

# Department of Architecture and Design

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The Department of Architecture and Design offers programs at both the undergraduate and graduate levels. The undergraduate level programs are in architecture and graphic design. The architecture program leads to the professional degree of Bachelor of Architecture (BARCH). The graphic design program leads to the professional degree of Bachelor of Fine Arts in Graphic Design (BFA).

## Architecture

### Program Description

The program in architecture is comprised of a total of 174 credit hours normally taken over five years. The curriculum is structured as follows: 1) Two foundation years, first and second, with core requirements in design, technical, and history courses through which students are offered the

basic skills and knowledge in design and related areas. 2) Two advanced years, third and fourth, with core requirements in advanced design, technical, history, and theory courses reinforced by the distribution electives. The design studios at this level are thematic vertical studios. 3) Final year, fifth year, with a one year design thesis and project and advanced electives.

The degree requirements consist of the following:

- 129 credit hours of mandatory core courses
- 6 credit hours of English including English 206
- 3 credit hours of Arabic as per placement test
- 9 credit hours of approved electives; one in humanities and two in social sciences
- 9 credit hours of approved ArD/FEA electives in the areas of presentation, history, and theory
- 9 credit hours of approved ArD/FEA electives in the areas of technology, science, and engineering; and professional practice
- 9 credit hours of electives in any area chosen in consultation with the academic adviser

## Curriculum for the Degree of Bachelor of Architecture

### First Year

Fall Semester			Credits
ARCH	100	Basic Design	4
ARCH	111	Technical Drawing	4
ARCH	121	History of Art and Architecture I	3
ARCH	151	Statics and Mechanics of Solids	4
ENGL	206	or English as required	3
			<b>Total 18</b>

Spring Semester			Credits
ARCH	101	Architecture Design I	7
ARCH	112	Descriptive Drawing	3
ARCH	122	History of Art and Architecture II	3
ARCH	152	Analysis and Design of Structures I	4
			<b>Total 17</b>

**Second Year**

<b>Summer Semester</b>			<b>Credits</b>
ARCH	241	Surveying Regional Architecture	9
<b>Fall Semester</b>			<b>Credits</b>
ARCH	202	Architecture Design II	7
ARCH	223	History of Art and Architecture III	3
ARCH	242	Building Construction I	3
ARCH	253	Analysis and Design of Structures II	4
			<b>Total 17</b>
<b>Spring Semester</b>			<b>Credits</b>
ARCH	203	Architecture Design III	7
ARCH	224	History of Art and Architecture IV	3
ARCH	243	Building Construction II	3
ARCH	313	Computer Aided Design	3
English			3
			<b>Total 19</b>

**Third Year**

<b>Summer Semester</b>			<b>Credits</b>
ARCH	373	Training in CAD	0
<b>Fall Semester</b>			<b>Credits</b>
ARCH	304	Vertical Studio I	7
ARCH	331	Urbanism	3
ARCH	261	Building Services	4
CIVE	109	Construction Management	3
			<b>Total 17</b>
<b>Spring Semester</b>			<b>Credits</b>
ARCH	305	Vertical Studio II	7
ARCH	325	Contemporary Architecture	3
2 Distribution Electives			6
			<b>Total 16</b>

## Fourth Year

Summer Semester			Credits
ARCH	474	Training in Execution Drawings	0
Fall Semester			Credits
ARCH	406	Vertical Studio III	7
3 Distribution Electives			9
			<b>Total 16</b>
Spring Semester			Credits
ARCH	407	Vertical Studio IV	7
3 Distribution Electives			9
			<b>Total 16</b>

## Fifth Year

Summer Semester			Credits
ARCH	575	Approved Experience	0
Fall Semester			Credits
ARCH	508	Final Year Project Design and Research I	7
3 Distribution Electives			9
			<b>Total 16</b>
Spring Semester			Credits
ARCH	509	Final Year Project Design and Research II	7
3 Distribution Electives			9
			<b>Total 16</b>

# Course Descriptions

## Mandatory Core Courses

Each of the following courses is required for the degree in architecture. Students should pay careful attention to the prerequisite structure, which must be observed. Non-majors must secure the approval of the department and the instructor concerned to enroll in any of the courses listed below.

