

NETWORK MEETING

KOBLENZ 2021

DESIGN & VISUAL COMMUNICATION

BY: RAWAN MAJZOUN

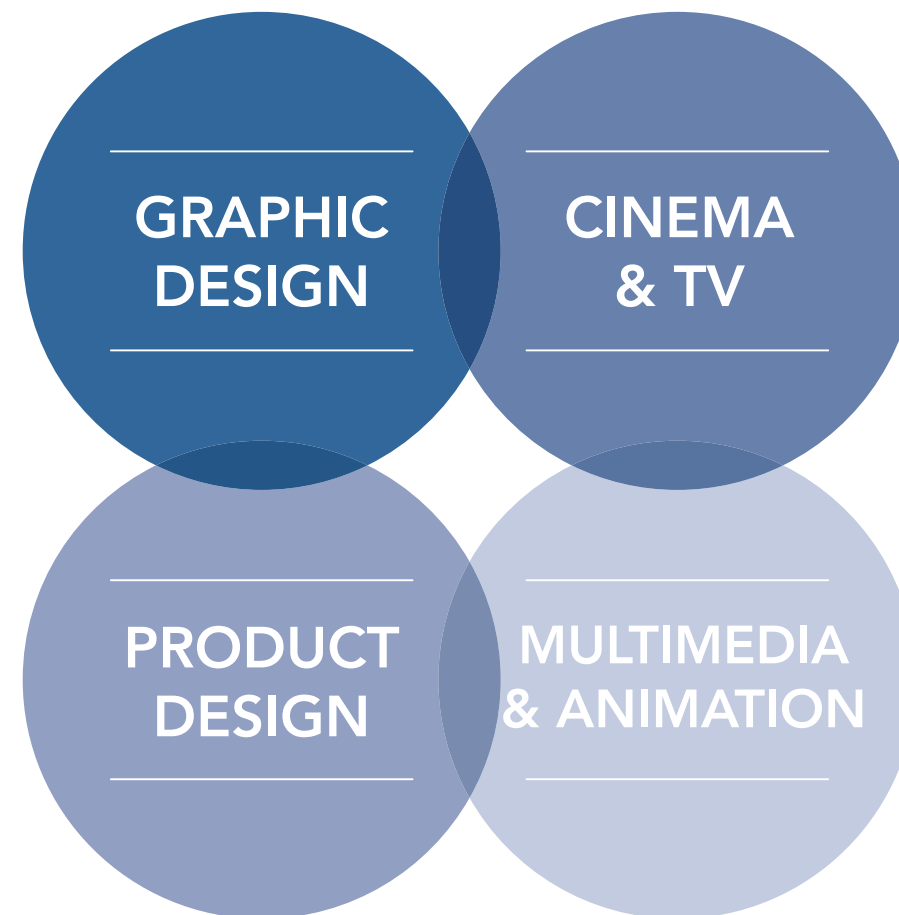


DESIGN & VISUAL COMMUNICATION

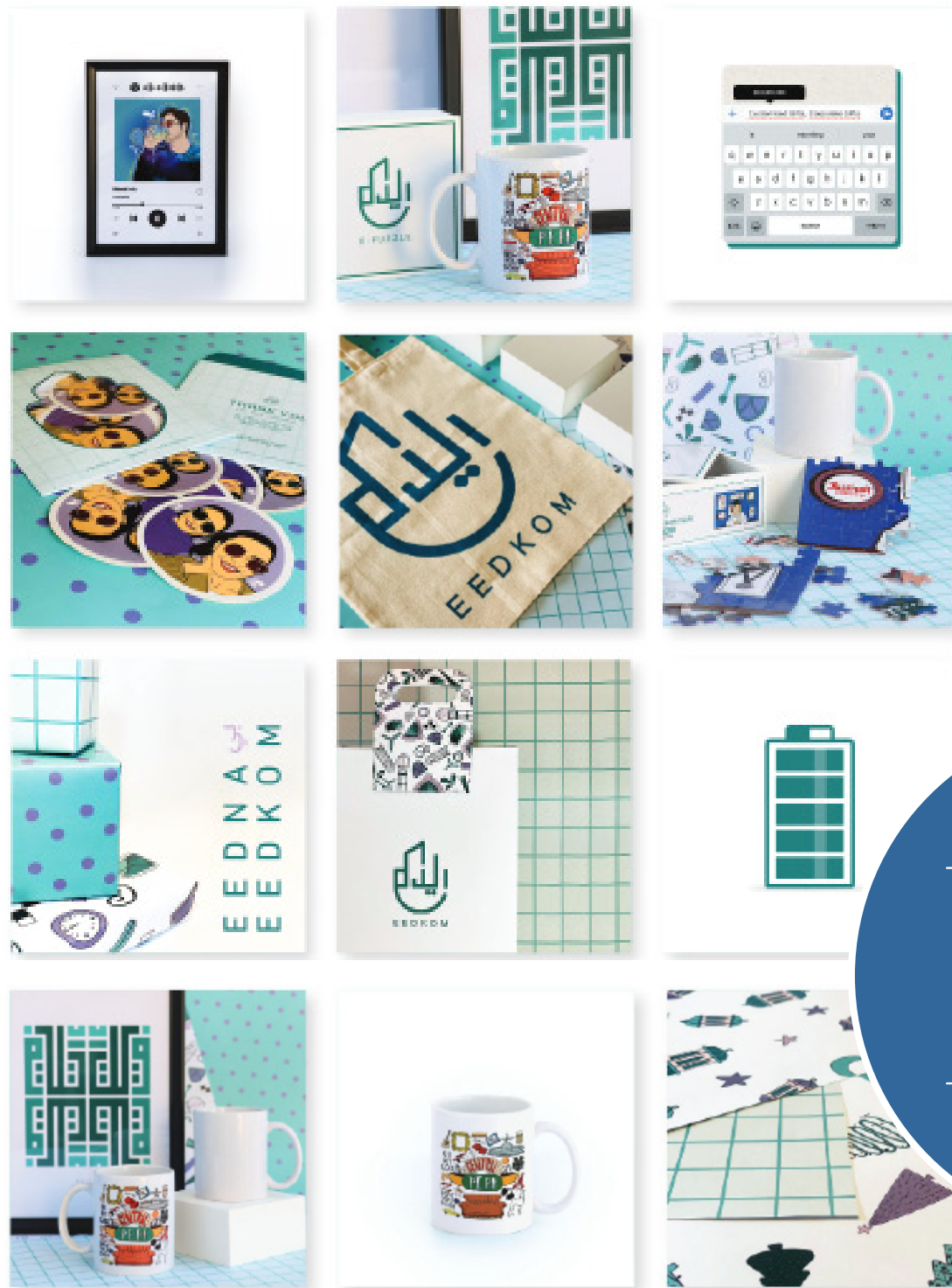
The Design and Visual Communication program demands individual creativity, teamwork skills and adaptability while preparing students to enter the job market with practical experience and a full, professionally reviewed portfolio.

Students will be exposed to industry best practices, and real-world creative agency scenarios through industry visits, guest speakers and real-life projects.

Graduates will work in print, product, packaging design, advertising, film-making, animation and other related fields.



DESIGN & VISUAL COMMUNICATION DEPARTMENT STREAMS



The Diploma of Graphic Design will enable students to combine technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges.

Branding and Advertising. Magazine Design. Book design. Calligraphy and Ornaments.

GRAPHIC
DESIGN



Receive in-depth hands-on training across several key disciplines of film-making behind the camera: screen-writing and directing / cinematography, sound and editing /production.

To learn the art of storytelling from script to screen through conceptual understanding and skill development to empower student with the ability to express by applying the grammar, tools and techniques of film craft.

Photography Studio.

Realization of TVProduction.

Advertising and Image Film.

Documentary Film.

Experimental Short Film.

Film Production.

CINEMA
& TV





Students will gain an understanding of form and function, color, market research and consumer demand, new technology, material and cultural studies.

Student will learn to execute projects in a professional manner from presentation sketches, research reports, visuals; computer generated 3D model and actual prototypes.

Many of the project work directly with industry to give student practical exposure to 'live' project and they require skills and knowledge to enter into the global design network.

