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AIU جامعة العلمين الدولية
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كلية الفنون والتصميم
FACULTY OF ARTS & DESIGN

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جَامِعَةُ العُلَمَيْنِ الدَوْلِيَّة
AIU ALAMEIN
INTERNATIONAL UNIVERSITY

Department of Environmental Design

EVD011   Analysis and Criticism of Interior Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

This course contextualizes the interior as interpreted by philosophers such as Henri Lefebvre (interior space is an economically and cultural product), Gaston Bachelard (phenomenology), Jasmine Rault's definition of "Sapphic modernity," Henry Urbach' analysis of the social and physical implication of interior objects and George Wagner's importance of technology. In sum, this course focuses on a practice that is interrogative, discursive, and experimental.

EVD012   Lighting Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Introduction to Light in Furniture. Lighting terminology. Lighting effects and typology, Behavior, and quality of light. Hands on workshop in lighting lab. Lighting concepts and Representation. Lighting Design. Technical skills and safety factors. Designing and creating a body of functional lighting pieces. various lamp typologies. Light as an art. Students individual designs. Final Project.

EVD013   Design for Production

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Introduction to production strategies. Analyzing manufacturing resources. Emerging manufacturing technologies. Production processes and methods. Marketing and retail facilities Analyzes. Marketing Strategies. Implementation of resources into work as a designer/artist. Individual projects (finished production ready object in multiples along with supporting marketing materials). Final Project.

EVD014   Future Trends in Interior Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

This theoretical course encompasses new trends in interior design to forecast future trends. It focuses on the development of self-reflection, analysis and research on the latest architectural projects, museum shows, artist's exhibition at the local and global levels considering current events. It collaborates with the consumer/ public facing' media and activates the creative thinking process of the designer of interior; it allows him/ her to familiarize with markets' dynamics and the different aspects of other forms of related art.

EVD015   Metals for Furniture Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Introduction: Course introduction: scope of work, methodologies, materials, processes, and tools. Fabric selection. Upholstery mechanics. Existing frameworks. Furniture restoration. Creating slipcovers. Large furniture upholstery. Final Project.

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EVD111   History of Design

3 Cr. Hrs. = (٣ LCT + ٠ TUT + *0* LAB + ٠ OTH) – SWL = ١٢٠ – ECTS = *6*

Prerequisite **- - -**

Through this interactive course the student will explore and examine practices that have shaped the cultures of contemporary art and design. It will also introduce key art historical concepts and methods of analysis and interpretation. The objective is to provide you with a deeper understanding of theories and approaches in the study of art history, and a broad-based knowledge of both pre-modern and modern art, architecture, and visual art.

EVD112   Engineering Drawing I

3 Cr. Hrs. = (*2* LCT + ٣ TUT + *0* LAB + ٠ OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

Introduction to Engineering Drawing. Technical Drawing – Overview. Orthographic Projection–Multiview Projection; Glass Box Concept; Conventional Practice of Lines; Projections of Lines and Planes. Pictorial Drawing– Axonometric Projection; Oblique Projection; Isometric Projection; Isometric Sketching; Oblique Sketching. Reading an Orthographic Drawing – Analysis by Solids; Analysis by Surfaces; Missing View Problems. Convention Practice in Orthographic Drawing - Alternate Position of Side View; Incomplete View; Aligned View; Enlarged View; Non-Existing Intersection Line; Cylinder Intersection. Introducing AutoCAD–Workspace; Toolbars; Coordinate Systems; Setting Up 2D Drawing Environment; Drawing Tools in AutoCAD; Object Snap; Modify Tools in AutoCAD; Layers; Orthographic and Isometric in AutoCAD. Sections – Terminology; Cutting Plane; Section Lining; Kind of Sect ions; Convention Practice in Section View; Aligned Section. Final Project.

EVD211   Interior Design Studio I

4 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **- - -**

This course is an introduction to the profession of interior and furniture design with an emphasis on problem solving for small residential spaces. Elements and principles of design are explored as well as human factors, color theory and the art of lighting. Students are introduced to residential space planning, furniture layouts, the development of color schemes and the selection of finishes, furnishings, and materials. Exercises in sketching, model-making, and various design strategies.

EVD212   Human Dimensions in Housing and Interiors

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course discusses the relationship between the user and his surrounding interior environment. It deals with physical and cultural issues. Physically, it studies the measurements and dimensions of the human body (all ages, sexes, different postures) on a comparative basis and their influence on interior spaces and furniture measurements. It also discusses the implications of socio-cultural and psychological factors that govern different interior furniture layout for various activity performance and the distances between them.

EVD213   Representationand Rendering Techniques I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

Introduction to furniture rendering. Importance of furniture rendering. Current furniture rendering methods. 2D furniture rendering. 3D

furniture rendering. Manual furniture rendering techniques. Furniture rendering using computer software. Computer software is used in furniture rendering. Effective presentation of furniture. Latest in furniture rendering Techniques. Final Project

EVD214   Engineering Drawing II

3 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **EVD112**

Introduction to engineering drawing. Technical drawing – overview. Orthographic projection–Multiview projection; Glass box concept; conventional practice of lines; Projections of lines and planes. Pictorial drawing– Axonometric projection; Oblique projection; Isometric projection; Isometric sketching; Oblique sketching. Reading an orthographic drawing –analysis by solids; Analysis by surfaces; Missing view problems. Convention practice in orthographic drawing –alternate position of side view; Incomplete view; Aligned view; Enlarged view; non-existing intersection line; Cylinder intersection. Introducing AutoCAD–Workspace; Toolbars; Coordinate systems; Setting Up 2D drawing environment; Drawing tools in AutoCAD; Object snap; Modify tools in AutoCAD; Layers; Orthographic and isometric in AutoCAD. Sections –terminology; Cutting plane; Section lining; Kind of sect ions; Convention practice in section view; Aligned section. Final project.

EVD215   3D Design Visualization Studio

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Introduction to 3D design. Transferable design processes. 3D design users and clients. Brainstorming and research techniques. Inspiration, ideation, and concept development. Production techniques and materials. Inspiration, Ideation, and concept development. Sketch modelling and presentation models. Working with human measurements, scale, and ergonomics. Production drawing. Final Project.

EVD216   Interior Design Studio II

4 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **EVD211**

This course reinforces concepts and skills developed in interior and furniture design. Design development through drawing and model making. Housing. It focuses on solving functional and aesthetical issues of the interior residential environment. It emphasizes environmental factors, orientation, styles, space planning, lighting, fabrics and furnishing for residential spaces. It also introduces students to some local and international codes and regulations with an impact on the design of interior spaces. evolution of a project through a complete design process and design development phases and final display

EVD217   Representation and Rendering Techniques II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **EVD213**

Introduction to three-dimensional drawing of furniture. Techniques of drawing and concept development. Sketching with three-dimensional models. Mock-ups and prototypes for furniture. Computer software is used in 3D drawing furniture. Basics of computer simulation. Develop design concept by 3d drawing. Communicate design concepts by 3d drawing. Application of 3d articulation of furniture in innovative designs. Final project.

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EVD218   Materials of Interior Design

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite *- - -*

Technology of materials discusses the types, characteristics and techniques used in furnishing and cladding interiors. It presents the details of design and quality of the material according to the required ambiance or and the level of thermal comfort. It focuses on concrete, masonry materials, wood, marble, ceramics and recycled materials and furniture materials, processes, and tools. Fabric selection. Upholstery mechanics. Existing frameworks. Furniture restoration. Creating slipcovers. Large furniture upholstery. It teaches students the art of making the appropriate selection of material and method of execution that is applicable to the design considering the functional, aesthetical, and economic factors.

EVD219   History of Interior Design

3 Cr. Hrs. = (*3* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *6*

Prerequisite *- - -*

This course is a historical study of interior architecture, furniture, and furnishings from ancient times until the nineteenth century. Topics are woven together from cave dwellings and temple architecture, through Gothic cathedrals and renaissance palaces, to the grand civic spaces of the nineteenth century. Features of furniture from periods and styles. The development and evolution of period furniture is both religious and domestic. Movements, styles, and traditions are chronologically explored in Europe and the Islamic world. The evolution of interior design is presented in the context of the social, political, and technological developments of the time.

EVD221   Creative Thinking

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite *- - -*

This course aims to Develop student's creative problem-solving skills and enhance them through practice. It focuses on the art and science of creative thinking, introduces the fundamental principles and methods of creative behavior to develop personal creativity.

EVD222   Furniture Design Studio I

4 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite *- - -*

Introduction to furniture. Skills and techniques for furniture design. Innovative furniture concepts. Sketching and drawing of furniture. Color Theories. Simple hand-tools techniques. Basic woodworking Machinery. Materials and processes of furniture design. Exercises in sketching, model-making, and various design strategies. A project of two substantial products.

EVD223   Furniture Working Details I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite *- - -*

This course teaches the student the meaning and importance of construction documents that translate preliminary design into a realizable application form. It deals with the process of generating detailed drawings of a designed interior space. It is an advanced phase dealing with the interior architecture detailing of specialty buildings: (flooring, ceiling, walls, aperture and doors and other details pertaining

to the project).

EVD224   Furniture Materials I

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Introduction: Course introduction: scope of work, methodologies, materials, processes, and tools. Fabric selection. Upholstery mechanics. Existing frameworks. Furniture restoration. Creating slipcovers. Large furniture upholstery. Final Project.

EVD226   Furniture Construction I

4 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *6* OTH) – SWL = *225* – ECTS = *8*

Prerequisite - - -

The course: model construction of interiors, develops the student's technical and aesthetic abilities using a wide variety of processes and materials to answer challenging briefs. It is an overview of model types and an introduction to basic construction methods, model materials, tools, and equipment. It is a practical learning process of transforming 2D interior architectural drawings into 3D models.

EVD227   Furniture Design Studio II

4 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite EVD222

Course overview/ introductions. Present and explore the development of concept. Design Development through drawing and model making. Introduction to materials. Documentation of ideas in 2D and 3D using Sketch-Up or manually. Build a model. Workshopping project. Furniture design -Contemporary overview, photographing work, evolution of a project through a complete design process and design development

phases and final display.

EVD231   Ergonomics I

3 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *165* – ECTS = *6*

Prerequisite

Requirements when designing furniture. Physical and social contexts of use. Anthropometric information. The use of anthropometric information in furniture design. Methods of research into human factors. Implementation of ergonomics and human factors in furniture designs. A project of one substantial products.

EVD233   Design Theories

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course combines lectures, discussion, and appropriate visual material to introduce students to theories, principles, and techniques that assist in solving visual problems. The course will focus on communication, semiotics, and perception theory as they relate to practice in the design profession. The course will focus on philosophical and practice-based theories associated with modernity; commodity culture; semiotics; visual communication; authorship; subjectivity; disruption and resistance; post-modernism. Particular attention will be paid to how philosophical schools of thought have shaped and been shaped by the discipline of design.

EVD235   Manual Colouring and Rendering

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

This course covers the basic color theory. It instructs students of interior architecture considerations in color design such as color attributes and

temperature, setting the emotional tone, focusing, or diverting attention, visually reshaping or unifying a space. It also teaches inter-activeness of color relationship, color hierarchy and proportions, harmony, contrast; monochromatic, analogous, and complementary schemes. Students understand color effects: visually, psychologically, physiologically, and symbolically; they also develop color vocabulary and they become proficient in color mixing and its use for interior architecture design.

EVD236   Product Design Studio I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **- - -**

This course introduces students to the theory of light (natural and artificial), its physical properties, and its psychological effect on humans. It also teaches them light's process and practice in terms of principles, of space function, of ambient and or accent lighting. It covers lighting terminology, perception, and general design strategies. It presents a thorough examination of the latest advances in lighting technology and practice together with the newest light sources, fixtures, and systems.

EVD237   Materials Properties and Technology

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Technology of materials discusses the types, characteristics and techniques used in furnishing and cladding interiors. It presents the details of design and quality of the material according to the required ambiance and/ or the level of thermal comfort. It focuses on concrete, masonry materials, wood, marble, ceramics, and recycled materials. It teaches students the art of making the appropriate selection of material and method of execution that is applicable to the design considering the functional, aesthetical, and economic factors.

EVD238   Digital Colouring and Rendering

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Introduction to furniture rendering. Importance of furniture rendering. Current furniture rendering methods. 2D furniture rendering. 3D furniture rendering. Manual furniture rendering techniques. Furniture rendering using computer software. Computer software is used in furniture rendering. Effective presentation of furniture. Latest in furniture rendering Techniques. Final Project.

EVD239   Indestrial Graphics I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

This course gives comprehensive information about CAD system and Autodesk Co. It explores program interface, discusses commands and sub commands. It gives a general preview for help system – how to control the drawing interface (Zoom –Pan –Mouse navigation). In this first part, it teaches to draw simple design using (Line –Circle –Arc – Polygon) command. Understand modification tools (Move –Rotate – Copy), then complex designs. It also demonstrates how AutoCAD facilitates geometric pattern designs, the drawings using layer, color, and line types.

EVD311   Interior Design Studio III

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **EVD216**

This course focuses on solving functional and aesthetical issues of several types of commercial and office interior and furniture design. It emphasizes environmental factors, orientation, styles, space planning,

circulation, lighting, fabrics and furnishing for such spaces. It also introduces students to some local and international codes and regulations with impact on the design of simple commercial and office interior spaces. Sketching and drafting techniques are reinforced through furnished plans, sectional elevations, and perspectives. Build a full-scale model. Computer aided drafting skills are incorporated in the design. Documentation of ideas in 2D and 3D by computer.

EVD312   Building Construction and Materials

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

This course equips students to identify the different construction methods, either wooden or iron or with the latest materials and techniques. It also helps to support the student's ability to understand how to apply scenic construction methods for the theatre, especially works that require structural knowledge. Lecture, (studio + workshop) based tutorial, stage construction design projects, field trips to theatre plays under construction, Reading-based analytic reports, and students' presentation.

EVD315   Working Details I

3 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

This course teaches the student the meaning and importance of construction documents that translate preliminary design into a realizable application form. It deals with the process of generating detailed drawings of a designed interior space. It is an introduction to residential interior architecture detailing flooring, ceiling and walls, aperture, and doors.

EVD316   Interior Design Studio IV

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite EVD311

This course focuses on solving functional and aesthetical issues of several types of educational and healthcare facilities. It follows the theme of sustainability in design and emphasizes environmental factors, orientation, styles, space planning, circulation, lighting, covering materials, fabrics and furnishing for such spaces. It also introduces spatial codes for institutional space requirements and the different aspects of security issues. It teaches students to prepare appropriate design concepts according to circumstantial issues.

EVD317   Working Details II

3 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite EVD315

The course is designed to teach-through hands-on instruction-the basics of hand-tool furniture working. process of learning how to sharpen your chisels, plane blades and handsaws; and you will learn how to cut dado joints, mortise-and-tenons and dovetails by hand as you complete several projects. Dadoes, mortise-and-tenons and dovetails are the main joints used to build fine wood furniture.

EVD318   Furniture Design

4 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *210* – ECTS = *8*

Prerequisite - - -

This course focuses on solving functional and aesthetical issues of several types of commercial and office simple interior architecture. It emphasizes environmental factors, orientation, styles, space planning, circulation, lighting, fabrics and furnishing for such spaces. It also

introduces students to some local and international codes and regulations with impact on the design of simple commercial and office interior spaces. Sketching and drafting techniques are reinforced through furnished plans, sectional elevations, and perspectives. Computer aided drafting skills are incorporated in the design.

EVD320   Contemporary Design in Interiors

3 Cr. Hrs. = (*2* LCT + *2*TUT + *0* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

This theoretical course encompasses new trends in interior architecture design to forecast future trends. It focuses on the development of self-reflection, analysis and research on the latest architectural projects, museum shows, artist's exhibition at the local and global levels considering current events. It collaborates with the consumer/public facing' media and activates the creative thinking process of the designer of interior architecture; it allows him/ her to familiarize with markets' dynamics and the different aspects of other forms of related art.

EVD321   Furniture Design Studio III

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **EVD227**

Course overview/ introductions. Present and explore the development of concept. Design Development through drawing and model making. Introduction to materials. Documentation of ideas in 2D and 3D by computer. Build a full-scale model. Workshopping project. Furniture design -Contemporary overview, photographing work, evolution of a project through a complete design process and design development phases and final display. Final Project.

EVD322   Furniture Materials II

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **EVD224**

This course contextualizes the interior as interpreted by philosophers such as Henri Lefebvre (interior space is an economically and cultural product), Gaston Bachelard (phenomenology), Jasmine Rault's definition of "sapphic modernity," Henry Urbach' analysis of the social and physical implication of interior objects and George Wagner's importance of technology. In sum, this course focuses on a practice that is interrogative, discursive, and experimental.

EVD323   Furniture Construction II

4 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **EVD226**

The course: model construction of interiors, develops the student's technical and aesthetic abilities using a wide variety of processes and materials to answer challenging briefs. It is an overview of model types and an introduction to basic construction methods, model materials, tools, and equipment. It is a practical learning process of transforming 2D interior architectural drawings into 3D models.

EVD324   History of Styles I

3 Cr. Hrs. = (*3* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *6*

Prerequisite **- - -**

This course is an in-depth study of period styles of interior architecture pertaining to the most influential phases and countries throughout the centuries such as the ancient Egyptian, the Greek and Roman in the ancient world, the Renaissance in Europe, the mid-nineteenth and the twentieth century until today in Europe, the USA and in Egypt.

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EVD325   Furniture Working Details II

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **EVD223**

The course is designed to teach-through hands-on instruction-the basics of hand-tool furniture working. process of learning how to sharpen your chisels, plane blades and handsaws; and you will learn how to cut dado joints, mortise-and-tenons and dovetails by hand as you complete several projects. Dadoes, mortise-and-tenons and dovetails are the main joints used to build fine wood furniture.

EVD326 Furniture Design Studio IV

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **EVD321**

This course focuses on solving functional and aesthetical issues of several types of educational and healthcare facilities. It follows the theme of sustainability in design and emphasizes environmental factors, orientation, styles, space planning, circulation, lighting, covering materials, fabrics and furnishing for such spaces. It also introduces spatial codes for institutional space requirements and the different aspects of security issues. It teaches students to prepare appropriate design concepts according to circumstantial issues.

EVD327   Contemporary Design in Furniture

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **- - -**

Introduction: Course introduction: scope of work, methodologies, materials, processes, and tools. Fabric selection. Upholstery mechanics. Existing frameworks. Furniture restoration. Creating slipcovers. Large furniture upholstery. Final Project.

EVD328   History of Styles II

3 Cr. Hrs. = (*3* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *6*

Prerequisite **EVD324**

This course is a comprehensive introduction to the History of Art and Architecture, architectural heritage, and visual culture. -It provides students with essential knowledge and skills for documenting and analyzing works of art and architecture. -It holds an ability to describe and critically analyses images, builds a rich visual memory, and develops skills in research and presentation.

EVD329   Furniture Painting Techniques I

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

Learn the basics of painting furniture in various finishing types of paint. How to identify furniture appropriate for painting, what tools and supplies you will need, and methods for applying paint and sealer.

EVD331   Product Design Studio II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **EVD236**

Introduction to elements & principles of design. Element of line & Principle of rhythm. Element of shape, space, and principle of balance. Element of color value, and principle of pattern and proportion. Element of texture & principle of unity & variety. Time, chance, motion. Spatial illusion / depth cues. Final project.

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EVD332   System Design
3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course teaches students to establish a complete tendering package as applied in interior architecture projects. It explores the various components necessary to present and clearly illustrates the various types of tender documents used in the profession. It also instills in them the basic knowledge of professional ethics that they will continue through the remainder of their interior architecture career.

EVD333   Indestrial Graphics II
3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*
Prerequisite **EVD239**

This course is more advanced in CAD system and Autodesk Co. It explores the more complicated and specific programs such as Sketch-UP. Autodesk 3Ds Max. Auto desk Revit to obtain 3D interiors with lines, with color and textures, also using the different light exposures.

EVD334   History of Industrial Design
2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*
Prerequisite **- - -**

This course is a comprehensive introduction to the History of art and architecture, architectural heritage, and visual culture through Roman and Byzantine Empires, early Christian, and Jewish visual culture, as well as Christian art, architecture from Ethiopia and Islamic art. It provides students with essential knowledge and skills for documenting and analyzing works of art and architecture. -It holds an ability to describe and critically analyses images, builds a rich visual memory, and develops skills in research and presentation.

EVD335   3D Modelling Design and Rapid Prototype
3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This is a beginning class that introduces students to the 3D environment and tools. A studio course in the theory and technique of three-dimensional (3D) modelling utilizing appropriate software. Topics include the creation and modification of 3D geometric shapes; and rendering techniques; and use of camera light sources, texture, and surface mapping. Students will use these tools to build complex objects then learn the basics. 3D rendering tools and techniques including surface channels, procedural textures, image mapping, light types and settings, camera settings and use, as well as a variety of rendering options, including raytracing. Students will also learn the importance of file backup and management.

EVD336   Product Design Studio III
3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **EVD331**

Introduction to 3D design. Transferable design processes. 3D design users and clients. Brainstorming and research techniques. Inspiration, Ideation, and concept development. Production techniques and materials. Inspiration, Ideation, and concept development. Sketch modelling and presentation models. Working with human measurements, scale, and ergonomics. Production drawing. Final Project.

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EVD337   Interactive Design

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Fundamental web concepts regarding various web devices. Engage in web production by constructing pages using HTML, CSS, & JavaScript. Synthesize complex interactive based projects that exhibit both complete construction, functionality, and an understanding of user experiences. Examine the potential of the "art & design process" in developing complex digital media experiences. Evaluate the role of the visual communicator and other key roles in the design and development processes as it applies to the role of an interactive designer. Demonstrate a deeper awareness of software/tools and design knowledge/thinking relevant to visual communication practice.

EVD338   Mechanical Engineering Drawing

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **- - -**

In the tutorial these contents will be covered: Introduction to Machine parts and assembly drawing, Types of threaded fasteners and washers, Internal and external Thread Standards, definitions, and drawings, Bearing drawings, types of fittings, Fits and Tolerances, Geometrical Tolerances, Surface Finish. Exercises on assembly drawings such as: crane hook, stuffing box, valves, grinding wheel drive, worm and worm gear, machine vice, hand press, transmission shaft, …, etc. In the Lab. These contents will be covered: Introduction to solid modeling on CAD software such as Solid-works, Inventor, or any other CAD, Sketcher workbench, Solid work-features: applied features, pattern features, fillets, design tables. 3D Modeling techniques;3D Part design, Parametric part design. 3D Assembly. 3D animation. Drafting and 2D drawings: basics, cross sections, dimensions, fits, and tolerance. Sheet metal design; Weldment features.

