# Course Description ( 2021-2020)

# Faculty of Architecture and Design    Multimedia Design Department

## First: Compulsory College Requirements -  (21) Credit Hours

| A1012104 | Research Methodology (Architecture and Design) | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 3 | - | 3 |
| | | Prerequisite | Pass (45) credited hours successfully | | |

**Theoretical:** The general concept of scientific research in architecture and design; Methods of dealing with Qualitative and quantitative research; Identifying research types and methods: data collection, explaining data, evaluating data and creative thinking.

| A1011202 | Perspective, Shade and Shadow | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1031801 - Basic Design (1) (Two Dimensional) | | |

**Theoretical:** Theories of architectural projection, Technical ways of drawing perspectives with its different types such as: one vanishing point, two vanishing points, interior and exterior; Technical ways to project and present shades and shadows on the different architectural drawings: site plans/plans, elevations, axonometries, and exterior/interior perspectives

**Practical:** Various exercises that apply the theoretical part of this subject.

| A1021202 | Computer Skills (Architecture and Design) | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A0331700 - Remedial Computer Skills | | |

**Theoretical:** Basic introduction to design software: exploring basic design techniques within design software, digital methods of image editing within architectural and graphic design.

**Practical:** Digital editing using image editing software (Adobe Photoshop), architectural charting techniques, special photographic effects and specialized print processing; Presenting architectural and advertising posters as individual or group projects in the computer lab setting.

| A1021201 | Freehand Drawing | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | None | | |

**Theoretical:** Artistic styles and trends in learning free hand drawing.

Practical: Skills and drawing techniques, principles of technical composition: font, shape, composition, perspective, shading; Techniques relating to presentation, presentation and marketing of design and architectural works. The identification of a variety of the most important expressive media: pencils, inks, pastels, watercolors, sprays, Shading, etc.

| A1032901 | Presentation and Communication (Architecture and Design) | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1011202 - Perspective, Shade and Shadow + A1021202 Computer Skills (Architecture and Design) | | |

**Theoretical:** Visual presentation skills, verbal communication of design and architectural works, design of business design portfolios; The various techniques used to produce and display drawings and models.

**Practical:** Various practical exercises to apply the theoretical part of the material and to present the draft portfolio of design works.

| A1031801 | Basic Design (1) (Two Dimensional) | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 0 | 3 | 6 |
| | | Prerequisite | None | | |

**Practical:** Elements and principles of design, the nature and components of the two-dimensional design process, the foundations of abstract structures, the foundations of space and spatial organization, the cognitive laws of visual organization; Application of skills and concepts acquired in the design of 2D configurations; The foundations of the transition from two-dimensional configurations to three-dimensional configurations.

| A1031802 | Basic Design (2) (Three Dimensional) | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 0 | 3 | 6 |
| | | Prerequisite | A1031801 - Basic Design (1) (Two Dimensional) | | |

**Practical:** the spatial concept and how it is designed and realized through the relationship between mass and void, forming clusters and linking them together for design and architectural works, analysis skills, synthesis and design, study of human scale and proportions in design; Applied projects to teach students the visual perception of spaces and their relationship with each other and the main principles of its composition formations and structures. Linking spaces with topography and the surrounding environment.

| A1051201 | **Computer Multimedia Design (1) 2D** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1031802 - Computer Skills (Architecture and Design) | | |

**Theoretical:** An essential introduction to digital and graphic arts software: Adobe Photoshop Level 2, Adobe Illustrator; Windows, tools, interface, layers, filters, color modes.

**Practical:** Applied projects on technologies: Image merging and manipulation, photographic effects, background design, panoramic scenes design, prepare images in Raster and Victor style and use software in various graphic designs

| A1052201 | **Computer Multimedia Design (2) 3D** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1051201 -  Computer Multimedia Design (1) 2D | | |

**Theoretical:** Study the basics of working with graphics, animation, video clips, creative compositing, and visual effects through Adobe After Effects.

