Multimedia Design

Multimedia Design:

Course Number	Course Title	Credit Hours	Weekly Hours		Prerequisite
			Theoretical	practical	
2001271	History of Animation & Multimedia Design	3	3	-	-
2001263	Design Thinking	3	3	-	-
2001162	Digital Imaging & Photography	3	-	6	1901100
2001163	Computer Graphic Illustration	3	-	6	1901100
2001164	Typography I	2	-	4	2001163
2001272	2D Sequential Design	2	-	4	2001162-2001163
2001273	Animation Principles & Techniques	2	-	4	conjunction With 2001272
2001274	Animation Studio (1)	3	-	6	2001273-2001272
2001371	Animation Studio (2)	3	-	6	2001274
2001372	Animation Studio (3)	3	-	6	2001371
2001373	Interactive Design	3		6	2001163
2001364	Intro to Web Design	3	-	6	2001362 or 2001273
2001375	Multimedia Design Internship Practical Training	0		8-10Weeks	80 Credit Hours
2001418	Graduation Project I	2	1	2	Dept. Approval
2001419	Graduation Project II	4	-	8	Dept. Approval

Syllabus For
Multimedia Design

First Year

First Semester			Second Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
-	University Requirements	3	1901100	Computer Skills	3
2001111	Introduction to Art	3	2031101	History of Art	3
2001123	Basics of Drawing (1)	2	2001124	Basics of Drawing (2)	3
2001133	Fundamentals of Graphic Art	2	2001155	Basics of Ceramics	2
2001141	Basics of Sculpture	2	2001167	Design Fundamentals (2)	3
2001166	Design Fundamentals (1)	2	2001168	Perspective & Projection	2
2001126	Color Theory	2			
Total	16		Total	16	

Second Year

First Semester			Second Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
-	University Requirements	3	-	University Requirements	3
2003120	Introduction To Music	3	2001211	Aesthetics	3
2001125	Basics of Painting	2	2001227	Anatomy for Artists	2
2001271	History of Animation & Multimedia Design	3	2001263	Design Thinking	3
2001162	Digital Imaging & Photography	3	2001164	Typography(1)	2
2001163	Computer Graphic Illustration	3	2001272	2D Sequential Design	2
			2001273	Animation Principles & Techniques	2
Total	17		Total	17	

Multimedia Design
Third Year

	First Semester			Second Semester	
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
-	University Requirements	3	-	University Requirements	3
2032131	Introduction to Theater	3	-	University Requirements	3
2001206	History of Islamic Arts	3	2001268	Fundamentals of Art Criticism	3
-	Elective Course	3	2001371	Animation Studio (2)	3
2001274	Animation Studio (1)	3	2001364	Intro to Web Design	3
2001373	Interactive Design	3	-		
Total	18		Total	15	

Fourth Year

	First Semester			Second Semester	
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
-	University Requirements	3	-	University Requirements	3
2003341	Music Appreciation	3	-	University Requirements	3
2001208	History of Modern Arts	3	2002213	Drama Appreciation	3
-	Elective Course	3	-	Elective Course	3
2001372	Animation Studio (3)	3	2001419	Graduation Project (2)	4
2001418	Graduation Project (1)	3	-		-
Total	17		Total	16	

Course Description for the degree of Bachelor of Fine Arts/Department of Visual Arts.

• University Requirements

(2001100) Art Appreciation   **3 credit hours**

This Course design for Jordan University students from different background to improve their awareness of creativity of the Artwork, Visual Arts -Time Arts- and Combined Arts, there after elevate their sense; and the stander of their living Socially as member of society help them to be Creativity and belonging to their nations. Therefore, the Course should cover the Following areas:

1. The interdisciplinary areas among Arts. Space Art –Time Arts and combined Arts.
2. To distinguish between high Arts and low commercial Arts.
3. To build up their knowledge of the Artistic terminology and encourage them to use it.
4. To get accented with formal element of the Artworks.