EVD339   Economics and Design Management

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course is a comprehensive introduction to the technology of interior architecture finishing such as different types of finishes for each material including paints, wallcoverings, the use of fabrics for different shapes of window curtains. The student will learn about safety protocols and the use of tools. He/ she will get acquainted with surface preparation and finishing methods.

EVD411   Interior Design Studio V

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **EVD316**

This course focuses on problem solving functional and aesthetical issues for hospitality and recreational areas. It follows the theme of sustainability and eco-friendly design. It qualifies students to ascertain and apply the socio-cultural and eco-economic sustainable aspects as well as concepts of human factors and dimensions in public buildings interior architecture. Design concept, image, color and finishes, graphics, building codes, and barrier-free design compliance are emphasized. Architecture and (FF & E) * design details are within the projects' requirements. *Furniture, fixtures, and equipment.

EVD413   Graduation Project I

4 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *4* OTH) – SWL = *240* – ECTS = *8*

Prerequisite - - -

This course is the theoretical research study of the graduation project as an essential part of the design process. It reinforces knowledge and skills in providing students with the expertise needed in data gathering, analysis, design programming then reaching a design concept. It qualifies students to identify and apply their knowledge in writing effectively the literature review, the research methodology, and the results of their selected graduation project study.

EVD414   Interior Finishes

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to the technology of interior architecture finishing such as different types of finishes for each material including paints, wallcoverings, the use of fabrics for different shapes of window curtains. The student will learn about safety protocols and the use of tools. He/ she will get acquainted with surface preparation and finishing methods.

EVD415   Environmental Control and Design for Sustainability

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course explores the various components of a building and the sequence of construction in different types of spaces and how various building systems-environmental control systems involving water supply, waste water treatment, plumbing, space-heating, air conditioning, ventilation, electrical, vertical transportation, noise control and acoustic concerns are designed and integrated into the building shell so student can effectively design safe, healthy and suitable environments for human activity. Safety in the workplace. community expectations, safety legislation; procedures for dealing with emergencies; terms hazard, risk, risk assessment and management, and an understanding of the procedures for assessing and managing risk; main types of hazards encountered in studios and workshops - chemical, physical, and biological; Importance of controlling risk.

EVD416   Forecasting and Futuristic Design

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *2* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

This course encompasses new trends in interior architecture design such as interactive interiors, virtual environments, cognitive dimensions, and nanotechnology. It focuses on the development and advancement of working methodologies using research, programming prior to design concepts and activates the creative thinking process of the designer of interior architecture. Results from research are implemented in the design of interior architecture of any type of building. Design concept, image, color and finishes, graphics, building codes, and barrier-free design compliance are emphasized. Architecture and (FF & E) * design details are within the projects' requirements. *Furniture, fixtures, and equipment.

EVD417   Graduation Project II

4 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *4* OTH) – SWL = *240* – ECTS = *8*

Prerequisite EVD413

This course represents the final stage of undergraduate interior architecture design. It exploits students' expertise and previous

experience throughout their course of study to accomplish their final interior architecture design project –The Graduation Project.

EVD418   Work Design Managment

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course is a comprehensive introduction to Design Management. Management principles. New and emerging design management practices. New applied technologies. Project data management. Organizational management. Design appraisal applications.

EVD419   Building Systems and Codes

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course is a comprehensive introduction to the technology of interior architecture finishing such as different types of finishes for each material including paints, wallcoverings, the use of fabrics for different shapes of window curtains. The student will learn about safety protocols and the use of tools. He/she will get acquainted with surface preparation and finishing methods.

EVD421   Furniture Design Studio V

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **EVD326**

This course is a study of interior architecture theories that started from the second half of the nineteenth century until the second decade of the third Millennium. Movements in all forms of art were rich and with a fast-changing pace covering arts and crafts, art nouveau, modern, art-Deco, industrial design, late modern, postmodern, deconstruction, parametric, Futuristic and Cybersecure. The evolution of interior design is presented in the context of socio-political and technological developments thus forming theories to be understood and used in design.

EVD422   Graduation Project I

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite **- - -**

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition, and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation, and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment. Senior standing, BS fashion and textile design, textile design majors only.

EVD423   Furniture Painting Techniques II

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **EVD329**

Learn specific creative techniques including crackling, dry brushing, distressing, two color, waxing, finishing and paint protecting techniques. Also, the techniques molding, glazing, raised stenciling, decoupage,

blending, and metallic/leaf foiling.

EVD424   Forecasting Furniture Design

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *2* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

Course introduction: scope of work, methodologies, materials, processes, and tools. Analysis of advanced reference projects. Analyze reference piece, de-construct 3D, re-create 2D drawings. Re-construct as a model. Design brainstorming & sketching. Advanced Individual concept design: Identify design drivers/constraints de-fined by use, material, fabrication techniques. Advanced aspects of fabrication & technologies. Develop design (3D-models, 2D-drawings, cardboard sketch models). Working drawings, full-scale: Production sequence within group. Prototypes production and documentation. Finalize project drawings and documentation. Final project.

EVD425   Graduation Project II

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite **EVD422**

Design and execution of creative projects integrating learning within curriculum, solution of design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition, and participation in industry focused design competitions. Professional design practices and methods including advanced portfolio development concepts and presentation, development of collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation, and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials/equipment.

EVD426   Product Branding

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

The course begins with a conceptualization of brand image on a psychological basis, and then elaborates the strategy, tactics and governance that can create and sustain powerful and meaningful brand images. It also provides a detailed examination of the advertising industry strategic communications planners. And focuses on the planning process for an effective advertising communications campaign and access to the latest trends and tools that are used in the advertising industry. The course allows a student to expand his ability to approach advertising from a strategic brand management perspective. It includes the whole advertising process and the emerging trends in a strategic context.

EVD428   Projects Design Management

3 Cr. Hrs. = (*2* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

The design management course aims to integrate innovation processes, multidisciplinary decision-making, a human- cantered mind set and business strategies, to create effective products and services to build successful and meaningful brands. This course allows students to blend way of thinking and methodologies with business management strategies and market value creation. It also covers the visual communication design management process, strategy, Setting Objectives, formulating budgets, and vehicles strategy implementation Assessing Visual Communication Design Effectiveness.

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EVD431   Product Design Studio IV

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **EVD336**

This course represents the final stage of undergraduate Ceramic. It exploits students' expertise and previous experience throughout their course of study to solve any problem in glass design.

EVD432   Graduation Project 1

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite **- - -**

This course is the theoretical research study of the graduation project as an essential part of the design process. It reinforces knowledge and skills in providing students with the expertise needed in data gathering, analysis, design programming then reaching a design concept. It qualifies students to identify and apply their knowledge in writing effectively the literature review, the research methodology, and the results of their selected graduation project study.

EVD433   Industrial Design Research

3 Cr. Hrs. = (*2* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Design inquiry I ask students to think critically about and experiment with expanding their toolkit of process and methods in solving large scale problems with innovative solutions. Through discussion sections, students will also be introduced to methods of critical reading and writing as a reflective practice. Topics students will consider and implement include lateral thinking, metaphorical thinking, abductive reasoning, networked thinking, discourse as thought, systems thinking and more. Students in Design must receive a C- to pass the course.

EVD434   Idestrial Graphics III (Cad - Cam)

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **EVD333**

This course gives comprehensive information about CAD system and Autodesk Co. It explores program interface, discusses commands and sub commands. It gives a general preview for help system – how to control the drawing interface (Zoom –Pan –Mouse navigation). In this first part, it teaches to draw simple design using (Line –Circle –Arc –Polygon) command. Understand modification tools (Move –Rotate –Copy), then complex designs. It also demonstrates how AutoCAD facilitates geometric pattern designs, the drawings using layer, color, and line types.

EVD435   Engineering Analysis for Product Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Introduction to production strategies. Analyzing manufacturing resources. Emerging manufacturing technologies. Production processes and methods. Marketing and retail facilities Analyzes. Marketing strategies. Implementation of resources into work as a designer/artist. Individual projects (finished production ready object in multiples along with supporting marketing materials). Final Project.

EVD436   Graduation Project II

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite **EVD432**

This course represents the final stage of undergraduate scenography. It exploits students' expertise and previous experience throughout their course of study to accomplish their final scenography project – The Graduation Project.

EVD439   Practical Internship I

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite - - -

This cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or private facilities to equip them with practical experience in the areas of specialization. The training Falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the project, which will be evaluated in accordance with the criteria agreed between the university and the relevant training authorities.

EVD440   Practical Internship II

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite - - -

This Cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or private facilities to equip them with practical experience in the areas of specialization. The training Falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the project, which will be evaluated in accordance with the criteria agreed between the university and the relevant training authorities.

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Department of Visual Digital Design

VDD011   Elements of Cultural Marketing

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to Elements of Cultural Marketing. Environmental analysis. Industry and competitor analysis. Objective setting. Marketing strategies. Market mix components. Implementation and control mechanisms. Practical implementation of the concepts covered and the development of problem-solving skills by means of face-to-face seminars and tutorials, online learning, and a marketing practice simulation.

VDD012   Design Management

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to Design Management. Management principles. New and emerging design management practices. New applied technologies. Project data management. Organizational management. Design appraisal applications.

VDD013   Psychology of Art

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to the psychology of Art: Seeing, observation, perception, sensation. Expression and scene – psychological background of visual expression and revealing.

Convention and Creativity. Empathy and Distance. Psychoanalysis, Analytical Psychology and Art. Visual Perception and Illusion I.

VDD014   Digital Illustration

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

This course provides the students with fundamentals of digital illustration to create innovative images and essential skills and practice needed to be able to draw professionally with any digital devices. It is a practical introduction to image-making that includes knowledge and understanding of contemporary illustration, graphic design or visual communication practices and examine how digital illustration communicates through metaphor, symbolism, and narrative.

VDD015   Design Culture

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

This course provides the students with the critical thinking skill needed to analyze and evaluate design from a cultural perspective to their view and move their research from the realm of the traditional user-product environment into the cultural context. This expert explores design theory in connection with contemporary issues such as identity, sustainability, globalization, and multiculturalism. It also includes determining the impact of contemporary visuals on popular culture. Through analytical criticism students will be able to identify cultural problems and contribute through innovative design problem solving.

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VDD016   New Media Applications

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite **- - -**

This course fosters learning to manage change in media, creating effective expressions (communications, creative works, applications) in digital environments, and exploring the interrelationship of new media with other fields of study to understand the relationships between technology and culture. This course also will teach students about one of the most important aspects of VR, AR, and MR, how to interact with their world as they are completely different from an onscreen app or game. Augmented reality (AR) and virtual reality (VR) are quickly becoming huge areas of technology, so this course aims to provide the students with skills to remain relevant in the next decade and beyond.

VDD111   Free Drawing I

4 Cr. Hrs. = (*1* LCT + *5* TUT + *0* LAB + *٢* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **- - -**

This course reveals artistic, intellectual, and organizational skills and provides a practical and contextual introduction to illustration through a range of approaches to still life, free and creative drawing. It will also introduce the essential knowledge, skills and practice required as a starting point for designers. The course includes a practical exploration of drawing encourages visual experimentation through pencil, color, tone, line, and shape as well as mixed media.

VDD112   Basic Design I

4 Cr. Hrs. = (*1* LCT + *5* TUT + *0* LAB + *2* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **- - -**

This course focuses on providing students with a design language through the essential concepts and principles underlying all good design. The course is an essential introduction to design and aims to help student to develop creative methods of thinking and a critical approach to their own work. Design principles course is to make students perceptually aware and better able to see visual qualities as well as content and to gain a complete understanding of design principles as a visual language.

VDD113   Free Drawing II

4 Cr. Hrs. = (*1* LCT + *5* TUT + *0* LAB + *2* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **VDD111**

This course provides the students with fundamentals of digital illustration to create innovative images and essential skills and practice needed to be able to draw professionally with any digital devices. It is a practical introduction to image-making that includes knowledge and understanding of contemporary illustration, graphic design or visual communication practices and examine how digital illustration communicates through metaphor, symbolism, and narrative.

VDD114   Basic Design II

4 Cr. Hrs. = (*1* LCT + *5* TUT + *0* LAB + *2* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **VDD112**

This course provides the students with the critical thinking skill needed to analyze and evaluate design from a cultural perspective to their view and move their research from the realm of the traditional user-product environment into the cultural context. This expert explores design theory in connection with contemporary issues such as identity, sustainability, globalization, and multiculturalism. It also includes determining the impact of contemporary visuals on popular culture. Through analytical criticism students will be able to identify cultural problems and contribute

through innovative design problem solving.

VDD115   History of Art of Civilizations I

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite - - -

This course is a comprehensive introduction to the history of art and architecture, architectural heritage, and visual culture. -It provides students with essential knowledge and skills for documenting and analyzing works of art and architecture. - It holds an ability to describe and critically analyze images, builds a rich visual memory, and develops skills in research and presentation

VDD116   Principles of Design

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to the world of design. It helps the student to innovate two dimensional designs through inspiration and ideation from the natural elements in the surrounding environment and from local and global heritage; considering the theories related to design basics. It focuses on the art elements and principles: the elements (line, shape, form, space, color, texture, and value); the principles (balance, emphasis, harmony, movement, pattern, proportion, repetition, rhythm, unity, and variety). It familiarizes students with cultural influences and various kinds of design (logo, pamphlet, poster & others).

VDD117   Principles of Painting

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

-This course is a comprehensive introduction to the principals of

Traditional Oil Painting, it focuses on the elements, principles and how they interact in achieving the artistic purpose: the elements (line, shape, form, space, color, texture and value); the principles (balance, emphasis, harmony, movement, pattern, proportion and Scale, repetition, rhythm, movement, harmony, unity, variety, balance, contrast, emphasis, dominance, focal point and proportion. -Learn how to treat the figure, basic geometric shapes, perspective, action, and rhythm in the design, articulating both form and volume. -Learn how to use tools and materials, how to think in the perfect way that led to apply the media of oil Painting. -Elements of painting. -Color and tone. -painting media as: oil/ pastel/ acrylic/ watercolor/ ink. -Painting styles: modernism/ impressionism/ abstract styles. - Still life. - Portrait painting.

VDD119   Principles of Sculpture

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to the principals of Sculpture. It focuses on the Sculpture's elements and principles and how they interact in achieving the artistic purpose: the elements (line, shape, form, space, color, texture, and value); the principles (balance, emphasis, harmony, movement, pattern, proportion and scale, repetition, rhythm, unity, variety, contrast, dominance, and focal point. -Understand the basic principles of suggesting form in 2 Dimensions and 3 Dimensions. -Introduce the students to the quick studies and sketches, and their important role in developing artistic skills in sculpture. -Learn how to treat the figure, basic geometric shapes and perspective and action in the human figure, articulating both form and volume. -Importance of anatomy, perspective and the relation between mass and void for Sculpture. -Learn how to use tools and materials and how to think in the perfect way that led to applying the media of

Sculpture.

VDD120   Principles of Graphic

3 Cr. Hrs. = (*1* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

This course is a comprehensive introduction to the principals of Traditional Graphic & Engraving and printing, it focuses on the elements and principles and how they interact in achieving the artistic purpose: the elements (line, shape, form, space, color, texture and value); the principles (balance, emphasis, harmony, movement, pattern, proportion and scale, repetition, rhythm, movement, harmony, unity, variety, balance, contrast, emphasis, dominance, focal point and proportion. -Understand the basic principles of engraving genres, traditional (As etching/dry-point/Mezzotint) and modern (Laser engraving/ photogravure). -Learn how to treat the figure, basic geometric shapes and perspective and action and rhythm in the design, articulating both form and volume. -Learn how to use tools and materials, how to think in the perfect way that led to applying the media of Graphic, Engraving and Printing.

VDD121   History of Art of Civilizations II

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite **VDD115**

This course is a comprehensive introduction to the History of art and architecture, architectural heritage, and visual culture through Roman and Byzantine Empires, Early Christian, and Jewish visual culture, as well as Christian art, architecture from Ethiopia and Islamic art. -An introduction to the arts of the Christian Middle Ages in the Greek East and Latin West ca. 200-1400 C.E. - Archaic Greek art. -Classical Greek Art. -Hellenistic Greek Art. -Greek Architecture. - Etruscan Art. - Roman Architecture. -Roman Art. -Early Christian art and architecture. -Byzantine Architecture. -Byzantine art. -Islamic arts. -Islamic Architecture. It provides students with essential knowledge and skills for documenting and analyzing works of art and architecture. -It holds an ability to describe and critically analyze images, builds a rich visual memory, and develops skills in research and presentation.

VDD122   Technology of Art

2 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course contains: Introducing the Course. Introduction to digital multimedia and digital media tools. Basic knowledge of digital image. Basic of image processing. Working with bitmap/raster-based imaging tools. Basic of image filtering and its tools. Vector-based image. Creating vector-based image. Technologies to make animations on the web. Basic knowledge to create flash animation. Flash animation. Creating and editing symbols. Flash animation. Working with color and images. Twining. Scripting and Interactivity. Scripting in a flash.

VDD123   Introduction to Bio Art

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *150* – ECTS = *6*

Prerequisite **- - -**

The concept of bio-art. Defining bio-art the rise of public engagement What practitioners and theoreticians see as the main goal of bio-art corporate agenda's worldly difference. The bio-art competitions. Competitions as an instrument of cultural exchange The Bio art & Design Award Dutch relationship with science the role of the competition Winning artworks, The welcome Trust arts award UK's relationship with science, The Sci-art award, public engagement winning Artworks. The VIDA Artificial Life International Awards, Latin America's relationship

with science, winning artworks, The FASEB Bio-Art competition, American attitude towards science, Winning artwork.

VDD128   History of Art and Design

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *2* OTH) – SWL = *105* – ECTS = *4*

Prerequisite - - -

Through this interactive course the student will explore and examine practices that have shaped the cultures of contemporary art and design. It will also introduce key art historical concepts and methods of analysis and interpretation. The objective is to provide you with a deeper understanding of theories and approaches in the study of art history, and a broad-based knowledge of both pre-modern and modern art, architecture, and visual art.

VDD134   Practical Internship I

2 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *3*

Prerequisite - - -

The internship will be evaluated by the company and the department. The evaluation of the internship focuses on the students' ability to: •act in a professional manner with reference to the skills and training framework; •Mobilize common, specific, and cross-cutting courses in conducting their project; •integrating into a team; •analyze, evaluate, and adapt their professional action; •report on their professional experience.

VDD211   Typography

2 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

This course provides essential Knowledge, skills and practice needed to understand, apply, and create functional, workable, and aesthetical typography as an essential element in visual communications. The course also acquires the skills of combing letterforms and layout design in all forms of information design in digital or/and printed materials, such as posters, magazines, books, and websites.

VDD212   Visual Communication

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course introduces students to communicate from a creative and innovative perspective through visual imagery. It also provides the students with the concepts, theories, aesthetics, and skills of visual communication design. The visual communication course depends on the ability to ideas visualization and visual persuasion.

VDD213   Advertising Design Studio I

5 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *6* OTH) – SWL = *255* – ECTS = *8*

Prerequisite - - -

This course concerns building brand identity and design assets as tangible elements that will determine how a brand is perceived. These elements such as logo, Slogan, patterns, color schemes and typography. In addition to communicative tools that convey values, meanings, and messages like visuals, packaging, design, business cards and paper systems.

VDD214   Photography

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course is comprehensive. Basic rules in photography (image configuration). Types and uses of the image. -The concept of traditional photography, digital photography, and fundamental

differences between the two sides. -Technical terms of photography (digital). -The principles of digital photography, and its main features. -Fields of photography: silent nature pictures, people's pictures, landscapes, etc. -The importance of digital perception, its uses in design and advertising, publications, and some technical and educational fields. -Concept of composition. -Elements of configuration in the photograph (digital). -Foundations of the formation of the composition in the photograph (digital). -Cameras, types, basic and additional parts in cameras, their functions, and the bases to be considered in selecting the appropriate machine. -Operation of the camera, hard photography, and mobile photography. -Use of optical filters, lenses, and flashlight units. -Edit, manipulate CNC images (use raw camera file formats, advance masking techniques, color techniques, refinement techniques, annotation. etc.). -Photo printing. -Practical applications based on digital photography in the vdd329
 of innovative artistic images in which the general bases of image formation, in addition to the use of some software programs in the editing, processing, and printing of images.

VDD216   Web Design
3 Cr. Hrs. = (*1* LCT + *2* TUT + *4* LAB + *0* OTH) – SWL = *195* – ECTS = *6* Prerequisite - - -
In this course students learn the difference between digital interactive storytelling and earlier forms of storytelling. They will learn how to develop a branching narrative, design their story characters and plot, storyboard their scenes, write their script, and finally create an exciting interactive multiple-ending scene-based adventure game.

VDD217   Engraving & Printing
4 Cr. Hrs. = (*1* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *225* – ECTS = *8*
Prerequisite - - -
Students will develop knowledge of printmaking terms and concepts, aspects of relevant printmaking history and theory, analysis of set project material, visual research skills to allow for development of project work and understand safe work practices appropriate for a collaborative studio environment. Course content will include instruction in relief printmaking including Lino, woodblock, and various alternative printmaking techniques. Black and white printing, the edition and the unique print, and investigation of printing surfaces will also be covered. Students will learn how to analyze the shadow and light from the visual forms in front of him, such as still life, statues and living models, and translate them into black and white spaces or lines in white gouache on black paper, in proportion to the nature of Longitudinal wood -and its fibers direction- and linoleum. Then comes the implementation stage where the student learns how to prepare the engraving surface and the engraving process using woodcut engraving tools. And finally, the printing process on paper, which brings out set of editions of identical prints matched with the design prepared in advance.

