School of Applied Arts

Foundation Year Student Guide

A perfect blend of design passion, dedication & creativity

Our Mission

Our mission is to teach students to become creative thinkers who, through their creative professional work, contribute to making a better world and to achieve a global level of competitiveness, and ability to exercise focused research in solving industry, society and environment problems with adherence to design professional ethics.

1 Foundation Year

Study in the School of Applied Arts, Badr University in Cairo BUC lasts 5 years, the first of which is a foundation year. The Foundation year offers an integrated platform of skills, information, and experience that will support students in their future, both educationally and professionally. It will provide them with an experiential appreciation of the rich relationships between all of the applied arts and design disciplines. Students will be exploring the fields of Product Design, Digital Media Design and graphics, Fashion Design, Interior Design and Furniture, Textile Design and Cinematography and TV.

When school starts, you will be attending lectures, studio classes or tutorials within a "Section", or as a group of students. This section grouping provides increased peer support and a more secure setting to work in, as well as a better possibility for developing associations with others creatively, and professionally in a social context.

Aims and learning outcomes
Upon finishing their foundation year students will be able to:

- Develop knowledge and understanding of art, craft and design in contemporary contexts, societies, and cultures
- See themselves as future designers and become increasingly reflective thinkers with enquiring minds.
- Develop critical understanding through investigative, analytical, experimental, practical, technical and expressive skills
- Make increasingly informed decisions about the field of applied arts and design they will be engaged with.
- Appreciate the role of creative design, arts, and ideas creating in a developing society like ours.
- Build up the skills required to communicate visually, artistically and creatively.
- Acquire imaginative and intuitive capabilities that will help with many aspects of their future learning and development.
- Discover museums and heritage as a source for inspiration in creating appealing products and services.
- Obtain and develop technical skills through working with a broad range of materials, techniques, and processes with the intent
- Demonstrate safe working practice in art, craft, and design.
- Develop and refine ideas and proposals, personal outcomes or solutions with increasing independence

2 Our Programs

The school of Applied Arts awards a B.Sc. degree in 7 programs namely;
- Product Design Program
- Media Design and Graphics Program
- Interior Design and Furniture Program
- Textile Engineering Program
- Cinematography and Television Program
- Ceramics and Glass Program
- Apparel and fashion Program

Joining School Programs
Joining any of our 7 programs depends on criteria that include;
1. Your choice
2. Your accumulative marks in your foundation year (Fall, Spring and summer semesters)
3. Your grade in two qualifying courses.

At the end of the 2nd semester, you will be given a "choice checklist" to rank our 7 programs based on your free choice".

Qualifying courses
- **Product Design Department:** (Creative thinking; Design Methods)
- **Media Design and Graphics Department:** (Creative thinking; Computer Graphics1)
- **Interior Design and Furniture Department:** (Drafting; Intro to Ergonomics)
- **Textile Engineering Department:** (Design Basics; Mathematics)
- **Cinematography and Television**: (Physics; Computer Graphics1)
- **Ceramics and Glass Program**: (Chemistry; Design Basics)
- **Apparel and fashion Department**: (Drafting; Museum Studies)

Objectives and Job Opportunities:

Product Design Program
The Product Design program prepares students to identify and resolve design problems — innovatively and with sensitivity to social and environmental concerns. They will learn both the traditional values behind product Design and current trends in the profession.

Also, they will progress from creating developmental drawings to three-dimensional mock-ups and models to working drawings and prototypes that incorporate manufacturing considerations. These hands-on studio projects enable them to build awareness of materials and gain an in-depth understanding of visual and three-dimensional vocabulary. As you analyze and solve diverse design problems,

Product Design students frequently engage in collaborative work, both with students and faculty in other departments and with knowledge partners off-campus.

Product Design students acquire technical skills in drawing, form-giving, model making, problem-solving, and computer-aided design, but the real emphasis of the program is on creativity, curiosity, innovation, and belief in one's own visual intelligence.

