

College of Arts and Creative Enterprises

Departments:

- Design
- Art

Degrees

- Bachelor of Fine Arts in Animation Design
- Bachelor of Fine Arts in Graphic Design
- Bachelor of Fine Arts in Interior Design
- Bachelor of Fine Arts in Visual Arts
- Bachelor of Science in Multimedia Design (*joint program with College of Communication and Media Sciences and College of Technological Innovation*)

Mission

The College of Arts and Creative Enterprises (CACE) aims to prepare students to become creative leaders in the arts and related industries. Its mission is to provide student artists and designers with an opportunity to explore and develop their own creative ideas while contributing to national cultural, entrepreneurial, and social/educational initiatives in the United Arab Emirates. This mission is accomplished through specializations and initiatives in which students:

- Integrate traditional and new practices in the production of exciting and innovative outcomes.
- Are adaptable and flexible in their professional practices.
- Give back to their community.

Faculty Listings by Department

Dean: Kevin Badni

Associate Dean: David Howarth

Design Department

Chair: Mehdi Sabet

Co-Chair: Tina Sleiman

Adina Hempel, Ahmed Bin Shabib, Alanood Bukhammas, Antoine Abi Aad, Asma Bukhammas, Azza Aboualam, Basem Mohamed, David Howarth, Francesca Sorcinelli, Ilze Loza, Jacqueline Soghman, Karim Musfy, Katarzyna Tracz, Katharina Richter, Marco Marco Vinicio Sosa, Omid Rouhani, Petra Merhy, Roberto Fabbri, Rund Hiyasat, Stefan Messam, Thorsten Lomker, Zena Adhami.

Art Department

Chair: Francesca Bacci

Co-Chair: Stephan Messam

Afra AlDhaheeri, Asma Belhamar, Colak Banu, Ferwa Ibrahim, Ghada AlDabbagh, Ioannis Papavasileiou, Isaac Sullivan, Janet Bellotto, Joshua Watts, Kara McKeown, Katarzyna Dzikowska, Kelly Devrome, Malak Quota, Maria L. Menano, Marie-Claire Bakker, Martin Nixon, Maruan Halabi, Mona Ayyash, Moya Goosen, Naz Shahrokh, Omair Faizullah, Peter Chanthanakone, Salama Nasib, Sharon Lindenfeld, Tala Atrouni.

Bachelor of Fine Arts in Animation Design

In Animation, students develop concepts and technical skills in three-dimensional computer modeling and animation, digital video, and web design using industry-standard software.

Students explore all types of virtual visualizations including text animation and motion graphics, character animation, story telling, and architectural modelling, rendering, and animation.

Program Learning Outcomes

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

- 1. Theory and History of Animation:** Identify and classify animation styles and production processes from the evolved history of animation practice and utilize these in contemporary contexts.
(QFE/Level 7: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)
- 2. Professional Art & Design Practice:** Communicate an idea or express a narrative or concept to a range of audiences while following time-management, and appropriate communication skills. Apply a range of art and design skills in animation, as well as in the professional practices of the animation field.
(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)
- 3. Critical Thinking:** Develop an animation project and defend creative visual outcomes to an informed audience. Participate in critical discussion of the arts and the relationship to the creative process with a focus on animation.
(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)
- 4. Visual Literacy:** Analyze complex visual and spatial problems to develop innovative animation and design solutions.
(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

5. Information Technology: Use and combine multiple traditional and emerging hardware and software technologies in the execution of animation projects.