**ARCH 100**      **Basic Design**      **4 cr.**  
A design studio intended to introduce students to the field of design through basic design principles and the cultivation of foundation studio skills. The course is required for first year students in Architecture, Graphic Design, and Landscape Design.

**ARCH 101      Architecture Design I****7 cr.**

A design studio focused on the development of analytical and technical skills for perceiving, understanding, and manipulating spatial definitions and relationships. *Prerequisite: ARCH 100.*

**ARCH 111      Technical Drawing****4 cr.**

This is a course in descriptive geometry and graphic communication in architecture. Students learn to use drawing tools. They acquire techniques of representation of 3D and space on 2D surfaces, including orthogonal (plans, sections, and elevations), paraline (axonometrics and isometrics), and perspective drawings. Applications cover construction of shades and shadows.

**ARCH 112      Descriptive Drawing****3 cr.**

This studio course is an introduction to the visual representation of the built environment. Students learn the skills of pictorial conventions and are introduced to the historical specificity and theoretical assumptions that underlie them. *Prerequisite: ARCH 111.*

**ARCH 121      History of Art and Architecture I:  
From Caves to Catacombs****3 cr.**

The first course in the History of Art and Architecture sequence surveys the origins and development of architecture, artifacts, and urbanism from prehistoric times to the end of the third century CE. We question meanings of the term art through objects associated with the activities of daily life and with the practices of kingship and religion, especially beliefs and rituals surrounding death and burial. While considering formal development, we also look at artifacts in their cultural context, relating them to myth, literature, and the development of technology. Local field trips are an important component of the class.

**ARCH 122      History of Art and Architecture II: Medieval****3 cr.**

This course is the second in the History of Art and Architecture sequence required for students in Architecture and Graphic Design. It surveys medieval art, architecture, and the city from the fourth to the fourteenth centuries, including the Byzantine, Ummayyad, Abbasid, Fatimid, Romanesque, Gothic, Ayyubid, and Mamluk periods. The course is an analytical study of major developments, artists, and monuments that emphasizes issues rather than objects. Most issues are concerned less with defined periods and major formal distinctions and more with cultural productions, their ideological framework, and socio-political significance. *Prerequisite: ARCH 121 or consent of instructor.*

**ARCH 151      Statics and Mechanics of Solids****4 cr.**

An introduction to vector forces and moments; equilibrium of rigid bodies in 2-D; free body diagrams; frames and machines; center of gravities and moment of inertia; design of trusses, beams; introduction to material properties; stresses, strains, and their relationship; normal, shearing, and combined stresses. The course also provides an introduction to indeterminate structures.

**ARCH 152      Analysis and Design of Structures I****4 cr.**

Normal and shearing stresses; an introduction to column design and buckling; cable design; physical properties of various materials used in construction: timber, steel, aluminum, copper, and others. Deformation of structural elements under loads using moment area and conjugate beam method are also addressed. Indeterminate structures by approximate methods; design and selection of the structural elements according to loads applied with practical assignments: selection of materials and pre-dimensioning the structure elements. *Prerequisite: ARCH 151.*



