



الجامعة الألمانية الأردنية  
German Jordanian University

# **German Jordanian University**

School of Architecture and Built Environment (SABE)

Department of Design and Visual Communication  
**(Dual Study Track)**

**Bachelor of Arts in Design and Visual Communication**

# Study Plan 2024

## I. Program Objectives

The Bachelor of Design and Visual Communication (B.A.) is a comprehensive design program that integrates graphic design, multimedia, animation, product design, cinematography, and TV production. It is the first and only program in Jordan that approaches design and visual communication from an integrated perspective, and it is also the first bachelor's level program based on multidisciplinary curricula. This program is ideal for students with a natural talent for visual composition and a flair for communicating ideas through design. Depending on the student's interests, skill set, and chosen specialty in the four streams offered by the program, various jobs and job titles are available in the Design and Visual Communication field. The DVC program emphasizes the application of technologies and tools in the short term and the ability to discover, acquire, and adapt new knowledge and skills in the long term, such that our graduates are prepared to:

- a. Recognizing, examining, and resolving essential design and conceptual art challenges while skillfully communicating the solutions.
- b. Gaining an understanding of diverse community dynamics and social relationships, it is necessary to explore both theoretical and practical approaches.
- c. Overcoming interdisciplinary challenges through adopting a constructive approach.
- d. Applying professional Design thinking methods
- e. Integrating a range of design and visual communication skills
- f. Identifying innovative solutions that address contemporary challenges effectively.
- g. Analyzing the complex intersections between design and environmental, social, economic, political, and cultural phenomena through holistic technical documentation.
- h. Applying theories of design to enable positive impacts on global ecology, human experience, and well-being.
- i. Emphasizing the conceptual aspects of the built environment by providing a range of sustainable interventions in Design and Visual Communications.

## II. Program Learning Outcomes (PLOs)

The DVC program imparts foundational knowledge, processes, and technologies of visual communication to bachelor's level students to foster the development of the subsequent learning outcomes and competencies:

**PLO 1:** An ability to identify, develop, and solve design and visual communication problems by applying creative design thinking approaches.

**PLO 2:** An ability to apply design and visual communication theories to create solutions that address community well-being and market demands, considering global, cultural, social, environmental, and economic factors.

**PLO 3:** The capability to effectively convey information to diverse audiences across various disciplines.

**PLO 4:** An ability to identify ethical issues in design scenarios and make critical judgments, with respect to comprehensive design concepts.

**PLO 5:** An ability to contribute proficiently to a design team by providing leadership, nurturing a collaborative and inclusive atmosphere, setting clear goals, planning tasks, and accomplishing objectives.

**PLO 6:** Demonstrate the capacity to assess and interpret visual and data results, apply critical judgment to derive informed conclusions, and execute relevant design solutions.

**PLO 7:** An ability to apply current design trends, emerging technologies, and best practices to ensure relevance and innovation in design learning methods.

## Course Delivery Methods

Courses are in one of the following three methods:

**Face-to-Face (F2F) Method:** Courses taught through face-to-face learning are delivered at the university campus.

**Blended (BLD) Method:** Courses in which teaching consists of face-to-face learning and asynchronous E-learning. The face-to-face learning takes place at the university campus. Asynchronous E-learning occurs through activities, tasks, educational duties, and assignments through the virtual E-learning platforms (Moodle and MyGJU) without direct meetings with course instructors.

**Online (OL) Method:** The course is designed to include both synchronous and asynchronous e-learning. During synchronous e-learning sessions, instructors and students participate in interactive virtual meetings through the virtual e-learning platform MS Teams. On the other hand, asynchronous e-learning involves activities, tasks, educational duties, and assignments that are completed through the virtual e-learning platforms Moodle and MyGJU without direct meetings with course instructors.

### III. Admission Requirements

- The Jordanian General Secondary Certificate or an equivalent certificate with a minimum average of 70% (Scientific or Arts track) for applicants to the B.A. Program in Design and Visual Communication.
- Entrance Exam and Interview with Portfolio illustrating applicant abilities and development skills of the visual world using freehand sketching, photography, and computer media.

### Placement Tests

Applicants must sit for placement tests in the Arabic Language, English Language, and Mathematics to determine whether the applicant may be required to take remedial courses in the mentioned subjects. Depending on the applicant's scores in the placement tests, some of the following 3-credit-hour remedial courses are required:

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
ARB0099	Elementary Arabic	3	3	3	-	OL	Placement test
ENGL0098	Elementary English	3	3	3	-	F2F	Placement test
ENGL0099	Intermediate English	3	3	3	-	F2F	ENGL0098
<b>Total</b>		<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>		

- Remedial courses are to be completed and passed within the first year of enrollment.
- Passing grade of remedial courses is 60%.
- ECTS (B.Sc.): is the European Credit Transfer and Accumulation, One ECTS is equivalent to 30 actual workload hours.

## IV. Degree Requirements

The requirements to obtain a B.A. degree in Design and Visual Communication are the following:

- a. Completing the **164** credit hours.
- b. Students must complete **160** hours of training in approved locations in Jordan after finishing 60 credit hours.
- c. Students must complete a **20-week** of international internship at a professional firm in Germany.

## V. Framework for B.A. Degree (Credit hours)

Classification		Credit Hours			ECTS		
		Compulsory	Elective	Total	Compulsory	Elective	Total
University Requirements	General	21	0	21			31
	Dual Studies	6	0	6			
School Requirements		19	-	19	32	-	32
Program Requirements		80	38	118	161	76	237
<b>Total</b>		<b>120</b>	<b>44</b>	<b>164</b>	<b>218</b>	<b>82</b>	<b>300</b>

Course Delivery Method	Credit Hours	Percentage
Online Courses	15	10%
Blended Courses	50	30%
Face-to-Face Courses	99	60%
<b>Total</b>	<b>164</b>	<b>100%</b>

### 1. University Requirements: (27 credit hours)

#### 1.1 Compulsory: (21 credit hours)

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
ARB100	Arabic	3	3	3	-	OL	ARB0099
ENGL1001	Upper-Intermediate English	3	3	3	-	F2F	ENGL0099
ENGL1002	Advanced English	3	3	3	-	F2F	ENGL1001
GERL101B1	German I B1-Track	3	6	9	-	F2F	-
GERL102B1	German II	3	6	9	-	F2F	GERL101B1
GERL102B2							
MILS100	Military Science	3	2	3	-	OL	-
NE101	National Education	3	2	3	-	OL	-
NEE101	National Education in English					OL	-
<b>Total</b>		<b>21</b>	<b>25</b>	<b>33</b>	<b>0</b>		

#### 1.2 Dual Study: (6 credit hours)

Course ID	Course Name	Credit Hours	ECTS	Teaching method	Contact Hours		Prerequisites
					Lecture	Lab/Studio	
DS101	Dual Study Practical I	3		Face-to-face			Department Approval (Enrolment in DS track)
DS201	Dual Study Practical II	3		Face-to-			DS101, ARB0099,

				face			ENGL0099
DS301	Dual Study Practical III	0		Face-to-face			DS201
<b>Total</b>		<b>6</b>					

## 2. School Requirements: (19 credit hours)

Course ID	Course Name		Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
					Lect.	Prac.		
ARC111	Fundamentals of Design I		4	8	2	4	F2F	-
ARCH1131	Technical Illustration I		3	4	0	6	F2F	-
DES1201	Freehand sketching		2	4	0	4	F2F	-
ARCH2302	Islamic Art and Architecture		3	4	3	-	F2F	DES2101, ARB0099, ENGL0099
ARCH1011	Technical Writing		1	1	1	-	F2F	-
GERL201B1	German III	B1-Track	3	4	6	-	F2F	GERL102B1 or
GERL201B2		B2-Track						GERL102B2
GERL202B1	German IV	B1-Track	3	6	9	-	F2F	GERL201B1 or
GERL202B2		B2-Track						GERL201B2
<b>Total</b>			<b>19</b>	<b>31</b>	<b>21</b>	<b>14</b>		

## 3. Program Requirements (118 credit hours)

### 3.1 Compulsory Requirements: (80 credit hours)

#### 3.1.1 Program Requirements (Compulsory): (80 credit hours)

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
DES2101	World Art History	3	4	3	0	F2F	ARB0099, ENGL0099
DES3101	History of Design and Visual Communication	3	4	3	0	F2F	DES2101
DES3102	Theories of Design	3	4	3	0	F2F	DES3101
DES1400	Photography	3	5	2	2	BLD	-
DES1202	Anatomy for Art and Design	3	5	2	2	F2F	DES1200
DES1500	Fundamentals of Design and Visual Communication	4	8	2	4	F2F	ARC111
DES1203	Typography Latin	3	5	2	2	F2F	ARC111
DES1204	Visual Design: Tools	3	5	0	6	BLD	-
DES2200	Typography Arabic	3	5	2	2	F2F	DES1203, ARB0099, ENGL0099

DES2201	Ornaments and Calligraphy		3	5	2	2	F2F	ARC111, ARB0099, ENGL0099
DES2500	Product Design and Development		3	6	1	4	F2F	DES1500, ARB0099, ENGL0099
DES2505	Intro to Animation		3	5	1	4	BLD	DES1500, ARB0099, ENGL0099
DES2503	Filmmaking		3	6	1	4	BLD	DES1500, ARB0099, ENGL0099
DES2205	3D Modelling for Design		3	5	0	6	BLD	DES2500, DES2505, ARB0099, ENGL0099
DES3200-DS	Illustration Techniques		3	5	1	4	F2F	DES1202
DES3400	Film Editing		3	5	1	4	BLD	DES2503
DES3300	Brand Identity		3	5	3	0	F2F	DES1203, DES2200
DES4900	International Internship		12	30	20 weeks		F2F	DES3900, Dept. Approval
DES4300	Design Management		3	5	3	0	F2F	DES1500
DES5901	Advanced Studies in Design and Visual Communication		3	9	3	0	F2F	DES4900
DES5902	Graduation Project		4	13	0	8	F2F	DES5901
GERL301B1	German V	B1-Track	3	6	9	-	F2F	GERL202B1 or GERL202B2
GERL301B2		B2-Track						
GERL302B1	German VI	B1-Track	3	6	6	-	F2F	GERL301B1 or GERL301B2
GERL302B2		B2-Track						
Total			80	162	50	54		

### 3.2 Program Requirements (Electives): (38 credit hours)

#### 3.2.1 Program Elective Courses (Creative Studios): (16 credit hours) Total of 4 courses

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
<b>GRAPHIC DESIGN</b>							
DES2501	Editorial Design	4	7	2	4	BLD	DES1203, DES2200, ARB0099, ENGL0099
DES2502	Poster Design	4	7	2	4	BLD	DES1203, DES2200, ARB0099, ENGL0099
DES3500	Information Design and Data Visualization	4	7	2	4	BLD	DES1203, DES2200
DES3501	Advertising Campaigns	4	7	2	4	BLD	DES1203, DES2200
DES3502	Font Design	4	7	2	4	BLD	DES1203, DES2200
DES4500	Public Relations and Marketing	4	7	2	4	BLD	DES1500
<b>FILM AND MEDIA STUDIES</b>							