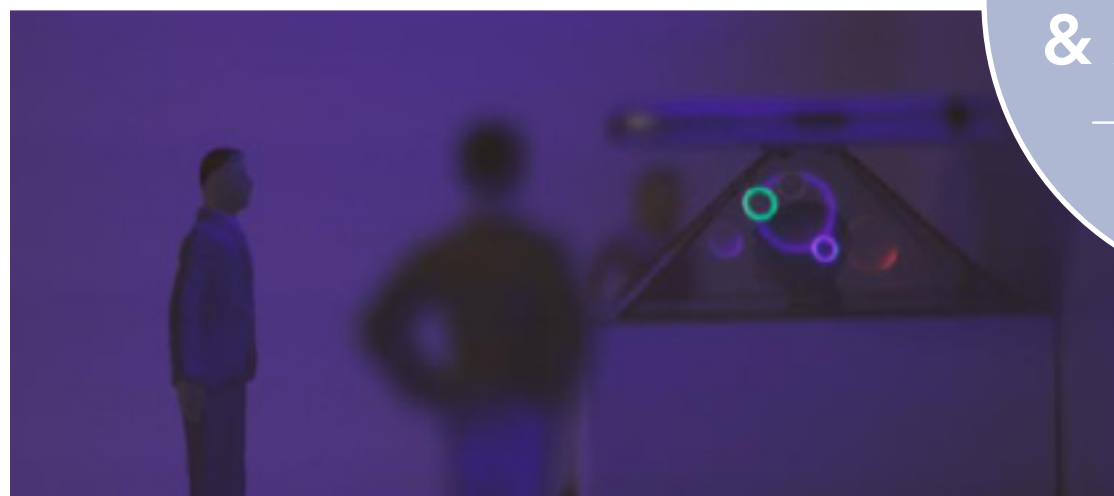
**Product Design. Fashion Accessories Design.
Packaging Design.
Three Dimensional Modeling Software.**

PRODUCT DESIGN





MULTIMEDIA & ANIMATION



The program focuses on the development of individual creative expression using experimental & innovative animation & multimedia techniques.

**Multimedia and Web . Animation .
Storyboard . Computer Game Design**



DEPARTMENT NEWS

Department of Design and Visual Communication for the year 2021/2022, enrolment rate is the highest ever since it's initial launch.

It became one of the most demanded majors at GJU.



DEPARTMENT NEWS

Winning multiple awards on Arab Starpack 2020/2021.



First Prize

Rita Dallal
German Jordanian University

Project: Falafel Balls









Second Prize


Leen Homsi
German Jordanian University

Project: Fresh Sage Leaves











Third Prize

Ali Zeyad Hamdan
German Jordanian University

Project: Kunafa









DEPARTMENT NEWS

Design & Visual Communication students won all awards in Jordan competing with other universities.




ARAB STUDENT STARPACK 2021 WINNERS

JORDAN



Click on the name to view or download the Concept Note

PROJECT TITLE	NAME	UNIVERSITY	WINNERS	CATEGORY
Thamara - Eggs 	Zain Nabulsi	German Jordanian University	First Prize Winner	SAVE THE FOOD
Frozen Falafel Balls Package	Rita Dallal	German Jordanian University	First Prize Winner	STRUCTURAL PACKAGING
Fresh Sage Leaves Package	Leen Homs	German Jordanian University	Second Prize Winner	STRUCTURAL PACKAGING
Thamara - Hamleh	Zain Nabulsi	German Jordanian University	Third Prize Winner	STRUCTURAL PACKAGING
kunafa	Ali Zeyad Hamdan	German – Jordanian University	Third Prize Winner	STRUCTURAL PACKAGING
THE SNSS - Crisps	Qais Alkhawaldeh	German – Jordanian University	First Prize Winner	VISUAL PACKAGING
Thamara - Flour	Zain Nabulsi	German Jordanian University	Second Prize Winner	VISUAL PACKAGING



DEPARTMENT NEWS

Winning the PanArab Award in "Save the Food" category.



Pan Arab Award

Zain Nabulsi
German Jordanian
University

Project: Thamara - Eggs



**ARAB STUDENT
STARPACK 2021**
Award Ceremony & Exhibition
5th Edition

Organized by



Endorsed by





DEPARTMENT NEWS

Opening the Cinema Studio, funded by DAAD.