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

6. Teamwork and Leadership: Provide creative and constructive input to pursue a shared goal and collaborate effectively in animation production projects. Lead or cooperate among group members while assuming responsibility for self and group 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
ART221	Research Methods for Artists and Designers	3
AAH322	History of Islamic Art and Architecture	3
AAD376	Animation I	3
AGD351	Graphic Design I	3
AVA310	Drawing I	3
AAD377	Animation II	3

AAD375	Fundamentals of Digital 3D	3
AGD314	Illustration and Visual Narrative	3
AGD356	Typography I	3
AAD476	Animation III	3
AAD378	Character Modeling	3
AAH427	History of Animation	3
ADR492	Senior Research Seminar	3
AAD475	Game Design	3
ADR321	Material Culture of the United Arab Emirates	3
ART209	CAD Lab	2
ADR405	Professional Practice	3
ART496	Senior Project	6
ART490	Internship	3

ART History Electives		3 CHs
<i>Student picks courses from below list</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
AAH422	Contemporary Art Theory	3
AAH425	History of Graphic Design	3
AAH430	Curatorial Practices	3
AAH426	History of Interior Design	3

Program Electives		12 CHs
<i>Student picks courses from below list</i>		
ART297	Special Topics in Art and Design: Intermediate	3
AVA309	Digital Illustration	3
AVA313	Drawing II	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
AVA346	Digital Video II	3
AGD357	Designing for the Web I	3
AGD358	Design for Social Change	3
AVA360	Printmaking I	3
AVA365	Digital Printmaking	3
AVA366	Book Structures I	3
ART397	Special Topics in Art and Design	3
AVA411	Painting II	3
AVA418	Installation	3

ART495	Independent Study	3
ART497	Special Topics in Art and Design	3
AVA312	Painting I	3
AVA345	Digital Video I	3
AID477	Advanced Modeling, Lighting and Rendering	3
AVA341	Photography II	3

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

	Semester 1		Credits	Semester 2		Credits
	Course	Description		Course	Description	
Year 1	ICB101	Strategic Learning and Growth	4	IDS101	Critique and Communication	4
	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
Year 2	Semester 3			Semester 4		
	ART205	Art Foundations	3	ART221	Research Methods for Artists and Designers	3
	ART201	Principles of Design	3	AAH322	History of Islamic Art and Architecture	3
	IDS220	Fundamentals of Innovation and Entrepreneurship	3	AAD376	Animation I	3
	ART223	Arts of the Modern World	3	AGD351	Graphic Design I	3
	ART251	Basic Design	3	AVA310	Drawing 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		
	AAD377	Animation II	3	ART209	CAD Lab	2
	AAD375	Fundamentals of Digital 3D	3	AAD476	Animation III	3
	Elective	Program Elective	3	AAD378	Character Modeling	3
	AGD314	Illustration and Visual Narrative	3	AAH427	History of Animation	3
	AGD356	Typography I	3	Elective	Program Elective	3
		Total	15		Total	14
Year 4	Semester 7			Semester 8		
	ADR321	Material Culture of the United Arab Emirates	3	ADR405	Professional Practice	3
	ADR492	Senior Research Seminar	3	ART496	Senior Project	6
	AAD475	Game Design	3	Elective	Program Elective	3
	Elective	ART History Elective	3			
	Elective	Program Elective	3			
		Total	15		Total	12
Year 5	Semester 9					
	ART490	Internship	3			
		Total	3			

Total = 120 Credit Hours

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 <i>Student picks courses from below list preference AAH325 or AAH425</i>		6 CHs
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 <i>Student picks courses from below list</i>		9 CHs
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 IAR111	Arabic Lab 1 (N): Speaking to Engage & Persuade	1
IDS102		Applied Creative and Critical Thinking	4		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
Year 2	Semester 3		Semester 4			
	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
Year 3	Semester 5		Semester 6			
	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
Year 4	Semester 7		Semester 8			
	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					
	ART490	Internship	3			
		Total	3			

Total = 120 Credit Hours

Bachelor of Fine Arts in Interior Design

In Interior Design, students acquire the appropriate technical skills and conceptual knowledge to design functional, safe, and aesthetically appealing interior architectural spaces for their clients. Students work on small residential to large commercial projects and learn about soft and hard decorative finishes, illumination, and the interplay between social and natural environments. Through research, problem solving, and applied practice, students understand the complexities of the built environment while developing creative solutions.