DES2504	Documentary Film	4	7	2	4	BLD	DES2503, ARB0099, ENGL0099
DES2506	Experimental Film	4	7	2	4	BLD	DES2503, ARB0099, ENGL0099
DES3503	Cinematic Marketing and Promotion	4	7	2	4	BLD	DES2503
DES3504	Film Directing	4	7	2	4	BLD	DES2503
DES4501	Advanced Photography	4	7	2	4	BLD	DES2503, DES3400
DES5500	Advanced TV Productions	4	7	2	4	BLD	DES2503, DES3400
<b>ANIMATION AND MULTIMEDIA</b>							
DES2507	Web Design	4	7	2	4	BLD	DES2505, ARB0099, ENGL0099
DES2508	Character Animation	4	7	2	4	BLD	DES2505, ARB0099, ENGL0099
DES3505	Motion Graphics Design	4	7	2	4	BLD	DES2505
DES3506	Social-Media and Content Creation	4	7	2	4	BLD	DES2505
DES4502	Interaction UI-UX Design	4	7	2	4	BLD	DES2505, DES2205
DES5501	Game Design Studio	4	7	2	4	BLD	DES2505, DES2205
<b>PRODUCT DESIGN</b>							
DES2509	Packaging Design Solutions	4	7	2	4	BLD	DES2500, ARB0099, ENGL0099
DES2510	Furniture Design and Lighting	4	7	2	4	BLD	DES2500, ARB0099, ENGL0099
DES3507	Immersive Exhibition Design	4	7	2	4	BLD	DES2500
DES3508	Environmental Graphics and Signages	4	7	2	4	BLD	DES1203, DES2500
DES4503	Bionic Perception	4	7	2	4	BLD	DES2500
DES5502	Advanced Product Design	4	7	2	4	BLD	DES2205, DES2500
<b>FASHION DESIGN</b>							
DES2511	Pattern making	4	7	2	4	BLD	DES2500, ARB0099, ENGL0099
DES2512	Textile Design	4	7	2	4	BLD	DES2500, ARB0099, ENGL0099
DES3509	Accessory Design	4	7	2	4	BLD	DES2500
DES3510	Fashion Design Studio	4	7	2	4	BLD	DES2500
DES4504	Fashion Design Merchandising	4	7	2	4	BLD	DES2500
DES5503	Fashion Design Advanced	4	7	2	4	BLD	DES2500
<b>INTERDISCIPLINARY DESIGN</b>							
DES5504	Creative Design Studio	4	7	2	4	BLD	DES2500, DES2505, DES2503, DES1203
DES5505	Emerging Technologies	4	7	2	4	BLD	DES2500, DES2505, DES2503, DES1203
<b>Total</b>		<b>16</b>	<b>28</b>	<b>8</b>	<b>16</b>		

The following list is creative studio courses. Students must complete 16 credit hours from the program creative studio stream electives, with the condition that all courses can be taken in different semesters. Students can mix and match or choose all courses from a single stream.

**3.2.2 Program Elective courses (Technical, Visualization, and Theory): (9 Credit Hour)**  
**Total of 3 courses**

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
<b>GRAPHIC DESIGN</b>							
DES2400	Printmaking Workshop	3	6	1	4	F2F	DES1500, ARB0099, ENGL0099
DES2401-DS	Digital Image and Photo Editing	3	6	1	4	F2F	DES1500, ARB0099, ENGL0099
DES2402	Print and Bookbinding Techniques	3	6	1	4	F2F	DES1500, ARB0099, ENGL0099
DES3201-DS	Portfolio and Presentation Techniques	3	6	1	4	F2F	DES1500, ARB0099, ENGL0099
DES3202	Semiotics and Symbol Design	3	6	1	4	F2F	DES1203, DES2200
<b>FILM AND MEDIA STUDIES</b>							
DES2403	Composing & Audio techniques	3	6	1	4	F2F	DES2503, ARB0099, ENGL0099
DES3203	Set Design	3	6	1	4	F2F	DES2503
DES3401	Film Production	3	6	1	4	F2F	DES2503
DES4301	Film Marketing and Promotion	3	6	1	4	F2F	DES2503
DES3103	Screen writing	3	6	3	0	F2F	ARCH1011, DES2503
<b>ANIMATION AND MULTIMEDIA</b>							
DES2206	Storyboarding and Animatics	3	6	1	4	F2F	DES2505, ARB0099, ENGL0099
DES3402	Web Design and Application	3	6	1	4	F2F	DES2505
DES3204	Character Design and Illustration	3	6	1	4	F2F	DES2505
DES4400	Game Development	3	6	1	4	F2F	DES2505
DES4401	Design for Virtual and Augmented Reality	3	6	1	4	F2F	DES2505
<b>PRODUCT DESIGN</b>							
DES2404	Ergonomics	3	6	1	4	F2F	DES2500, ARB0099, ENGL0099
DES2207	Product Sketching and Rendering	3	6	1	4	F2F	DES2500, ARB0099, ENGL0099
DES2405	Model Making	3	6	1	4	F2F	DES2500, ARB0099, ENGL0099
DES3403	Packaging Prototype	3	6	1	4	F2F	DES2500
DES3404	Product Realization	3	6	1	4	F2F	DES2500
DES4201	Environmental graphic design (EGD)	3	6	1	4	F2F	DES2500
<b>FASHION DESIGN STREAM</b>							

DES2208	Fashion Illustration	3	6	1	4	F2F	DES2500, ARB0099, ENGL0099
DES2406	Woven textile	3	6	1	4	F2F	DES2500, ARB0099, ENGL0099
DES3405	Non-woven textile	3	6	1	4	F2F	DES2500
DES3205	Digital Fashion Illustration	3	6	1	4	F2F	DES2500
DES3406	Fashion Photography	3	6	1	4	F2F	DES2500
DES4302	Fashion Show Production	3	6	1	4	F2F	DES2500
DES4205	Costume design	3	6	1	4	F2F	DES2500
DES3105	Fashion History	3	6	3	0	F2F	ARCH1011, DES3101, ARB0099, ENGL0099
<b>Specialized Topics in Design</b>							
DES4103	Special Topics in Visual Communication C	3	6	3	0	BLD	ARCH1011, ARB0099, ENGL0099
DES3104	Design Awareness	3	6	3	0	F2F	ARCH1011, DES3101, ARB0099, ENGL0099
DES4100	Copywriting and Content Creation	3	6	3	0	F2F	ARCH1011, DES3101, ARB0099, ENGL0099
DES4104	Design Thinking and Methodology	3	6	3	0	F2F	ARCH1011, DES3101, ARB0099, ENGL0099
DES5101	Design Psychology	3	6	3	0	F2F	ARCH1011, DES3102
DES5102	Design Ethics and Sustainability	3	6	3	0	F2F	ARCH1011, DES3102
DES5103	Design Criticism	3	6	3	0	F2F	ARCH1011, DES3102
<b>Total</b>		<b>9</b>	<b>18</b>	<b>3</b>	<b>12</b>		

Students must complete 9 credit hours from the program's technical, visualization, and or theory electives. There are three required courses, and students can mix and match or choose three courses from a single stream

### 3.2.3 German Year Program elective course: (13 Credit Hours)

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
<b>Program Visualization and technical Elective Courses (3 courses required) 9CH</b>							
DES4202	Design Visualization I	3	7	2	4	BLD	BSC001
DES4203	Design Visualization II	3	7	2	4	BLD	BSC001
DES4204	Design Visualization III	3	7	2	4	BLD	BSC001
DES4403	Design Technology I	3	7	2	4	BLD	BSC001
DES4404	Design Technology II	3	7	2	4	BLD	BSC001
DES4405	Design Technology III	3	7	2	4	BLD	BSC001
DES4101	Special Topics in Visual Communication A	1	3	1	0	BLD	BSC001
DES4102	Special Topics in Visual Communication B	2	3	2	0	BLD	BSC001

**Creative Studio Elective Course: (1 course required) 4 Credit Hour**

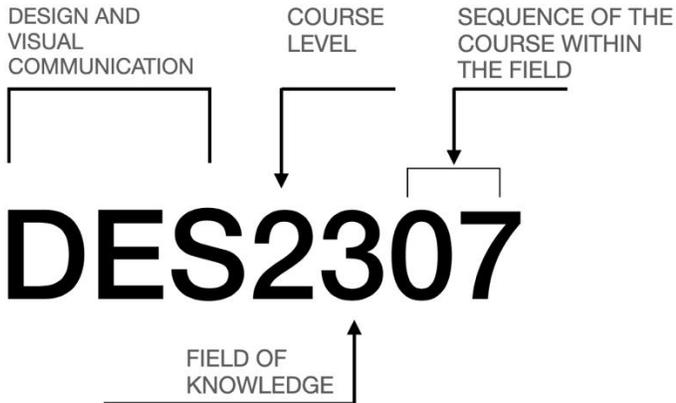
DES4505	Creative Studio	4	9	2	6	BLD	BSC001
<b>Total</b>		<b>13</b>	<b>30</b>				

\*Students must register DES4505 Creative Studio, 4 Credit hours.  
\*For Equivariance purposes German Year, courses will not be offered at the department

**Course Code**

The digits have the following representation:  
The left digit (thousands) represents the course level.  
The hundred digit represents the specialized field of knowledge of the course:  
The right two digits (tens) represents the sequence of the course within the field.

- 1. History and Theories of Design
- 2. Visualization: Communication Methods and Skills of Visual Expressions
- 3. Entrepreneurship, Public relations, marketing and management
- 4. Technical workshops
- 5. Studios and Creative Projects
  
- 9. Graduation and Internships



- 1. History and Theories of Design
- 2. Visualization: Communication Methods and Skills of Visual Expressions
- 3. Entrepreneurship, Public relations, marketing and management
- 4. Technical workshops
- 5. Studios and Creative Projects
  
- 9. Graduation, Internships and excursion

## Study Plan Guide for a B.A Degree in Design and Visual Communication (164 Credit Hour)

First Year							
First Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
ARC111	Fundamentals of Design I	4	8	2	4	F2F	-
ARCH1131	Technical Illustration I	3	4	0	6	F2F	-
DES1201	Freehand sketching	2	4	1	4	F2F	-
DES1400	Photography	3	5	2	2	F2F	-
GERL101B1	German I B1-Track	3	6	9	0	F2F	-
ENGL1001	Upper-Intermediate English	3	3	3	0	OL	-
<b>Total</b>		18	30	17	16		

First Year							
Second Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
DES1500	Fundamentals of Design and Visual Communication	4	8	2	4	F2F	ARC111
DES1203	Typography Latin	3	5	2	2	F2F	ARC111
DES1204	Visual Design: Tools	3	5	0	6	F2F	-
DES1202	Anatomy for Art and Design	3	5	2	2	F2F	DES1200
GERL102B1	German II B1 track	3	6	9	-	F2F	GERL101B1
GERL102B2	German II B2 track					BLD	GERL101B2
ARCH1011	Technical Writing	1	1	1	0	F2F	-
<b>Total</b>		17	30	16	14		

