



# SCHOOL OF ARCHITECTURE AND BUILT ENVIRONMENT

## INDUSTRY LINKS CAPABILITIES AND COMPETENCIES

### DEPARTMENT OF ARCHITECTURE AND INTERIOR ARCHITECTURE

#### Architectural Planning and Design

- Conceptualization
- Architectural Design Planning Strategies
- Design of public, academic, healthcare, industrial and housings buildings, Airports, and Residential Buildings
- Production of working drawings and tendering process
- Creative Design Thinking Tools and Techniques
- Design Thinking Processes

#### Interior Architectural planning and design

- Furniture Design and Industrial Production
- Interior Architectural Design Planning Strategies

#### Urban planning and design

- Urban Analysis, Planning, and Design
- Training in urban planning and design
- Consultation on different projects in urban planning to yield results dealing with Master plans and strategic plans in different cities and regions
- Urban Regeneration
- Urban and Regional Planning
- Planning of Spatial Systems
- Planning of Mega Projects
- Transport Planning and Transport Impact Assessment TIA
- Geographic Information Systems GIS Applications

#### Landscape Design

- Landscape Design
- Landscape Architecture Presentation
- Soft-scape and plants Design
- Landscape Architecture (Design concept)
- Xeriscaping
- Landscape construction

#### Urban Regeneration and Heritage Conservation

- Architectural Heritage conservation
- Risk Management of cultural heritage sites
- Conservation materials (stone and mortar)
- Preventive Conservation
- Urban conservation of historic centers of buildings
- preparation of world heritage folders for inscription

#### Acoustics and Lighting design

- Acoustics and sound
- Lighting design

#### Green Architecture

- Green buildings evaluation and assessment
- Jordan Green Building Guide and rating system
- Assessment and evaluation, for incentives process
- Energy modeling and simulation for energy efficiency in architecture

#### Computer Technologies

- CAD, Revit Architecture, 3D Max, Adobe Photoshop, Illustrator, In-design, Rhino

#### Utility Planning and design

- Utility Planning in buildings
- Storm water & Bio swales management in site plans

#### Structural Systems and Construction

- Building material
- Structural soft wares
- Analysis of Structural systems: non linier, static/dynamic analysis, pushover analysis, performance based design methods, fiber reinforced concrete
- Construction of different systems and site supervision.
- Building technologies and detailing
- Architectural research and Management
- Project management and decision making skills
- Site management
- Development planning assessment & Strategy building
- Qualitative and quantitative assessment of significance
- Promoting and developing Teaching methods and learning outcomes in relation to exchange of ideas, knowledge transfer and learning from different planning cultures
- Building permission regulations

# DEPARTMENT OF DESIGN AND VISUAL COMMUNICATION

## Design Research and Critical Design

- Critical Design
- Design Thinking
- Resource Planning
- Conceptualization, Concept development evaluation and testing
- Exhibition Design

## Product development and Design

- Product Design Planning Strategies
- Quality Assurance for Industry
- Ergonomics and Ergonomics analysis of products
- Product manufacturing processes and design for manufacturing
- Materials science for product designs
- Design for product safety and survivability
- Design for reliability / Maintainability
- Model making and Experience prototyping
- Product design history
- Industrial / Product Design
- Textile Design: traditional weaving, Contemporary accessories using crafts, Product development (in textiles) and finished product
- App Design

## Graphic Design

- Post Printing machines skills (folding machine, cutting machine, binding machine, .. etc)
- Handmade binding skill (book binding)
- Silkscreen skills
- Calligraphy and Typography softwares

## Branding, Rebranding, and advertising design

- Branding
- Sketching and Rendering techniques for product designs (Free hand & Computer software's)
- Consumer buying behavior
- Cross-Media Design

## Animation, Film and TV Production and Design

- 2D and 3D Animation
- Visual Communication
- Film directing (various field's as fiction, documentary, commercial, image film, music video, industrial film)
- TV Production (Shows, News, Magazines)
- Storyboarding and developing use case scenarios
- Screenwriting
- Script doctoring
- Dramaturgy
- Concept developing
- Film science, Film history, Film theory
- Photography
- Cinematography
- Sound Engineering Studio and on set
- Production of Radio plays, Radio commercials
- Editing and Montage

## Design Programs

- 3D Design
- Rapid Prototyping
- Photoshop, Illustrator, In-design and Computer software's related to design

## Freehand Rendering and Presentation

- Freehand Graphic art presentation
- Free hand Rendering Techniques

## CONTACT INFO

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