



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



"الإبداع في التصميم"
"Design and Innovation"

"عراقة وجودة"
"Tradition and Quality"

**QF10/0413-4.0E Study Plan for Master program - Study Plan Development and Updating Procedures/
Graphic Design Department**

Course Plan for Graphic Design (Master Program) No.: (2022/2021)	
Approved by Deans Council by decision No: (2021-2020/20) dated (12/08/2021)	
(33) Credit Hours	Study system / hybrid program

Teaching style	Percentage of study plan hours / number	Model used (synchronous: asynchronous)
Complete e-learning courses	18% / number (6) Credit Hours	1:1
Blended Learning courses (For Humanity)	45% / number (15) Credit Hours	1:1
Traditional learning courses (for humanity)	37% / number (12) Credit Hours	1:0

Important note: (The teaching patterns of the subjects are distributed at all academic levels in the program, and the Thesis hours are taught in a blended learning mode).

Program vision: Develop competencies specialized in the field of graphic design and scientific research of knowledge, skills and leadership, creative and pioneering competencies needed in the labor market, by keeping up with graphic design technology and modern teaching and learning strategies.

Program mission and objectives:

1. Achieving the conformity of learning outcomes in all areas of specialization with the ninth level descriptors (knowledge, skills and competencies) in the National Qualifications Framework.
2. Integrating graphic design technology and using it creatively in the teaching and learning processes to reach more effective learning and take into account the needs of the learner.
3. Enhancing the principle of self-sustainable learning, and highlighting the learner's creativity in light of global transformations through the application of various teaching and learning strategies.
4. Develop advanced knowledge, skills and competencies through specialized research in scientific, artistic and aesthetic rules and theories of graphic design.
5. Apply critical and creative thinking to identify the graphic problems faced by the designer and introduce innovative visual treatments in the labor market.
6. Developing cultural and social awareness specialized in trends, influences, heritage and historical issues, and contemporary challenges in the field of graphics.
7. Refine scientific research skills in the field of graphic design to deal with conceptual issues, traditional tools and modern software.
8. Creating professional artworks in graphic design and implementing technical, aesthetic and conceptual decisions based on an understanding of art and design rules.
9. Awareness of the necessary professional skills and behaviors in art and design, observance of work ethics, commitment and responsibility to compete in the labor market.

Program learning outcomes ((MK= Main Knowledge, MS= Main Skills, MC= Main Competences)

Main knowledge	
MK1	Learn the rules and theories of specialized scientific and aesthetic graphic design
MK2	Understand and identify graphic creative problems when researching and designing for the target audience
MK3	Awareness of modern technological and conceptual trends in print and digital graphic design
MK4	Analyzing the reflection of cultural, historical and social issues on art and graphic design products
Basic skills	
MS1	Producing specialized artwork using graphic design materials and hand tools
MS2	Design print and digital projects using advanced graphic design software
MS3	Generate ideas and visual treatments to solve creative problems in the field of art, design and graphics
MS4	Developing scientific research skills for print and digital graphic design projects
General competencies	
MC1	Creative thinking and critical analysis of artworks through research in the scientific, artistic and aesthetic aspects
MC2	Work with modern and traditional tools and software in proportion to the recipient and achieve design goals
MC3	Professionally communicate the designer's ideas and communicate with the target group using manual and digital skills
MC4	Scientific research, practicing the profession of graphic design, and making the appropriate decision at the individual level or within a work team

1. Master thesis program (33) credit hours:

Teaching style			Course No.	Course name	Credit hour	Indicative		Notes
Fully electronic learning	Blended learning	Traditional learning				Semester	year	
1. Mandatory requirements (18) credit hours								
•			1002711	Advanced Scientific Research Methods	3	1	1	
•			1002713	Specialization studies in graphic design	3	1	1	
	•		1002723	Advanced graphic design means	3	1	1	
		•	1002731	visual manipulate by computer	3	2	1	
		•	1002732	Advertising campaigns	3	2	1	
	•		1002741	Advanced critical and aesthetic studies/ English language	3	2	1	
2. electives requirements (6) credit hours								
	•		1002743	Advanced technology in Graphic Design	3	1	1	
	•		1002722	Image making	3	1	1	
	•		1002712	advanced Theories in consumer behavior	3	1	1	
	•		1002730	Innovative marketing	3	2	1	
		•	1002725	Advanced Visual effect	3	2	1	
		•	1002744	Advanced printing technology	3	2	1	
	•		1002733	Advanced Graphic design and press release	3	2	1	
Thesis (9) Credit Hours - Blended Learning								

2. Comprehensive exam program (33) credit hours:

Teaching style			Course No.	Course name	Credit hour	Indicative		Notes
Fully electronic learning	Blended learning	Traditional learning				Semester	year	
1. Mandatory requirements (18) credit hours								
•			1002711	Advanced Scientific Research Methods	3	1	1	
•			1002713	Specialization studies in graphic design	3	1	1	
	•		1002723	Advanced graphic design means	3	1	1	
		•	1002731	visual manipulate by computer	3	2	1	
		•	1002732	Advertising campaigns	3	2	1	
	•		1002710	research project	3	2	1	
		•	1002744	Advanced printing technology	3	2	1	
		•	1002725	Advanced Visual effect	3	2	1	
	•		1002741	Advanced critical and aesthetic studies/ English language	3	2	1	
2. electives requirements (6) credit hours								
	•		1002743	Advanced technology in Graphic Design	3	1	1	
	•		1002722	Image making	3	1	1	
	•		1002712	advanced Theories in consumer behavior	3	1	1	
	•		1002730	Innovative marketing	3	2	1	
	•		1002733	Advanced Graphic design and press release	3	2	1	
Comprehensive exam (0) Credit Hours								