Students envision not only new generations of products, but also new services and businesses, from broad ecological, commercial, and cultural perspectives. To facilitate such far-reaching work, they receive a foundation in anthropological research, material culture, and whole-systems thinking.

They work on new products or improve existing ones, and use their understanding of technology, materials and manufacturing methods to improve the design and usability of an item. The work involves:
- Designing;
- Modeling;
- Testing;
- Producing Prototypes.

Working alongside engineers and model-makers, industrial/product designers conduct research and devise a design proposal for projects. They may need to work on the budget of the designed item to make sure it's cost-effective.

Skills required

Skills you will need to become a product designer:

- A high degree of technical knowledge balanced with creative ability and a hands-on approach;
- Visual and spatial awareness;
- Commercial awareness;
- Computer literacy (three-dimensional conceptual ability and computer-aided design CAD;
- Knowledge of industrial processes/techniques and standards;
- Communication and customer-facing skills;
- A willingness to build and maintain positive working relationships and to share information with others;
- Determination to achieve an end result, and optimism and enthusiasm when things don't go to plan.

Job Opportunities:

- Industrial and product designer
- Industrial product manufacturers
- Domestic product manufacturers
- Vehicle and Transportation manufacturers
- Digital and Interactive Product designer.
- Product Design for special needs.
- Ecological and Environmental Product designer.
- CAD technician
- Exhibition and Production designer
- Production and Purchasing manager
- Materials engineer

Media Design and Graphics Program

In this program, students are encouraged to develop their personal voices as they seek a universal message in their work. Courses in typography and digital media complement the conceptual aspects of the program. Advertisement students have access to a broad range of facilities and take courses in photography, film, video, bookbinding,

screen-printing, and letterpress printing, among other disciplines.

Students have the opportunity to work in a variety of off-site environments, including design firms, museums, publishing and printing houses, technology companies, and nonprofit organizations. Through the required internship and professional practice courses, they gain work experience, make contacts, and refine their portfolios.

Advertisement programs graduates usually work for some of the country's leading firms and in many cases have established notable practices of their own. Some of our students have won national recognition in the Graphic Design achievement awards and in competitions sponsored by different official and non-official bodies.

Students have access to an extensive range of resources, including IMac computer labs equipped with the latest hardware and software.

The program supports the creative development of artists dedicated to visual exploration and expression using, lithography, screen-printing, digital printing, and related photo-mechanical processes. Students are encouraged to explore a focused personal direction as they learn to master both traditional and contemporary techniques, including digital and alternative print methods.

Skills required

Skills you will need to become a Media and Graphics designer:

- Skills you will need to become an interior designer:
- a high level of Digital computer background, including Photoshop, Illustrator and Indesign skills;
- good understanding of color theory and

visual sense of color arrangement,
- Progressive level creativity and imagination;
- Printing project management skills, including the ability to work under pressure and to deadlines;
- good negotiating and management skills;
- team working, in order to work with a range of other professionals;

Job Opportunities:
- Art and Creative Director.
- Drafter (Architecture and Engineering)
- Film and Video Editor.
- Graphic Designer.
- Product Packaging Designer.
- Marketing Manager.
- Multimedia Artist/Animator.
- Technical support manager
- Web Designer
- Print house manager
- Prepress operations Manager
- Advertising designer

Interior Design and Furniture Program

Interior design is the art or process of designing the interior, often including the exterior, of a room or building. An interior designer is someone who coordinates and manages such projects. Interior design is a multifaceted profession that includes conceptual development, communicating with the stakeholders of a project and the management and execution of the design. Interior design is also the process of shaping the experience of interior space, through the manipulation of spatial volume as well as surface treatment.

Students will have the opportunity to possess in-depth skills in interior and furniture design and manage the operational processes required

to design, develop production methods and systems design. During their stay in the program, they should solve design problems dealing with different materials and acquire knowledge of different trends and theories in contemporary design.

In this program, you will be able to make a useful contribution to the social, economic and cultural life of the region and beyond. As a furniture designer, you will produce designs for items of furniture and related products. These designs may then be mass-produced or made in small batches or as one-off individual pieces.

