

TRAIN THE TRAINER PROGRAM

RHEINMAIN UNIVERSITY OF APPLIED
SCIENCES WIESBADEN RÜSSELSHEIM

Communications Design – Unter den Eichen Campus

May 18th – July 15th 2015



الجامعة الأردنية
German Jordanian University



Hochschule RheinMain



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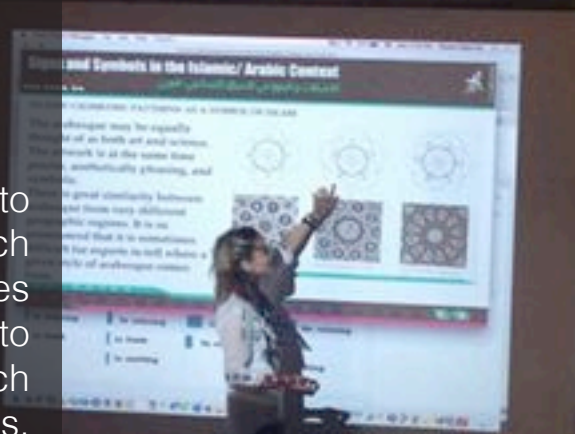
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Train the trainer program at the university of applied sciences Wiesbaden funded by Hochschule Magdeburg-Stendal and the German Academic Exchange Service (DAAD)

Hallo

This report offers answers to all questions I had prior to my train the trainer excursion to Germany, I tried to gather as much information before I go from my colleagues who's been through the same program, but to say the least living the experience is much different, each has his/her own preferences, experiences and way of looking at things. Their answers to my endless questions were quite satisfactory and it surely gave me a heads up.

I hope this report will be helpful for the upcoming train the trainer candidates and I wish they will read it before embarking on this highly experienced academic journey.



Teaching in itself as a core concept is the same wherever you are, but truly it will differ from culture to culture, not having the mother tongue as a backup can be a bit challenging, not knowing the culture's humor is also frustrating. But the thing is when you meet students who are eager to learn something new; it won't matter whether you are in the west or the east; teaching will become easier and more delightful to the instructor and the students can pick up the vibe and they themselves will grasp the information given.

I would recommend for all professors, instructors, lecturers and staff to apply for this program, it's highly beneficial in the sense that one will get a grasp of the applied science German university education system, excellent networking experience and a great way to fully understand the culture, the structure and to get in the loop with our students' experiences during their German year.



The program: Enlightening Exposure

Rheinmain University of Applied Sciences Wiesbaden accepted to host me for two months based on my request, I informed their department head Professor Christine Bernhardt of the courses I wish to teach at their university and she asked me to give the course (Signs and Symbols), and she encouraged me to add an Islamic/ Arabic content to the course outline, that's when I realized all of my teachings at GJU has been extremely western influenced in a sense that my references, examples and teaching methods is based on the US/European school of thought. So I started my research back to the roots, my origins, my identity, and along the way I had an inner evaluation some sort of self-discovery in a profound myriad manner. Reading more on the Islamic history/ art and design books, researching on various Islamic symbols had me question whether there is an Islamic system of visually traceable signs and symbols? How common and what are its alternatives? Is there an evolution of forms during the fourteen hundred years?



While the sign attribute is fixed, the symbol attribute is a variable that depends on some charge given to it or the feeling of the viewer. We need to define the semantic field of a symbol by finding the area in time or space of its promised agreement with a social group. That's when I added the evolution of signs and symbols in the Islamic/ Arabic context and its role in the contemporary culture to the curricula. And it made my course much more interesting to the German students because it offered them some new perspectives on the Arab Islamic region.



Signs and Symbols course: A new approach

I had 14 students registered for the course from various nationalities; German, Turkish and Korean. The main course focused on the evolution of Signs and symbols in the Islamic/ Arabic context, and its role in a contemporary culture. It also focuses on refining the student's ability to understand and utilize the significant visual language of signs and symbols, and how symbols evolve over time to take on a different meaning. The course assigned projects emphasize on mapping semiotic relationships and on exploration of the visual language of information, orientation, and organization systems

Signs and Symbols course: A new approach

Course Assigned project: Olympics 2024

Project brief: The Look of the Games is one of the key visual elements of each Olympic games. It perfectly communicates the Olympic Spirit and the concept of the host city while fully expressing its culture and arts. There are several potential bids by countries all over the world to host the Summer Olympics 2024 - four of them happen to be from an Islamic countries: United Arab Emirates (Dubai/ Abu Dhabi), Turkey (Istanbul), Morocco (Casablanca) choose one of these cities and design the following requirements:

