ACADEMIE LIBANAISE DES BEAUX-ARTS (ALBA)

SCHOOL OF DESIGN AND COMMUNICATION ARTS (BALAMAND CAMPUS)

OFFICERS OF THE SCHOOL

Salem, Elie	President of the University
Bashour, Tali'	Honorary Vice President for Medical Affairs in the US
Karam, Nadim	Vice President for Health Affairs & Community Development
Nahas, George	Vice President for Planning & Educational Relations
Najjar, Michel	Vice President for Development & Public Affairs
Bekhazi Andre	Dean, ALBA
Fiani, George	Associate Dean, ALBA – Balamand Campus
Issa-El-Khoury, Gaby	Associate Dean, ALBA – Balamand Campus
Moubayed, Walid	Dean, Admissions and Registration
Ayoub, Olga	Librarian

SCHOOL STAFF

Issa, Nancy	Executive Secretary
Abdo, Rima	Faculty Secretary
El-Khoury Ziade, George	Computer Labs Supervisor
Ghanem, Souad	Library Supervisor
Khoury(El) Borgi(El), Carine	Administrative Assistant
Sfeir, Lisa	Secretary

FULL-TIME FACULTY MEMBERS

Ayoub Rima	Des in Interior Architecture
	I.N.B.A – Lebanon
Barake Gladys	Des in Interior Architecture
	ALBA – Lebanon
Beaini Joseph	BED "Environmental Design"
	Diploma in "Computer Graphics and Production"
	UQAM – Canada
Dennaoui Elie	BA in Theology
	St John of Damascus, Institute of Theology – UOB
	D.E.A in History, Oriental Pontifical Institute –Rome
	MPS in Engineering Multimedia for Education
	Université de Poitiers – France
	Ph.D. in History, Oriental Pontifical Institute - Rome
Fiani Pauline	Des "Interior Architecture"
	I.N.B.A – Lebanon
Ghazi Paula	Des in Advertising
	ALBA – Lebanon
Haddad Joseph	Des in Architecture
	ALBA – U.O.B - Lebanon

Khairallah Antoine	Des "Interior Architecture"
	ALBA – Lebanon
Maamary Gebran	Des in Interior Architecture
	Masters in History of Sacred Arts
	Certificate «Restoration of Artistic Works »
	USEK– Lebanon
Sarraf Rima	Des "Advertising"
	ALBA – Lebanon
Zachariou Yanni	Des "Architecture"
	ALBA – Lebanon

PART-TIME FACULTY MEMBERS

Abi Rached Marc	Des in Architecture
	ALBA – Lebanon
Abou-Chedid (Choueiry) Nathalie	Des in Advertising,
	ALBA -– Lebanon
Adra Osman Adra	Bachelor of Engineering (Mechanical)
	AUB – Lebanon
Amine (El) Bashar	Architect DPLG, Paris, Val-de-Marne
	DEA "Gardens Landscaping and Territory Planning", Paris I
Azar Gilbert	Diploma in Engineering,
	E.S.I.B – Lebanon
Azar Mark	BS in Computer Science, USEK – Lebanon
	BS in Real Time Interactive Simulation,
	Digipen Institute of Technology – WA – U.S.A
Ballout Khaled	Des in Plastic Arts,
	I.N.B.A. – Lebanon
Bararkat Joseph	Des in Architecture
	ALBA - Lebanon
	Diploma & Specialization in Urban Planning
	IRKUTSK State Technical University
Boulos Selim	Des in Architecture
	ALBA – Lebanon
Dabbaghian Charly	Dottore di Laurea degree in Architecture
	Polytechnic University of Torino
Dada Rym	BA in Graphic Design,
	Instuto Europeo de Design – Milano – Italy
	MA in Multimedia and Digital Applications
	Polytechnic University of Valencia – Spain
Dahdah Carol	Des in Interior Architecture,
	ALBA – UOB – Lebanon
Daoud Mounir	Law Diploma,
	Lebanese University
Debbas Sandra	Des in Architecture
	ALBA – Lebanon
Faddoul Ra'fat	Des in Architecture