Program Learning Outcomes

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

- 1. Theory and History of Art and Interior Design:** Comprehend and employ historical cases and theoretical analysis as a platform to initiate research design development in the context of human habitation in interior spaces.

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

- 2. Professional Interior Design Practice:** Exhibit the ability to develop interior design assignments in the context of design practice fundamentals supported by internship to test their academic knowledge in the real practice scenarios.

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

- 3. Critical Thinking:** Define and analyze a given design problem, evaluate and test potential solutions, develop the project through a rigorous process, and defend the outcome (orally and graphically) to an informed audience.

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

- 4. Interior Design Literacy:** Demonstrate the proper design skills to formulate complex spatial problems and provide responsive and innovative solutions, while considering the social, behavioral, technical, and physical constraints.

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

- 5. Information Technology:** Understand the limitations of technology to select the appropriate digital media for interior design developments, and demonstrate an integrated approach by utilizing multiple technologies in their design projects and portfolios.

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

- 6. Teamwork and Leadership:** Exhibit character of supportive, flexible, trust, and self-reliance in a group setting to engage in the development of a successful outcome.

(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
ART221	Research Methods for Artists and Designers	3
AID287	Interior Design Studio I	3
AAH322	History of Islamic Art and Architecture	3
AID311	Drawing for Designers	3
AID279	CAD I	3
AID336	Interior Design Studio II	3
AID337	Color and Light Design	3
AID379	CAD II	3
AID391	Interior Design Materials and Construction	3

AID385	Interior Design Studio III	3
AID387	Furniture Design	3
ADR321	Material Culture of the United Arab Emirates	3
ART209	CAD Lab	2
AID388	Environmental Control Systems	3
ADR492	Senior Research Seminar	3
AID486	Interior Design Studio IV	3
ADR405	Professional Practice	3
ART496	Senior Project	6
ART490	Internship	3

AVA366	Book Structures I	3
AAD375	Fundamentals of Digital 3D	3
AAD376	Animation I	3
AID389	Basic Architecture	3
ART397	Special Topics in Art and Design	3
AVA418	Installation	3
AID477	Advanced Modeling, Lighting and Rendering	3
ART495	Independent Study	3
AVA341	Photography II	3
ART497	Special Topics in Art and Design	3

ART History Electives		6 CHs
<i>Student picks courses from below list</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
AAH425	History of Graphic Design	3
AAH426	History of Interior Design	3
AAH430	Curatorial Practices	3
AAH422	Contemporary Art Theory	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
AVA310	Drawing I	3
AVA312	Painting I	3
AGD314	Illustration and Visual Narrative	3
AVA315	Sculpture I	3
AVA316	Ceramics I	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
AGD351	Graphic Design I	3
AGD356	Typography I	3
AGD357	Designing for the Web I	3
AGD358	Design for Social Change	3
AGD359	Information Design	3
AVA360	Printmaking I	3
AVA365	Digital Printmaking	3

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

Year 1	Semester 1		Credits	Semester 2		Credits
	ICB101	Strategic Learning and Growth	4	IDS101	Critique and Communication	4
	ICB102	Expressive Clarity	3	IAH244	Ethical Systems, Moral Dilemmas	4
	ICB103	Applied Algorithmic Thinking	4	IAR110 or IAR111	Arabic Lab 1 (N): Speaking to Engage & Persuade	1
	IDS102	Applied Creative and Critical Thinking	4		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		
	ART205	Art Foundations	3	ART221	Research Methods for Artists and Designers	3
	ART201	Principles of Design	3	AID287	Interior Design Studio I	3
	IDS220	Fundamentals of Innovation and Entrepreneurship	3	AAH322	History of Islamic Art and Architecture	3
	ART223	Arts of the Modern World	3	AID311	Drawing for Designers	3
	ART251	Basic Design	3	AID279	CAD 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		
	Elective	Program Elective	3	ART209	CAD Lab	2
	AID336	Interior Design Studio II	3	Elective	ART History Elective	3
	AID337	Color and Light Design	3	AID385	Interior Design Studio III	3
	AID379	CAD II	3	AID387	Furniture Design	3
	AID391	Interior Design Materials and Construction	3	AID388	Environmental Control Systems	3
		Total	15		Total	14
Year 4	Semester 7			Semester 8		
	ADR492	Senior Research Seminar	3	ADR405	Professional Practice	3
	AID486	Interior Design Studio IV	3	ART496	Senior Project	6
	ADR321	Material Culture of the United Arab Emirates	3	Elective	ART History Elective	3
	Elective	Program Elective	3			
	Elective	Program Elective	3			
		Total	15		Total	12
Year 5	Semester 9					
	ART490	Internship	3			
		Total	3			