1. The Olympics emblem that reflects the countries visionary beliefs
2. 12 sports pictograms
3. Tickets
4. Posters – applications on flags and banners
5. Signage system for the following (toilet, food court, cooler, arrows, Special needs, snacks, official merchandise, stadium, shuttle bus)



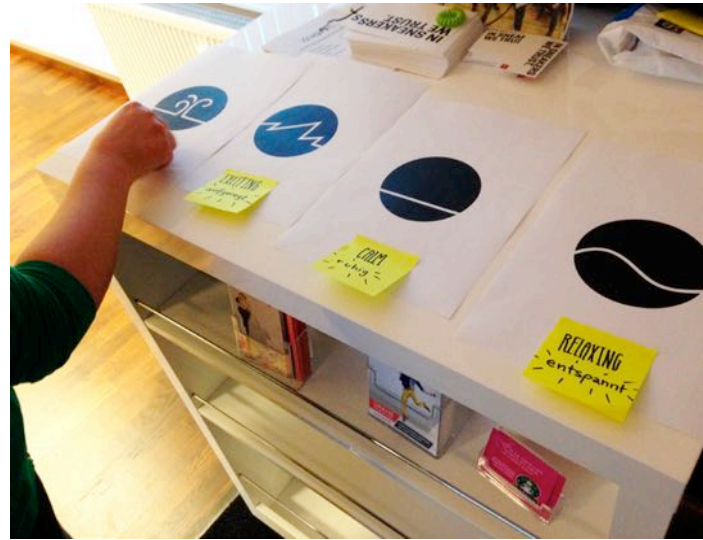


Signs and Symbols course: A new approach

Course Assigned project: Olympics 2024

Final Submission was on Monday July 13 and a jury panel from the German professors assessed the student's designs. The students came up with Interesting designs, the project was extremely challenging for them considering they had to research about the origin and history of those foreign designated cities, and to come up with a futuristic design that would meet the 2024 vision of the nation branding, the core question is how would the country chosen want to be perceived to the rest of the world during the Olympics 2024? Should it look back to its history or try to come up with a modern new approach to design? The students had to answer all those questions before coming up with a strong concept.

I would say I was very content with the final designs and so was the jury.



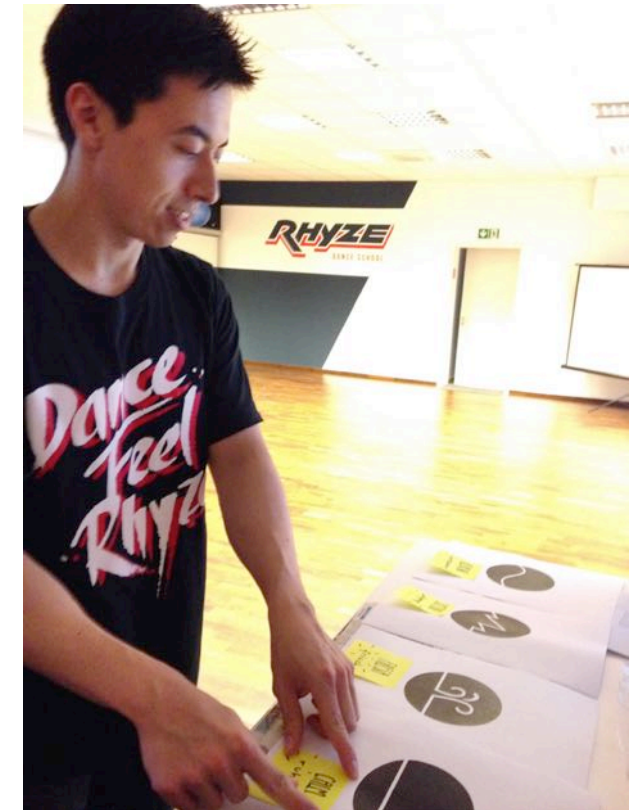
Signs and Symbols course: A new approach

The experiment: Agreement

During the course students were asked to design an abstract signs to be read and understood by the public in Germany. Interesting is that students from different nationalities will work together trying to come up with signs that according to them the audience in Germany should understand according to the given adjectives:

Exciting. Calm. Relaxing. Fresh

The signs should be labeled by adjectives by the students and the German audience should be asked to match the adjective to the abstract graphic sign. A survey was conducted from different demographics around Wiesbaden. The Koreans and the Turks sign designs weren't comprehended by the German Audience, they didn't know the culture and their signs were too confusing. Coming up with universal design is extremely challenging.