- ARCH 261 Building Services 4 cr.**  
The objectives of the course are to introduce the art, science, and practice of building services engineering to the future architect in all aspects of design, installation, and maintenance associated with building services. Included are: air-conditioning, heating and ventilating, water services, sanitary works, energy management systems, solar collectors, electrical distribution systems, electrical equipment, materials, lighting, and lifts.
- ARCH 304 Vertical Design Studio I 7 cr.**  
Topics for thematic advanced design studios are posted at the beginning of the semester. Third- and fourth-year students select from the studios offered. In these upper-level design courses the individual works with specific themes and methodologies presented to pursue particular interests and techniques. *Prerequisites: ARCH 203, and a combined grade average of 70 in ARCH 202 and ARCH 203.*
- ARCH 305 Vertical Design Studio II 7 cr.**  
*See description of ARCH 304. Prerequisite: ARCH 203.*
- ARCH 313 Computer Aided Design 3 cr.**  
An introduction to the CAD world and its 2D implementation in the architectural field. Students learn the tools and techniques to translate their hand drawn design sketches into digital format, from basic conceptual diagrams to fully loaded architectural drawings, meeting the high standards of design-firm expectations.
- ARCH 325 Contemporary Architecture 3 cr.**  
A course that positions current architectural form and discourse by reference to phenomena in the field since 1945. Form and theory will be seen as inseparable, as alternative aspects of the same condition. *Prerequisite: ARCH 224.*
- ARCH 331 Urbanism 3 cr.**  
A course on the basic principles of contemporary urbanism. Special attention will be paid to the relationships among forces acting upon the city, critical and descriptive theories of urbanism, and contemporary approaches to urban design. *Prerequisite: ARCH 224.*
- ARCH 373 Training in CAD 0 cr.**  
A non-credit training course in which students work in local architectural offices on CAD applications. Reports on work completed are evaluated for level of involvement and quality of achievement.
- ARCH 406 Vertical Design Studio III 7 cr.**  
*See description of ARCH 304. Prerequisite: ARCH 305 and a combined grade average of 70 in ARCH 304 and ARCH 305.*
- ARCH 407 Vertical Design Studio IV 7 cr.**  
*See description of ARCH 304. Prerequisite: ARCH 203.*
- ARCH 474 Training in Execution Drawings 0 cr.**  
A non-credit course that consists of professional training in architectural offices, where students develop their knowledge of execution drawings.
- ARCH 508 Final Project Design and Research I 7 cr.**  
A course conceived within a research-oriented studio/workshop model in which students are expected to critically explore architectural issues of personal interest and of general importance to the discipline, and to present their findings in a research report and preliminary design proposal. *Prerequisites: four vertical design studios, and a combined grade average of 70 in ARCH 406 and ARCH 407.*

**ARCH 509                      Final Project Design and Research II                      7 cr.**

The culmination of the design studio in which students integrate and synthesize acquired knowledge and skills, and develop both the theoretical/critical and practical components of the research and design project proposed in ARCH 508. *Prerequisite: ARCH 508.*

**ARCH 575                      Approved Experience                      0 cr.**

This is an eight-week professional training course at an architectural design office.

## Elective Courses

The elective courses in the architecture program are offered within the Department of Architecture and Design and many are open to students in all faculties. They are distributed into four categories: (1) Presentation; (2-3) History and Theory; (4-5) Technology, Science, and Engineering; (6) Professional Practice. Electives are chosen under the guidance of the academic adviser and in accordance with the elective distribution stated in the Program Description section of this catalogue. The following is a list of elective courses recently offered in the above categories. The courses are subject to change, and new electives are introduced annually.

### Presentation

**ARCH 016                      Digital Tools: 3D Studio Max                      3 cr.**

With the beginning of the millennium traces of traditional drawing in architecture have been replaced by digitized layouts. With computer software exponentially evolving, a new vision of architecture is now possible. From schematic design, visual construction, to final renderings, software tools have proven to be of the utmost efficiency. 3DMax is one of the best of these. Combined with a simple presentation tool such as MS PowerPoint it creates a powerful impact. This course is essentially aimed toward today's architecture students, providing them with everything needed to complete the construction, rendering, and presentation of architectural ideas.

### History and Theory

**ARCH 020                      Beirut Modern                      3 cr.**

The course investigates modern architecture in Lebanon, mainly in the 1950s and 1960s, shedding light on a vibrant period that produced a distinctive local version of modernism. The course covers aspects such as architectural education, the organization of the profession, patronage, competitions, collaborations, and the various meanings given to modernity and tradition.

**ARCH 021                      The Imperial Image                      3 cr.**

Images are constants, but the ideas they legitimize take on different forms and values. This seminar explores the relationship between the visual arts and the ideologies of empire, looking at art produced in, and relating to, the sites of colonial, imperial, and mandatory control that comprised the European colonial project from the 16th to the mid-20th centuries.