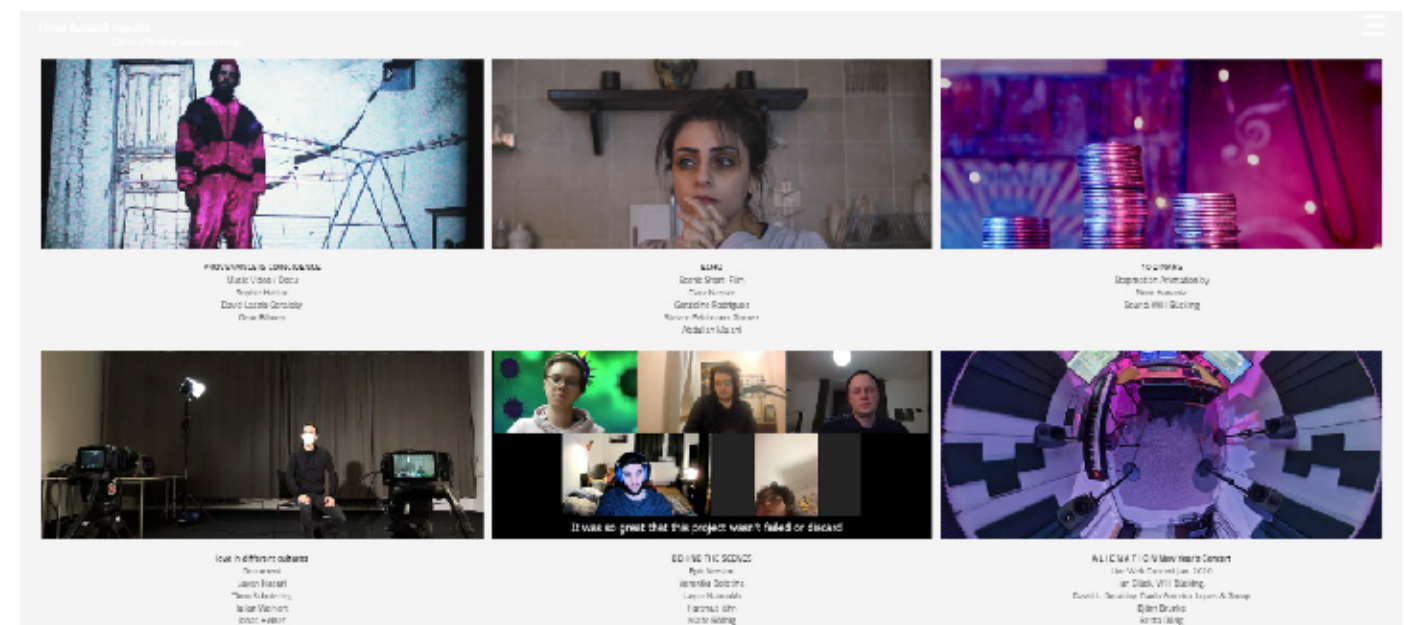
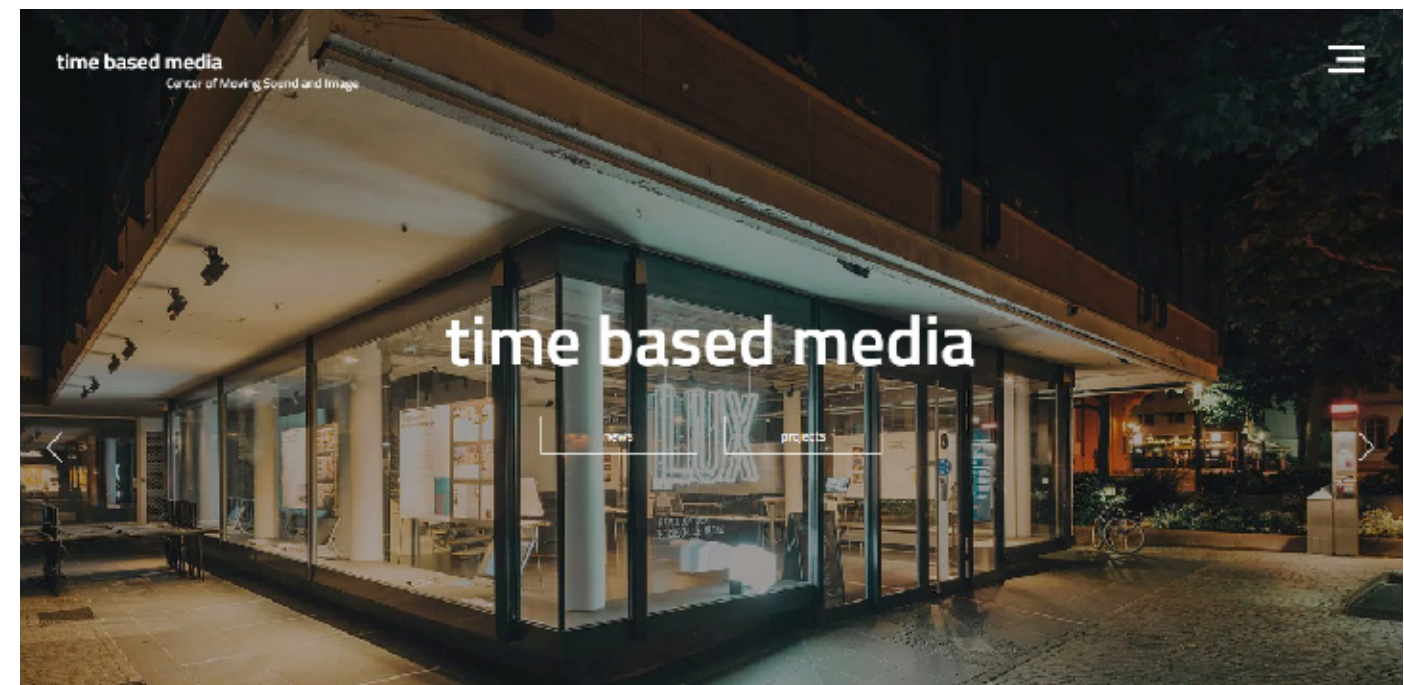
DEPARTMENT NEWS