Co-Instructing: Communication Design Schedule Spring 2015

Professor Christine sent me a detailed program with the various classes offered and highlighted the courses that would be interesting for my field of work to attend and with professors who teach in English and/or English speaking.

Monday, I gave the course

- Signs and Symbols.

Tuesday

- Photography: Laura Padgett

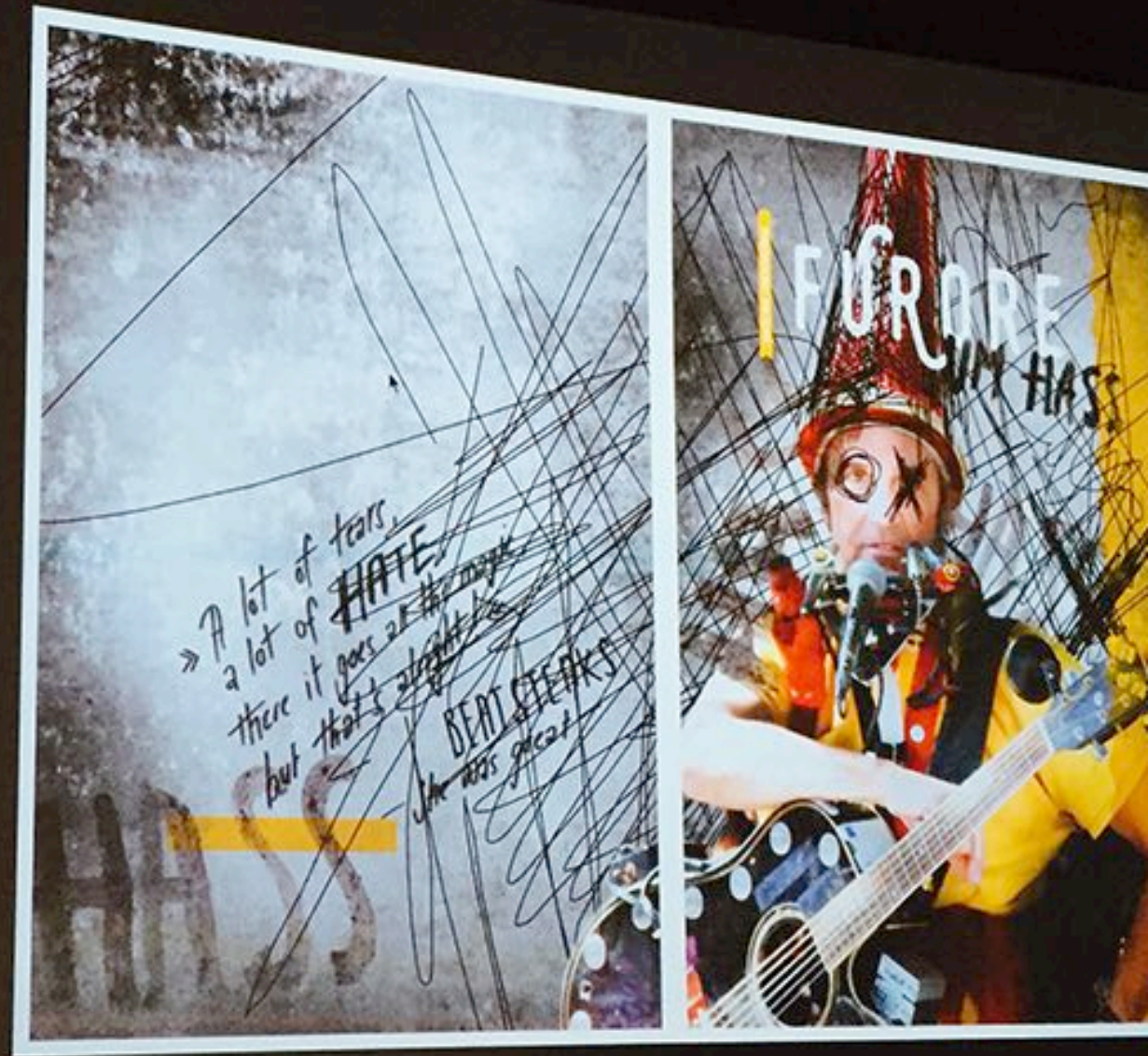
What's interesting about this course is that lot of the lectures were given at museums around the region, I had the chance to attend a Monet / Impressionism class at Stadel Museum in Frankfurt and another lecture about natural history and photography at Wiesbaden Museum.



