

ACADEMIE LIBANAISE
DES BEAUX-ARTS
(ALBA)

ACADEMIE LIBANAISE DES BEAUX-ARTS (ALBA)

The Académie Libanaise des Beaux-Arts offers its entire program in French in its original place in Sin el-Fil (Beirut). This language of instruction has been applied at ALBA since its founding, and long before it joined the University of Balamand in 1988.

Since October 2000, the Académie Libanaise des Beaux-Arts offers programs on the main University Campus in Balamand (al-Kurah) in English.

ALBA offers degrees in Architecture, Decorative Arts, Plastic Arts, Urban and Regional Planning, Audiovisual Directing and Fashion Design.

ACADEMIE LIBANAISE DES BEAUX-ARTS

Ecole d'Architecture Ecole des Arts Décoratifs

Ecole des Arts Plastiques et des Arts Appliqués

Ecole de Cinéma et de Réalisation Audiovisuelle

Institut d'Urbanisme

Ecole de Mode

School of Design and Communication Arts

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SCHOOL OF DESIGN AND COMMUNICATION ARTS **(BALAMAND CAMPUS)**

OFFICERS OF THE SCHOOL

Warrak Elias	President
Bahr Georges	Acting Provost
Bekhaazi Andre	Acting Dean, ALBA
Fiani, George	Director, ALBA – Balamand Campus
Moubayed, Walid	Acting 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
Sfeir, Lisa	Faculty Secretary

FULL-TIME FACULTY MEMBERS

Ayoub, Rima	DES in Interior Architecture: I.N.B.A – Lebanon
Beaini, Joseph	BED “Environmental Design” Diploma in “Computer Graphics and Production” UQAM – Canada
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 in Interior Architecture: ALBA – Lebanon
Maamary Gebran	DES in Interior Architecture Masters in History of Sacred Arts Certificate «Restoration of Artistic Works » USEK– Lebanon
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
Razzouk Elie	BA in Film Studies Charles University – College of Arts – Prague – FAMU International Master 1 in “Arts du Spectacle” University of Montpellier 3 – France Master 2 in Cinema & Audiovisual Production University of Montpellier 3 – France

Rizkallah Jacques
Sarraf Rima
Sassine Yolla

Zachariou Yanni

DES in Plastic Arts: I.N.B.A – Lebanon
DES in Advertising: ALBA – Lebanon
Diploma of Architectural Engineering
A.I Mikoyan Kuibyshev - Russia
Diploma of Drawing and Restoring Icons
Historical Museum of Kuibyshev – Russia
DES “Architecture”: ALBA – Lebanon

GRADUATE PROGRAM

INTRODUCTION:

Graphic Design and Interior Architecture & Design are closely allied disciplines with a broad professional and interdisciplinary philosophy. They share many of the same courses. Both design programs are committed to nurture cultural diversity while providing solid grounding in the basis of design, the use of current tools, and the high standards of professional practice.

The Primary Objective of the Computer Graphics & Interactive Media Program is to prepare Students for the Art & Design Professions in which Computers have become an essential tool in the creation and transmission of Audio-Visual Ideas.

Graphic Design students learn the effective use of text and image in the communication of messages and ideas. Students are encouraged to dare to take different creative and personal approaches to problem solving. All types of expressions are encouraged. Computer images, video, and/or traditional media are but means to serve an end. Personality-nurtured perception and interpretation and historical content and references, as they are discussed in class, develop each student's uniqueness.

Interior Architecture & Design students learn the standards of the profession. They use education, experience, and skills to identify, research, and creatively solve problems pertaining to interior environment to enhance the quality of life. They define the problem, determine the solution, heeding spatial opportunities and the availability of furnishings and equipment, and then produce accurate drawings reflecting the building, the site condition, the building's construction system, and its occupancy needs.

Computer Graphics & Interactive Media emphasizes the user's creativity, rather than the capability of the Computer. The Program challenges the students to apply their creativity and imagination to the latest digital tools and techniques, while the curriculum is devoted to teaching the Practice and Theory that emerge from the convergence of the new media technology. It prepares students for positions in the Art and Design Disciplines that currently employ this technology: Interactive Media, Interface Design, Computer Animation, Imaging, and Fine Arts.

The Architecture Program prepares the students to become professional practitioners. The study of architecture is as a cultural process dedicated to the sustenance of imagination and creativity and also the necessity for material embodiment within a larger social and ethical context.