A joint production of the courses Sound Design and Film Directing, at the unit of Time Based Media/Zeitbasierte Medien (B.A./M.A.) HS Mainz, in collaboration with the course TV-Production at the unit of Design Studies at GJU.

"The Sound of Amman"

A Live Concert, Short Film, Experimental and Documentary Amman HipHop and Hidden Music all in remote.

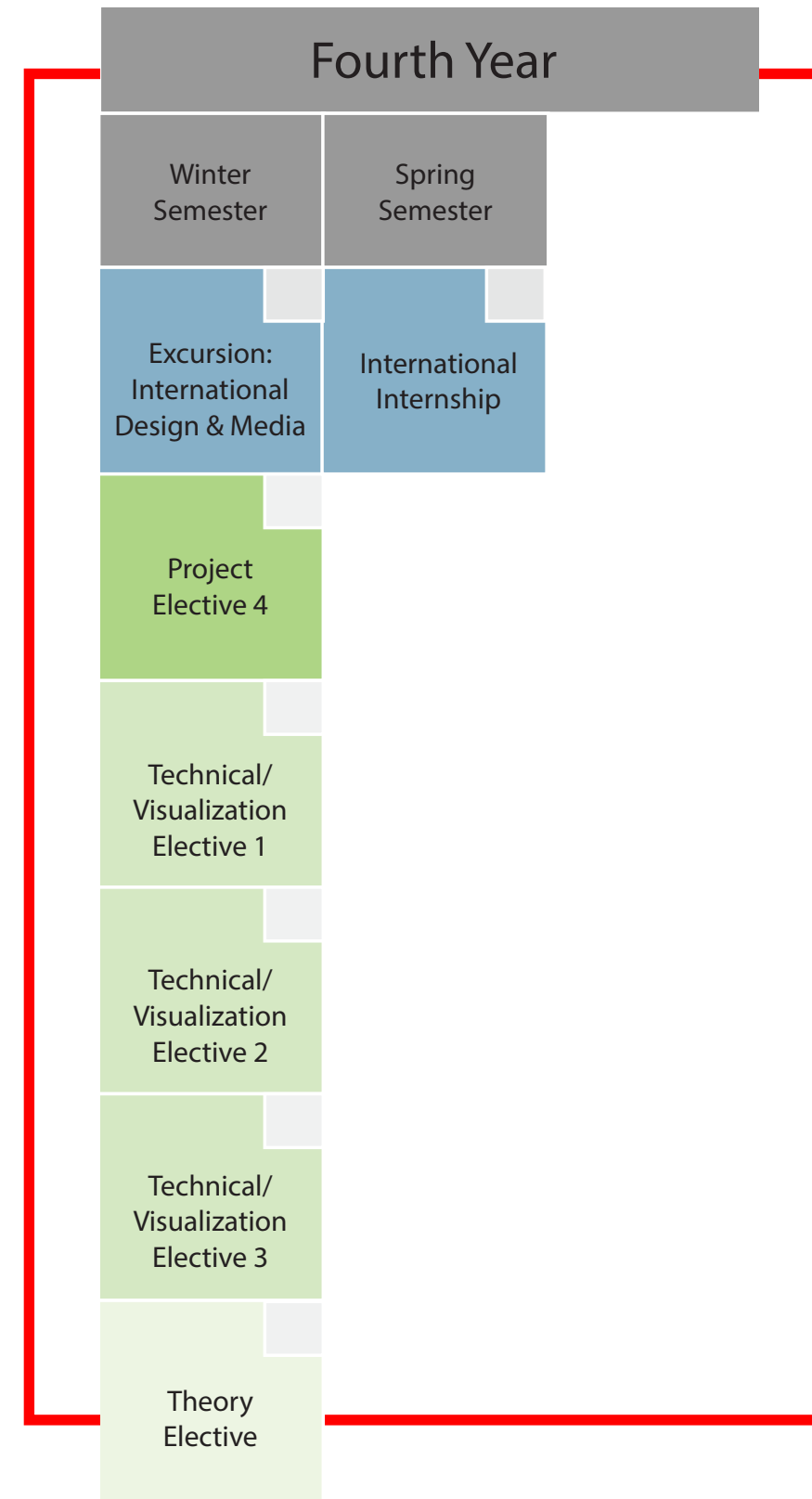
www.time-based-media.net



Network Meeting - Koblenz - 2021 - Design and Visual Communication

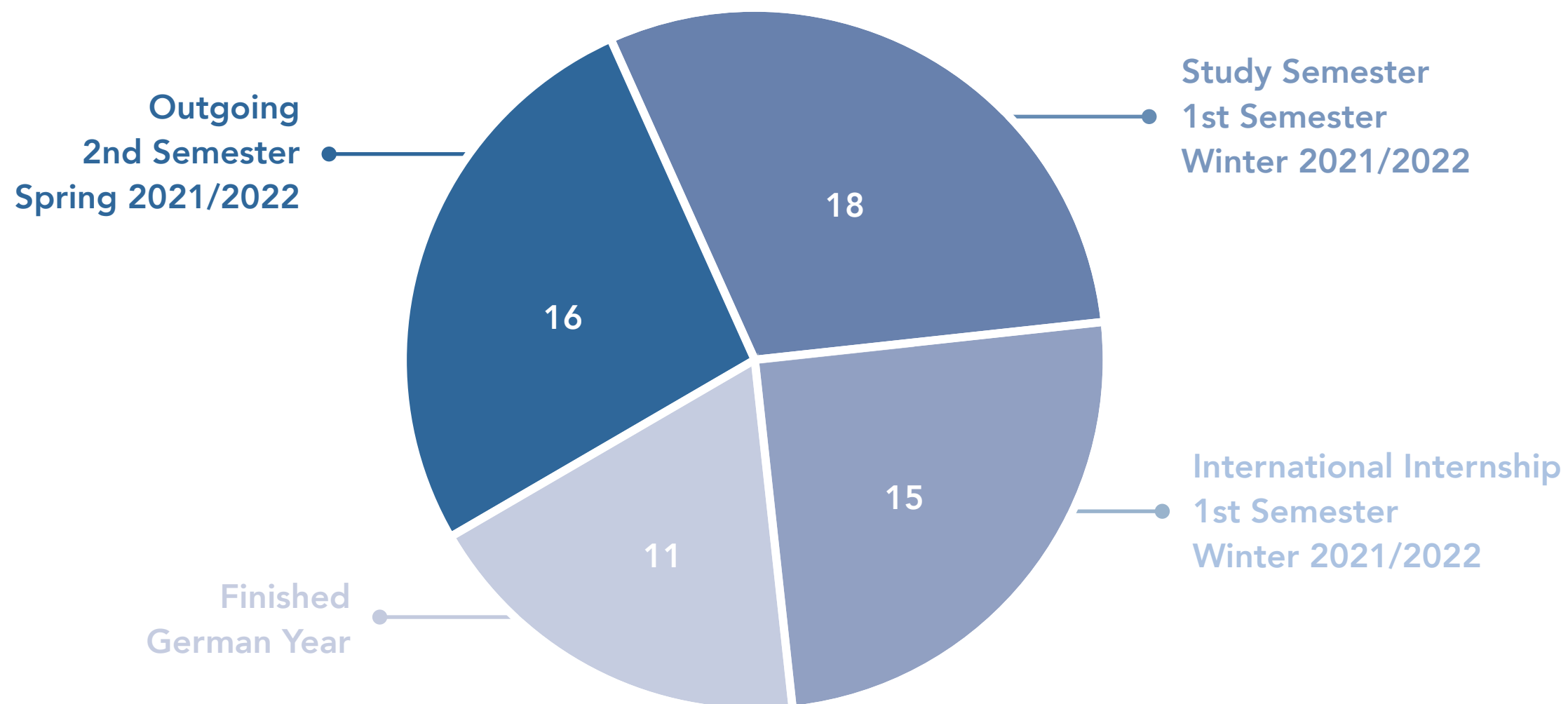


GERMAN YEAR





GERMAN YEAR Student No. Status





AVAILABLE SEATS PER YEAR

44

Total Seats Per Year

Communication Design
Total Seats Per Year

29

Media
Seats/ Year

7

Film
Seats/ Year

4

Product Design
Seats/ Year

4



GJU

الجامعة الألمانية الأردنية
German Jordanian University

SABE
School of
Architecture
and Built
Environment

PARTNER UNIVERSITIES

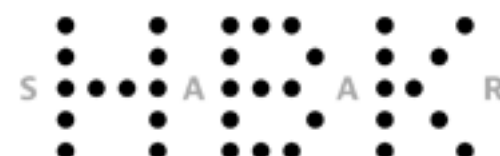


Hochschule Augsburg
University of Applied Sciences



KISD
Köln International School
of Design

Technology
