

### Brief description for courses

<b>Course name</b>	<b>Intro to 3D Design</b>	
<b>Course code and number</b>	<b>DES 101</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to introduce students to the different types of three-dimensional perspectives with one vanishing point (parallel perspective), and two vanishing points (oblique perspective) and it includes how to draw binoculars in a proper way to depict objects on a flat surface so that the dimensions diminish gradually in a way that contributes to showing the third dimension of different shapes and configurations according to the theories of visual perception in art and design	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• proficiency in professional skills and uses the appropriate technological means in professional practice</li> <li>• Efficiently employs available resources</li> <li>• Apply the theoretical characteristics of design methods</li> </ul>	

<b>Course name</b>	<b>Introduction to Aesthetics</b>	
<b>Course code and number</b>	<b>DES 102</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical -</b>
<b>Course objectives</b>	This course provides a historical study of aesthetic development from ancient to the present. It also provides a study of art theories aesthetic values and concepts, and artistic classification, as well as the role of aesthetics on design and applied arts.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Communication and leading teamwork through artworks</li> <li>• Apply the specialized information</li> <li>• Involving in continuous learning and know how it affect society improvements</li> </ul>	

<b>Course name</b>	<b>Islamic Architecture and Design</b>		
<b>Course code and number</b>	<b>Des202</b>		
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical</b>	<b>3</b>
		<b>Practical</b>	<b>-</b>
<b>Course objectives</b>	<p>The course provides students with an overview on the Islamic Art including materials, Islamic architectural language, Islamic expressions in calligraphy, ceramics, metals, carpets. It introduces also the significant Islamic elements and features which influence on characteristic of Islamic interiors and formulate the Islamic style. The students will be able to design and analyse Islamic spaces based on the obtained background about the Islamic interiors</p>		
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Communication and leadership of work teams through systematic professional work.</li> <li>• The application of knowledge assigned to the student in his professional practice.</li> <li>• Study the theoretical characteristics of architectural design methods</li> </ul>		

<b>Course name</b>	<b>Design Theory and History</b>		
<b>Course code and number</b>	<b>Des204</b>		
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical</b>	<b>3</b>
		<b>Practical</b>	<b>-</b>
<b>Course objectives</b>	<p>The course aims to introduce design theories and important artistic and architectural movements, especially in the nineteenth and twentieth centuries, with a focus on the Industrial Revolution and its impact on European society and the world. The most important technical movements that affected design are studied through understanding design products in various fields.</p>		
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Communication and leadership of work teams through systematic professional work</li> <li>• Engage in continuous learning</li> <li>• Apply theoretical characteristics of design methods</li> </ul>		

<b>Course name</b>	<b>Design Between Theory and Practice</b>		
<b>Course code and number</b>	<b>Des205</b>		
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>	
		<b>Practical -</b>	
<b>Course objectives</b>	The course aims to introduce design theories and important artistic and architectural movements, especially in the nineteenth and twentieth centuries, with a focus on the Industrial Revolution and its impact on European society and the world. The most important technical movements that affected design are studied through understanding design products in various fields.		
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Communication and leadership of work teams through systematic professional work</li> <li>• Engage in continuous learning</li> <li>• Apply theoretical characteristics of design methods</li> <li>• Apply theoretical characteristics of design methods</li> </ul>		

<b>Course name</b>	<b>Color Theories</b>		
<b>Course code and number</b>	<b>DES 210k</b>		
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>	
		<b>Practical 2</b>	
<b>Course objectives</b>	This course aims to define the meaning of color and its historical, social, and psychological connotations, and to study the properties of color and its components in physical, chemical and psychological terms, and includes practical applications that contribute to the use of color in various design works such as interior, industrial, graphic, and fashion with innovative		
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Apply specialized knowledge in professional practice</li> <li>• proficiency in professional skills and uses appropriate technological means in professional practice</li> <li>• Efficiently employs available resources</li> </ul>		