Total = 120 Credit Hours

Bachelor of Fine Arts in Visual Arts

In Visual Arts, we believe that professional creative expression requires both technical and intellectual skills that are acquired through intensive studio work, research, professional exposure, and gallery practice. Students thus acquire a variety of visual art skills, including drawing, painting, sculpture, photography, printmaking, and video, while also developing their critical awareness of artistic issues, past, present, and future, within the region and internationally.

Program Learning Outcomes

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

- 1. Theory and History of Art:** Apply art and design theory to complete historical and conceptual analysis of social or medium specific case studies in art and design.

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

- 2. Professional Art Practice:** Apply art and design skills in practical application, as well as in professional practice.

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

- 3. Critical Thinking:** Define and analyze a visual/conceptual problem, and develop and defend potential solutions to an informed audience.

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

- 4. Visual Literacy:** Analyze and interpret visual culture and design principles, and formulate complex visual and spatial problems as well as develop innovative solutions.

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

- 5. Information Technology:** Utilize multiple creative art and design software in the creation of their professional portfolio. Students are able to demonstrate the capabilities and limitations of technology by choosing appropriate media for the completion of their art and design projects.

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

- 6. Teamwork and Leadership:** Provide creative and constructive input to pursue a shared goal and collaborate effectively in projects. Lead or cooperate among group members while assuming responsibility for self and group 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	65 CHs
Electives	27 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		65 CHs
ART121	Fundamentals of Art & Design Studies	3
ART220	Introduction to Art History	3
ART205	Art Foundations	3
ART201	Principles of Design	3
AVA310	Drawing I	3
ART251	Basic Design	3
ART221	Research Methods for Artists and Designers	3
AAH322	History of Islamic Art and Architecture	3
AVA312	Painting I	3
AVA340	Photography I	3
ART223	Arts of the Modern World	3
AVA345	Digital Video I	3
AVA315	Sculpture I	3
AVA313	Drawing II	3
AVA360	Printmaking I	3
ADR321	Material Culture of the United Arab Emirates	3
ART209	CAD Lab	2
ADR492	Senior Research Seminar	3
ADR405	Professional Practice	3
ART496	Senior Project	6
ART490	Internship	3

ART History Electives		6 CHs
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
AAH422	Contemporary Art Theory	3
AAH427	History of Animation	3
AAH430	Curatorial Practices	3
AAH425	History of Graphic Design	3
AAH426	History of Interior Design	3

Program Electives <i>(Preference AGD351 or AGD357)</i>		21 CHs
ART297	Special Topics in Art and Design: Intermediate	3
AVA309	Digital Illustration	3
AGD314	Illustration and Visual Narrative	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
AVA341	Photography II	3
AVA342	Introduction to Studio Lighting	3
AVA346	Digital Video II	3
AGD351	Graphic Design I	3
AGD356	Typography I	3
AGD357	Designing for the Web I	3
AGD358	Design for Social Change	3
AVA363	Printmaking II	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
AVA410	Drawing III	3
AVA411	Painting II	3
AVA415	Mixed Media	3
AVA418	Installation	3
ART495	Independent Study	3
ART497	Special Topics in Art and Design	3
AAH325	History of Design	3