Skills required
Skills you will need to become an interior designer:
- A high level of technical knowledge, including CAD and model-making skills;
- Good drawing skills, including perspective drawing and spatial awareness;
- Creativity and imagination;
- Awareness of building and safety regulations;
- Knowledge of the wider construction industries;
- Attention to detail;
- Organizational and creative problem-solving skills;

Job Opportunities:
- Interior decorators
- Corporate designers
- Furniture Designers
- Furniture arrangers
- Touristic Sites designers
- Residential Designers
- Healthcare designers
- Home lighting advisers
- Kitchen and bath designers
- Sustainable designers

Textile Engineering Program

One of the oldest aesthetic traditions in the world, textile design and engineering is currently on the cutting edge of contemporary art practice and critical inquiry. Being one of the preeminent textile departments in Egypt, the Textile Program advances these new paradigms while acting as a custodian of past traditions.

The mission of the Textiles Program is to educate students about technical, material, and conceptual issues related to the field. Through an integrated art, craft, and design curriculum, students engage in creative practice and critical dialogue that addresses historical and contemporary issues.

The program has four areas of concentration: fiber structure, spinning, textile manipulations, weaving, and textile printing. Within those areas fall specific techniques such as netting, twining, spinning, knitting, embroidery, felt making, manual and handwork on fabrics, photo- and computer-generated imaging, dye technology, loom weaving and creating computer-aided structures. A strong, skill-based curriculum builds dexterity, sensitivity to materials, and technical competence.

At the center of the curriculum is a comprehensive series of courses on the history of textiles. The study of diverse traditions offers cross-cultural insights on topics such as cultural continuity, innovation, gender, domesticity, race, religion, individualism, industrialization, and colonization. Historical and theoretical knowledge of the field provides students with an informed perspective from which conceptually strong and thoughtful work can emerge.

Working in both industrial and non-industrial locations, they often specialize, or work in a specialist context, within the textile industry. The two major areas of textiles are:

- Interiors (upholstery, soft furnishings, and carpets);
- Fabrics for clothing (fashion or specialist, e.g. Fire-proof).

Many textile designers are self-employed, while others work as part of a design team.

Skills required

Skills you will need to become a Textile designer:

- Creative flair and artistic ability;
- A good eye for color, texture, fabrics, and patterns;
- Excellent attention to detail;
- An interest in fashion and textiles, and an understanding of trends and materials;
- Understanding and experience of using different textile processes and techniques;
- Design skills and the ability to use computer-aided design (cad) packages;
- Good communication and teamworking skills;
- Ability to work to deadlines and a budget;
- Marketing, administrative and business skills - especially if you are self-employed.

Job Opportunities:

- Textile industries and textile design studios
- textile manufacturing companies, as a merchandiser or stylist
- garment manufacturers firms
- self-employed, as a consultant or doing freelance work
- Quality engineer in textile manufacturing companies

Cinematography and Television Program

The Cinematography Program takes a broad-based approach, engaging students in most contemporary practices, as well as in the traditions and historical structures from which those practices have evolved.

The curriculum provides a technical

foundation in analog and digital imaging alike and introduces the critical skills and theoretical insights necessary for students to manifest their creative visions. The program faculty—all professional photography artists—represents a diverse range of styles and approaches to the medium. Students graduate with the skills necessary to pursue careers as exhibiting artists and to work in most photography-related professions in addition to having abilities to serve as cameramen and camera directors in TV and Cinema.

Cameras, lighting and different production equipment are available to advanced students for off-campus use. Other resources include a Cinema hall for student exhibitions, guest lectures by emerging and high-profile photographers alike, and a visiting artist program.

Skills required
Skills you will need to become a Cinematography designer:
- Sound theoretical, practical and technical knowledge of cameras;
- The ability to frame and compose shots;
- The ability to perform camera moves accurately;
- Interpersonal and communication skills;
- The capacity to multi-task and take direction from others;
- Team working skills and the ability to lead and motivate others;
- Tact and diplomacy;
- The ability to work under pressure and to deadlines;
- Flexibility, creativity, and patience;
- Attention to detail.

