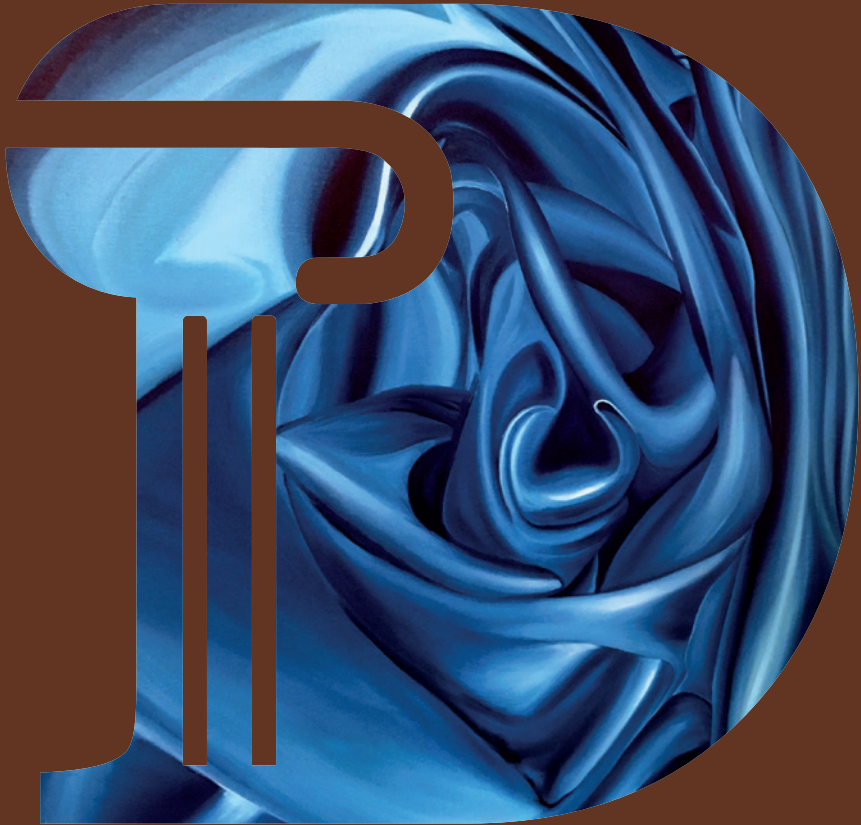




AUD
AMERICAN
UNIVERSITY
IN DUBAI
— SINCE 1995 —

BACHELOR OF FINE ARTS IN VISUAL COMMUNICATION



Communication within a multi-cultural society is a challenge for all future designers and artists.

CREATIVITY IS LIFE.

@visualcommunication_aud

**VISUAL
COM-
MUNI-
CATION**

The Visual Communication Program at AUD is designed to develop artistic and imaginative communicators who will creatively and critically lead new visual and digital initiatives that combine practical solutions with contemporary and future oriented concepts. The Program rigorously trains students in the art and design skills and competencies necessary for their success in the advertising, design and creative industries.

The curriculum focuses the relation between aesthetics, technique, concept development, critical thinking and digital technology within the contextual understanding of the cultural and theoretical foundations for art and design.

The Department includes exceptionally talented and award winning faculty who have been instrumental in building the department into one of the most dynamic in the UAE, interconnecting robust programs in Advertising, Digital Media, Graphic Design and Studio Art.

The faculty design and constantly revise courses and programs of study to adopt and sustain the leading edge of contemporary art and design education in the UAE and the broader Middle East, while also being strongly oriented to international standards and global trends.

This quality of training in our programs is reflected in the department being awarded the distinction of Substantial Equivalency by the National Association of Schools of Art and Design (NASAD) in the United States. This means that all majors meet the standards set by this accrediting body and are equal to any American art and design school.

Visual communication is a field relevant to all professions with the ever growing presence of on-line activity to the exploding phenomenon of social media students graduate from the program with a thorough knowledge base whilst appreciating the roles of authorship, personal expression and the responsibilities of proper communication in a growing multicultural society.

B.F.A. IN VISUAL COMMUNICATION

Program Mission

The Mission of the Visual Communication Program is to fulfill the professional baccalaureate educational needs of a culturally diverse student population interested in visual arts careers, and to facilitate the creative and scholarly activities of its faculty.

Achievement is reached through excellence in teaching, learning and personal development, resulting in graduates poised for intellectual, personal and professional success in a growing, multicultural society.

The primary goal of the Visual Communication Program is to provide an educational experience based on the best practice and standards of quality institutions of art and design leading to a Bachelor of Fine Arts degree with Majors in Advertising, Digital Media, Graphic Design, or Studio Art.

THE DEGREE

Program Goals

- The goals of the program which reflect this focus are:
- To develop in graduates a strong level of individual critical thinking, problem solving, concept development, technique, and aesthetics;
- To promote the value of an awareness and critical perception of the historical, cultural, and theoretical foundations for visual art and design;
- To foster an appreciation for the roles of authorship, personal expression, and a responsibility for ethical visual communication;
- To provide an academic curriculum, instruction, facilities, and technologies offering full opportunity for learning;
- To recruit and retain a diverse faculty of creative professionals and committed educators, and to support their continued creative and scholarly activities;
- To contribute to the creative professional and cultural development of Dubai, the UAE and beyond.

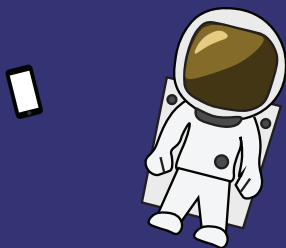
Program Learning Outcomes

- Students graduating with the Bachelor of Fine Arts in Visual Communication Degree will be able to:
- Effectively articulate the conceptual foundations of visual communication works;
- Demonstrate the design process for developing new, creative visual communication projects;
- Execute the production and presentation of new works of art and visual design;
- Evaluate contemporary art and design works;
- Recognize and integrate the ethical, and sociocultural ideals of the target audience in each work of visual communication.



مهما كان، وقت ما كان.
شاهد ما تريد، وقت ما تريد.

TVAE



Whatever, Whenever.
Watch whatever you want,
whenever you want.

TVAE

ADVERTISING

Advertising is the art and the science of persuasion in communication. Advertising, an integral part of the integrated marketing communication (IMC), is planned and employed to cause a desired change in the behavior of people, while meeting set objectives. This change in behavior can be demonstrated in actions that go beyond the commercial purchase, e.g. vote, donate, discuss, learn, get a medical checkup, etc.