**ARCH 022      Building the Colonies: Colonialism, Imperialism, and Local Modernities      3 cr.**

Colonialism and imperialism can be interpreted as part of larger ideological and sociopolitical systems that continue to inform changing cultural values today. This seminar uses sites of colonial urbanism to investigate ways that spatial organization produces historical knowledge. We consider alterations made to pre-existing cities as well as new city plans, both built and projected, in the Americas, in Asia, and around the Mediterranean Rim.

**ARCH 025      House and Home: Histories of Domesticity      3 cr.**

This seminar/practicum takes two contrasting but complementary approaches, historical understanding and phenomenological experience, to explore definitions of what we mean by the word home. Both planned and informal domestic architecture in the region are investigated as central case studies.

**ARCH 026      The Cities of Delhi: Urban Form and the Transmission of Meaning      3 cr.**

New Delhi, capital of the Republic of India, encompasses the vestiges of many older cities, built over a thousand-year period by disparate cultural groups. In this course, case histories of buildings and neighborhoods are used as a way of reading the processes of hybridization that result from the overlay of city upon city.

**ARCH 029      A History of the Artist      3 cr.**

This course offers a historical and critical reading of the category artist as it has been written and deployed in biographies, films, and art theory. Through a close analysis of four different historical moments in Western art, the course traces the development of the social persona of the artist and its refraction with artistic practice.

**ARCH 030      Writing the Manifesto      3 cr.**

Writing the manifesto is a workshop and seminar open to architecture, graphic design and other students. Class meets once a week. If we want the practice of design to be engaged socially and politically, it needs to part from the superficial or the formal and stem from a strong passionate attitude. This course aims at developing this attitude through reading and interacting with engaged authors and through developing a manifesto piece. In this process, every student will write his/her own manifesto and present it to others. *Prerequisite: Advanced standing.*

**ARCH 031      Cities of Discrimination      3 cr.**

The seminar presents a discourse on the understanding of design and planning issues dealing with landscapes of discrimination and of marginalization, and their imprint on the built environment. The examination of urban injustice offers a cross-disciplinary study of the city and aims at establishing a theoretical framework for a landscape of diversity, accessibility, and flexibility through the analysis of people and places, and the complex relationships that bind them.

**ARCH 032      Architecture, Heritage, Tourism and Critical Pedagogy:  
The Politics of Place and the Practices of Heritage  
and Tourism in the Contemporary Middle East      3 cr.**

This course is concerned with concepts of cultural change. It tackles the politics of place transformation and heritage definition in the contemporary Middle East vis-à-vis the practices of patrimonialization, heritage construction, the role of international tourism in shaping space, neo-liberal urban restructuring, and local-global dynamics and relationships. The course terminates with granting voice to different forms of resistance through several elaborate case studies from the region and beyond. *Prerequisite: Advanced standing.*

**ARCH 033 Art and Interpretation 3 cr.**

A seminar designed to introduce students to a range of methods of interpretation used in art history or drawn from fields such as analytic aesthetics, hermeneutics, psychoanalysis, phenomenology, and deconstruction.

**ARCH 034 Anthropology of/in the City 3 cr.**

This course actively explores different anthropological approaches to space and spatial practices: structuralism, the praxis of living, individual mindscapes, and the practice of fieldwork. The course also investigates notions of private and public spaces by debating questions of behavior in public, morality and geographical limits. It also looks at urban public space, more specifically at the "other" who occupies it; movement and practices of everyday life; and non-places. Finally, we study issues of boundaries, spaces and places by studying sacred spaces, gender segregation and social distinctions. The course closes with debates on city culture(s) and anthropology. *Prerequisite: Advanced standing.*

**ARCH 037 Sociology of Cultural Production 3 cr.**

An introduction to the basic terminology used in all sociological analysis of cultural phenomena combined with the relation between art and reality (society, politics and history, myth, and ideology). This course then investigates the role and power of cinema and initiates a comparative analysis of media concerning key issues such as nation, identity, race and "the other".