**Practical:** Applied projects to learn basic tools for animation software; Visual effects and layered compositing system; tools; Filters, Camera Lighting, Timeline, Creating animations and visual effects, Animation of images in 2D and 3D.

| A1052202 | **Digital Photography** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | Non | | |

**Theoretical:** Introduction to Photography: Photography history, exposure, lens aperture, shutter speed, film sensitivity (ISO), lenses; white balance; Types of lighting: indoor lighting, outdoor lighting, studio lighting; photography rules.

**Practical:** Photography axes: Portrait photography, product photography, landscape photography; Special techniques in photography: Textile photography, metal photography, glass photography; scenes and character photography.

| A1052101 | **Introduction to Multimedia Effects** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1052201 - Computer Multimedia Design (2) 3D | | |

**Theoretical:** The basics and conditions of designing an advertising material on social media platforms, and its effective role in developing and changing the essence of communication theories, and making advertising messages to transfer them to a wider and more comprehensive extent, and with effective and interactive capacity.

**Practical:** Applied projects: Designing advertising material (video, static or animated advertisement, GIF) for different social platforms such as (Facebook, Instagram) using Adobe Photoshop, Illustrator and Spark software.

| A1052203 | Storyboarding | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1051201 - Computer Multimedia Design (1) 2D | | |

**Theoretical:** Principles on which a graphic scenario is produced; A visual treatment of the script, according to the required perception.

**Practical:** Translation of written scene footage into a detailed scene drawn or a photographer sequential manner and with all descriptive of its contents: Characters, backgrounds, logical sequences; and the means of linking and cutting between the clips: Visual and sound effects, time and place, snapshot sizes, camera angles, the matching between the written scenario and the drawn or illustrated script, practical applications in producing storyboards.

| A1053301 | Multimedia Technology | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1052201 - Computer Multimedia Design (2) 3D | | |

**Theoretical:** Introducing media design techniques and materials and what means used to produce them: Digital software, lighting and sound systems, digital recording and editing, publishing techniques on social media.

**Practical:** Practical projects on digital design production techniques for media production; Methods of displaying on digital visual and audio media such as television, computer, smartphones or external displays.

| A1053101 | History of Multimedia Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 3 | 0 | 3 |
| | | Prerequisite | Non | | |

**Theoretical:** History of multimedia design, media elements and tools, the relationship of design to the development of multimedia, analysis of models of multimedia design during different time periods.

**Practical:** Applied projects; GIF and Infographic design using Adobe Photoshop.

| A1053201 | Cinematography | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1052202 - Digital Photography | | |

**Theoretical:** Basic concepts of cinematography: Cinematography rules, shot sizes, scene types, camera, cinematic lighting.

**Practical:** Applied projects through shooting and editing a short video (advertising, awareness, educational, artistic), Camera Tracking, using Adobe Premiere software.

| A1053302 | Multimedia Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1052201 - Computer Multimedia Design (2) 3D | | |

**Theoretical:** Multimedia work: Works displayed on digital visual and audio media, works displayed on interactive print and electronic media: magazines, books, posters.

**Practical:** Principles and basics of designing an interactive magazine on Adobe InDesign, Add: Buttons, Video & audio files, Transitions, Animation. Save the digital magazine in an interactive PDF format.

| A1053303 | 3D Motion Graphics | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1051201 - Computer Multimedia Design (1) 2D | | |

**Theoretical:** Concepts of artistic anatomy and the construction and embodiment of the elements to be moved, principles of moving three-dimensional figures, the foundations, axes and laws of animation, the design of the environment.

**Practical:** Make structural applications of 3D models animated according to specific motion themes, implemented in Cinema 4D software. Transforming the virtual world into a real world by using 3D printing to take advantage of it in the Stop Motion Animation Puppet technology.

| A1054301 | Web Programming and Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1052201 -  Computer Multimedia Design (2) 3D | | |

**Theoretical:** Standards and basics for designing and producing websites and how they work, Different agronomic requirements for selecting location elements and how to distribute them in design based on user experience studies, The foundations of success factors for website design, an analytical study of various global and local websites, and the privacy of the recipient.