	Lebanese University
Foz Chehade	Des in Architecture
	ALBA – Lebanon
	Masters in Structures in Architecture
	UPC-Barcelona
Ghanem Rima	Des in Interior Architecture
	ALBA – Lebanon
Hage Ghada	Masters in Economics, Diploma in Photography
	Certificate "Biology", U.S.E.K - Lebanon
Hage Gilbert	Diploma in Photography
	U.S.E.K - Lebanon
Hosni Zeina	Des in Interior Architecture
	I.N.B.A – Lebanon
Ibrahim Johnny	Des in Architecture, Lebanese University
	DEA in Regional Planning,
	Institut de Geographie – Paris I – France
	DesS in Restoration, Lebanese University
Issa Georges I	Diploma of Engineering
	USJ – Lebanon
Kamel Rudy	Advanced Studies in Economics
	Kensington Court School – London
Lahoud Ibrahim	BFA in Graphic Design
	San José State University – California – USA
Lteif Joe	General Culture
	USJ – Lebanon
Maamary Mohammad-Jamal	MS in Electrical Engineering
	Illinois Institute of Technology – USA
Machaalany Rabih	Teaching Diploma in Archeology and History of Arts
	Lebanese University
	DesS in History Contemporary Arts, Sorbonne – Paris IV
	PhD in History of Arts, Sorbonne – Paris IV
Matar Marc	Architect DPLG
	Ecole D'Architecture de Marseille – Luminy
	MS in Real Estate and Construction Management
	Euromed – Marseille
	DesS in Engineering
	Ecole Polytechnique – ESAM – EAML – France
Moubarak Carlos	Des in Architecture
	ALBA - Lebanon
Mufti Mohamad	Architect DPLG
	Ecole Nationale Supérieure de Versailles E.N.S.A.V
Nawar Paul	Des in Interior Architecture
	USEK – Lebanon
Nasr George	B.A. in Motion Pictures
	UCLA -– USA
Nicolas Elise	B.S. in Information System
	UOB – Lebanon

	M.S in Computer Science
	George Washington University - USA
Obeid Mustafa	Des in Plastic Arts
	I.N.B.A. – Lebanon
Rabbat Pierre	Des in Architecture
	ALBA - Lebanon
Rizkallah Jacques	Des in Plastic Arts
	I.N.B.A – Lebanon
Rizkallah Julie	Des in Plastic Arts
	ALBA – Lebanon
Salem Amer	Des in Architecture
	ALBA - Lebanon
Salem Salem	Diploma in Architecture
	Baucentrum – Rotterdam
Sassine Yolla	Diploma of Architectural EnginneringEngineering
	A.I Mikoyan Kuibyshev - Russia
	Diploma of Drawing and Restoring Icons
	Historical Museum of Kuibyshev – Russia
Sawma Eddy	Diploma of Engineering
	Lebanese University
Taousson Gregory	Architect DPLG
	M.S in Architecture
	SCI-ARC – L.A

GRADUATE PROGRAM

The School of Design and Communication Arts in the Académie Libanaise Des Beaux-Arts at Balamand Campus offers a two-year program leading to a Master of Fine Arts (MFA) in:

1. Interior Architecture and Design with Studio Concentration in:
•Interior Architecture and Design
•Set Design
•Communication Spaces
•Retail and Commercial Spaces
•Renovation, Rehabilitation, and Restoration

2. Graphic Design with Studio Concentration in:
•Media Design
•Advertising Design
•Printing Production

A. ADMISSION REQUIREMENTS:

•Applicants must be holders of a BA or BFA degree in Interior Architecture and/or Design or Graphic Design from a recognized institution of higher education with an overall graduation average of 80 or its equivalent in all major courses of the field of study.
•The Candidate's application should contain the following documents:
1.An application form to join the graduate program obtained from the Office of Admissions and Registration.
2.Official transcripts from the university (ies) attended for the last three years
3.Official course Descriptions from the university (ies) of the courses taken by the applicant.
4.Three letters of recommendation.
5.A personal statement.
6.A personal portfolio prepared by the applicant. This portfolio may include:
a.Thesis or Senior Study Project for applicants holding a BA or BFA.
b.Exercises illustrating the various disciplines of his/her curriculum of study for applicants who have successfully completed their 3rd year of study.
c.Any other personal work that the applicant deems necessary for the evaluation of his application.
7.Satisfactory results on the University's English language proficiency test.
8.Admission to the Graduate Program is granted upon the recommendation of the School's Graduate Admission Committee, which may require a personal interview with the applicant.