<b>Course name</b>	<b>Design Basics</b>	
<b>Course code and number</b>	<b>DES 211A</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>This course aims to develop the student's performance level in the field of using two- and three-dimensional design elements and their relationships and various formal, functional and operational applications in interior, industrial, graphic, and fashion design. The course includes how to develop the student's performance level in the field of engineering and freehand perspective, by identifying the various formulas of aesthetic relations. In the fields of interior design, industrial design, graphics, and fashion, in order to demonstrate the importance of these relationships to the human being as the reference basis for these designs.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Apply specialized knowledge in professional practice</li> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Take a decision in light of the available information and act in a way that reflects</li> <li>• commitment to integrity, credibility, professional rules and accepts accountability and accountability</li> </ul>	

<b>Course name</b>	<b>Engineering drawing and models</b>	
<b>Course code and number</b>	<b>DES 212K</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to introduce students to the scientific foundations of orthogonal projection, methods of preparing two-dimensional (2d) engineering drawings, and the engineering tools used. It includes methods of implementing three-dimensional models using various manual modeling materials such as: cardboard, paperboard, gypsum, and plastic, in addition to introducing methods of forming and molding by molding</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Proficiency in professional skills and uses the appropriate technological means in professional practice</li> </ul>	

<b>Course name</b>	<b>Design Ergonomics</b>	
<b>Course code and number</b>	<b>DES 213</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	An introduction to ergonomics affording students the necessary knowledge essential for the psychological and anthropometrical development leading to good design. Emphasis is placed on health and safety	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Accurately recognize and evaluate hazards (ergonomic in nature) which are likely to cause occupational illnesses or injuries.</li> <li>• Design and redesign tasks and workstations to fit employees.</li> <li>• Apply the knowledge, skills, and abilities obtained in into an industrial based problem.</li> </ul>	

<b>Course name</b>	<b>Computer Graphics (1)</b>	
<b>Course code and number</b>	<b>DES 214</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	This course aims to introduce the most popular digital tools of graphic design software such as Adobe Photoshop and Adobe Illustrator through the use of software design in different exercises dealing with the digital photography editing, applying some special photos effects, and creating logos and illustrations.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Determine the functional problems in design and suggest solutions</li> <li>• Apply the technical skills in design and use the appropriate technology media in design</li> <li>• Understand the importance of skills improvement</li> </ul>	

<b>Course name</b>	<b>Design Communication Theories</b>	
<b>Course code and number</b>	<b>Des230</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to provide a comprehensive summary of design–related communication theories with an emphasis on verbal and non–verbal communication, public and group communication. It includes understanding the theories of persuasive, selective and direct influence and their relationship to the psychological, social and environmental characteristics of the user and the recipient.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Apply specialized knowledge in professional practice</li> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Communicating and leading work teams through systematic professional work</li> </ul>	

<b>Course name</b>	<b>Design Economics</b>	
<b>Course code and number</b>	<b>Des231</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to introduce the four areas of design as science, art and profession and includes providing a comprehensive understanding of the interior, graphic, industrial and fashion designer and its role in the optimal employment of potentials, rationalization of costs, increasing resources while ensuring quality, diversifying sources of funding for projects through technical feasibility studies, conducting economic studies and economic evaluation in order to raise efficiency The internal and external design process and solve technical problems to reach the designs to the ideal production	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Writing a comprehensive report on the study stages, and evaluating the outputs</li> <li>• Efficiently employs available resources</li> </ul>	

<b>Course name</b>	<b>Consumer Behaviors</b>	
<b>Course code and number</b>	<b>Des232</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical –</b>
<b>Course objectives</b>	The course aims to study consumer behavior through purchasing motives, tendencies and trends. Employing the language of persuasion is to achieve levels of customer satisfaction and forms of marketing sensory perception in addition to studying the negative and positive factors affecting consumer behavior and its behavioral components. Theories of behavior interpretation, the study of cognitive patterns and their impact on the recipient's perception rates are to be taught as well.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Application of the student's customized knowledge in his professional practice</li> <li>• Student is proficient in professional skills and uses appropriate technology in his professional practice</li> </ul>	

