Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعوديـة
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	**Course Name**	**No. of Hours**		**Prerequisites**	**Course Description**
		Credit Hours	**Contact Hours**		
GDE201	Introduction to Graphic Design)	3	4	DES101 DES102 DES103	Graphic design is a visual communication that combines images, words, and ideas to convey information to an audience. In this course, students will be introduced to fundamental principles of composition, Gestalt theories of perception, color theory, image representation, and typography. Students will learn to speak and use a design vocabulary this design vocabulary and its terminology is utilized as a critique tool. The concerns of a graphic designer are to take information, transform it visually by marks on a page or screen, video, object, etc. into communication. Successful graphic design not only communicates information, it conveys tone, texture, and point of view to its intended sub-culture/demographic audience.

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعـة دار العلـــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					The graphic designer must discern his/her own personal process to function within professional practice. The student's understanding of presentations and critique will be developed to prepare for professional practice.
GDE202	History of Graphic Design	2	2	DES101 DES102 DES103	This course is designed to give students a comprehensive idea about the evolution of human communication from prehistoric times, invention of writing, ancient alphabets through the Midvale ages, Renaissance inventions, and industrial revolution. Where it is necessary that the student knows that graphic design has a deep history, and be aware of the basic building blocks of continuity through the ages. In addition, the course will assure the early 20th century and the 21st century digital graphic design

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالــي
جامعـة دار العلــوم

Course Description					
Course Code	**Course Name**	**No. of Hours**		**Prerequisites**	**Course Description**
		Credit Hours	**Contact Hours**		
					revolution development. At the end of the semester, the student as professional graphic designer must become fully aware of the graphic design main language, along with cultural, social, political and economic contexts in which the understanding of the principles and techniques of graphic arts. As well as the official originated behind each style of design patterns in the context of the historical development of the field.
GDE211	Graphic Studio 1	3	6	DES111 GDE201	Graphic Design is about applying the principles of visual perception to the practice of visual communication. This course is the first of a sequence of graphic design studios. It is an introduction to the field of graphic design exploring the creation and function of design as a tool of communication. It provides an initial, wide-ranging exploration

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					of visual communication issues and applications. Emphasis will be placed on the principles and language of graphic design. Design problems include projects such as logos, posters, stationery systems, short booklets, etc. Varied means of graphic representation are explored. All images, whether photographic, iconic or illustrated, are created by the student.
GDE212	Graphic Design Media Print	3	5	DES111 GDE201	This is a digital media course which emphasizes development skills and the application of digital design technologies. It covers the software, hardware and techniques necessary to create and deliver successful printed designs. Students will use graphic design software such as Illustrator, Photoshop and InDesign to create a series of projects which explore the world of modern

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعـة دار العلـوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					graphic design for print. This is an advanced course which builds on skills covered in DES113. Topics covered include type-handling and font management, effective multi-page design techniques, digital pre-press, etc. The assignments and lab work in this course directly support GDE201 and GDE203.
GDE213	Typography 1	3	5	DES111 GDE201	First in a sequence of two typography courses that explores typography as a medium of visual communication. The fundamentals of typography and typographic design are explored in experimental and practical projects. Students will produce graphic solutions using a combination of display and text type as primary design elements. Emphasis will be on exploring concurrency between visual and verbal hierarchies, expressive use of typographic form,

المملكـة العربيـة السعوديـة
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					development of typographic hierarchical structure and technical details of typographic specification. Students will learn how to create their own type, modify it, and add it to existing fonts. Student will examine both micro (Specific characteristics of major typefaces) and macro (overall format) design problems. Emphasis will be on observations of the salient issues regarding legibility and readability, form and counter form, and qualities and attributes that constitute a font and family of type. Exercises include the study of letter forms, type design, typographic texts and composition, layout and page systems, typographic expression and communication, type with image, proportion and grids, hierarchy, legibility, etc. in addition, the course provides a brief historical overview of the development of typographic

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليـم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					forms, with emphasis on that through different assignments.
GDE214	Art Appreciation	3	3	DES111 GDE201	Art Appreciation is an introduction to the principles and concepts used in the study and analysis of the fine arts for the designers, in order to achieve a basic understanding of art and artistic concerns. It is also an overview of the world of visual arts as well as the history of art and architecture through the ages starting with the earliest artistic expressions of ancient societies and extending to twentieth century, to include cultural and social issues and their reflections. We will investigate the functions, forms, elements, media, artists and art history all over the world Art Appreciation studies the major cultural achievements. The approach to this course is to study the arts in an historical

