



الابداع في التصميم  
Design in Innovation

جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan  
كلية العمارة والتصميم  
Faculty of Architecture and Design



"عراقة وجودة"  
Tradition and Quality"

Brief course description- Course Plan Development and Updating Procedures\  
Graphic Design Department

QF10/0409-3.0E

|                                     |                                |                       |                       |                                 |
|-------------------------------------|--------------------------------|-----------------------|-----------------------|---------------------------------|
| Faculty                             | <b>Architecture and Design</b> | Academic Department   | <b>Graphic Design</b> | Number of the course plan ( 1 ) |
| Number of Major requirement courses | 14                             | Date of plan approval | 2019/11/24            |                                 |

This form is just for the major requirement courses

| Course number                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Credit hours | Title of the course                                       | Prerequisite-co-requisite |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|---------------------------|
| 1002711                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3            | Advanced Scientific Research Methods                      |                           |
| The course discusses the student's preparation for the postgraduate stage in the field of graphic design through their familiarity with the basics of scientific research directed towards cognitive production that students can do from research work. The student will learn how to define the research problem, build hypotheses, review relevant research, as well as collect and analyze data. The course is also concerned with other academic skills such as taking notes, editing, documenting research as well as using the library in postgraduate studies.                                                                                                                                                                                                             |              |                                                           |                           |
| 1002731                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3            | visual manipulate by computer                             |                           |
| The course discusses the student's acquisition of advanced stage skills from computer design to the main basic software in graphic design, namely Photoshop - Illustrator - InDesign in creating different designs and taking into account the scientific and technical aspects of design. Also, advanced uses in two-dimensional and three-dimensional design software                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                           |                           |
| 1002725                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3            | Advanced Visual effect                                    |                           |
| The course discusses the in-depth study of the basic visual elements and their use in producing a visual effect by calculating mathematical variables, whether fixed or animate in terms of size, position and color, for different print, television and cinematic uses.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                           |                           |
| 1002723                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3            | Advanced graphic design means                             |                           |
| The article discusses the study of the most important characteristics and features of scientific and philosophical graphic design arts as well as techniques, methods and methods of design art and the possibility of discovering modern techniques and other creative methods and methods that contribute to the development of graphic arts. In addition to studying the theories of art history and its most important topics theoretically and practically through time and space, starting from the early primitive arts and ending with the arts of the twentieth century through an analytical study and comparison between works of art in various fields. At the end of the semester, the student submits a comprehensive report on his experiences during the semester. |              |                                                           |                           |
| 1002741                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3            | Advanced critical and aesthetic studies/ English language |                           |





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The article discusses the definition of the idea related to theories of creativity through studying and analyzing the most important researches in this science as it is exposed to the most important philosophical trends and their applications in studying the creative process and studying critical concepts and its role in understanding design through contemporary critical practices and aesthetic and technical theories, which have a clear impact on professional critical practices, Which contributed to the establishment of prevailing theories and concepts, through critical practices and its sponsorship of art and its development

| Course number | Credit hours | Title of the course                    | Prerequisite-co-requisite |
|---------------|--------------|----------------------------------------|---------------------------|
| 1002712       | 3            | advanced Theories in consumer behavior |                           |

The course discusses design approaches and its psychology through the student's knowledge of the importance of psychology, its history, methodology, field, branches and schools, as well as its knowledge of the psychological foundations of artistic creativity, its interpretation and its applications in design

| Course number | Credit hours | Title of the course    | Prerequisite-co-requisite |
|---------------|--------------|------------------------|---------------------------|
| 1002713       | 3            | Specialization studies |                           |

The course discusses developing the student's scientific research skills in the English language by searching for information in foreign books and references, how to access information and scientifically documenting it, as well as discussions within the lectures in English terminology for the graphic design.

| Course number | Credit hours | Title of the course                            | Prerequisite-co-requisite |
|---------------|--------------|------------------------------------------------|---------------------------|
| 1002734       | 3            | Visual communication technology of information |                           |

The course discusses the definition of visual communication concepts through studying communication design to give the study design skills and how to address technical work through the methodological foundations and the relationship between theory and application in visual communication design and understanding the principles of designing visual information, and ways to convert complex data into clear and expressive visual information. In addition to learning about the techniques needed to build visual models and design infographics as well as highlighting the conditions that must be met in the visual design of information to show it in a strong and clear way.

| Course number | Credit hours | Title of the course                       | Prerequisite-co-requisite |
|---------------|--------------|-------------------------------------------|---------------------------|
| 1002733       | 3            | Advanced Graphic design and press release |                           |

The course discusses giving the student practical experience in journalistic design in different schools, advanced study of typographic elements and their uses, and understanding printed and electronic forms and press forms. And the development of creative stages in journalistic design and understanding the applied stages in design and press printing.

| Course number | Credit hours | Title of the course   | Prerequisite-co-requisite |
|---------------|--------------|-----------------------|---------------------------|
| 1002732       | 3            | Advertising campaigns |                           |

The article discusses the scientific and technical aspects of planning advertising campaigns and an in-depth study of the concept of advertising, its characteristics, types, functions, areas and divisions





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according to the advertising medium and according to the type of advertiser to the public, as well as its goals and the difference between advertising and media, and studying the factors that help the development and progress of the advertisement and understand the economic and social effects of the advertisement.

| Course number                                                                                                                                                                                                                                                                                                                                                                                                                                       | Credit hours | Title of the course                   | Prerequisite-co-requisite |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------|---------------------------|
| 1002730                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3            | Innovative marketing                  |                           |
| The article discusses the importance of the idea and the integration of marketing communications and contemporary marketing strategies such as interactive content marketing, gorilla (wild) marketing, noise marketing and viral marketing ... It also discusses the relationship of marketing communication, advertising and graphic design in that the graphic design is part of the promotional mix, which in turn is part of the marketing mix |              |                                       |                           |
| Course number                                                                                                                                                                                                                                                                                                                                                                                                                                       | Credit hours | Title of the course                   | Prerequisite-co-requisite |
| 1002743                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3            | Advanced technology in Graphic Design |                           |
| The article discusses various topics in the field of graphic design, such as holograms, application design and social media, as well as topics such as typography, packaging and illustrations, in addition to other contemporary topics in the specialty                                                                                                                                                                                           |              |                                       |                           |
| Course number                                                                                                                                                                                                                                                                                                                                                                                                                                       | Credit hours | Title of the course                   | Prerequisite-co-requisite |
| 1002744                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3            | Advanced printing technology          |                           |
| The course discusses modern printing methods and techniques of their various types, traditional, digital, electronic, two-dimensional and three-dimensional, methods of implementation, materials and modern uses                                                                                                                                                                                                                                   |              |                                       |                           |
| Course number                                                                                                                                                                                                                                                                                                                                                                                                                                       | Credit hours | Title of the course                   | Prerequisite-co-requisite |
| 1002722                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3            | Image making                          |                           |
| The course discusses cinematic tricks skills, visual effects and sound effects, in addition to the fundamentals of television directing such as advertisements, reports, programs and interviews. It also discusses modern technologies in the world of photography and camera angles and the treatment and withdrawal of color through montage programs and visual effects such as After effect - final cut                                        |              |                                       |                           |

|                                |                 |                  |            |
|--------------------------------|-----------------|------------------|------------|
| Approved by department council | 2020 -2019/05/1 | Date of approval | 2019/11/24 |
|--------------------------------|-----------------|------------------|------------|