Job Opportunities:
- Camera operators and editors
- Electronic news-gathering camera operators and editors
- Film editors
- Motion picture camera operators
- Movie editors
- Movie shot camera operators
- News camera operators and video editors
- News videographers and editors
- Studio camera operators and Tape editors
- Television camera operators
- Television news video editors
- Video camera operators & transfers
- Videographers

Ceramics and Glass Program
The ceramics and glass program offers a comprehensive, interdisciplinary curriculum that incorporates drawing, Form design, architectural decorations, Artistic ceramic and glass design, and related industrial practices including sanitary ware design using earth materials and other media tableware, glass production technology.

The goal is to explore the dynamic field of ceramics and glass with a broad but critical eye—from cultural objects and traditions to figurative sculpture, functional ware, and scientific and industrial applications—while offering the flexibility to pursue diverse methods of fabrication.

Students investigate the contemporary theory, materials, and the history of ceramic arts to develop a professional skill set and vocabulary. A glass designer is responsible for designing,

producing, decorating and finishing pieces of glass including; architectural glass; exhibition pieces, Giftware, Mirrors, Stained glass windows, Tableware.

Skills required

Skills you will need to become a Ceramics and glass designer:
- Artistic, creative and imaginative capabilities.
- Creative flair and practical ceramics skills;
- Perceptive and ability to transform perceptions into a work of art
- Time management and the ability to work to deadlines;
- Excellent communication skills;
- Organizational ability;
- Attention to detail;
- Patience;
- A good understanding of health and safety issues.
- Good hand to eye coordination;
- An eye for color and detail;
- Good sense of form, design, and color

Job Opportunities:
- Tableware and cookware manufacturing firms designer.
- Sanitary ware manufacturing firms designer.
- Porcelain, china, and stoneware manufacturing firms designer.
- Ceramics Artist, modeler, and sculptor.

Apparel and fashion Program

The apparel and fashion program is an idea-driven, craft-based course of study that emphasizes design concepts and skill development. The goal is to produce designers of daring originality who are willing to explore across disciplines and contribute to fashion as an aspect of modern art and culture.

Students gain technical expertise in pattern making, sewing, draping, and fashion illustration and learn the visual and verbal communication skills necessary for success in all aspects of the global field. They develop creative solutions to the challenges of sustainability by designing and manufacturing fashions that respect the environment and preserve native cultures.

Graduates are innovators with excellent skills; they have the ability to do well while doing good. The program culminates with the creation of individualized senior collections and exit portfolios, as well as a group runway in the spring.

Fashion Design students participate in many scholarship and award programs, design initiatives, and internships, and they consistently place as national finalists in design competitions.

Placing a high value on the importance of individuality in creative endeavors, Apparel professors assign a broad range of studio projects aimed at helping to develop your distinctive abilities as a designer.

Fashion designers work on the design of clothing and fashion ranges. They typically specialize in one area of design, such as sportswear, children's wear, footwear or accessories.

Depending on their level of responsibility and the company they work for, designers may work to their own brief or be given a brief to work towards, with specifications relating to color, fabric, and budget.

Developments in technology mean that a design can be on sale as a finished product in the high street within six weeks.

Skills required

Skills you will need to become a fashion designer:
- Creativity, innovation, and flair;
- An eye for color and a feel for fabrics and materials;
- Ability to generate ideas and concepts;
- Design and visualization skills, either by hand or through computer-aided design (CAD);
- Technical skills, including pattern cutting;
- Garment technology skills and knowledge;
- A proactive approach;
- Marketing skills, Commercial awareness, and business orientation;

- Interpersonal, communication and networking skills;
- Ability to negotiate and to influence others;
- Team working skills;
- Good organization and time management.