• Faculty Requirements

(2031101) History of Art (1)   **3 credit hours**

The course reviews with short comprehensive hits the history of world architecture, painting and sculpture:

1. Lascaux, Altamira and Wadi Rum Paleolithic paintings.
2. Mesopotamian and Sassanian and Art in Iraq and Iran up to advent of Islam.
3. Greek and Hellenistic Art.
4. Etruscan and Roman Art until the birth of Christian Art.
5. Nabatean Art.
6. Christian Art:
   a. Under the Romans.
   b. Byzantine Art.
   c. Romanesque Art.
   d. Gothic Art.
7. Introduction to the Age of Renaissance.

the course examines the most important trends in High Renaissance, including movements such as Mannerism, Baroque, Rococo, the Venetian School and the influence of the Age Renaissance on Northern Europe, the Netherlands, Spain and France. The course then moves to movements such as Neoclassicism, Romanticism, Neo – Raphaelites and Art Nouveau.

(2001111) Introduction to Art   3 credit hours

The course is designed to acquaint new students with the four major art forms (visual arts, architecture, music, and theater) with emphasis on the interdisciplinary areas among these arts. Two methods will be used: the first is class meetings and discussions presenting examples of each of the art forms through lectures and handouts (subject sources, function, media, organization and style). The second is an assigned academic (MLA – Style) research paper of 7–10 pages on a selected topic and a presentation by each student at the end of the course. The instructor might
assign a research project of for a group of students, and have them do the presentation in the chosen location, and campus.

(2001311) Fundamentals of Art Criticism   3credit hours

The course deals with the fundamental principles of art criticism at the theoretical, philosophical and aesthetic levels, and visual training and appreciation of a work of art. It covers the following subjects:
  1. History of art criticism.
  2. The role of art criticism in closing the gap between the art work and the public.
  3. Methods of applying art criticism to modern art.
  4. Scientific and philosophical theories of art criticism with some applications.
  5. Monograph studies of certain important experiments of well known international and Arab art critics.

(2003120) Introduction To Music   3 credit hours

This subject deals with the basic information concerning any musical work. It deals with Melody, Rhythm, Form, Timber, Performance and some historical issues; it also contains simple practical exercises and listening to musical examples.

(2031211) Aesthetics   3 credit hours

The course traces the development of the perception of beauty, its philosophy and theories and new tendenses of modern aesthetics from

Classical Greece and Aristotle to the Middle Ages with the Christian Byzantine view of beauty, and that of the Romantic Movement. There is a study in depth of the coinage of term ‹aesthetics› by the German philosopher Baumgarten, in the 18th century, as an independent concept and its development by Hume, Berkley, Locke, Hegel and Schopenhauer. It ends by examining theories of aesthetics in the 19th and 20th centuries and their application to plastic arts and finally the last new tendencies of contemporary aesthetics as (Marketing, Tv and Communication, environment aesthetics etc….)

(2032131) Introduction to Theater   (3 credit hours)

The course introduces theater as an art form and communication medium, and highlights its major and miner components. In addition to that, it deals with theatre text through exploring classical plays and acquainting the student to script reading, analysis and theatrical terminologies.

(2003341) Music Appreciation   3 credit hours

The course reviews different musical Astoetics and introduces varied musical forms, through listening and analyzing musical compositions, elements and instruments. It also exposes the students to music of different peoples and nations, at various epochs, for them to accumulate a comprehensive knowledge of varied musical traditions in order to develop their musical awareness and appreciation.

• Specialization Requirements

(2001123)   Basics of Drawing (1)   2 credit hours

 A practical course in the studio that focuses on the basics of drawing through an emphasis on line, shape and value as means of expressions.
The course begins with simple element as texture and weight of shape and three dimensions, then moves to attention to the relationship between two forms in space, and the to understand the space within it's relationship to other spaces. and finally how to control the whole space in total.
Also focuses on how realistic drawing is against nature's reality with attention to self –expression.
The students are trained on how to use line and shading using variety of materials as graphite, charcoal, ink and "Conte"

(2001124)   Basics of Drawing (2)   P.R (2001123)   3 credit hours

A practical course in the studio to train the student on drawing figures, it's gestures, it's surfaces, focusing on anatomy.

The course concentrates on understanding the human body in all it's looks and configurations. and how it exists and moves in space.