**ARCH 038 Collecting, Displaying, and Interpreting Islamic Art 3 cr.**

Through critical analysis of texts, images, and cultural practices, this course examines Western interpretations of the visual culture of the Islamic world. It proposes to challenge main assumptions that underlie standard histories of Islamic art. Discussions explore issues revolving around the nature of Islamic art, such as aniconism, the arabesque and the role of ornament, the development of calligraphy, and the arts of the book. It also examines the representation of Islamic art in exhibitions and museums in Europe.

**Technology, Science, and Engineering****ARCH 043 Code Comfort: Architectural Project Management 3 cr.**

A seminar course that equips the students with tools for successful architectural project management, focusing primarily on the 'design phases' of a project, and the information that must be conveyed in each phase. The 'integrated design process,' a prime tenet of sustainability, is at the core of this course. Pre-development planning, capital and program development, design and construction documents, code compliance, material selection, and construction administration are addressed. Students are also introduced to time management and scheduling tools, budget management, quality control, and risk management, in the context of design decisions.

**ARCH 044 Green Material Selection: Lebanon 3 cr.**

This seminar course engages the student in the process of material selection. Based in part on LEEDTM methodology, materials are explored in terms of use, availability, performance, market trends, and economic sustainability, as well as the more conventional "green" characteristics of recycled content, local/regional materials, renewables, and volatile organic compounds (VOCs). The course also explores the key concepts of life cycle assessment and embodied energy determination. It recognizes that the majority of material selection choices are relatively more or less harmful depending on the circumstance and application.

<b>CIVE 580</b>	<b>Construction Management</b>	<b>3 cr.</b>
Refer to the Civil and Environmental Engineering Program.		
<b>ENMG 400</b>	<b>Engineering Economy</b>	<b>3 cr.</b>
Refer to the Engineering Management Program.		

### Professional Practice

**ARCH 061**      **Architectural Programming**      **3 cr.**  
 The course deals with Architectural Programming in the context of pre-design, in both the conceptual and the practical aspect of the topic. Pre-design, the program, and architectural programming is the sequence in which the following are introduced: pre-design information collection and understanding, concept of program, programmatic issues and analysis, scales of programmatic applications, and different ways of thinking needed in the early design process.

**ARCH 062**      **Designing Information**      **3 cr.**  
 The underlying objective is to allow students to view and act in their physical environment in a critical yet constructive manner. In a world inundated with words and symbols, students are taught to discern factual information from advertising, categorize types of information, learn from exemplary case studies, and develop their own frameworks for designing information that subvert the trappings of commodities and commercialism.

**ARCH 067**      **Smart Spaces**      **3 cr.**  
 This is a survey course exploring the impact of networks, ubiquitous computing, and always-on connectivity on the design of everyday things, architecture, and the city. We cover the basics of network theory, the social dimension of technological advances, the way we organize and form groups, innovation in design and services, and we imagine what the future of space and devices might be.

# Graphic Design

## Program Description

The program in graphic design is comprised of a total of 139 credit hours normally taken over four years. The degree requirements consist of the following:

- 97 credit hours of mandatory core courses
- 6 credit hours of approved electives in the areas of humanities, and social sciences
- 6 credit hours of approved electives in science and mathematics (one course must be in math)
- 6 credit hours of English, one of which should be English 204
- 3 credit hours in Arabic, as per placement test
- 6 credit hours of approved ArD electives in the areas of history, theory, and methodology
- 6 credit hours of approved ArD electives in the areas of representation skills, digital media, typography, and professional practice
- 9 credit hours of free electives in any area chosen in consultation with the academic adviser

# Curriculum for the Degree of Bachelor of Fine Arts in Graphic Design

## First Year

Fall Semester			Credits
ARCH	100	Basic Design	4
GRDS	111	Drawing	3
ARCH	121	History of Art and Architecture I	3
GRDS	112	Color	3
ENGL	204	or English as required	3
			<b>Total 16</b>

Spring Semester			Credits
GRDS	101	Graphic Design I	6
ARCH	122	History of Art and Architecture II	3
GRDS	214	Illustration	3
GRDS	141	Computer Graphic I	3
		Distribution Elective	3
			<b>Total 18</b>

## Second Year

Summer Semester			Credits
GRDS	113	Photography	3
		2 Distribution Electives	(2 x 3 cr.) 6
			<b>Total 9</b>

