	2	0	2	5	3	165	6
	VDD211	Typography	1	0	2	0	3	2	120	4
	VDD227	Drawing II	1	4	0	0	5	3	165	6
	VDD228	Perspective	1	2	0	0	3	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
						33	19	1110	35	
5	VDD320	Calligraphy	2	2	0	0	4	3	150	6
	VDD331	Computer Design Application I	1	0	0	3	4	2	120	4
	VDD332	Specific Graphic Design I	1	4	0	0	5	3	165	6
	VDD311	Digital Media Literacy	2	2	0	0	4	3	180	6
	E1	Elective Course (1)	2	0	2	0	4	3	135	6
	VDD314	Information Design & Info Graphics	2	2	0	0	4	2	120	4
	UE2	Elective University (2)	2	0	0	0	2	2	90	4
						27	18	960	36	
6	VDD333	History of Branding	2	0	0	0	2	2	90	4
	VDD334	Computer Design Application II	1	0	0	2	3	2	105	4



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Semester	Code	Course Name	LCT	LAB	TUT	OTH	CNTCT	CH	SWL	ECTS
	VDD335	Specific Graphic Design II	1	4	0	0	5	3	165	6
	VDD336	Advertising I	1	2	0	1	4	2	120	4
	VDD329	Audio-Video Production	1	2	0	4	7	3	195	6
	VDD337	Branding Design Strategies	1	4	0	0	5	3	165	6
	UC6	University Requirement (6)	2	0	0	0	2	2	90	4
	VDD455	Practical Internship (2)	0	0	0	0	4	1	120	2
							32	18	1050	36
7	VDD429	Branding & Corporate Identity	1	2	2	0	5	3	165	6
	E2	Elective Course (2)	2	0	2	0	4	3	135	6
	VDD430	Business & Design Management	2	0	0	0	2	2	90	4
	VDD431	Advertising II	1	2	0	1	4	2	120	4
	VDD432	Specific Graphic Design III	1	2	0	0	3	2	105	4
	VDD419	Graduation Project I	1	2	4	2	9	4	255	8
	UC7	University Requirement (7)	2	0	0	0	2	2	90	4
							29	18	930	36
8	VDD216	Web Design	1	3	0	0	4	2	120	4
	VDD318	Interactive Advertising	2	4	0	2	8	4	240	8
	VDD442	Graduation Project II	1	2	4	2	9	4	255	8
	E3	Elective Course (3)	2	0	2	0	4	3	135	6
	VDD420	Professional Ethics & Regulations in Art	2	0	0	0	2	2	90	4
	UE3	Elective University (3)	2	0	0	0	2	2	90	4
							29	17	930	34
							242	146	8100	291



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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