**Practical:** Applied projects through the programs used in designing website interfaces and description languages for website design (HTML, CSS) and how to make websites responsive to the various sizes of screens that are displayed on them using an integrated framework.

| A1054303 | Production of Website Using Video | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1053302 - Multimedia Design | | |

**Theoretical:** Concepts and techniques in designing and processing video for electronic publishing, types, extensions and paths of various video files for use in websites.

**Practical:** Practical training on producing models of short videos with different content to serve specific topics, processing them digitally and adding a sound tape professionally to serve as a suitable video for a website, whether commercial, demonstration, or educational.

| A1054302 | 3D Interactive Graphic Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1053303 - 3D Motion Graphics | | |

**Theoretical:** Patterns of using interactive 3D graphic designs, augmented reality, 3D models, the difference between static, mobile and interactive 3D design in terms of design and technology.

**Practical:** A virtual model of 3D model formation, a simulation of designer model elements, control components that assist the user's interactive process, and the application of 3D interactive design uses by attaching them to websites or tablet applications and smartphones

| A1054304 | Advanced Multimedia Production | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1053302 - Multimedia Design | | |

**Theoretical:** Principles and basics of montage: Cutting, timing and suitable transition, the concept of video editing, types and video formats, idea, Storyboard.

**Practical:** Importing audio and image files, various editing operations, merging sounds and adding various effects. And the inclusion of titles with the video and the production and export processes using Adobe (Rush or Premiere) for social media platforms, the design of commercial and advertising breaks and video presentations using (Adobe After effects software), and dealing with visual effects and cinematic tricks.

| A1054401 | Interface design and user experience | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1051201 - Computer Multimedia Design (1) 2D | | |

**Theoretical:** Basic concepts and rules in designing the user interface, user experience and the extent of his interaction with the design of various digital application interfaces.

**Practical:** Applied projects on designing application interfaces and how to create interactive pages on smart phone applications for Android or IOS systems through Adobe XD software, with a focus on designing easy-to-use interfaces to maintain users and control their interaction with various digital applications.

| A1054501 | Graduation Project (1) | Credit Hours | Theoretical | Practical | Total |
|---|---|---|---|---|---|
| | | 2 | 2 | 0 | 2 |
| | | Prerequisite | A1053302 Multimedia Design + Passing 90 Cr. Hrs. successfully | | |

**Graduation Project Research:** Each student submits a proposal for a graduation project in the form of a research in one of the fields of multimedia design and the proposals are discussed and approved. A set of contemporary design technical issues related to the production of designs can be proposed for use in publishing across multimedia.

**Research Fundamentals and Components:** Identify the research topic, the research problem, the importance of the research, the objectives of the research, the limits of the research, the research methodology, the research community; An analytical study: Analysis of client needs, user privacy and technical capabilities for project implementation; search results: conclusions, findings, recommendations and suggestions, sources; final submission.

| A1054502 | **Graduation Project (2)** | **Credit Hours** | **Theoretical** | **Practical** | **Total** |
|---|---|---|---|---|---|
| | | **4** | **0** | **4** | **8** |
| | | **Prerequisite** | **A1054501 - Graduation Project (1)** | | |

**Graduation Project:** Application of the practical part of theoretical research in cooperation with the competent supervisor, the project provides its integrated multimedia design art form through various media and advertising media: 2D or 3D animation film design, animation, website design, app interface design, short video, and advertising.

| A1054503 | **Internship** | **Credit Hours** | **Theoretical** | **Practical** | **Contact Hours** |
|---|---|---|---|---|---|
| | | **6** | **0** | **6** | **6** |
| | | **Prerequisite** | **Passing 90 Hours successfully** | | |

Training in one of the accredited professional consulting institutions or offices specializing in Multimedia design, the training period is documented by the fundamentalist certificates, and accompanied by photo copies of the work done, provided that the training is equivalent to 8 actual weeks).