Job Opportunities:
- Fashion designer for the media field.
- Garments and mass-manufactured Clothing industry; Fashion designer, Quality Control Manager, Pattern Designer, industrial/apparel engineer, stylist
- Ready-to-wear designer, (prêt-à-porter) ;
- One-off garments for the catwalk (Haute couture)
- Marketing, finances and business activities managers.
- Trainers in apparel & fashion training centers.

3 Foundation Curricula

Foundation Classes and Courses
In the first semester, the core curriculum includes fundamental studies in drawing and creative thinking and practices. Students also take design basics including elements and principles of Design. Also, they are introduced to Computer Graphics to learn how to present their graphic work digitally. All of these classes and tutorials last 25 hours of contact hours and 17 credits weekly each semester. Students take these courses along with two science courses; mathematics and physics to enhance their experience and prepare them for further specialized studies.

In the second semester, all students take connections through Design methods, which incorporates creative action and performances in solving real-life design problems, In addition, you will study museum etiquette and manners while you practice drawing in different Egyptian museums; and will be offered a foundation base by representatives of all the 6 programs offered to allow them to identify the major disciplines and their relevant job opportunities. Language skills are deepened further and students learn how to present their work orally and written.

Course notes & materials
Course notes are custom-published booklets "sometimes called course renders" compiled by your members of staff with materials that are relevant to the course. Course notes, presentations and videos shown on any lecture or tutorial are usually obtained freely through the LMS system.

All of your required course notes and textbooks can be found online AFTER you have registered on the LMS system upon receiving your User name and password. No further cost is paid for using this service once you are a student in BUC.

Personal Computer and Laptop
We don't recommend a specific computer configuration to purchase for the Foundation year.

There are computers available for use on 5 computer labs on the 3rd floor of the School building. We have also 2 IMac labs each containing at least 20 sets full with a digitizer tablet. However, you may opt to purchase a PC, iMac or MacBook to supplement your use of the school's computers. Keep in mind that you may want to purchase a more appropriately configured computer once you declare a major.

4 Fundamental Issues

Key Issues in your course of study:

As an undergraduate, students are enrolled in a 170-credit degree program that leads to a B.Sc. Degree. The following *fundamental issues* will help students navigate their study, practices and graduate on time:

1. **Understanding Course Credits** allows you to build *with your Academic Advisors* each semester's schedule, always remembering the goal—graduation! Your status as either a Freshman, Sophomore, Junior, Senior, or Superior depends on your total accumulated course credits.

2. Your Academic Standing depends on your successful completion of required courses. A cumulative GPA of 2.0 ("C") or better is required to continue in good standing.

However only ("D") should be enough to allow you to pass a level. Academic Probation is conferred upon a GPA that falls below 2.0—this is remedied with help from your Academic Advisors.

3. Adding, Dropping, and Withdrawing from courses can be successfully accomplished with the help of your Academic Advisors. It is important to be sure that any changes to your academic schedule be made in such a way that you don't fall behind on progress toward your degree! Your Academic Advisors will help you do this in the most productive way. You will be receiving an "email" and/or a "WhatsApp" message for important dates, notifications, and reminders!.

4. Knowing and Using Your Resources is critical to your success. Your Academic Advisor, Department Chair, Lecturers, Teaching Aids, and Student Affairs staff are all at your service to help you succeed at the school of Applied Arts, and beyond.

Level	Status	Credit hrs	Percentage
1	Freshman (Foundation)	Up to 34	% 0 to % 20
2	Sophomore	Up to 68	% 20 to % 40
3	Junior	Up to 102	% 40 to % 60
4	Senior	Up to 136	% 60 to % 80
5	Superior	Up to 170	% 80 to % 100

Foundation Year (1st Semester)		Weekly Hours			
Code	Course	Lecture	Tutorial/Practical	Total	Credit
BAS001	Design Basics	1	4	5	3
BAS004	Drawing (nature)	1	4	5	3
BAS008	Creative Thinking	2	2	4	3
BAS012	Physics	1	2	3	2
BAS013	Mathematics	1	2	3	2
COM001	Computer Graphics 1	2	4	6	4
	Total	8	18	26	17

Foundation Year (2nd semester)		Weekly Hours			
Code	Course	Lecture	Tutorial/Practical	Total	Credit
BAS005	Drafting	2	4	6	4
BAS006	Intro. to Ergonomics	2	2	4	3
BAS007	Design Methods	1	2	3	2
BAS009	Museum Studies	1	2	3	2
BAS011	Chemistry	1	2	3	2
BAS014	Intro. to Applied Arts	1	2	3	2
HUM001	English Language	1	2	3	2
	Total	9	16	25	17

The school bylaw includes one of these tables for every program at all levels of study in the school of Applied Arts.