The Projects sequence within the Program offers a thorough foundation of knowledge integrating critical thinking, design, technology, building, representation, and social responsibility. Students are encouraged to aspire towards creative and intellectual independence and to commit to authentically-inspired architectural research.

The Académie Libanaise des Beaux-Arts at Balamand Campus offers the following Programs:

1. MFA in Interior Architecture and Design with Studio Concentration in:

- o Interior Architecture and Design
- o Set Design
- o Communication Spaces
- o Retail and Commercial Spaces
- o Renovation, Rehabilitation, and Restoration

2. MFA in Graphic Design with Studio Concentration in:

- o Media Design
- o Advertising Design
- o Printing Production

3. MFA in Computer Graphics & Interactive Media with Studio Concentration in:

- o Computer Graphics
- o Interactive Media
- o Game Design

4. Master of Architecture.

A. ADMISSION REQUIREMENTS:

- Applicants must be holders of a BA, BS, BFA, BS in Architecture Studies, or BARCH degree in Interior Architecture and/or Design or Graphic Design, Computer Graphics or Architecture 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 , BS, B ARCH.
 - b. Exercises illustrating the various disciplines of his/her curriculum of study for applicants who have successfully completed their 3rd year of study, except for Architecture, their 4th 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.

B. ACADEMIC RULES AND REGULATIONS:

I. Graduate students in Interior Architecture and Design, Graphic Design, Computer Graphics & Interactive Media:

1. These 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.

II. Graduate students Architecture:

Should achieve the following criteria in their M.ARCH Program:

- Achieve a grade of 70 on all theoretical courses.
- Achieve a grade of 76 on the Graduate Studio Courses: ARCH301 & ARCH302 (named First Class Projects). Failure to do so, they will be given the opportunity to do 2 remedial projects maximum, in order to supersede 2 grades.
If the student fails to achieve the required average of 76, he will have to repeat the failed course.
- Achieve a grade of 80 on the Long Project III.
- Achieve an overall Cumulative Average of 80, in order to be able to register the Thesis and the Senior Study Project in Architecture.

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

- No student is admitted into the Senior Project, unless he has completed the curriculum of the MFA or MARCH program, set in the Plan of Study.
- The student must have achieved a cumulative major average of 80/100 and above, on courses assigned for the MFA or MARCH 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 then, 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 four weeks: 70-79 (After which a second assessment is made)
- iv. Fail: below 70 (Must repeat the IADN 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 Marketing Strategy part
- b. The Design Visuals 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 four weeks: 70-79 (after which a second assessment is made)
- iv. Fail: below 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)
- 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

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. In the latter case, the student will be given a period ranging from 6 to 8 weeks to re-arrange the project according to the requirements set by the Jury. During this period, he will be guided by his professors until the fixed submittal date.

No pre-jury is done at this stage. The student will have to submit the project in front of the Grand Jury whenever it is convened.

3. 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 then, 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.

4. 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 8 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:

I. 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 then, 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.

B.4. MODALITIES GOVERNING THE SUBMITTAL OF THE FINAL MARCH PROJECT

B.4.1. INTRODUCTION:

The aim of the Final MARCH project is to synthesize the knowledge gained by the student during his years of study. In special cases, this project thanks to the acquired maturity, could help him develop a particular thesis on one of the many architectural or urbanistic themes. This can be done either by the basic design study, by its architectural translation or the novelty of the theme.

B.4.2. ADMINISTRATIVE REQUIREMENTS:

- No one is supposed to ignore the law, students are the sole responsible to obtain from the administration the rules and all appendices.
- Final Project workshops are created, each with three or four instructors, where corrections will be held both individually and collectively by the instructors. The student is entitled to at least three collective corrections during each of the steps, Draft Preliminary Proposal (DPP), Developed Preliminary Design (DPD).
- Student's attendance to the corrections sessions should be regular. In case of prolonged absence, a valid excuse will be required from the candidate to enable him to benefit from a new calendar for corrections and a new deadline for the presentation of DPP and DPD.
- The student must necessarily present his/her DPP within three months from the date of confirmation of the workshop and instructor (starting date of regular sessions of corrections). Exceptionally, an additional month may be granted to the student at the request of the instructor.
- The student is allowed to fail his/her DPP only twice. At the third failure, the student will be asked to change the topic and pass before the selection committee to validate a new one.
- The administration shall then set the deadline for the submission of the new DPP-DPD.
- To facilitate and coordinate the technical corrections during FPD, architecture instructors and technical engineers will be available for consultation. The supervisor for the final project will also be available to coordinate and clarify, if necessary, the content and spirit of the texts concerning the different phases of the degree. In case of need or disagreement, his arbitration will be required.