## B - Ancillary Major Requirements (27) Credit Hours

| A1021101 | **Aesthetic and art criticism** | **Credit Hours** | **Theoretical** | **Practical** | **Contact Hours** |
|---|---|---|---|---|---|
| | | **3** | **3** | **0** | **5** |
| | | **Prerequisite** | **Non** | | |

**Theoretical :** Its definition, subject matter, concept; Judging aesthetics, sense of beauty, aesthetics and the philosophy of art, the difference between aesthetics and art criticism, form and content in a work of art, aesthetic values, artistic appreciation; Classification of arts, reading and analysis of artistic work, a practical project to apply the theoretical part learned from the subject according to the student's specific specialization.

| A1022101 | **World Art History** | **Credit Hours** | **Theoretical** | **Practical** | **Contact Hours** |
|---|---|---|---|---|---|
| | | **3** | **3** | **0** | **3** |
| | | **Prerequisite** | **Non** | | |

**Theoretical:** A study of the arts of the Roman Empire: Early Christian era, Byzantine art; Medieval Europe: Romanesque Art, Gothic Art; Early Renaissance: Lowlands, Italy; Golden Renaissance arts; Baroque art: Italy, Northern Europe; Rococo art, a practical project to apply the theoretical part learned from the subject and according to the student's specific specialization

| A1022102 | **Theories and Methodologies of Design** | **Credit Hours** | **Theoretical** | **Practical** | **Contact Hours** |
|---|---|---|---|---|---|
| | | **3** | **3** | **0** | **3** |
| | | **Prerequisite** | **A1022101 - World Art History** | | |

**Theoretical:** Global design theories and approaches to their application, local identity and privacy in design, design theories: Definition of theory, theory and practice, theoretical functions, the relationship between theory and reality, the emergence of design theory, reasons for using design theories, analysis of models from global, regional, and local examples and their relationship to the development of the design idea, building a practical project model to apply the theoretical part of the material and according to the student's specific specialization.

| A1023104 | **Psychology and Sociology of Design** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | **3** | **3** | **0** | **3** |
| | | **Prerequisite** | **Non** | | |

**Theoretical:** Definition of perception: The role of the senses in perception, the school of gestalt and visual perception; Factors affecting perception: subjective factors, objective factors, individual physiological and mental aptitudes, perceptual field, good gestures; optical illusion; Study global, regional, and local design cases, and analyze and critique the psychological and sociological aspect of design. A practical project to apply the theoretical part learned from the course and according to the student's exact specialization.

| A1022201 | **Color Theory and its Applications** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | **3** | **1** | **2** | **5** |
| | | **Prerequisite** | **Non** | | |

**Theoretical:** A theoretical and practical study of manual and digital color theories: Color perception, color properties, the sensation of color, color selection basics, contrast, harmony, its relationship to light, vision, pigment mixing system, technical terms for color, and color connotations in design. Scientists' analysis of color theories.

**Practical:** Practical and creative applied projects of color theories.

| A1022301 | **Latin Script and Typography** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | **3** | **1** | **2** | **5** |
| | | **Prerequisite** | **A1051201 - Computer Multimedia Design (1) 2D** | | |

**Theoretical:** Study the anatomy and terminology of Latin script and typography; the importance of the role of the letter as an unlimited mediator of visual communication.

**Practical:** Training projects on building aspects of the Latin script and utilization Latin script and typography in the fields of graphic design.

| A1023201 | **Illustrations** | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | **3** | **1** | **2** | **5** |
| | | **Prerequisite** | **A1021202 - Computer Skills (Architecture and Design)** | | |

**Theoretical:** Illustrations (with functionality) as a method of visual communication.

**Practical:** Techniques and methods used in manual and digital illustrations; Implementation of projects designed to develop students' professional skills, the axes of utilization illustrations: (press drawings, caricature, cartoon, comic strips).

| A1023402 | Digital Advertising Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1051201 - Computer Multimedia Design (1) 2D | | |

**Theoretical:** Advertising: Its role in society and economic life, its position in the communication process, its role in marketing, and the functional and psychological goals of advertising.