Our Curricula promote inquiry-based learning, encourage risk-taking and independent thinking, foster the creative spirit, and pursue opportunities to improve the environment in which we live.

5 Foundation Courses

Foundation Courses:

BAS001 Design Basics (3 credits)

The is an introductory studio course to develop skills for visual representation of student's ideas while familiarizing with basic general design conventions, an overview about design elements (Line, Form, Space, Texture, Shape, Color, Value) and design principles (Emphasis, Movement, Harmony (Unity), Rhythm, Contrast, Variety, Balance Repetition) of Design, the identification and application of elements and principles of design to own designs, the impact of elements and principles of design on evaluating a design and the significance, meaning and the types of designing elements and principles, an understanding of color, form, and composition as ways of communicating design concepts and content. Color theory, color mixing, the interaction of color, the exploration of a variety of materials, media, and presentation techniques.

BAS004 Drawing (Nature) (3 credits)

Objectives: This course will establish drawing as a valuable means by which to encounter the world and a fundamental framework from which greater visual awareness can develop.

It will explore the language of drawing as a vehicle for observation, recording, analysis, exploration, inquiry, conceptualization, communication and reflection. Students acknowledge the significance of nature drawing for a designer. The student will be trained in draw and shade techniques. They are introduced to basic perspective drawing skills.

BAS005 Engineering Drafting and CAD (4 credits)

The course aims to introduce students to engineering drawing as a means of communication in the design field and the variety of related jobs and careers. The course acquaints students with basic concepts and terminology of engineering drawing including tools - drawing sheet standards and types of fonts), fundamental knowledge and skills such as line work, lettering, scale use, and sketching, multi-view drawings, sectional views, with the basics of manual drafting techniques and the use of drafting equipment.

Manual and computer (CAD) applications are equally emphasized upon. The course prepares the student for CAD fundamentals using Autodesk AutoCAD application. This completes 2-D drawings, and 3-D solid modeling exercises more quickly with increased accuracy and precision.

BAS006 Introduction to Ergonomics: (3 credits)

The course aims to provide a broad-based introduction to ergonomic principles and their application in the design of products, equipment, and the workplace.

Consideration is given to anthropometric and physical capabilities and limitations, differences a variability among humans, ergonomics applications in product design, considering the environment, social and legal aspects. Through this course attempt to apply ergonomic principles to the creation of safer, healthier and more efficient and effective activities in the workplace;

BASO07 Design Methods (2 credits)

The course introduces students to the scope and challenges of designing in today's world. It will provide them with techniques and methods of thinking and research, ready to be applied to a range of design problems in the contexts of graphic, product, media, environmental and service design.

BASO08 Creative thinking: (3 credits)

Creative thinking involves students in learning to generate and apply new ideas in specific contexts, seeing existing situations in a new way, identifying alternative explanations, and seeing or making new links that generate a positive outcome. The course provides students with the skills for developing, managing and presenting new ideas to others.

BASO09 Museum Studies (2 credits)

The course aims to provide students with the capabilities of following the expressions of forms and shapes of archaeological assets, through a comprehensive study on the Egyptian civilization covering; Ancient Egyptian, Islamic, and Coptic eras. The study includes visits to national museums and practices on the exhibits in our museum studies studio collection.

Skills of drawing and color matching are stressed upon. Students practice skills of scaling and modeling to different ratio, emphasizing general characteristics of drawing and sculpture of museum exhibits, explore the drawing, modeling and coloring techniques of historical art in the fields of applied arts of certain the museum exhibits.