Co-Instructing: Communication Design Schedule Spring 2015

Wednesday

- Project Editorial Design A. Petra Esveld
I benefited a lot from this course simply because I teach this subject (Magazine Design) at GJU, and its mainly my area of interest and expertise. I have to say that observing and co-instructing this course with Ms Petra Esveld had me re-consider some design approaches and get me thinking of re-constructing the course outline and make it more experimental rather than taking the commercial approach in editorial design.
- Project Film B/ Online Magazine. Professor Schreiber
A fun course with many experimental/ documentary/ short film concepts to be loaded in an on-line magazine showcasing the student's portfolio



Co-Instructing: Communication Design Schedule Spring 2015

Thursday

- Project Event and Exhibition design B. Alex Weiher
Professor Alex had this brilliant idea of working with the students on an ephemeral pre-designed low budget exhibition structure, that she herself are thinking of working on with her husband as a family business.

- Project Event and Exhibition design A. Professor Schreiber/ Waldschutz
Students were asked to come up with an advertising campaign for the final graduation project exhibition that took place at the campus on July 17.

Friday

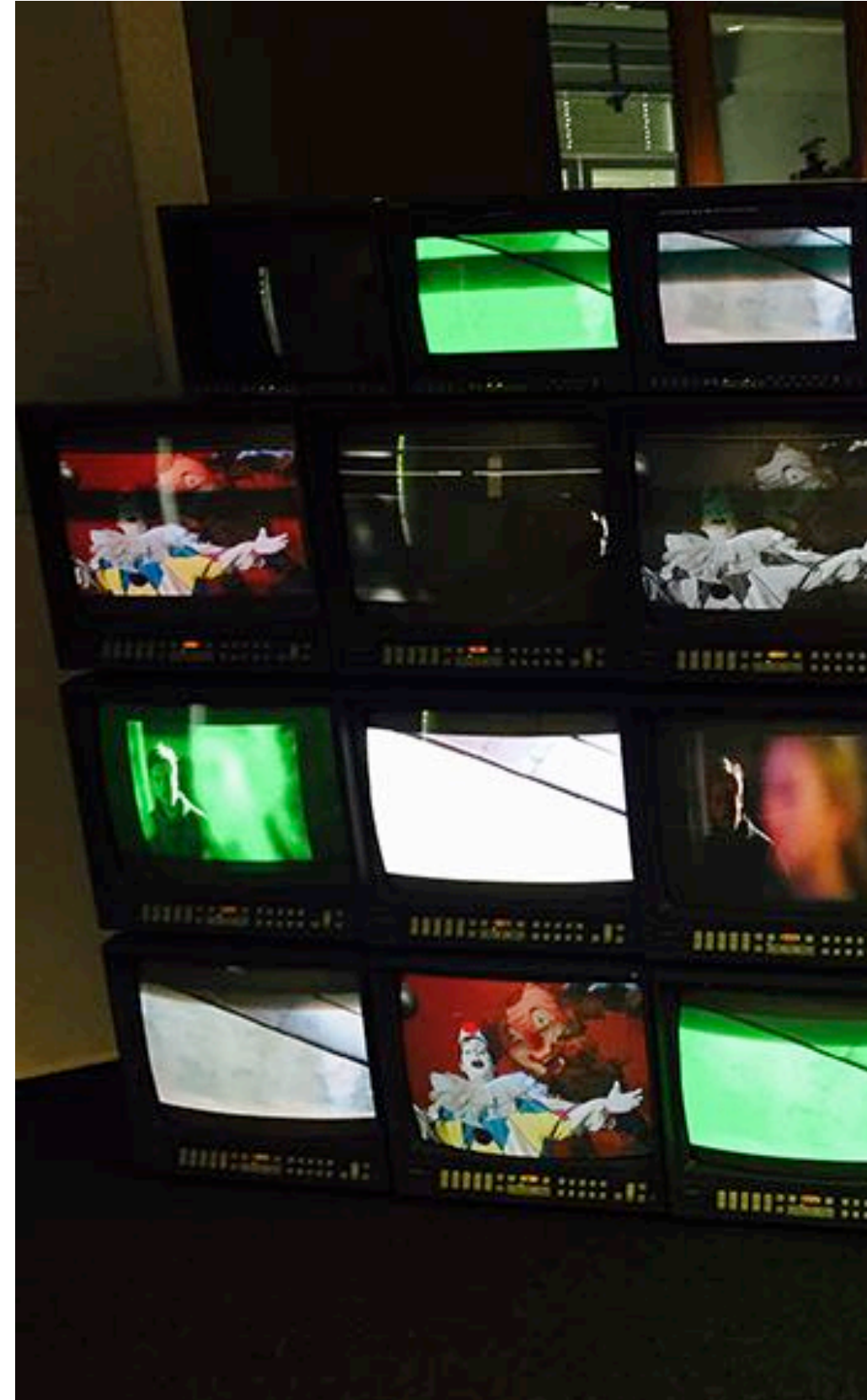
- Presentation Technique. Evan Bortnick
It's a course that revolves around the voice as a tool of artistic expression and a flexible communication. Professor Bortnick teaches the students how to control the level of their voices during a presentation or a pitch, how to find their comfort zone, the gesture techniques, the phonetics. For me this course was extremely interesting like nothing I've seen before there's a whole science behind it, mental and physical exercises, and the study of body language. It would be interesting if we could conduct a workshop for the German Jordanian students to let them work on their presentation techniques.