Further, Advertising fulfills key roles in society:

- The Informant, where a certain message is delivered;
- The Mediator, where the exchange of communication is enabled, facilitated and improved;
- The Brand Builder, with every piece of communication, advertising is building the brand's perception in the hearts and minds of its audiences;
- The Guardian of Freedom of choice, where the people are increasingly sharing their thoughts, their preferences and designing their own products and brands.

The Advertising curriculum facilitates building an applied knowledge and skills throughout the creative process in advertising

Conception: Research, analysis, strategy and planning, campaign development and management;

Execution: Ideation, media planning, art direction, copywriting and content development across platforms (print, outdoor, promotions, digital, social, devices, technology, film etc.);

Presentation: Crafting and finishing of output, verbal articulation and written explanation and justification of the creative solution;

Production: Technical and digital production processes across platforms;

Evaluation: Campaign management and assessment;

Potential Career Paths

This degree offers its graduates the opportunity to think lateral in their career choices:

Creative Artist, Art Director, Copywriter, Digital Art Director, Social Media Manager, Content Developer, Strategic Planner, Account Manager, Media Planner, Brand Manager etc.

The Advertising program is accredited by the International Advertising Association in New York. Students completing the degree requirements receive upon graduation, in addition to their AUD degree, an IAA Certificate in Marketing Communications.

Opposite Visuals:

Aisha Al Mohtadi, TVAE Live Brief, Campaign Executions



Yusif El Awawdeh, Androi 1, 3D Game



DIGITAL MEDIA

Digital Media is any design, motion graphics, moving image, advertising, or art in which computers play a role in the production or display. Designers and artists who work with digital media work with the latest technologies to communicate ideas and create visuals and sound. The Digital Media major is designed to nurture creativity and to provide students with the practical expertise and critical skills required to adapt to the constantly evolving trends and technologies of the highly competitive creative industry.

Digital Media graduates are employed locally and internationally as Producers, Film & Digital Media Faculty, Colorists, Editors, Art Directors, Design Managers and Animators.

Digital Media graduates have been accepted in top graduate programs in the USA and Europe including but not limited to: Berklee College of Music, The University of Southern California, New York University, Northwestern University, Cranbrook Academy of Art, University of the West of Scotland.

What can I do when I graduate?

The Digital Media major prepares students for careers in the following professional specializations:

Web design & net-based art, Animation, Motion graphics, Concept art & design for time-based media, Digital video/film, Interactive media & design, Visual effects/compositing, Sound design, Interactive media performance, Electronic/digital & sound installation, New media art

one of our ongoing projects that is to form a new office in London, we hope to pursue it in a way of commitment to a language we've reached through so long an odyssey toward to embrace and realize as a globalized world with no culture and no heritage, as something in flux and unsure, a world we will save the lives of each and well its people.

[illegible]

ب ج ن س ع ط ث
س ز ر ع ل ج
ا ز ش غ ش ج
ص ظ س ق ظ ا
ك ق ل ث و ز غ
ل ض ث ص ك ق و
ظ ن ا ط ض

ملوك
كك
ارابيش

ما نفع الصبر مفتاح الفرج

من لولد حمل فوق یدا فیا لهما وهذا
ت لیاث لیا عاتقین انت لرایت وجهه الفد
رت هراج شعبیارت دما لامات انت
لا عاتقین الفد ووجهن رماد لیبروت من
ق یدا فیا لهما وهذا ولیل انت
یین انت لرایت وجهه الفد ووجه
شعبیارت دما.

البيوت من فلسطين البيروت وقبل البيروت
البيوت الصغيرة كانا وبيمار قد من روح
الشعب من عرق ضمير وباسمين فكيف
صار طعما طعملا ودرخان البيروت مجد
من رقا البيروت من اولد حمل فوق يدا
فيا اسما ودا ودا و ايل انت ليات
ليا عاتقين انت لرايعا ودهم الفد و موج
سفر ارت جراح شيطارت دما لامات

Handwritten notes on a lined notebook page. The page is divided into two columns by a vertical red line. The left column contains the numbers 21, 11, 11, and 5. The right column contains the numbers 20, 16, and 17, with the word "Iffthesis" written in the middle. The numbers are written in red ink, and the word "Iffthesis" is written in black ink.

أيد واحدة ما يتسفو
ليسونك ناع ملو
ظظظ
ونسيت الطرا

البطورية

مضرة

أيد وحدة ما
ثفتك عشفت ثفتك
لبسوك تاج
ططط
ونسيت الط

الجار قبل الدار الصدف من غير معاد الطمع فسر

لبيروت من قلب لبيروت وقبل البصر والبؤس الضفرة
كانا وجهار قد من روح الشعب من بحر خيرو ياسمين
فكيف صار طعنا طعنار ودخان لبيروت مهد من رمار
لبيروت من لولد حمل فوق يدا فيالسما وهذا وهذا و
ليل انت ليا انت عاتقين انت لرايت وجهير الغد و موج
مفر ازرت جراح تعبير ارت دمعا لامت انت بيروت
لانت لا عاتقين الغد و موجان

GRAPHIC DESIGN

Graphic Design is the art of creating visual solutions that convey ideas or messages.

Students learn to study cognitive, physical, cultural, and social factors while planning and executing adequate designs solutions to everyday problems.

Graphic Design plugs in to a wide spectrum of disciplines and platforms in communication which makes it a versatile profession with skillsets that are high in demand. Designers view themselves as socially responsible with duties that comprise creating a better visual experience for communities.

What can I do when I graduate?

Graphic design caters to various industries with the below specializations:

Publication and Book Design, Advertising and Poster Design, Packaging Design, Corporate Identity and Branding Design, Information Design, Web Design and Multimedia, Motion Graphics, Environmental Design, Exhibition Design, Type Design and more.

STUDIO ART

Studio Art is an examination of our environment and humanity, combined with a passion for the creation of work that is expressed visually. The Studio Art major offers an interdisciplinary approach to art-making with students studying painting, sculpture, print making and photography among other options, with a rigorous final year that includes a self-directed studio project and a written thesis supporting the studio work.

So what can I do when I graduate?

Studio Arts graduates are employed as Artists, Illustrators, Curators, Consultants, Gallery Managers or as Creative Directors.

Studio Art graduates opt for further study and have secured places in significant graduate arts programs including Central St Martins, London and Concordia University Montreal, or successfully applied for programs such as the Salama bint Hamdan Emerging Artists, while some have gone on to become Artists in their own right exhibiting in prestigious international Art events such as the Venice Biennale.