First Year							
Summer Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
DES101	Dual Study Practical I	3				F2F	-
DES2401-DS	Digital Image and Photo Editing	3	6	1	4	F2F	DES1500, ARB0099, ENGL0099
<b>Total</b>		6	6				

Second Year							
First Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
DES2503	Filmmaking	3	6	1	4	BLD	DES1500, ARB0099, ENGL0099
DES2505	Intro to Animation	3	5	1	4	BLD	DES1500, ARB0099, ENGL0099
DES2500	Product Design and Development	3	6	1	4	F2F	DES1500, ARB0099, ENGL0099
DES2200	Typography Arabic	3	5	2	2	F2F	DES1203, ARB0099, ENGL0099
DES2101	World Art History	3	4	3	0	F2F	ARB0099, ENGL0099
GERL201B1	German III	B1-Track	3	4	6	-	F2F
GERL201B2		B2-Track					
GERL201B1		B1-Track					
<b>Total</b>		<b>18</b>	<b>30</b>	<b>14</b>	<b>14</b>		

Second Year							
Second Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
	Creative-Studio Elective 1	4	7	2	4	BLD	
DES2205	3D Modelling for Design	3	5	0	4	F2F	DES2500, DES2505, ARB0099, ENGL0099
ARCH2302	Islamic Art and Architecture	3	4	3	0	F2F	DES2101, ARB0099, ENGL0099
DES2201	Ornaments and Calligraphy	3	5	2	2	F2F	ARC111, ARB0099, ENGL0099
GERL202B1	German IV	B1-Track	3	6	9	-	F2F
GERL202B2		B2-Track					
<b>Total</b>		<b>16</b>	<b>30</b>	<b>19</b>	<b>10</b>		

Second Year							
Summer Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
DES201	Dual Study Practical II	3				F2F	DES101
DES3200-DS	Illustration Techniques	3	5	1	4	F2F	DES1202, ARB0099, ENGL0099
<b>Total</b>		<b>6</b>					

Third Year								
First Semester								
Course ID	Course Name		Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
					Lect.	Prac.		
	Creative-Studio Elective 2		4	7	2	4	BLD	
DES3101	History of Design and visual communication		3	4	3	0	F2F	DES2101
DES3400	Film Editing		3	5	1	4	F2F	DES2503
ARB100	Arabic		3	3	3	0	OL	ARB0099
GERL301B1	German V	B1-Track	3	6	9	-	F2F	GERL202B1 or
GERL301B2		B2-Track						GERL202B2
<b>Total</b>			16	25				

Third Year								
Second Semester								
Course ID	Course Name		Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
					Lect.	Prac.		
	Creative-Studio Elective 3		4	7	2	4	BLD	-
DES3102	Theories of Design		3	4	3	0	F2F	DES3101
DES3300	Brand Identity		3	5	3	0	F2F	DES1203, DES2200
ENGL1002	Advanced English IV		3	3	3	0	F2F	ENGL0098
GERL302B1	German VI	B1-Track	3	6	6	-	F2F	GERL301B1 or
GERL302B2		B2-Track						GERL301B2
<b>Total</b>			16					

Third Year								
Summer Semester								
Course ID	Course Name		Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
					Lect.	Prac.		
DES301	Dual Study Practical III		0	6			F2F	DES201
DES3201-DS	Portfolio and Presentation Techniques		3	5	1	4	F2F	DES1500, ARB0099, ENGL0099
<b>Total</b>			3	11				

Fourth Year							
First Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
	GY/ Creative Studio	4	9	2	6	BLD	BSC001
	GY/ Technical Or Visualization Elective 1	3	7	2	4	BLD	BSC001
	GY/ Technical Or Visualization Elective 2	3	7	2	4	BLD	BSC001
	GY/ Technical Or Visualization Elective 3	3	7	2	4	BLD	BSC001
<b>Total</b>		13	30	8	18		

Fourth Year							
Second Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
DES459	International Internship	12	30	20 weeks		F2F	Dept. Approval
<b>Total</b>		12	30	0	0		

°Courses attended and/or passed during International Internship are not transferable

Fifth Year							
First Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
	Creative-Studio Elective 4	4	7	2	4	BLD	
DES4300	Design Management	3	5	3	0	BLD	DES1500
DES5901	Advanced Studies in Design and Visual Communication	3	9	3	0	F2F	DES4900, 132CH
MILS100	Military Science	3	2	3	0	OL	4 <sup>th</sup> year
<b>Total</b>		<b>13</b>					

Fifth Year							
Second Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
	Technical, Visualization, or Theory Elective 3	3	6	1	4	F2F	
DES5902	Graduation Project	4	13	0	8	BLD	DES5901
NE101 OR NEE101	National Education OR National Education in English	3	2	3	0	OL	ENGL0099
<b>Total</b>		<b>10</b>	<b>21</b>	<b>4</b>	<b>12</b>		

# Course Description

## 1. School Requirements

<b>ARC111 Fundamentals of Design I</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A project-based course; introduction to the basic principles of order using two- and three-dimensional compositions of basic design elements: point, line, and plane, addition and subtraction through the intersection of these elements and the potential elusive volumes that make space shapes: circle, square, and triangle; spatial organization: symmetry and balance, unity, repetition, and rhythm, transformation, and datum; order: focality and centralization radiality, linearity, and grid. The course will establish space explorations through movement and circulation. Additional emphasis will be on color theory, textures and tones. Class assignments will be based on abstract concepts while acquainting students with using different media and presentation techniques.</p>		
<b>Prerequisites: -</b>		
<b>ARCH1131 Technical Illustration I</b>	<b>3Cr Hr</b>	<b>5 ECTS</b>
<p>A project-based course; it aims to teach students principles of professional drafting of simple geometric constructions and products. It deals with manual sketching skills necessary for creating drafts, and then simultaneously evolves into professional computer tools for production of different technical illustration: orthographic projections, 3D projections (isometric, axonometric, oblique), planes, sections, and elevations and details.</p>		
<b>Prerequisites:</b>		
<b>ARCH2302 Islamic Art and Architecture</b>	<b>3 Cr Hr</b>	<b>4 ECTS</b>
<p>The course reviews the development of architecture and design in the Islamic context, with a focus on the MENA region. It discusses examples of works from the Umayyad, Abbasid, Mamluk, and Ottoman periods, exploring the role of Islamic beliefs, ideas, and myths, alongside the diverse inhabitants in the evolution of city form, architecture, and design. The course also addresses Islamic visual arts, explaining technical complexities, decorative themes, meanings, and the arts of books, textiles, metalwork, pottery, tiles, woodwork, and glasswork. It considers the influence of Islamic beliefs, ideas, and myths, together with the diverse inhabitants, on the evolution of visual arts. The course also examines contemporary attempts to achieve identity in MENA.</p>		
<b>Prerequisites: DES1101, ARB0099, ENGL0099</b>		
<b>DES1201 Freehand sketching</b>	<b>2 Cr Hr</b>	<b>4 ECTS</b>
<p>A foundation school requirement practical course introducing students to the art of freehand sketching for still-life and quick sketches capturing the essence of a subject with rapid strokes, focusing on gesture, proportions, and basic forms. Students learn the fundamental rules of drawing, including textural and tonal qualities. By the end of the course students develop skills such as hand-eye coordination, observation, and creative expression, using sketchbooks as tools for sketching, drawing, and recording existing events and visualizing concepts.</p>		
<b>Prerequisites: -</b>		
<b>ARCH1011 Technical Writing</b>	<b>1 Cr Hr</b>	<b>2 ECTS</b>
<p>This course teaches the students the basic tools and skills required to conduct technical research and communicate ideas regarding architecture and its relevant topics. By the end students should be skilled in varied writing forms, contemporary tools, and ethical documentation and communication of ideas related to the field of design and architecture.</p>		
<b>Prerequisites: -</b>		

## 1.1 Program Compulsory courses 80CH

<b>DES2101 World Art History</b>	<b>3 Cr Hr</b>	<b>4 ECTS</b>
<p>A program compulsory theory course offers an in-depth exploration of Art History, investigating artistic movements, cultural influences, and significant artworks across diverse civilizations and time periods. Beginning with the prehistoric art in Egypt and Mesopotamia, it covers the Classical civilizations of Greece and Rome, as well as the Byzantine and Early Christian periods. The course traces the evolution of Western art in Central Europe. It examines the principal movements and theories of 19th and 20th-century arts and design. Students develop critical analysis skills for modern and contemporary art, considering their connections to other practices and reflecting on ethical, moral, and philosophical frameworks.</p>		
<b>Prerequisites: ARB0099, ENGL0099</b>		
<b>DES3101 History of Design and Visual Communication</b>	<b>3 Cr Hr</b>	<b>4 ECTS</b>
<p>A program compulsory theory course offers an in-depth exploration of the different design and visual communication styles from the Industrial Revolution until contemporary design movements regarding their contextual conditions. Emphasis is based on the evolution of design's aesthetics, function, and technology, exploring influential design movements, key designers, and the landmarks of design and visual communication projects.</p>		
<b>Prerequisites: DES2101</b>		
<b>DES3102 Theories of Design</b>	<b>3 Cr Hr</b>	<b>4 ECTS</b>
<p>A program compulsory theory course teaches the fundamental characteristics differentiating visual images from other modes of communication, informs the ways that visual elements convey meaning in isolation and in combination, and explores the creative processes that promote creativity such as: morphological methods, intuitive-creative methods, and development of new creative ideas. Aesthetics and the related philosophy, focusing on principles of art and design in general and visual contemporary issues are also considered. The course emphasizes psychology and sociology in design through addressing both sensual and perceptual theories of visual communication, principles of perception in visual arts through criticism and its different approaches.</p>		
<b>Prerequisites: DES3101</b>		
<b>DES1400 Photography</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
<p>A program compulsory introductory practical course based on clarifying the fundamental theoretical aspects of photography and practicing the different photographic styles such as macro-, micro-, architectural, fashion, and portrait photography. Students learn the language of light, its relation to various lenses, depth of field, and adjusting images. The course offers an overview of both analog and digital photography, providing hands-on experience in basic black-and-white techniques, digital imaging, and essential camera operations. Through assigned projects, students gain practical instruction in lighting, film exposure, development, and printing, fostering a comprehensive understanding of photographic fundamentals.</p>		
<b>Prerequisites: -</b>		
<b>DES1202 Anatomy for Art and Design</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
<p>A program compulsory practical course based on theoretical aspects of human and animal anatomy. The course provides an understanding of the skeleton and muscular system in relation to the figure's structure and composition. By the end of the course, students will be able to produce proportion and gestural sketches of the figure, human skeleton, surface structures, musculature in various poses. Successful completion of the course will enable students to render the human body with anatomical accuracy in various artistic mediums.</p>		

**Prerequisites: DES1200**

**DES1500 Fundamentals of Design and visual communication**

**4 Cr Hr**

**7 ECTS**

A program compulsory practical course introducing the essential principles and skills integral to the design discipline. Students explore the fundamental elements of visual communication, including color theory, layout, and 2D/3D compositions. The course provides a platform for students to develop a critical eye for design, fostering the ability to visually communicate effectively. The course aims to cultivate a solid understanding of design principles and their practical application through hands-on projects.