VDD219   Graphic Design I
3 Cr. Hrs. = (*1* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *180* – ECTS = *6*
Prerequisite - - -
Understand deepen sides of graphic design through in-depth study of the previous software programs with the combination of manual and digital artwork based on the technical skills and the techniques available in the computer software's. Manual artworks. What is graphic design and how do you do it? Typography & typesetting. Creative Typography:

the visual word. Visual dynamics-composition, color, layout. Introduction to illustrator or photoshop.

VDD220   Drawing I

3 Cr. Hrs. = (*1* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to the principles of drawing still life and life models with pencils and ink. It focuses on the characteristics of each of them and their richness and productivity as medias for drawing. They continue to focus on relating the elements as masses within a surrounding environment and to distinguish between different textures, color, light, shades, and shadow and, learn to render the whole in pencil and ink.

VDD221   Game Design Studio I

4 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *6* OTH) – SWL = *255* – ECTS = *8*

Prerequisite

This course is about characterization. Character development is the process of creating a character by giving them appearance, personality, mannerism, and depth. The course aims to help student to create strong characters for gaming that are enjoyable, interesting, different, and memorable enough. The course also includes the naming process as it is a massively important step and how name and another specific features in a character design can support gameplay.

VDD222   Interactive Media Arts

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

This interdisciplinary course covers the fundamental practices, concepts and applied skills related to the field of interactive media arts, in its present state and provides a deeper understanding of the diversity of current interactive media forms and practices including interface design, applied multimedia and usability refinement. It will enable students to identify appropriate interactive content and the effect of interactive technologies on users' visceral, cognitive, attitudinal, and behavioral levels.

VDD224   Media Production

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite- - -

This course begins with an overview of the Media Production Process, starting from the idea to the final production. The second part of the course will provide essential techniques for video and audio capturing as an important step in the process.

VDD225   Game Design Studio II

4 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite VDD221

This course covers the design process of 2D Games animation course and how to create high quality stylized animations for games that will stand up as professional work. It will equip students with the knowledge to create designs and animations for desktop and mobile 2d games, through developing idea, concept and strategy then critical thinking and analysis. The students will also create interactive animations to be used later as a foundation for
2D Games.

VDD226   Graphic Design II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite VDD219

Overall understanding of what it means to be a graphic designer. Learning the steps, disciplines, and tools necessary to successfully execute clear and compelling marketing communications across a

broad range of design assignments. A clear overall understanding and application of the 5 Cs of graphic design content, concept, components, composition and creative consciousness. Instruction on the proper use and application of the software in the Adobe creative suite; when and how to use each application most effectively to contribute to the overall successful completion of the finished print publication product. Application of basic design principals and software skills acquired; in the creation of specific projects that would, in the professional world, be required of a graphic designer. Projects will be developed and completed in realistic time frames and with the expectation of professional quality working procedures and delivered outcomes. Strong emphasis given to the continuing development of communication skills; preparation, research, ideation, and execution to quickly and effectively arrive at professional level visual solutions that clearly and creatively speak to the assigned communication objectives.

VDD227 Drawing II
3 Cr. Hrs. = (*1* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *165* – ECTS = *6*
Prerequisite **VDD220**

This course is a comprehensive introduction to the principles of drawing still life, life models and portraits with pencil and aquarelle. It develops the experience in how to treat the human figure, its action and refine techniques in compositional structures. Students continue to focus on relating the elements as masses within a surrounding environment and to distinguish between different textures, color, light, shades, and shadow and, learn to render the whole in pencil and watercolor (aquarelle). They observe rules of perspective in both linear and color conditions. Emphasis will be on "seeing," drawing analytically, process, experimentation, and intent. Working in series, finding various solutions to the same problem will explore resolutions of formal and expressive concerns.

VDD228 Perspective
2 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*
Prerequisite - - -

This course introduces manual one-point, two-points, and three-points interior perspective drawings (to scale and in sketch free hand form). It clarifies the difference between linear and atmospheric perspective; linear perspective uses lines and vanishing points to determine how much an objects apparent size changes with distance, whilst atmospheric perspective deals with how the appearance of an object is affected by the space or atmosphere between it and the viewer. The course also teaches shades and shadows projected in interior perspectives.

VDD229 Engraving & Printing II
3 Cr. Hrs. = (*1* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *165* – ECTS = *6*
Prerequisite **VDD217**

Students will emphasis the knowledge of printmaking terms and concepts, aspects of relevant printmaking history and theory, analysis of set project material, visual research skills to allow for development of project work and understand safe work practices appropriate for a collaborative studio environment. -Course content will include instruction in relief printmaking including Lino, woodblock, and various alternative printmaking techniques. Reduction block color printing, the auditioned and the unique print, and investigation of printing surfaces will also be covered. -The student will learn how to draw his design with gouache colors on white paper, to have three, four or five colors as required to be distributed in proportion to the nature of engraving on wood or linoleum plates. Afterwards the stage of transferring design on the plate and then the first process of engraving the color and print and then engraving the second color and printing it too and so on till finally get a printed copy corresponding to the original design.

VDD231 Digital Painting

3 Cr. Hrs. = (**1** LCT + **0** TUT + **4** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

Introduction to: Digital arts and their relation to classical painting, drawing and graphic arts. Computer digital arts. Drawing a still life and free hand drawing. Drawing using a graphic tablet. Composition using digital drawings of live elements and still life. Introduction to Photoshop & movie composition study. Material painting. Learning from pioneers. value structure & painting. Painting with Color. Finalizing a painting. Principals of lighting, color, & mood.

VDD232 Drawing III

3 Cr. Hrs. = (**1** LCT + **0** TUT + **4** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **VDD227**

Perspective: Linear perspective (one, two & three point), Aerial perspective, shifting perspective, & overlap. Tonal Vvalues: Highlight, mid-tone, junction of dark/Light, reflection, cast shadow & hard/soft edges. Composition: Space: Flat (no depth, primitive art), Illusionistic (linear perspective) & limited depth (Cézanne). Elements of design: Square, stage, Diamond, Circular, Linear Pattern & Lines. Proportion: golden section (1: 618 or 5: & Proportion (16:9 HD widescreen monitor, 1920:1080, 1: Movement, direction & rhythm: Horizontal, vertical, diagonal, triangular & "S" curve & Rhythmic Movement. Balance: symmetry & asymmetry. Shape: Positive/negative shapes, figure/ground relationships, Interior/exterior spaces & cropping. Dark & light contrast: Side lighting, flat lighting (front) & Rim lighting (back). Anatomy: In-depth study of human skeleton, bones and muscle's structure and form. Image Interpretation: Pictography, realism, stylized, cubism & abstraction. Drawing History: Major styles & masters in Renaissance, realism, impressionism, postimpressionism, Expressionism, modernism, abstract expressionism & postmodernism.

VDD233 Digital Sculpture

3 Cr. Hrs. = (**1** LCT + **0** TUT + **4** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

Study the technical basics of digital sculpting. This course focuses on sculpting with Pixologic's ZBrush, along with its role in digital sculpting, 3D art, 3D printing, and illustration. Students will learn the interface, tools, and workflows to proficiently create digital models and sculptures using ZBrush and Maya to show students how to apply artistic processes to create high quality 3D sculptures.

VDD234 Landscapes I

3 Cr. Hrs. = (**1** LCT + **2** TUT + **2** LAB + **1** OTH) – SWL = **180** – ECTS = **6**

Prerequisite **- - -**

The primary focus of this course is based on the fundamentals of drawing. Students draw directly from observation of the natural world while developing an ability to compose well- constructed pictorial space. The process is intended to engage students in perceptual discovery, pictorial invention, and understanding of visual play. This course is structured to introduce the student to: Drawing as a foundation study in art and visual communication. Experimentation with a variety of drawing media including the basic ones of pencil, charcoal, and ink. Drawing rocks, buildings, trees, and more. Constant observation and sketching to develop drawing proficiency.

VDD241 Projects in Bio Art

3 Cr. Hrs. = (**0** LCT + **0** TUT + **3** LAB + **3** OTH) – SWL = **180** – ECTS = **6**

Prerequisite **- - -**

learn about the various species of owls, dissect owl pellets. Introduction

to ebriid. Using red and blue LED lights to simulate sunlight. How do plants respond to changes in gravity?" "How do seeds change in space?" "How do seeds/plants compete and interact within microgravity?" "How does this compare to conditions on Earth?".

VDD311   Digital Media Literacy

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **- - -**

Digital media literacy course provides students with the knowledge, skills, and practice to become professional communicators in the creative industries. This course focuses on the powerful combination of words, images, and sounds to develop student's ability to analyses, evaluate, and create different forms of communicative contents in a digital environment.

VDD312   Advertising Design Studio II

5 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *6* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **VDD213**

Although some advertising media can be placed today, the main concept of advertising communications is still the same. It is a way of conveying a message that is comprehensive, effective, and persuasive targeting specific audiences to achieve brand's marketing objectives. This course provides the student with the basics and principles that enable him to translate the abstract brand values, promises and messages in a visual form. Through digital and or printed media, posters, billboards, brochures, banners, catalogues, leaflets, Magazine and newspaper ads, the student will learn how to visualize ideas using graphic elements, art directing and execution.

VDD313   History of Advertising

3 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *2* OTH) – SWL = *120* – ECTS = *6*

Prerequisite **- - -**

This course provides the student with the key lines in the History of advertising and the main factors that affected it since the Industrial Revolution. It also relates advertising with the cultural, social, and technological changes in the recent past and nowadays. The course covers theoretical frameworks and applies them to specific advertisements.

VDD314   Information Design and Info Graphics

2 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course covers the design of all forms of visualizing data and designing information. It provides the students with the theories and principle needed to communicate complex information to a wide range of people with different cultural backgrounds. The course aims to provide students also with basic skills to simplify, organize, and visualize information to be presented through graphic elements, sound, and motion in media.

VDD315   Advertising Design Studio III

5 Cr. Hrs. = (*1* LCT + *0* TUT + *6* LAB + *2* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **VDD312**

This course allows the students to be problem solver in the field of advertising industry using 3D design elements such as ambient media or guerrilla advertising. It provides the students with the techniques and methods to think in an innovative way to create advertisements, benefits from, environment, location, and timing. The course focuses on how to

attract consumer attention and invite him to participate and interact with the brand in the real world.

VDD316   Branding Design and Corporate Identity

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course covers the main concepts of brand building, brand strategy and brand identity. It provides the students with the knowledge needed to understand brand management process and the creative skills required to design corporate identity, marketing materials, and advertising programs. In addition to the importance of digital branding in nowadays marketing concept. It combines design and marketing principles to provide students with insights and practical experience in the branding process.

VDD317   Consumer Psychology

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course introduces the psychological process behind human decisions and the influence of thoughts, beliefs, feelings and perceptions on consumer behavior and the effect of cultural changes on shaping consumer psychology. This course also concerns the processes of selecting, purchasing, using, or engaging of products, services, ideas or brands and the methods to satisfy consumer's needs.

VDD318   Interactive Advertising

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *240* – ECTS = *6*

Prerequisite ………..

Interactive advertising course refers to online advertising that includes an element of consumer feedback. It goes beyond simple banners using social media but includes any other approaches to engage the target audience. The course provides students with the skills required to develop two-way communication between brand and customer. The course includes different forms of interactive advertising (augmented reality, mobile applications, and interactive videos) that can build a relationship between business and its audience.

VDD320   Calligraphy

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *150* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to the art of calligraphy. Introduction and history. - Definition of calligraphy. - Calligraphy across the world and Arab world. - Classical calligraphy vs modern types and uses.

VDD321   Game Design Prototyping

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite …………

This course covers the important early stages of digital game development process from sketching to a fully coded demo. focusing primarily on prototyping to allow student to realize the vision and create a physical way to text out the idea. It includes playable sketches and rapid prototyping, concept refinement, creative direction, and concept communication. This course aims to provide the student as a game designer to check how emergent gameplay and artistic design choices affect the design.

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VDD322   Introduction to Games Design Development

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

It is an introductory course that aims to provide students with an understanding of the basics of game development that includes both design (graphics, animation, and sound) and programming. starts with the standard game development tools to create basic games. It also includes formal definitions, terms, visual programming language and the key components of gaming.

VDD323   Visual Storytelling

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Visual storytelling course focuses on the new media and the cultural narratives that shape it, stories appropriate for modern society and how people communicate their story using visuals and digital media such as video, graphics, and photography. It also the art of telling your brand's story using visual media as it can humanize the business, giving the target market a way to relate to the business and their story.

VDD324   History of Gaming Design

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

This course covers the history of gaming in the 21st century and the relationship between culture and the evolution of gaming concepts, design, and strategy. In addition to the effect of technology in developing and games production. The course will focus especially on the digital age gaming and how the availability of internet, mobiles, communication devices, interactivity, high-definition image, and screens allowed the gaming industry to rapidly grow and improve.

VDD325   3D Modelling

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This is a beginning class that introduces students to the 3D environment and tools. A studio course in the theory and technique of three-dimensional (3D) modelling utilizing appropriate software. Topics include the creation and modification of 3D geometric shapes; and rendering techniques; and use of camera light sources, texture, and surface mapping. Students will use these tools to build complex objects then learn the basics. 3D rendering tools and techniques including surface channels, procedural textures, image mapping, light types and settings, camera settings and use, as well as a variety of rendering options, including raytracing. Students will also learn the importance of file backup and management.

VDD326   Game Design Studio III

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *225* – ECTS = *8*

Prerequisite VDD225

This course is an introduction to game architecture and essential universal programming concepts. It covers the entire 3D game development process (design and programming) starting with idea and strategy, design characters, levels in 3D environments, game progression and implementation. It also includes and adds visual effects such as rendering, lighting, rigging, and compositing techniques.

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VDD327   Game Analysis

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course allows us to understand games better, providing insight into the player-game relationship, the construction of the game and its sociocultural relevance. provides instruction on the basic building blocks of game analysis--examination of context, content and reception, and formal qualities-as well as the vocabulary necessary for talking about 2D and 3Dgames' distinguishing characteristics. provides a variety of exercises and sample analyses, as well as a comprehensive ludography and glossary. providing a true interdisciplinary perspective that draws upon applications from many different areas of study such as management, strategic planning, competitive intelligence, military operations, economics, political science, and finance.

VDD328   UX Design

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course introduces UX research and UX design to create games through understanding of user needs, as a reference point to improve game's design and development that could fiercely competitive, to engage directly with the players and shape their experience. Through a deep understanding of people's lives and their cultural background.

VDD329   Audio-Video Production

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **.............**

In this course, students develop professional skills in video production and editing. Through hands-on experience, students learn advanced editing techniques with an emphasis on post-production techniques that improve the sound and image quality of the videos. For their final project, they will shoot and edit their own videos and add special effects.

VDD330   Interactive Storytelling

3 Cr. Hrs. = (*3* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **VDD323**

In this course students learn the difference between digital interactive storytelling and earlier forms of storytelling. They will learn how to develop a branching narrative, design their story characters and plot, storyboard their scenes, write their script, and finally create an exciting interactive multiple-ending scene-based adventure game.

VDD331   Computer Design Application I

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course is a comprehensive introduction to Mixing Digital arts to free-drawing and graphic arts through: Computer digital arts. Freehand drawing. Drawing using a graphic tablet. Digital tools, light, and filters. Digital adjustments and manipulation. Drawing with digital software (Photoshop/ illustrator). Reproduction of artworks by Digital tools. Mixed media.

VDD332   Specific Graphic Design I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **VDD226**

Beginning with a graphic ideas brief, the projects continue with an introduction to typography and layout. Projects to design a logo, a poster, and a magazine spread. The final projects are to make a small book and build a portfolio using a template website.

VDD333   History of Branding

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

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Prerequisite - - -

This course provides the student with the key lines in the History of branding and advertising in addition to underlining the main factors that affected them since the Industrial Revolution. It also relates the brands and advertising with the cultural, social, and technological changes in the recent past and nowadays. The course covers theoretical frameworks and applies them to specific brands and advertisements.

VDD334   Computer Design Application II

2 Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 2 OTH) – SWL = 105 – ECTS = 4
Prerequisite VDD331

This course is a comprehensive introduction to Mixing Digital arts to graphic prints through: Computer digital arts. Scanning of Graphic prints. Digital tools, light, and filters. Digital adjustments and manipulation. Drawing with digital software (Photoshop/ illustrator). Reproduction of artworks by Digital tools. Mixed media. Painting with Color. Finalizing a Painting. Principals of Lighting, Color, & Mood. Students will be encouraged to think conceptually and apply these tools to a variety of media.

VDD335   Specific Graphic Design II

3 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 165 – ECTS = 6
Prerequisite VDD332

The necessary technological and project management tools are explored, to communicate simple and effective visual messages through the development of our own creativity and interdisciplinary methodological processes. Typography rules, conventions, and esoteric terminology.

VDD336   Advertising I

2 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 1 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

How to communicate with potential clients and customers. Explore techniques for reaching a target audience. Examines restrictions in advertising as well as how advertising affects buyers.

VDD337   Branding Design Strategies

3 Cr. Hrs. = (1 LCT + 0 TUT + 4 LAB + 0 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

The course begins with a conceptualization of brand image on a psychological basis, and then elaborates the strategy, tactics and governance that can create and sustain powerful and meaningful brand images. It also provides a detailed examination of the advertising industry strategic communications planners. And focuses on the planning process for an effective Advertising communications campaign and access to the latest trends and tools that are used in the advertising industry. The course allows a student to expand his ability to approach Advertising from a strategic brand management perspective. It includes the whole advertising process and the emerging trends in a strategic context.

VDD338   Engraving and Printing III

3 Cr. Hrs. = (1 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = 165 – ECTS = 6
Prerequisite VDD229

This course offers a comprehensive introduction to the intaglio print media - traditional and contemporary -including etching, aquatint, photo-processes, monotype, and alternative techniques. Printmaking encompasses drawing, design, mark making, multiples, sequences, and overlays, using various material substrates such as metals and plastics. Group and individual critiques. Projects may span media to build a group of related prints. Presentations on historical and contemporary print and its culture, visiting artists, museum and studio visits provide context.

VDD 339   Photography

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course is a comprehensive. Basic Rules in Photography (Image Configuration). Types and uses of the image. - The concept of traditional photography, digital photography, and fundamental differences between the two sides. - Technical terms of photography (digital). - The principles of digital photography, and its main features. - Fields of photography: silent nature pictures, people's pictures, landscapes, etc. – The importance of digital perception, its uses in design and advertising, publications, and some technical and educational fields. - Concept of composition. - Elements of configuration in the photograph (digital). -Foundations of the formation of the composition in the photograph (digital). - Cameras, types, basic and additional parts in cameras, their functions, and the bases to be considered in selecting the appropriate machine. - Operation of the camera, hard photography, and mobile photography. - Use of optical filters, lenses, and flash light units. - Edit, manipulate CNC images (use raw camera file formats, advance masking techniques, color techniques, refinement techniques, annotation. etc.). - Photo printing. - Practical applications based on digital photography in the production of innovative artistic images in which the general bases of image formation, in addition to the use of some software programs in the editing, processing and printing of images

VDD340   Drawing IV

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **VDD232**

The course consists of studio assignments, demonstrations, and critiques followed by weekly homework. Participation in class discussion and critiques is crucial for improving verbal skills in evaluating one's work and others. Lectures and slides presentations will familiarize the students with traditional and contemporary issues in drawing. Emphasis will be on "seeing," drawing analytically, process, experimentation, and intent. Working in series, finding various solutions to the same problem will explore resolutions of formal and expressive concerns.

VDD341   Landscapes II

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **VDD234**

Develop student's engagement in perceptual discovery, pictorial invention, and understanding of visual play. This course is structured to introduce the student to: Drawing with depth. Integrating proportion, scale, and light. Capture changing conditions. Drawing rocks, buildings, trees, and more. Creating mood and atmosphere. Historical and contemporary drawing methods, philosophies, and techniques. Experimentation with a variety of drawing media including the basic ones of pencil, charcoal, and ink. Constant observation and sketching to develop drawing proficiency. Studies are expected to demonstrate a daily routine of drawing an.

VDD342   2D Digital Drawing

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

-This course is comprehensive: -Introduction to the principals 2D Digital Drawing, -Raster 2D digital drawing (Adobe Photoshop). -Geometric Shapes. -Software elements: Shadow and Light /Adjustment/ morphing etc. -Draw a still life using the Graphic tablet. -Plant elements. -Portrait. -The landscape. -Vector drawings (Adobe Illustrator). -Draw a character

using the Graphic tablet and software elements: geometric shapes. - Perspective. -Drawing a cartoon character. -Mixed media.

VDD343   Engraving and Printing IV

3 Cr. Hrs. = (1 LCT + 4 TUT + 0 LAB + 0 OTH) – SWL = 165 – ECTS = 6

Prerequisite VDD338

This course offers advanced professional study in printmaking techniques, for students who wish to focus on the print with intensity, as they refine their personal visual statement through workshop practice, critique, and the enhancement of critical thinking. In addition to demonstrations and hands-on guidance, the course provides an expanded technical vocabulary. Combined multiple printing applications. and experimental media will be an option as well as the opportunity to print at large scale. Introduction to contemporary artists engaged in print practice and contemporary issues, through presentations, field, and museum trips, and visiting artists.

VDD344   Landscapes III

2 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 1 OTH) – SWL = 120 – ECTS = 4

Prerequisite VDD341

Understanding Composition Through Line and Gesture. Determine a strong composition. Block in values. Understanding Composition Through Shape and Value. Add color and details. Sources of Light. Mastering Lighting Techniques through Studying Nature. Capturing the Impression of Movement. Reinforcing Shape Language and Value.

VDD345   Multimedia Design

2 Cr. Hrs. = (1 LCT + 0 TUT + 1 LAB + 2 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

This Course offers you exposure to the different areas of programming, common elements of design, and collaborative work with students studying to work in complementary career fields to learn on and become experienced with design-standard software such as Adobe Photoshop, Illustrator, after effects, XD, Audition, Adobe animate, and Premiere. Web technologies such as HTML5 and Extensible Markup Language (XML). This will prepare for collaborative projects in the field and help gain a real-world perspective on the nature of multimedia work.

VDD347   Practices in Bio Art

3 Cr. Hrs. = (0 LCT + 0 TUT + 3 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite VDD241

work with live tissues, bacteria, living organisms, and life processes. food production. video microscopes and scanning devices, scientific specimen collections, plant tissue engineering, new anatomical models, and molecular cuisine. tissue-culturing and transgenic. genetic engineering processes. Biotech Patronage and the Making of Homo DNA. Observations on an Art of Growing Interest: Toward a Phenomenological Approach. to Art Involving Biotechnology.