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليـم العالـي
جامعـة دار العلـوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					context beginning with the earliest artistic expressions of ancient societies and extending to twentieth century. There will be many forms of artwork discussed in this course, including contemporary art such as: camera, video, computer, and film. The student will develop an understanding and appreciation of art by understanding its purpose, terminology, various disciplines, and its history throughout ages. In addition to the basic vocabulary of art and the different mediums used. The major concentration of this course will be the visual arts.
GDE303	Graphic Design 2	3	6	GDE211 GDE212	This is an intermediate course designed to further the skills and abilities acquired in Graphic Design I. It focuses on design methodology and problem-solving techniques in the context of Graphic Design. Design

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعوديـة
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	**Course Name**	**No. of Hours**		**Prerequisites**	**Course Description**
		Credit Hours	**Contact Hours**		
					approaches such as analytical, synthetic, rational and intuitive will be explored. The formulation of concepts and their transition into graphic form by way of problem-solving techniques will be addressed, it introduces students to basic techniques of paperboard packaging construction and different types of paperboard, and explores the role of packaging as a visual communicator. Projects are designed to challenge the student's ingenuity and thinking skills. In addition, this course, will give students all the basics they need to get started designing 3D packaging. Students in this class will design boxes, bottles and gift bags. This course will encourage students to visit packaging plants, supermarkets and other retail outlets in order to analyze present packaging and buying habits of consumers. Students then produce a

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعوديـة
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					package either for food or household products. A written report and mock-up is presented. This provides students an opportunity to implement sustainability aspects, as they will relate to the packaging industry in the future.
GDE304	Graphic Design Media 2 –Multimedia	3	5	GDE211 GDE212	This course will explore the design of visual, oral and written communication for electronic media, whether for desktop or Internet use. In addition, the course will examine basic issues in interactive design. Through a series of incremental assignments, students will investigate the differences between design for print and for screen, culminating in the development of live and functioning desktop applications or websites. This course will cover the latest multimedia development tools such as Macromedia Dreamweaver and

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالي
جامعــة دار العلــوم

Course Description					
Course Code	**Course Name**	**No. of Hours**		**Prerequisites**	**Course Description**
		Credit Hours	**Contact Hours**		
					Macromedia Flash. It will also continue to build and reinforce skills related to the use of Photoshop, Illustrator, and InDesign.
GDE305	Visual Communication	3	4	GDE211 GDE212	This course provides an introduction to visual literacy by considering the fundamentals of visual communication. Class readings, assignments and discussions will all demonstrate how these basic elements are applied to communicate to viewers. The contributions, ethics and methods of visual communicators will be explored by analyzing examples in a variety of visual forms, including print, graphics, illustrations, photographs, motion pictures and computer imagery.
GDE306	Visual Programming, Infographic	3	4	GDE211 GDE212	This course is an introduction to the principles and techniques for data visualizations are graphical depictions of data that can improve

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالــي
جامعـة دار العلـــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					comprehension, communication, and decision-making. In this course, students will learn visual representation methods and techniques as infographic language that increase the understanding of complex data and models. Emphasis will be place the identification of patterns trends and differences from data sets across Graphic projects.
GDE307	History of Art	3	4	GDE211 GDE214	This course is an introduction to the major developments in art, sculpture, and architecture in Middle East and Europe since early ages also as an in-depth examination of the major artistic works that have shaped the Ancient world. Focusing on the period from Prehistoric till Islamic. Particular emphasis will be given to the Ancient world (Egypt, Mesopotamia, Greek, Roman, Christen and

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالــي
جامعــة دار العلــــوم

		Course Description			

Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					Islamic Art. This course will also continue to acquaint the student with the critical process, and the production of art in order to achieve a well-balanced appreciation for art and how it relates to the development of Middle Eastern and western culture.
GDE311	Graphic Design 3	3	6	GDE303	This is an intermediate studio exploring the relationship of form and communication in graphic design through advanced projects. An in-depth investigation of theoretical and practical issues related to the making and manipulation of meaning and form is carried out. Focus will be on the application of theoretical information related to semiotics and communication theory in the design solutions. Students are expected to cultivate and demonstrate a high level of comprehension about the interrelationship

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليم العالي
جامعة دار العلوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					between visual form and meaning. Conceptual thinking; visual organization; relationship of visual form to meaning; information hierarchy, type - image relationships; and symbology and typography as major components of graphic statements are all key aspects of this course. Students will be exposed to advanced projects such as character design, comic strips, and storyboard and book design.
GDE312	Editorial & Publishing Design	3	4	GDE303	This advanced studio explores long-form graphic design. The skills developed in this course include creating continuity and variety across a range of pages, presenting different kinds of information in context-appropriate formats, and developing brand identity and continuity, as applicable to common design tasks, such as annual reports, business