**Prerequisites: ARC111**

**DES1203 Typography Latin**

**3 Cr Hr**

**5 ECTS**

A program compulsory practical course covering theoretical aspects of Latin typography and comprehensive hands-on experience and application in using various Latin type classifications and grid systems. Students study the design and use of typography from historical to contemporary perspectives and analyze the difference between informative, staging, and illustrative applications, considering different types of media and target groups and their specific communication problems. They will explore how to use contrasts, rhythmic structures, typographic hierarchy, and micro-typographic design parameters to create effective visual solutions with aesthetic and functional quality. The focus will be on the fundamentals of page layout, especially the development of modular grid systems and their creative handling with constant and variable elements, using current professional page layout software.

**Prerequisites: ARC111**

**DES1204 Visual Design: Tools**

**3 Cr Hr**

**5 ECTS**

A program compulsory practical course covering theoretical aspects of computer-based knowledge and various digital approaches to visual communication. Students learn vector and raster graphics, and image editing techniques. The course further addresses hands-on experience using state-of-the-art software packages to create 2D/3D graphics, sound, animation, and video.

**DES2500 Product Design and Development**

**3 Cr Hr**

**6 ECTS**

A program introductory practical compulsory course: this is a product design stream course integrating conceptual thinking and design with an emphasis on designing quality products. It focuses on hands-on product design, including ideation, sketching, prototyping, 3D modeling, design for manufacturability, and quality issues. Students work with various materials and techniques to create physical prototypes of products based on user-centered design methodologies. Projects are preferably realized in cooperation with actual clients according to real-world demands.

**Prerequisites: DES1500, ARB0099, ENGL0099**

**DES2503 Filmmaking**

**3 Cr Hr**

**6 ECTS**

A program compulsory introductory practical course providing a comprehensive introduction to the art and craft of film production, encompassing aesthetic, historical, theoretical, critical, and practical approaches to the cinematic medium. Students explore the language of cinema, screenwriting fundamentals, cinematography techniques, and sound design principles. The course also covers video editing techniques and explores the analysis of different film genres.

**Prerequisites: DES1500, ARB0099, ENGL0099**

**DES2505 Intro to Animation**

**3 Cr Hr**

**5 ECTS**

A program compulsory introductory practical course covering theoretical and practical aspects of animation. A visualization hands-on course introducing students to basic methods and various techniques used to create 2D/3D animations that can be used in a wide range of applications such as video editing, filmmaking, video games, animation, and motion graphics. Students will understand the processes involved in creating animation from concept to completion.

**Prerequisites: DES1500, ARB0099, ENGL0099**

<b>DES2200 Typography Arabic</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
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A program compulsory practical course covering theoretical aspects of readability, legibility, and aesthetics. It comprehensively explores and applies Arabic typography and lettering in design. Students study typography through historical and contemporary perspectives and analyze the difference between informative, playful, and illustrative applications, considering different types of media and target groups and their specific communication problems. They will explore using contrasts, rhythmic structures, typographic hierarchy, and micro-typographic design parameters to create compelling visual solutions with aesthetic and functional quality. The focus will be on the fundamentals of page layout, especially the development of modular grid systems and their creative handling with constant and variable elements, using current professional page layout software.

**Prerequisites: DES1203, ARB0099, ENGL0099**

<b>DES2201 Ornaments and Calligraphy</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
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A program compulsory practical course exploring the theoretical aspects of ornaments and calligraphy throughout history. The course covers proportion, structure, characteristics, and various lettering styles. The course teaches students how to use ink pens and brushes to create and execute various lettering styles, calligraphy, and ornaments while emphasizing the aesthetic quality of single forms and details. Emphasis is placed on exploring communicative aspects of ornament and lettering applications within the scope of contemporary visual language.

**Prerequisites: ARC111, ARB0099, ENGL0099**

<b>DES2205 3D Modelling for Design</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
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A program compulsory practical course teaching the fundamentals of creating 3D content for various applications such as products, games, cinematics, visual effects, and animation. Throughout the course, students learn how to model, texture, light, and render 3D objects, and gain hands-on experience in surface mapping and camera light usage. The course provides a comprehensive practical foundation in 3D modeling and rendering techniques.

**Prerequisites: DES2500, DES2505, ARB0099, ENGL0099**

<b>DES3200 Illustration Techniques</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
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A program compulsory practical course covering the fundamental techniques of illustration and their practical application, including drawing and painting in black and white and color. Students learn the history, materials, tools, and various techniques used in illustration. By combining traditional handcraft skills with digital technology, students discover new possibilities for visual expression. The skills learned in this course can be applied to various projects such as publishing, corporate and editorial applications, advertising, and animation.

**Prerequisites: DES1202**

<b>DES3400 Film Editing</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
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A program compulsory course; designed to provide a comprehensive introduction to the understanding of film editing principles and techniques. Through a blend of theoretical concepts and practical exercises, students explore the art of storytelling through editing. Practical sessions involve hands-on experience in assembling footage, cutting sequences, and refining the visual language of film. By the end of the course, students gain skills to effectively manipulate time, pacing, and emotion through the editing process, contributing to the overall impact of a film.

**Prerequisites: DES2503**

<b>DES3300 Brand Identity</b>	<b>3 Cr Hr</b>	<b>5 ECTS</b>
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A program compulsory course teaches strategies and design principles involved in creating strong and memorable brands. The course covers theoretical discussions and practical exercises on brand identity, brand positioning, brand personality, brand narrative, and the psychological impact of branding on consumer behavior. Students learn to

develop brand guidelines, build the brand, create visual assets, and execute branding strategies. By the end of the course, students will have the expertise to conceptualize, design, and execute impactful branding solutions.

**Prerequisites: DES1203 OR DES2200**

**DES4300 Design Management**

**3 Cr Hr**

**5 ECTS**

A program compulsory course defines the ways and means of incorporating businesses and design aspects to achieve business objectives, create products and services, attract customers, and support marketing efforts through newly developed design methods and approaches to solving complex business problems and driving innovation. The focus is on the application of planning and problem-solving to products, services, brands, and marketing to meet customer needs and business goals by enhancing students' critical thinking, required execution skills, and the use of design to solve real-life problems faced by industry and society.

**Prerequisites: DES1500**

**DES5901 Advanced Studies in Design and Visual Communication**

**3 Cr Hr**

**9 ECTS**

A program compulsory course; serving as a capstone experience, providing students with a platform to showcase their acquired skills and knowledge. It serves as an opportunity to develop an innovative and theoretically informed body of work, which is exhibited with careful consideration to support its creative content within a specific context. Students embark on the initial stages of their projects, defining the scope, objectives, conceptual framework, and design concept. The course focuses on research methodologies, ideation processes, and the development of a comprehensive project proposal. Students will receive guidance on project management, time planning, and ethical considerations. Students produce a well written thesis that addresses the theoretical premise of the work.

**Prerequisites: DES4900, 132CH**

**DES5902 Graduation Project**

**4 Cr Hr**

**12 ECTS**

A program compulsory course building on the foundation laid in Advanced Studies in Design and Visual Communication, Graduation Project is a continuation where students bring their proposed design concepts to completion. This advanced course emphasizes the practical implementation of design theories. Students refine their projects, addressing technical challenges and incorporating design thinking principles. The course culminates in a comprehensive public presentation or exhibition, allowing students to demonstrate their creativity, problem-solving skills, and mastery of design principles.

**Prerequisites: DES5901**

**DES4900 International Internship**

**12 Cr Hr**

**30 ECTS**

A program compulsory course; This course is provided through partnerships and co-operation programs between the GJU and professional firms, studios and agencies in Germany. Students attend a six-month internship program in Germany to align their educational outcomes with the requirements of skill set and professions in Jordan and the region.

**Prerequisites: Dept. Approval**

## 2.2 Program elective courses

### 2.2.1 Program Creative Studio courses | Electives Courses: 16 credit hours | Total of 4 courses

**DES2501 Editorial Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course focusing on conceptual communication thinking and design principles, combined with publication design and production. The course covers various graphic applications, including books,

magazines, newsletters, newspapers, and online publications. Students learn to use traditional and electronic information services as resources, develop grids and typography systems, select, and use photographs and illustrations, consider dramaturgical aspects, and prepare designs for print and electronic publication. Projects are preferably executed in collaboration with actual clients as per real-world requirements.

**Prerequisites: DES1203, DES2200, ARB0099, ENGL0099**

**DES3501 Advertising Campaigns**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course, combining conceptual thinking and design to explore the world of advertising campaigns. Throughout the course, students analyze company branding strategies and advertising campaigns, gaining practical skills in crafting visual stories and leveraging various advertising channels. During this course, students will acquire essential skills in strategic thinking, creative conceptualization, brand analysis, visual storytelling, integrated marketing communication, and client collaboration. Projects are preferably executed in collaboration with actual clients as per real-world requirements.

**Prerequisites: DES1203, DES2200**

**DES3500 Information Design and Data Visualization**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course, its main objective is to present data and information in a clear and concise manner and to assist students in producing visual representations of data, structures, and processes. The assigned tasks may comprise creating visualizations of technical procedures, setups, and functions of appliances, and presenting data in appropriate diagrams. Projects are preferably executed in collaboration with actual clients as per real-world requirements.

**Prerequisites: DES1203, DES2200**

**DES2502 Poster Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course introducing posters as an effective means of communicating messages, whether for propaganda or advertising purposes. This course teaches students how to create posters in a creative and practical manner. Students will be encouraged to experiment with analog techniques, such as collage and hand-generated type. They learn how to develop approaches to letterform and layout. The focus of the course is on the creation of a set of posters, from research and design to final output. Projects are preferably executed in collaboration with actual clients as per real-world requirements.

**Prerequisites: DES1203, DES2200, ARB0099, ENGL0099**

**DES3502 Font Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course aiming at developing theoretical and practical abilities of students to create Arabic and Latin typefaces. Students will learn to apply the laws of proportions and perception in the field of letter design. The course focus is on the practical advanced approach to tasks on font design, the experience of readability and legibility of letters. Enabling students to deal with structure in fonts and type families. Students use sketching techniques to developing letterforms according to the assigned tasks, transferring them to digital applications. The course intends to explore the approach to choosing a type class and understand its visual specifications and functions.

**Prerequisites: DES1203, DES2200**

**DES4500 Public Relations and Marketing**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course offering theoretical public relations and marketing aspects. It introduces the fundamental concepts of public relations and marketing, covering various stages such as research, analysis, conception, strategic planning, and realization. It examines the relationship between visual communication and marketing, considering historical, social, psychological, aesthetic, and situational factors. This course also addresses identifying and classifying target groups, including consumer typologies, communication, and consumer behavior,

emphasizing the connection between human psychology and design. The course emphasizes the development of design strategies, positioning, and brand planning.

**Prerequisites: DES1203, DES2200**

**DES2504 Documentary Films**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course that explores the unique techniques, styles, ethical considerations, and the power of visual storytelling involved in producing documentaries. Through a combination of theoretical insights, practical exercises, and screenings of documentaries, students understand storytelling, interviewing techniques, and the use of visual elements to convey factual narratives. Emphasizing hands-on experience, students will conceive, plan, and produce their own documentary projects, gaining a comprehensive understanding of the documentary filmmaking process. Projects may involve collaboration with external partners or real-world subjects to provide students with authentic learning experiences.