VDD348   Bio Art in the Mysterious World of the Microbes

3 Cr. Hrs. = (1 LCT + 0 TUT + 3 LAB + 1 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

new species within the microbial world. polymerase chain reaction. DNA sequencing. Bioluminescent diatoms, cyanobacteria, protozoans like amoebas and paramecium, zooxanthellae the symbiotic algae that live inside coral polyps.

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VDD349   Research Project 1

3 Cr. Hrs. = (*1* LCT + *0* TUT + *3* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Introduction to course and outline. Introduction to Bio-art Lecture. Introduction to Bio-art facilities, Health, and Safety. Microscopy Workshop. Kitchen Grade DNA Extraction Workshop Group. Reading Class discussion. "Labs Shut Open: A Biotech Hands-on Workshop for artists."

VDD352   Field Training

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *2* OTH) – SWL = *60* – ECTS = *2*

Prerequisite **- - -**

To receive credit for the internship, you are required to register for the course, complete all assignments and turn them in by the deadline, and always present yourself in a professional manner. You are responsible for all materials and announcements related to the course. Please keep in mind that you are expected to: Arrive at work as scheduled, ready to work, and stay for the agreed upon time. Always present yourself in a professional manner, including being appropriately dressed for your workplace. Communicate any concerns with your supervisor and the internship coordinator in a timely manner and respectfully. Demonstrate enthusiasm and interest in what you are doing; ask questions and take initiative as appropriate. Complete and submit assigned tasks by designated timelines. Meet all deadlines. Participate in assigned meetings at work and with the internship coordinator when you return to Elon. Keep track of and accurately report internship hours worked.

VDD354   Bio Art Studio I

5 Cr. Hrs. = (*2* LCT + *0* TUT + *3* LAB + *3* OTH) – SWL = *255* – ECTS = *10*

Prerequisite **- - -**

intersection of art and the biological sciences. examine food, microbes, plants, human and non-human animals, through methods of observation, imaging, listening, scientific experiments and analysis.

VDD411   Advertising Design Studio IV

5 Cr. Hrs. = (*1* LCT + *4* TUT + *2* LAB + *2* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **- - -**

This course provides the student with the skills of radio creatives and focuses on the commercial radio industry and copywriting. A practical course aims to introduce a new generation of radio copywriters who deeply understand the cultural aspects and can use language effectively to communicate on an emotional and persuasive level.

VDD412   Graduation Project I

4 Cr. Hrs. = (*1* LCT + *4* TUT + *2* LAB + *2* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **- - -**

A student should present a professional dissertation and thesis about his own graduation project topic. He needs to create an entirely unique, interesting topic and provide background information. It might consist of planning and executing an ad campaign for a brand to achieve a specific goal. The dissertation is based on mixed research methodology; primary research should be done through interviews and/or survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyses the satisfaction level of customers and how effective messages delivered in the advertisement. After the research, he must conclude the advertising messages and present a brand creative

strategy that includes a rebranding plan, redesigning identity, and a complete digital advertising campaign.

VDD413   Advertising Strategies

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course provides a detailed examination of the advertising industry strategic communications planners. And focuses on the planning process for an effective Advertising communications campaign and access to the latest trends and tools that are used in the advertising industry. The course allows a student to expand his ability to approach Advertising from a strategic perspective. It includes the whole advertising process and the emerging trends in a strategic context.

VDD414   Social Media Advertising

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **…………..**

The social media advertising course is a practical approach explaining the available platforms: from Facebook to Twitter, Instagram and YouTube to LinkedIn and the different types of advertising options they offer. This course provides the students with the basic and required knowledge to use social media platforms in the right way for digital branding and to target the most relevant audiences for different ads. It allows the student to be able to launch a complete social media campaign including measurement and management.

VDD415   Audio-Video Production

4 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **- - -**

This course allows students to develop professional skills in video, animation, film, and television pre-production, production, and post-production. Audio video course introduces students to video camera operation, camera stabilization techniques, lighting, scripts and storyboarding, digital imaging, motion graphics software, and importing or exporting graphics, movies, animations, and sound effects into, or out of video editing software. It allows students to use special effects and inserting computer graphics and explore the use of advanced software including Adobe After Effects, final cut, and DVD Studio Pro. Through group projects student will be able to produce audio video projects using advanced techniques.

VDD416   Communication Research Methods

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course provides the student with the basics and principles of social science inquiry and research methods in the field of communication and advertising from various perspectives. It focuses on research process both qualitative and quantitative studies that interpret human behavior. The course aims also to improve the writing skills of the student and his ability to present research problem, Hypotheses, and conclusion in an academic article. This course will allow student to benefit from market research and be able to identify design problems and suggest workable solutions on scientific and creative bases.

VDD417   Graduation Project II

5 Cr. Hrs. = (*1* LCT + *4* TUT + *2* LAB + *2* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **VDD412**

For graduation requirements, students will have to develop an integrated digital advertising campaign; including designing brand identity (logo, color schemes, typography, and creative communication

materials), 2d advertising design (posters, magazine ads, brochure, wed design and internet banners), 3D advertising (packaging, displays, ambient and interactive ads) in addition to radio and audio video advertising. A student should also design a complete presentation to explain his project and justify his point of view.

VDD418 Integrated Advertising

3 Cr. Hrs. = (**2** LCT + **1** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **VDD413**

This course aims to give students a better understanding of contemporary design thinking and integrated communications. It gives student practical skills in developing and managing advertising ideas. An integrated advertising strategy involves choosing different media platforms that reinforce and complement one another. It allows the students understanding of all the interactions among and between all media forms and how to think critically in an integrated why during the design process.

VDD419 Graduation Project I

3 Cr. Hrs. = (**1** LCT + **1** TUT + **1** LAB + **2** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

A student should present a professional dissertation and thesis about his own graduation project topic. He needs to create an entirely unique, interesting topic and provide background information. It might consist of planning and executing an ad campaign for a brand to achieve a specific goal. The dissertation is based on mixed research methodology; primary research should be done through interviews and our survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyses the satisfaction level of customers and how effective messages are delivered in the advertisement. After the research, he must conclude the advertising messages and present a brand creative strategy that includes a rebranding plan, redesigning identity, and a complete digital advertising campaign.

VDD420 Professional Ethics & Regulations in Art

2 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **90** – ECTS = **4**

Prerequisite **- - -**

This course introduces the student to the role of global ethics and local regulations in the Visual Communication Design industry. Based on the importance of ethics to consumers, professionals, and clients. The student will be able to understand the principles of visual communication design ethics and practice it through simulation of real-life case studies and discussions to be able to make decisions based on ethical perspective.

VDD421 Game Design Studio IV

4 Cr. Hrs. = (**1** LCT + **0** TUT + **4** LAB + **4** OTH) – SWL = **255** – ECTS = **8**

Prerequisite **VDD326**

This course provides the student with the basic knowledge and skills to create advanced digital multiplayers games. It will allow him to communicate and synchronize with a game server different player at the same time, including online communications to make an enjoyable peer-to-peer gaming which reducing and managing network latency. It covers the fundamentals of game networking by developing a real-time multiplayer game, using a more scalable game design for online gaming.

VDD422　　Graduation Project I

4 Cr. Hrs. = (*1* LCT + *4* TUT + *2* LAB + *2* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **- - -**

A student should present a professional dissertation and thesis about his own graduation project. He needs to create an entirely unique, interesting game and provide background information. It might consist of planning and executing a complete game prototype to achieve a specific goal. The dissertation is based on mixed research methodology; primary research should be done through interviews and/or survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyses the satisfaction level of users and how interesting and innovative the game is. After the research, he must conclude the game concept and present a game creative and programming strategy that includes levels plan, character design, storytelling, and a complete digital prototype.

VDD423　　Simulation Games Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course provides the student with the skills to apply game design; gameplay, user interfaces, core mechanics, character design, and storytelling to construction and simulation game genre to use the right techniques to create challenging experiences for your players. The course also will enable student to critically think, analyses and evaluate strategy for better decision making.

VDD424　　Game Design Production and Marketing

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course aims to give students a better understanding of how to market their game as a product to be able to become industry professionals. The course provides the students with the knowledge and skills to be able to set a successful strategic plan for games marketing and production to create industry professionals. The course also covers the role of customers in the marketing strategy.

VDD425　　Games for Specific Purpose

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **- - -**

In this course, students will learn how games can be used in different industries with different goals, not just for pure entertainment. Not just for learning or training, but they can also be used for health enhancement, advertising, persuasion, and other purposes. According to their interest, they will choose to apply what they have learnt to create a game with their own set purpose.

VDD426　　Games for Entertainment

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **- - -**

The social gaming course is a practical approach explaining the available platforms, especially Facebook and the different types of gaming options they offer. This course provides the students with the basic and required knowledge about design features, users experience and technological opportunities to develop games that are specifically using social media platforms. It allows the student to be able to design

a complete social media game project including measurement and management.

VDD427   Graduation Project II

4 Cr. Hrs. = (*1* LCT + *4* TUT + *2* LAB + *2* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **VDD422**

For graduation requirements, students will have to develop their problem-solving skills and communication skills. The process from concept to final implementation and testing, through problem identification and the selection of appropriate solutions will be practiced by the students. Students have presented a complete 3d or multiplayers game project including, idea, concept, levels, 3D character design storytelling, design, implement and evaluate a playable game to demonstrate their understanding in the entire game production process.

VDD428   Future Studies

2 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *135* – ECTS = *4*

Prerequisite **- - -**

This course provides the student with the knowledge and skills to be able to analyses and evaluate the circumstances, changes and events that could affect gaming industry. The course aims to improve students' critical thinking skills to develop a future plan for gaming according to culture research and innovative technology. This course allows students to be professional leaders in game development, creative problem solvers and decision makers.

VDD429   Branding Design and Corporate Identity

3 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

This course covers the main concepts of brand building, brand strategy and brand identity. It provides the students with the knowledge needed to understand brand management process and the creative skills required to design corporate identity, marketing materials, and advertising programs. In addition to the importance of digital branding in nowadays marketing concept. It combines design and marketing principles to provide students with insights and practical experience in the branding process.

VDD430   Business and Design Management

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite **- - -**

The design management course aims to integrate innovation processes, multidisciplinary decision-making, a human- cantered mind set and business strategies, to create effective products and services to build successful and meaningful brands. This course allows students to blend way of thinking and methodologies with business management strategies and market value creation. It also covers. The visual communication design management process, strategy, setting objectives, formulating budgets, and vehicles strategy implementation assessing visual communication design effectiveness

VDD431   Advertising II

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *1* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **VDD336**

Analyzing advertising styles used in different mediums, such as TV, radio, and print. Students learn methods for creating advertising plans for the media and evaluating their effectiveness.

VDD432   Specific Graphic Design III

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *4*

Prerequisite **VDD335**

Experimenting fearlessly. Showing and sharing ideas. Giving and receiving knowledgeable and constructive input.

VDD433   Criticism and Aesthetics

2 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 90 – ECTS = 4

Prerequisite - - -

This course contains: A comprehensive introduction to the concept and fundamentals of artistic criticism in general, including the axes of the history of arts. Introduction to the role and mission of artistic analyses and criticism. Technical criticism methods and schools used in modern and contemporary art, especially regarding specialization and the subsequent for film and plastic art methodology. The exposure of analytical tools and philosophical and scientific theories and some of their applications, especially while tampering with schools of modern and contemporary art. The exposure of analytical tools and philosophical and scientific theories of media and film. The meaning of artistic criticism. The role of artistic criticism and its mission. History of artistic criticism in the world and Egypt. Theories of artistic criticism. Methods of technical criticism.

VDD434   Specific History of Art

2 Cr. Hrs. = (2 LCT + 0 TUT + 0 LAB + 0 OTH) – SWL = 90 – ECTS = 4

Prerequisite - - -

This course contains: -A comprehensive introduction to the History of graphic art and design. -Essential knowledge for modern, post-modern, and contemporary periods and the role of graphic art and design. -Critical analysis of images which builds a rich visual memory and develops skills in research and its presentation for graphic art and design.

VDD435   Computer Design Application III

2 Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 2 OTH) – SWL = 105 – ECTS = 4

Prerequisite VDD334

This course is a comprehensive advanced Mixing Digital manipulation to drawings and graphic prints through using Computer digital arts. Scanning of graphic prints and drawings. Digital tools, light and filters. Digital adjustments and manipulation. Drawing with digital software (Photoshop/ illustrator). 3D Max. Reproduction of the artworks by Digital tools. Mixed media. Painting with color. Finalizing a digital painting. principals of lighting, color, & mood.

VDD436   New Media

2 Cr. Hrs. = (1 LCT + 0 TUT + 0 LAB + 3 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

This course fosters learning to manage change in media, creating effective expressions in digital environments, and exploring the interrelationship of new media with other fields of study to understand the relationships between technology and art. in This course students will study one of the most important aspects of VR, AR, and MR, how to interact with their world. Augmented reality (AR) and virtual reality (VR) are quickly becoming huge areas of technology, so this course aims to provide the students with skills to remain relevant in the next decade and beyond.

VDD437   Graduation Project I

3 Cr. Hrs. = (1 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

A student should present a professional dissertation and thesis about his own graduation project topic. He needs to create an entirely unique, interesting topic and provide background information. It might consist of

planning and executing a visual art project, The dissertation based on mixed research methodology; A primary research should be done and some qualitative information from different sources, how effective message delivered a visual artwork. After the research, he has to present a final project.

VDD438　　New Trends in Digital Painting I

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

How to texture your work? Composition essentials. Values in digital art. How to use references properly? Studying for the masters. Creating and utilizing advanced custom brushes. How to create, manipulate and use fractals. 3D rendering within Photoshop.

VDD439　　Art Therapy

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *150* – ECTS = *6*

Prerequisite - - -

Introduces students to basic principles and practices of visual arts therapy through historical background, theoretical frameworks, and in-field issues. Provides information on pioneers in the field, how and where art therapists practice, and how training is required for the profession, as well as interactive art explorations to incorporate art therapy principles into their own teaching and artistic practice.

VDD440　　Computer Design Application IV

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*

Prerequisite VDD435

This course is a comprehensive development of Mixing Digital manipulation to drawings and graphic prints through using: Digital Tools explores the integration of digital media with traditional artistic practice.

Students will be encouraged to think conceptually and apply these tools to a variety of media.

VDD441　　New Trends in Digital Painting II

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*

Prerequisite VDD438

Advanced photo manipulation skills. Advanced painting with light. 3D sculpting. How to use the mixer brush tool? How to create awesome psychedelic shapes? How to use filter effects? Use the lasso tools. Use the variation of warp tools. Experiment with layer and clipping masks. Use the variation of layer effects. Combine all your knowledge. Build creative confidence. Become a professional digital artist! How to construct sacred geometry from scratch?

VDD442　　Graduation Project II

4 Cr. Hrs. = (*1* LCT + *0* TUT + *3* LAB + *3* OTH) – SWL = *225* – ECTS = *6*

Prerequisite VDD437

For graduation requirements, students will have to develop Works demonstrating their experimentation with a variety of two-dimensional media including, but not limited to, graphic design, typography, digital imaging, photography, collage, illustration, painting, printmaking, video, or computer art etc. benefiting from the knowledge and skills covered in the program. A student should also design a complete presentation to explain his project and justify his point of view.

VDD443　　Video Art

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *3* OTH) – SWL = *165* – ECTS = *4*

Prerequisite - - -

In this course students work on creating artistic video works. The curriculum is organized around the three subfields: art animation, short

film, and media art. Students can work in a variety of formats that include music videos, video installations, and works using projection mapping. There are also classes that bring in leading video artists, and students can broaden the scope of their work through exposure to the latest techniques and methods of expression. In addition, we hold screenings that are planned and managed by students with an emphasis on both creation and communication.

VDD446   Bio art Studio II

5 Cr. Hrs. = (*2* LCT + *0* TUT + *3* LAB + *3* OTH) – SWL = *255* – ECTS = *10*
Prerequisite **VDD354**

How is semi-living defined? Characteristics of life include metabolism, reactions to stimuli, growth, and an ability to reproduce. Are freshly killed cow's cells an example of semi-living? A person in a coma? Can they be considered alive if they are hooked up with an external apparatus? Is this a form of assisted living? Cultured cells need to be externally fed and comatose patients require a machine to continue their physical existence. Microorganisms. Bacteria. Bio-Couture, dresses made from cellulose generated by bacteria from red wine. 'growing' textiles produced by sugar, tea and bacteria to fashion jackets and kimonos.

VDD447   Graduation Project 1

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *225* – ECTS = *7*
Prerequisite **- - -**

Module 1. Students will have produced a detailed plan for designing and developing a complete project using standard design and production techniques from concept to completion. Milestone 1, Project Plan 10%. Module 2 Studio I. Students will focus on production-oriented goals, professional production design, and a body of design work for their e project. Production Design. Visual Interface and Information Design.

Milestone 2, bio art Document 20%. Module 3 Studio II. Students will refine the design plan and document the development stage of the project. Production. Bio art Development. Milestone 3, bio artwork Document 10%. Module 4 bio artwork Production. The student will implement a simulated professional environment for his projects and demonstrate a prototype based on his design and present convincing proof-of-concept prototype of their project. Project Tracking. Development. Milestone 4, Project Management Log 10%. Milestone 5, Prototype 20%. Module 5 Portfolio Design. Students will focus on the development of a plan to demonstrate proficiency in a specific area of the project and their portfolios, individually. Production for final bio artworks. Milestone 6, Individual Treatment Plan 20%. Milestone 7, Individual Portfolio Production Plan 10%.

VDD449   Research Project II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *3* LAB + *2* OTH) – SWL = *180* – ECTS = *6*
Prerequisite **VDD349**

collaborates with bacteria as communicating devices whose color changes when they receive messages from one another. Bacillus subtilis. Chromo-bacterium violaceum. Escherichia coli. Micrococcus luteus. Micrococcus roseus. Proteus mirabilis. Pseudomonas aeruginosa. Pseudomonas fluorescens. Serratia marcescens. Staphylococcus aureus. Vibrio fischeri. Microbial art, agar art or germ art, bacteriograph. use of tissue technologies as a medium for artistic expression. se tissue engineering techniques for the creation of Semi-Living entities. grows meat from celebrity tissue samples and uses it to make artisanal salami.

VDD452   Graduation Poject II

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *225* – ECTS = *7*
Prerequisite **VDD447**

Module 1. Students will have produced a detailed plan for designing and developing a complete project using standard design and production techniques from concept to completion. Milestone 1, Project Plan 10%. Module 2 Studio I. Students will focus on production-oriented goals, professional production design, and a body of design work for their e project. Production Design. Visual Interface and Information Design. Milestone 2, bio art Document 20%. Module 3 Studio II. Students will refine the design plan and document the development stage of the project. Production. Bio art Development. Milestone 3, bio artwork Document 10%. Module 4 bio artwork Production. The student will implement a simulated professional environment for his projects and demonstrate a prototype based on his design and present convincing proof-of-concept prototype of their project. Project Tracking. Development. Milestone 4, Project Management Log 10%. Milestone 5, Prototype 20%. Module 5 Portfolio Design. Students will focus on the development of a plan to demonstrate proficiency in a specific area of the project and their portfolios, individually. Production for final bio artworks. Milestone 6, Individual Treatment Plan 20%. Milestone 7, Individual Portfolio Production Plan 10%.

VDD453   Topics in Molecular Genetics

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *4*

Prerequisite - - -

Genes, Genomes, and Chromosomes Topic 1: Fundamentals of eukaryotic genes. Topic 2: Gene level analysis I: Mutant isolation and gene mapping strategies. Topic 3: Gene level analysis II: Genetic transformation and gene-specific knockouts. Topic 4: Genome level analysis and high throughput strategies. Topic 5: Epigenetics, mosaicism and regulation of gene dosage. Topic 6: RNA interference and post-transcriptional gene silencing. Topic 7: DNA fingerprinting and molecular forensics.

VDD454   Practical Internship I

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite - - -

This Cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or private facilities in order to equip them with practical experience in the areas of specialization. The training Falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the project, which will be evaluated in accordance with the criteria agreed between the university and the relevant training authorities.

VDD455   Practical Internship II

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite - - -

This Cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or private facilities in order to equip them with practical experience in the areas of specialization. The training Falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the

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Department of Fashion Design

FSH011   Knitted Textile Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Design and production of hand- and machine-knitted fabrics. Exploration of basic structures effects. Exploration of color effects. Exploration of basic textural effects. Development of design abilities through hand- and machine-production methods. Introduction to Computer-integrated Design Systems. Awareness of industrial processes.

FSH012   Fashion Business in the Digital Age

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Effective management of digital technologies in contemporary business and their role in creating products and services of value. Explore and interrelate a range of strategic, tactical, and operational issues associated with digital technologies. E-business in a contemporary setting. Inter alia innovative applications in service and product design. Strategic impact of digital technologies and how effective management can secure competitive advantage.

FSH013   Fashion Development Processes

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Knowledgebase of garment construction. Light weight and heavy weight clothing. Garment assembly. Introduction to the industry standards of garment manufacturing techniques. Machines and fabric choice. Analysis advantages and disadvantages of garment manufacturing techniques from sample stage to full mass production. Garment construction specifications. Working drawings, measurement specs. Significance of costing and economic elements of garment manufacture and wholesale production.

FSH014   Introduction to Color Science and its Application

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Color and color vision. Definition of color and its classification; Structure and function of the eye – Detail and study about eye and brain system; color consistency tests for defective color vision. Color Description. Arrangement of color; visual attribution of color; Beer-Lambert's law; color primaries and color mixing; additive and subtractive color mixing; color specification; color order systems –Munsel, Ostwald and CIE color order systems. Color measurement. Principles of color measurement; Tristimulus values; CIE diagram; standard Illuminant; standard observer; spectral reflectance; graphical and numeric representations. Color matching. Definition; Manual color matching; single constant Kubelka –Munk theory, spectral and tristimulus match; Metamerism; Concept of computer color matching system. Application of CCM system to Textile processing; Advantages and Limitations of CCM system. COLOR DIFFERENCE AND COLOR PREDICTION. Color

difference - Perceptibility and acceptability; methods of assessment of color difference formula; Measurement of fluorescence –Visual, photoelectric colorimeter and Spectro photometric; Characterization of color displays; color mapping for two-dimensional texture image; texture effect on visual color difference evaluation; color synthesis for three dimensional objects.