FACILITIES

- Fully equipped 3-D studio;
- Fully equipped print making studio;
- VC Studio for painting and drawing;
- Chemical photo darkroom;
- Hybrid media studio;
- Photo studio;
- Two large Ceramic Kilns;
- Several Apple Mac labs;
- Fully equipped gallery/exhibition space;
- State-of-the-art multipurpose editing suites;
- Extensive printing and 3D printing facilities
- Media Resource Center

B.F.A. in Visual Communication Course Sequencing Major in Studio Art

The B.F.A. in Visual Communication is a four-year program consisting of 120 credit hours.

	Fall	Spring
Year I	ARAB ELE (Arabic Elective)	COMP 101 (IT and Innovation in Today's World)
	ENGL 101 (Composition and Rhetoric)	ENGL 102 (Advanced Composition and Research)
	UNIV 100 (The University Experience)	MATH 101 (Mathematics for the Arts)
	VCCC 100 (Introduction to Visual Communication)	VCCC 102 (Basic Principles of 3D Design)
	VCCC 101 (Basic Principles of 2D Design)	VCCC 105 (Computer Graphics I)
	VCCC 104 (Freehand Drawing I)	
Year II	ARTS 200 (History of Art I)	ARTS 201 (History of Art II)
	ENGL 103 (Introduction to Literature)	PSPK 101 (Public Speaking)
	VCCC 204 (Freehand Drawing II)	SCIE ELE (Science Elective)
	VCCC 205 (Computer Graphics II)	VCPH 201 (Photography I)
	VCST 211 (Sculpture I)	VCST 221 (Painting I)
Year III	HUMN ELE (Humanities Elective)	ARTS 202 (History of Art III)
	GEN ELE (General Elective)	PROF ELE (Professional Elective)
	SA/PH ELE (Studio Art/Photography Elective)	SA/PH ELE (Studio Art/Photography Elective)
	SA/PH ELE (Studio Art/Photography Elective)	SA/PH ELE (Studio Art/Photography Elective)
	VCST 201 (Printmaking I)	WLDC 201 (World Culture I: Cultural Encounters and Historical Transformation) or WLDC 202 (World Culture II: Culture and Innovation in a Globalized World)
Year IV	GEN ELE (General Elective)	PROF ELE (Professional Elective)
	ISST ELE (Islamic Cultural Studies Elective)	SSCI ELE (Social Science Elective)
	VCCC 490 (Field Experience in Visual Communication)	VCCC 480 (Senior Project)
	VCST 401 (Studio Art Seminar)	VCCC 485 (Business Practices and Final Portfolio)
	VCST 402 (Advanced Studio I)	VCST 451 (Studio Art Thesis)

B.F.A. in Visual Communication Course Sequencing

Major in Graphic Design

The B.F.A. in Visual Communication is a four-year program consisting of 120 credit hours.

	Fall	Spring
Year I	ARAB ELE (Arabic Elective)	COMP 101 (IT and Innovation in Today's World)
	ENGL 101 (Composition and Rhetoric)	ENGL 102 (Advanced Composition and Research)
	UNIV 100 (The University Experience)	MATH 101 (Mathematics for the Arts)
	VCCC 100 (Introduction to Visual Communication)	VCCC 102 (Basic Principles of 3D Design)
	VCCC 101 (Basic Principles of 2D Design)	VCCC 105 (Computer Graphics I)
	VCCC 104 (Freehand Drawing I)	
Year II	ARTS 200 (History of Art I)	ARTS 201 (History of Art II)
	ENGL 103 (Introduction to Literature)	ISST ELE (Islamic Cultural Studies Elective)
	VCCC 204 (Freehand Drawing II)	VCGD 256 (Graphic Design I)
	VCCC 205 (Computer Graphics II)	VCGD 300 (History of Graphic Design)
	VCGD 251 (Typography I)	VCGD 351 (Typography II)
Year III	PSPK 101 (Public Speaking)	ARTS 202 (History of Art III)
	GD ELE (Graphic Design Elective)	GD ELE (Graphic Design Elective)
	VCGD 353 (Production Design)	SCIE ELE (Science Elective)
	VCGD 356 (Graphic Design II)	VCDM 201 (Fundamentals of Web Design)
	VCGD 451 (Typography III)	VCGD 456 (Graphic Design III)
Year IV	HUMN ELE (Humanities Elective)	GD ELE (Graphic Design Elective)
	GD ELE (Graphic Design Elective)	PROF ELE (Professional Elective)
	PROF ELE (Professional Elective)	WLDC 201 (World Culture I: Cultural Encounters and Historical Transformation) or WLDC 202 (World Culture II: Culture and Innovation in a Globalized World)
	SSCI ELE (Social Science Elective)	VCCC 485 (Business Practices and Final Portfolio)
	VCCC 480 (Senior Project)	VCCC 490 (Field Experience in Visual Communication)

B.F.A. in Visual Communication Course Sequencing Major in Digital Media

The B.F.A. in Visual Communication is a four-year program consisting of 120 credit hours.

	Fall	Spring
Year I	ARAB ELE (Arabic Elective)	COMP 101 (IT and Innovation in Today's World)
	ENGL 101 (Composition and Rhetoric)	ENGL 102 (Advanced Composition and Research)
	UNIV 100 (The University Experience)	MATH 101 (Mathematics for the Arts)
	VCCC 100 (Introduction to Visual Communication)	VCCC 102 (Basic Principles of 3D Design)
	VCCC 101 (Basic Principles of 2D Design)	VCCC 105 (Computer Graphics I)
	VCCC 104 (Freehand Drawing I)	
Year II	ARTS 200 (History of Art I)	ARTS 201 (History of Art II)
	ENGL 103 (Introduction to Literature)	PSPK 101 (Public Speaking)
	VCCC 204 (Freehand Drawing II)	SCIE ELE (Science Elective)
	VCCC 205 (Computer Graphics II)	VCDM 201 (Fundamentals of Web Design)
	VCDM 211 (Introduction to Video Production)	VCDM 230 (Introduction to Interactive Media)
Year III	DM ELE (Digital Media Elective)	ARTS 202 (History of Art III)
	HUMN ELE (Humanities Elective)	GEN ELE (General Elective)
	PROF ELE (Professional Elective)	DM ELE (Digital Media Elective)
	VCDM 210 (Computer Animation I)	DM ELE (Digital Media Elective)
	VCDM 222 (Introduction to Sound)	WLDC 201 (World Culture I: Cultural Encounters and Historical Transformation) or WLDC 202 (World Culture II: Culture and Innovation in a Globalized World)
Year IV	DM ELE (Digital Media Elective)	DM ELE (Digital Media Elective)
	DM ELE (Digital Media Elective)	GEN ELE (General Elective)
	PROF ELE (Professional Elective)	ISST ELE (Islamic Cultural Studies Elective)
	SSCI ELE (Social Sciences Elective)	VCCC 485 (Business Practices and Final Portfolio)
	VCCC 480 (Senior Project)	VCCC 490 (Field Experience in Visual Communication)

B.F.A. in Visual Communication Course Sequencing Major in Advertising

The B.F.A. in Visual Communication is a four-year program consisting of 120 credit hours.