**Prerequisites: DES2503, ARB0099, ENGL0099**

**DES2506 Experimental Films**

**4 Cr Hr**

**7 ECTS**

A creative studio-based project elective course integrating conceptual communication thinking and explores experimental short films, encouraging students to push creative boundaries. The course covers unconventional storytelling, experimental editing techniques, and cinematography. Emphasis is placed on individual creativity, allowing students to explore innovative approaches to narrative and visual style. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2503, ARB0099, ENGL0099**

**DES3503 Cinematic Marketing and Promotion**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course that combines conceptual communication thinking with the art of visual storytelling through film. The course explores the relationship between persuasive messaging and cinematic techniques, with an emphasis on creating compelling narratives for brand promotion. Students learn about marketing plans, target audience psychology, crafting visual stories, and leveraging various advertising channels. Through hands-on projects, students develop the skills to conceive, plan, and produce advertising and image-film campaigns. Projects will be created in Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2503**

**DES3504 Film Directing**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course; offering a comprehensive exploration of the art and craft of film directing. Students gain a deep understanding of the creative and technical aspects involved in guiding a film project from conception to completion. Through a combination of theoretical insights, practical exercises, and hands-on projects, students understand the principles of visual storytelling, character development, and scene composition. Emphasis is placed on the director's role in shaping the overall vision of a film, working with actors, and effectively collaborating with key production departments. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2503**

**DES4501 Advanced Photography**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course exploring photographic processes in the context of contemporary art and digital media. The course emphasizes strobe lighting for studio applications, developing coherent work based on a theme, concept, or selected subject matter, and building a portfolio of images. Students will also discuss topics such as finding their unique voice, refining their working process, considering methods for presenting and distributing

photographs and reflecting on current issues in contemporary art. By the end of the course, students are expected to assemble a portfolio of photographs for an exhibition.

**Prerequisites: DES2503, DES3400**

**DES5500 Advanced TV Productions**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course that combines conceptual communication thinking and production. It is designed to provide students with a deeper understanding of the complexities of television production by engaging them in real-world scenarios and creating content that is up to industry standards. The course builds on foundational knowledge and explores advanced techniques in scripting, pre-production planning, cinematography, lighting, sound design, and post-production editing. Topics covered include narrative storytelling, visual aesthetics, financial distribution, scheduling, and communication strategies. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2503, DES3400**

**DES2507 Web Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course introducing principles and characteristics of Web Design. The course aims at teaching students on how to design visually appealing user-friendly websites by exploring typographic styles, image effects, photographic styles, and objects. This course focuses on the front end along with the aesthetical-functional features of the website. By the end of the course, students are expected to create a functioning website and interactive interface. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2505, ARB0099, ENGL0099**

**DES2508 Character Animation**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course teaching traditional and digital animation technique. The course focuses on the principles and techniques of character design, movement, and expression. Through hands-on projects, students develop proficiency in key animation software and tools, mastering timing, posing, and storytelling. Emphasis is placed on creativity, collaboration, and attention to detail, culminating in the creation of engaging animated characters and sequences. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2505, ARB0099, ENGL0099**

**DES3505 Motion Graphics Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course teaching students the fundamental principles of motion graphic design and movement for time-based media, with an emphasis on communication design. The course covers concept development, file management, audio files, visual effects, transitions, and rendering for diverse output formats. Using state-of-the-art software, students integrate various media elements including typography, illustration, photography, video, and 3D objects to craft industry-relevant projects. By the end of the course students gain a comprehensive understanding of motion graphic design essentials.

**Prerequisites: DES2505**

**DES3506 Social-Media and Content Creation**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course that aims to train and prepare students to become proficient social media content creators who can produce, deliver, and distribute content across various technology platforms, catering to various aspects of business and culture. This course teaches creating content for social media channels and platforms. Students learn about the latest distribution technologies to track and measure the success of their content. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2505**

<b>DES4502 Interaction UI-UX Design</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course introducing students to the principles, practices, processes, concepts, and tools used in UX/UI design. The course covers the theoretical concepts that are essential to user experience design, user-centered design, human-computer interaction, and digital design approaches. The course covers individual and group ideation techniques, as well as contemporary perspectives on interactive design for common platforms such as web, desktop, tablet, mobile, and beyond. Students will have the opportunity to put these principles into practice.</p>		
<b>Prerequisites: DES2505, DES2205</b>		
<b>DES5501 Game Design Studio</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course; integrating conceptual communication thinking and design, computer game design methodology, and implementation techniques. Development of computer games with the latest game programming languages and environments. The course covers topics such as, computer video games with object-oriented and component-based approaches, game engines, programming environments, 2D/3D graphics and animation, sound effects/music, interactivity, user-interface, and multiplayer games. Projects are preferably realized in co-operation with actual clients according to real-world demands.</p>		
<b>Prerequisites: DES2505, DES2205</b>		
<b>DES2509 Packaging Design Solutions</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course; merging theoretical principles with practical application. The course covers techniques and stages of packaging across diverse materials and the art and science of creating visually appealing and functional packaging. Students gain understanding in the psychology of consumer perception, sustainable packaging practices, and the integration of branding elements into packaging solutions. Through a series of projects, students develop skills in structural design, graphic communication, and material selection, with a focus on meeting industry standards and market demands. Projects may involve collaboration with external partners or real-world scenarios for practical learning experiences.</p>		
<b>Prerequisites: DES2500, ARB0099, ENGL0099</b>		
<b>DES3507 Immersive Exhibition Design</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course integrating different design disciplines for communicating various aspects of information, objects, and ideas within environments. Understanding of special planning, image manipulation, human factors, color, lighting, multimedia, budgeting, and scheduling are handled within the installation of exhibitions. Projects are preferably realized in co-operation with actual clients according to real-world demands.</p>		
<b>Prerequisites: DES2500</b>		
<b>DES2510 Furniture Design and Lighting</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course providing students with understanding the composition and quality of spaces in which humans work, interact, play, live, and utilize their furniture and lighting fixtures. Emphases are placed on projects, exercises, and case studies that further advance students' understanding and appreciation of the intricacies and nuances of the built environment towards a more meaningful and responsible furniture and lighting design process, process documentation, and presentation of a design project. Projects are preferably realized in co-operation with actual clients according to real-world demands.</p>		
<b>Prerequisites: DES2500, ARB0099, ENGL0099</b>		
<b>DES4503 Bionic Perception</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course covering theoretical aspects of Bionics as the intersection of biology and technology. It views nature as a rich source of knowledge inspiration and innovation utilizing observing and analyzing natural phenomena as a reference source for designing transformations. The course examines natural and scientific principles such as locomotor system, anatomy, interdependencies of movement and function, construction, and force. The course is complemented by the development of 3D models using various materials.</p>		

**Prerequisites: DES2500**

**DES3508 Environmental Graphics and Signages**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course focusing on creating design solutions within built environments. It teaches students the skills to create functional, aesthetic, and sustainable environmental graphics and signages. The course covers principles and practices of environmental graphic design, including signage systems, wayfinding, branding integration, and public art installations. The course combines theoretical insights, practical exercises, and real-world case studies to enhance students understanding of the user experience and navigate complex environments. Students will have the opportunity to work on projects in collaboration with real clients.

**Prerequisites: DES1203, DES2500**

**DES5502 Advanced Product Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course developing students critical and creative skills to produce innovative well-designed artifact, professional presentation, and a process book that showcases creative design process implemented during the project. Students are required to select and create an artifact for present and future markets by implementing skills in developing a comprehensive product design structure. Students are expected to demonstrate control over all aspects of the design project management, research, and ideation process. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2205, DES2500**

**DES2511 Pattern Making**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course introducing students to the art of pattern making, covering sizing techniques and the process of taking body measurements to construct basic pattern blocks. Through practical exercises, students will develop skills in lay planning, lay out patterns on fabrics, and basic sewing and assembly instructions. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2500, DES2500, ARB0099, ENGL0099**

**DES2512 Textile Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course introducing students to the art of design creation for printed, woven, knitted, and surface ornamented fabrics. It encompasses the entire process from raw material to finished products. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2500, DES2500, ARB0099, ENGL0099**

**DES3509 Accessory Design**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course equipping students with knowledge and skills of designing fashion accessories. Emphasis is placed on changing fashion image and importance of accessories in creating a 'total fashion look.' Manufacturing and decorative production processes, concept development, sketching, material selection, prototyping, and presentation are covered. Projects are preferably realized in co-operation with actual clients according to real-world demands.

**Prerequisites: DES2500**

**DES3510 Fashion Design Studio**

**4 Cr Hr**

**7 ECTS**

A creative studio project elective course, the course equips students with the knowledge and skills to design fashion pieces tailored for contemporary markets. Through hands-on exploration and guided instruction, students immerse themselves in the world of fashion design, refining their abilities to conceptualize and refine stylish garments. The course culminates in a fashion show. Projects are preferably realized in co-operation with actual clients according to real-world demands.

<b>Prerequisites: DES2500</b>		
<b>DES4504 Fashion Design Merchandising</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course; a continuation of the Fashion Design. An introductory to the principles and techniques of visual merchandising aimed at enhancing a fashion brand's image, engaging audiences, and maximizing profitability. Students explore concepts and practices such as business brands analysis, conceptualization, and implementation of store merchandising and displays, while understanding the direct impact of visual presentations on business outcomes. Projects are preferably realized in co-operation with actual clients according to real-world demands.</p>		
<b>Prerequisites: DES2500</b>		

<b>DES5503 Fashion Design Advanced</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio advanced project elective course that builds upon the Fashion Design Course, focusing on designing advanced technical contemporary products. It emphasizes complex fashion design processes, portfolio presentation, styling, garment construction, and final line development. Utilizing computer-aided designs and physical models, students visualize fashion concepts and assess creative solutions. The learning process includes mastering fabric handling for design purposes and finalizing the line or collection. Projects prioritize collaboration with real clients to meet industry demands.</p>		
<b>Prerequisites: DES2500</b>		

<b>DES5504 Creative Design Studio</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course; allowing specialized, in-depth, or/and integrated study of a subject supplementing the various Design and Visual Communication disciplines. Student interest and instructor expertise help determine the topic. The course integrates conceptual communicative thinking and design as well as design methodology and implementation techniques. The design development process is covered from problem identification through detailed design and evaluation with emphasis on designing competitive quality outcomes. Projects are preferably realized in co-operation with actual clients according to real-world demands.</p>		
<b>Prerequisites: DES2500, DES2505, DES2503, DES1203</b>		

<b>DES5505 Emerging Technologies</b>	<b>4 Cr Hr</b>	<b>7 ECTS</b>
<p>A creative studio project elective course linked with up-to-date technology. Students explore the latest cutting-edge technologies in the design industry and its significant transformation using innovative digital tools, trends, and applications. Projects are preferably realized in co-operation with actual clients according to real-world demands.</p>		
<b>Prerequisites: DES2500, DES2505, DES2503, DES1203</b>		