Widening the experience: Networking (Exchange coordinator)

Had a successful meeting with the Media students at Hochschule Mainz on July 3rd at their Werkschau 2015 media exhibitions; where I met the university president Prof. Hartmut Jahn and the professors and staff working there such as Egon Bonn, Erich Weiler and Johannes Bergerhausen. I was asked to give a brief presentation to the students promoting Jordan and GJU.





Widening the experience: Networking (Exchange coordinator)

Had the opportunity to organize an informative meeting with the Dean of the faculty of Design Würzburg Prof. Henning Rogge-Pott at Hochschule Würzburg-Shweinfurt, where I met with two professors/ lecturers in charge of our exchange students. The word is they are not so happy with our design student's behavior, the class attendance is low the student tend to come up with lame excuses, it's a major issue that need to be tackled prior to our students German year, Würzburg usually accepts up to six design and visual communication students and it's an excellent university the last thing we want is for them to no longer take our students.





Widening the experience: Networking (Exchange coordinator)

As an exchange coordinator I get to read and accept the students internship report during their German year, one thing I liked at Wiesbaden and Wurzburg university is the students internship posters hung all over the faculty corridors show casing the best of their designs during their internship, its an excellent idea for other students to benefit from their personal experiences at the company they worked with. There was a certain poster size and a special frame were the students placed their posters in, which made the faculty corridors look vibrant and gave unity to the various styles. I thought that was a creative, fun and intriguing idea. I will suggest doing it with our students its also a great exposure for other students to know about the various companies design output.



Surviving the first week in Germany.

First thing to do after settling down is buying a monthly bus ticket, I got the one that says after 9 considering all my classes start at 10:00 so I will not be needing to use the bus before 9:00

Money installments: The money wasn't installed until the end of the first month in one installment the full two months pay; I didn't want to go through the hassle of opening and closing the bank account and losing money in the process so I gave the office in charge of the money transfer Prof. Christne Bernhart's bank account. From my personal experience I would say one have to bring 1500 Euros in cash, including the credit cards.

Tip: One of the few banks who accepts to open an account with only a three month visa is Sparkassen Bank





Hints & tips: passing on the knowledge

Useful apps to download before going to Germany

- DB navigator
- Airbnb: If the university didn't provide accommodation at dorms or at guesthouses, I advice using this app/website. I contacted the host directly no mediator read reviews and saw pictures of the apartment. I could even bargain with the host asking for lower prices which they eventually gave me.

Rent varies from 350 Euros (Shared room) a month to 750 (Full apartment). Should you decide to live alone in a private apartment the rent will be around 750 Euros a month give or take.

- Google maps
- Google translate
- FlixBus app
- MeinFernbus: bus travel through Europe

Transportation from city to city by the train is expensive I used the Flix bus or MeinFernbus

A statement of gratitude

A big thank you for the DAAD, GJU and the international office (Dorothea Jecht, Andrea Christiansen, Braehmer Kristin, and Chris Daniels, Manuela Pelz, Britta Kaehler, Stefanie Luniak) for offering me this eye opening highly intensive academic opportunity and for their constant support, for the SABE Dean Prof Mohammad Yaghan, and department head Industrial Professor Caesar Jarrar for encouraging me to pursue this program.