A live model and statues are used, where poses are initially simple then becoming combined and complex along with the development of the skill and conception of the student. Then the attention turns to the drown space in total and the figure, then to the relation of figures all together.

(2001141)   Basics of Sculpture   2 credit hours

Lectures in this course will be given for students with some examples to discuss the difference between natural and mechanical objects for sculpturing. Students will discussed texture, surfaces, light and shadow and its impact on the sculpture and determine the space on a practical level.

The student applies the theories in the professional implementation of two different projects (natural and mechanical) using materials and tools that are easy to be used.

(2001155) Basics of Ceramics   2 credit hours

The theoretical trend deal with an introduction in Art ceramics as King of Formation, as For the applied trend they students as trained in preparing clay. The students recognize on how to make in Ceramics Form and techniques with building basics, and recognize the glaze techniques such as: dipping, spray, brush…

(2001133)   Fundamentals of Graphic Art   2 credit hours

A course in the studio deals with the graphic art basics (printmaking), this class will cover many different methods, materials and tools in the hand printing for many surfaces such as linoleum and woodblocks as well as the Monoprint using different shapes from textures for printing (from the nature and human made) with diversification and creation the alternatives based on the editions of prints.

(2001166)   Design Fundamentals (1)   2 credit hours

This course covers an overview of the basic design concepts and methods of creative thought and applications in various artistic design disciplines. It also aims to introduce students to the basic principles of design based on theories of visual perception. Design theories include: unity, balance,

proportion, scale and rhythm. Main focus is on encouraging students to think critically in regards to the creative artistic and design work, as it is to train students on the professional level of skilled craftsmanship in the field of development and the execution of the projects submitted

(2001167) Design Fundamentals (2)   P.R (2001166) 3 credit hours
This course is a continuation of the comprehensive introduction to the basic design concepts of creative thought methods and applications in various artistic disciplines and design put forward in the course Design Basics 1, which is an integral part of the curriculum for the various disciplines of design. The students will focus on the practice of design thinking, and improve the skills and abilities of the students through designing specialized projects, and on a larger scale to understand the context/perspective of the different design areas through the practice of designing small projects. This course encourages the student's personal commitment to develop creative thinking skills and design.

(2001125)   Basics of Painting   P.R (2001123)   2 credit hours
The course focuses on general techniques in painting and the ability to observe changes in the visual and physical properties of light and color, and their relationship and the impact of colors on each other.
Using water-based colors, not to mimic the universe as it exists in nature, but only to express the uniqueness of personal vision, in the traditions of art.

(2001268) Fundamentals of Art Criticism   3 credit hours
The course deals with the fundamental principles of art criticism at the theoretical, philosophical and aesthetic levels, and visual training and appreciation of a work of art. It covers the following subjects:
1.   History of art criticism.
2.   The role of art criticism in closing the gap between the art work and the public.
3.   Methods of applying art criticism to modern art.
4.   Scientific and philosophical theories of art criticism with some applications.
5.   Monograph studies of certain important experiments of well known international and Arab art critics.

(2001206) History of Islamic Art   3 credit hours
This survey covers Islamic Architecture and arts from its formation through the Ohomauid period. It gives important examples from the Islamic periods and their information such as date, materials, place of production and design.

(2001208) History of Modern and contemporary Art   3 credit hours
This course covers the five Arts in the Islamic and Arab worlds since the beginning of the 19th century. If deals with the important trends and schools and them an tests to sea the developments and accomplishments.

(2001227) Anatomy for Artists   P.R (2001123)   2 credit hours
Knowing the human body is essential for drawing, and sculpture painting, hence, this course includes the following: study of the human skeleton, the changes it goes through from childhood to adulthood, the difference between a male and a female skeleton and the study of body muscles. also includes study of the human skeleton and occurring to body muscles through movement.

(2001168)   Perspective & Projection P.R (2001166) 2 credit hours
Theoretical and practical course: Introducing students to the basic principles of internal architectural drawing perspective and projection engineering, through the presentation of the concepts of projections, vanishing points, dimensions, and the projection levels through 2D & 3D exercises/practices, then these processors evolve to deal with the different dimensions of shadow into 2D then 3D interfaces in terms of: mass and void. The course is also known as a two-dimensional architectural drawings projection, three-dimensional graphics, and shadow projections.