• **All graphics documents should be mandatory at an architectural scale, namely:**

1/1 - 10/1 - 20/1 - 50/1 - 100/1 - 200/1 - 500/1 - 1000/1. Other scales are rejected. The graphic materials must be on white paper and read from a distance under penalty of elimination (Title, name, drawings identification, dimensions, indications of parts, etc ...).

Colored renders will be authorized within the limits of the discretion and the enhancement of the Architecture. Photoshop is prohibited unless exceptionally allowed (1 or 2) by the advising instructor.

B.4.3. MANDATORY STEPS AND PROVISIONS

Phase 1:

I-A Topic Selection

The selection committee is composed of:

- The director of the school and/or the Final Project Supervisor (Ex-Officio Members).
- Two or three instructors appointed for one semester.

After validating the credits of the 1st Class, and the credits of the Long Project III, the student may propose to the committee, on an A4 format, at least two topics for his final project.

On this form will be defined the following:

- The theme or title of the project and its purpose.
- The site, its location and its perimeter, with photos, topographic plan, regulations, access roads..etc.,
- The proposed functions.

Giving its approval at this stage, the selection committee will determine the project's category (A, B or C).

The committee deciding their classification according to the choice made by the student, the submitted topics fall in one of three categories:

A - Specialized and in-depth architecture project.

B - Architecture project in an urban environment.

C - Dissertation related research.

Category A: The Project should be complete in every detail: architecture, structure, sanitary facilities, HVAC, lighting, etc.

In order for students to develop these multiple and complex elements in the time frame that is theirs, the proposed topic should be of reasonable size. The student will therefore propose either a relatively small program, or treat a defined part of a greater whole.

Category B: This category aims the thorough training of the contextual approach, including the consideration of a dynamic development of a place. The project will answer a targeted problematic and specific intention, after one of the urban projects treated in local workshops to benefit from the general scope of reflection already analyzed.

Category C: 'the student can focus all his efforts on architectural research around a specific theme. The Category C diploma consists of a research that will take the form of a detailed thesis supported by an architectural application. Projects in category B and C require a prior meeting with the director of the school and the Final Project Supervisor before moving to the selection committee for approval and verification of the student's ability to approach one of the two categories. The director of the school will study the possibility of integrating qualified specialists outside the university (Especially for category C), in areas that can help the student in his / her approach.

I-B- Project Report Development:

Category A & B:

Within the diploma workshop, instructors will lead and advise the student in the development of his Project Report. (Supporting documentation of chosen theme, reference examples, and the site inventory with photos of the land and its environment, the prime contractor and operating setup, the detailed program + Surfaces, feasibility study ...)

Members of this workshop will share the tasks and appoint one of them (according to his/her availability) for the close monitoring of the student.

The student will submit the report to the workshop members within a maximum of three weeks (from the date of the topic selection by the committee).

The workshop diploma will give its final approval, and will transmit a copy to the diploma supervisor, who will date, sign and file the copy at the administration (to set the due date of the first DPP).

The Report is a documentary and iconographic research established with succinct texts favoring statistics, architectural data, functional and physical.

It should lead to a personalized analysis and a detailed program in terms of useful area, built-up areas, importance and type of occupancy (categories A and B).

This document must be presented at all stages of the Diploma (DPP-DPD, Pre-Jury and Final Jury) and should contain the following:

- Personal analysis of the approved topic.
- Documentation and objective data.
- Plot/site area, Topography, Servicing roadways, rules and regulations.
- Rough and detailed metric areas of the Program.
- Feasibility Study.

Category C:

Students should prepare an initial document of two to three A4 pages containing a description of the topic, a tentative plan of work, assumptions and objectives, and the bibliography of the research.

In the event of validation of the choice by the committee, the student will have three weeks to write his Draft Report supervised by his teacher and present it to the workshop for validation.

The Draft Report will contain:

- A description of the theme.
- A delimitation of the scope of the study.
- Previous research.
- Draft work plan.
- Assumptions and Objectives.
- The bibliography.

Phase 2: Draft Preliminary Proposal / DPP:

The DPP will be initiated only if the student has validated all the credits of the first class, including the long and urban projects.