Professor Christine Berndhart for her warm hospitality, and for making my stay feel at home.

For all the professors, lecturers and staff whom I attended class with and were keen to offer their knowledge (Petra Esvelt, Laura Padgett, Alex Wheiber, Tom Shriber, Evan Bortnik)

My students for their eagerness to learn, their perseverance and hard work.

Colleagues, family, and friends who visited me during this two months program, and made my weekends less homesick and extra enjoyable.





Best of Students Designs



LOGO



Abu Dhabi 2015



dynamic, variable logo



PICTOGRAMS



rhythmic gymnastics



fencing



field hockey



canoeing



weightlifting



football



gymnastics



swimming



athletics



handball

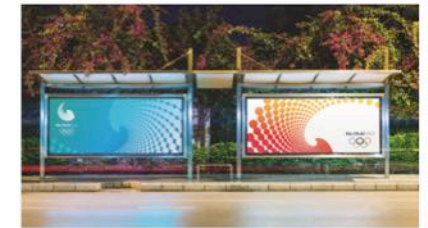


tennis



beach volleyball

APPLICATIONS



CONCEPT

TONALITY

modern
diverse
dynamic
cheerful

EMBLEM



- #1 beauty of the land: waves and sand dunes
- #2 symbol of arab nation: hawk of quaraish
- #3 infinity: geometric patterns of Islamic art
- #4 3D-like visualizaion

PICTOGRAMS



- #1 dynamic motives with depth
- #2 fits to the 3D-like emblem
- #3 can be combined with any gradient

COLORS



colorful is cheerful
celebration of the
olympic games

gradient
unites the diverse and
multicultural society

TYPOGRAPHY

Abu Dhabi 2015

Neo Sans, Bold and Regular
Grotesk: neutral, clean,
little roundings: friendly, fits to the emblem

SIGNAGE SYSTEM



- #1 easily visible from distance
- #2 little roundings: friendly, fits to the other design elements

SIGNAGE SYSTEM



food court



snacks



cooler



official merchandise



right



left



shuttle



toilet



special needs



stadium



up



down



دبي

2024



Shooting



Weightlifting



Taekwondo



Rowing



Equestrian



Athletics



Water Polo



Softball



Hockey



Handball



Football



Boxing



Arrow



Shuttle Bus



Cooler



Food court



Official merchandise



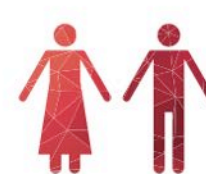
Snacks



Special needs



Stadium

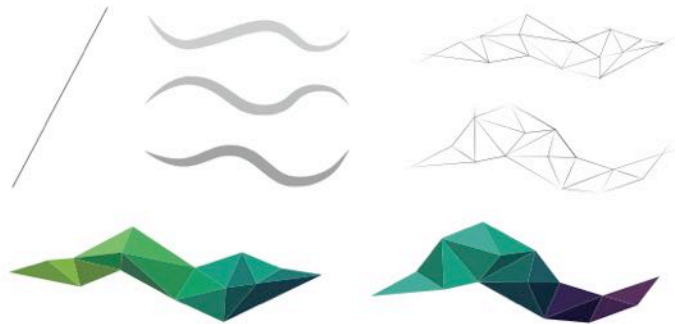


Toilets



The concept of the Olympic Games 2024 in Dubai is based on different aspects of the arabic culture. Within the concept the falcon plays an important role as it is traditionally connected with the Emirates and can be found in its emblem. The typography is a mixture of modern arabic calligraphy and the spectacular architecture in Dubai. Traditional boats of the arabic seamen are depicted by the outer shape of the pictograms. The omnipresent pattern shows the variety of the modern vibrating multicultural city of Dubai.