(2001126) Color Theory   2 credit hours
The course introduces the student to important color theories and covers their historical development and their scientific and artistic applications of a work of art as well as the use of color in the works of various artists. The student gains an understanding of color systems. Properties and relationships and their visual and psychological effects. This is achieved through direct analysis, readings, demonstrations, exercises and formal assignments. The ability to utilize color in various fields of study is also explored.

• <u>Elective Requirements</u>

<u>(2001145) Contemporary sculptures' problems   3 credit hours</u>

This aim of this course is to introduce the students to the contemporary sculpture problems and requires each student to deliver a research about the use of different materials such as: Electricity, magnetic, Reative in Virinmust and the use of (Sensors sense) in addition to the use of new technology and applying it in a different applications.

<u>(2001337) Photography   3 credit hours</u>

If cover the history of the field and its developments and their cultural affects. The course deals also with the techniques. Styles and theories of photography.

<u> (2001156) Building potter   3 Credit Hours</u>

This course aims to give the student practical skills in your hand, through pressure, coils, slides and how to paste the pieces and slide to reach the required design, with a focus on the properties of clay, and the problems faced by the student, as well as the correct way to save your work and follow-up down, all this is done through its implementation of innovative designs to achieve those concepts.. Add to introduce students to how to dump the work carried out in this way, and to Treatment problems that may face the student

<u> (2001236) Etching (1)   3 credit hours</u>

A studio course that introduces the student to graphic art, its materials, tools, and the various techniques including dry point, aquatinta, barniz blando, and mixed techniques of acid etching on metal sheets. It also introduces the student to creative techniques of printmaking masters in the Arab world.

<u>(2001234) Relief Printing (1)   3 credit hours</u>

This course targets to train students how to carve on different surfaces after preparing the design and transferring it on the surface. Afterwards, to use the appropriate tools for carving by making lines, shapes and textures. The student will use fragile surfaces such as plaster and will use soft surfaces such as carton, linoleum, polystyrene, and solids like a piece of wood cut either lengthwise or widthwise. It should be taken into account the choice of inks and the usage of suitable colors with focusing on the black color… Printing is done by using pressure or by rubbing or using a roller or a press machine.

(2001336) Silkscreen(1)   P.R:(2001124 -2001133)   3 credit hours
A studio course that introduces the most important principles and various techniques of printing with silkscreen while concentrating on form and the third dimension.

(2001326) Water Color Painting   3 credit hours
A studio course that offers a survey of basic watercolor and gouache to assist in developing the necessary skills to work independently in these media. It introduces the students to the basic concepts as visual, procedural and gastrula schema, incorporating controlled experimentations with broad focus on color. The technical emphasis is on the transparency of watercolor and the opaque gouache technique

(2001329) Composition   3 credit hours
A Comprehensive course in the transformation of theme into a spatial structure to give a unique sense of order to the from that merges with content students will explore the perceptual phenomena as they do the various instruments and material to develop a personal vocabulary of from. They will investigate figure, ground relationship and types of types of compositions in an artwork.

(2001267) Information Design   P.R (20011264-2001163)   3 credit hours
This course addresses visual problem solving and emphasizes methods of translating complex data into clear, visually dynamic solutions. Topics include: corporate communication systems, publication, way-finding, and interaction design.

(2001376)Visual Effect Design P.R (2001164-2001365) 3 credit hours
This course will introduce students to the development of visual effects through readings, screenings of important works, and assignments. Students will examine the various ways in which artistic and technological tools have been used to create convincing visual effects for film, television, and games. Assigned projects will integrate multiple sources of imagery, including video, traditional, 2D, 3D, and effects animation. Students are encouraged to explore, experiment, and develop new animation techniques to create original and compelling imagery.

(2001373) Interactive Design   P.R (2001163)   3 credit hours
Students encounter advanced problems in the visual design and structuring of information in interactive multimedia presentations. Topics include: the design of interfaces, navigation, motion graphics, and Web

sites, as well as exploration of narrative and hypermedia approaches to the organization of content.