BASO11 Chemistry: (2 credits)

The course aims to provide students with updated knowledge and practice in applied arts fields related to materials, manufacture process and use their applications and use in industry. Students also are introduced to corrosion and pollution including their types, sources and how to reduce and prevent to enable them to identify and interpret the failure of constructions and process economics.

BASO12 Physics: (2 credits)

The course aims to provide students with a clear and logical presentation of the basic concepts and principles of physics, to strengthen an understanding of the concepts and principles through a broad range of interesting real-world applications, and to develop strong problem-solving skills through an effectively organized approach.

BAS013 Mathematics: (2 credits)

The course aims to Apply methods of differential calculus and algebra to formulate and solve different design problems. Develop scientific thinking skills, work effectively within multi-disciplinary teams and communicate effectively

BAS014 Intro. to Applied Arts (2 credits)

This is an orientation course that aims to acquaint students with the School of Applied Arts and all relevant attributes of its programs and courses. The course covers Applied arts education locally and globally, Fields of Applied Arts specialties and subspecialties - Degrees awarded, trade unions and local and international organizations associated with the profession of the designer.

HUM003 Linguistics (1): (2 credits)

The aim of our English language course is to enable students to improve both their ability to communicate and their linguistic competence. A balance of receptive (reading, listening) and productive (speaking, writing) skills are developed through communicative classes and self-study in the domains of design, art, and technology and identify proper use of the terminology related to their design field. Students are also trained to use the relatively new design vocabulary and expressions in written and spoken contexts.

COM001 Computer Graphics I "2D" (4 credits)

The course aims to The course offers an in-depth exploration of the basics and fundamental issues and concepts of 2D computer graphics and raster-based methods. It also provides the necessary theoretical background for introductory computer graphics and demonstrates the application of computer science to graphics.

Students are introduced to 2D graphics techniques, including scanning, simple image processing, and image editing and image enhancement techniques. The student is introduced to various practices using adobe CS6 package (or latest) with special emphasis on Photoshop and illustrator. Students are trained to employ a self approach to produce artworks and images enhanced with the above tools.

6 Teaching & Learning

Teaching, Learning Strategies

Knowledge Teaching & Learning Methods

The foundation year is structured to allow students to practice acquiring relevant materials, data and information. Tutors and visiting

speakers will provide theoretical sessions using a range of teaching methods such as:

- lectures
- Group critiques
- Group discussions
- Demonstrations
- Workshops

Briefings, group and individual tutorials and peer group presentations allow students to draw upon their strengths improving their independent research and creative skills in order to produce fresh and potentially innovative work that will support progression into the industry, self-managed work or further study.

Intellectual Skills Teaching and Learning Methods

At the end of the program, it is expected that students will be able to actively test and explore relevant theoretical ideas in order to inform their creative practice through the following teaching and learning methods:

- Tutorials
- Lectures
- Discussions and Critical debates,
- Online learning activities (on LMS)
- Interactive discussions with tutors and guest speakers
- Reviews and Presentation of research findings
- Sessions focusing upon how to develop a research methodology along with active research,

Professional and Practical Skills Teaching and Learning Methods

There will be a progression of practical work, building upon level 4 and level 5 and in the top-up year of the program learners will be exploring a range of complex techniques and skills, from which they can selectively build their own in-depth practice in the advanced modules provided.

Students will be taught through the use of the following:

- Demonstrations
- Workshops
- Visits to industry
- Working with clients or representatives.
- Hands-on experimentation and lab work.
- Self-directed study.
- Project-based design activity

There will be shows to the audiences that will demonstrate the students' individual strengths through the production of a highly developed body of work, reflecting their own abstract concerns.

General and Transferable Skills Teaching and Learning Methods

At this level, the program is designed to prepare students for industry or further study with projects that have an emphasis on

mirroring industry wherever appropriate.

Projects will be critiqued at various stages reviewing work developments and the ability to manage their work independently.