Fall Semester			Credits
GRDS	202	Graphic Design II	6
ARCH	223	History of Art and Architecture III	3
GRDS	251	Typography I	3
GRDS	242	Computer Graphic II	3
		Distribution Elective	3
			<b>Total 18</b>

Spring Semester			Credits
GRDS	203	Graphic Design III	6
ARCH	224	History of Art and Architecture IV	3
GRDS	252	Typography II	3
GRDS	231	Introduction to Visual Theory	3
			<b>Total 15</b>

### Third Year

Summer Semester		Credits
2 Distribution Electives		(2 x 3 cr.) 6
		<b>Total 6</b>

Fall Semester			Credits
GRDS	304	Graphic Design IV	6
GRDS	343	Motion Graphics	3
GRDS	325	History of Graphic Design	3
GRDS	361	Professional Practice	3
			<b>Total 15</b>

Spring Semester			Credits
GRDS	305	Graphic Design V	6
GRDS	344	Interactive Media Design	3
2 Electives (approved departmental electives and/or free)		(2 x 3 cr.) 6	
			<b>Total 15</b>

### Fourth Year

Summer Semester		Credit
GRDS	462	Approved Experience
		0

Fall Semester			Credit
GRDS	406	Final Year Research	6
3 Electives (approved departmental electives and/or free)		(3 x 3 cr.) 9	
			<b>Total 15</b>

Spring Semester			Credits
GRDS	407	Final Year Project	6
2 Electives (approved departmental electives and/or free)		(2 x 3 cr.) 6	
			<b>Total 12</b>

# Course Descriptions

## Mandatory Core Courses

**GRDS 101                  Graphic Design I    6 cr.**

This is an introductory studio on graphic design methods and processes, where fundamentals of visual communication are addressed. The studio starts with basic investigations in the development of visual form, and gradually moves to cover more complex components of graphic design dealing with the construction of meaningful visual messages and the organization of information. *Prerequisite: ARCH 100.*

**GRDS 111                  Drawing    3 cr.**

This studio course is an introduction to visual representation. Students learn drawing skills and pictorial conventions, and consider the historical specificity and contemporary relevance of such skills and conventions.

**GRDS 112                  Color    3 cr.**

A study of the dynamic interaction of color and its applications for designers and artists. This course includes an introduction to the physics of color, color composition and the three dimensions of color, hue, value, and chroma, as well as the color wheel.

**GRDS 113                  Photography    3 cr.**

A course aimed at providing graphic design students with a thorough understanding of the basic techniques and aesthetics of both black and white and color photography, through hands-on assignments and darkroom practice.

**GRDS 141                  Computer Graphics I    3 cr.**

This course is divided into three sections. The first introduces students to the Macintosh platform and the MacOS, covering all aspects such as file management, activating fonts, accessing network, and printing. The second section deals with the basic features of Adobe Illustrator<sup>®</sup>; the industry-standard and most professional vector-based illustration software; the last part covers the basic features of Adobe Photoshop<sup>®</sup>, where students learn basic image creation and manipulation.

**GRDS 202                  Graphic Design II    6 cr.**

This studio focuses on the development of corporate identity through investigation of abstraction and symbolic representation; logo design; and visual identity systems and their basic applications using various modes of image making and typography. *Prerequisites: GRDS 101 and a combined grade average of 70 in ARCH 100 and GRDS 101.*

**GRDS 203                  Graphic Design III    6 cr.**

This studio focuses on processes of visual communication through diverse theme-based projects in which issues of meaning analysis/production, audience interpretation, and the cultural implications of design are emphasized. Through these projects aspects of image making, type/image relationships, visual narrative, and complex information organization are explored. *Prerequisite: GRDS 202.*

**GRDS 242 Computer Graphics II****3 cr.**

This course is the second in the series following the first computer course (GRDS 212). It is also divided into three sections. The first deals with the advanced features of Adobe Illustrator®. Advanced Adobe Photoshop® constitutes the second section of the semester, where students learn advanced image creation and editing techniques for print and web applications. The last section covers QuarkXPress, the professional electronic desktop publishing software, for the creation of any form of publication, from simple single page to complex multicolor documents. In addition to these, cross-compatibility issues between the above mentioned software are tackled at the end of the semester. *Prerequisite: GRDS 241.*

**GRDS 251 Typography I****3 cr.**

In this course students develop a clear understanding of the usage of typography in all its forms. They explore the different components of type, the way it is used, when and where, and procedures and methods. The purpose is for the student to develop sensitivity toward type and to deal with it as a form versus a way to get a message read.