<b>Course name</b>	<b>Innovative Design</b>	
<b>Course code and number</b>	<b>Des233K</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course introduces the skills needed to present design in the interior, graphic, industrial and fashion space in all its technical, specialized and creative details. Focus on drawing tools and demonstrating design ideas through hand drawing, drawing, drawing, graphics, drawing, coloring and general output. The course introduces simple and fast drawing techniques from pens Pencils, ink pens, and colors, by means of illustrations	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them through awareness of their role in community development and environmental preservation</li> <li>• Communication and leadership of work teams through systematic professional work</li> </ul>	

<b>Course name</b>	<b>Computer Graphics (2)</b>	
<b>Course code and number</b>	<b>DES 234</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	This course aims to improve student's skills they have learned in computer graphics (1) by dealing with real graphic project such as poster design, advertisements, publishing design projects using Adobe InDesign program.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Determine the functional problems in design and suggest solutions</li> <li>● Apply the technical skills in design and use the appropriate technology media in design</li> <li>● Understand the importance of skills improvement</li> </ul>	

<b>Course name</b>	<b>Industrial Design Materials and Forms</b>	
<b>Course code and number</b>	<b>DES242</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to introduce students to the physical and mechanical properties of engineering materials used in the production of industrial design models and products. It includes how to distinguish between them, methods of testing and examining them, and measuring their physical and mechanical properties. In order to contribute well in choosing design materials that optimally achieve the design aspects.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Identifies professional problems and proposes solutions to them</li> <li>● Engage in continuous learning</li> <li>● Efficiently employs available resources</li> </ul>	

<b>Course name</b>	<b>Industrial Display &amp; Output</b>	
<b>Course code and number</b>	<b>DES243</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to introduce the student to the scientific foundations to show the two- and three-dimensional display and output drawings, and includes methods of implementing transparent and disassembled perspectives and colored technological sectors, and to show the texture of the engineering materials for them using 3D computer technologies and programs.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Mastering the skills and uses appropriate technological means in his/her professional practice</li> <li>• Engage in continuous learning</li> <li>• Employ the available resources efficiently</li> </ul>	

<b>Course name</b>	<b>Typographic Design</b>	
<b>Course code and number</b>	<b>Des252</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to study letters' aesthetic unity to understand the creative technical means and media that solve and display them. It also puts emphasis on the various techniques used in the process of designing typographical characters by implementing practical graphic and advertising designs that show the development of these designs and both cost and time required to prepare them.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Efficiently employs available resources</li> </ul>	

<b>Course name</b>	<b>Principles of Pattern Design and Implementation</b>	
<b>Course code and number</b>	<b>DES262</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to identify methods of obtaining measurements of the human body and training on how to raise human body measurements accurately and to identify international schools for designing patterns, and it includes learning how to design and draw basic patterns for children, women and men and how to design and draw fashion patterns with its various lines and apply them to basic patterns and add spaces Comfort and distances for cutting and execution. Learn the methods of applying patterns on various textile designs, and the precise techniques of cutting and execution.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Implementing the customized knowledge that the student has in his professional practice</li> <li>● Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Design Psychology</b>	
<b>Course code and number</b>	<b>Des301</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical -</b>
<b>Course objectives</b>	<p>The course aims to introduce psychology in general and theories of artistic creativity in the fields of design and the role of visual perception and behavior theories of appreciating and marketing various design products. It also includes the concept of self-criticism and objectivity to apply design standards and solutions. It teaches the psychological effects of design and how it is directed to meet human needs and requirements for human standards and global decision-making, the social, cultural and personal users' requirements, and their reflection on the creative process of the designer.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Decision-making in light of available information and awareness of its role in community development and environmental preservation</li> <li>● Communicating and leading work teams through systematic professional work</li> </ul>	

<b>Course name</b>	<b>Design Aesthetics</b>	
<b>Course code and number</b>	<b>Des302</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical –</b>
<b>Course objectives</b>	products, as it deals with the nature of design and the beginnings of its emergence as a form of art, as well as raw materials and creativity processes. The course includes studying and discussing design works and analyzing their various forms to improve understanding of their forms and contents, as well as analyzing their formal structures within historical contents and cultural reference frameworks related to its The course aims to develop students' understanding and appreciation of design production.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Application of the student's customized knowledge in his/her professional practice</li> <li>• Engaging in continuous learning and awareness of its role in developing society and preserving the environment</li> </ul>	