## 2.2.2 Program Technical, Visualization, and Theory | Elective Courses: 6 credit hours | Total of 3 courses

<b>DES2400 Printmaking Workshop</b>	<b>3 Cr Hr )</b>	<b>6 ECTS</b>
<p>A program technical elective course covering theoretical aspects and focusing on traditional printmaking techniques including relief printing, etching, lithography, and screen printing. Through hands-on projects, students will develop their technical skills and artistic expression, while also gaining an understanding of the historical and cultural significance of printmaking.</p>		
<b>Prerequisites: DES1500, DES2500, ARB0099, ENGL0099</b>		
<b>DES2401 Digital Image and Photo Editing</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program technical elective course covering techniques in digital image manipulation and photo editing using industry-standard software. Students will learn to enhance, manipulate, and transform photographs through hands-on projects that cover various aspects of image editing, including color correction, retouching, compositing, and special effects. Emphasis will be placed on developing a strong understanding of the principles of visual aesthetics and the technical skills necessary to produce high-quality digital images.</p>		
<b>Prerequisites: DES1500, ARB0099, ENGL0099</b>		
<b>DES2402 Print and Bookbinding techniques</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program technical elective course providing students with advanced knowledge and specific details related to pre-press production, print technology, and bookbinding skills including stitching, folding, and cover making. The course emphasizes hands-on practice, enabling students to create their own printed materials and bind them into finished books. Through a series of projects, students will develop both their technical proficiency and their artistic expression, gaining a comprehensive understanding of the processes involved in producing high-quality printed and bound works.</p>		
<b>Prerequisites: DES1500, DES2500, ARB0099, ENGL0099</b>		
<b>DES3201 Portfolio and Presentation Techniques</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program visualization elective course equipping students with the skills needed to create professional portfolios and presentations that effectively showcase their work. Emphasis is placed on the principles of visual communication, layout design, and the use of digital tools to produce compelling and coherent portfolios. Students will learn to organize and present their projects in a manner that highlights their strengths and aligns with industry standards, guiding them on how to reorient their portfolios to fit specific job applications or submission requirements.</p>		
<b>Prerequisites: DES1500</b>		
<b>DES3202 Semiotics and Symbol Design</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program visualization elective course covering theoretical aspects and focusing on exploring the use of signs and symbols around the world. Students will explore how to use “semiotics” to understand how the meanings of signs are related to their visual qualities, their receivers, and their environmental function. Throughout the course, students will design signs in the form of icons or symbols using appropriate fonts and pictograms that are related to the chosen culture and environment. Through hands-on projects and critiques, students will develop their ability to design signs that are both functional and aesthetically pleasing, preparing them for real-world applications.</p>		
<b>Prerequisites: DES1203, DES2200</b>		
<b>DES2403 Composing &amp; Audio techniques</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>

A program technical elective course offering a comprehensive introduction to the principles and techniques of composing and audio production. Students will learn the fundamentals of music composition, sound design, acoustics, and audio editing using industry-standard software and equipment. Through hands-on projects, students will develop the skills needed to create original compositions and high-quality audio productions for various media, including film, video games, and multimedia presentations.

**Prerequisites:** DES2503, DES2500, ARB0099, ENGL0099

**DES3203 Set Design**

**3 Cr Hr**

**6 ECTS**

A program visualization elective course introducing the art and technique of set design for theatre, film, and television. Students will learn the fundamentals of conceptualizing, planning, and constructing sets that enhance the visual storytelling of a production. The course covers topics such as aesthetics, scale modeling, technical drawing, prop selection, material selection, and the use of color and texture. Through hands-on projects students will develop the skills needed to create effective and aesthetically pleasing sets.

**Prerequisites:** DES2503

**DES3401 Film Production**

**3 Cr Hr**

**6 ECTS**

A program technical elective course providing students with an in-depth understanding of the processes involved in managing the three stages of film productions. The course covers topics such as budgeting, scheduling, resource allocation, and personnel management. Emphasis is placed on developing effective communication and leadership skills required for coordinating various departments. Students engage in hands-on projects to apply theoretical knowledge to real-world scenarios, preparing them for key roles in the dynamic field of film production.

**Prerequisites:** DES2503

**DES4301 Film Marketing and Promotion**

**3 Cr Hr**

**6 ECTS**

A program marketing elective course examining the strategies and practices of marketing and promoting films in the entertainment industry. Students explore the key principles of film marketing, including audience analysis, branding, advertising, social media campaigns, and distribution channels. Practical exercises and case studies will provide students hands-on experience developing effective marketing campaigns that enhance a film's visibility and reach its target audience.

**Prerequisites:** DES2503

**DES3103 Screen writing**

**3 Cr Hr**

**6 ECTS**

A theory elective course equipping students with the skills to generate and refine story concepts while employing diverse tools for plotting and character development. Students learn the fundamentals of screenwriting for film and television, including key elements of storytelling such as structure, character development, dialogue, and pacing. The course also emphasizes the importance of theme and personalizing the writing process. Students gain practical understanding of the critique process, plot structure, thematic analysis, and screenplay formatting.

**Prerequisites:** ARCH1011, DES2503

**DES2206 Storyboarding and Animatics**

**3 Cr Hr**

**6 ECTS**

A program visualization elective course teaching students the essential techniques of storyboarding and the creation of animatics for film, animation, and multimedia projects. Students will learn how to visually plan and organize scenes, sequences, and narratives through the development of storyboards. Students will explore the process of creating animatics—animated storyboards—that help visualize the timing and flow of a project. Through hands-on projects, students will gain practical experience in crafting compelling visual narratives and preparing them for production.

**Prerequisites:** DES2503, DES2500, ARB0099, ENGL0099

<b>DES3402 Web Design and Application</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program technical elective course providing students with an introduction to the principles and practices of web design and development. Students learn how to create visually appealing and user-friendly websites using industry-standard tools and technologies. The course covers key aspects of web design, including HTML, CSS, and JavaScript, and explores cutting-edge technologies in responsive design, user experience optimization, and front-end development. Through hands-on projects and real-world examples, students develop the skills needed to design, build, and maintain effective websites and web applications.</p>		
<b>Prerequisites: DES2505</b>		

<b>DES3204 Character Design and Illustration</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program visualization elective course introducing students to the techniques of character design and illustration, aimed at enhancing their drawing skills and creative thinking. Students learn how to create original characters, focusing on aspects such as anatomy, expression, personality, and storytelling. The course explores how to develop characters for different media, including comics, animation, video games, and children's books. Through hands-on projects, students will gain practical experience in bringing their characters to life in compelling and visually appealing ways.</p>		
<b>Prerequisites: DES2505</b>		

<b>DES4400 Game Development</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program technical elective course teaching the basics of game development, covering both the technical and creative aspects. Students learn the principles of game design, including storyboarding, character development, level design, and gameplay mechanics. The course may cover programming and software tools commonly used in the industry. Through hands-on projects, students will gain practical experience in creating interactive and engaging games, from concept to prototype.</p>		
<b>Prerequisites: DES2505</b>		

<b>DES4401 Design for Virtual and Augmented Reality</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program technical elective course introducing students to the concepts and technologies behind virtual and augmented reality. Students explore the principles of immersive media, learning how to design and develop VR and AR experiences. The course covers key topics such as 3D modeling, spatial audio, user interaction, and the use of industry-standard software and hardware. Through hands-on projects, students will gain practical experience in creating engaging and interactive applications.</p>		
<b>Prerequisites: DES2505</b>		

<b>DES2404 Ergonomics</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program technical elective course exploring the principles and applications of ergonomics, emphasizing the design of systems, products, and environments to enhance human well-being and performance. The course covers key topics such as workplace ergonomics, and user-centered design. Students develop skills to assess and optimize workspaces, tools, and products, addressing ergonomic challenges for improved comfort, safety, and productivity.</p>		
<b>Prerequisites: DES2500, DES2500, ARB0099, ENGL0099</b>		

<b>DES2207 Product Sketching and Rendering</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
<p>A program visualization elective course introducing students to the fundamentals of drawing as a tool for conceptual analysis and thinking. The course enhances students' skills in representing, developing, and communicating design concepts and solutions. Emphasis is placed on hand sketching, perspective drawing, shading, color application to simulate different materials and finishes. Students will develop a strong understanding of form, proportion, and</p>		

detail to create realistic and compelling product visuals. Through hands-on projects, students will build a portfolio of sketches and renderings that demonstrate a range of skills and techniques applicable to product design.

**Prerequisites: DES2500, DES2500, ARB0099, ENGL0099**

**DES2405 Model Making**

**3 Cr Hr**

**6 ECTS**

A program technical elective course introducing students to the principles and techniques of model making, essential for visualizing and testing design concepts. Students learn to create both physical and digital (2D/3D) models using a variety of materials and tools. Emphasis is placed on precision and craftsmanship, enabling students to produce high-quality models that effectively communicate their design ideas. Educational excursions are incorporated into the course to visit industrial design production units.

**Prerequisites: DES2500, DES2500, ARB0099, ENGL0099**

**DES3403 Packaging Prototype**

**3 Cr Hr**

**6 ECTS**

A program technical elective course providing an in-depth exploration of the design and creation of packaging prototypes. Students learn to develop innovative packaging solutions that address both functional and aesthetic requirements. The course covers key topics such as material selection, structural design, sustainability, and manufacturing processes. Through hands-on projects, students create physical prototypes, utilizing tools and techniques such as 3D modeling, printing, and die lines. Emphasis is placed on producing high-quality packaging prototypes that meet industry standards and client needs.

**Prerequisites: DES2500**

**DES3404 Product Realization**

**3 Cr Hr**

**6 ECTS**

A program technical multidisciplinary elective course providing a comprehensive approach to the process of bringing a product from concept to market. Students learn to review a company's product brief, determine budgets and timelines, and design and build real prototypes. The course also covers the development of a product prospectus and presentation skills. Through hands-on projects and industry partnerships, students gain valuable experience in teamwork, professional communication, and practical problem-solving skills.

**Prerequisites: DES2500**

**DES4201 Environmental graphic design**

**3 Cr Hr**

**6 ECTS**

A program visualization elective course introducing students to the principles and practices of Environmental Graphic Design, focusing on the visual aspects of wayfinding, signage, and branding integration within built environments. Students learn to design graphics that enhance the user experience in various settings, such as public spaces, transportation hubs, and corporate environments. Through a blend of theory, hands-on projects, and case studies, students develop the skills to create effective and aesthetically pleasing environmental graphics.

**Prerequisites: DES2500**

**DES2208 Fashion Illustration**

**3 Cr Hr**

**6 ECTS**

A program visualization elective course providing students with an in-depth exploration of the art and techniques of illustrating fashion designs. Through a combination of theory and practical exercises, students learn to visually communicate garment concepts, proportions, and details effectively. Topics covered include figure drawing, rendering fabrics and textures, incorporating color theory, and developing personal style. By the end of the course, students will develop the skills necessary to create captivating fashion illustrations that bring designs to life.

