

Bachelor of Arts in Design

(Graphic / Product / Media)

Profile of the Study Program

Far from conventionalism, the **GIU Faculty for Design** seeks to create individuals with a strong personality, an increasing capability to perceive and observe economic, ecological, technological and cultural scopes. With a general understanding of the functions of design and aesthetics, the faculty develops critical perspectives of research methods to bring insights into the needs and potentials of society. Interdisciplinary research methods are offered that expand the understanding of the role of design regionally and internationally. Through its distinctive academic content, the program has a practical nature, which stimulates students' capacity for reflection, and identifies opportunities to both create new and transform existing experiences in the everyday lives of our society. Aligning with the Design Program of the Faculty of Applied Sciences and Arts of the German University in Cairo, it aims at establishing a center of excellence supporting the scientific and economic cooperation between Germany and the international design industry and business communities.

The study program **Bachelor of Arts in Design** contributes to the university's mission of providing an anchor for cooperation with German partners and partner universities abroad through research-oriented professorships and contemporary study programs, thus opening new possibilities for knowledge transfer, student exchange, making significant contributions to international cooperation between science and industry. The overall study program objectives are to:

1. Acquire and apply specialized knowledge relevant to design thinking and practice including relationships to other disciplines and to intercultural contexts
2. Recognize and demonstrate the ability to analyze and synthesize the design process
3. Apply learned design methods that enable the integration of specific experiences, to formulate and propose a research project
4. Develop a process for solving specific design problems and the ability to formulate a project proposal for Product design, Graphic design, and/or Media design
5. Communicate project concepts, design solutions and case studies professionally and through appropriate tools
6. Demonstrate specialized knowledge of the principles of design, including form, language, and an understanding of physical, cultural, economic and social factors

The **qualification goals** of the undergraduate study program in Design are:

1. Develop knowledge through theoretical and practical experiences
2. Apply design principles and state of the art technology to the process of problem solving
3. Conduct design experiments using modern tools in designing visual language
4. Identify the target group and market for specified design project
5. Recognize design research areas and demonstrate critical and analytical thinking
6. Demonstrate competence in using updated tools for professional implementation
7. Use manual and digital skills in the process of concept development
8. Reflect and show competence in design thinking
9. Develop capabilities in design strategies and methods
10. Present and communicate design approaches as individuals or teams
11. Develop visual skills and intercultural competence
12. Develop and implement innovative and creative design solutions
13. Use different scientific resources of information and apply critical thinking to design related problems in a written format

The **teaching method** encompass a combination of lectures, tutorials and practical sessions, projects and assignments. These various forms include class participation, demonstration, brainstorming, hands-on work, collaborative discussions, receiving feedback, or combination of these. The program aims to educate young design professionals with a global awareness and local understanding. As many future developments are initiated by designers on multiple levels and through multiple interactions and interventions, the Design program at GIU explores everyday challenges through intelligent, sustainable, humane and relevant concepts and projects. The teaching language is English throughout the entire curriculum.

Specialization / Majors

Graphic Design

Graphic Design is visual and verbal creation with a communicative intention. It enables the transmission of information in a more intelligible, convincing and effective manner. The focus of the study program and its scientifically based methodology is on learning, applying and refining the appropriate artistic, critical and technical means. The commercial nature of graphic design, together with the scope and form of our disciplines, clearly distinguishes our activities from disciplines such as fine art.

The foundation of the study program is an in-depth examination of the basic processes of graphic design, their technical prerequisites and areas of application. In a wide variety of courses, students are introduced to the history and theory of design, art and popular culture, as well as to methods of project and design management. The knowledge they acquire is put into

practice in project work and consolidated in critical discussions. The practical training always aims to promote skills in theoretical argumentation and criticism.

Personal designs and the designs of others are discussed in their manifold (cultural, social, economic, technological, etc.) aspects and therefore seen as modifiable. The ability to place oneself at a (theoretical or experimental) distance to traditional materials and the ways they are used stimulates innovative designs, which are not merely the continuation of existing traditions.

Students gain competences to:

- Develop, realize and present visual communication concepts
- Formulate a personal creative position
- Develop self-direction and research based learning strategies
- Apply design thinking strategies and research methods
- Explain the role of design in creating and transforming culture

The aim of the study program is to enable designers to find orientation in various cultural and professional environments and to design appropriate visual communication strategies based on a developed visual training and outstanding media-related skills. It is intended for students who may work in the areas of corporate identity, branding, publishing, advertising, packaging, illustration and interactive media.

Media Design

Media Design is dealing with time-based media focusing video and animation. The key dimension is the design of processes in time. In addition, students acquaint themselves with a wide media spectrum covering photography, sound, interactive media as well as media installation.

Students gain aesthetical, technical, methodological and theoretical competences in the field of time-based media. Various media will be investigated in terms of their own rules and the interrelation with each other. The design of time-based media considers visual and dramaturgical means.