	Fall	Spring
Year I	ARAB ELE (Arabic Elective)	COMP 101 (IT and Innovation in Today's World)
	ENGL 101 (Composition and Rhetoric)	ENGL 102 (Advanced Composition and Research)
	VCCC 100 (Introduction to Visual Communication)	MATH 101 (Mathematics for the Arts)
	VCCC 101 (Basic Principles of 2D Design)	VCCC 102 (Basic Principles of 3D Design)
	VCCC 104 (Freehand Drawing I)	VCCC 105 (Computer Graphics I)
	UNIV 100 (The University Experience)	
Year II	ARTS 200 (History of Art I)	ARTS 201 (History of Art II)
	BUSI 101 (Introduction to Business)	MKTG 201 (Principles of Marketing)
	ENGL 103 (Introduction to Literature)	SCIE ELE (Science Elective)
	VCCC 204 (Freehand Drawing II)	VCAD 202 (History of Advertising)
	VCCC 205 (Computer Graphics II)	VCAD 251 (Visualization in Advertising)
Year III	AIMC 201 (Principles of Advertising and Integrated Marketing)	ARTS 202 (History of Art III)
	HUMN ELE (Humanities Elective)	VCAD 351 (Copywriting in Advertising)
	PSPK 101 (Public Speaking)	VCAD 352 (Execution, Production and Presentation)
	VCAD 301 (Typography in Advertising)	VCAD 353 (IMC Creative Conception)
	VCAD 302 (Layout in Advertising)	WLDC 201 (World Culture I: Cultural Encounters and Historical Transformation) or WLDC 202 (World Culture II: Culture and Innovation in a Globalized World)
Year IV	AIMC 421 (Strategic Planning and Measurement for Advertising and IMC)	AIMC 431 (Campaign Development and Evaluation)
	PROF ELE (Professional Elective)	ISST ELE (Islamic Cultural Studies Elective)
	SSCI ELE (Social Sciences Elective)	PROF ELE (Professional Elective)
	VCCC 480 (Senior Project)	VCCC 485 (Business Practices and Final Portfolio)
	VCDM 201 (Fundamentals of Web Design)	VCCC 490 (Field Experience in Visual Communication)

THE AWARDS





AUD, University of the Year 2015, 2017 and 2018,
Dubai Lynx Festival of Creativity

Sharon George, First place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2018

Hanin Hasan, First place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2017

Saman Alavi, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2018

Asma al Aloosi, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2017

Heela Daudzai, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2014 and
2015

Reem AlAni, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2015

Zein Khoury, Second place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2018

Lina Ibrahim, Third place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2018

Lina Ibrahim selected to represent AUD, UAE and the
whole of Arabia, at the Roger Hatchuel Academy, Cannes
Lions Festival of Creativity 2018

*Previous Spread: Winning Advertising Students,
Dubai Lynx Festival of Creativity 2018*

*Opposite: Saman Alavi, First Place Winner,
Dubai Lynx Festival of Creativity 2018*





PARTNER

STUDENT
CREATIVE
AWARD
FOR PRINT
CIBIS

C

P

SEE IT

Powered by
Neutr
See What

Asem Askar selected to represent AUD, UAE and the whole of Arabia, at the Roger Hatchuel Academy, Cannes Lions Festival of Creativity 2017

Reem Al Ani, selected to represent AUD, UAE and the whole of Arabia, at the Roger Hatchuel Academy, Cannes Lions Festival of Creativity 2016

Anam Kibria, Portfolio Night 2014 by the One Club. First place winner, represented the UAE in New York.

Rashid Bin Haider, Third place winner, Print Advertising Competition, Dubai Lynx Festival of Creativity, 2016

Radhi Raut, Fourth place winner, Print Advertising Competition, Dubai Lynx Festival of Creativity, 2016

Mohammed Abulqumsan, First Place winner, IAA - Dentsu Poster Competition 2014

Advertising Class of 2016, Silver medal winners, IAA Global Apprentice Conference 2016, 24 hr pitch

“Color Me Nature” Shouq Al Sayegh Official Selection SIKKA ART Dubai 2018

“Within Your Mind” Sarab Sahni Official Selection SIKKA ART Dubai 2018

“Hikayti” Reem Sabobeh Official Selection SIKKA ART Dubai 2018

“Virtuality” Sarah El Mahi Official Selection Computer music Conference (ICMC) South Korea 2018

“Pandora's Box” Dina Bashaireh Official Selection Computer music Conference (ICMC) South Korea 2018

USC Karina Saidi Outstanding MS in Journalism Scholar Award USA 2018

“War Sweet Home.” Haya Al Tamimi Writer, Director, Producer Best Social Relevance Film Emirates Short Film Festival UAE 2018

“War Sweet Home.” Haya Al Tamimi Writer, Director, Producer BEST DRAMA FINALIST My RØDE Reel USA 2017

“War Sweet Home.” Haya Al Tamimi Writer, Director, Producer Official Selection Red Rock Film Festival USA 2017

USC Karina Saidi Annenberg Leadership Scholarship USA 2016

“Adam” Andrew Dous Semifinalist Video Editing / Post-Production / Animation / Motion Graphics Adobe Design Achievement Award International 2016

USC Gabriella Gomes Annenberg Graduate Fellow USC Cinematic Arts USA 2015

“Sounds of the Sea” Haya Al Tamimi Assistant Director Documentary with Emirati Director, Ms. Nujoom El Ghanim Dubai 2014

“A Metaphor of the Mind” Gabriella Gomes Third Place in Multimedia Sheikha Manal Young Artist Award Dubai 2013

“Me, My Mother, and Technology” Nargis Dhirani People’s Choice Award Video Installation

Sheikha Manal Young Artist Award Dubai 2012

“We Get Away” Aya Atoui Multi-Media 1st Prize Single channel video loop Sheikha Manal Young Artist Award Dubai 2010





About the Dubai Wave Podcast

The concept with Dubai Wave is to look at big picture Dubai. Each episode focuses on a unique topic, such as Dubai Fitness; Dubai Social Media; Dubai Food Scene; Dubai Music, etc., with the goal to illuminate a 360-degree viewpoint of all the exciting things happening here, the gem of the Middle East. The impressive guest list to date includes the founder of Dubai's most influential MMA gym, Tam Khan (Dubai MMA); successful entrepreneur, Anas Bukhash (Dubai Entrepreneurship); the editor of What's On Dubai, Laura Coughlin (Dubai Magazines); the host of Virgin Radio Dubai, Brent Black, (Dubai Radio); and the first Emirati filmmaker to achieve International acclaim and standing, Ali F. Mostafa, (Dubai Film). Previously, Dr. Striker, with help from talented Digital Media and MBRSC students, launched a successful podcast called Digital Media & Tech in Dubai, focused on the Dubai tech industry, with eight episodes to date, featuring Dubai's most exciting digital thought leaders.