**Prerequisites: DES2500, DES2500, ARB0099, ENGL0099**

**DES3205 Digital Fashion Illustration**

**3 Cr Hr**

**6 ECTS**

A program visualization elective course introducing students to the innovative field of digital fashion illustration, empowering them to bring their creative visions to life using digital tools. Through hands-on practice with industry-standard software students build a solid foundation in digital design. The course encourages experimentation with color palettes, textures, and digital brushes, helping students develop their unique artistic style.

**Prerequisites: DES2500**

**DES2406 Woven textile**

**3 Cr Hr**

**6 ECTS**

A program technical elective course introducing students to the art and science of woven textiles, offering a comprehensive understanding of textile construction and design. Students explore various weaving techniques, materials, and patterns, gaining hands-on experience in creating their own woven fabrics. The course covers principles of loom operation, yarn selection, and fabric finishing, empowering students to produce high-quality textiles. Additionally, the course addresses sustainability issues, technological innovations, and material development, emphasizing contemporary studio and industry practices.

**Prerequisites: DES2500, DES2500, ARB0099, ENGL0099**

**DES3405 Non-woven textile**

**3 Cr Hr**

**6 ECTS**

A program technical elective course introduces students to the innovative world of non-woven textiles, offering a thorough understanding of their construction, properties, and applications. Students explore various production techniques such as felting, bonding, and needle-punching, gaining practical experience in creating non-woven fabrics. The course covers fiber selection, web formation, and finishing processes, enabling students to produce textiles. Additionally, the course addresses sustainability, technological advancements, and industry trends, with an emphasis on contemporary practices and applications.

**Prerequisites: DES2500**

**DES3406 Fashion Photography**

**3 Cr Hr**

**6 ECTS**

A program technical elective course providing students with an introduction to the field of fashion photography. Students learn the fundamentals of photography, including camera operation, lighting techniques, composition, and post-production editing. The course emphasizes fashion photography aspects, such as capturing the essence of garments, working with models, and creating visual narratives. The course also covers contemporary trends, industry standards, and the role of digital media in fashion photography.

**Prerequisites: DES2500**

**DES4302 Fashion Show Production**

**3 Cr Hr**

**6 ECTS**

A program management elective course engaging students in the process of conceptualizing, planning, and executing fashion shows. Through a blend of theoretical learning and practical experience, students explore various aspects of fashion show production, including creative direction, theme development, venue selection, model casting, choreography, stage design, lighting, sound, and promotion. By the end of the course, students will acquire the knowledge and skills necessary to effectively organize fashion shows that meet industry standards.

**Prerequisites: DES2500**

**DES4205 Costume design**

**3 Cr Hr**

**6 ECTS**

A program visualization elective course explores the art of costume design for theater, film, and other performance mediums. Students learn to interpret scripts, conduct research, and translate concepts into visual representations. They gain practical skills in sketching, patternmaking, and costume construction techniques. Additionally, students collaborate with industry professionals to create costumes that enhance storytelling. By the end of the course, participants develop a comprehensive understanding of costume design principles and techniques.

**Prerequisites: DES2500**

**DES3105 Fashion History**

**3 Cr Hr**

**6 ECTS**

A theory elective course provides a condensed overview of the history of fashion, tracing the evolution of clothing and style from ancient times to the present day. Students study key fashion movements, influential designers, and the socio-cultural contexts that shaped fashion trends. Through this course, students gain insight into the social and cultural narratives woven into clothing trends and learn how iconic designers shaped the fashion landscape.

**Prerequisites: ARCH1011, DES3101**

**DES4103 Special Topics in Visual Communication C**

**3 Cr Hr )**

**6 ECTS**

A theory elective course offering in-depth study of specialized subjects within the field of design and visual communication. Topics are selected based on student interests and instructor expertise, and are announced at the beginning of the course. Students engage in comprehensive exploration and critical analysis, gaining advanced knowledge and skills in the chosen area of study.

**Prerequisites: ARCH1011, ARB0099, ENGL0099**

**DES3104 Design Awareness**

**3 Cr Hr**

**6 ECTS**

A theory elective course introduces students to the principles and practices of design across various disciplines, emphasizing its impact on everyday life. The course focuses on historical, cultural, and global contexts of design professions, providing interdisciplinary knowledge. Through critical analysis, students gain an understanding of how design influences perception, behavior, and culture. The course also offers insights into contemporary design phenomena and design's impact on society. By cultivating a design mindset, students learn to critically evaluate and create effective design solutions.

**Prerequisites: ARCH1011, DES3101**

**DES4100 Copywriting and Content Creation**

**3 Cr Hr**

**6 ECTS**

A theory elective course equipping students with the skills needed to excel in copywriting and content creation for various media platforms. Students learn to craft compelling and effective messages that engage and persuade target audiences. The course covers essential techniques in storytelling, brand voice development, SEO strategies, and the creation of content for websites, social media, blogs, and other digital channels.

**Prerequisites: ARCH1011, DES3101**

**DES4104 Design Thinking and Methodology**

**3 Cr Hr**

**6 ECTS**

A theory elective course explores the different cognitive, strategic, and practical design thinking process using key methodologies, tools and templates to develop design concepts and find new opportunities and innovative solutions in various contexts and industries. Emphasis is placed on creating customer-centric design solutions with high impact improvements. The course focuses on developing students' ability to research and effectively collaborate with team members with different backgrounds.

**Prerequisites: ARCH1011, DES3101**

**DES5101 Design Psychology**

**3 Cr Hr**

**6 ECTS**

A theory elective course explores the intersection of design and psychology, examining how design influences human behavior, emotions and perceptions. Students learn key psychological principles and apply them to the design process to create user-centered and effective designs. The course focuses on a psychologically informed design process, allowing students to apply design thinking to psychological principles and implement testing methods to assess their designs.

**Prerequisites: ARCH1011, DES3102**

<b>DES5102 Design Ethics and Sustainability</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
A theory elective course that examines ethical considerations and sustainability in design, focusing on responsible practices, environmental impact, and social responsibility. Students explore common ethical issues, including intellectual property, resource use, and the societal effects of design. The course emphasizes ethical decision-making in areas such as gender equality, human rights, environmental responsibility, and transparency in commercial interactions. Through case studies and discussions, students develop awareness of ethical design practices and their impact on society and the environment.		
<b>Prerequisites: ARCH1011, DES3102</b>		

<b>DES5103 Design Criticism</b>	<b>3 Cr Hr (3,0)</b>	<b>6 ECTS</b>
A theory elective course explores the nature and responsibility of design criticism in contemporary culture. Exemplary works of contemporary design criticism are used to investigate the foundation of effective dialogue between design and consumers. Students are expected to use critical methods, learn the major art and design theories, and define contemporary issues that play an important role in the critical discourse of art and design to enforce students' ability in self-evaluation, criticism, and the conceptualization of design development.		
<b>Prerequisites: ARCH1011, DES3102</b>		

### 2.2.3 German Year | Elective Courses

<b>DES4202 Design Visualization I</b>	<b>3 Cr Hr</b>	<b>7 ECTS</b>
A visualization elective course offering a comprehensive exploration in design and visual communication streams. The course is offered for equivalency purposes.		
<b>Prerequisites: BSC001</b>		

<b>DES4203 Design Visualization II</b>	<b>3 Cr Hr (2,4)</b>	<b>7 ECTS</b>
A visualization elective course offering a comprehensive exploration in design and visual communication streams. The course is offered for equivalency purposes.		
<b>Prerequisites: BSC001</b>		

<b>DES4204 Design Visualization III</b>	<b>3 Cr Hr (2,4)</b>	<b>7 ECTS</b>
A visualization elective course offering a comprehensive exploration in design and visual communication streams. The course is offered for equivalency purposes.		
<b>Prerequisites: BSC001</b>		

<b>DES4403 Design technology I</b>	<b>3 Cr Hr (2,4)</b>	<b>7 ECTS</b>
A technical elective, the course offers a comprehensive exploration of essential design technologies in the design and visual communication streams. The course is offered for equivalency purposes.		
<b>Prerequisites: BSC001</b>		

<b>DES4404 Design technology II</b>	<b>3 Cr Hr (2,4)</b>	<b>7 ECTS</b>
A technical elective, the course offers a comprehensive exploration of essential design technologies in the design and visual communication streams. The course is offered for equivalency purposes.		
<b>Prerequisites: BSC001</b>		

<b>DES4405 Design technology III</b>	<b>3 Cr Hr (2,4)</b>	<b>7 ECTS</b>
A technical elective, the course offers a comprehensive exploration of essential design technologies in the design and visual communication streams. The course is offered for equivalency purposes.		
<b>Prerequisites: BSC001</b>		

<b>DES4101 Special Topics in Visual Communication A</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
A theory elective course offering in-depth study of specialized subjects within the field of design and visual communication. Topics are selected based on student interests and instructor expertise, and are announced at the beginning of the course. Students engage in comprehensive exploration and critical analysis, gaining advanced knowledge and skills in the chosen area of study.		
<b>Prerequisites: BSC001</b>		

<b>DES4102 Special Topics in Visual Communication B</b>	<b>3 Cr Hr</b>	<b>6 ECTS</b>
A theory elective course offering in-depth study of specialized subjects within the field of design and visual communication. Topics are selected based on student interests and instructor expertise and are announced at the beginning of the course. Students engage in comprehensive exploration and critical analysis, gaining advanced knowledge and skills in the chosen area of study.		
<b>Prerequisites: BSC001</b>		

<b>DES4505 Creative Studio</b>	<b>4 Cr Hr (2,6)</b>	<b>9 ECTS</b>
A creative studio elective, the course provides students with hands-on experience in developing innovative design solutions in the design and visual communication streams. The course is offered for equivalency purposes.		
<b>Prerequisites: BSC001</b>		

## 2. Courses offered by Other Schools

<b>ARB0099 Elementary Arabic</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
This course aims to develop student's ability to read, comprehend, literary analyze, grammatically analyze, linguistically analyze, poetically analyze, and rhetorically analyze texts properly. The course also includes a selection of Arabic literature in poetry and prose representing different literary ages, in addition to several common forms of writing such as scientific article, news article, and others.		
<b>Prerequisites: Placement Test</b>		

<b>ARB100 Arabic</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
This course aims to improve the student's competence in the various linguistic skills in terms of reading, comprehension, and taste. This is achieved through the study of selected texts with many implications that raise issues in spelling, grammar, composition, meaning, and inference, and the use of an old and modern thesaurus.		
<b>Prerequisites: ARB099</b>		

<b>ENGL0098 Elementary English</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
Students will focus on English at an elementary level through the receptive skills of reading and listening and the productive skills of writing and speaking. English III is aimed at students who have achieved a grade of between 0 and 60 on the English Placement Test. This course is zero credit hours. This course enables students to contribute their own knowledge or experience in speaking activities, and use the language correctly. The exposure to a wide variety of listening material with a variety of accents, including some non-native speakers of English improves their level. English III integrates the focus on individual sounds of word and sentence stress where students are encouraged to copy the rhythm of English. Pronunciation is also integrated into Grammar and Vocabulary activities.		