FSH015   Formation and Structure of Textile Fabrics

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Fundamentals of the conversion of fibers and yarns into woven. Fundamentals of the conversion of fibers and yarns into Knitted. Fundamentals of the conversion of fibers and yarns into nonwoven. Structure, property, and performance relations of textile fabrics. Testing and evaluation of textile structures.

FSH016   3D Design

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Introduction to 3D design. Transferable design processes. 3D design users and clients. Brainstorming and research techniques. Inspiration, Ideation, and concept development. Production techniques and materials. Inspiration, Ideation, and concept development. Sketch modelling and presentation models. Working with human measurements, scale, and ergonomics. Production drawing. Final Project.

FSH017   Digital Foundation

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite - - -

Introduction to digital furniture design tools. Industry standards in page layout. Digital illustration. Digital photography of furniture. Photo manipulation software. The Adobe Creative Suite. File transport (PDF). Font management software. Final Project.

FSH111   History of Art

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *3* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to the history of art, architecture, painting, sculpture, and graphic art in the European Renaissance providing students with essential knowledge and skills for documenting and analyzing works of art and architecture during this period. -It introduces the students to the relation and reflection of that period on our modern era and to most important artists of this period. -It holds an ability to describe and critically analyses images, builds a rich visual memory, and develops skills in research and its presentation.

FSH112   Museum Studies

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

The origins of museums and the leaders who helped shape the field of history, memory, and Surviving controversy. The changing role of museums for museum learning, creating exhibitions. The future of museums. Museums and innovation are among the issues which will be covered. Understanding of the numerous challenges facing museums as well as the process of proposing, researching, and executing an

exhibition.

FSH211   Design Theories

3 Cr. Hrs. = (*2* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **- - -**

Effective management of digital technologies in contemporary business and their role in creating products and services of value. - Explore and interrelate a range of strategic, technical, and operational issues associated with digital technologies. – E-business in a contemporary setting. -Inter alia innovative applications in service and product design. Strategic impact of digital technologies and how effective management can secure competitive advantage.

FSH212   Textile Materials

3 Cr. Hrs. = (*2* LCT + *2* TUT + *1* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

Introduction to textile fiber. Production of cotton and Protein fibers. Brief idea about cultivation. Sources and applications. Introduction to manmade fibers. Synthetic fibers. Brief idea about high performance.

FSH213   History of Costumes I

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

Introduction to Early History of Costume, Ancient Middle East, A. Etruscan, Egyptian period, B. Greek period, C. Roman period. and Medieval Europe. The Renaissance in France, Italy, and England. The 17th Century in France, Italy, and England. The 18th Century in France, Italy, England, America. Characteristic of the 19th Century styles-Europe and America. The 20th Century Characteristics of Europe and America. Important economic, sociological, and psychological factors relate to their dress in each period.

FSH214   Apparel Design Studio I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **- - -**

This course provides Fashion and Textile Design first-year student with a comprehensive introduction to foundational design concepts and methods representative of the creative thought and processes of fashion and textile design disciplines. The coursework encourages entering first-year students to think creatively through design and art, and the world around them, as they secure a skillful level of craftsmanship in the design and making of textile products. Design language, design elements and principles, and design communication and theory will be studied through readings and applications.

FSH215   Fashion Illustration I

2 Cr. Hrs. = (*1* LCT + *1* TUT + *0* LAB + *3* OTH) – SWL = *135* – ECTS = *4*

Prerequisite **..............**

Concepts and practices for the fashion figure and fashion illustration, including the analysis of fashion figure structure details, proportion, and fashion figures clothed with different apparel and materials. The training of effective drawing of different fashion styles, wearing status and occasions, and the study of applying multiple illustration approaches to enhance fashion design and presentation.

FSH216   Apparel Construction I

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *1* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **- - -**

Students will learn the basic techniques of garment construction and create samples and a simple garment. Students will develop an

understanding of garment manufacturing and learn to differentiate between good and poor quality in terms of construction - To investigate, analyses and apply appropriate garment assembly methods. - To develop the knowledge and skills of students on sewing machines, sewing techniques and garment construction. -To develop the creativity of students enhancing their knowledge about the methods of garment production. -To improve students' material knowledge and encourage them to use their knowledge properly.

FSH217   Apparel Draping

3 Cr. Hrs. = (**1** LCT + **3** TUT + **1** LAB + **0** OTH) – SWL = **240** – ECTS = **8**

Prerequisite **- - -**

Exploration of three-dimensional methods of apparel design using textile substrates. Design and execution of draped garment structures will be explored in a studio setting.

FSH218   Pattern Making I

3 Cr. Hrs. = (**1** LCT + **0** TUT + **0** LAB + **4** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

Pattern making for fashion designers. This is a beginner course on how to draft patterns, and some draping. Students will learn the principles of pattern drafting (dart manipulation, added fullness, contour). Students will learn techniques such as pivoting, slash and spread. Students will learn to draft an A-line skirt. Students will learn to draft a yoke unto a skirt and add fullness to the skirt. Students will learn how to draft princess style-lines or seams, darts, pleats, and tucks. They will learn grainlines and how to label patterns. Including notches and seam allowance.

FSH221   Jewellery Materials I

3 Cr. Hrs. = (**2** LCT + **2** TUT + **1** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

Students will develop the different metalwork skills required to complete basic projects in conceptual Jewelry design and manufacture in a contemporary context. Students will be introduced to the metalwork processes of saw-piercing, filing, riveting, soldering, and basic metal forming in conjunction with jeweler's hand tools and jewelry workshop equipment to create wearable objects.

FSH222   Anatomy for Designers

3 Cr. Hrs. = (**2** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite **- - -**

Draw the human Figure. What can we learn from drawing the human figure? Interior makeup. Learning human anatomy. The skeleton. muscles and internal organs. External makeup. Drawing skin and fat. Drawing head, hair, hands, face, and feet. Drawing clothes. Pose and movement. Building a perfect figure. The way a figure moves or does not move. Drawing figures of different sexes. Observation of real life being independent of outside influences.

FSH223   Introduction to Jewellery Fabrication

3 Cr. Hrs. = (**1** LCT + **1** TUT + **0** LAB + **4** OTH) – SWL = **180** – ECTS = **6**

Prerequisite **- - -**

Participants will commence designing and making jewelers objects utilizing introductory gold silversmithing techniques. Through a series of learning activities participants will develop ideas and designs through drawings and assemblages; Experience technical processes and working with metals specifically related to gold silversmithing practice;

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Use different metal fabrication techniques such as sawing, filing, cold joining and soldering to make a jewelry piece.

FSH224　　Jewellery Design Studio I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

This course provides jewelry design first-year student with a comprehensive introduction to foundational design concepts and methods representative of the creative thought and processes of Jewelry and textile design disciplines. The course encourages entering first-year students to think creatively through design and art, and the world around them, as they secure a skillful level of craftsmanship in the design and making of jewelry products. Design language, design elements and principles, and design communication and theory will be studied through readings and applications.

FSH225　　Jewellery Materials II

3 Cr. Hrs. = (*2* LCT + *2* TUT + *1* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite FSH221

Piercing and filing. Sawing, drilling, folding, and polishing. Wirework. Soldering. Doming and forming.

FSH226　　Enamelling Techniques

2 Cr. Hrs. = (*1* LCT + *0* TUT + *1* LAB + *2* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

Vitreous enameling on precious metals. Studies include an emphasis on the metallurgical properties of gold, silver, and platinum and their chemical compatibility with enamels. Surface treatments, ancient and modern, that intensify the jewel-like qualities of vitreous enamel on precious metal will be explored along with construction techniques that help students transform glass into beautiful, functional jewelry and objects of art.

FSH227　　History of Jewellery

3 Cr. Hrs. = (*3* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *150* – ECTS = *6*

Prerequisite - - -

You will be able to identify jewelry from the Belle Epoque to today by period. You will know the major fashions and jewelry houses and understand how each influenced the other to create extraordinary jewels. You will have been introduced to fashionable royalty, celebrities, magnates, and artists whose patronage inspired jewelry designers. You will have a broad understanding of the importance and mythology behind different gems, materials and motifs used in European jewelry. You will have seen prominent contemporary jewelers at work and have gained an insight into their personal inspirations and impact on today's.

FSH228　　Soldering Techniques I

3 Cr. Hrs. = (*2* LCT + *0* TUT + *1* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

The course will cover: - The different grades of solders when using and how to prepare them. - the different soldering methods. - chip or pillion, probe, or pick, stick feed, sweat, and paste. – Also, how to use them and which one to use for a particular joint.

FSH229　　Metal Forming Techniques

2 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *135* – ECTS = *4*

Prerequisite - - -

Introduction of jewelry-forming techniques. Identify the dapping and chasing tools by means of forging, annealing, and tempering. Using these tools, objects are created by repousse and other methods.

FSH311   Apparel Design Studio II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite FSH214

This course is the continuation of the comprehensive introduction to foundational design concepts and methods representative of creative thought and activity across design and artistic disciplines, started in TFD Studio I. The course work encourages first year students to think critically and in depth about concept, context, material, and design process, for textile and fashion product development. There will be readings and applications in advanced design theory, including processes, methods, philosophies, and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

FSH312   Fashion Illustration II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite FSH215

This course will focus on the concepts and practices for the fashion figure and fashion illustration, including the analysis of fashion figure structure details, proportion, and fashion figures clothed with different apparel and materials. The training of effective drawing of different fashion styles, wearing status and occasions, and the study of applying multiple illustration approaches to enhance fashion design and presentation.

FSH313   Apparel Supplements

4 Cr. Hrs. = (*1* LCT + *1* TUT + *2* LAB + *4* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

This course introduces apparel supplements through the basic techniques of textile dyeing and printing, apparel accessories, and jewelry to reach an integrated fashion design point of view. It will introduce the connection between the Apparel supplements that will enable you to develop the skills of applied approaches to contemporary fashion design. This course focuses on understanding the basic supplements of apparel production, development of the knowledge and skills of the students through applying several techniques, development of the student's creativity through offering different perspectives on the approach to integrated design and encourage the students to consider the integration between apparel supplements.

FSH314   Apparel Design Studio III

3 Cr. Hrs. = (*1* LCT + *2* TUT + *4* LAB + *0* OTH) – SWL = *195* – ECTS = *6*

Prerequisite FSH311

Proficiency in a variety of fashion techniques and skills including drawing, draping, flat pattern, garment construction, and tailoring in designing ideas.

FSH315   Pattern Making II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite FSH218

The advanced pattern making course level comprises of the following topics: Basic blocks. Theory on sizing and fit issues. Technical drawings of styles. Styles. Style variations. Use of fabric. Lay planning. Sewing and assembly instructions. Self-assessment tests.

FSH316   Computer-Aided Apparel Design I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Introduction to Corel draw. Tools and Menus. Mechanical Figure. Learning how to draw garments. Learning how to draw Neckline and

Sleeves. Facial features. Introduction to Photoshop. Scanning Techniques. Tools and Menus. Layers. Image Menu. Photoshop Editing. Filters.

FSH317 History of Costumes II

3 Cr. Hrs. = (*3* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **FSH213**

Main issues surrounding fashion in contemporary culture. Theories provide the analytical tools for the investigation of fashion as object, image, and idea. Exploring design, images, and ideas from European costume history, opera, or plays. Creation of a contemporary visionary costume design integrating profound knowledge of European costume history, opera, or plays. Influence fashion by different factors such as cultures and traditions through.

FSH318 Apparel Construction II

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **FSH216**

Elements of garment construction using intermediate clothing construction methods and techniques. Multiple finishes, hard to manage fabrics, use of overlock, complex construction sequences. Students construct three garments using techniques from class.

FSH319 Apparel Branding

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

The concepts and principles of branding and brand management. Application of branding and brand management to relevant industries. The process of establishing a successful brand position. Principles of modern branding.

FSH320 Computer-Aided Apparel Design II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **FSH316**

This course delves into the advanced applications of computer technology in apparel design, building upon your foundation in basic CAAD principles. Here, you'll explore cutting-edge software features and techniques to streamline your design process, enhance creativity, and achieve superior product quality.

FSH321 Jewellery Design Studio II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite **FSH224**

This course is the continuation of the comprehensive introduction to foundational design of jeweler concepts and methods representative of creative thought and activity across design and artistic disciplines, started in TFD Studio I.

FSH322 Jewellery Materials III

3 Cr. Hrs. = (*2* LCT + *2* TUT + *1* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **FSH225**

Texturing metal: hammering, roll printing, annealing. Acid etching. Cold Joining. Riveting. jewelry findings. Finishing.

FSH323 Soldering Techniques II

3 Cr. Hrs. = (*2* LCT + *0* TUT + *1* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **FSH228**

The course will cover: - different types of joins and how to prepare a join for successful soldering. - using just the right amount of solder to minimize cleaning up afterwards. - multiple joins on the same piece

including hollow shapes. - troubleshooting and solving common soldering problems.

FSH324   Jewellery and Accessories Fabrication

2 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *135* – ECTS = *4*

Prerequisite **- - -**

This course provides fashion and textile design first-year student with a comprehensive introduction to foundational design concepts and methods representative of the creative thought and processes of fashion and textile design disciplines. The coursework encourages entering first-year students to think creatively through design and art, and the world around them, as they secure a skillful level of craftsmanship in the design and making of textile products. Design language, design elements and principles, and design communication and theory will be studied through readings and applications.

FSH325   Wax Carving

3 Cr. Hrs. = (*2* LCT + *0* TUT + *1* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Designing for wax caving (Beginners and Intermediate level). Qualities and properties of different forms of wax. Using wax carving tools to achieve your designs. Making finished wax carved experts ready to cast. How to cut off sprue and clean up castings. Full information on how and where to get your wax pieces cast locally, affordably, and much more.

FSH326   Jewellery Design Studio III

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite **FSH321**

The course work encourages second year students to think critically and in depth about concept, context, material, and design process, for Jewelry product development. There will be readings and applications in advanced design theory, including processes, methods, philosophies, and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

FSH327   Piercing and Sawing Techniques

3 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Introduction: Course introduction: scope of work, methodologies, materials, processes, and tools. -Fabric selection. -Upholstery mechanics. -Existing frameworks. -Furniture restoration. -Creating slipcovers. -Large furniture upholstery. Final Project.

FSH328   CAD for Jewellery Design

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Overview of computer technology for fashion and textile CAD and CAM definition functions of textile and clothing CAD introduction to information system Integration of various information systems for business. -Introduction of textile CAD overview of textile product development process Importance of computer aided design in fashion supply chain Introduction to graphic file and color model. -Application of textile CAD software yarn design and simulation woven, knitted, and printed fabric design simulation of yarn, fabric color and structure effects. -Introduction to clothing CAD software and hardware of apparel CAD or CAM process flow of fashion product development using computer systems in fashion product design and manufacturing. application of apparel CAD software fashion design system pattern input, pattern drafting, pattern modification and pattern output. Pattern

grading marker planning and material utilization 3D clothing simulation on virtual try-on, fitting evaluation, and pattern alteration.

FSH329   Enamelling for Contemporary Jewellery

3 Cr. Hrs. = (2 LCT + 0 TUT + 1 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

You will set up projects covering a range of enameling techniques. You will be taught through practical demonstrations, group and individual tuition and you will learn from hands-on experience. You will actively take part in: - cutting, annealing, and cleaning copper and silver. -sifting/dusting enamel powder. -Washing and wet laying enamel powder. -Firing enamels using a torch and the kiln. -Practicing the enameling techniques of sgraffito (scratching through a layer), using stencils (stickers or wet paper) and glass beads, sticks or chips. -Producing pendants or buttons from a copper coin.

FSH411   Apparel Design Studio IV

3 Cr. Hrs. = (1 LCT + 2 TUT + 4 LAB + 0 OTH) – SWL = 195 – ECTS = 6

Prerequisite FSH314

This course is the continuation of the comprehensive introduction to foundational design concepts and methods of Fashion representative of creative thought and activity across design and artistic disciplines, started in TFD studio I. The course work encourages first year students to think critically and in depth about concept, context, material, and design process, for textile and fashion product development. There will be readings and applications in advanced design theory, including processes, methods, philosophies, and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

FSH412   Graduation Project I

6 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 6 OTH) – SWL = 360 – ECTS = 11

Prerequisite - - -

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition, and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation, and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials or equipment. Senior standing, BS fashion and textile design, textile design majors only.

FSH413   Product Quality Control

3 Cr. Hrs. = (2 LCT + 2 TUT + 2 LAB + 0 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

Physiological comfort and its components. - Physical-chemical comfort and its components. - Psychological comfort and its components. - The human/clothing system. - Physical processes in clothing and surrounding environment, -Physiological process in human body. - Neurophysiological processes by which sensory signals are formulated. -Significance of the microclimate characteristics arising between skin and clothing. - Moisture and water sorption and transfer. -Water vapor and air permeability. -Thermal conductivity and dynamic heat. -Skin contact characteristics. -Static electricity. -Fiber and fabric handle. -New comfortable fibers and textile structures, multifunctional materials. -

Predictability of clothing comfort performance. Textile comfort test methods and assessing (human perception analysis).

FSH414   Fashion Digital Studio

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* –ECTS = *6*

Prerequisite - - -

Coherent and systematic understanding, knowledge, and application of fashion styling and production; -A multi-disciplinary approach to problem solving and decision making; -An understanding of The creative and commercial contexts, principles and methodologies of fashion styling and production; - Critical analysis of fashion styling and production and the fashion industries within local and global contexts; - The application of knowledge and independent or collaborative skills appropriate for fashion styling production collaboration;. Evidence of the development of a range of creative attributes throughout the course of study and how they apply to fashion styling and production.

FSH415   Printing and Dyeing

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Introduction to printing. - General sequence of printing; Printing ingredients: thickeners, dyes, hygroscopic agents, reducing and oxidizing agents, etc. Different styles of printing: direct, discharge, resist, brass, raised etc. Various methods of printing: flat-bed, screen printing, rotary screen printing, roller printing, block printing, stencil printing, transfer printing, etc. -Methods for print fixation. - Steaming, curing, ageing, various steamers, and agers. -Printing cotton fabric using different dyes. -Direct, reactive, vat, azoic colors, etc. by different styles of printing. -Printing of other natural fibers except cotton. -Wool, silk, etc. and regenerated cellulosic i.e., viscose rayon, cuprammonium rayon, etc. by different styles of printing using suitable dyes. -Printing of synthetic fibers. -Polyester, nylon, acrylic, etc. by different styles of printing using suitable dyes. -Printing blended fabrics. Polyester or cotton, polyester or wool, cotton or viscose, polyester, or viscose, etc. using suitable combination of dyes and style of printing.

FSH416   Graduation Project II

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite FSH412

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition, and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation, and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials or equipment. Senior Standing, BS fashion and textile Design, Textile Design majors only.

FSH417   Fashion Merchandising and Buying

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

The role of the fashion buyer. Major fashion retail brands. Roles and responsibilities of retail fashion buyers and merchandisers. Trade fairs, ready-to-wear and couture shows. Trend prediction and seasons. Fabric

and styling terminology. Numeracy and competitor shopping skills. Fashion supply chains.

FSH418   Forecasting Fashion and Apparel Trends

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

In the trend fashion forecasting course, students learn how to plan a product in relation to current trends. From the color of the fabric to the silhouettes and the target. The student will learn how to analyze current and future trends by collecting information through the internet and specialized magazine and books, trade fairs when possible, and will realize mood boards on Photoshop and written briefs and will be able to tell and demonstrate their own interpretations of a theme and/or trend.

FSH419   Apparel Design and Business Management

2 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

Illustrative methodology. - Jewelry design techniques. -Fundamentals of jewelry manufacturing and pricing. -Introduction to CAD-matrix software. -Jewelry mounting techniques. -Rendering software. - Communication. -Supervisory management. -Financial management. Marketing management. -Operations. -Entrepreneurship.

FSH421   Jewellery Design Studio IV

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* – ECTS = *8*

Prerequisite FSH326

This course is the continuation of the comprehensive introduction to foundational design concepts and methods representative of creative thought and activity across design and artistic disciplines. The course work encourages us to think critically and in depth about concept, context, material, and design process, for Jewelry n product development. There will be applications in advanced design theory, including processes, methods, philosophies, and related concepts. The class will involve field trips to experience these advanced design principles in person. Additional costs may be incurred.

FSH422   Graduation Project I

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite - - -

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition, and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation, and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials or equipment. Senior standing, BS fashion and textile design, textile design majors only.

FSH423   Jewellery Casting

3 Cr. Hrs. = (*2* LCT + *0* TUT + *1* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course also introduces stone setting where you will fabricate a setting and rub set a cabochon stone, and gypsy set a faceted stone. You are encouraged to keep a visual diary which reflects your personal practice, individual interests, and the work of other designers, and will

be able to build on your knowledge and understanding of the design process through discussion and studio-based practice, culminating in a personalized project.

FSH425   Jewellery Costing

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course focus on the management to calculate the costs of the materials used for production of jewelry including design, types of materials and fabrication to be able to build on the knowledge and understanding of the design process through discussion and studio-based practice, culminating in a personalized project. This course also encouraged students to keep a personal vision of how-to manage big project of producing specific jewelry with individual interest and the work of other artists.

FSH426   Mechanical Drafting for Jewellers

3 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

knowing how to trace, sketch, produce gems in all shapes and sizes, understand and draw settings and findings as well as plan your creations considering the elements and principles of design. This course will train students to focus on accurate and detailed draughts to avoid costly mistakes and guarantee your design is produced to exact customer specifications. From efficient and effective counter sketches in front of the customer, jewelry trade practices such as requirements gathering and customer sign-off, all the way to the end communication with the jeweler and beyond with in depth jewelry costing including weight, gem, and manufacturing cost estimation theories.

FSH427   Graduation Project II

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite **FSH422**

Design and execution of creative projects integrating learning within curriculum, solution of textile design problems through synthesis of knowledge and skills gained through previous courses, preparation of work for portfolio, exhibition, and participation in industry focused design competitions. Professional textile design practices and methods including advanced portfolio development concepts and presentation, development of textile collections suited to specified end use with emphasis on ideation, refinement, and design development, presentation, and visual communication. The student will be expected to work with design, science, engineering, technology, and management disciplines. Additional costs may be incurred for course materials or equipment. Senior standing, BS fashion and textile design, textile design majors only.