A.1.ADMISSION TO GRADUATE PROGRAMS

1. A student is accepted into graduate programs leading to the Master of Fine Arts (MFA) in clear standing if he/she meets the following requirements:

   • A general cumulative average of 80 and above.

2. A student is accepted into the Graduate Programs on probation if he/she has a cumulative average of

75 – 79.9.

B. ACADEMIC RULES AND REGULATIONS:

1.Graduate students are evaluated:
•at the end of each semester in the first year of MFA
•upon completion of the curriculum required in the first semester of the second year of MFA
•upon completion of the curriculum required in the second semester of the second year of MFA

2.The evaluation of academic progress is based:
•on the cumulative average of all graduate courses taken during the evaluation period.
 (All courses are counted as major courses.)
•on the evaluation of the first semester in the second year of MFA made by decision of a Jury.
•on the evaluation of the second semester in the second year of MFA made by decision of a Jury.

3.Passing grade:
The passing grade for all courses required in the first year of MFA is 70.

B.1.ADMITTANCE TO THE SENIOR PROJECT (IAD & GD):

•No student is admitted into the Senior Project, unless he has completed the curriculum of the MFA program, set in the Plan of Study.
•The student must have achieved a cumulative average of 80/100 and above, on courses assigned for the MFA program.
•If the student fails to achieve 80/100, the student must repeat all courses with less than 80/100, and raise his average according to the above stated requirement.

B.2.RULES GOVERNING THE ADMITTANCE TO AND THE MODALITIES FOR PRESENTATION OF THE SENIOR PROJECT IN INTERIOR ARCHITECTURE & DesIGN, AND GRAPHIC DesIGN:

B.2.1 THE SENIOR IAD PROJECT:
The course is divided into 3 main disciplines:
1.Concept and Design
2.Project Detailing
3.Quantity Surveying

This course should be taken concurrently with the following courses:
1.TSID 331   Seminar in Lighting Design
2.TSID 332   Seminar IN HVAC
3.TSID 333   Seminar in Kitchen and Bath Design.

Presentation and Assessment of the Senior IAD Project:
•The Project will be presented before the jury according to the following timetable:
At the end of the 14th week, the student shall submit:

a.The quantity surveying part

b.The HVAC part

c.The Lighting Design part

d.The kitchen and Bath Design part.

These will be corrected & graded. The student will acquire than, the permission to submit the work pertaining to the Senior IAD Project, IADN 303, in its two disciplines: The Concept and Design, and The Project Detailing.

The work will be presented in front of a jury, who will deliberate according to the following criteria:

i.Admitted to the Senior Study with Honor: 90-100

ii.Admitted to the Senior Study: 80-89

iii.Must complete within two weeks: 70-79

(After which a second assessment is made)

iv.Fail   > 70

(Must repeat the IAD 303 from the beginning of Phase I

B.2.2. THE SENIOR GD PROJECT:

The course is divided into 2 main disciplines:

1.Concept and Design

2.Artistic & Creative Approach

This course should be taken concurrently with the following courses:

1.GRDN318   New Media Design III

2.GRDN322   Marketing Strategies

3.GRDN331   Copywriting for Advertising

4.GRDN332   Storyboarding

Presentation and Assessment of the Senior GD Project:

•The Project will be presented before the jury according to the following timetable:

At the end of the 10th week, the student shall submit:

a.The written Strategy/Marketing part

b.The Design Visual part

c.The Multimedia presentation part

These will be corrected & graded. The student will acquire then, the permission to submit all the work pertaining to the Senior GD Project.