The student will necessarily submit his/her first DPP within a period of three months from the Approval of the Final Project Supervisor. If for any reason, the student cannot meet this deadline, he/she must notify the instructor and the administration 15 days before the due date. With the agreement of the diploma supervisor the student will then be granted an additional period of 1 month.

The minimum required documents are:

For category A:

- Graphic outline of the Program/ Report.
- A topographical map of the terrain with orientation, the exact area, zoning, the legal restrictions, connection to surrounding networks, existing equipment and features.
- An area tabulation of the different elements of the program.
- A diagram of the various functions and their mutual relations
- Diagrams, sketches, perspectives, models or any other means, allowing the student to explain his design research process. Succinct and descriptive captions can help in the comprehension of the drawings.
- Graphic Documents: site plan, mass plan, plans for all levels, explanatory sections required (minimum of two), elevations (two minimum).
- A study model.

For category B:

- Graphic outline of the Program/ Report.
- Summary of the findings across the three areas: Large, Limited and Small.
- Diagnostics and intentions: Analysis of context through physical, spatial, landscape, socio-economic and functional complexity.
- Organizational Chart.
- Chosen scenario, research about similar projects and detailed program.
- Architectural concept (functional and typological choice) at appropriate scales: General plans, Detailed plans (including landscaping and outdoor areas), sections, elevations, perspectives (showing the ratio of new units built with their entourage), and specific innovative details.
- Study model.

For category C:

•Dissertation (30/35 A4 pages, 15000/18000 words), detailing the problematic according to the pre-established subject. This document will contain the following parts;

-Table of Contents.

-Introduction.

-Development

-Conclusion

-List of references

-Possible addendums.

The memoir must respect the norms of citations and referencing.

•Presentation of research (graphic and/or digital).

•Summary statement of architectural application, supported by graphic designs and / or study model.

Draft Preliminary Proposal Assessment:

The jury presided by the director of the school of architecture and/or the Final Project

Supervisor will be composed by the members of the workshop plus a couple of visiting instructors.

Phase 3: Developed Preliminary Design / DPD:

Having validated the DPP, the student will have a minimum of 2 months (categories A, B and C) for the submittal of his DPD to the Jury. This submission, together with the written approval dated and signed by the advising instructor should reach the administration one week before the fixed Due Date.

The Administration will ensure that that this formality has been carried out and verify that all the project's requested elements are submitted.

Should there be no compliance with these terms, the project will not be allowed to be presented in front of the Jury.

DPD Architecture Mandatory Elements (categories A and B):

•Graphic outline of the Program / Report.

•Reminder of architectural concept presented during DPP (study model or master plan).

•All documents already submitted during the DPP and made available to the jury.

•Rough and detailed metric areas of the Program.

•Graphic documents specified by the advising instructor, including all plans with axes, the 4 elevations (indicating the chosen materials), at least two sections necessary for understanding the project.

•All the physical impact of the technical elements will be mentioned on architectural documents (plans, sections, elevations).

•A new study model showing the topography, access roads, and the built environment.

DPD Mandatory Elements (category C):

- Presentation of the research (graphic and / or digital).
- Architectural implementation (plans, sections, elevations, study model and / or prospects... etc).

DPD Technical Mandatory Elements (category A):

- For all technical documents, accurate and unfurnished plan views at the same scale of all non-recurring levels.
- The advising instructor will specify the scale, the technical elements to be processed, the format of the board and the readable identification of levels.

A single scale for all technical plans, 1/100 or 1/200.

- The advising instructor will delineate the parts to be developed for projects of a certain size, which will need to be confirmed by the jury of the DPP.
- Assessment will consider: the architectural quality and the taking into account of the impact on areas of all technical constraints involved. Technical lots will be perfectly coordinated with each other and clearly located on architectural documents.

The following principles will guide the development of technical drawings;

- Simplicity: A simple solution is preferred over complicated systems.
- Clarity: Reading the plans and diagrams should be easy.

During the sessions of corrections with technical engineers, the advising instructor will accompany the student at least twice; he will participate in the selection of the systems adopted, and ensure coordination of the technical requirements with the architectural documents (plans, sections and elevations).

To submit its architecture and technical DPD before the jury the student should receive the dated and signed approval of the advising instructor.

Structure:

- Justification and understanding of the adopted structural system.
- Two or three formwork floor plans (including basement chosen by the instructor) with indication of the axes, expansion joints, columns, bearing walls, beams, type of slabs, their thickness and span direction.