*Renowned Artist El Seed and Afra Atiq,
hosted by Prof. Striker and students,
Dubai Wave Podcast*

Sara Al Haddad - recent exhibitions include solo: forget (.) to remember, Cuadro Gallery, Dubai (2018); group exhibitions: The Magical Number 7 +/- Two, Meem Gallery, Dubai (2019); Structures of Meaning|Architectures of Perception, Manarat Al Saadiyat, Abu Dhabi (2018); Rock, Paper, Scissors: Positions in Play in the United Arab Emirates National Pavilion at the 57th Venice Biennale (2017); and Bayn: the In-Between, commissioned by U.A.E. Unlimited, Warehouse421, Abu Dhabi in 2017.

Amna Al Dabbagh - exhibited her work in DUCTAC, Sikka Art Fair, Emirates Palace, ME Collectors Room in Berlin, UAE Unlimited, and the Wind Festival in Germany. She was also an artist-in-residence in Yarat Contemporary Art Centre, Baku, Azerbaijan.

Sara Masinaei- MFA Central St Martins University of the Arts; numerous exhibitions, residencies, etc.

Mona Ayyash-MFA Concordia University, Montreal; numerous exhibitions, residencies, etc.

Several winners of the Sheikha Manal Young Artists Award including Sadaf Rezaei, Momet Shabanpoor and Malda Smadi.

Salama bint Hamdan Emerging Artists Fellowship – including Rania Jishi and Abdelghani Al Nahwi.



THE ADVISORY BOARD

ADVISORY BOARD MEMBERS

The Advisory Board of the Department of Visual Communication at the American University in Dubai includes the following members:

Mr. Vincent Drevet
Regional Creative Director, Create Media

Mr. Simon Parkinson
Head Designer, Abu Dhabi Government Media Office

Ms. Nisrine Shahin
Founder and Head Designer, Hatch

Mr. Najati Al-Husseini
Founder, Digital Media Agency

Mr. Samer Asfour
Managing Director, Nested VFX

Mr. Khalil Abdul Wahid
Visual Arts Manager, Dubai Culture

Ms. Patricia Millns
Artist

Ms. Myrna Ayyad
Cultural Strategist and Art Advisor

Mr. Andrew Dous
Animation Artist, Prime Minister's Executive Office

Mr. Jalal Luqman
Consultant, Artist, Creator and Author

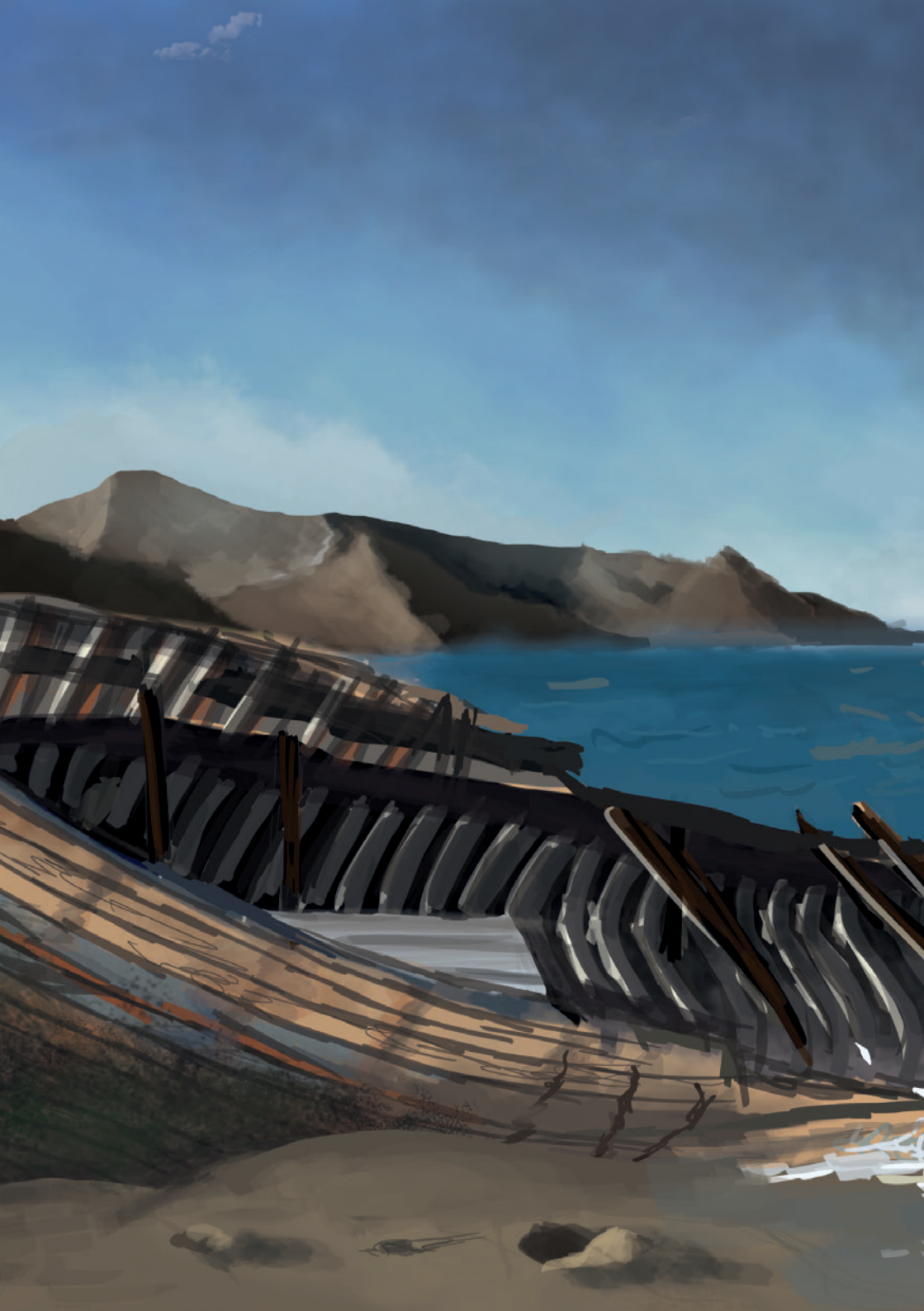
Mr. Sumayyah El Sweidi
Visual Artist, Curator, Fashion Designer, Entrepreneur