FSH428   Introduction to Precioues Stone

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Introduction to precious stone and their properties. Precious stone grading tools. Distinguishing stone from simulants and synthetics. Grading stone. Helping the consumer choose a precious stone. Understanding colored stone and industry trends.

FSH429   Jewellery Design and Business Management

2 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

Illustrative methodology. Jewelry design techniques. Fundamentals of

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jewelry manufacturing & pricing. Introduction to CAD-matrix software. Jewelry mounting techniques. Rendering software. Communication. supervisory management. Financial management. Marketing management. Operations. Entrepreneurship.

FSH430   Practical Internship I

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite **- - -**

This cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or private facilities to equip them with practical experience in the areas of specialization. The training falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the

project, which will be evaluated in accordance with the criteria agreed between the university and the relevant training authorities.

FSH431   Practical Internship II

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite **FSH430**

This Cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or private facilities to equip them with practical experience in the areas of specialization. The training Falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the project, which will be evaluated in accordance with the criteria agreed between the university and the relevant training authorities.

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Department of Cinema, Theatre & Animation Design

CTH011   Cinema Sociology

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite **- - -**

This course is comprehensive. Sociology of film. The relationship between cinema and sociology. Sociological understanding of cinema. Address the issues of society in cinema. Cinema proves the difference. The inability to express reality. Sociological understanding of cinema. Cinematic creativity. Social Realism in Cinema. Effect of films on human behavior. Ideology in films. Viewers in movies.

CTH012   History of Arabic and International Cinema

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite **- - -**

This course is comprehensive. The emergence and evolution of cinema in the world. Stages of film development (era of leadership, era of silent films, era before world war II, the Golden Age). Silent cinema. Cinema-speaking (1930- contemporary cinema (1960- International cinematic trends and the most important directors and films. The different cinematic languages of the most famous directors in the history of cinema. The beginning of Arabic cinema. Egyptian cinema, Lebanese cinema, Syrian cinema, Moroccan cinema, Algerian cinema, Tunisian cinema, Saudi cinema, Kuwaiti cinema, Yemeni cinema, sudanese cinema, Libyan cinema, Palestinian cinema, Iraqi cinema. Number of Films Produced in the Arab Cinema. Impact of Conflicts on Egyptian Cinema and the Palestinian Cinema. Festivals.

CTH013   Cinema Appreciation

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite **- - -**

This course is comprehensive. Visual elements. The image is off the screen. Changes in sensory perception. Partial filaments. Factor belief. Cinema capabilities on description. Integrating reality with art. Effects of different montage. Effect and diversity of the sizes of the shots, camera movements and all elements of film production. Analysis of Eisenstein, Warrenham and Bazan films. Movies between realism and fantasy. The evolution of cinema themes in changing times.

CTH014   Analysis and Viewing (Cinema-TV)

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *135* – ECTS = *6*

Prerequisite **- - -**

This course is comprehensive. Definition of cash and cinema as a means of communication. Film criticism issues. the 8 elements of film. Introduction to film riticism (preparation for watching and preparing for film criticism). Scenior theorists (Yela Palash, Vysvold Podovkin,). The vocabulary of films and subjects and criticism film. Principles, standards, and qualities to be met in the cash. criticism (theoretical and applied). Analysis and critique of the films of Antonioni, Desica and Federico

Fellini. Film shows, criticism and analysis.

CTH015　　Interactive Media Art

3 Cr. Hrs. = (*٢* LCT + *٠* TUT + *2* LAB + *0* OTH) – SWL = *1٣5* – ECTS = *6*

Prerequisite **- - -**

This interdisciplinary course covers the fundamental practices, concepts and applied skills related to the field of interactive media arts, in its present state and provides a deeper understanding of the diversity of current interactive media forms and practices including interface design, applied multimedia and usability refinement. It will enable students to identify appropriate interactive content and the effect of interactive technologies on users' visceral, cognitive, attitudinal, and behavioral levels.

CTH016　　New Media Applications

3 Cr. Hrs. = (*٢* LCT + *٠* TUT + *2* LAB + *0* OTH) – SWL = *1٣5* – ECTS = *6*

Prerequisite **- - -**

This course fosters learning to manage change in media, creating effective expressions (communications, creative works, applications) in digital environments, and exploring the interrelationship of new media with other fields of study to understand the relationships between technology and culture. This course also will teach students about one of the most important aspects of VR, AR, and MR, how to interact with their world as they are completely different from an onscreen app or game. Augmented reality (AR) and virtual reality (VR) are quickly becoming huge areas of technology, so this course aims to provide the students with skills to remain relevant in the next decade and beyond.

CTH017　　Lighting Techniques

3 Cr. Hrs. = (*٢* LCT + *٠* TUT + *2* LAB + *0* OTH) – SWL = *1٣5* – ECTS = *6*

Prerequisite **- - -**

The objective of the course is to give you the basic knowledge and the practice on how a photography studio works. This course aims to teach students how to set up a professional studio with limited space, equipment, and budget. And learn various lighting set-ups with a variety of equipment to create meaningful images. The course also provides the student with the basic principles of lighting through understanding the physical, technical, and symbolic features of light. Focuses on the planning and preparation that leads to the successful execution of a photo shoot.

CTH211　　Characters Design

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

This course provides essential Knowledge, skills and practice needed to understand, apply, and create functional, workable, and aesthetical typography as an essential element in visual communications. The course also acquires the skills of combining letterforms and layout design in all forms of information design in digital and/or printed materials, such as posters, magazines, books, and websites.

CTH212　　Materials Technology

3 Cr. Hrs. = (*1* LCT + *1* TUT + *0* LAB + *4* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

The course provides an overview of developing a range of skills relevant to animation and video equipment and studios in response to Workshop projects. Explore the potential of animation and video technologies and

processes used in set projects. Produce work which recognizes relationships between concept and process relevant to animation and video, and. engages with historical and theoretical contexts relevant to Workshop projects.

CTH213   Visual Communication I

2 Cr. Hrs. = (*2* LCT + *1* TUT + *0* LAB + *2* OTH) – SWL = *165* –ECTS = *6*

Prerequisite - - -

This course concerns building brand identity and design assets as tangible elements that will determine how a brand is perceived. These elements such as logo, slogan, patterns, color schemes and typography. In addition to communicative tools that convey values, meanings, and messages like, Visuals, packaging, design, business cards and paper systems.

CTH214   Manual Colouring and Rendering

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

The course provides an overview of the design of urban areas. Students learn theories and principles of urban design and issues concerning process and practices. the physical and social structure of cities, models of urban form analysis, city and urban design, contemporary theories of urban design, suburbs, and metropolitan areas, implementation strategies, urban problems, projects analyzing the evolution of urban place, factors of high-quality urban design and development.

CTH215   2D Modelling

2 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *135* – ECTS = *4*

Prerequisite - - -

Visual storytelling course Focuses on the new media and the cultural narratives that shape it, stories appropriate for modern society and how people communicate their story using visuals and digital media such as video, graphics, and photography. It also the art of telling your brand's story using visual media as it can humanize the business, giving the target market a way to relate to the business and their story.

CTH216   Writing Studio: Intensive

3 Cr. Hrs. = (*2* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *180* – ECTS = *4*

Prerequisite VDD221

Students will implement techniques of information design to interactive media projects, with consideration of a particular purpose and audience. In this Web design course, students will use a variety of design software to organize, create, publish, and manage a web site. Course content includes creating a variety of graphic elements including video, animations, rollover effects, backgrounds, and page images. This course will provide in-depth insights into the world of web design and covers everything from how HTML works to more advanced structures and concepts of web design before finally creating quality layout.

CTH217   3D Design Visualization Studio

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Introduction to 3D design. Transferable design processes. 3D design users and clients. Brainstorming and research techniques. Inspiration, Ideation, and concept development. Production techniques and materials. Inspiration, Ideation, and concept development. Sketch modelling and presentation models. Working with human measurements, scale, and ergonomics. Production drawing. Final Project.

CTH218   Visual Communication I

3 Cr. Hrs. = (*2* LCT + *1* TUT + *0* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

This course introduces students to communicate from a creative and innovative perspective through visual imagery. It also provides the students with the concepts, theories, aesthetics, and skills of visual communication design. The Visual Communication course depends on the ability to ideas visualization and visual persuasion.

CTH219   Visual Communication II

3 Cr. Hrs. = (*2* LCT + *1* TUT + *0* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

This course introduces students to creative and innovative perspective through visual imagery with the concepts, theories, aesthetics, and advanced skills of visual communication design.

CTH220   Image Editing and Manipulation

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - - - -

In this course students will be introduced to Digital Photography and Image editing skills using Adobe tools. Each activity contains a small task within, so students are learning and refining their skills as they complete each task. Each activity also contains student guides to learn the technical skills required to complete each task.

CTH221   Film Crafting Introduction

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

In this course students will be encouraged to explore the mechanics of classical narrative cinema. By examining the myriad of aesthetic, critical, theoretical, and practical components of the form, students will investigate the systems that film uses to communicate ideas, acts as a vehicle for personal expression, and reflects societal indices. By participating in lectures, screenings, discussions, and practical exercises, students can expect to further their procedural and theoretical understanding of the filmmaking process.

CTH222   Camera Aesthetics

3 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *2* OTH) – SWL = *150* – ECTS = *6*

Prerequisite - - -

Students are taught to improve the camera skills, understanding of composition, lighting, and design, shooting techniques, decision-making and postproduction (using Adobe light-room) with the first level of introduction to photography. This course will motivate the students to push their skills and understanding further, giving them the confidence to produce even better images in a fun, relaxed environment.

CTH223   Sound Design

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

In this course Sound design for film students will be involved more than just the creation of effects, encompassing a stratum of sound possibilities ranging from music to general ambience. In this course students will develop a theoretical and practical understanding of film sound and its use in underpinning the dramatic impact of cinema. This will be achieved by exploring the concept of film sound through lectures, tutorials, and workshops. Students will examine a range of practical techniques such as: ADR, Foley, effects creation and film music composition, through producing all aspects of their own short film

soundtrack. Skills in production will also be developed, including sourcing and clearance of sound materials, mixing, delivery, management, and quality assurance. To promote investigative learning and research, students will complete readings and listening and perform practical exercises.

CTH224 Video Production

3 Cr. Hrs. = (1 LCT + 0 TUT + 2 LAB + 3 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course will focus on the advanced and contemporary techniques of video production. It allows students to develop more sophisticated and complex productions, using special effects and inserting computer graphics include work with longer format video projects. Students will explore the use of advanced software including Adobe After Effects, final cut, and DVD Studio Pro. Through group projects student will be able to produce audio video projects using advanced techniques.

CTH225 Visual Storytelling

3 Cr. Hrs. = (1 LCT + 2 TUT + 0 LAB + 4 OTH) – SWL = 195 – ECTS = 6

Prerequisite - - -

Learn the basic elements of screenwriting for movies or TV, via lectures, script readings, discussions, and in-class writing exercises. All the fundamentals of visual storytelling are covered in depth, including techniques for generating ideas, the drafting process, classical screenplay structure, conflict, characterization, dialogue, how to write visually, how to analyze your own work as a screenwriter, dealing with notes or feedback, scene structure, rewriting and other tools of the trade.

CTH226 Writing Studio: Intensive

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 1 OTH) – SWL = 165 – ECTS = 6

Prerequisite - - -

This course provides essential Knowledge, skills and practice needed to understand, apply, and create functional, workable, and aesthetical typography as an essential element in visual communications. The course also acquires the skills of combining letterforms and layout design in all forms of information design in digital and or printed materials, such as posters, magazines, books, and websites.

CTH227 Basics: Studio Production

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite CTH223

Teaching and Learning Methods.

CTH228 Introduction to Interactivity Media Art

2 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 0 OTH) – SWL = 120 – ECTS = 4

Prerequisite - - -

This course is changing the way we associate our response by changing the kind of media that are familiar with, then laying the foundation of these changes. The course questions the characteristics of the outcomes and reflects the principles of exploring the meaning of the term medium and how that meaning has developed.

CTH229 Acting Introduction

3 Cr. Hrs. = (2 LCT + 2 TUT + 0 LAB + 2 OTH) – SWL = 180 – ECTS = 6

Prerequisite - - -

This course starts from the style of the Shakespearean period to most educational tradition of acting, learning and analyzing the art of acting

in the old professional theatre. The course offers an introduction to the cultural context of stage playing and acting, critical language and the different kinds of training and professional practice also included in this course. The course reflects the different theatres over the times while taking into consideration the recent and modern schools in acting.

CTH230   Audition Theatre

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

The course teaches students about what comprises a good audition. Through examining the various skills sought for, as well as audition etiquette, the course provides aspiring actors with the confidence to master their audition endeavors. The course also allows directors to examine and capture key characteristics of the actors during the audition and analyses the effectiveness and need for the tools that the actors display.

CTH231   Principals of Playwriting

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course offers a solid supplement for developing the students' writing skills tailored to playwriting and script interpretation. Students develop their writing skills through not only a variety of writing tasks but also through critically analyzing scripts and effectively deconstructing the embedded theoretical elements. Students will also learn to build scripts that show cohesion and that have well-developed characters. Most importantly, the students will learn to build plays with meaning that elicit a response and allow the audience to empathize with the characters as they witness the performance.

CTH232   Theatre Lighting Design I

3 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

The objective of the course is to give you the basic knowledge and the practice on how a photography studio works. This course aims to teach students how to set up a professional studio with limited space, equipment, and budget. And learn various lighting set-ups with a variety of equipment to create meaningful images. The course also provides the student with the basic principles of lighting through understanding the physical, technical, and symbolic features of light. Focuses on the planning and preparation that leads to the successful execution of a photo shoot.

CTH233   Media Literacy

3 Cr. Hrs. = (*2* LCT + *4* TUT + *0* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **CTH235**

The course offers students the opportunity to expand their critical understanding of contemporary mass media with its fast-paced developments. Students learn how to utilize the media resource to deliver information and for entertainment. Students will also appreciate the commercial nature of the industry. Students also learn to evaluate the messages delivered by the media and their social, cultural, and political implications. The course will provide students with the methods of analysis necessary to interpret media content to have control over the messages delivered in media.

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CTH235 Anatomy for Animators

3 Cr. Hrs. = (**1** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

This course focuses on the importance of observation and sketching to be able to capture life and movement in addition to the importance of anatomy and proportions in drawing appropriate human figure and characters. The course will cover the basics of proportions, and how to simplify the skeleton, the muscles attach and how they change in different poses. Through practical drawing session the student will be able to recognize human structure and proportions that will enable him to illustrate ideas, characters, or figures in any design project.

CTH236 Digital Color Theory

3 Cr. Hrs. = (**1** LCT + **2** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

Digital color theory is a course that introduces important concepts in which students will apply to assignments and projects in basic and advanced visual communications projects. The psychological, symbolic, and visual aspects of color will be used in all approaches to design. Focuses on the basic visual and aesthetic interactions of color, the science of color perception and the metaphysical nature of color perception and use in fine art and applied design. The second half of the semester will consist of more digitally completed projects which require to develop a conceptual model, apply basic concepts, and incorporate additional color concepts such as color harmony, symbolism, space, and also incorporate art principles and elements as well as employing alternative media and technologies.

CTH237 Digital Illustration

3 Cr. Hrs. = (**0** LCT + **2** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite **- - -**

This course provides the students with fundamentals of digital illustration to create innovative images and essential skills and practice needed to be able to draw professionally with any digital devices. It is a practical introduction to image-making that includes knowledge and understanding of contemporary illustration, graphic design or visual communication practices and examine how digital illustration communicates through metaphor, symbolism, and narrative.

CTH238 Digital Imaging & Manipulation

3 Cr. Hrs. = (**0** LCT + **2** TUT + **2** LAB + **2** OTH) – SWL = **180** – ECTS = **6**

Prerequisite **- - -**

Image editing and manipulation involves transforming or altering a photograph using various methods and techniques to achieve desired results. This course sets out essential concepts and skills relating to the ability to understand the main concepts underlying digital images and to use an image editing application to enhance images, apply effects, and prepare an image for printing and publishing.

CTH239 Animation Action Analysis

3 Cr. Hrs. = (**1** LCT + **2** TUT + **0** LAB + **2** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

Through this course student learn the importance of a construction map, character rotations, and full-body gestures and motion mechanism. Life drawing is the backbone of any art-related field, and animation is no exception. Regular practice at life drawing improves artistic performance in all stages of animation production. Students continue

exploring forms of movement that range from technical to highly exaggerated. They learn to solve problems involved with rotating a character in three-dimensional space and are introduced to "explosion" timing. Basic anatomy is the focus, along with exploring different elements of the human body and how they relate to each other. Students also discuss and practice additional techniques for improving proportions and simplifying gesture lines and study their own expressions, students create expression sheets for their characters.

CTH241   Computer Design Application I

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

This course is a comprehensive introduction to Mixing Digital arts to free-drawing and graphic arts through: Computer digital arts. Freehand drawing. Drawing using a graphic tablet. Digital tools, light and filters. Digital adjustments and manipulation. Drawing with digital software (Photoshop/ illustrator). Reproduction of artworks by Digital tools. Mixed media.

CTH242   Film Production Technology

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite - - -

This course is comprehensive. Introduction to digital Filmmaking. Nonfiction Filmmaking. Producing a Short Film. planning and getting ready to film (development and pre-production). filming (production). completing the film and getting it ready to show (post-production). Digital Film Editing. Sound Design. Visual Effects. Advanced Postproduction. Special Topics in Film. ALL DIGITAL.

CTH243   Special Effects

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *6*

Prerequisite - - -

This course is comprehensive. What Are Special Effects? (A Brief History, Cognitive Media Theory, Gauging Emotional Stimuli). The cinematographer filmic techniques from traditional to digital era. Digital filming and special effects. Analytical and synthetic. The political economy of special effect. Digital tools for special effects. Temporal and special for special effect.

CTH244   Television Basics

3 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *165* – ECTS = *8*

Prerequisite - - -

This course is comprehensive. The working principle of television. Roles of Production Team (Producer, Director ,3 Writer, Technical Director (TD), Camera Operator, Audio Engineer, Character generator (C.G.) operator, Lightning Manager, Stage Manager, Video Editor). PREPRODUCTION. (Generating Idea, Program Proposal, Budget, Costs, Funds and Financing, Script, Planning, People and Communication, Facilities Request, Production Schedule, Permits, Clearances and Rights, Publicity and Promotion). PRODUCTION (The Television Camera, How Television Camera Works, Adjusting the Camera, Camera Operations and Framing, Basic Rules During the shootings, Lightning, Lightning Instruments, Lightning Techniques, Audio, Sound Pickup, Sound Control, Video Recording m1 Electronic Features of Video Recording, Storage System, Switching, or Instantaneous Editing, The Actual Shoot, Field Production). POSTPRODUCTION (Editing, Delivering the Final Product, Professional Next Step).

CTH245　Cinema Basics

3 Cr. Hrs. = (**1** LCT + **2** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **8**

Prerequisite **- - -**

This course is comprehensive. Basic cinematography. cinematography techniques. the elements of cinematography. Cinematography, Time Scales (Series), film part scene, shot beat frame. Shot elements scene -Camera - lights - subjects - props - set - music - dialog - foley – VFX: Duration, transition (context). Virtual camera controls, field of view, zoom, Distance from subject, position, orientation - Usually only yaw, Motion - Usually, sensitivity, motion blur extent, tone curve & tint of Bloom, focus depth, defocus radius, Aspect ratio, Frame rate. Standard camera Locations, establishing shot, close-up (Insert shot), Over-the-shoulder. Lighting. Color composition. Transitions. Cinematography cheat sheet.

CTH246　Theory of Editing

2 Cr. Hrs. = (**1** LCT + **0** TUT + **2** LAB + **0** OTH) – SWL = **105** – ECTS = **6**

Prerequisite **- - -**

This course is comprehensive. film editing history. Evolution of Editing Theory. Evolution of Editing Theory. types of film editing. Kuleshov effect. elements of editing in film. continuity editing. editing techniques. montage editing. How to Manipulate the Passage of Time? Creation through montage. Analysis of some models (Potemkin armored film, Dr. Caligari's silo film). How to Manipulate the Passage of Time?

CTH247　Television Broadcasting Systems

2 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **90** – ECTS = **4**

Prerequisite **- - -**

This course is comprehensive. historical background. How does TV broadcasting work? broadcasting technology. broadcast TV mean. types of broadcasting. Broadcast service station. Temporary community broadcasting licenses. Narrowcasting service station. Narrowband area service station. High frequency (HF) broadcasting stations. Spectrum use. International broadcasting license (IBL). The different types of digital broadcasting. Equipment for digital terrestrial television. Compact Series. Broadcast Series. Echo cancelling. Remote control & monitoring. Integrated solutions. Accessories for broadcasting (COFDM-ASI converter, active demultiplexer, multiplexer filters, transmission panels, power distributors, reception antennas). Cabinets (Indoor cabinets, outdoor cabinets).

CTH248　Cinema and Television Decoration

3 Cr. Hrs. = (**1** LCT + **2** TUT + **2** LAB + **0** OTH) – SWL = **165** – ECTS = **6**

Prerequisite **- - -**

This course is comprehensive. Think about the course. Location of the camera and its height. One element of expression. Definition of buildings and architecture. Photographing model 1. Photography Model 2. Visualization of visual image.

CTH249　Management of Virtual Studios

2 Cr. Hrs. = (**2** LCT + **0** TUT + **0** LAB + **0** OTH) – SWL = **90** – ECTS = **4**

Prerequisite **- - -**

This course is comprehensive. What is a virtual studio? Virtual Studios in use (Planning, chroma-keying, camera positioning, computational power, user interface, depth, defocusing, cost). Design of camera supporting structure. Product description. Typical DeltaV virtual studio Applications. Operator training systems. Development and test systems. Online production systems. DeltaV virtual studio product features. Logical and physical VM assignments. Customized VM

templates. Control and SIS hardware VM templates. High availability and disaster recovery are recommended. for all on-line production systems. DeltaV Virtualization system health alerts. Advanced virtualization diagnostics. Licensing considerations. Microsoft windows OS licensing. Sample for ordering information.