The work will be presented in front of a jury, who will deliberate according to the following criteria:

i.Admitted to the Senior Study with Honor: 90-100

ii.Admitted to the Senior Study: 80-89

iii.Must complete within two weeks: 70-79

(after which a second assessment is made)

v.Fail   > 70

(Must repeat the GD 303 from the beginning of Phase I)

B.3. RULES GOVERNING THE ADMITTANCE TO AND MODALITIES FOR PRESENTATION OF THE SENIOR STUDY PROJECT IN INTERIOR ARCHITECTURE & DESIGN, AND GRAPHIC DESIGN

B.3.1. ADMITTANCE TO THE SENIOR STUDY PROJECT:

The passing graDes for all courses required in the first semester of the second year are granted by the jur according to the following criteria:

•Admitted into the Senior Study with Honor   90 – 100
•Admitted to the Senior Study   80 – 89
•Must complete within 4 weeks   70 – 79
(After which a second assessment is made by the Jury)
•Fail   Below 70
 (must repeat the whole curriculum)

B.3.2 THE SENIOR STUDY PROJECT IN INTERIOR ARCHITECTURE & DESIGN:

The Project encompasses the following disciplines:
1.Concept and Design
2.Project Detailing
3.Quantity Surveying
4.Lighting Design
5.HVAC
6.Sanitary

PHASES OF THE PRESENTATION:

•Phase 1:
This phase deals with Problem solving and the analysis part of the project. In this phase the student
must determine his choice regarding the building or space, the subject he is proposing to study, the functions
he proposes to include, the organizational charts concerning the spaces, area use, relation between the different
components of the project, materials choice, styles, etc…

Requirements for rendering:
The submittals required for this phase shall include:
i.Actual plans of the building (including elevations, sections, and the like)
ii.Photos (inside and outside)
iii.Whatever document deemed to be necessary by the student to defend his choice.
iv.Thorough analysis of the subject he is proposing to study.
v.Written proposal of not less than 40 pages, A4 size, clarifying his choices, ideas, analysis, re-arrangement
of spaces to suit the functions he is proposing to include, the materials he intends to use with analysis of
suitability of these materials to his concept. (This should be in accordance with the Policy and style manual for
the Preparation of a graduate Thesis or Report)

Duration of Phase one:
The total duration of this phase is 21 days
The Proposal should be submitted to the Dean's Office in 5 print-outs, two Originals and three copies.
The cover shall clearly show the following:
1.The Logo of the University of Balamand
2.The Logo of the Académie Libanaise Des Beaux-Arts,
and it shall state the following mandatory writings:

UNIVERSITY OF BALAMAND
ACADEMIE LIBANAISE Des BEAUX-ARTS
COURSE NAME: SENIOR STUDY PROJECT IN INTERIOR ARCHITECTURE & DesIGN
COURSE CODE
SEMESTER (i.e.: Fall 2008)
STUDENT NAME
STUDENT ID NUMBER
PROJECT NAME

Jury and Deliberation of the Proposal:
The three copies are delivered to the members of the graduate academic
committee, who shall read them, put their remarks, and meet to deliberate, in order to take decision about the proposal.

The assessment of the Phase 1 of the Senior Study Project is made according to the following:
After four weeks from the beginning of phase I, the Jury will assess the work, and either:
•Grant permission to the student to proceed with the Project,
  Or:
•Not grant permission to proceed. In this case the student will have to change the Project and submit a new Proposal to the Jury.

•Phase 2: Preliminary Design Phase:

This is the phase of the development of the project. The student will work according to the proposal submitted in phase one, under supervision of the professors.

This phase comprises work in all the disciplines mentioned before. The work will be assigned by the Supervising Professors, according to correction sheets, signed and dated after each correction. It shall clearly state all guidelines, instructions, requirements for rendering, rendering elements…

Duration of Phase two:
The total duration of this phase is 6 weeks.
Assessment of Preliminary Design Phase:
The Jury will assess the work according to the following:
A: Admitted
N.A.: Not admitted.

Jury and Deliberation of the Preliminary Design:

The Jury will meet to deliberate, and take decision about the Preliminary Design:

They shall issue a guiding paper to the student concerning their remarks, and whatever instruction they deem necessary for the student to continue with his work.

In case of non-admittance, the Student will have to repeat the work done during this period after which the

work will be assessed a second time by the Jury according to the previously stated criteria.