**Practical:** Design software and its use in designing graphic ads and multimedia ads, including Photoshop, web design, Animate, Adobe Illustrator, Types of advertising media: posters, newspapers and magazines, billboards, illuminated ads, outdoor advertisements, transportation; Advertising posters: types, sizes; External advertisements: what are their technical specifications and conditions.

| A1024401 | Animation Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1052201 - Computer Multimedia Design (2) 3D | | |

**Theoretical:** Basic principles in the 3D animation design process: The foundations of character design, backgrounds and key frames related to the animation process, software for digital arts related to animation.

**Practical:** 3D animation techniques, building and animating characters and rigging them on Cinema 4D, lighting techniques, rendering animated clips and adding sound and effects on them to create an integrated video clip.

## Third: Elective Major Requirements (6) Credit Hours

| A1052401 | Marketing and Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 3 | 0 | 3 |
| | | Prerequisite | Non | | |

**Theoretical:** Introduction to visual communication theories, the concept of communication, the communication process and its elements, types of visual communication, Visual Communication Forms: The sender, the message, the recipient, the means, Professional Management: Bidding and tendering, professional ethics, human resources management, cost calculation and reporting, promotional and marketing campaigns, multimedia promotion methods. A practical project to apply the theoretical part learned from the course and according to the student's exact specialization.

| A1052102 | Universal Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 3 | 0 | 3 |
| | | Prerequisite | Non | | |

**Theoretical:** The foundations and concepts of creating pictograms, wayfinding, signage and their types, global color signs, illustration maps, use grid system in drawings and designs. Industrial applications, presentation and discussion of the most important global models in various design work. **Application project**: design of visual communication symbols, signs and guide signage, illustration maps.

| A1053102 | Multimedia Theory and TV broadcasting | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 3 | 0 | 3 |
| | | Prerequisite | A1022101 - World Art History | | |

**Theoretical:** Global design theories and approaches to their application, local identity and privacy in design, design theories: Definition of theory, theory and practice, theoretical functions, the relationship between theory and reality, theories of communication and television broadcasting, the role of multimedia in the production of television work and programs, and the visual arts supporting them, production and implementation techniques, the art of producing short video advertising, the art of designing the television interval, the art of designing program introductions , The art of designing animated banner in TV programs. A practical project to apply the theoretical part learned from the course and according to the student's exact specialization.

| A1053401 | Creative Thinking | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 3 | 0 | 3 |
| | | Prerequisite | Non | | |

**Theoretical** : The concept of thinking and its characteristics, thinking style, different learning styles and classifications, strategies and methods of developing thinking, developing thinking patterns, creative, critical and logical thinking, problem-solving and the ability to innovate, a practical project to apply the theoretical part learned from the subject and according to the student's specific specialization.

| A1054402 | Motion graphic design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1052201 - Computer Multimedia Design (2) 3D | | |

**Theoretical:** The basics of designing infographics. Its history, types and uses, stages of producing animated infographics, methods of transforming data and information to visualization images and drawings that are easy to understand clearly.

**Practical:** Merging text and graphics to illustrate the information graphically. Application by various design programs; Motion Infographic with Adobe After Effect.

| A1054403 | Digital Games Design | Credit Hours | Theoretical | Practical | Contact Hours |
|---|---|---|---|---|---|
| | | 3 | 1 | 2 | 5 |
| | | Prerequisite | A1054302 - 3D Interactive Graphic Design | | |

**Theoretical:** Technical knowledge and skills for the two-dimensional and three-dimensional digital games industry, and this includes full awareness of all game elements, technical, sound, visual and kinetic effects, character design and psychological aspects of the game and its suitability for the user, recognition of the stages and levels of games, design skills and code writing as well as acquiring the skill of evaluating the game and assessing its quality for the user.

**Practical:** Applied projects on designing digital games through various design software.