Teaching focuses the students' thematic priority that enhances their variety of perception and ability to express them in a creative way. Dynamics between creative idea, media specific conditions, narrative concepts and communicative strategies are investigated.

Design practice and theory are interrelated. Projects emphasize the theoretical competence in techniques, research methods, history, aesthetics and theory of digital media. The practical work is inspired by and reflected in theoretical seminars focusing on media theoretical, historical, philosophical and cultural questions.

Primal fields of work are conception, planning and realization of videos and animations for the industry, culture and research sector like advertisement, short films, and corporate

documentations. By acquiring professional competences, the students will be enabled to actively shape the constantly changing media fields.

They gain basic competences to:

- Develop, realize and present media work
- Format one's own creative position
- Work self-directed
- Combine theory and practice
- Explain design as creating and transforming culture

Graduates of the Department of Media Design are awaited by a complex occupational field. Primal fields of work are conception, planning and realization of media products for the industry, culture and research sector: institutions and organizations, media production companies, trade fairs, events, showrooms; advertisement; documentation; education; television.

Product Design

In a rapidly changing and connected world the specialization of Product Design seeks establishing the future identity of a designer facing evolving challenges. Our aim is it to educate designers with the ability to research and apply knowledge. Knowledge enables them to act in an appropriate way considering both the overall situation and the needs and desires of the individual as well as the sum of individuals within a given environment. Knowledge is the key factor for directed creativity in order to improve people's lives.

The process of design involves problem finding and analysis, followed by the development and evaluation of solutions guided by a deep sensitivity for environmental concerns, human-centered aesthetics, cultural and functional needs. The designer needs to have an excellent ability to understand and visualize human emotions in order to address human perception.

The design process requires communication across a wide range of disciplines. Students are enabled to develop concepts and specifications that optimize the function and value within a system for the mutual benefit of both user and manufacturer. The integration of Product Design Department into the total educational landscape of the GIU encourages different processes for research and the development of an interdisciplinary work. The use of workshops as well as new technology enables students to expand their application of the design process and fosters the motivation to develop their own understanding of what design is in order to gain the following competencies:

- Development of experiences in physics, materials, tools and construction
- Development of methods to facilitate a deeper understand of complex scenarios and systems
- Ability to define strategies and concepts to improve complex situations

- Ability to describe features of the system, process or product as a set of functional principles of how the system, process or product will work and a set of shaping principles of how to visualize and realize it
- Ability to define design aspects of a system, process or product that relate to users, perception, usability and ergonomics
- Enabling the future designer to access the market and to develop their own business within a challenging environment

In a period of rapid technological change, our program guides the student to consider options and possibilities, addressing them appropriately to the needs and wants of the individual as well as of the sum of individuals within a particular environment. In that view, students will look at the wider context of the system, process or product, which includes ecologic, social, and economic questions.

Graduates of the Design study program will have solid practical and theoretical knowledge in the fields of graphic design, media design and product design. This will qualify them for a wide range of successful careers in the design industry worldwide, dependent on their design specialization:

- Specializing in Graphic Design can lead to employment in communication and brand design, web and multimedia design, or advertising. Potential employers include branding consultancies, publishers, advertising firms, educational institutions, corporations and design firms. Potential job titles include communications specialist, graphic designer, art director, creative director, commercial artist/illustrator, type designer, multimedia director, UX or web designer, game design, brand manager and communications manager.
- Students that choose to specialize in Media Design may embark on a career in film/video direction and production, post-production, photojournalism, interaction and visual design, interactive environments design, user experience research, UX Design, media art, game design/development, motion graphics and animation. Possible employers include the film and television industries, media companies, production and post-production houses, digital design agencies, online businesses, web industries and the gaming industry.
- Graduates from the Product Design program pursue careers in industrial/product design, interior and spatial design, furniture design, exhibition design, and production design (theatre/television/film). Employers encompass both public and private sector including industrial domestic product manufacturers, car manufacturers, retailers, point-of-sale design firms, government and cultural institutions.

The design program also leads to diverse careers in related industries such as, but not limited to, design analysis, design direction, design education, entrepreneurship and invention, human-centered design research, and brand identity strategy.