<b>Course name</b>	<b>Design Methodology</b>	
<b>Course code and number</b>	<b>DES 304</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical –</b>
<b>Course objectives</b>	This course aims to study the traditional and the modern design methodologies in drawing through a real example that declare the logical and virtual methodology aspects such as ergonomic and technology.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Decision making in</li> <li>• Communication and leading teamwork through artworks</li> </ul>	

<b>Course name</b>	<b>Sustainable Interior Design</b>	
<b>Course code and number</b>	<b>Des321</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical -</b>
<b>Course objectives</b>	<p>The course aims to introduce the concept of sustainability – its history, principles, theories and terminology, and the possibility of using it and employing it in interior design through residential or commercial interior projects. The course includes learning about the various aspects related to sustainability such as choosing sustainable materials and materials, the importance of recycling materials, energy conservation, and solar energy systems and is concerned with the current and future built environment, and it deals with the role of the interior designer in preserving the aesthetics and achieving a balance between them and The economic aspects while responding to environmental and social requirements.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Application of customized knowledge that the student has in professional practice</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Space Planning and Lighting</b>	
<b>Course code and number</b>	<b>Des331D</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to develop the student’s level of understanding of the principles and fundamentals of space planning. It focuses on studying the functional, utilitarian, and aesthetic aspects. It provides a comprehensive overview of interior design. It includes how to solve interior design problems through spatial analysis, planning, furnishing, and the study of natural and industrial lighting, their characteristics and their use in spaces. The interior and the extent of their impact on the functional performance of the interior space and on the human being used and his daily behavior, as well as lighting and colors as two basic elements of the design of the interior environment, and the focus is on the relationship between lighting and colors and their psychological impact on the internal environment</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Engage in continuous learning and awareness of its role in developing society and preserving the environment</li> </ul>	

<b>Course name</b>	<b>Furniture Design</b>	
<b>Course code and number</b>	<b>Des333</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to learn about the history and design movements associated with designing furniture from a theoretical point of view in order to benefit from them in the applied aspects.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Application of customized knowledge that the student has in professional practice</li> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Efficiently employs available resources</li> <li>• Communicating and leading work teams through systematic professional work</li> </ul>	

<b>Course name</b>	<b>Product Development</b>	
<b>Course code and number</b>	<b>DES340</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to examine and understand design issues related to familiar industrial products and to understand the various innovative approaches. It includes introducing a group of small projects, in which practical knowledge of the importance of shape and the influence and suitability of physical and visual design decisions is developed.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Implementing the customized knowledge that the student has in his professional practice.</li> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Mastering the skills and uses appropriate technological means in his professional practice</li> <li>• Engage in continuous learning</li> <li>• Employ available resources efficiently</li> </ul>	

<b>Course name</b>	<b>Formative Analysis and Figure Stripping</b>	
<b>Course code and number</b>	<b>Des341</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to provide the student with scientific knowledge and theories related to digital control techniques and includes methods of implementing network design models, and solid and hollow display models with high accuracy through accurate engineering description of the structure of the design shape surfaces and determining their efficiency.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Mastering the skills and uses appropriate technological means in his/her professional practice</li> <li>• Acting in a way that reflects commitment to integrity, credibility, professional rules and acceptance of accountability and accountability</li> </ul>	

<b>Course name</b>	<b>Product Design</b>	
<b>Course code and number</b>	<b>Des343</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to train students to apply different design methodologies and includes setting up a design treatment for one of the problems of designing an industrial product, preparing design documents, theoretical and field studies, and the final presentation model for the idea in accordance with sound scientific foundations.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Employ available resources efficiently</li> <li>• Mastering the skills and uses appropriate technological means in his professional practice</li> <li>• Communicating and leading work teams through systemic work</li> </ul>	