If the student is not admitted the second time, he/she will have to change the project and submit a new proposal to the Jury.

•Phase 3: Final Design Phase:

The total duration of this phase is 8 weeks.

Presentation and submittal Procedures

1.The work shall be presented by the student, one week before the fixed final submittal day, in front of the jury, who shall deliberate and, either grant the permission to the student to submit his project in front of the Grand Jury, or decide that the project is not valued, and accordingly the student will not be able to submit his work.

2.The Project will be submitted according to the following timetable:

•At the end of the 14th week, the student shall submit:

    i.The Quantity Surveying part

    ii.The HVAC part

    iii.The Lighting Design part

    iv.The kitchen and bath Design part.

These will be corrected & graded. The student will acquire than, the permission to submit the work pertaining to the SENIOR STUDY PROJECT, in its two disciplines: The Concept and Design Part, and The Project Detailin.

3. At the end of the 15th week, The work will be presented in front of a Grand Jury, who will deliberate according to the following criteria:

A+:Graduate with Distinction	95 – 100
A :Graduate with Honor	90 – 94.9
B+:Graduate Good	85 – 89.9
B :Graduate	80 – 84.9
C :Must complete within 4 weeks	75 – 79.9
D :Fail	Below 75

In case of failure, the Jury deciDes whether the student will have to change the project completely and repeat the whole or recommence the work from the beginning of the third period.

B.3.3 THE SENIOR STUDY PROJECT IN GRAPHIC DesIGN:

It consists of a practical project & a written presentation.

It is a self initiated, directed study, a major project in the area of the student's chosen concentration, where instructors take the responsibility of the supervision of the project and provide support & advice.

The project encompasses the following disciplines:

*Concept & Design

*Computer Graphics

*Web Design

*Storyboarding

*Art Direction & Copywriting

PHASES OF THE PRESENTATION:

•Phase 1:

This phase deals with Problem solving and the analysis part of a project.

In this phase the student should be able to:

1.Define & demonstrate an individual self-directed project of research for Digital Media or Graphic Design.

2.Explain the nature & function of the particular research whether it is of the form of a subjective theoretical enquiry or client centered project.

3.Determine his choice regarding the chosen Design challenge/problem and present the proposed strategy to find genuine solutions.

4.Select and apply suitable concepts and methods

5.Define & discuss the creative strategy approach

6.Defend a concept.

Requirements for presentation:

The submittals required for this phase shall include:

i.Original investigations done around the chosen project/client, its history and actual situation, the services, its failures or successes and its competitors.

ii.Strategy rational adopted to distinguish the project from competitors, find its uniqueness and increase value perception.

iii.Set the creative objectives, explain why the proposed approach is appropriate to the problem, how Design will be a means for bringing the company/product's objectives to life

iv.Sketches, illustrations, photos, slogans, body copy… to visualize the chosen concept.

v.This study should show an independent critical power, an ability to test ideas, and especially present innovative methods, a fresh perspective and genuine work.

(This should be in accordance with the Policy and style manual for the Preparation of a graduate Thesis or Report)

Duration of Phase one:

The total duration of this phase is 21 days.

The Proposal should be submitted to the Dean's Office in 5 Printed copies, two Originals and three copies.

The cover shall clearly show the following:

1.The Logo of the University of Balamand

2.The Logo of the Académie Libanaise Des Beaux-Arts

and it shall state the following mandatory writings:

UNIVERSITY OF BALAMAND
ACADEMIE LIBANAISE Des BEAUX-ARTS
COURSE NAME: SENIOR STUDY PROJECT IN GRAPHIC DesIGN
COURSE CODE
SEMESTER (i.e. Fall 2008)
STUDENT NAME
STUDENT ID NUMBER
PROJECT NAME

Jury and Deliberation of the Proposal:

The three copies are delivered to the members of the graduate academic committee, who shall read them, put their remarks, and meet to deliberate, in order to take decision about the proposal.

The assessment of the Phase 1 of the Senior Study Project is made according to the following:

After three weeks from the beginning of phase I, the Jury will assess the work, and either:

•Grant permission to the student to proceed with the Project,

Or:

•Not grant permission to proceed. In this case the student will have to change the Project and submit a new Proposal to the Jury.

