and Design Academic Year 2003/04
During the academic year 2003-04, the Department of Architecture and Design was home to 52 faculty members—eight full-time, seven visiting, and 37 part-time—as well as and 224 students: 97 in Architecture, 109 in Graphic Design, and 18 in the graduate programs of Urban Planning and Urban Design.

The catalogue presents works by students in Architecture and Graphic Design in the various levels and courses from basic foundation courses to final year projects. It reflects the conceptual and technical training during the two foundation years and the diversity of themes and methods in the advanced studios and elective courses. It also includes samples of extracurricular design activities that the students engage with such as workshops conducted by visiting international designers.

Howayda Al Harithy
Chairperson
How does credibility fare in media? Found at one end of the spectrum, the documentary with its claim of authenticity while at the other end, the illusory world of the video game. What would happen if these two poles were collapsed? In September of 1982, an obscure society known as Ru’that Yrthak (The Mourners of Yrthak) vanished without a trace. In an attempt to uncover the mystery of the society, a searcher finds himself venturing into their village, trying to unearth clues that could help answer some questions concerning the chaos of the time.
Distinguished Graduate Award Amateur Bodies
Rasha Kahil  Final Year Project
Final Year Project

Ocular Impotence

Areej Mahmod

Dean's Award for Creative Achievement
The notion of a social malaise weighing on modern society has been acknowledged since the industrial era, and pondered throughout the 20th century by numerous writers, artists and thinkers. The book suggests that this social malaise we are immersed in is partly due to the fact that we reached a point where people are so much taken by the function of things and items around them that they lose their own function and human values. To unconsciously become passive agents in the alienating, mechanical world they produced. The book relates fragments of daily life, familiar situations that occur in any modern city based on consumerism.

However, these habitual situations are filled with ‘punctual disturbances’: irregularities or disfunctionalities in the usual mechanism of an ordinary situation, that take the form of ‘slips of thought’. The purpose of these punctual disturbances is, first to divert typical situations by raising an awareness that brings out this social malaise, and second to twist their common signification by generating new meanings. These punctual disturbances, of a subtle and ironic quality, merge naturally with the settings and might be noticed or not by the reader. But once noticed, they can’t but trigger and tease the reader by revealing what society has become, and force him/her to reconsider and reinterpret daily life matters through a critical and perceptual mind.
Enter an obscure realm, where fears are embodied and given verve. A realm inhabited by monstrous creatures each motivated and contained by their essence; be it greed, paranoia or suffocation etc. This realm is the Garret. As the creatures begin to interact, their natures begin to conflict inducing chaotic repercussions with eventually fatal results. The Garret is a stop-motion animation depicting the perils of four different ‘monsters’ each of which is constructed by various waste items.
A studio course that focuses on retail design. This course covers both market research and visual concepts of two dimensional and three dimensional design issues, and an exploration and development of visual systems for organizing products, space and information through various projects.
Do it Yourself
COSTUME PARTY

Nutcracker

Do it Yourself
COSTUME PARTY
at Nutcracker
A studio course that focuses on package design and the principles of advertising campaigns, using the competition within a given market. Projects are mainly commercial.
Design & Packaging/Advertising
3rd Year Studio

Maya Rizkalla

Natalie Flouty
A studio course that focuses on publication design: the design of catalogues, brochures, books, and magazines. Projects are conducted through the innovative use of photography, typography and illustration. Emphasis is on text and image relationships.
Elle veut tout de moi.
A studio course that focuses on processes of visual communication through diverse theme-based projects in which issues of meaning analysis, production, audience interpretation and cultural implications of design are emphasized. Through these projects, aspects of image making, type/image relationships, visual narrative and complex information organization are explored.
Dix petits nègres

Richard Kahwagi

Le Théâtre Monnot avec la collaboration de l'AUB présente

Dix petits nègres

D'après Pièce d'Agatha Christie

Le 10, 11 et 17 Février à 20 heures, Billets en vente au guichet. Pour plus d'information veuillez nous contacter au 01 002 004.
Here's one way to use your trash, try another.