Arts Sciences
TH Köln

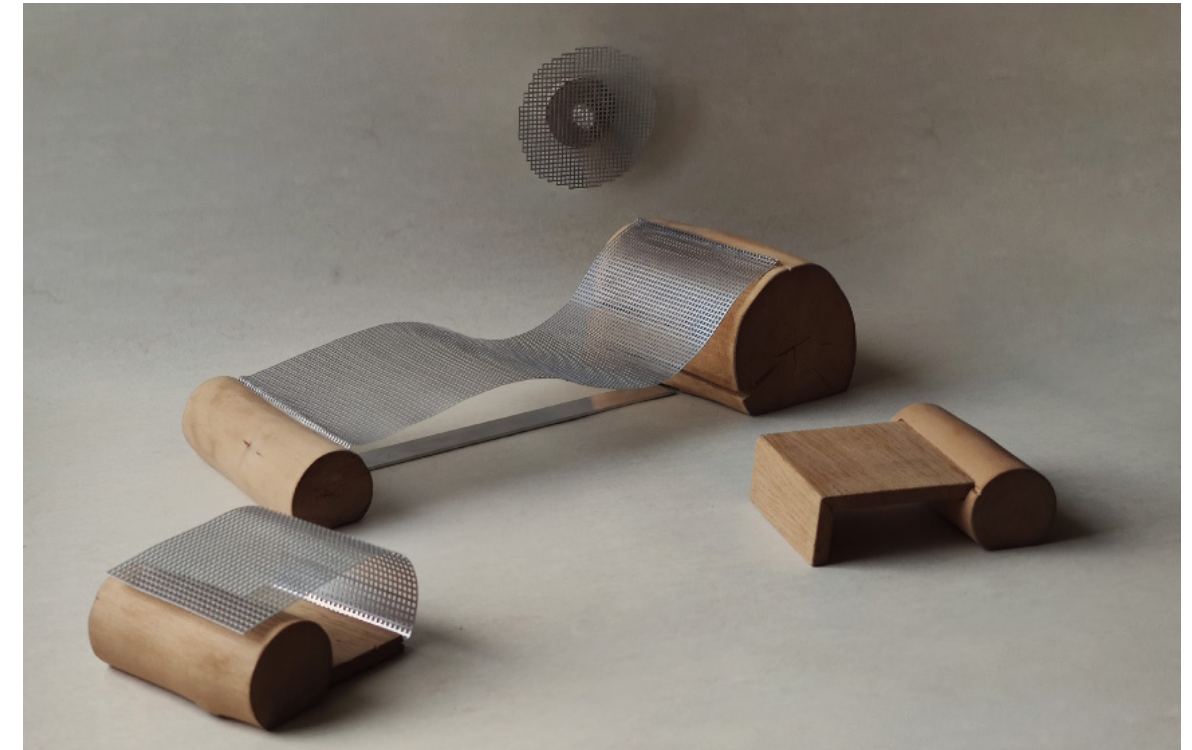




GRADUATION PROJECTS IN GERMANY

- 4 **Mainz**
Product, Book, App Design
- 4 **Wiesbaden**
Branding and Advertising
- 3 **Wuerzburg**
Communication Design
- 1 **Darmstadt**
Branding & Visual Communication
- 1 **Muenster**
Branding and Advertising
- 1 **Koeln**
Integrated Design
- 1 **Trier**
Communication Design

15
Total Graduates



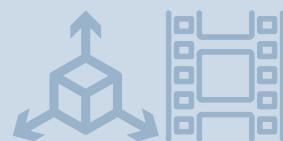


CHALLENGES



Not having enough seats.

Especially after this year's increase in the department student enrolment rate.



Not having seats for students who want to pursue their studies in the Multimedia & Animation stream.

Not having enough seats for students who want to pursue their studies in Film-making.



Not including the courses instruction language (German/English) in the official transcript provided by their host universities.



Losing seats with some partners such as; Muenster.

Rejecting student applications from partners such as; Bielefeld.



ToRs taking long time to get issued by host universities.