<b>Course name</b>	<b>Advanced Typograph</b>	
<b>Course code and number</b>	<b>Des350</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to increase students' capabilities in exploring expressive dimensions in the field of visual communication of words, including the role of typography in formulating the form and content of communication. The course includes a series of exercises in letter shapes and written texts and their relationships with images, textures, colors, arrangement, and grid system. In addition, the course encourages integrating different typography with printed texts to create a visual identity for multiple graphic and advertising forms.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• He is proficient in professional skills and uses appropriate technological means in his professional practice</li> <li>• Realizing the need to develop oneself and engage in continuous learning</li> </ul>	

<b>Course name</b>	<b>Digital Image Processing</b>	
<b>Course code and number</b>	<b>Des351</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to provide a simple introduction to the rules of photography such as the rule of thirds and domination in composition. It includes how to correct and modify images to use in common projects in the field of print and digital graphic design, and it also deals with methods of composing and manipulating images to create creative formations used in various areas of creative promotion and images that accompanies corporate identities. graphic and advertising forms..</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies professional problems and proposes solutions to them</li> <li>• Student is proficient in professional skills and uses appropriate technological means in his professional practice</li> <li>• Understands and technically manages the different types of image processors</li> <li>• Communicating and leading work teams through systematic professional wor</li> </ul>	

<b>Course name</b>	<b>Branding Design</b>	
<b>Course code and number</b>	<b>Des352</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to explore the ideas of brands and their processes that integrate experiences in creating functional design solutions. It teaches logo-design skills and marketing materials, develops programs for establishing and promoting corporate identity. A great study of brands, identity establishment processes, strategic thinking, integration of corporate identity and product new launches are to be practiced. The ways to apply these skills to individual and team projects deliver a comprehensive experience of identity.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Applying the student's customized knowledge in his/her professional practice</li> <li>● Identifies professional problems and proposes solutions to them</li> <li>● Awareness of its role in community development and environmental preservation</li> </ul>	

<b>Course name</b>	<b>Advertisements Design</b>	
<b>Course code and number</b>	<b>Des353</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>This course is designed to address various aspects of the real advertising campaigns, starting from field research and the ending in the perceptions disguised for the media. The course aims to present full expression of ideas generated by the consumer, and to promote a sense of teamwork in the development of joint designs and creative advertising campaigns recreational influential designs. This is done to train the student to do the role of the writer, the funder, and designer to produce distinct designs graphics.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Determine the technical problems and suggest solutions</li> <li>● Applied the available material</li> <li>● Communication and leading teamwork through artworks</li> </ul>	

<b>Course name</b>	<b>Fashion Implementation Techniques</b>	
<b>Course code and number</b>	<b>Des360</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to study the basics of cutting and assembling different styles of costumes and the different techniques for their partial and technical knitting and "tailoring" it. It includes definition and skill training on machines, tools and executive equipment for fashion at the individual and industrial levels, and the development of executive technical skills for different fashion lines, and how to identify and use the most suitable materials and materials. Assistance and accessories in a manner consistent with fashion lines and achieves quality and technical training on executive dealing skills according to the stages of operation, and skilled training on planning the operational process, processing and implementing details accurately and skillfully</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Identifies occupational problems, proposes solutions to them, and master's professional skills</li> <li>• Uses appropriate technological means in his/her professional practice</li> <li>• Understand the different types of technologies available</li> </ul>	

<b>Course name</b>	<b>Fashion Design Specialist</b>	
<b>Course code and number</b>	<b>Des361</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims at training in drawing the vocabulary of the human body in its different situations, identifying the patterns of the human body, and it includes learning to draw mannequins for men, women and children, how to draw different fashion lines around mannequins, the use of techniques and theories of color in fashion design, learning fashion design from various materials and textile designs, Learn how to design for specialized groups according to different seasons, ages, jobs and situations.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Ensures conditions that must be met to conduct the design process</li> <li>• Engage in continuous learning</li> <li>• Employ available resources efficiently</li> </ul>	