•Phase 2: Preliminary Design Phase:

This is the phase of the development of the project. The student will work according to the proposal submitted in phase one, under supervision of the professors.

This phase comprises work in all the disciplines mentioned before. The work will be assigned by the Supervising Professors, according to correction sheets, signed and dated after each correction.

It shall clearly state all guidelines, instructions, requirements necessary to develop the Design, finalize technical problems, respond to the creative brief, respect the strategy and successfully communicate the message.

Duration of Phase two:

The total duration of this phase is 6 weeks.
 Assessment of Preliminary Design Phase:
The Jury will assess the work according to the following:

A   : Admitted
N.A.: Not admitted.

Jury and Deliberation of the Preliminary Design:

The Jury will meet to deliberate, and take decision about the Preliminary Design.

In case of Clear Admittance, the Jury shall issue a guiding paper to the student concerning their remarks, and whatever instruction they deem necessary for the student to continue with his work.

In case of Non-Admittance, the Student will have to repeat the work done during this period, according to the Instructions given by the Jury. After ten days, the work will be assessed a second time by the Jury according to the previously stated criteria.

If the student is not admitted the second time, he/she will have to change the project and submit a new proposal to the Jury.

•Phase 3: Final Design Phase:

The total duration of this phase is 8 weeks.

Presentation and submittal Procedures:

The work shall be presented by the student, one week before the fixed final submittal day, in front of the jury, who shall deliberate and, either grant the permission to the student to submit his project in front of the Grand Jury, or decide that the project is not valued, and accordingly the student will not be able to submit his work.

The Project will be submitted according to the following timetable:

1. At the end of the 14th week, the student shall submit:

i.The Senior Research

ii.The Visual/Design part

iii.The Multimedia part

These will be corrected & graded. The student will acquire than, the permission to submit the work pertaining to the SENIOR STUDY PROJECT, in its two disciplines: The Concept part & the Design/ Multimedia part.

2. At the end of the 15th week, the work will be presented in front of a Grand Jury, who shall deliberate according to the following criteria:

A+:Graduate with Distinction   95 – 100

A   :Graduate with Honor   90 – 94.9

B+ :Graduate Good   85 – 89.9

B :Graduate   80 – 84.9

C :Must complete within 4 weeks   75 – 79.9

D :Fail   Below 75

In case of failure, the Jury decides whether the student will have to change the project completely and repeat the whole or recommence the work from the beginning of the third period.

COURSE DESCRIPTION

GRAPHIC DESIGN:

ARTH 311 HISTORY OF GRAPHIC DESIGN I **2.0: 2 cr. E**
Origins of Graphic Design, from the Industrial revolution with details about styles, artists and movements.

ARTH 312 HISTORY OF GRAPHIC DESIGN II **2.0: 2 cr. E**
Continuity of History of Graphic Design I; Emphasis is put on Modern Times from World War II to the Present Times.

GRDN 301 GRAPHIC DESIGN III **6.0: 4 cr. E**

GRDN 302 GRAPHIC DESIGN IV **6.0: 4 cr. E**
Advanced course dealing with information, analysis of Design problems, and problem solving. Projects to include writing a Design brief, researching a content area, organizing a logical hierarchy, and developing Design solutions. (applications. catalogues, brochures, books, and magazines).

GRDN 303 GRAPHIC DESIGN V (SENIOR GD PROJECT): IN THE FOLLOWING DISCIPLINES
•Artistic and Creative Approach **3.0: 2 cr. E**
•Concept and Design **6.0: 4 cr. E**
(Refer to the "Rules governing the admittance to and modalities for presentation of the Senior GD Project")

GRDN 304: Senior Research : **2.0: 2 cr. E**
Written paper on a topic in relation with presentation. Choice of subject. Marketing and concept. Strategy.