Zayed University
College of Arts and Creative Enterprises
Bachelor of Fine Arts in Visual Arts
(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				
	ART205	Art Foundations	3	ART221	Research Methods for Artists and Designers	3		
	ART201	Principles of Design	3	AAH322	History of Islamic Art and Architecture	3		
	IDS220	Fundamentals of Innovation and Entrepreneurship	3	AVA312	Painting I	3		
	ART223	Arts of the Modern World	3	AVA340	Photography I	3		
	ART251	Basic Design	3	AVA310	Drawing I	3		
	IAR210 or	Arabic Lab 2 (N): Writing to Inform	1					
	IAR211	Arabic Lab 2 (NN): Arabic Language & Culture for Intermediate Proficiency						
		Total	16		Total	15		
Year 3	Semester 5			Semester 6				
	AVA345	Digital Video I	3	Elective	Program Elective	3		
	AVA315	Sculpture I	3	Elective	Program Elective	3		
	Elective	ART History Elective	3	Elective	Program Elective <i>(Preference AGD351 or AGD357)</i>	3		
	AVA313	Drawing II	3	Elective	Program Elective	3		
	AVA360	Printmaking I	3	ART209	CAD Lab	2		
			Total	15		Total	14	
Year 4	Semester 7			Semester 8				
	ADR321	Material Culture of the United Arab Emirates	3	ADR405	Professional Practice	3		
	ADR492	Senior Research Seminar	3	ART496	Senior Project	6		
	Elective	Program Elective	3	Elective	ART History Elective	3		
	Elective	Program Elective	3					
	Elective	Program Elective	3					
			Total	15		Total	12	
Year 5	Semester 9							
	ART490	Internship	3					
		Total	3					

Total = 120 Credit Hours

Bachelor of Science in Multimedia Design

(joint program with College of Communication and Media Sciences and College of Technological Innovation)

This interdisciplinary program emphasizes the acquisition of the knowledge and skills in information technology, public media, and the arts that will meet the growing demand by employers for multimedia graduates with broad expertise and a high level of leading-edge technical skills. The program encompasses the design, development, and deployment of interactive multimedia. It focuses on the effective management of current and emerging technologies and highlights innovation and entrepreneurship throughout the program. Graduates with a degree in Multimedia Design will be well prepared for both the public and corporate sectors and will be able to manage and develop interactive multimedia initiatives ranging from software development to the design and management of live interactive corporate media systems. The program draws equally on faculty strength in the three colleges that support it.

Program Learning Outcomes

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

1. Theory and History of Art and Design:

- Students understand and comprehend Art & Design theory.
- Students are able to complete historical and conceptual analysis of social or medium specific case studies in art and design traditions.
- Students are knowledgeable of the historical progression of art, including the comprehension of art and design as a cultural system.

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

2. Professional Art and Design Practice:

- Students are able to apply design fundamental to making of art as vehicle for self expression, as well as for professional results.
- Students are proficient in the practical application of art and design skills, as well as in professional practice.

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

3. Critical Thinking:

- Students are able to define and analyze a problem, as well as evaluate and judge potential solutions.
- Students can develop a project and defend

the outcome to an informed audience.

- Students understand the criteria for critical discussion of the arts and the relationship to the creative process.

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

4. Visual Literacy:

- Students can demonstrate the formulation of complex visual and spatial problems as well as responsive development of innovative solutions.
- Students are able to engage in analysis and interpretation of visual culture.
- Students possess an understanding of design principles: color, line, mass, balance, symmetry, perspective, form, shape, space, volume, value, and visual hierarchy.

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

5. Information Technology:

- Students can demonstrate proficiency in the use of a number of technologies.
- Students display an integrated approach utilizing multiple technologies in their professional portfolio in an ethical manner.
- Students understand the limitations of technology by choosing appropriate media for art & design problems and projects.

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

6. Teamwork and Leadership:

- Students cooperate among group members while assuming responsibility for self and group outcomes.
- Students offer creative and constructive input to the group and accept similar feedback.
- Students consider multiple perspectives of others prior to pursuing a stated goal.