Air conditioning, heating and ventilation:

- Justification and understanding of the adopted system.
- Indication of premises (boilers, oil tanks, service ducts, smoke shafts, fresh air brought and extraction of stale air).
- Location of cooling towers, and / or of the main compressor.
- Ventilation plan of a basement floor (selected by instructor).
- A heating and / or air conditioning plan of an upper level (selected by instructor).

Plumbing and Sanitary:

- Location of water tanks and pump rooms.
- Location of wastewater shafts.
- Rainwater evacuation system from roofs or terraces with routing indication of pipes and their external connections.
- Evacuation system of waste water, installation of exterior necessary manholes, and connections to the public network.

Electricity and Lighting:

- Location of the main transformer and backup generators.
- Location of the inverters room , the main electrical switchboard, secondary switchboards and electrical shafts.

SPECIFIC AREA COORDINATION:

Choosing a specific space to develop on a larger scale (1/50 or 1/20) - in plans, sections, coordinating structure, false ceilings, light fixtures, air conditioning grates and ducts and eventual decoration.

DPD Technical Mandatory Elements (category B):

Technical elements are identical to category A. The diploma supervisor may in some cases set and change the scope of the technical block and the scale of the rendering.

Nota.Bene:

- The jury of the DPD must take into account the assessments and remarks of the PD jury.
- After validation of the DPD, the student will not be entitled to corrections.

Phase 4: Final Project:

After acceptance of the DPD, the student will have a minimum of two months to develop his project. During this phase, it is the sole responsibility of the diploma supervisor to guide and advise students for the final development of their project.

The A3-U3 sheet for rendering elements must first be completed and signed by the advising instructor; it will be presented to the pre-evaluation jury who will grant authorization for the project to be presented in front of the Grand Jury headed by a Delegate of the Ministry of Education and Higher Education.

Render items:

- All documents cited in the DPD.
- A study model showing the project in its environment.
- Interior and exterior perspectives highlighting different aspects of the project.
- Any specific details to the project chosen by the instructor.

COURSE DESCRIPTION

A. INTERIOR ARCHITECTURE AND DESIGN:

ARTH 301 HISTORY OF ARCHITECTURE I

2.0: 2cr.

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.

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: 4cr

IADN 302 INTERIOR ARCHITECTURE AND DESIGN B

6.0: 4cr

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: 6cr

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: 3cr

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: 3cr

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: 1cr

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

10cr

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: 3cr**

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.

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.

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.

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

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

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.

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.
Emphasis is on business skills necessary to open and operate an Interior Architectural Design business.	
TSID 323 INTERIOR BUILDING LAWS	2.0: 2 cr.
A course dealing with the Lebanese Building Laws pertaining to Interiors.	
TSID 331 SEMINAR IN LIGHTING	1.0: 1cr.
TSID 332 SEMINAR IN HVAC	1.0: 1cr.
TSID 333 SEMINAR IN SANITARY INSTALLATION AND FITTINGS	1.0: 1cr.

A. 2. PLAN OF STUDY: MFA – INTERIOR ARCHITECTURE & DESIGN

	Course Code	Course Name	Passing	Credits
First Year	ARTH 301	HISTORY OF ARCHITECTURE I	70	2
	IADN 301	INTERIOR ARCHITECTURE AND DESIGN A	70	4
	IADN 311	FURNITURE DESIGN AND CONSTRUCTION	70	3
	IADN 331	INTRODUCTION TO COMMUNICATION SPACES	70	1
	IADN 341	RESIDENTIAL SPACES	70	3
	TSDN 311	LEGISLATION	70	2
	TSID 323	INTERIOR BUILDING LAWS	70	2
	ARTH 302	HISTORY OF ARCHITECTURE II	70	2
	IADN 302	INTERIOR ARCHITECTURE AND DESIGN B	70	4
	IADN 312	CONSTRUCTION DETAILING	70	3
	IADN 316	INTRODUCTION TO TV PRODUCTION	70	1
	IADN 321	INTRODUCTION TO REHAB.RENOV. AND RESTOR.	70	3
	TSID 321	QUANTITY SURVEYING	70	2
	TSID 322	BUSINESS PRACTICES FOR IAD	70	2
Second Year	IADN 303	SENIOR IAD PROJECT:	80	6
	TSID 316	STUDIO MAX FOR IAD	70	3
	TSID 331	SEMINAR IN LIGHTING DESIGN	70	1
	TSID 332	SEMINAR IN HVAC	70	1
	TSID 333	SEMINAR IN KITCHEN AND BATH	70	1
	SENIOR STUDY PROJECT, CONCENTRATION IN ONE OF THE FOLLOWING:		80	10
	IADN 317	SENIOR STUDIO F: TV PRODUCTION DESIGN		
	IADN 322	SENIOR STUDIO D: HOTEL, RESTORATION		
	IADN 332	SENIOR STUDIO A: COMMERCIAL		
	IADN 333	SENIOR STUDIO C: RETAIL STORES		
	IADN 334	SENIOR STUDIO E: COMMUNICATION SPACES		
IADN 342	SENIOR STUDIO B: RESIDENTIAL			
TOTAL NUMBER OF CREDITS				56

