



Course Specification

Course name: Graphic and Animation	Program: General
Course Code: Fre 103	Academic level: Third
Specialization: General	Semester:
	Number of studying units:
	Theoretical: (3) Practical: -

Intended Learning Outcomes of Course (ILOs)

A) Information and concepts

A-1/ Knows the arts of graphic and visual communication. A-2/ Defines the relationship of graphic arts to mass media and communication. A-3 / Identifies the stages of the emergence and development of graphic arts and visual communication. A-4/ Recognize the most important theories of visual communication related to media and advertising. A-5/ Defines the foundations and principles of design, composition and visual expression. A-6/ Learn about color theory and its applications in the field of graphic design. A-7/ Learn about graphic design techniques, tools, and materials. A-8/ Identifies the most important modern graphic design programs and applications. A-9/ Knows the art of animation. A-10/ Defines the principles and rules of animation. A-11/ Recognize the principles of designing characters and backgrounds for animation. A-12/ Knows the plot of the story board

B) Intellectual skills

B-1/ Distinguish between the different parts of graphics and visual communication. B-2/ Links the visual arts of communication with the sciences of media and mass communication. B-3/ Summarize the foundations and principles of design, composition and color theories. B-4/ Distinguish the principles of logo design and visual identity. B-5/ Compare between the applications of graphic arts and animation arts in the media. B-6/ Links between the rules of animation and the rules of designing characters and backgrounds in animation. B-7/ Plans to represent a visual story by means of the story outline.

C) Professional and practical skills

C-1/ Evaluates models for the use of graphics and animation in the media. C-2/ Apply the theories of visual communication and its rules to a number of models. C-3/ Apply the principles of logo design and visual identity to logo design. C-4/ Apply the principles of advertising design to the design of an advertising poster. C-5 / Evaluate models for the use of graphics in the field of advertising. C-6/ Apply the rules of the visual representation of the story on the plan of the plot of an animated film.

D) General and transferable skills

D-1/ To present an attractive offer. D-2/ To work in a work team. D-3/ To use computer applications.

Course Content:

1-Definition of graphic arts, and their relationship to media and mass communication. 2The emergence of visual expression and visual arts, and the history of their development through the Different eras. 3-An overview of the most important visual communication theories related to media and advertising. 4-Foundations and principles of design, composition, visual expression, and color theories. 5-Graphic design techniques, tools and materials, and its modern programs and applications. 6-Principles of logo design and visual identity, and their application to logo design. 7-midterm test. 8-The principles of graphic design for advertising, and their application to the design of an advertising poster. 9-Definition of animation, its genesis, and its development. 10-Foundations and rules of animation. 11-Principles of character and background design in animation. 12-The visual representation of the story, and the application to design a plot for the story of an animated film, Storyboard. 13-Applications. 14-General revision. 15-End of term exam.

Teaching and Learning Methods:

- Lectures to provide scientific information. -Students discuss the subjects of the course. -Show samples and examples of graphic and animation applications. -Practical activities to apply principles of graphic design and animation.

Student Assessment Methods: -Practical assignments that determine the student's grades in the semester work. -A mid-semester written exam. -Written exam at the end of the semester