(2001266)Branding & Advertising Design   P.R(2001162-2001164) 3 credit hours

An overview of the branding and advertising design industry and introduction to the role advertising plays in marketing. This course explores the sophisticated thinking and planning that go into establishing a successful brand position. Students are introduced to the fundamental problem solving techniques used in modern branding & advertising as they develop a brand strategy, brand position, and brand personality for a specific product or service. With the help of case studies, discussions, readings, and assignments, students are exposed to marketing strategies employed in the market.
These include the practice, theory, and structure of the profession as they relate to roles in the creative process. Additional emphasis is placed on research and teamwork.

(2001374) Three Dimensional Design   P.R (2001372)   3 credit hours

An introduction to basic 3D modeling and animation for commercial advertising. Students explore advanced 2D animation, 3D animation, compositing techniques, and the integration of 3-D elements. Students will animate marketing strategies that combine image, type, sound, and motion to visually establish and articulate a brand's identity for use in out-of-home video displays, such as retail, in-flight, mobile, corporate, and entertainment environments.

(2001262) Graphic Design Theory & Practice   3 credit hours

The course will examine the theories and critical perspectives that shape graphic design practices. The course includes a historical survey of the evolutionary stages in human visual communication and the birth and development of modern Graphic Design. Topics include: the evolution of writing systems into the alphabet; the printed typographic book; technological breakthroughs in communication through the ages; and the contribution of pivotal individuals and design movements during the 20th Century. The course will function as a discussion of contemporary design strategy in business, and examine the role of visual communication in the information age.

(2001271) History of Animation & Multimedia Design 3 credit hours

This course surveys the chronological landmarks in the history of multimedia animation from numerous perspectives, including filmmaking, painting and drawing, theater, and animation history. It addresses historical animation issues related to media, culture, and technology through intensive research, presentation, and discussion of animation.

(2001275) Light and Sound Techniques   3 credit hours

A hands-on studio course exploring the basics of studio lighting and videography. Students will learn professional production methods to capture high quality video footage that can be successfully integrated into the computer animation environment. In addition, this course also provides students with an introduction to digital audio recording, creation, layering, and editing.

Multimedia Design

(2001271) History of Animation & Multimedia Design 3Credit Hours

This course surveys the chronological landmarks in the history of multimedia animation from numerous perspectives, including filmmaking, painting and drawing, theater, and animation history. It addresses historical animation issues related to media, culture, and technology through intensive research, presentation, and discussion of animation.

(2001263) Design Thinking   3Credit Hours

This course evolves from the direct application of design thinking principles in the various design disciplines. Topics include: processes, methods, philosophies, theories, and special topics, such as making choices in a consensus driven organization or in a collaborative venture. It is intended to give a variety of perspectives from which to proceed into the design process. Students are expected to write reflections on the material presented in class, to develop a personal philosophy of design statement, and to conclude with the construction of a design thought model that represents each student's thinking process. The course includes a review of relevant films and invited lecturers from the design disciplines.

(2001162) Digital Imaging & Photography P.R (1901100)3Credit Hours

Introduction to digital imaging and introduction to the technical and formal issues of photography and photomechanical processes as they relate to visual communication design; terminology; simple serial imaging; using movement and point of view; discussion of examples from photography and graphic design history.

(2001163) Computer Graphic Illustration P.R (1901100) 3Credit Hours

This class provides students with the skills needed to produce vector and raster-based graphics. Students will gain a thorough understanding of the nature of vector and raster-based digital file development. The aim of this course is to understand how to use drawing to create strong and effective illustration. Drawing and design skills are extended by placing emphasis on communication. Assignments, lectures, and demonstrations explore commonly employed illustrative components such as observation, perspective, light and shadow, construction of form, composition, the interpretation of the subject, and the style of drawing. The use of photo reference is considered, and students will be introduced to the professional process of creating thumbnail sketches, roughs, and finished sketches.

(2001164) Typography (1)   P.R (2001163)   2Credit Hours

The course will focus on typography as a medium of visual communication by exploring the Latin characteristics of letter forms and text. Student exercises focus on type as image and the relationship between visual and verbal hierarchies, the expressive use of typographic form, format/informational organization problems, technical details of typographic specification and computer layout, terminology, typographic history, technical issues related to typography.