CTH250   Devices and Equipment I

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite - - -

This course is comprehensive. The idea of working and sensitive media types used with digital cameras. How to record and reproduce color information in sensitive media. The concept of color management in digital image production systems. Digital color schemes (color spaces). Evaluation and assessment of color differences between image and origin. Color measuring instruments (Densitometer-Cool-meter-Spectrophotometer). Components of color management system. How to set up the color profile for different digital devices. Evaluate the accuracy of the color definition of digital devices. Characteristics of lighting in photography. How different objects and materials deal with light. Types of inversion (direct dispersion), family angles, inverse square law. Components of the photographic studio. Flashlights within the studio, its characteristics, and accessories used with it. Camera Holder. Devices and means of synchronization between the camera and flash devices (Infra Reed - Radio. Processing of digital images saved in the pattern of conservation raw by Alfotoshob. Digital image processing using Photoshop (color correction, contrast, exposure,). Using layer masks technology for Alfotoshob program to solve various problems in the digital image.

CTH251   Composition and Lighting I

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *6*

Prerequisite - - -

This course is comprehensive. The rules of shot composition. What is composition? FRAMING the SHOT (Rule of Thirds, Balance and Symmetry, Camera Lenses. Video Camera Lens Basics. Focal Length. Aperture. Shutter Speed. Depth of Field. Aspect Ratio. ideo Camera Lens Extras. Lens Breathing. Lens flaring. Chromatic Aberration. Light Bokeh. Camera lens test videos. Blocking definition (What Is Blocking in Film?). Leading the eye (Leading Lines). Angle shots. Aspect Ratio. How to Make a Shooting Schedule? Lighting. Three-Point Lighting. High-Key Lighting. Low-Key Lighting.

CTH252   Computer – Virtual Graphic I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *8*

Prerequisite - - -

This course is comprehensive. Virtual Reality (or VR for short). The term(s) of Virtual Reality. VR characteristics. VR - simulating stimuli. VR and the notion of space. Simulation of sensory stimuli. Computer technology. Adaptive Narrative Virtual Environments. Isoluminance Contours: A Fast, Simple Model for 4D Animated Visualization. State-of-the-art and related work 35. Hardware for 3D. Middleware and software for 3D. Applications.

CTH253   Color Theories

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *5*

Prerequisite - - -

This course is comprehensive. Scientific & Philosophical Interests & Origins of Modern Color Theory. Light properties. Types of Color

Theories. Color Temperature. Color Schemes: Monochromatic. Scientific & Industry-specific Color systems. Mechanical vision. Sources of colors Sources of illumination. Description Color measurement methods color. History of Photography and Colored Cinema. Color films and their types. The rules of color photography and artistic and artistic values. Color psychology.

CTH254   Television Production Technology

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. techniques used to create a television program. Selection of the program topic (Developing program briefs, Researching the topic, Designing the Production Schedule, Storyboard, Script Designing & Script Layout). TV Recording and Editing (What is editing? Rules of editing, editing sound, U-Matic, Beta & VHS, Types of editing, The Single-camera Solution, insert editing. &. FCP. stages of television production. Pre-production: a. research. b. scriptwriting and storyboard. c. Project planning. The shoot. Post-production: a. assembly of footage. b. animations and motion graphics. c. music. Duplication and delivery: a. Output to chosen media format. b. cover design (where required). idea generation: The process of creating, developing, and communicating ideas for Television Production. A television producer.

CTH255   Virtual reality

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. Virtual Reality (or VR for short). The term(s) of Virtual Reality. VR characteristics. VR - simulating stimuli. VR and the notion of space. Simulation of sensory stimuli. Computer technology. Adaptive Narrative Virtual Environments. Isoluminance Contours: A Fast, Simple Model for 4D Animated Visualization. State-of-the-art and related work 35. Hardware for 3D. Middleware and software for 3D. Applications.

CTH256   Devices and Equipment II

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite **DCA234**

This course is comprehensive. The theories on which the film industry was based - the installation of a traditional film machine. Sporadic mechanical movement. Camera shutter and viewfinder. Study of models from the most common conventional cameras Arri. Arri 435 - Arri 16SR. Digital Film Camera. Study models of the most popular digital cameras. Rrd one- Arri alexa -Arri D21. Traditional and digital cinematic media. Lighting devices. Light measuring devices. Devices for fixing and moving the camera. Film Projectors.

CTH257   Computer – Virtual Graphic II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *8*

Prerequisite **DCA234**

This course is comprehensive. Virtual Reality (or VR for short). The term(s) of Virtual Reality. VR characteristics. VR - simulating stimuli. VR and the notion of space. Simulation of sensory stimuli. Computer technology. Adaptive narrative virtual environments. Isoluminance Contours: A fast, simple model for 4D animated visualization. State-of-the-art and related work 35. Hardware for 3D. Middleware and software for 3D. Applications.

CTH258 Composition and Lighting II

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *4*

Prerequisite - - -

This course is comprehensive. The beginnings of cinema and various devices. 16mm film camera parts. The intermittent mechanical movement and shutter movement and types. Lenses - Determination of vision. Exposure and tolerance, sensitivity layer variation and film types and measurement. Color Temperature and Color Filters. Alternative technology for film in its various.

CTH259 Studio Engineering

4 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *210* – ECTS = *4*

Prerequisite - - -

This course is comprehensive. TV studio design of space, height, floor, wall, and ceiling. Services of studio, studio sound insulation in studio. Audios Studio - HVAC Systems. Decoration and studio. Camera control room. Cameras, types, and accessories. Production control room. MONTOR, SWITCH, AND MIXING CAMERAS. Lighting network and control system - lighting console and sound console. Tlicinma devices. Video recording and editing equipment. Operators of studio units in technical and engineering terms. Digital TV in production and transmission.

CTH310 Texture and Lighting

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

The course special effect is a tech-centric discipline that covers the most common special effects used in digital communication projects and filming from texture to behavior and integration. It also includes how to use Adobe Photoshop®, Aftereffects®, FumeFX and 3Ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in digital communication and film making.

CTH311 Animation Studio I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

Digital media literacy course provides students with the knowledge, skills, and practice to become professional communicators in creative industries. This course focuses on the powerful combination of words, images, and sounds to develop student's ability to analyses, evaluate, and create different forms of communicative contents in a digital environment.

CTH312 Storyboarding for Animation I

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite VDD212

Although some advertising media can be placed today, the main concept of advertising communications is still the same. It is a way of conveying a message that is comprehensive, effective, and persuasive targeting specific audiences to achieve brand's marketing objectives. This course provides the student with the basics and principles that enable him to translate the abstract brand values, promises and messages in a visual form. Through digital or and printed media, posters, billboards, brochures, banners, catalogues, leaflets, Magazine and newspaper ads, the student will learn how to visualize ideas using graphic elements, art directing and execution.

CTH313　Animation for the Web

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*
Prerequisite

This course provides the student with the key lines in the History of advertising and the main factors that affected it since the Industrial Revolution. It also relates advertising with the cultural, social, and technological changes in the recent past and nowadays. The course covers theoretical frameworks and applies them to specific advertisements.

CTH314　3D Modelling

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *3* OTH) – SWL = *120* – ECTS = *4*
Prerequisite - - -

This course covers the design of all forms of visualizing data and designing information. It provides the students with the theories and principle needed to communicate complex information to a wide range of people with different cultural backgrounds. The course aims to provide students also with basic skills to simplify, organize and visualize information to be presented through graphic elements, sound, and motion in media.

CTH315　History of Animation

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*
Prerequisite - - -

This course demonstrates the magic of early cinema, the students got to know the foundations of the animation industry. Students start from the early silent era and go through the coming of the sound. This course explores many aspects and topic like the animation as a modern art, Disney's new aesthetic, style and Fleischer Studio, the animation in World War II, international developments in post war animation, post-war experimentation, stop motion approaches and going through the Disney renaissance, computer- generated animation in features and wrapping all by animation in the art world.

CTH316　Animation Studio II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*
Prerequisite

This course covers the main concepts of brand building, brand strategy and brand identity. It provides the students with the knowledge needed to understand brand management process and the creative skills required to design corporate identity, marketing materials, and advertising programs. In addition to the importance of digital branding in nowadays marketing concept. It combines design and marketing principles to provide students with insights and practical experience in the branding process.

CTH317　Storyboarding for Animation II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*
Prerequisite CTH312

This course introduces the psychological process behind human decisions and the influence of thoughts, beliefs, feelings and perceptions on consumer behavior and the effect of cultural changes on shaping consumer psychology. This course also concerns the processes of selecting, purchasing, using, or engaging products, services, ideas or brands and the methods to satisfy consumer's needs.

CTH318　Animation Scripting

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* – ECTS = *6*
Prerequisite VDD312

Interactive advertising course refers to online advertising that includes

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an element of consumer feedback. It goes beyond simple banners using social media but includes any other approaches to engage the target audience. The course provides students with the skills required to develop two-way communication between brand and customer. The course includes different forms of interactive advertising (augmented reality, mobile applications, and interactive videos) that can build a relationship between a business and its audience.

CTH319   Voicing and Special Effects

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *195* – ECTS = *6*

Prerequisite - - -

The course special effect is a tech-centric discipline that covers the most common special effects used in digital communication projects and filming from texture to behavior and integration. It also includes how to use Adobe Photoshop®, Aftereffects®, FumeFX and 3Ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in digital communication and film making.

CTH320   Cinematography

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *3* OTH) – SWL = *180* – ECTS = *6*

Prerequisite VDD214

This course covers the important early stages of digital game development process from sketching to a fully coded demo. focusing primarily on prototyping to allow student to realize the vision and create a physical way to text out the idea. It includes playable "sketches" and rapid prototyping, concept refinement, creative direction, and concept communication. This course aims to provide the student as a game designer to check how emergent gameplay and artistic design choices affect the design.

CTH321   Film Writing

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite CTH228

This course offers students a detailed introduction to the art of writing for film as well as interpreting cinematic and drama texts for their adaptation into the audio-visual forms.

CTH322   Musical Appreciation

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Music is an extensive and all - inclusive subjects, participation is mandatory and vital to the learning experience and momentous to the development of awareness throughout this course. In this course, students gain an understanding of musical composition and acquire a convenient appreciation of the role composers provide to propagate the film's content as and as elaborate tools for meaning delivery.

CTH323   Film History

2 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite

Music appreciation engages students to the discipline of music through listening, discussion, lectures, and analysis. The course highlights the historical development of music with an emphasis on Western art music. This course help students develop a working vocabulary of musical terms and concepts and link it to a visual concept accordingly. The course will recognize the aesthetic and stylistic characteristics of various music from diverse historical eras and identify the social, cultural, and historical contexts of individual works from different historical eras. The course will focus and highlight the various approaches to the composition and performance of musical works throughout history.

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CTH324   Theories of Directing

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

The course special effects are a tech-centric discipline that covers the most common special effects used in gaming from texture to behavior and integration into an alpha stage game level. It also includes how to use Adobe Photoshop®, Aftereffects®, FumeFX and 3Ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in a video game. In this course Students gain an advanced appreciation of the spatial factors within the studio settings and their employment in order to achieve intended moods, atmospheres, and meanings. Students also gain closer insights into set designs and layouts.

CTH325   Studio Production

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

In this course Students gain an advanced appreciation of the spatial factors within the studio settings and their employment to achieve intended moods, atmospheres, and meanings. Students also gain closer insights into set designs and layouts.

CTH326   Script Interpretation

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite CTH322

This course is a study of different dramatic structure and methods of script analysis as preparation for writing, directing, designing, performing through criticizing, and analyzing scripts for plays and films. The course offers students a solid foundation on script elements, character building, and interpretation approaches. It also probes the effective replication of written meanings and notions to vivid images and audio-visual contexts on the screen. The course focuses on reading a script theatrically with a view to mounting a coherent production. Through careful, intensive reading of a variety of platforms and scripts. While providing the students with analytical tools for understanding scripts and passing a skillful experience to those tools and elements.

CTH327   Digital Sound Design

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite CTH225

This course offers students a survey of the technologies and techniques used in sound production in film and drama. Students are taught about the mixing and editing stages as well as the postproduction stage with a close examination of Foley and ADR. Students are also introduced to the various software used in the industry as well as the various instruments used in the recording stage. Students are also taught to collaborate and create meaningful dialogues with sound editors to ensure efficient utilization of music in their films.

CTH328   Digital Editing and Applications

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

Students are familiarized with the latest technologies used for editing video and the visual and digital effects by which the director's vision may be elaborately and effectively delivered.

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CTH329 Dramaturgy I

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course teaches the role of dramaturg through the study of a different classic text, an adaptation, a modern text, a musical and a contemporary text. This course engages students in production dramaturgy, preparing protocols, research presentation and in discussion in class with other peers. The course critically propagates an understanding of the relationship between the dramaturg and the text and delivers an understanding of how dramaturg balances research with the practical demands of performance.

CTH330 History of the Play I

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

The course offers a chronological survey of the history of plays and theatre. The course takes students through history of the play from the Ancient Greek and Roman theatre and up to the Elizabethan era examining the nature of the play texts and performance styles. Students also examine ancient Asian and European theatre styles. The course allows students to gain an insight on analyzing a variety of texts from diverse time and geographical origins and identify the key theatrical elements relevant to the directing and the acting of the play.

CTH331 World Theatre

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite - - -

This course is a comprehensive introduction to the history of theatre throughout the Ages, with an emphasis on European and Western theatre and its forms, development, and functions. It also sheds light on a selection of different historical and current theatre traditions from Africa and Asia; thus, using academic terminology to describe and analyses phenomena in the field of theatre.

CTH332 Theatre Lighting Design II

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite - - -

This course familiarizes students with the world of scenography and introduces them to theory and the application of set design techniques. Scenography philosophies and ideologies are clearly explained through practical examples and their theoretical context. It develops the students' creativity and originality in designing theatre settings related to a text and concept and to lighting and technical processes.

CTH333 Stage Directing and Acting Theories I

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite - - -

This course guides students to gain an understanding of the role of the director in theatre and the collaborative nature between actors and backstage crew. The course introduces the various theories of acting and directing and their utilization within performance training. Students will examine and analyses written materials and apply directing theories to achieve certain effects on stage. Students will also practice acting skills and master the roles of theatre artists through a variety of performance trainings.

CTH334   Playwriting I

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

The course introduces the right vocabulary that students will need to build their own play as a way of stories telling, and create through character, intention, action, conflict, and image. The course also includes the research and development of completed dramatic work. The course will guide the student to understand the basic and the more advanced percept of playwriting within the parameters of the dramatic work. This course identifies the various styles of playwriting.

CTH335   Advanced: Theatre Lighting Design III

4 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *240* – ECTS = *8*

Prerequisite **- - -**

The course provides an overview of advanced design and theoretical design techniques including programming, color application, texture, and intelligent lighting. This course will prepare the students to successfully program conventional and intelligent lighting systems in coordination with each other. The student will be able to practically apply the skills learned in a completed lighting design scene. The course will enable students to explore more about automated lighting in the third millennium.

CTH336   Instrumental and Vocal Performance I

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **- - -**

. This course offers a brief introduction to musical education and musical performance. Students advance their music composition skills with practical experience and a rigorous training component. Students will not only learn theory and practice, but they will also learn pitch, tone, expression, improvisation, and performance.

CTH337   Drama, Theatre and Performance Introduction

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course is an introduction designed for students who are seeking a major in theatre and performance, with no experience yet with the art form. The course develops the student's skills in reading and analyzing plays and productions by understanding a several key artistic movements in the theatre. The course explores how the theatre has come to both shape and reflect samples in the history of Western and Arabic world through Egyptian performances. In this course you will also learn how theatre and drama rely on the commitment of people from a variety of backgrounds. The students will continue exploring the whole concept by doing, integrating concepts and practices from the theatre into their own work. Therefore, students will read plays, attend plays, write about plays, perform an acting scene, and collaborate on a final project that integrates the key concepts from the course.

CTH338   Contemporary Theatre Production Technology

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course draws upon faculty and guest artists of the department of Theatre to explore what it means to be a theatre artist of the new millennium. What are the plays, theatre artists, and practices that describe our era? What are the relationships among and between designer, actor, playwright, and scholar? What is the nature of interdisciplinary work? How do you see yourself participating? Course materials include contemporary plays, techniques, readings on current

practices, and research about contemporary latest technology in the field.

CTH339   Short Film Concept Development

3 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

This course will reveal the steps, tips, and tricks to making a professional short film. It provides techniques for making dramatic features, documentaries, corporate, broadcast, and experimental videos, and films. It will also introduce the student to a range of filmmaking specialisms. The course focus on the artistic and technical skills required to produce short-form films and gives the students a solid foundation with which to enter the film industry and also benefit everyday life. Students are introduced to the fundamentals – directing, production, cinematography, screenwriting or editing.

CTH340   Special & Visual Effects

3 Cr. Hrs. = (*0* LCT + *2* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

The course special effect is a tech-centric discipline that covers the most common special effects used in digital communication projects and filming from texture to behavior and integration. It also includes how to use Adobe Photoshop®, AfterEffects®, FumeFX and 3ds Max to create textures, and demonstrates essential methods for efficiency and optimization of visual effects to be used in digital communication and film making.

CTH341   Animation Production

3 Cr. Hrs. = (*0* LCT + *2* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

Animation producers play an important role in any project. This course will provide student the practical knowledge to make his/her project investable and achievable in the real world. It concentrates on character action, animating the environment – features such as fire, smoke, water, and bubbles. In addition to physical laws of natural elements that guide their actions and consequently require a unique discipline of their own. Students apply the correct principles to perform different animation tasks and effects.

CTH342   Computer Design Application II

2 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *2* OTH) – SWL = *105* – ECTS = *4*

Prerequisite **DVA311**

This course is a comprehensive introduction to mixing digital arts to graphic prints through: Computer digital arts. Scanning of Graphic prints. Digital tools, light and filters. Digital adjustments and manipulation. Drawing with digital software (Photoshop/ illustrator). Reproduction of artworks by Digital tools. Mixed media. Painting with Color. Finalizing a Painting. Principals of Lighting, Color, & Mood.

CTH343   Shooting Script

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *150* –ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. Drew's Script-o-Rama. Simply Scripts. The Daily Script. The Script Lab. Create a Shot List. shooting schedule? FREE Shooting Schedule Template. Why Shooting Schedules Matter to Cinematographers. Who uses a shooting schedule? How to Create a

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Shooting Schedule? production schedule. film scheduling programs like Studio-Binder. Shooting schedule software. film-scheduling-software. Shooting schedule software. Create a Shooting Schedule with Studio-Binder. The Revenant's ever-changing shooting schedule. how the weather altered The Revenant's production schedule? DiCaprio's commitment to a changing shooting schedule. free shooting schedule template. Create a More Encouraging Production Schedule.

CTH344   High Quality Cinematography

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *17*

Prerequisite **- - -**

This course is comprehensive. Introduction. Early Camera Arrays. The Multiple Camera Array. Hardware Components. System Architecture. Improved Imaging Performance. High-Dynamic Range and High-Resolution Video. High-Speed Video. Spatiotemporal Sampling. Planar Camera Arrays. Multi-baseline Spatiotemporal Optical Flow. Synthetic Aperture Photography. Non-linear Synthetic Aperture Photography. Hybrid Aperture Photography.

CTH345   Image Compositing Systems

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. What is Deep Compositing? Comparison to traditional concepts (zMerge, preserving color values/corresponding to zCrop/zSlice, Volumetric, what it can 't does). Implementation (Autodesk 3ds Max and Chaos Group 's VRay, The Foundry 's Nuke). Performance (File size, Processor and memory usage, Network, Compression, Compression). The visual effects pipeline. Workflows (Proxies - an essential concept for dealing with large data set, Region of interest, when to use deep images, Integration of live action with

computer generated deep images). Outlook (Deep Object IDs, Vector blur that works for overlapping objects, Altering the look of volumetric renderings in compositing, Volume fog in Com, Light interaction, Building a deep image library, Stereo).

CTH346   Virtual Imaging Cameras

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. Computational Imaging for VR/AR. VR Video Capture. Learn About VR Imaging? The Immersion of VR Gaming. The Intimacy of VR Painting. Imaging Data Need for VR Rendering. Modeling Light Images, Videos, Light Fields. A Camera for Plenoptic Function! Imaging Fundamentals Conventional Cameras, Lenses, Sensors. Design A VR Camera. Spherical Imaging (Monocular. Moving-Viewpoint Imaging (Full Plenoptic Function?). Multi-Camera Array. Lytro Immerge Multi-Camera Array for VR. Handheld 4D Light Field Camera (Plenoptic Camera). 4D Light Field Camera. Light Field Sampling Rates (Viewing resolution- Depth range of objects).

CTH347   Directing Principles

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *150* – ECTS = *6*

Prerequisite **- - -**

This course is comprehensive. The emergence of drama. Definition of cinematic and television drama. Definition of the scenario and its multiple sources. The difference between the script and other literary genres. The difference between a live event and a dramatic situation and knowing the story can be converted into a scenario. Elements of dramatic construction (conflict / personalities / dialogue / end and types). Time and place and how to express them (decoration / clothing / accessories / lighting / make-up). The responsibility of the director and

the definition of his duties inside and outside the studio.

CTH348 3D Imaging I

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. Visual perception. Consumer 3D Experience – basic concepts and guidelines. Comfortable viewing and vengeance-accommodation conflict. Perceptual distortion due to incorrect viewing angle. Interpapillary distance (IPD). Depth of field. Image-pair balancing. 3D imaging and the transformation of screen-space. How Cinematic Volume Rendering Technique brings new. Entertainment 3D Imaging. view to clinical imaging. 3D Holoscopic Imaging as a modality for 3D TV and displays. 3D Projector. Comparison of 3d reformat computed tomography images using different software's. 3D Imaging Technology's Narrative Appropriation in Cinema.

CTH349 Computer – Created Image

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. Computer. Functionalities of a computer. Computer Components. Software. Software types. Application Software. Unit of Measurements. Computers classification. Computer image-processing & recognition. CG2Real: Improving the Realism of Computer-Generated Images using a Large Collection of Photographs.