<b>Course name</b>	<b>Fashion Accessories Design</b>	
<b>Course code and number</b>	<b>Des363</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to learn accessories design and implementation through exercises on designing, cutting, hand and machine sewing, and it includes teaching how to design and use patterns and cut fabric, leather, etc., in order to use them in making various accessories, such as handbags, belts, etc.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Mastering the skills and uses appropriate technological means in his professional practice</li> <li>• Employs available resources efficiently</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Design Presentation Methods</b>	
<b>Course code and number</b>	<b>Des403</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to train students in the methods of directing, displaying their final designs, their academic achievement, and presenting it through a portfolio of their work that they have produced within the study program for presentation. The course includes training on developing: appropriate visual concepts, a written description, practicing effective presentation methods and presenting by means of technology and using the rules of visual deception and three-dimensional anthropomorphism As innovative techniques in the design of media design presentation	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• proficiency in professional skills and uses the appropriate technological means in</li> <li>• professional practice</li> <li>• Efficiently employs available resources</li> <li>• Awareness of its role in community development and environmental preservation</li> </ul>	

<b>Course name</b>	<b>Interior Design Studio I</b>	
<b>Course code and number</b>	<b>Des430D</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course introduces the design process of interior space including pre-design, schematic design, design development and construction drawings. Students are given a scenario and context. Analysis of users' needs and space programming are addressed with focus on human dimensions, scale, safety, elements distribution and circulation. 2-D and 3-D sketches, technical drawings and physical models will be developed to document and present the design project. Discussion, critiques and jury, field trip and investigation of similar environments will be conducted. Space planning for a residence including kitchen and bath design are included.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Proficient in professional skills and uses appropriate technological means in his professional practice.</li> <li>• Act in a manner that reflects commitment to integrity, credibility and the rules of the profession.</li> <li>• Accept accountability and efficiently employ available resources</li> </ul>	

<b>Course name</b>	<b>Interior Design Studio II</b>	
<b>Course code and number</b>	<b>Des431D</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>Commercial The students are engaged in a team project in the setting of design brief and design criteria of a real life large scale commercial design project with focus on defining economic, cultural context and environmental challenges in accordance with project site and built environment constrains. The course emphasizes the holistic design approach and the application of advanced technologies in construction, materials, and facilities, in addition to full furnishing details including selection and design. Final project report will be developed that combined text based design description and technical drawing using computer applications other graphic media to document the project. Visual presentation and physical models are used to present the design project. Discussion, critiques and juries, field trips and investigations of similar environments will be conducted. The course investigates</p>	

	<p>advanced space programming and problem solving tasks in hospitality environments. Real life scenario of moderate complexity design project is introduced with focus on users' accessibility, economic, social and cultural context. Design considerations are explored and examined such as codes and regulations, accessibility, space recognition, and way finding that in addition to the potential applications of interior constructions, materials, and colors. Advanced computer applications are integrated with other graphic media and physical models to document and present the design project.</p> <p>Discussion</p>
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Professional skills and uses appropriate technology in his professional practice.</li> <li>● Act in a manner that reflects commitment to integrity, credibility and the rules of the profession.</li> <li>● Accept accountability and efficient use of available resources</li> </ul>

<b>Course name</b>	<b>Interior Design Studio III</b>	
<b>Course code and number</b>	<b>Des432D</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to study and solve interior and exterior problems of health care facilities such as hospitals, health centers, clinics, long-term private care homes, mental health facilities, elderly care homes, and rehabilitation centers for people with special needs, by addressing the spatial layout, furniture planning, lighting, and colors, choosing materials for cladding and finishes suitable for the user and their culture, requirements and personal, social, health and psychological needs, and includes redesigning interior and exterior spaces of various functions and sizes through a study of the architectural plan, ceiling and lighting, interior sections and projections, external facades and the external surroundings, and by making the necessary illustrations, interior perspectives and models The course also focuses on employing the principles of sustainable design and vocabulary of the natural environment, such as natural lighting and various ventilation systems.</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● proficiency in professional skills and uses appropriate technological means in professional practice</li> <li>● Act in a manner that reflects commitment to integrity, credibility and the rules of the profession</li> <li>● Apply the specialized knowledge he acquired in professional practice</li> </ul>	