Ms. Zahra Jewanjee
Artist and Adjunct Professor, American University in Dubai

Mr. Firas Medrows,
Creative Director, DDB

THE WORK





Target Audience
Working corporate professionals
Middle to upper class
25 to 35 years old

Insight
Group A's goal of self-actualization is non-existent because it is always evolving.

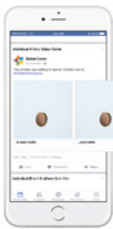
Rationale
Without the help of an external factor, one cannot evolve. The external factor, however, only needs to initiate the process and then the evolution of the person or thing will occur internally. Therefore, this campaign focuses on the target audience being the initial source of providing children primary education, the critical factor required for their development. This can be achieved through donations.

Big Idea
Initiate the Evolution

Donation Box



Initiate the Evolution



Facebook Carousel Post



Print Ads

Previous Spread:
Radhi Raut, Digital Concept Painting,
Computer Graphics

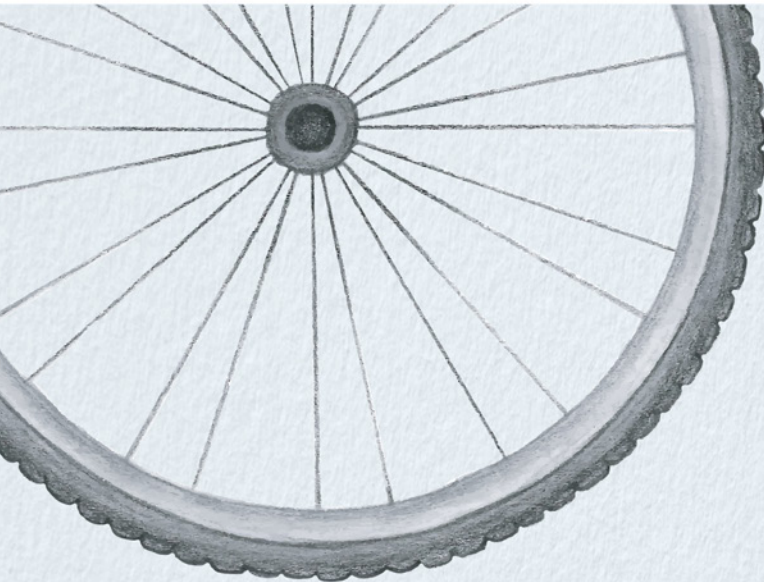
Above and Opposite:
Saman Alavi, Advertising Campaign,
Concept, Copywriting and Art Direction



مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed bin Rashid
Al Maktoum Global Initiatives



دبي العطاء
Dubai Cares



A single push is all it
takes for a wheel to move.
It then rolls on its own.

Initiate the Evolution

Education is the push.
Let the children move.
Donate now.

برعاية سمو الشيخ حمدان بن محمد بن راشد آل مكتوم

عالم مسجون

سأكتب لك عن عالمي، لا أعلم إن كنت أتمكن أم هو يستحيل.
عالم سجنك داخله الكثير من اللصوص والحكايات
حكايات نارية ما لمسجوني وأخرى للدمع لها غيتاي
تملأني الكلمات. فلا أجد لها صدق عذتك
تملأني الأسئلة. فلا أجد لها جواباً عدي
وأبحث في أحلامي، أفتش عنك فيها.
وتفتش عني



مركز دبي للتوحد
Dubai Autism Center

www.dubaiautismcenter.com

في داخل كل طفل عالم مسجون ينتظر من يكتشفه.
من أجل مجتمع متضامن، نتعرف أكثر على عالم التوحد.

Above:

Jamila Hamdan, Advertising Execution,
Arabic Copywriting, and Art Direction

Opposite:

Asem Askar, Advertising Execution,
Concept, Copywriting and Art Direction



This Ramadan, review your current lifestyle,

and visualize the future.

Nothing leaves your vision more positive than imagining a better tomorrow.

Over 37 million children and adolescents have been forced out of school by emergency.

The Dubai Cares Education For Emergency program provides support to the young victims of crises.

Take a closer look this holy month and let's cleanse their world of harm.

Our product may not come in a shiny package, but it does promise a shiny future.

To make a donation please call

800 2273

or visit our website at

dubaicare.ae



دبي العطاء

Dubai Cares

Educating Children for Generations to Come



Yusif El Awawdeh, Androi 1, 3D Game





Dr. Hendrik Wahl, Astronomy, 3D Rendering





With Taurine. Serve Chilled.



**Lemon Lime &
Apple Flavoured**



**GORILLA is developed for times
of increased stress or strain:
Increases performance
Increases concentration
Increases reaction speed
Stimulates metabolism
Good mixer**

Not recommended for persons sensitive to
caffeine, pregnant women, children and
diabetics. Pasteurized.

Ingredients: Carbonated water, Sucrose, Glucose,
Sodium citrates, Taurine (0.4%), Glucuronolactone
(0.24%), Caffeine (0.03%), Inositol, Vitamins (Niacin,
Pantothenic acid, B6, B12), Flavours (natural and
artificial), Colours (Caramel, Riboflavin). Calories per
250 ml can: 11.25 kcal

Made in Dubai by Gorilla GmbH



Contents:

250 ml e

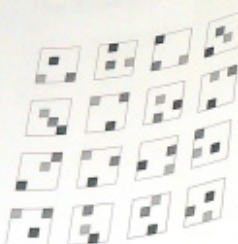


www.gorilla.com

4.2 Divisions

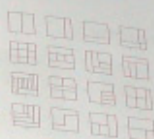
The notion of equal four was central to the design of the book. The design of the book was a series of divisions of space. The design of the book was a series of divisions of space. The design of the book was a series of divisions of space.

The Approach



For each division of the space, the design of the book was a series of divisions of space. The design of the book was a series of divisions of space. The design of the book was a series of divisions of space.