B.1. 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 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.

B. 2. PLAN OF STUDY: MFA – GRAPHIC DESIGN

	Course Code	Course Name	Passing	Credits
First Year	ARTH 311	HISTORY OF GRAPHIC DESIGN I	70	2
	GRDN 301	GRAPHIC DESIGN III	70	4
	GRDN 316	NEW MEDIA DESIGN I	70	2
	GRDN 323	MARKETING FOR ADVERTISING	70	2
	GRDN 331	COPYWRITING	70	2
	TSGD 301	CORPORATE IDENTITY	70	3
	TSDN 311	LEGISLATION	70	2
	ARTH 312	HISTORY OF GRAPHIC DESIGN II	70	2
	GRDN 302	GRAPHIC DESIGN IV	70	4
	GRDN 311	PRODUCTION II	70	2
	GRDN 317	NEW MEDIA DESIGN II	70	2
	GRDN 326	WEB DESIGN	70	3
	TSGD 303	BRANDING	70	2
	TSGD 312	BUSINESS PRACTICES	70	2
Second Year	GRDN 303	GRAPHIC DESIGN V	70	6
	GRDN318	NEW MEDIA DESIGN III	70	2
	GRDN322	MARKETING STRATEGIES	70	2
	GRDN324	RESEARCH METHODS IN DESIGN	70	2
	GRDN332	STORYBOARDING	70	2
	GRDN 304	SENIOR RESEARCH	70	2
	SENIOR STUDY PROJECT, CONCENTRATION IN ONE OF THE FOLLOWING:		70	10
	GRDN 306	SENIOR STUDY A: MEDIA DESIGN		
	GRDN 307	SENIOR STUDY B: ADVERTIZING DESIGN		
GRDN 308	SENIOR STUDY C: PRODUCTION DESIGN			
TOTAL NUMBER OF CREDITS				60

C.1.COMPUTER GRAPHICS & INTERACTIVE MEDIA:

ARTH 320 AESTHETICS IN VISUAL CULTURE

2.0: 2 cr. E

This course explores the various contemporary theories and movements in visual culture. Preparing the students to analyze any given visual critically while taking into account the communicative aspect of the visual as well as its aesthetics. This is a crucial point for any masters student since it will improve if not alter their previous perspective on the presentation of the digital image.

CGIM 301 GRADUATE STUDIO

8.0: 6 cr. E

This graduate studio course involves 3 guided projects distributed evenly throughout the semester. The projects will be based on cases that the students will encounter in the Lebanese industry. Each is oriented towards a specific domain (Music Visualization, Visual Awareness Campaigns and Rebranding the Animations of a TV show) and will be submitted with a report (production document) and a presentation.

CGIM 317 3D CHARACTER ANIMATION

2.0: 2 cr. E

This course covers in depths the various modeling and animation techniques in 3DS MAX that also including texturing, lighting, rendering and plug-in manipulation. Consequently, the students will have the knowledge and skills to use 3ds max in any given scenario.

TSCG 321 Interactive Audio-Visual and Multimedia

4.0: 2 cr. E

Interactive Audio-Visual and Multimedia Performance Multimedia Technology applies interactive computer elements, such as graphics, text, video, audio, and animation to deliver a message by allowing people to communicate ideas and information with digital and print elements.

TSCG 307 ADVANCED PROGRAMING C++ FOR GAMING 2.0: 2 cr. E

This course teaches the concept of Unity 3D using C++ language to create games.

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.