GRDN 306 SENIOR STUDY "A": MEDIA DESIGN   **10 cr.**

Advanced course in student's major field to complete a Media Design project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

GRDN 307 SENIOR STUDY "B": ADVERTISING DESIGN   **10 cr.**

Advanced course in student's major field to complete an Advertising Design project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

GRDN 308 SENIOR STUDY "C" PRODUCTION DESIGN   **10 cr.**

Advanced course in student's major field to complete a Production Design project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

GRDN 311 PRODUCTION II   **3.0: 2 cr. E**

Study of printing presses, papers, inks, special effects, and binding emphasizing the way a book is made, structured, and what it communicates.

GRDN 316 NEW MEDIA DESIGN I   **4.0: 3 cr. E**

Exploring multimedia. Two-dimensional animation and interactivity and three-dimensional modeling.

GRDN 317 NEW MEDIA DESIGN II   **4.0: 3 cr. E**

This course deals with the fundamentals elements of video making, adding visual and sound effects to videos, as well as exploring the variety of Format options and distribution possibilities. It also incluDes lectures on video shooting techniques, and discussions on new technologies used to create visual effects for motion pictures.

GRDN 318 NEW MEDIA DESIGN III   **3.0: 2 cr. E**

Advanced course in dealing with video shooting and editing, digital audio and their application to motion graphics, animation, and interactive CDs.

GRDN 321 ADVERTISING DESIGN   **4.0: 3 cr. E**

This course deals with strategies, marketing, and concepts.

GRDN 322 MARKETING STRATEGIES   **3.0: 2 cr. E**

In this course the students will learn to develop further the basic understanding of functions and concepts in today's marketing environment. The course will include a study of distribution, pricing and promotion. Student's learning will combine a program of self-directed seminars, group discussion, case studies and projects.

GRDN 326 WEB DESIGN   **3.0: 3 cr. E**

Specific problems to be addressed in reference to Web page Design.

GRDN 331 COPYWRITING FOR ADVERTISING   **2.0: 1 cr. E**

Copywriting is a critical element in the creation of an advertisement. It is a combination of Art & Science, which requires solid research, creative imagination and excellent writing skills.

This course is Designed to make you more aware of the advertising process, and to enable you to work with images and words to create powerful advertising messages.

GRDN 332 STORYBOARDING   2.0: 2 cr. E

Storyboarding is the process of producing sketches of shots in order to translate a written script into visuals. This course is an introduction to storyboarding and the planning processes of visual storytelling. Translation of concepts such as shot types, continuity, pacing, transitions and sequencing into a visual narrative.

TSGD 301 CORPORATE IDENTITY   3.0: 3 cr. E

This Course aims to provide a comprehensive understanding of corporate identity and corporate brand management and illustrate their importance to public and private sector organizations. To familiarize graduates with the related concepts of organizational identification, corporate image and corporate reputation.

TSGD 302 3D PROBLEM-SOLVING   2.0: 2 cr. E

3D modeling, packaging, Design, and environmental graphic Design (Signing Parks and museums).

TSGD 311 LEGISLATION   2.0: 2 cr. E

A general Survey of the Lebanese Laws governing work, contracts law, founding and operating companies and associations. Common course for all disciplines.

TSGD 312 BUSINESS PRACTICES FOR GRAPHIC DESIGNERS   2.0: 2 cr. E

This course deals with the structure and composition of an advertising agency team involved in concept and execution of an advertising, printing or publishing.

INTERIOR ARCHITECTURE AND DESIGN:

ARTH 301 HISTORY OF ARCHITECTURE I   2.0: 2 cr. E

Course dealing with the evolution and development of Architecture and the understanding of the different architectural styles and innovations from pre-history till the 13th century.

ARTH 302 HISTORY OF ARCHITECTURE II   2.0: 2 cr. E

Continuation of History of Architecture I. This course covers all the historical periods from the 13th century till present day. Emphasis is put on the Lebanese Architecture beginning late 19th century and the new architectural movements of the 20th century.

IADN 301 INTERIOR ARCHITECTURE AND DESIGN A   6.0: 4 cr. E

IADN 302 INTERIOR ARCHITECTURE AND DESIGN B   6.0: 4 cr. E

These courses enable students to develop an individual approach to spatial Design within a stimulating, creative and supportive environment. They provide a launch pad to a higher level Interior Architecture and Design career for a diverse range of subjects. Through a focus on the articulation of space and the significance of semiotics, students have the opportunity to build on skills acquired through their first degree to explore their area of interest to an advanced level.