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعـة دار العلـــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					documents, newspapers, brochures, books and other multipage documents. The course provides an in-depth look at the techniques and tools used for producing well-designed newspaper and magazine pages such as digital layout preparation, image assembly, advanced editing, proofing systems, conventional film processes, digital capture and image-conversion, direct-to-plate technology, offset printing, flexography, digital printing processes, bindery and finishing processes.
GDE313	Typography 2	3	5	GDE303 GDE312	The course expands and applies the fundamental knowledge and skills acquired in typography(1). This course will explore typography as an expressive and functional communication vehicle. The course will expand student's knowledge in history,

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعـة دار العلـــوم

		Course Description			

Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					theory, and practical uses of typography. Students will produce graphic solutions using a combination of display and text type as primary design elements. Also this course will emphasis on exploring concurrency between visual and verbal hierarchies, expressive use of typographic form, development of typographic hierarchical structure, format/informational organization problems, and technical details of typographic specification. Fundamentals of hierarchy, typographic composition and contrast form the basis of class projects.
GDE314	Print Making Studio	3	4	GDE303	This is an advanced course that builds over skills covered in GDE 212, Printmaking studio is a continuation of processes presented in printmaking I with the addition of at least two multi-color prints. Personal original imagery

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعودية
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
		No. of Hours		Prerequisites	Course Description
Course Code	Course Name	Credit Hours	Contact Hours		
					and technical skills are further developed. Strong concepts along with a personal exploration of images are necessary components to good prints. It will also include mono-printing, letterpress printing, relief printing, and digital printing. A variety of printing surfaces will be used, including paper and fabric also a research. The research component will focus on how designers reproduce ideas in print, and will include looking at how contemporary printing technologies are changing, and the effect of these changes are having on creative production in the design world, and will also include a brief overview of the history of printing also the course covers the software, hardware and techniques necessary to create and deliver successful printed designs. Students will use graphic design software

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليـم العالـي
جامعـة دار العلـوم

Course Description					
		No. of Hours			
Course Code	Course Name	Credit Hours	Contact Hours	Prerequisites	Course Description
					such as Illustrator, Photoshop and In Design to create a series of projects that explore the universe of modern graphic design for print. Library research and sketchbooks for both technical and conceptual development are required.
GDE315	Space Exhibition	2	2	GDE303 GDE305	This course introduces the basics of exhibition design. In a typical design exercise the theme, context, and conditions of a groundbreaking exhibition will be assigned. It starts with a brief history of exhibitions and moves on to the design process for creating a meaningful experience through objects, ideas, and information in physical spaces. This will be conducted through a long-term project focused on working professionally within a design team, the main focus will be on design and design process for creating meaningful

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالــي
جامعـة دار العلـــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					experiences of objects, ideas and information in physical spaces. The course covers: developing curatorial concepts, designing display strategies, 3D illustration and design, media design, and graphic & material language design. Emphasis will be on integrative communication of all elements involved such as time, space, movement, color, graphics, 3-D forms, objects, instructions, text and constructions.
GDE316	(3D Design) – Elective Course	3	4	GDE211 GDE212	This is a foundation course in three-dimensional Design. Student will explore how to develop and understand the basics of 3D modeling and sensitivity to the use of three dimensional design fundamentals. Additionally we will focus on the analysis of concepts as basics design. From modeling to material ending by rendering, especially in Advertising,

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعـة دار العلـــوم

Course Description					
Course Code	**Course Name**	**No. of Hours**		**Prerequisites**	**Course Description**
		Credit Hours	**Contact Hours**		
					TV ads and posters.
GDE401	Advanced Graphic Design	3	6	GDE311	Building further on the concepts and skills acquired in previous studios, this advanced course focuses on a more comprehensive approach to the design practice. This course presents students with complex design situations that integrate typographic, photographic, and historical concepts. Projects may include developing a comprehensive design system in which student explores issues of research, analysis, audience, context, identity, presentation and production criteria. This course presents students with complex design situations. Research and methodology are vital components of the course as students may undertake such projects as package design, instruction manuals, or book design. Via a

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعودية
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					series of 2D and 3D projects that revolve around one topic, students will continue to refine their knowledge and application of typography and of design technology in complex design situations.
GDE402	Computer Animation	3	5	GDE311 GDE304	This course helps students to develop basic creative skills in two-dimensional animation. An intermediate studio exploring the latest software applications for animation with a focus on understanding time based design issues. Historical perspective includes eras, styles, techniques, as well as exploration of future possibilities such as game design, Web design, entertainment, education, and art. Students use 2D imaging and animation software to create computer animations involving typography, graphics and original characters, with some interactivity.