The student presenting the project may be asked to defend the work or the critique may be used for collaborative problem-solving. The critique will be based on the specific goals formulated for the project.

7 Assessment Methods

Assessment of knowledge & understanding

Research, creative journals, essays, presentations, reflective evaluations, proposals, Reports including sample artifacts and final outcomes, demonstrations, and interviews. Also, major assessment methods cover; Final written exam, oral discussions, and quizzes.

Assessment of Intellectual Skills

Creative and research journals, presentations, essays, evaluations, sketchbooks, and portfolio work. Students will be encountering real-life design problems and should be able to carry out problem-solving.

Assessment of Professional & Practical Skills

Research and project reports, journals, essays, presentations, sketchbooks, reflective evaluations, practical work including samples and design developments, critiques, demonstrations, and interviews. All project work will be considered in relation to the planning, preproduction, and management of the process as well as the finished collection/model/product.

Assessment of General &Transferable Skills

Assessment will typically require submission of practical work (models, simulations, computer software materials), proposals, presentations, together with critiques, and supporting documentation and/or Evaluation.

8 Key contacts

Since you are new to the School of Applied Arts, it's important to remember that everyone including the Foundation staff and teaching aids and administrators in the building, your instructors, and elder students are there to support you and your success. There are several student support services available the School of Applied Arts students are encouraged to take advantage of and learn more about prior to beginning their first semester. These include:

- **The Student Health Center,** located on the 1st floor of the old administration building, provides medical and counseling services to help students fulfill their artistic endeavors at the school of applied arts. All enrolled students have free access to the Center's services.

- **Disability Services** is dedicated to maintaining an environment that guarantees all students with disabilities access to the School of Applied Arts premises, activities, and facilities. If you have a disability and would like access to these services, we recommend that you contact **Dr.**

Mohamed Abdel Gawad Room, the chair of the student academic advising unit Room **[221]** in the 2nd the App. Arts building

- For Learning Management System LMS contact **Dr. Khalid Mansour Room [206]**. This service provides you with a major way of communicating information and data between you and Teachers and tutors. All course materials are loaded to the LMS for your use.

- Need help with your artistic skills, writing, homework, or time management? Tutoring and Success Coaching are available through **Art Teaching Staff Room [207],** on the 2nd floor of App Arts Building.

- Have a query about tuition, scholarships, or grants? Visit or contact the **Student Affairs Office** located on the basement floor of the new administration building. If you are experiencing difficult circumstances and are unable to cope with the, please contact **Mr. Hosam Abdel Fattah** the student affairs manager at the basement floor of the new administration building.

- If you have a question about Student Activities; sports, competitions or trips contact **Mr. Nagy Abdel Aziz** at the administration building.

- Having artistic skills such as; singing, folk dancing, theater performance contact **Dr. Jehan Al-Rify** Head of Media and Graphics Department Room **[220]**

- In case you need any official inquiry or requests contact M**rs. Manal Reyad or Mrs. Yasmin Al-Awny** at the Deans'office Room **[217]**.

9 Other regulations

Attendance Policy:
Attendance is critical to learning and academic success in the School of Applied Arts. Consistent attendance by all students benefits everyone and allows class communities to learn in an efficient and productive manner. Most of our courses are an experience-based class and growth comes only through continued active participation. In case of an unavoidable absence, please contact your academic advisor. Absences due to illness will only be excused by a doctor's note accepted by the medical service Center.

Arriving Late or Leaving Early:
Four unexcused absences will result in a failing grade. Repeated excessive tardiness "four times late (10 minutes plus) equals an unexcused absence. Leaving class early without permission will be considered an unexcused absence.

Academic Alerts:
After 2 then 3 "unexcused" absences from any course, an academic alert will be submitted by the Student Affairs Department. After the fourth "unexcused" absences you will be deprived of the course meaning receive a failing grade for the course.

Mobile Phones
All cell phones and similar devices must be turned off before entering the classroom. Mobile Phones are not permitted in any exam you attend. Possessing Mobile Phones during any exam you take will subject you to failing the course regardless of performance.