

Graphic Design Department

The Graphic Design Department at Zarqa University is committed to provide a high quality Design education and teaching new media skills. The Department offers a four-year bachelor degree in graphic design. The program aims to progressively develop student's creative potential in conceptualizing and innovative technical skills as they progress. As well as to provide a broad overview of the graphic communications process from the creative planning stage, through graphic design, to the conversion of original artwork and images into customer proofs and printing production plates. Students gain practical, hands-on experience with industry-standard software and equipment, completing a broad range of industry-typical projects, with emphasis on the combination of traditional and new graphic arts technology.

All of the full- and part-time faculty in the Graphic Design program have extensive expertise in the field and continue to work in the profession. Field trips and guest instruction add further exposure to professional practice and common methodology. Students are involved in national competitions, as well as community and campus design projects. Students are also encouraged to exhibit their work on campus.

Career Possibilities

Advertising Designer • Brand Designer • Broadcast Designer • In-house Corporate Designer • Identity Designer • Information Architect • Multimedia Designer • Packaging Designer • Prepress Technician • Print Designer • Production Artist • Project Manager • Publication Designer • Signage Designer • Type Designer • Web Designer • Illustrator

Faculty

Dr. Arafat Al-Naim, Dr. Rania Fawzi, Dr. Mohamed Galib, Dr. Majed Kamal Eldeen, Dr. Mohamed Sedeeq, Moh'd Musa (M.A.)

Enter – Resource

Students who scored a minimum score of 60% in the general secondary certificate exam or any equivalent exam according to admission regulations approved by the Higher Education Council that are adopted by the Jordanian public and private universities can be admitted to this specialization. The teaching language is mainly in Arabic, with emphasis on the English terminology.

Contact Information

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Courses Description

1201110 History of Art I

History of Art I is a study of the major monuments in architecture, painting, and sculpture from Paleolithic time to the 16th century.

Prerequisite: None

Credit: 3 semester hours

Lecture: 3 Lab: 0

1201110 History of Art 2

History of Art 2 is a study of the major monuments in architecture, painting, and sculpture from the 16th century to the contemporary period.

Prerequisite: None

Credit: 3 semester hours

Lecture: 3 Lab: 0

1201420 Graduation Project

Graduation Project provides students with an opportunity to build their portfolio for future employment or further studies. The students will have to introduce art and design research using various modes and models, analysis of information, data collection for idea development and form generation. Emphasis is on design strategies, concept and project execution. At the end of the project, students present their works at a graduate exhibition.

Prerequisite: 1201410

Credit: 3 semester hours

Lecture: 3 Lab: 0

12013221 Aesthetics

Major classical and contemporary issues in the philosophy of art including definitions or art, representation, style, signs and meaning, social theories of art and recent developments in art theory.

Prerequisite: None

Credit: 3 semester hours

Lecture: 3 Lab: 0

1202111 Drawing 1

Prerequisite:

Drawing 1 is an introduction to fundamental techniques and concepts of representational and expressive drawing within a variety of media. Emphasis is on object representation, spatial illusion, and the organization of structural relationships in two-dimensional space.

Prerequisite: None

Credit: 3 semester hours

Lecture: 1 Lab: 4

1202122 Drawing 2

Drawing 2 is a continuation of Drawing 1 with greater emphasis on skill in handling materials, exploration of technique, organization of composition, and further development of awareness toward individual concept, theory, choice, process, and change. The interpretation of form and composition in two-dimensional space is reinforced. With concentration on human figure as subject and tool for drawing ideas. Figure composition, historical significance, drawing media.

Prerequisite: 1202111

Credit: 3 semester hours

Lecture: 1 Lab: 4

1201111 Color theory and applications

This course introduces the element of color as a major design factor. Emphasis is placed on the physical, psychological, and other implications of color in design. Studio problems investigate color compositions using the theoretical principles of color design.

Prerequisite: 1202111

Credit: 3 semester hours

Lecture: 2 Lab: 2

1201213 Graphic Art I

This is a beginning study of design principles and techniques of selected printmaking processes.