**GRDS 252 Typography II****3 cr.**

In this course students address text. New components are investigated: texture, direction, flow, space, etc. Text is formed from paragraphs made of words made of letters. Text is used for information, for support, and sometimes as an entity. Projects are distributed throughout the semester covering all these aspects. *Prerequisite: GRDS 251.*

**GRDS 214 Illustration****3 cr.**

This course introduces students to illustration techniques and styles with the aim of strengthening their representation and visualizing skills to enrich the graphic design process and its outcomes. Assignments cover various themes while exploring a wide range of media.

**GRDS 231 Introduction to Visual Theory****3 cr.**

An introduction to the various debates concerning visual representation aiming toward an investigation of the visual as a social practice and as part of an aesthetic discourse.

**GRDS 304 Graphic Design IV****6 cr.**

The identity created by the designer is manifested in a number of ways: logo design and application, posters and hand out material, and packaging and publications. This course covers publication design, which deals with layout, newsletters, books, pamphlets, and catalogues, through the application of grids and structures. *Prerequisites: GRDS 203 and a combined grade average of 70 in GRDS 202 and GRDS 203.*

**GRDS 305 Graphic Design V****6 cr.**

A studio course in package design and the principles of advertising campaigns. Combination of experimental and real situation projects. *Prerequisite: GRDS 304.*

**GRDS 325 History of Graphic Design****3 cr.**

This is a course that addresses graphic design as a critical discipline. The course is guided by various interpretative inquiries into the history and theory of visual communication. *Prerequisite: ARCH 224.*



## Elective Courses

The elective courses in the Graphic Design Program are offered within the Department of Architecture and Design and some are open to students in all faculties. They are distributed into two categories:

[CATEGORY 1] Representation Skills (1), Digital Media (4), Typography (5), and Professional Practice (6); [CATEGORY 2] History (2), Theory and Methodology (3). Electives are chosen in consultation with the assigned adviser, and in accordance with the load distribution (mentioned earlier under program description).

The following list of courses is subject to change as new electives are introduced every year.

### Representation Skills

**GRDS 011 Arabesque 3 cr.**

This is a course that deals with the artistic references which inspired Arabic and Islamic arabesque from previous cultures. This course investigates its history from the Omayyad to the Ottoman empires and their artistic and aesthetic values.

**GRDS 012 Silkscreen 3 cr.**

This is an introductory course to the silkscreen printing process. Students learn the techniques of silkscreen printing by producing their own works of art with this printing method. In addition to being a medium for artistic expression, silkscreen printing is widely used in the package design industry.

**GRDS 014 Engraving and Etching 3 cr.**

This is a course introducing the earliest of all printing methods. Students learn how to execute their designs on a zinc plate by manually engraving or etching with acid, and how to use the inked plate to print limited editions.

**GRDS 016 Advanced Photography 3 cr.**

This is a course that takes students to a higher level of understanding by using the medium in both analog and digital format. Through studio practice and digital post-production, students learn how to effectively turn a concept into a visual statement. *Prerequisite: GRDS 113.*

### Digital Media

**GRDS 041 Design for the Web 3 cr.**

This course implements the designer's knowledge, flexibility, and confidence in working with the Web using images, animations, sound, and text. It covers the basics of HTML and Action Script, working with both Macromedia Dreamweaver and Flash. It offers students an environment where they can experiment and interact with technology and, most important, learn the back-end of Web design in conjunction with the front-end. *Prerequisite: GRDS 141.*

