GDN - GRAPHIC DESIGN

GDN 3003 Environmental Graphic Design (2-2-3)
In this course, students will analyse the use of emerging technologies in environmental graphics, learning to design, develop, and produce environmental graphics projects using technologies such as AR, VR, and projection mapping. Additionally, the course will emphasize signage design for diverse environments, including public spaces, businesses, and cultural institutions. Students will gain insights into various signage types, materials, and design considerations, while also acquiring knowledge about the principles of wayfinding and navigation tools to create signage.
Prerequisites: DMP 2413

GDN 3503 Packaging Design (2-2-3)
This course explores the creation of packaging structures that are tailored to the target market. Emphasizing the importance of sustainable practices, students will explore the use of sustainable materials to minimize environmental impact. A strong focus is placed on typography, symbols, and imagery across three-dimensional forms in the design of packaging. This course guides students through the process of developing printed packaging materials, from prototypes to production, by experimenting with a variety of materials and responding to client briefs.

GDN 3513 Advanced Typography (2-2-3)
This advanced Typography course provides students with theoretical knowledge of typeface design and guides them in the creation of unique typefaces in both Arabic and Latin scripts. By applying the skills learned in Typography I, students conduct research and develop a typeface collection that addresses the visual communication challenges faced by the industry. As a result of taking this course, students can gain an advanced understanding of techniques and skills that are essential for the workplace, allowing them to make aesthetic and technical choices that are based on industry standards.
Prerequisites: DMP 1203

GDN 3523 Graphic Production (2-2-3)
In this course, students will develop an in-depth understanding of print and digital media publication techniques, as well as a comprehensive graphic studio technique. Students will develop expertise in layout design, color theory, and efficient workflows, resulting in print and digital materials that are impactful. This course emphasizes advanced design techniques, interactive media, and typographic skills. This course incorporates the Adobe Certified Professional (ACP) Print and Digital Media Publication using Adobe InDesign.
Prerequisites: DMP 2323

GDN 3533 Illustration and Visual Narrative (2-2-3)
This course develops students' techniques in illustration to effectively communicate ideas and engage audiences through various media and formats. Throughout the course, rich dialogue will be fostered surrounding drawing and illustration in the creative industries, providing students with the essential concepts and skills necessary to work effectively in the creative industry.
Prerequisites: DMP 2323

GDN 4703 Information Design (2-2-3)
In this course, students will explore visual systems that convey complex information by integrating notation, visual elements, and creative appealing structural forms like diagrams, graphs, and charts. Students will learn the importance of aesthetics and robust visual communication standards in both analyzing existing designs and crafting new ones. This hybrid course is a combination of faculty-led live online lectures coupled with practical learning through workplace-integrated learning in the apprenticeship. This balanced approach blends theoretical knowledge with hands-on experience.
Prerequisites: DMP 2413

GDN 4716 Industry I (1-20-6)
In this course, students will collaborate with industry partners, gain practical experience, and develop a comprehensive understanding of the complexities and challenges of the graphic design industry in this course. In addition to exploring the company's background, and mastering visual communication strategies, branding, and audience engagement, students will work on-site in an employer's workplace.
Prerequisites: GDN 3523

GDN 4733 Trends in Graphic Design (2-2-3)
In this course, students will research the emerging trends and innovative technologies reshaping the design domain. Students will understand methodologies and techniques for developing content in the latest technology in AI, AR, and VR. Throughout the course, students will draw insights from industry case studies, focusing on the latest industry trends. This hybrid course is a combination of faculty-led live online lectures coupled withpractical learning through workplace-integrated learning in the apprenticeship. This balanced approach blends theoretical knowledge with hands-on experience.
Prerequisites: GDN 3523

GDN 4743 Capstone I (2-2-3)
In response to an organizational or community design need, students will conduct research to explore new and innovative ideas in graphic design. In this course, students will be introduced to a variety of research methods and will gain an understanding of ethical considerations and best practices. Working alone or in teams, students will propose a solution to a complex design problem, and apply design principles, project management, and development tools.
Prerequisites: GDN 3523

GDN 4816 Industry II (1-20-6)
Students in the apprenticeship program gain practical experience and a deep understanding of the challenges faced by the graphic design industry through collaboration with industry partners. Weekly topics cover visual communication, trends in graphic design, branding, and UX/UI design. Students will apply their knowledge of digital media practices to industry-specific situations during this foundational year.
Prerequisites: GDN 4716

GDN 4833 Design Thinking for Visual Communication (2-4-3)
This course addresses four essential design thinking questions while equipping students with tools to facilitate problem-solving. Participants will delve into the Human-Centered Design methodology, gaining insights into its practical applications, with a specific focus on Graphic Design. This hybrid course is a combination of faculty-led live online lectures coupled with practical learning through workplace-integrated learning in the apprenticeship. This balanced approach blends theoretical knowledge with hands-on experience.
Prerequisites: GDN 3533

GDN 4843 Capstone II (2-2-3)
In this course, students develop and implement their innovative project ideas to industry standards based on their research and proposal work from Capstone I. Students will showcase their graphic design skills by applying techniques and principles to industry projects for an identified design brief. Design projects may include branding, photography, advertising, packaging, gaming, and digital design. Students will collaborate with peers and receive feedback from industry professionals to make informed design decisions.
Prerequisites: GDN 4743