Prerequisite: 1202111

Credit: 3 semester hours

Lecture: 1 Lab: 4

1201332 Graphic Art 2

The course involves a continued investigation of concepts, materials, and techniques in printmaking.

Prerequisite: 1201213

Credit: 3 semester hours

Lecture: 1 Lab: 4

1201412 Sociology and psychology of design

Introduction to the inter-relations between the visual language and the human perception as individuals and societies and its effect on the design process.

Prerequisite: None

Credit: 3 semester hours

Lecture: 3 Lab: 0

1202311 Design theory and methodology

Introduces design principles and production techniques, emphasizing visual, manual, and intellectual skills for communication of ideas and their translation through traditional methods into print.

Prerequisite: None

Credit: 3 semester hours

Lecture: 3 Lab: 0

1201112 Digital tools 1

Software workshop focusing on beginning techniques and applications of the current version of Adobe Photoshop. Class is taught hands on with software demonstrations.

Prerequisite: None
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201121 Digital tools 2

An introductory class in the creation and execution of designs and illustrations in the digital environment. Class will focus on vector-draw software, including the tools and techniques required to produce professional-level artwork. Class is taught hands on with software demonstrations.

Prerequisite: 1201112
Credit: 3 semester hours
Lecture: 3 Lab: 0

1201210 Basics of graphic design

Foundation course in the application and appreciation of the basic principles and elements of design, including form, shape, value and spatial relationships. Emphasis will be placed on developing creative skills and working with the design process.

Prerequisite: 11201111
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201214 Typography 1

This studio course introduces classical typography - tradition, terminology, specification, and production. With an emphasis on legibility and craftsmanship, students will develop rectilinear typographic compositions while learning type indication, comping, and professional presentation techniques with concentration on Arabic typography.

Prerequisite: None
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201226 Typography 2

This studio design course provides a survey of typography history and current design directions to inspire the development of dynamic, contemporary typographic compositions. With an emphasis on verbal communication strategies, students will explore the metaphoric and stylistic refinement of text - the fundamental element of graphic design style.

Prerequisite: 1201214
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201216 Plastic anatomy

The skeleton, construction of the human body, and interpretation in drawing.

Prerequisite: 1202111
Credit: 3 semester hours
Lecture: 2 Lab: 2

1201220 Graphic design 1

Applied design and typography. Combines the study of symbol, function and implementation. Investigates design problems from their origin, defining the problem through exploration of various creative solutions, to final design of a symbol applied to various corporate and business collateral.

Prerequisite: 1201210
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201221 Theories of visual communication

Provides a basic understanding of how visual structures are created and interpreted. Students study the main components of visual structures, become familiar with basic laws of color, and learn the basics of the gestalt principles of visual organization.

Prerequisite: None
Credit: 3 semester hours
Lecture: 3 Lab: 0

1201222 Graphic design production

An introduction to commercial printing processes including screen-printing and offset lithography. Hands-on class will focus on electronic pre-press and printing methods used in commercial printing.

Prerequisite: 1201213
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201223 History of graphic design

Overview of the history of graphic design. Emphasis on symbol, type, and image development, from early pictographs to modern communication design.

Prerequisite: 1201120
Credit: 3 semester hours
Lecture: 3 Lab: 0

1201224 Painting 1

Fundamental concepts and techniques of painting and drawing.

Prerequisite: 1201120
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201250 Painting 2

Figurative and nonfigurative painting in water color as the basis for study of color and form. Materials and approaches.

Prerequisite: 1201224
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201225 Illustration: traditional and digital

This course introduces drawing strategies, concepts, and specialized illustration techniques used by designers and illustrators. Students create illustrations in both traditional and digital formats. Emphasis is on realistic modeling approaches and rendering skills, as well as expressive and historical perspectives that an illustrator-designer must have.