In-depth research into current Design processes and technologies and a focus on related work placements provide them with an opportunity to enhance their career prospects and aspirations.

IADN 303 SENIOR IAD PROJECT   12.0: 6 cr. E

Presentation of a project complete with all details and advanced construction documents. The program for this project is initiated by the student and submitted to a jury for approval.
(Refer to the "Rules governing the admittance to and modalities for presentation of the Senior IAD Project")

IADN 311 FURNITURE DESIGN AND CONSTRUCTION   6.0: 3 cr. E

Exploration of various types of furniture, emphasizing techniques of wood- working developed by exploration of mixed techniques allowing for new shapes. Project plus model.

IADN 312 CONSTRUCTION DETAILING   **4.0: 3 cr. E**

Advanced course in working drawing techniques which embrace conventional symbols, dimensioning, drawing arrangement, related to interior architecture projects done by the students.

IADN 316 INTRODUCTION TO SET DESIGN   **2.0: 1 cr. E**

Introduction to Set Design. Actual scripts are used to develop set concepts and sites for shooting on location.

IADN 317 SENIOR STUDIO F: SET DESIGN   **10 cr.**

Advanced course in student's major field to complete a Set Design project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

IADN 321 INTRODUCTION TO RENOVATION, REHABILITATION, RESTORATION   **4.0: 3 cr. E**

Students work with a historic building in order to understand what may or may not be done. The course emphasizes the necessity to «leave the site alone» when restoration has no real value.

IADN 322 SENIOR STUDIO D: RESTORATION, REHABILITATION AND RENOVATION   **10 cr.**

Advanced course in student's major field to complete a Restoration Project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

IADN 331 INTRODUCTION TO COMMUNICATION SPACES   **2.0: 1 cr. E**

Deals with all types of spaces in which information will be disseminated or displays will be shown. The problems faced are presented by visiting rooms in public building and museums.

IADN 332 SENIOR STUDIO A: COMMERCIAL   **10 cr.**

Advanced course in student's major field to complete a Commercial Office Design Project.

The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

IADN 333 SENIOR STUDIO B: RETAIL STORES   **10 cr.**

Advanced course in student's major field to complete a Retail Stores Design Project.

The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

IADN 334 SENIOR STUDIO E: COMMUNICATION SPACES   **10 cr.**

Advanced course in student's major field to complete a Communication Spaces Design Project.

The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

IADN 341 RESIDENTIAL SPACES   **4.0: 3 cr. E**

Emphasis is put on the necessity of analyzing various Design requirements pertaining to concepts, circulation, and functions in a certain residential space

IADN 342 SENIOR STUDIO C: RESIDENTIAL   **10 cr.**

Advanced course in student's major field to complete a Residential Design Project.

The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

TSDN 311 LEGISLATION   **2.0: 2 cr. E**

A general Survey of the Lebanese Laws governing work, contracts law, founding and operating companies and associations. Common course for all disciplines.

TSID 316 3D STUDIO MAX FOR IAD   **3.0: 3 cr. E**

Students gain an understanding of the steps required to produce visualization using the computer. Still and animated rendering. Texture, lighting, and casting shadows.

TSID 321 QUANTITY SURVEYING   **2.0: 2 cr. E**

A course on the methods, contents, and presentation of construction documents: Bill of Quantities, Specification Files, and Estimation Procedures.

TSID 322 BUSINESS PRACTICES FOR INTERIOR DESIGNERS   **2.0: 2 cr. E**

Emphasis is on business skills necessary to open and operate an Interior Architectural Design business.

TSID 323 INTERIOR BUILDING LAWS   **2.0: 2 cr. E**

A course dealing with the Lebanese Building Laws pertaining to Interiors.

TSID 331 SEMINAR IN LIGHTING   **1.0: 1 cr. E**

TSID 332 SEMINAR IN HVAC   **1.0: 1 cr. E**

TSID 333 SEMINAR IN SANITARY INSTALLATION AND FITTINGS   **1.0: 1 cr. E**