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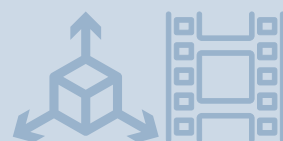


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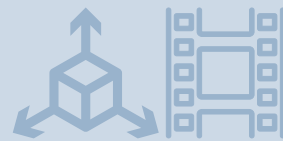


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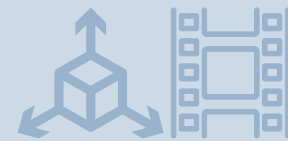


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MASTER'S DEGREE PROGRAM PROPOSAL

MBA IN DESIGN MANAGEMENT

A joint program between the School of Architecture and Built Environment and the Graduate School of Business Administration.

A multi-disciplinary program where candidates are expected to learn skills to work in, and communicate effectively, across both design and business disciplines.



The curriculum has a distinctive professional focus and embraces:

- Business management
- Marketing
- Design strategy
- Entrepreneurship
- Innovation
- Creativity
- Sustainability
- Design leadership
- Applied design practice

The course is aimed

- Designers with an interest in developing their business and management skills
- Non-designers with an interest in working within design.



VISUALIZATION OF ISLAMIC ART (VIA)

A master program for designers, architects, artists, interested in Islamic visual art and its visualization. Contemporary visualization includes the use of digital tools to re-preset and re-interpret visual Islamic art elements. It would also include the manual tools and the combination of the two.

This MSc program is about the processes, the research, and the products of such visualization. It will encourage new understanding, new visions, new theories, and new evolution.



Students can be from a wide range of specialties that are related to visual arts.

The study can be approached from the traditional techniques or from the non-traditional computer-based visualization, VR, AR, digital production utilizing any application or program.

This program will be a joint program between the two SABE departments (Design and visual communication and Architecture)

The program starts with a vision to create an international research unit on the subject.