المملكـة العربيـة السعودية
وزارة التعليــم العالـي
جامعـة دار العلــوم

		No. of Hours		Prerequisites	Course Description
Course Code	**Course Name**	**Credit Hours**	**Contact Hours**		
					Introduction to 3D animation is encouraged. Emphasis is on the whole creation process: from concept and storyboards to visual production with sound.
GDE403	Advertising Design	3	5	GDE311	This course is learning the fundamentals of today's advertising profession and its role as part of the overall marketing communications function. Students will learn how to identify the target audience, determine which medium or combinations of media provide the most effective means of reaching the target by understanding the benefits and drawbacks of social/interactive, online, broadcast, print, out-of-home and direct media. And this course teaches students about the production of creative materials, with emphasis on the creation and design of multiple advertising elements.

The table header "Course Description" spans the top.

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعودية
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	**Course Name**	**No. of Hours**		**Prerequisites**	**Course Description**
		Credit Hours	**Contact Hours**		
					The first part of the course is devoted to identifying and understanding the attributes of a "brand" and the tools for achieving "brand" status. The second half is devoted to putting the concepts of brand building into practice. Students will create their own branding campaign, drawing on contemporary techniques and practices of demographic research, market.
GDE406	Writing for Graphic Design) – Elective Course	3	4	GDE211 GDE212 GDE311	This course define and focuses on writing for the design discipline. Students learn to write design briefs and proposals, write copy for design projects, as well as to analyze design projects and give critical feedback based on research. Additionally, students further develop their skills in research for design to enhance their skills in writing and critical thinking and expressing themselves more

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعوديـة
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description				

Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	**Contact Hours**		
					articulately. Verbal skills learned in this course are a vital foundation for further development is other courses.
GDE407	(Digital Design Portfolio) – Elective Course	3	4	GDE311	This course will further explore more unique, personal and conceptual approaches. Students will have the opportunity to experiment within each project. Preparation and enhancement of portfolio to meet professional standards, development of presentation skills, and improvement of job-seeking techniques.
GDE411	Senior Project	5	9	GDE401 GDE403	This is a continuation of GDE 403 course students selected an area of design and developed a research project. Students present and defend a project suitable for professional presentation. The final product should demonstrate a clearly-resolved project, with a high degree of critical thinking,

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعة دار العلــوم

Course Description					
Course Code	**Course Name**	**No. of Hours**		**Prerequisites**	**Course Description**
		Credit Hours	**Contact Hours**		
					skill and craft. Problems presented are representative of current visual communication needs.
GDE412	Web Design	3	5	GDE401	This course covers the concepts and application of graphic design for the Worldwide Web. It introduces students to the unique and fascinating world of online interfaces and website development. Students will create original Web sites with attention to design fundamentals such as color, typography, imagery and composition. Web publishing software, multi-media or the Web, animation, interactivity, and basic XHTML are all covered.
GDE413	Digital Audio & Video	3	5	GDE401 GDE303	This course provides a comprehensive introduction to the techniques of generating and manipulating digital audio & video. Areas studied include digital video format standards,

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكة العربية السعودية
وزارة التعليــم العالـي
جامعـة دار العلــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					the principles of video recording, editing and delivery, in addition to basics of digital audio, editing for video and the synchronization of audio & video files, focusing on creating short movies. Students in the class will produce videos, taking each project from pre-production, through shooting, to post-production and editing. Students will learn the vocabulary of cinematography. In addition, they will learn how to work with camera and editing equipment in cooperative groups.
GDE414	Professional Practice	2	2	GDE401 GDE403	This course is design to assist students who are preparing to enter the professional arena, this course examines methods for assembling a portfolio for specific applications; writing and designing a resume, cover letter, grant application artist statement, exhibition reviews and interviewing with prospective

Kingdom of Saudi Arabia
Ministry of Higher Education
Dar Al-Uloom University

المملكـة العربيـة السعودية
وزارة التعليــم العالـي
جامعـة دار العلـــوم

Course Description					
Course Code	Course Name	No. of Hours		Prerequisites	Course Description
		Credit Hours	Contact Hours		
					employers, clients or galleries. Business procedures, artist resources and job-hunting skills are discussed. Prerequisite: Junior or Senior Standing or permission of instructor.
GDE417	(Special Topics in Graphic Design) – Elective Course	3	4	GDE401	This course provides the student an opportunity to explore in-depth a specialization in the graphic design industry. Topics may include identity design and guidelines, branding and packaging design, publication design, environmental design, information architecture and systems design, and signage and wayfinding design. Other topics address critical thinking in graphic design and may include such issues as design and social responsibility, and design for global audiences, among others.