4.3 Proportions



The design of the book was a series of divisions of space. The design of the book was a series of divisions of space. The design of the book was a series of divisions of space.

The Approach

The design of the book was a series of divisions of space. The design of the book was a series of divisions of space. The design of the book was a series of divisions of space.



4.6.7.8.9.10

Grid Systems: Li Columns.

The Approach

The design of the book was a series of divisions of space. The design of the book was a series of divisions of space. The design of the book was a series of divisions of space.





Shamsa Al Abbar, Arabic Typography and Calendar Design, Graphic Design

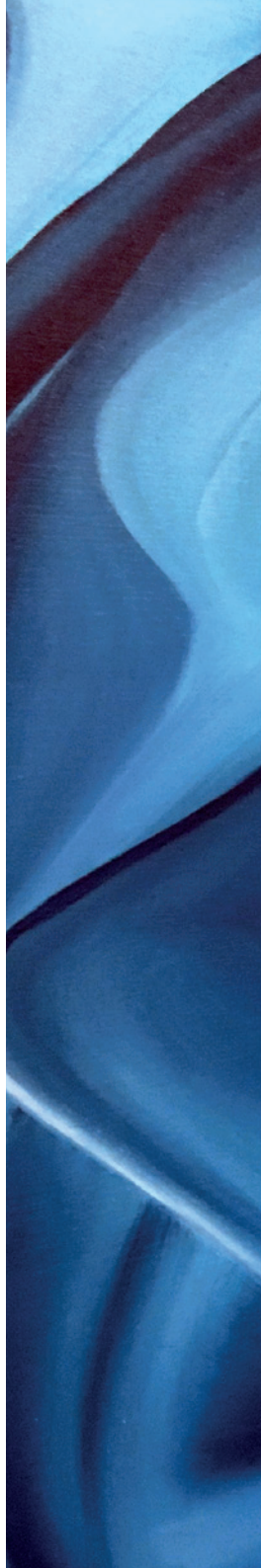




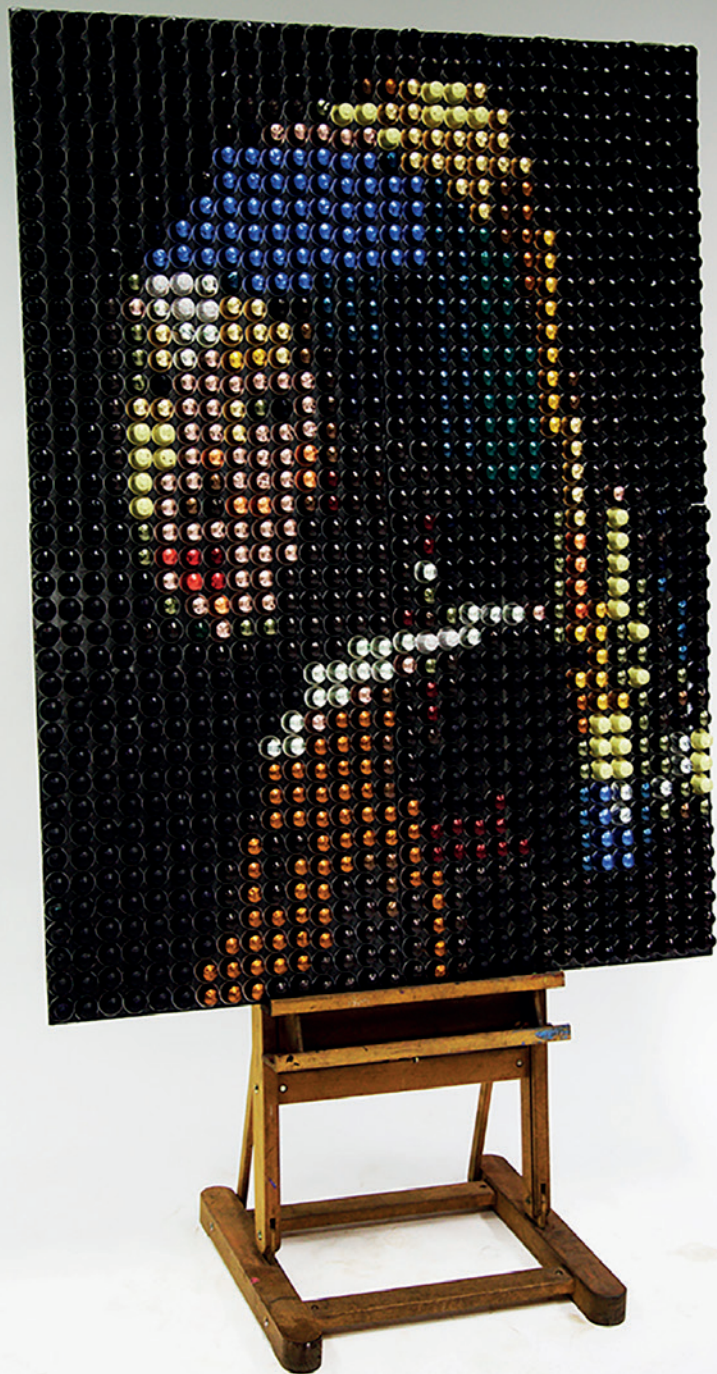


Previous Spread:
Right, Mandana Ziaei, Uncaged, Mixed Media Sculpture,
Left, Gilda Gilbradi, Inside my Mind, Photograph