(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	80 CHs
Electives	9 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		83 CHs
ART121	Fundamentals of Art & Design Studies	3
ART220	Introduction to Art History	3
ART201	Principles of Design	3
ART251	Basic Design	3
CIT210	Essentials of IT and Infrastructure	3
COM210	Introduction to Media Storytelling	3
SWE225	Introduction to Programming and Problem Solving	3
AGD351	Graphic Design I	3
COM212	Digital Storytelling	3
AAD376	Animation I	3
ARM240	Media Storytelling in Arabic I	3
COM240	Media Law and Ethics	3
AAD375	Fundamentals of Digital 3D	3
IMT345	Multimedia Systems	3
MPS380	Web Production	3
IMT375	Human Computer Interaction	3
AAH322	History of Islamic Art and Architecture	3
MPS321	Video Production	3
IMT376	Game Design, Prototyping and Programming	3
ISC383	Introduction to Social Media	3
ARM340	Media Storytelling in Arabic II	3
ADR321	Material Culture of the United Arab Emirates	3
ART209	CAD Lab	2
SWE371	Mobile Computing	3
AAD377	Animation II	3
NET255	Networks and Telecommunications	3
MPS382	Multimedia Production	3

CIT490 or ART490 or COM490	Internship Internship Internship	3
ART History Electives <i>Student picks course from below list</i>		3 CHs
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
AAH422	Contemporary Art Theory	3
AAH425	History of Graphic Design	3
AAH430	Curatorial Practices	3

Program Electives		6 CHs
<i>Student picks courses from the list</i>		
AVA310	Drawing I	3
AVA345	Digital Video I	3
AID477	Advanced Modeling, Lighting and Rendering	3
AGD314	Illustration and Visual Narrative	3
AAH427	History of Animation	3
TCC237	Interpersonal & Intercultural Communication	3
ISC357	Creative Advertising	3
MPS220	Visual Storytelling	3
MPS421	Advanced Media Production	3
MPS481	Zajel Student Media Production	3
SWE245	Web Development	3
IMT340	Computer Graphics	3
CIT372	Cloud Computing	3

Zayed University

College of Arts and Creative Enterprises

Bachelor of Science in Multimedia Design

(Joint with College of Communication and Media Sciences and College of Technological Innovation)
(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				
	ART201	Principles of Design	3	SWE225	Introduction to Programming and Problem Solving	3		
	ART251	Basic Design	3	AGD351	Graphic Design I	3		
	IDS220	Fundamentals of Innovation and Entrepreneurship	3	COM212	Digital Storytelling	3		
	CIT210	Essentials of IT and Infrastructure	3	AAD376	Animation I	3		
	COM210	Introduction to Media Storytelling	3	ARM240	Media Storytelling in Arabic I	3		
			Total	15		Total	15	
Year 3	Semester 5			Semester 6				
	COM240	Media Law and Ethics	3	AAH322	History of Islamic Art and Architecture	3		
	AAD375	Fundamentals of Digital 3D	3	MPS321	Video Production	3		
	IMT345	Multimedia Systems	3	IMT376	Game Design, Prototyping and Programming	3		
	MPS380	Web Production	3	Elective	Program Elective	3		
	IMT375	Human Computer Interaction	3	IAR210 or	Arabic Lab 2 (N): Writing to Inform	1		
				IAR211	Arabic Lab 2 (NN): Arabic Language & Culture for Intermediate Proficiency			
			ISC383	Introduction to Social Media	3			
		Total	15		Total	16		
Year 4	Semester 7			Semester 8				
	ADR321	Material Culture of the United Arab Emirates	3	MPS382	Multimedia Production	3		
	ARM340	Media Storytelling in Arabic II	3	Elective	Program Elective	3		
	SWE371	Mobile Computing	3	Elective	ART History Electives	3		
	AAD377	Animation II	3	ART209	CAD Lab	2		
	NET255	Networks and Telecommunications	3					
		Total	15		Total	11		
Year 5	Semester 9							
	CIT490 or ART490 or COM490	Internship	3					
		Total	3					

Total = 120 Credit Hours