<b>Course name</b>	<b>Industrial Equipment's' Design</b>	
<b>Course code and number</b>	<b>DES 441</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to examine designs of the hardware and equipment for manufacturing processes in various fields. This is done by focusing on aspects of innovation and functionality outstanding, and is designed to study some of the local industries and to propose designs for equipment intervention alternatives to aspects of manual work, and study the possibility of its implementation with local institutions after the submission of engineering drawings and appropriate executive, and meet the requirements of human engineering and safety and other specifications of different environments.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Determine the functional problems in design and suggest solutions</li> <li>● Apply the technical skills in design and use the appropriate technology media in design</li> <li>● Understand the importance of skills improvement</li> </ul>	

<b>Course name</b>	<b>Industrial Design for Transportatio</b>	
<b>Course code and number</b>	<b>DES 442</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	This course includes the initial stages of the evolution of car design, including the development of planning skills in terms of perspective, patterns and proportions of the different bodies of the cars. Students are expected to accomplish a very detailed model scale fifth through its necessary technical drawings and illustrations.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Professional skills and uses appropriate technology in his professional practice.</li> <li>● Employ the available resources efficiently and to identify professional problems and propose solutions to them.</li> </ul>	

<b>Course name</b>	<b>Packaging Design</b>	
<b>Course code and number</b>	<b>DES 450</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course works to recognize the principles of graphic design for varied industrial and consumer products, so that it covers all designs that have a relationship with the art of designing products and packaging. This is done through the study of the process of producing art, automated layout, graphic design tools, and training on appropriate production laboratories.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Determine the functional problems in design and suggest solutions</li> <li>• Apply the technical skills in design and use the appropriate technology media in design</li> <li>• Understand the importance of skills improvement</li> </ul>	

<b>Course name</b>	<b>Managing Promotional and Marketing Activities</b>	
<b>Course code and number</b>	<b>DES 451</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to provide students with the necessary knowledge in marketing communication (prices, places, products, and promotion). It includes marketing research, marketing communication tools and their impact on marketing programs, especially the study of consumer behavior. The course focuses on consumer decision-making processes and the impact of social and cultural factors. Psychology on consumer behavior, purchasing roles and how to plan a marketing study and study products and their marketing nature and classifications are part of this course as well	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Engages in continuous learning</li> <li>• Efficiently employs available resources</li> <li>• Applies the specialized knowledge he/she acquired in their professional practice</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Animation Design</b>	
<b>Course code and number</b>	<b>DES 452</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	This course is designed to study various ways to create an optical illusion of motion on the TV screen, and to identify theories of psychology that are looking to interpret the perception of movement, such as: the theory of change virtual places and the perspective of movement theory, and also aims to develop student's understanding of the three-dimensional space mathematically and technically	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Proficient in professional skills and uses appropriate technology in his professional practice.</li> <li>• Acting in a manner that reflects commitment to integrity, credibility, professional rules and acceptance of accountability and accountability</li> </ul>	

<b>Course name</b>	<b>Design and Implementation of Advanced Patterns</b>	
<b>Course code and number</b>	<b>DES460</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to design high-value fashion patterns such as jackets and coats for men, women and children, executive applications and the skills associated with them, and includes teaching industrial pattern design, executive and applied skills related to the various operations and stages of operation in ready-to-wear factories and the bases of their quantitative production, training on the latest systems of designing, grading and engaging patterns using Specialized computer systems.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Engage in continuous learning</li> <li>• Employ available resources efficiently</li> <li>• Apply the specialized knowledge he acquired in his professional practice</li> </ul>	