(2001272) 2D Sequential Design P.R(2001162-2001163)2Credit Hours

This course explores the elements and principles of design, composition, idea generation, visual problem-solving, digital media, communication theory, and creative collaboration. Emphasis is on metamorphosis and transition, sequential and non-linear narrative additive color, time and motion, rhythm, pace, and editing.

(2001273)Animation Principles & Techniques (conjunction with 2001272)   2Credit Hours

An introduction to fundamental principles of motion through exercises exploring traditional animation techniques. Students will explore the creation of the moving image through various methods, such as hand-

drawn animation, stop-motion, claymation, and experimental. Emphasis is placed on expressive, non-narrative, graphic explorations and stylizations.

(2001274) Animation Studio (1) P.R(2001273-2001272)3Credit Hours
This course is an introduction to the creative process of design for animation and the techniques within 2D animation and compositing software. The focus is on visual thinking skills, exploring the relationship between word and image, and the problem-solving process for time-based media. Students will incorporate animation principles as they bring graphic elements and typography to life in an exploration of the field of title sequence design. Students create various animated title sequences that graphically set the tone, provide the mood, and foreshadow the action of a film. This course employs a variety of conceptual development techniques, including concept sketches, style frames, and storyboards.

(2001371) Animation Studio (2)   P.R(2001274)   3Credit Hours
Students practice concept generation, storyboard creation, and intermediate animation and compositing techniques through the development of a collection of broadcast television show graphics. Students will explore theories of film editing and composition through critical evaluation of film and television programming and commercials. Students will animate graphic components that resonate with consistent design strategies and define the style and personality of a show program. Students are introduced to the concept of branding and how it relates to a show's identity. Emphasis is placed on creative visual problem solving to effectively communicate various forms of text and graphical information.

(2001372) Animation Studio (3)   P.R(2001371)   3Credit Hours
This course will explore concept generation, storyboard creation, and a continuation of advanced animation and compositing techniques. Students will develop a series of animations for a short form video, or a brand's identity commercial. Working from topics of social relevance, students will explore the impact of good communication design to influence the way people perceive the world. Students will start the creative process by identifying strategic goals for a given subject, and ultimately create and present a comprehensive graphics style guide. The projects will integrate multiple sources of imagery, including video, traditional, 2D, 3D, and effects animation. Students are encouraged to explore, experiment, and develop new animation techniques to create original and compelling imagery.

(2001373) Interactive Design   P.R(2001163)   3Credit Hours

Students encounter advanced problems in the visual design and structuring of information in interactive multimedia presentations. Topics include: the design of interfaces, navigation, motion graphics, and Web sites, as well as exploration of narrative and hypermedia approaches to the organization of content.

(2001364) Intro to Web Design P.R (2001362 or 2001273) 3Credit Hours

An introduction to the process of Web design for art and design students. This course concentrates on the design, development, implementation, testing, and updating of effective interfaces based on principles of graphic design, interactivity, and usability. Through lectures, in-class workshops, and coursework, students will be educated in a variety of visual, navigational, and structural approaches. CSS, navigation systems, visual hierarchy, basic animations, image preparation, and file transferring protocols are among topics covered. Emphasis will be placed on conceptual development and structure, interactivity, and design aesthetics.

(2001375) Multimedia Design Practical Training-Internship 0Credit Hours

Professional multimedia design work experience at a studio, agency, or firm. Internships are on-site and under the direction of an experienced professional. Internships enable students to experience professional practice and to build qualifications for entry-level jobs. Students select an internship site based on their own professional interests and career goals under the direction of a faculty advisor.

(2001418) Graduation Project (1) P.R.(Dept. Approval) 2credit hours

This course is to assist students in preparing a foundation for their final project to be conducted in Graduation Project 2. Students will conduct directed research to prepare background documentation for the final project, including historical and contemporary context, formation of project parameters, statement of goals, and documentation with project outline.

(2001419) Graduation Project (2)P.R.(Dept. Approval)4 credit hours

Based on the preparatory works in Graduation Project I, this course proceeds to prepare innovative work through a systematic design process. Students will present their work to a committee that includes internal and external examiners for discussion and assessment.