CTH350 3D Cinematography

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *105* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. History of 3D-Cinema. Stereoscopic

Cinema, D Cinema, and Others. 3D display technologies (Stereoscopy, Auto-stereoscopy, Multiview Auto-stereoscopy). Computer vision, computer graphics, and stereoscopic. Cinema. Stereo-specific Processes. Integral imaging. Three-Dimensional perception and visual fatigue. Sources of visual fatigue. Picking the right shooting geometry. Lessons for live-action stereoscopic cinema from animated. D. post-production of stereoscopic movies. Holography. Volumetric displays. Analysis and comparison of 3D technologies. 3D content representation for stereoscopy and its variant technologies. Depth image based rendering (DIBR). A real-time cinematography system for interactive 3D. environments.

CTH351 Digital Cinematography Lab

3 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* – ECTS = *6*

Prerequisite **- - -**

This course is comprehensive. Image (Low Contrast - High dynamic range OCN film contrast vs. print film). Film cameras color management, Lens center, lab processing effects, capture aspect ratio & HD vs. data DI? Digital cameras (Digital film -Not digital video, High dynamic range, View LUTs, Digital cinematography cameras, Extended dynamic range, Bit depth & bit range, resolution & quality. Camera lenses, cCinematic Approach to digital capture, Rough guide to shooting HD. Audio. Digital Dailies (Color calibration). Film capture (Digital dailies workflow). Digital Capture (View LUT calibrated dailies- view LUT Workflow). Post-production (Workflow Calibration- Calibration Steps). Film scanning (Data Telecines CCD vs. CRT, frame instability, dynamic Range, Resolution. HD – An Alternative Workflow for DI. Film Scanners (Speed -Super 2K). The choices. Digital images ingest. The digital intermediate process. Graphics & vfx. Audio. Deliverables (Film recording and processing, digital/data deliverables & video deliverables).

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CTH411   Graduation Project I

4 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *4* OTH) – SWL = *255* –ECTS = *8*

Prerequisite **SENIOR LEVEL**

Students plan out their ideas and present their dissertation. The aim of this animation project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in Animation. Therefore, students will focus on the creative aspect of production, creating a short animation reel.

CTH412   Advanced 3D Modelling

4 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *4* OTH) – SWL = *240* –ECTS = *8*

Prerequisite **- - -**

A student should present a professional dissertation and thesis about his own graduation project topic. He needs to create an entirely unique, interesting topic and provide background information. It might consist of planning and executing an ad campaign for a brand to achieve a specific goal. The dissertation is based on mixed research methodology; primary research should be done through interviews and our survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyses the satisfaction level of customers and how effective messages delivered in the advertisement. After the research, he has to conclude the advertising messages, and present a brand creative strategy that includes rebranding plan, redesigning identity, and a complete digital advertising campaign.

CTH413   Drama Criticism

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **CTH318**

This course will run investigation about the theoretical developments in Drama and will highlight the historical connections. The course will crossroad over the influences of the theory on different drama practices and dramatic literature. This course will help you to elevate your critical thinking skills and deepen your understanding of dramatic works. The course will explain dramatic theory in the context of the world's cultural and intellectual studies in history.

CTH414   Rendering, Editing and Sound

3 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *2* OTH) – SWL = *195* –ECTS = *6*

Prerequisite **- - -**

This is the course where the animators are expected to plan their final look carefully, students will gather all the previously produced scenes and shoot and start working on it to create the final product. This course will give the students the chance to evaluate their knowledge and start collecting feedback and then self- directing. The course is beneficial to the students to finalize their short film stories and create an addition in their demo reels.

CTH415   Animation Studio III

4 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *4* OTH) – SWL = *255* –ECTS = *8*

Prerequisite **- - -**

This course allows students to develop professional skills in video, animation, film, and television pre-production, production, and post-production. Audio video course introduces students to video camera operation, camera stabilization techniques, lighting, scripts and

storyboarding, digital imaging, motion graphics software, and importing/exporting graphics, movies, animations, and sound effects into, or out of video editing software. It allows students to use special effects, insert computer graphics, and explore the use of advanced software including Adobe After Effects, final cut, and DVD Studio Pro. Through group projects student will be able to produce audio video projects using advanced techniques.

CTH416   Graduation Project II

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* –ECTS = *11*

Prerequisite CTH411

Students execute their ideas presented in the first graduation project class. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in animation. Students will focus on the creative aspect of production, creating a short animation film, or reel.

CTH417   The Business of Animation

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* –ECTS = *6*

Prerequisite VDD412

For graduation requirements, students will have to develop an integrated digital advertising campaign; including designing brand identity (logo, color schemes, typography, and creative communication materials), 2D advertising design (posters, magazine ads, brochure, wed design and internet banners), 3D advertising (packaging, displays, ambient and interactive ads) in addition to radio and audio video advertising. A student should also design a complete presentation to explain his project and justify his point of view.

CTH418   Professional Future Studies

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite - - -

Students will learn how contemporary changes in cultural and global developments will shift and create new trends in animation. This is done through exploring how animation has developed over the past and how it continues to develop using external social and technological contexts. Students will also explore how the academic stream is going to develop by investigating recent research interests and aesthetics in the field. Students will also learn how to master many of the versatile technologies and software that would allow them to produce creative novel content and animation styles.

CTH419   Animation Studio IV

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *2* OTH) – SWL = *195* –ECTS = *6*

Prerequisite CTH415

The course provides an overview of the complete vision of the animation film with dialogue. Putting a voice to an animated character gives it a dimension and believability that cannot be achieved any other way. Following an exercise in basic lip sync, students proceed with planning, thumb-nailing, and animating a character to pre-recorded dialogue. Being able to make a character act appropriately to dialogue is vital to one's skill set as an animator. Students receive one-to-one feedback from instructors and their animation is graded on the strength of the posing, expressions, and timing.

CTH420   Advanced: Studio Production

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **VDD326**

This course provides the student with the basic knowledge and skills to create advanced digital multiplayers games. It will allow him to communicate and synchronize with a game server different player at the same time, including online communications to make an enjoyable peer-to-peer gaming which reducing and managing network latency. It covers the fundamentals of game networking by developing a real-time multiplayer game, using a more scalable game design for online gaming.

CTH421   Graduation Project I

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* –ECTS = *11*

Prerequisite **CTH326**

Students plan out their ideas and present their dissertation. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in filmmaking. Students will focus on the creative aspect of production, creating a short narrative film assisted by additional crew support from filmmaking department students outside the class.

CTH422   Intense Digital Editing and Film Montage

3 Cr. Hrs. = (*2* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **CTH329**

In this course, students shoot and edit a short film as an individual project. The course focuses on teaching the advanced montage and graphics techniques utilized during the postproduction stage.

CTH423   Film Music

3 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **CTH323**

Lecture, studio-based tutorial, field trips, forum of discussion, research readings-based reports analyses.

CTH424   Advanced Cinematography

3 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *2* OTH) – SWL = *195* –ECTS = *6*

Prerequisite **- - -**

This is a beginning class that introduces students to the 3D environment and tools. A studio course in the theory and technique of three-dimensional (3D) modelling utilizing appropriate software. Topics include the creation and modification of 3D geometric shapes; and rendering techniques; and use of camera light sources, texture, and surface mapping. Students will use these tools to build complex objects then learn the basics. D rendering tools and techniques including surface channels, procedural textures, image mapping, light types and settings, camera settings and use, as well as a variety of rendering options, including raytracing. Students will also learn the importance of file backup and management.

CTH425   Graduation Project II

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* – ECTS = *11*

Prerequisite **CTH421**

Students execute their ideas presented in the first graduation project class. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in filmmaking. Students will focus on the creative aspect of production, creating a short narrative film assisted by additional crew

support from filmmaking department students outside the class.

CTH426   Business of Filmmaking

2 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* –ECTS = *4*

Prerequisite **VDD422**

For graduation requirements, students will have to develop their problem- solving skills and communication skills. The process from concept to final implementation and testing, through problem identification and the selection of appropriate solutions will be practiced by the students. Students have presented a complete 3d or multiplayers game project including, idea, concept, levels, 3D character design storytelling, design, implement and evaluate a playable game to demonstrate their understanding in the entire game production process.

CTH427   Cinematic Trends

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite

This course provides the student with the knowledge and skills to be able to analyses and evaluate the circumstances, changes and events that could affect gaming industry. The course aims to improve students' critical thinking skills to develop a future for gaming according to culture research and innovative technology. This course allows students to be professional leaders in game development, creative problem solvers and decision makers.

CTH428   Advanced Theories of Directing

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **- - -**

In this course, students revisit some of the theories of directing they were taught in the introductory course but in a critical matter that problematizes some of the issues ingrained in each school of directing examined. Students make connections with how each school delivers meaning and creates a creative context and critically analyze its utilization of visual content and auditory stimuli.

CTH429   Musical Theatre

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **- - -**

This course introduces breaks new ground by making music, rather than text, the driving force behind design for the performing arts. After being introduced to music appreciation, students will create visual artworks inspired by personal responses to specific pieces of music. Students will then create designs specific to dance, concert design, musical theatre, and opera. Various forms of idea-sharing will be taught, including collage, sketching, rough modelling, and painting.

CTH430   Instrumental and Vocal Performance II

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **CTH336**

In this course students will have learned the basics of music and will move on to the performance component and how to utilize their instrument or voice on stage to fulfil the required aesthetic effects. Students will get to perform multiple times on stage and will collaborate with directors gaining practical experience in the making and production of musicals.

CTH431   Stage Directing and Acting Theories II

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*

Prerequisite **- - -**

This course will delve deeper into the text structures and messages

relevant to performances. Students will discuss and explore the surrounding social, political, and cultural contexts of various texts and how those notions can be transferred to the stage performance. The course will also teach students to identify the major roles that a professional dramaturg may be asked to fill. Students will gain practical experience in these roles and in the cooperative nature of the relationship with the director.

CTH432 Dramaturgy II

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* – ECTS = *6*
Prerequisite **CTH329**

This course will delve deeper into the text structures and messages relevant to performances. Students will discuss and explore the surrounding social, political, and cultural contexts of various texts and how those notions can be transferred to the stage performance. The course will also teach students to identify the major roles that a professional dramaturg may be asked to fill. Students will gain practical experience in these roles and in the cooperative nature of the relationship with the director.

CTH433 Graduation Project I

6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* –ECTS = *11*
Prerequisite **SENIOR LEVEL**

Students select and plan out their ideas and present their dissertation. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in drama and theatre. Students will focus on the creative aspect of production, creating a short narrative theatre project assisted by additional crew support from theatre department students inside or outside the class.

CTH434 Drama and Theatre Design Management

2 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *0* OTH) – SWL = *120* –ECTS = *4*
Prerequisite **- - -**

This course is comprehensive. Concepts, foundations, and role of television. Lighting devices and types. Cameras and camera mounts and how they work. Build and design a television program and drama video. Production kit. The trade-off between television works. Work problems. Selection of the subject and the operational scenario. Project photography and montage work voice and image. Problems in the workplace, whether in lighting, photography or otherwise.

CTH435 Crafting Production for the Stage

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*
Prerequisite **- - -**

The course allows students to develop the various production techniques employed throughout time and analyses each in terms of their virtue and aesthetics. Students will understand basic concepts of the creative process and its ramifications and demands on theatre technology not only engage in critical analysis of texts but also in their associated production and the effectiveness of the transition from text to stage. Students will also learn the other implications of directing and production whether socially, politically, ethically, artistically, and even financially.

CTH436 History of the Play II

3 Cr. Hrs. = (*2* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *180* –ECTS = *6*
Prerequisite **CTH330**

This course examines the play trends from the Elizabethan Era and up until contemporary theatre. The course will require students to critically

examine the texts in terms of their aesthetic, social and political implications and how they may transition to the stage performance. Students will also come to examine how the theatrical schools reflect the social circumstances of the time and region in which they were created. The course will also teach students about developing ancient texts and their adaptation to fit the demands of the modern audience.

CTH437   Graduation Project II
6 Cr. Hrs. = (*2* LCT + *2* TUT + *2* LAB + *6* OTH) – SWL = *360* –ECTS = *11*
Prerequisite **CTH433**

Students execute their ideas presented in the first graduation project class. The aim of this project is to provide students with the chance to work in a hands-on manner in the roles they will be pursuing throughout their career in drama and theatre. Students will focus on the creative aspect of production, creating a short theatrical project assisted by additional crew support from drama and theatre department students inside or outside the class.

CTH438   Design Management
3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*
Prerequisite **- - -**

The design management course aims to integrate innovation processes, multidisciplinary decision-making, a human- cantered mind set and business strategies, to create effective products and services to build successful and meaningful brands. This course allows students to blend way of thinking and methodologies with business management strategies and market value creation. It also covers. The visual communication design management process, strategy, setting objectives, formulating budgets, and vehicles strategy implementation assessing visual communication design effectiveness.

CTH439   Graduation Project I
3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *165* – ECTS = *6*
Prerequisite **- - -**

A student should present a professional dissertation and thesis about his own graduation project topic. He needs to create an entirely unique, interesting topic and provide background information. It might consist of planning and executing digital photographic project for a certain brand, person, or event to achieve a specific goal. The dissertation is based on mixed research methodology; primary research should be done through interviews and/or survey questionnaire. Then the secondary data from the website and some qualitative information from textbooks and different sources, aiming to analyses the satisfaction level of audiences and how effective images delivered a digital photographic project. After the research, he has to represent a script and story board for the image design and short film project.

CTH440   Portfolio Development for Animators
3 Cr. Hrs. = (*0* LCT + *2* TUT + *2* LAB + *2* OTH) – SWL = *180* – ECTS = *6*
Prerequisite **- - -**

This course provides a practical guide for students as animators to showcase their work to potential clients. They will learn how to identify their strengths and weaknesses as animators, selecting works that best highlight their talents. Through feedback and critique from their peers and colleagues. They will be guided through the process of creating and publishing their own online or printed portfolio. Students learn and demonstrate industry-professional standards in a classical animation portfolio presentation and create a résumé and cover letter while refining their overall animation industry awareness and interview skills.

CTH441 Graduation Project II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **CTH440**

For graduation requirements, students will have to develop an integrated photographic and filmmaking project, including designing image, retouching, compositions, and effects. In addition to a short movie based on photographic narrative benefiting from the knowledge and skills covered in scriptwriting and directing courses. A student should also design a complete presentation to explain his project and justify his point of view.

CTH442 Technical Direction

3 Cr. Hrs. = (*1* LCT + *2* TUT + *0* LAB + *2* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

This course is based on the practicing method as students undertake several practical audiovisual narrative sessions throughout the course, into which they integrate the conceptual and technical knowledge acquired. It provides students with the knowledge and techniques to prepare them to produce audiovisual works in a professional format. learn about and perform the work of the director and of the other members of the filmmaking team in the preparation, filming, and post-production processes. The course also includes theoretical subjects that, using film as a permanent basis, cover various areas of contemporary audiovisual art, from the most innovative trends in current cinema to a historic-cultural insight over the past years.

CTH444 Graduation Project I

3 Cr. Hrs. = (*1* LCT + *2* TUT + *2* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite **- - -**

A student should present a professional dissertation and thesis about his own graduation project topic. He needs to create an entirely unique, interesting topic and provide background information. It might consist of planning and executing digital advanced movie for a certain story with Special Effects, the dissertation based on mixed research methodology; A primary research should be done, aiming to analyses how effective message delivered a digital advanced movie.

CTH445 Movie Composition

3 Cr. Hrs. = (*2* LCT + *0* TUT + *3* LAB + *0* OTH) – SWL = *165* – ECTS = *4*

Prerequisite **- - -**

This course is comprehensive. Composition: Framing of shots. Cinematic is better than specific. Techniques in films. cinematography. Time. Scales. •(Series). •Film. •Part. •Scene*. •Shot. • Beat. •Frame. Shot. Elements. •Scene. –Camera. –Lights. – Subjects. – Props. – Set. – Music. –Dialog. –Foley. –VFX. •Duration. •Transition. •(Context). Virtual. Camera. controls. The point. Lighting. Color. composition. Transitions. Films cheat. Sheet.

CTH446 3D Imaging II

3 Cr. Hrs. = (*2* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *150* – ECTS = *4*

Prerequisite **DCA336**

This course is comprehensive. Visual perception. Consumer 3D experience – basic concepts and guidelines. Comfortable viewing and vengeance-accommodation conflict. Perceptual distortion due to incorrect viewing angle. Interpapillary distance (IPD). Depth of field.

Image-pair balancing. 3D imaging and the transformation of screen-space. How Cinematic Volume Rendering Technique brings new. Entertainment 3D Imaging. view to clinical imaging. 3D Horoscopic Imaging as a modality for 3D TV and displays. 3D Projector. Comparison of 3d reformat computed tomography images using different software's. 3D Imaging Technology's Narrative Appropriation in Cinema.

CTH447   Virtual Production Methods I

3 Cr. Hrs. = (*2* LCT + *0* TUT + *3* LAB + *0* OTH) – SWL = *165* – ECTS = *4*

Prerequisite - - -

This course is comprehensive. Introduction. Intention and ambition. General framework of Thesis. Virtual production principles. Keynote. formation Conditions. Shifts in the film industry. Downsides of traditional VFX production methods. Origins of real-time filmmaking. Birthplace of virtual production. Status Quo – Recent state. Technology. Virtual production pipeline. Creative and artistic benefits. Challenges. limitations. Virtual production. -Innovative interfaces on set. Interface Basics. Developing innovative interfaces. Latest developments. requirements. Selecting devices. Tablet mockup. Interface prototype. Experimental production. Test scenario. Production scenario. Project management. Preparation. On-set production.

CTH448   Animation Techniques

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *6*

Prerequisite - - -

This course is a comprehensive introduction to: -Traditional animation: Manuel/digital. Uses/animation movements (Balloon Exercise). -2D Vector-based animation. Uses/ animation movements (Primary Shapes movements). -Motion graphics: Genres. Uses/ animation movements

(Primary Shapes movements). -Stop motion. Genres: Cut out/ Puppets/ Claymation. Uses/ animation movements (Primary Shapes movements). - Most used 2d animation Software. TV Paint. Toon-Boom Harmony.

CTH449   Graduation Project II

2 Cr. Hrs. = (*1* LCT + *0* TUT + *2* LAB + *0* OTH) – SWL = *120* – ECTS = *4*

Prerequisite *CTH444*

For graduation requirements, students will have to develop digital movie including designing characters, compositions, audio and visual effects and Special Effects benefiting from the knowledge and skills covered in the program. A student should also design a complete presentation to explain his project and justify his point of view. Starting from the basic elements that go into making a film, they focus this knowledge and create their Final Film Projects.

CTH450   Performers' Performance Techniques

3 Cr. Hrs. = (*1* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *165* – ECTS = *4*

Prerequisite - - -

This course is comprehensive. History of acting. Professional and amateur acting. Training. Improvisation. Physiological effects. Semiotics of acting. Resume and auditioning. Rehearsing. Audience and the actor. Heart rate while acting. Arabic and international examples and examples. Different representative schools.

CTH451   Virtual Production Methods II

3 Cr. Hrs. = (*1* LCT + *0* TUT + *4* LAB + *0* OTH) – SWL = *165* – ECTS = *6*

Prerequisite *DCA434*

This course is comprehensive. Introduction. Background (Navigating virtual environments, virtual production in cinema, virtual production in

games). Related work. Methodology. System requirements. System architecture, input, tablet, networking, system). User experience, virtual camera functionality, scene & lighting, capture, playback, & edit, intelligence (expert system), collaboration). Application (virtual composition & shooting, augmented reality, match move, comparison to existing solutions). Known limitations & future development (tracking volume, processing power, form factor, expansion to other, fields). The rise of virtual reality in filmmaking and evolution of storytelling in modern cinema. History of VR. VR system perceptual side effects. Numerous applications of VR. VR in cinema. History of cinematic immersion. directing for cinematic virtual reality: how traditional film directors craft applies to immersive environments and notions of presence. Teaching visual storytelling for virtual production pipelines incorporating motion capture and visual effects. A lightweight intelligent virtual cinematography system for. Machinima production.

CTH452   Lighting Engineering

2 Cr. Hrs. = (*2* LCT + *0* TUT + *0* LAB + *0* OTH) – SWL = *90* – ECTS = *4*

Prerequisite - - -

This course is comprehensive. Light and electromagnetic radiation (What is Light? The "Visible" Spectrum, ultraviolet radiation, infrared radiation). Basic concepts in optics, reflection, Refraction (Snell's law), reflection and the index of refraction, total internal reflection (TIR), dispersion, transmission, absorption, diffusion (scattering), filtering). Basic radiometric and photometric principles (Basic radiometric and photometric quantities - spectral response -Solid angle - Radiant and luminous energy and energy density -radiant and luminous flux- Spectral luminous efficacy- radiant existence, irradiance (Radiant incidence), and illuminance- radiance and luminance -radiant and luminous intensity). Basic radiometric and photometric measurement -

The inverse square law- lambert's cosine law - Lambertian emission and reflection). The kelvin scales. Color temperature. Types of lights (Tungsten, HMI, fluorescent, LED lights). Here is a full spectrum look at the ins and outs of set lighting. Light sources (Incandescent lamps - Halogen lamps - Discharge lamps. -HID lamps -high pressure mercury vapor lamps- metal halide lamps- high pressure sodium lamps- Xenon lamps- fluorescent lamps- linear fluorescent lamps -compact fluorescent lamps (CFLs) -LEDs (light-emitting diodes)- Common lamp luminance's- common lamp efficacies). Spectrum and color. Optical modeling. (Ray tracing - computer modeling design steps).

CTH453   Practical Internship I

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite - - -

This cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or private facilities to equip them with practical experience in the areas of specialization. The training falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the project, which will be evaluated in accordance with the criteria agreed between the university and the relevant training authorities.

CTH454   Practical Internship II

1 Cr. Hrs. = (*0* LCT + *0* TUT + *0* LAB + *4* OTH) – SWL = *120* – ECTS = *2*

Prerequisite - - -

This Cooperative training is a prerequisite for ungraduated students. Through this course, students can work for a specific government or

private facilities to equip them with practical experience in the areas of specialization. The training Falls within the regular instructions of training programs that contains actions related to duration, selection of training, plan, work, evaluate the trainee, and the contribution of the academic supervisor. The students will submit the final training project, accompanied by an oral presentation and a technical report of the project, which will be evaluated in accordance with the criteria agreed between the university and the relevant training authorities.