Prerequisite: 1201121
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201310 Graphic design 2

This course is designed to familiarize the student with page layout principles, info graphics and software used in the visual communication industry. Emphasis is placed on the study and hands on operation of graphic computer systems, scanners and laser printers. Writing assignments, as appropriate to the discipline, are part of the course.

Prerequisite: 1201220
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201312 Photography: traditional and digital

This course is designed to familiarize the student with the basic procedures of digital image capture of products and people. This course explores the use of digital cameras as related to visual communication. Also included are the basic commercial photography techniques in lighting, editing and effects. Writing assignments, as appropriate to the discipline, are part of the course.

Prerequisite: None
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201313 Graphic materials and techniques

An introduction to the basics involved in print production for graphic designers, including terminology and methods, acquiring print cost estimates, what it means to "preflight" work, font management, and color use in print production. Prerequisites: GD II and design software knowledge or permission of the instructor.

Prerequisite: 1201213
Credit: 3 semester hours
Lecture: 2 Lab: 2

1201320 Graphic design 3

Introduces design principles and production techniques, emphasizing visual, digital, and intellectual skills for the communication of ideas and their translation into print.

Prerequisite: 1201310
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201322 Computer animation 1

Introduction to the principles and techniques of 2D animation. Manual assignments will be completed for output to analog and digital formats for screening and portfolio. Course lectures and discussions will include professional production processes for TV, film, games and the Web, as well as potential strategies to gain employment in the field.

Prerequisite: 1201320
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201330 Computer animation 2

Software workshop focusing on beginning techniques and applications of the current version of Adobe Flash. Class is taught hands on with software demonstrations.

Prerequisite: 1201322
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201350 Internship: Graphic design

Directed observation and supervised work experience in an approved business, government, or service agency. Internships are offered to increase student understanding of the nature and scope of agency operations and giving students orientation in occupational specialties.

Prerequisite: 1201320
Credit: 3 semester hours
Lecture: 0 Lab: 6

1201410 Graphic design 4

Introduction to authoring for the World Wide Web using industry standard software applications. Topics covered include planning, designing and building a Web site, aesthetics, creating and optimizing computer graphics for Web, information architecture, navigation and interactivity, Web publishing, Web hosting and site management.

Prerequisite: 1201320
Credit: 3 semester hours
Lecture: 1 Lab: 4

1202120 Perspective drawing

Visual and geometrical communication skills including one-point, two-point and bird's-eye-view perspective, plus other selected methods of axonometric drawing related to interior and exterior design and furniture illustrations.

Prerequisite: 1202110
Credit: 3 semester hours
Lecture: 1 Lab: 4

1201331 Design and marketing

The study of design management practices in the visual communication industry: Sales, marketing, strategic planning, graphic production, job cost, services, studio layouts, purchasing, inventory control, staff positions/management and proposal writing. Writing assignments, as appropriate to the discipline, are part of the course.

Prerequisite: 1202110
Credit: 3 semester hours
Lecture: 3 Lab: 0

1201334 Special topics in graphic design

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Prerequisite: department approval
Credit: 3 semester hours
Lecture: 3 Lab: 0

1201221 Basics of interior design

This course covers the basic principles of design as they relate specifically to interior design, furniture arrangement, wall composition, color, furnishings, collages, and illustration. Emphasis is placed on

spatial relationships, craftsmanship, and visual presentation techniques. Upon completion, students should be able to arrange furnishings in rooms for various purposes, select furnishings and colors, and illustrate ideas graphically.

Prerequisite: 1202110

Credit: 3 semester hours

Lecture: 1 Lab: 4

1202212 Drawing 3

Drafting elements and techniques used to solve three-dimensional designs with definitive drawings that accurately describe information required for manufacture and construction.

Prerequisite: 1202111

Credit: 3 semester hours

Lecture: 1 Lab: 4

1202331 Basics of industrial design

This course identifies the principles of industrial design theoretical and practical aspects, as well as the historical evolution and its relation to the applied arts.

Prerequisite: 1202110

Credit: 3 semester hours

Lecture: 1 Lab: 4