Opposite: Raghad Al Redha, Untitled, Acrylic on Canvas





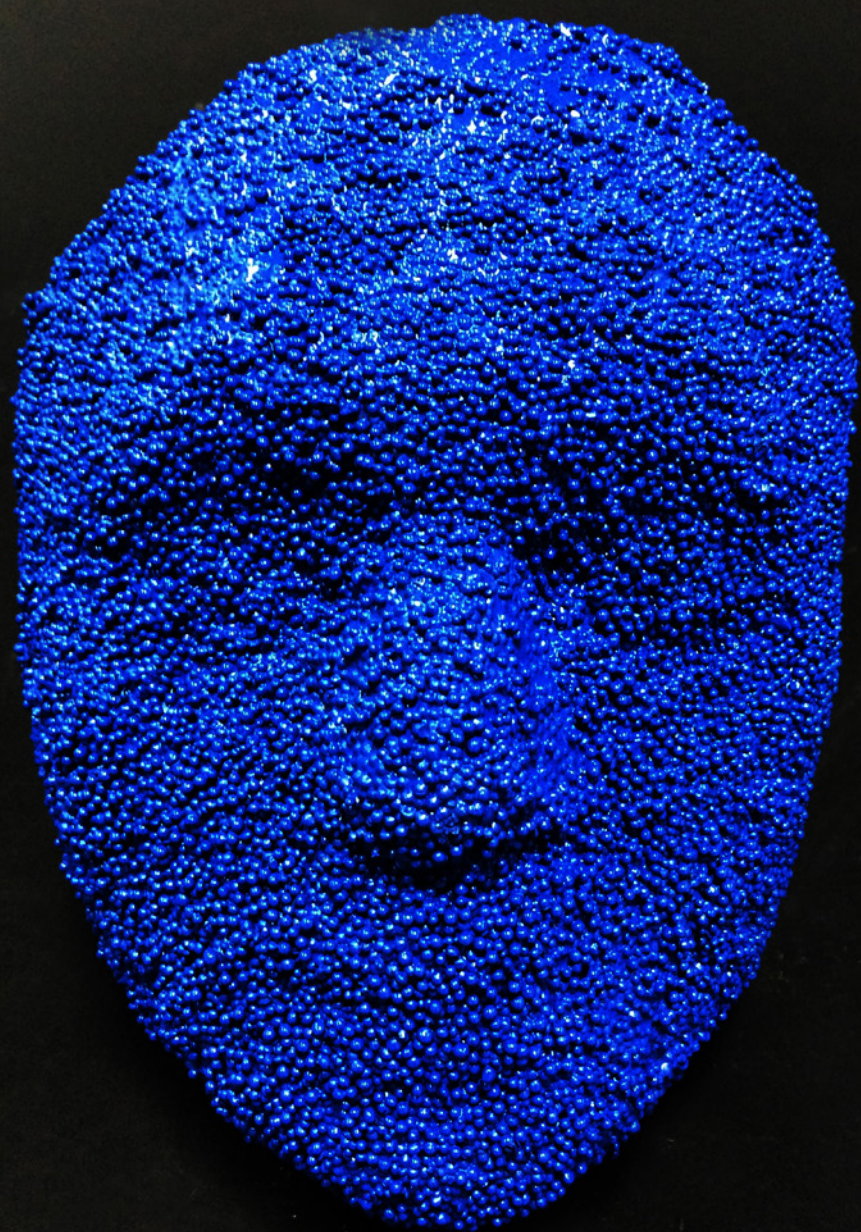






Previous Spread:
Left, 2D Design Students, *The Girl With The Coffee Cup Earring*, Recycled Coffee Pods
Right, Ghalia Khalid, *Proportion*, Pencil Drawing

Above, Emily Habib, *Contour Hand*, Pen Drawing
Opposite, Zoha Bagasrawala, *Peppered*, Mixed Media Mask



THE ACTION







*Previous Spread:
2D Design Students, Mural in Recycled Ballons, Um Kulthoum*

*Above and Opposite, Portfolio Critique Nights, students and
Advisory Board members join in preparing for the critiques*







Previous Spread:
Ceramics students watching a demonstration
by the renowned Magdalene Odundo OBE

Opposite:
Mohamed Hindash, artist and social media influencer,
during a work session at the AUD studios











*Previous Spread and Above
Underwater Videography in Action*







Portfolio Critique Nights, External jurors reviewing the works of graduating students from all majors.

GET LIFE READY.

@visualcommunication_aud

ADMISSIONS CHECKLIST

Please make sure that the following items are included with your application. Your admission will depend on the receipt of all required documents throughout the review of your application.

Official English translations of all supporting educational documents must be submitted. Translations must be literal (i.e., word-for-word).

- Completed Application for Undergraduate Admission.
- Official school records for grades 10 and 11 stamped by the school.
- Official school records for grade 12 should be attested by the appropriate authority of the U.A.E. Ministry of Education – Higher Education Affairs.
- Attestation for international students: grade 12 transcript and diploma must be attested by the Ministry of Education of home country, Ministry of Foreign Affairs of home country and U.A.E. Embassy in home country. Please note that true copies of your grade 12 documents must bear original attestations.
- High school diploma - original required for verification.
- Equivalency letter is also required from the Knowledge & Human Development Authority (KHDA) (following the referring educational zone) for students who graduated from the U.A.E. & the U.A.E. Ministry of Education for students who graduated from outside the U.A.E.
- Paper-Based TOEFL® min. score of 550 + 4.0 on TWE (essay) or
- Internet-based TOEFL® min. score of 79 + 24 on the writing part, or
- Academic IELTS™ min. score of 6.5 + 6.5 on the writing part.
- EmSAT min. score 1550 + C1 on the writing part.
- SAT® Reasoning Test scores with min. 560 in Math (Engineering and Architecture applicants are also required to take a Math placement test at AUD).
- Two recent passport size photographs.
- Passport photocopy with validity page.
- Photocopy of UAE Residency Visa.
- Photocopy of Emirates ID (both sides).
- Army exemption letter for all UAE nationals.
- Non-refundable application fee of AED 420. A reservation deposit (non-refundable) of AED 5,000 which is fully applied toward tuition, is required upon acceptance for admission.
- Completed Health History Form. This form must be signed and stamped by a Physician.



School of Architecture, Art and Design

The School of Arts and Sciences exemplifies the tradition that a college education liberates the mind. The School values the pursuit of knowledge for its own sake and believes that all college graduates are capable of studying a broad spectrum of subjects and of following a rational process to draw conclusions and inferences.

ADMISSIONS AT AUD

The mission of the Office of Admissions is to admit to AUD's degree programs students who possess appropriate credentials and the demonstrated capacity and potential to successfully complete the educational programs provided by the university and meaningfully participate in the total educational experience offered by AUD.

The Admissions Office consists of a professional team that assists prospective students gain accessibility to opportunities in higher education. The Admissions team is held to a high level of integrity and is charged with providing quality service and accurate information to all students.

AUD ADMISSIONS OFFICE

P. O. Box 28282, Dubai, UAE
T. +971 4 399 9000
admissions@aud.edu
www.aud.edu

For specific admissions requirements, please check the AUD Undergraduate Catalog on our website or contact the Admissions Office.

ACCREDITED IN THE UAE & THE USA

AUD is officially licensed by the U.A.E. Ministry of Education – Higher Education Affairs (MOE-HEA) The Ministry has accredited the university's undergraduate and graduate programs, in addition to Certificate programs in Middle Eastern Studies and Professional Teaching.

AUD is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Baccalaureate and Master's degree levels. Questions about the accreditation of AUD may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 USA, by calling +1 (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).