This is waste unless you read it.
A studio course that focuses on the development of corporate identity through investigation of abstraction and symbolic representation, logo design, visual identity systems and their basic applications using various modes of image making and typography.
Design I Introduction to Graphic Design

Karen Shraim
by Hussa Al Humaidhi

Zeina Kammoun
by Michel Karsouny

Tariq Ayass
by Shareen Al Dakkak

Yasmin Zalek
An introductory design studio course in Graphic Design methods and processes, where fundamentals of visual communication are addressed. The studio starts with basic investigations into the development of visual form. It moves gradually to cover more complex components of Graphic Design dealing with the construction of meaningful visual messages and the organization of information.
Design I  Introduction to 1st Year Studio Graphic Design

Michel Karseuny

Ahmad Osman
Watch

Eat chocolate

Put lenses on

Pick at cuticles

Smoking

Workouts

Monica Karam

Michel Karsouny

Zeina Kammoun
A design studio course 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, and Landscape Design.
A course in which 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, procedures and methods. The purpose is for the student to develop sensitivity towards type and to deal with it as a form versus a way to get a message read.
Anna Ogden Smith

"I still believe that people are really good at heart."
Anna Frank, 1943

"The light in the eye grown dim, shall duly flame again."
Joe Daoust
A continuation of Typography I that further explores the components of type through text, both in Arabic and Latin. New components are investigated: texture, direction, flow, space... Text is formed from paragraphs made of words made of letters. Text is used for information, for support and sometimes as an entity.
An advanced course in computer-related design, introducing students to multimedia design. The students explore the process of designing in relation to time and motion, and learn to adapt graphic knowledge to explore concepts of movement in time, sequential imagery and motion graphics through animation. Projects involve the use of various animation techniques including 2D cell animation, clay-mation and stop motion animation. It includes an overview of 3D modeling and animation.
An advanced course in multimedia, exploring the various areas where interactivity is used, ranging from interactive CDs to web design and interactive touch screens. Students concentrate on information architecture and information structure by designing for interactivity.
A course on technical information such as darkroom, lighting, and camera techniques, applied through assignments that lead to proper reproduction of material and surfaces into photographic prints.

It is 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.
A communications elective course taught as a workshop seminar that engages in this most modern of conditions by presenting the architect as publicist. Previously considered, the architectural medium with which to observe and record, the book is considered in this elective as the medium through which to generate critical design commentary.
An elective course which 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 ActionScript, working with both Macromedia Dreamweaver and Flash. It offers students an environment where they can experiment and interact with technology, and most importantly learn the back-end of Web design in conjunction with the front-end.
An elective course introducing the earliest of all printing methods. Students learn how to execute their designs on a zinc plate by manual engraving or by etching with acid, and how to print the inked plate in limited editions. Although this printing method is an outdated one in the commercial printing industry, it is still considered important whilst printing luxurious publications with special design effects.

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 the ways in which serial media provide an outlet for personal expression.
An elective course designed to accommodate the growing need for further experimentation in the printmaking medium, for students who want to use the technique of printmaking as a vehicle for their creative statements. The course allows students to freely combine multiple printing methods in one work of art.
Sagmeister Workshop
Third and fourth year Graphic Design students engaged in a four-hour workshop under the supervision of the world renowned designer Stefan Sagmeister. The workshop consisted of designing and executing a CD cover. They worked in groups of two or three and chose the band they wanted to work on. Due to the time constraint, they developed spontaneous reactions to the music in the form of thought-out visual representations of a specific mood. The process entailed abundant and fast-paced sketching of their ideas and, according to the work method of each group, the combination of these ideas into a balanced composition: some grouped their sketches into a whole, others illustrated, scanned their faces in, based themselves on practicality and concept, or typography.
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