Curriculum

L = Lecture, T/P = Tutorials/Practical (all in contact hours)

Semester 1-3 for all Majors (Graphic, Media and Product Design)

1st Semester

Code	No.	Course Name	L	T/P	ECTS
GD	B101	Visual Communication	2	2	5
GD	B103	Bionic and Perception	2	2	6
PD	B101	Form Generation	2	2	5
GD	B102	Grid Structure and Color Systems	2	4	5
MD	B102	Photography	2	2	5
TH	B101	Culture History	2	0	4
Total			12	12	30

2nd Semester

Code	No.	Course Name	L	T/P	ECTS
GD	B201	Typography	2	2	5
MD	B201	Moving Image	2	2	5
PD	B201	Semantics	2	2	5
GD	B202	Visual Techniques	0	4	5
TH	B201	Design History	2	0	4
TH	B202	Design Research Methods	2	0	4
HUMA	B202	Communication and Presentation Skills	0	2	2
Total			10	12	30

3rd Semester

Code	No.	Course Name	L	T/P	ECTS
MD	B303	Web Design	0	4	4
TH	B302	Design and Sciences	2	0	4
TH	B301	Design Theory	2	0	4
HUMA	B302	Research Paper Writing	0	4	2
		<i>Mandatory Elective: Choose 2 Projects and related computer tools</i>			
GD	B301	Graphic Design Project Computer Tools Graphics	2	4	7
MD	B301	Media Design Project Computer Tools Media	2	4	7
PD	B301	Product Design Project Computer Tools Product	2	4	7
Total			8	16	30

Graphic Design

Graphic Design 4th semester

Code	No.	Course Name	L	T/P	ECTS
GD	B401	Corporate Design	2	2	9
GD	B402	Illustration	0	4	4
GD	B403	Font Design I (Latin)	0	4	5
GD	B404	Layout	0	4	4
TH	B401	Brand Identity	2	0	4
TH	B402	Social Sciences	2	0	4
Total			6	14	30

Graphic Design 5th semester

Code	No.	Course Name	L	T/P	ECTS
GD	B505	Global Communication I	2	2	8
GD	B506	Interaction Design I	2	2	5
GD	B504	Font Design II (Intercultural)	0	4	4
GD	B503	Sign systems	2	3	5
TH	B501	Communication Theory	2	0	4
TH	B503	Culture Theory	2	0	4
Total			10	11	30

Graphic Design 6th semester

Code	No.	Course Name	L	T/P	ECTS
GD	B604	Global Communication II	2	2	6
GD	B605	Interaction Design II	2	2	5
GD	B606	Visual Information	2	2	6
MRKT	B201	Marketing	2	2	5
TH	B601	Media Theory	2	0	4
TH	B602	Seminar	2	0	4
Total			12	8	30

Media Design

Media Design 4th semester

Code	No.	Course Name	L	T/P	ECTS
MD	B401	Video/Animation (real time)	2	4	7
MD	B402	Digital Editing	0	4	5
MD	B403	Script, Story, Storyboard	0	4	5
MD	B404	Video/Animation Techniques	0	4	5
TH	B401	Brand Identity	2	0	4
TH	B402	Social Sciences	2	0	4
Total			6	16	30

Media Design 5th semester

Code	No.	Course Name	L	T/P	ECTS
MD	B501	Moving Image/Interactive Design	2	4	6
MD	B502	Media Installation	2	2	5
MD	B503	Sound	2	2	5
MD	B504	Montage & Digital Compositing I	2	2	6
TH	B501	Communication Theory	2	0	4
TH	B502	Culture Theory	2	0	4
Total			12	10	30

Media Design 6th semester

Code	No.	Course Name	L	T/P	ECTS
MD	B601	Hybrid Media	2	4	11
MD	B602	Digital Compositing-II	0	4	6
MRKT	B201	Marketing	2	2	5
TH	B601	Media Theory	2	0	4
TH	B602	Seminar	2	0	4
Total			8	10	30

Product Design

Product Design 4th Semester

Code	No.	Course Name	L	T/P	ECTS
PD	B401	Furniture Design	2	2	6
PD	B402	Industrial Products	2	2	6
PD	B403	CAD-I	0	4	5
PD	B405	Usability & Design Planning	2	2	5
TH	B401	Brand Identity	2	0	4
TH	B402	Social Sciences	2	0	4
Total			10	10	30

Product Design 5th Semester

Code	No.	Course Name	L	T/P	ECTS
PD	B501	Exhibition Design	2	2	6
PD	B502	Lighting Design	2	2	6
PD	B503	CAD-II	0	4	4
PD	B504	Production Techniques and Material Sciences	2	2	6
TH	B501	Communication Theory	2	0	4
TH	B502	Culture Theory	2	0	4
Total			10	10	30

Product Design 6th Semester

Code	No.	Course Name	L	T/P	ECTS
PD	B601	Public Design	2	4	7
PD	B602	Mobility	2	4	6
PD	B603	CAD-III	0	2	4
MRKT	B201	Marketing	2	2	5
TH	B601	Media Theory	2	0	4
TH	B602	Seminar	2	0	4
Total			10	12	30

Bachelor Thesis

Code	No.	Course Name	L	T/P	ECTS - CP
GD/MD/PD	B701	B.A. Thesis/Project	0	3	15
GD/MD/PD	B702	Internship/Training			15
Total					30