GRDN 323 MARKETING FOR ADVERTISING 2.0: 2 cr. E

Marketing strategies in Advertising has become an intrinsic part of all the communications disciplines, including design itself. Being the creators of the final translation of any marketing strategy, and being the primary touch point with the end user, graphic designers – mostly within advertising agencies - have to understand the fine intricacies of marketing and communication strategies

GRDN 324 RESEARCH METHODS IN DESIGN

3.0: 2 cr. E

This course concerns itself with the period that starts when the brief is received and ends when the brainstorming is concluded, and output enters the studio for execution. It's not about instilling an exact method of research, but rather about personal flair and self-discipline.

GRDN 331 COPYWRITING

2.0: 2 cr. E

This course is about verbal communication. It is about being able to formulate a message in the shortest and most impactful way, inciting the reader to react.

TSGD 301 CORPORATE IDENTITY**4.0: 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 303 BRANDING**3.0: 2 cr. E**

Branding on a wide scale is what drives business today. It is only through how well a company, product or service, are known and how appealing they look that consumers are driven to buy into them. Branding as such is a continuum made up of a plethora of components that, once put together, create the brand universe. Although visibly driven by design, look and feel, it is the underlying components that build up to this visual manifestation.

C. 2. PLAN OF STUDY: MFA – COMPUTER GRAPHICS & INTERACTIVE MEDI

	Course Code	Course Name	Passing	Credits
First Year	CGIM 316	CONCEPT CHARACTER AND STORYBOARD DVPT	70	2
	CGIM 317	3D CHARACTER ANIMATION	70	2
	CGIM 321	SCULPTING AND MODELING WORKSHOP	70	2
	GRDN 323	MARKETING FOR ADVERTISING	70	2
	GRDN 331	COPYWRITING	70	2
	TSCG 307	ADVANCED PROGRAMMING C++ FOR GAMING	70	2
	TSCG 316	TV GRAPHICS & VIZRT	70	3
	TSDN 311	LEGISLATION	70	2
	TSGD 301	CORPORATE IDENTITY	70	3
	ARTH 320	AESTHETICS VISUAL CULTURE	70	2
	CGIM 301	GRADUATE STUDIO	70	4
	CGIM 318	ADVANCED 3D CHARACTER ANIMATION	70	2
	CGIM 331	3D CHARACTER MODELING	70	2
	CGIM 326	DESIGN WORKSHOP FOR WEB	70	2
	GRDN 324	RESEARCH METHODS IN DESING	70	2
	TSGD 303	BRANDING	70	2
	TSGD 312	BUSINESS PRACTICES	70	2
Second Year	CGIM 303	SENIOR CGIM PROJECT	70	6
	CGIM 332	3D CHARACTER TEXTURING AND WORK FLOWS	70	2
	TSCG 308	2D & 3D CAD AND RENDERING	70	2
	TSCG 321	INTERACTIVE AUDIO VISUAL AND MULTIMEDIA	70	2
	SENIOR STUDY PROJECT, CONCENTRATION IN ONE OF THE FOLLOWING:		70	10
	CGIM 306	SENIOR STUDY PROJECT A: COMPUTER GRAPHICS		
	CGIM 307	SENIOR STUDY PROJECT B: INTERACTIVE MEDIA		
TOTAL NUMBER OF CREDITS				60

D.ARCHITECTURE:

ARCH 301 ARCHITECTURE STUDIO III (4 projects)

6.0: 6 cr. E

ARCH 302 ARCHITECTURE STUDIO III (2 projects)

6.0: 6 cr. E

In these courses the students will address two main areas:

- 1.Problems in a variety of complex subjects put in a context similar to real problems that they may encounter in their professional life.
- 2.The search for and the expression of a personalized architecture. After solving the problems of the subject, the students should end up with a final product of high architectural quality as far as volumetry, aesthetics, functioning, proportions are concerned.

ARCH 311 DESIGN THEORIES

2.0: 2 cr. E

The creative process of design, through a series of readings, investigations, and analysis of ideas in architectural form and relationships. By understanding how architects convey the ideas and values of society in built form, students will recognize the purpose of architecture as a cultural artifact. The course will introduce students to the process of critical thinking, help them to synthesize the information collected, and base their decisions on valid premises.

ARCH 316 MATERIALS AND TECHNOLOGIES

2.0: 2 cr. E

Introduction to construction chemicals, waterproofing products, sealants, concrete deterioration and concrete repair products, chemical anchors and grouts, concrete & mortar admixtures, tile adhesives and colored grouts, industrial flooring, decorative flooring, protective coatings, tile and stone treatment and maintenance products.