<b>Course name</b>	<b>Fashion Production of Fashion</b>	
<b>Course code and number</b>	<b>DES480Z</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	The course aims to provide an analytical study of advanced concepts in the field of fashion and textile design from a theoretical and technological point of view, and includes the search for solutions to the applied problems that the student faces, in his precise field of specialization, which help him in determining his stylistic orientation and the extent of its impact on the development of the textile industry in various applied fields as well as fashion.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Employ available resources efficiently</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>machines theory</b>	
<b>Course code and number</b>	<b>Des480S</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical -</b>
<b>Course objectives</b>	The course aims to provide an analytical study of advanced concepts in the field of fashion and textile design from a theoretical and technological point of view, and includes the search for solutions to the applied problems that the student faces, in his precise field of specialization, which help him in determining his stylistic orientation and the extent of its impact on the development of the textile industry in various applied fields as well as fashion.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Employ available resources efficiently</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Lighting design</b>	
<b>Course code and number</b>	<b>Des480D</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical –</b>
<b>Course objectives</b>	This course introduces students to the basics and physics of light and sound waves. It explains the behavior of these waves inside the building. Moreover, it discusses how to get the maximum benefit of both daylight and artificial light through the building design. Acoustic design considerations in theatres and similar buildings will be covered through studying proper finishing material that either reflect, absorb or deflect the sound waves.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Efficiently employs available resources</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Multimedia design</b>	
<b>Course code and number</b>	<b>Des480G</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical –</b>
<b>Course objectives</b>	The course introduces students to the world of 3D modelling. It is stepping forwards toward computer animated dynamic presentations – a tool that is widely used in the architecture practice. The course covers the development of rendered still images as animated field / frame – accurate recording. 3D STUDIO MAX is the basic software package handled through the course. However, all universal concepts will also be covered in this course, including human vision, camera angels, perspective correction, and finally, scene composition.	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Efficiently employs available resources</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Leather Fashion Design and Implementation</b>	
<b>Course code and number</b>	<b>Des496</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 3</b>
		<b>Practical -</b>
<b>Course objectives</b>	<p>In this unit students will classify textile fibres, and evaluate the effect of their physical, mechanical and chemical properties on textile products, suggest proper end uses of the fibres considering their favorable and unfavorable properties, the student would recognize common fibre, yarn and fabric types and develop an ability to match fabrics to their specifications. – The aims of this unit are to build a knowledge of textile specific terminology, to provide knowledge of the chemical and physical features of the principal textile fibres and filaments and their functional groupings, to develop a critical understanding of the principles of fabric structures and resultant physical properties, to develop an appreciation and understanding of the relationships between textiles processing history and its resultant properties, and to instill a critical awareness of current developments and trends in textiles and textile manufacturing techniques</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Efficiently employs available resources</li> <li>• Identifies professional problems and proposes solutions to them</li> </ul>	

<b>Course name</b>	<b>Advanced Studies for Graduation Project</b>	
<b>Course code and number</b>	<b>Des498</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The course aims to provide an advanced, integrated study of the graduation project in the pre–design stage, and the course includes studies of a design topic through a sequential scientific research methodology, through which students identify and research the problem of the graduation project and then propose appropriate solutions to it to be applied in the course of the "graduation project" in each area of design: interior, graphic, industrial and fashion, this course should be presented separately for each of the aforementioned design tracks</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>• Engage in continuous learning and self–development</li> <li>• Knowing the importance of scientific research</li> <li>• Apply the acquired specialized knowledge his/her professional practice</li> </ul>	

<b>Course name</b>	<b>Design Graduation Project</b>	
<b>Course code and number</b>	<b>Des499 (DSGZ)</b>	
<b>Accredited hours</b>	<b>(3) hours</b>	<b>Theoretical 2</b>
		<b>Practical 2</b>
<b>Course objectives</b>	<p>The graduation project requires the student, under the supervision of a faculty member, to integrate and present all knowledge, thinking, practical and technical skills, attributes and competences gained throughout the study of the program in a comprehensive and self-directed interior design project in accordance with his/her emerging interest and prospected career plan. Emphasis is giving on the full awareness of professional practice, creativity and originality of the design proposals, satisfying all design criteria &amp; consolidations and adherent to relevant standards and codes. Interior environments will be fully developed. Final comprehensive project report will be developed and visual presentation and physical models are used to present the design project. Research, seminar, critiques and juries, field trips and investigations of similar environments will be conducted</p>	
<b>Course outcomes</b>	<ul style="list-style-type: none"> <li>● Mastering professional skills and using appropriate technology in his professional practice.</li> <li>● Engage in continuous learning and efficient use of available resources.</li> <li>● Recognize the importance of scientific research</li> </ul>	