VARIATIONS

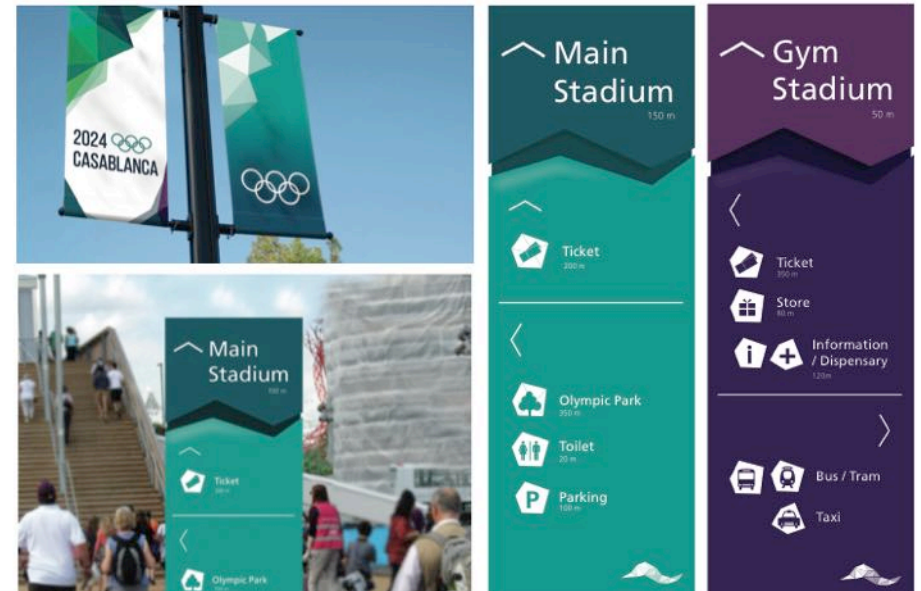
PICTOGRAMS

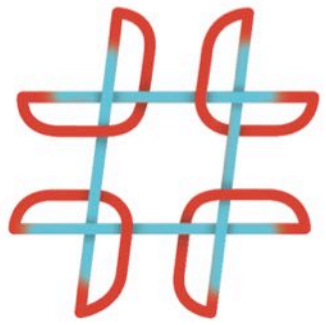


TICKETS



INSTALLATIONS





Istanbul
2024



the design

TYPOGRAPHY

Fauna One
Eurostile IT Regular (logo only)

COLORS

90c8e7 turquoise
c73ald red
white



STYLE

Signs and pictograms made of only one line represent the connecting character of the city. As this line is partly red and partly blue in the logo and the pictograms it represents the two continents.

the logo

HASH
modern,
social,
connected,
up to date,
young

HUB
connecting,
meeting point
of different
cultures and
traditions

COLORS
2 continents in
1 city, mixing
cultures and
traditions

#instabul

concept development

...IN THEORY...



...AND PRACTICE

As I visited Istanbul I realised that the city is kind of a big hub. Right on the border between Europe and Asia it is a place for different people, cultures and traditions to meet.

Also I think the city is in most parts very modern and open. So I decided to make the logo look like a hash, since the hashtag stands for communication and connection.

The hash also resembles the form of a compass rose or a hub. The red parts of the logo resemble red tulips which stand for Turkey.



signage system



snacks

official merchandise

stadium



toilet

food court

cooler



special needs

shuttle bus

cay / tea



arrow 1

arrow 2

pictograms



arching

ballet

biking



chess

fencing

golf



handball

skating

wrestling



swimming

water polo

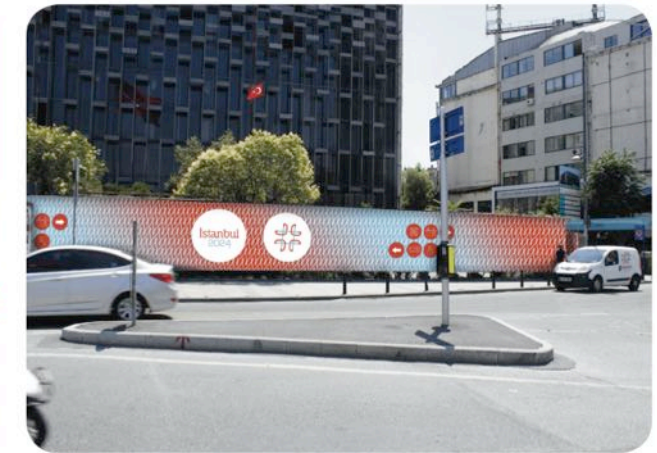
crawl swimming



tickets



banners and flag at Taksim square



banner in a street in Istanbul

←
Ringkirche

Ⓛ 12 min

←
Frauenmuseum

Ⓜ 9 min

←
Hess. Landesbibliothek
State Library

2 min

Hauptbahnhof
Central Station

17 min



Tschüss