**Prerequisites: Placement test**

<b>ARB0099 Elementary Arabic</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
This course aims to develop student's ability to read, comprehend, literary analyze, grammatically analyze, linguistically analyze, poetically analyze, and rhetorically analyze texts properly. The course also includes a selection of Arabic literature in poetry and prose representing different literary ages, in addition to several common forms of writing such as scientific article, news article, and others.		
<b>Prerequisites: Placement test</b>		
<b>ARB100 Arabic</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
This course aims to improve the student's competence in the various linguistic skills in terms of reading, comprehension, and taste. This is achieved through the study of selected texts with many implications that raise issues in spelling, grammar, composition, meaning, and inference, and the use of an old and modern thesaurus.		
<b>Prerequisites: ARB099</b>		
<b>ENGL0098 Elementary English</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
Students will focus on English at an elementary level through the receptive skills of reading and listening and the productive skills of writing and speaking. English III is aimed at students who have achieved a grade of between 0 and 60 on the English Placement Test. This course is zero credit hours. This course enables students to contribute their own knowledge or experience in speaking activities, and use the language correctly. The exposure to a wide variety of listening material with a variety of accents, including some non-native speakers of English improves their level. English III integrates the focus on individual sounds of word and sentence stress where students are encouraged to copy the rhythm of English. Pronunciation is also integrated into Grammar and Vocabulary activities.		
<b>Prerequisites: Placement test</b>		
<b>ENGL0099 Intermediate English</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
Students will focus on English at an intermediate level through the receptive skills of reading and listening and the productive skills of writing and speaking. English IV is aimed at students who have successfully passed English III or achieved a grade of between 61-80 on the English Placement Test. This course is zero credit hours. Attendance: Students are required to attend regularly according to the regulations of GJU and should provide the instructor with official excuses in case they are absent for a long time. Participation and homework: Students are required to participate in the group discussion in class. Interaction is necessary as well as oral presentations will be given to measure how fluent students are and to improve their skill of speaking. Medium of communication: GJU email, face to face (on campus) and during office hours. Teaching method: Explaining, discussing and doing the exercises given to students.		
<b>Prerequisites: ENGL098</b>		
<b>ENGL1001 Upper-Intermediate English</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
Education is the ability to listen to almost anything without losing your temper or your self-confidence." Robert Frost (1874 - 1963) English V is aimed at students who have achieved a passing grade in English IV or a grade between 81 and above on the English Placement Test. English V is equal to three credit hours. Students will focus on English at an upper intermediate level. Students will analyze and produce essays with an emphasis on argumentation and persuasion working both independently and cooperatively to gather, evaluate, and synthesize necessary information. Class activities include interactive lectures, small group and class discussions, informal debates, peer feedback, individual presentations, focused listening exercises and focused viewing exercises as well as assorted reading, writing, and grammar assignments. There will be some poetry analysis together with reading and understanding a short story and a drama using basic literary terms and concepts. Note: The process of argumentation enables us to clarify and develop our own responses to important issues, and a significant part of that process involves dialogue with both those who share our opinions and those who do not. In order to participate responsibly		

and effectively in meaningful dialogue, we must maintain an attitude characterized by openness, responsibility, rationality, and respect for all participants. Upon finishing this level, all students are eligible to receive an English language proficiency letter indicating their level according to the Common European Framework Reference for Languages (CEFR) varying between B1 and B2 according to the grade they get upon finishing this level.

**Prerequisites: ENGL0099**

<b>ENGL1002 Advanced English</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
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English VI, is the last of the English levels at the German Jordanian University to arm graduates with the best command of the English language in its varied aspects: Reading, Writing, Speaking, Listening and Understanding. It is aimed at students who successfully pass English V and it is three credit hours. This level focuses on a higher level of enhancement of their language. Students can address any audience, through delivering a persuasive speech, making an informative presentation, or analyzing controversial News through News Analysis. The students' Thesis Statements are backed up with: mistake-free language, persuasive logic and verified statistics, numbers and facts to convince the audience with their points of view. Other tools are enhanced involving their language, including specific terminology, tone, intonation and body language to make them acquire the best outcome. Students can also address any topic in writing. With the language skills provided in this level, GJU graduates become more equipped with outstanding abilities and get better chances in the work market, in addition to their knowledge and education in the major fields. The assessment of the students applies Bloom's Taxonomy where the learning objectives are classified according to the different domains including: learning (remembering), understanding, applying, analyzing, evaluating, the creating. Upon finishing this level, all students are eligible to receive an English language proficiency letter indicating their level according to the Common European Framework Reference for Languages (CEFR) varying between B2, C1 or C2 according to the grade they get upon finishing this level.

**Prerequisites: ENGL1001**

<b>GERL101B1 German I B1-Track</b>	<b>3 Cr Hr (9,0)</b>	<b>6 ECTS</b>
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Can understand and use familiar, everyday expressions and very simple sentences, which aim at the satisfaction of specific needs. Can introduce oneself, and others, and ask others questions to themselves - e.g. where they live, which people they know or what kind of things they have - and can give answers on questions of this kind. Can communicate on a basic level if those involved with him/ her in a conversation speak slowly and clearly and are willing to help.

<b>GERL102B1 German II B1-Track</b>	<b>3 Cr Hr (9,0)</b>	<b>6 ECTS</b>
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Can understand sentences and frequently used expressions if those are connected with things of immediate meaning (e.g., information to the person and to the family, buying, work, closer environment). Can communicate in simple, routine situations, with the purpose of a simple and direct exchange of information about familiar and common things. Can describe with simple means their own origin and training, direct environment and things that are in connection with direct needs.

**Prerequisites: GERL101B1, ARB0099, ENGL0099**

<b>GERL201B1 German III B1-Track</b>	<b>3 Cr Hr (6,0)</b>	<b>4 ECTS</b>
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Can understand the main points if no dialect is used and if it concerns familiar things about work, school, spare time etc. Can master most situations, which one encounters on journeys in a German speaking area. Can express oneself simply and coherently about familiar topics and areas of personal interest. Can report experiences and events, describe dreams, hopes and goals and give short reasons or explanations about plans and opinions.

**Prerequisites: GERL102B1, ARB0099, ENGL0099**

<b>GERL202B1 German IV B1-Track</b>	<b>3 Cr Hr (9,0)</b>	<b>6 ECTS</b>
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Can understand the main contents of complex texts, as well as concrete and abstract topics; even discussions between specialists in his/ her own special field. Can communicate spontaneously and fluidly a normal discussion with native speakers, without larger effort on both sides. Can express oneself clearly, in detail in a broad spectrum of topics, describe a point of view to a current question, and indicate the pro and cons of different possibilities.

**Prerequisites: GERL201B1**

<b>GERL301B1 German V B1-Track</b>	<b>3 Cr Hr (9,0)</b>	<b>6 ECTS</b>
Can understand and seize implicit meanings of a broad spectrum of demanding, longer texts. Can express oneself spontaneously and fluidly, recognizing words without having to search for words frequently. Can use the language effectively and flexibly in social and vocational life or in training and study. Can express oneself clearly, structured and detailed, to complex subjects and use appropriate different means for linkage of texts.		
<i>Prerequisites: GERL202B1</i>		
<b>GERL302B1 German VI B1-Track</b>	<b>3 Cr Hr (6,0)</b>	<b>6 ECTS</b>
German VI is a strongly practice-oriented course in preparation for your German Year. The course includes the modules "Intercultural Communication", "Job Application Training" and the technical languages. In part, it includes a special support program for students who did not achieve their language goal of a full B1 certificate in German V		
<b>BE302: Business Entrepreneurship</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
The course focuses on critical skills necessary to develop appropriate financing strategies for new venture creation and growth. Students will use case studies and team projects in course studies. Three primary topics are covered: first, an overview of the entrepreneurial finance process and involved players; second, performing business valuations; and third, securities law with emphasis on developing term sheets and private placement memorandums. Student teams will complete a valuation and mock securities offering for an existing small to mid-size business. Financial valuations and terms sheets developed by student teams will be presented to a panel of venture capital professionals for evaluation and critique		
<i>Prerequisites: ENGL0098</i>		
<b>DES101: Arts Appreciation</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
An introductory course designed for non-art students to give them the basic knowledge of arts and simple approaches to the understanding of the history, development, elements, criticism, esthetics and materials of different art forms (visual, aural and performing arts). A comparative approach between the different arts is given to enhance the students' global understanding of arts and to give them the ability to look at art works and form their own opinions. The course is combined with examples of audio and visual arts.		
<i>Prerequisites: ENGL0098, ARB0099</i>		
<b>IC101: Intercultural Communication</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
This course is designed to provide prospective students (whose majors have an international flavor) with tools that offer powerful possibilities for improving the communication process. We will examine the process of sending and receiving messages between people whose cultural background could lead them to interpret verbal and nonverbal signs differently. We will learn about the diversity of these cultural differences and at the same time learn how we might overcome them. Our efforts to recognize and surmount cultural differences will hopefully open up business opportunities throughout the world and maximize the contribution of all the employees in a diverse workforce		
<i>Prerequisites: ENGL0098</i>		
<b>MILS100: Military Science</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
History of the Jordanian Arab Army. United Nations Peace Keeping Forces. Preparation of the nation for defense and liberation. History of the Hashemite Kingdom of Jordan and its development		
<i>Prerequisites:</i>		
<b>NE101: National Education</b>	<b>3 Cr Hr (3,0)</b>	<b>3 ECTS</b>
In a context of striving towards democracy like the one Jordan enjoys today, the meaning and practice of active and responsible citizenship becomes more crucial. It is often argued that democracy requires "democrats" to flourish, and become well established. Democrats are those women and men who recognize pluralism, inclusion, positive engagement, and participation as the main values that govern their interaction with the state as citizens and with each other as diverse people of different interests. In this course you will be able to understand your rights and		

responsibilities as Jordanian citizen expand your knowledge about the frameworks, and processes that regulates citizen-state relationships as well as the basic necessary skills for you to practice your citizenship rights in a civic manner.

***Prerequisites:***

**SE301: Social Entrepreneurship and Enterprises**

**3 Cr Hr (3,0)**

**3 ECTS**

This course will serve as an introduction to the field of social entrepreneurship and social enterprises. Through lectures, field visits, analyses of relevant literature, case studies and exercises, this course will explore social entrepreneurship's potentials, opportunities and limitations. The topics will cover Defining Social Entrepreneurship. Contextualizing Social Entrepreneurship (need, motives, forms, criteria). Role of Leadership, Creativity and Innovation. Locating SE on the profit/non-profit continuum. SE in the larger fields of development, social change, community activism. Social Enterprises (Missions, Markets, Finances). Ethical business and corporate social responsibility.

***Prerequisites ENGL0098***

**SFTS101: Soft Skills**

**3 Cr Hr (3,0)**

**3 ECTS**

This course is designed to help develop strong oral and written communication skills. The student will be given opportunities to practice writing and editing professional correspondence and technical reports. Additionally, the student will compose and deliver oral presentations. Assignments will include the use of inductive and deductive approaches to conveying a variety of messages. The course emphasis the use of software tools to prepare presentations, stress management, confidence, and sensitivity to others. It also stresses on resume writing and conducting interviews.

***Prerequisites: ENGL0098***