ARCH 321 URBAN PLANNING PROJECT

6.0: 3 cr. E

The main objective of this project is to introduce the students to the development of an Urban Project (City, district, area Dimension... Actors, decision makers ... Procedures ...) and also to educate students to ways of understanding and appropriating territory, so that they can develop project proposals consistent with a site and its context, and to strengthen interdisciplinary exchange between all the departments of the Faculty.

ARCH 331 SUSTAINABLE DEVELOPMENT

3.0:2 cr. E

ARCH 332 SUSTAINABLE CITIES

2.0:1 cr. E

The course introduces the philosophies, theories and key concepts underpinning the principles of sustainable development and sustainability in relation to the built environment within the natural world. Topics include theories of occupant comfort, active and passive solutions, natural lighting, construction material and the main worldwide sustainable rating systems. It provides the student with the necessary tools to explore passive means of environmental control to achieve low energy and comfort under varying climatic conditions. In addition, topics include a theoretical and practical introduction to systematic building modeling as it is related to design with climate and location. The course final outcome will be a project to be developed and executed during the semester.

ARCH 333 REGIONAL AND NATIONAL PLANNING

3.0: 2 cr. E

The development of a regional and national urban policy is the key step for reasserting urban space and territoriality. It is also vital in providing the needed direction and course of action to support urban development. The Policy provides an overarching coordinating framework to deal with the most pressing issues related to rapid urban development, including slum prevention and regularization, access to land, basic services and infrastructure, urban legislation, delegation of authority to sub-national and local governments, financial flows,

urban planning regulations, urban mobility and urban energy requirements as well as job creation. Approved at the highest level, a regional and national urban policy should provide the general framework to orient public interventions in urban areas and be a reference for sectorial ministries and service providers. It should also be the key reference for legislative institutional reform. The Policy is also a good instrument for public and political awareness of the gains to be obtained from sustainable urban development, as well as an opportunity to promote consultation with urban stakeholders.

Taking into account the huge impact of the above mentioned points, this course aims at introducing students to Regional and National Planning.

ARCH 401 SENIOR ARCHITECTURE STUDIO (LONG PROJECT III) 6.0: 6 cr. E

This course aims to teach students, who have already gained some experience in architectural composition, to develop one of the projects done in Architecture Studio III & IV, into a fully accomplished project in Architecture. The student will have to develop the project by studying all architectural aspects, especially the technical details pertaining to: H.V.A.C, sanitary, plumbing, structure, lighting, and safety issues.

ARCH 411 SENIOR PROJECT THESIS 2.0: 2 cr. E

ARCH 412 SENIOR PROJECT IN ARCHITECTURE 12 cr.

ARCH 413 DRAFT PRELIMINARY DESIGN PROPOSAL 2.0: 2 cr. E

ARCH 414 PRELIMINARY DESIGN 2.0: 2 cr. E

The aim of the Senior Study Project is to synthesize the knowledge acquired by the student during his years of study. In special cases, the gained maturity could help him to develop a particular thesis on one of the many architectural or urban themes through either Architectural Design Study or through a research on an Architectural Subject.

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.

TSAR 316 LEGISLATION & BUSINESS PRACTICES 2.0: 2 cr. E

A general Survey of the Lebanese Laws governing Labor, contracts, companies, firms and associations. Emphasis is put on business skills necessary to open and operate a business in Architecture.

E. 2. PLAN OF STUDY: Master of Architecture (MARCH)

	Course Code	Course Name	Passing	Credits
First Year	ARCH 301	Architecture Studio III (4 projects)	76	6
	ARCH 311	Design Theories	70	2
	ARCH 331	Sustainable Development	70	2
	ARCH 333	Regional & National Planning	70	2
	TSAR 316	Legislation & Business Practices	70	2
	ARCH 302	Architecture Studio IV (2 projects)	76	3
	ARCH 316	Materials & Technologies	70	2
	ARCH 321	Urban Planning Project	76	3
	ARCH 332	Sustainable cities	70	1
	IADN 321	Intr. to Restoration, Renovation and Rehabilitation	70	3
Second Year	ARCH 401	Senior Architecture Studio (Long Project III)	80	6
	ARCH 411	Project Thesis	P	2
	ARCH 412	Senior Study Project	80	12
	ARCH 413	Preliminary Proposal	P	2
	ARCH 414	Preliminary Design	P	2
TOTAL NUMBER OF CREDITS				50