

Bachelor of Fine Arts in Graphic Design

In Graphic Design, students acquire theoretical and practical knowledge in design and practice while developing a variety of skills in print and media design. Through their course work, students explore typography, publication and packaging design, advertising, branding, and web design. They also learn about project briefs, research, and client interaction, and how to pitch, develop, and finally implement design proposals. Through community engagement and team-directed and client-based projects, students are encouraged to understand the social and cultural dimension of any project in order to become innovative leaders in design.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Theory and History of Graphic Design:** Demonstrate an understanding of the evolution of graphic design and utilize styles and theoretical analyses to generate visual solutions.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

- Professional Graphic Design Practice:** Test academic knowledge in real practice scenarios by delivering an idea to a range of audiences while following professional standards, time-management, and appropriate communication skills.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

- Critical Thinking:** Define, analyze a problem, empathize with an audience, as well as conceptualize and evaluate potential design solutions.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

- Visual Literacy:** Demonstrate an understanding of the fundamentals of visual language to effectively communicate and convey ideas and/or messages through innovative design solutions.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

- Information Technology:** Integrate multiple design technologies with knowledge and proficiency in the appropriate media.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

- Teamwork and Leadership:** Participate in team dynamics prior to pursuing a stated goal and understand the importance of collaboration

while assuming responsibility for self and team outcomes.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

Degree Requirements

Required Credit Hours: 120 hours

General Education	28 CHs
Program Required Courses	77 CHs
Electives	15 CHs

General Education Courses		28 CHs
ICB101	Strategic Learning and Growth	4
ICB102	Expressive Clarity	3
ICB103	Applied Algorithmic Thinking	4
IDS102	Applied Creative and Critical Thinking	4
IDS101	Critique and Communication	4
IAH244	Ethical Systems, Moral Dilemmas	4
IAR110 or IAR111	Arabic Lab 1 (N): Speaking to Engage & Persuade Arabic Lab 1 (NN): Arabic Language & Culture for Beginners	1
IDS220	Fundamentals of Innovation and Entrepreneurship	3
IAR210 or IAR211	Arabic Lab 2 (N): Writing to Inform Arabic Lab 2 (NN): Arabic Language & Culture for Intermediate Proficiency	1

Program Required Courses		77 CHs
ART121	Fundamentals of Art & Design Studies	3
ART220	Introduction to Art History	3
ART205	Art Foundations	3
ART201	Principles of Design	3
ART223	Arts of the Modern World	3
ART251	Basic Design	3
AVA310	Drawing I	3
ART221	Research Methods for Artists and Designers	3
AAH322	History of Islamic Art and Architecture	3
AGD351	Graphic Design I	3
AGD352	Graphic Design II	3
AGD356	Typography I	3
AGD357	Designing for the Web I	3
AGD451	Graphic Design III	3
AGD452	Packaging Design	3
AGD459	New Media Design	3
ADR492	Senior Research Seminar	3
AGD359	Information Design	3
AGD453	Graphic Design IV	3
ADR321	Material Culture of the United Arab Emirates	3

ART209	CAD Lab	2
AGD456	Typography II	3
ADR405	Professional Practice	3
ART496	Senior Project	6
ART490	Internship	3

ART History Electives		6 CHs
<i>Student picks courses from below list preference AAH325 or AAH425</i>		
AAH324	Contemporary Islamic Art and Architecture	3
AAH325	History of Design	3
AAH326	Representation: Exhibition, Display and Interpretation I	3
AAH327	Representation: Exhibition, Display and Interpretation II	3
AAH420	Communities, Curatorial Practices, and Collections	3
AAH430	Curatorial Practices	3
AAH425	History of Graphic Design	3
AAH422	Contemporary Art Theory	3
AAH426	History of Interior Design	3
AAH427	History of Animation	3

Program Electives		9 CHs
<i>Student picks courses from below list</i>		
ART297	Special Topics in Art and Design: Intermediate	3
AVA309	Digital Illustration	3
AVA312	Painting I	3
AVA313	Drawing II	3
AGD314	Illustration and Visual Narrative	3
AVA315	Sculpture I	3
AVA316	Ceramics I	3
AVA317	Storyboarding	3
AVA318	Three-Dimensional Design	3
AVA319	Introduction to Jewelry Design	3
AAH328	Cross Cultural Influences in Design	3
AVA340	Photography I	3
AVA345	Digital Video I	3
AGD355	Designing with Color	3
AGD358	Design for Social Change	3
AVA360	Printmaking I	3
AVA365	Digital Printmaking	3
AVA366	Book Structures I	3
AAD375	Fundamentals of Digital 3D	3
AAD376	Animation I	3
ART397	Special Topics in Art and Design	3
AGD457	Designing for the Web II	3
AAD377	Animation II	3
ART495	Independent Study	3
ART497	Special Topics in Art and Design	3
AVA341	Photography II	3

Zayed University
College of Arts and Creative Enterprises
Bachelor of Fine Arts in Graphic Design
(Recommended Sequence)

	Semester 1			Credits	Semester 2			Credits
	Year 1	ICB101	Strategic Learning and Growth		4	IDS101	Critique and Communication	
ICB102		Expressive Clarity	3	IAH244	Ethical Systems, Moral Dilemmas	4		
ICB103		Applied Algorithmic Thinking	4	IAR110 or	Arabic Lab 1 (N): Speaking to Engage & Persuade	1		
IDS102		Applied Creative and Critical Thinking	4	IAR111	Arabic Lab 1 (NN): Arabic Language & Culture for Beginners			
				ART121	Fundamentals of Art & Design Studies	3		
				ART220	Introduction to Art History	3		
			Total	15		Total	15	
Year 2	Semester 3			Semester 4			15	
	ART205	Art Foundations	3	AVA310	Drawing I	3		
	ART201	Principles of Design	3	ART221	Research Methods for Artists and Designers	3		
	IDS220	Fundamentals of Innovation and Entrepreneurship	3	AAH322	History of Islamic Art and Architecture	3		
	ART223	Arts of the Modern World	3	Elective	Program Elective	3		
	ART251	Basic Design	3	AGD351	Graphic Design I	3		
	IAR210 OR IAR211	Arabic Lab 2 (N): Writing to Inform Arabic Lab 2 (NN): Arabic Language & Culture for Intermediate Proficiency	1					
		Total	16		Total	15		
Year 3	Semester 5			Semester 6			14	
	AGD359	Information Design	3	AGD451	Graphic Design III	3		
	Elective	ART History Elective	3	AGD452	Packaging Design	3		
	AGD352	Graphic Design II	3	AGD459	New Media Design	3		
	AGD356	Typography I	3	Elective	ART History Electives <i>(preference AAH325 or AAH425)</i>	3		
	AGD357	Designing for the Web I	3	ART209	CAD Lab	2		
		Total	15		Total	14		
Year 4	Semester 7			Semester 8			12	
	ADR492	Senior Research Seminar	3	ADR405	Professional Practice	3		
	Elective	Program Elective	3	ART496	Senior Project	6		
	AGD453	Graphic Design IV	3	Elective	Program Elective	3		
	AGD456	Typography II	3					
	ADR321	Material Culture of the United Arab Emirates	3					
		Total	15		Total	12		
Year 5	Semester 9			3				
	ART490	Internship	3					
		Total	3					

Total = 120 Credit Hours