**GRDS 043 Expressive Electronics 3 cr.**

Expressions in computer generated graphics cannot be realized without the use of technological tools. As digital technology has overwhelming flexibility and possibility, it poses dangers as a tool for communication. Projects in the course involve developing digital metaphors that communicate a message. *Prerequisites: GRDS 141, GRDS 142.*

**GRDS 044                      Pattern, Rhythm, Meter: Programming Design                      3 cr.**

This elective examines aspects of students' design vocabulary - pattern, rhythm, time, language, space, etc.- through the use of computer programming and applied algorithms to create visuals, music, animation, as well as typographic form and text. Through this exploration they will gain a greater insight into the "internal workings" of the computer and their software applications, an awareness of the overlap between science and art, and pro-active tools that they can readily apply in their design work. *Prerequisite: 4th-year status in graphic design, architecture, or engineering or permission of instructor.*

**GRDS 049                      Move Me, Freeze Me, Shoot me                      3 cr.**

This is an elective course covering Stop Motion Animation techniques, principles and processes. Students are exposed to, and experiment with various stop motion animation mediums and types; examining: motion, tempo, rhythm, orientation, color, texture, form, and matter. They are encouraged to evaluate critically different processes of animation and develop problem-solving methods through their assignments, and the analysis of screened features to enhance the skills gained in visual art training and integrate visual vocabulary with conceptual and creative procedures. *Prerequisite: 4th and 5th year GD and Arch students, GRDS 113.*

## Typography

**GRDS 053                      Advanced Arabic Typography                      3 cr.**

In addition to a new and summarized historical overview, the study of Arabic calligraphy involves dealing with the problems facing this traditional art in its efforts at modernization, innovation, and adaptation to new technologies. This consists of two approaches to the subject, one that looks at the Arabic script as an art by itself: calligraphy; and the other that ponders its reformist and mediatic function, or its applications in modern life.

## Professional Practice

**GRDS 061                      GraFix in the Environment                      3 cr.**

We are bombarded daily with visual clutter, noise, buildings, people, beggars, cigars, clothes, shops, garbage, cars, horns, broken sidewalks you name it! Then there are signage, posters, and billboards! All are components of our GraFix in the Environment! This course is based on research, presentations, and a series of small projects illustrating the various aspects of 'GraFix'.

**GRDS 063                      Personal Expression through Serial Media:  
Zines, Comix, and Art Books                      3 cr.**

Printed matter has historically provided a way for artists to express themselves. This class studies alternative media and builds upon the lessons learned in the publication design class. These lessons are applied to a variety of specialized publications allowing students to focus on their content while developing their form. Using printing methods both high- and low-end, as well as high- and low-tech, students explore ways in which serial media provide an outlet for personal expression.

**GRDS 064                      Advanced Illustration                      3cr.**

This elective, following up on the Illustration class in the required curriculum (or the various Illustration Workshops given previously), is an exploration of the popular and public nature of illustration working with a selection of techniques which historically have fulfilled this purpose - photographic collage, Japanese woodcut, colored stencil, and mural painting. *Prerequisite: GRDS 214 or permission of instructor.*

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## History, Theory, and Method

**GRDS 020            Signs of Conflict and Resistance****3 cr.**

The course addresses the deployment of political rhetoric in graphic design, historically and in contemporary practice. It examines those particular moments of political conflict--war, resistance, and revolt--where visual artifacts in different print formats become important vehicles through which ideological constructions are materialized and diffused. The course uses a case study of the graphic production by Lebanese political parties and movements during the civil war (1975-1990) while covering other significant cases that enrich and inform this main investigation.

**GRDS 032            Mediated Spectacles****3 cr.**

A seminar course that engages students in analysis and critical assessment of the role of mediated images in everyday life. The course is directed through theoretical approaches and methodological tools of investigation that address the mechanism of the 'image' in terms of its signifying practices, cultural meaning, and the power relations in which it is embedded.

**GRDS 036            Seeing Rude and Erudite****3 cr.**

This seminar proposes an investigation of seeing, understood both as an authoritative discourse and as an embodied physical sensation. The aim and ambition of this seminar is to question the authority of the visual and to identify what is unrecognized in the act of seeing.