

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Graphic Design Principles

Course Code 020902115

Credit Hours 3 (3 Theoretical, 0 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- **Main reference:**
 1. Graphic Design, Ramzi Muhammad Al-Arabi, The Arab Society Library for Publishing and Distribution, 2011
- **References and other books:**
 1. Introduction to Graphic Design - Arab Society Library.
 2. Print and graphic achievement (printing equipment) by a group of workers and specialists - Dar Al Muthalath - Egypt.
 3. Printing and typography of newspapers - Ashraf Mahmoud Saleh - Egypt.
 4. Printing between specifications and quality - Ali Rashwan - Dar Al Maaref - Cairo.
 5. Philip Meggs, A History of Graphic Design, 3rd Edition, Jphn Wiley & Sons. Inc, 1998.
 6. Jose' M.Parramo'n: Lettering &Logotypes, Watson Guptill, New York, 1991m 40,1.
 7. Bertrand Russel, Histoire de la philosophie. Occidentale, Gallimard, 1952

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge about basic terminology and graphic design principles, and introduction to the fundamentals of design that lead to the discovery and comprehension of

visual communication. And it also provides various examples of design principles that makes students to apply inspiration and creativity to their own design work.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain the principles of design elements in graphic design
- Explain the foundations of artistic design and its application
- Apply design principles to various design applications
- Explain the concept of the product design project

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain and identify design elements in visual communication
- **CLO2.** Explain and identify design applications
- **CLO3.** Explain and identify the concept and properties of the image
- **CLO4.** Apply principles of aesthetics to graphic design
- **CLO5.** Apply successful design examples to various design fields
- **CLO6.** Complete product promotion project with design artwork

COURSE SYLLABUS

Week	topic	Topic details	Related LO (chapter)	Proposed assignments
1	Design elements and how to use them in visual communication	<ul style="list-style-type: none"> • Recognizing the design elements of points, lines, areas, blocks, spaces and colors. 	CLO1	
2	Apply design elements	<ul style="list-style-type: none"> • Learn how to employ design elements in graphic design 	CLO1	
3	The foundations of artistic design and how to use it in design	<ul style="list-style-type: none"> • Identify the basics of technical design from the unit balance, proportion, rhythm and contrast. 	CLO2	
4	Apply design elements at advertisements	<ul style="list-style-type: none"> • Employing the basics of design in the field of graphic design, including advertisements and promotional media. 	CLO2	
5	Image sizes	<ul style="list-style-type: none"> • Identify the types of images that are used in graphic design 	CLO3	



6	Image types, and properties	<ul style="list-style-type: none"> Save images and their types. 	CLO3	
7	Art Direction 1	<ul style="list-style-type: none"> Artistic principles. 	CLO4	
8		<ul style="list-style-type: none"> Mede term exam 		
9	Art Direction 2	<ul style="list-style-type: none"> Rules for using images in artistic direction and publications, and headline writing skills. 	CLO4	
10	Design success foundations	<ul style="list-style-type: none"> The foundations of design success. 	CLO5	
11	Techniques of design 1	<ul style="list-style-type: none"> Techniques for attracting viewers to advertisements. 	CLO5	
12	Techniques of design 2	<ul style="list-style-type: none"> Techniques for attracting viewers to illustrator 	CLO5	
13	Techniques of design 3	<ul style="list-style-type: none"> Techniques for attracting viewers to graphic designs. 	CLO5	
14	Theoretical projects about product promotion	<ul style="list-style-type: none"> That the students conduct theoretical discussions and research on ways to promote. 	CLO6	
15	Explain and plan product design and project promotion	<ul style="list-style-type: none"> That the students conduct theoretical discussions and research on ways to designing and market goods. 	CLO6	
16		<ul style="list-style-type: none"> Final exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions

ONLINE RESOURCES

- <https://edu.gcfglobal.org/en/beginning-graphic-design/>

ASSESSMENT TOOLS



Assessment Tools	%
Projects and Quizzes	20%
MID Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Design Psychology and Methodology

Course Code 020902118

Credit Hours 3 (3 Theoretical, 0 Practical)

Prerequisite 020902115

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) Advanced Research Methods for Applied Psychology Design, Analysis, and Reporting, Paula Brough, 2019, Published August 17, 2018, by Routledge
- 2) Research in Psychology, Kerri A. Goodwin, C. James Goodwin, 2016, John Wiley & Sons, 2016.
- 3) The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods, 2020, Michael Lewrick & Patrick Link & Larry Leifer, Wiley

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge about cognitive psychology in graphic design fields and the design methodology to which psychological elements are applied. And it also provides various examples of design psychology and methodology that make students apply inspiration and creativity to their design work.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain the concept of design psychology and its features and components
- Explain human cognition and its affection for graphic design
- Explain examples of graphic design considered psychological elements
- Explain design methodology using design psychology to design artworks

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain the concept of design psychology and its features and components
- **CLO2.** Explain cognitive theory and its affection to graphic design
- **CLO3.** Explain the process of design methodology
- **CLO4.** Apply design methodology to design artwork project

COURSE SYLLABUS

Week	topic	Topic details	Related LO (chapter)	Proposed assignments
1	Introduction to Design Psychology	<ul style="list-style-type: none"> • Concept of Design Psychology • Design Psychology needs 	CLO1	
2	Design Psychology	<ul style="list-style-type: none"> • Perception and feelings. • Design psychology concept • Human interaction with the environment 	CLO2	
3	Design Requirements	<ul style="list-style-type: none"> • Human requirements and needs to be fulfilled in the design 	CLO2	
4	Design Psychology of a perfect design	<ul style="list-style-type: none"> • Social, global and personal standards of the user 	CLO2	
5	Psychological Effect of Design	<ul style="list-style-type: none"> • The psychological impact of design 	CLO2	7
6	Effective Design	<ul style="list-style-type: none"> • Design based on psychological effects of users 	CLO2	
7	Psychoanalysis	<ul style="list-style-type: none"> • Analyzing user needs through design 	CLO2	
8		<ul style="list-style-type: none"> • Midterm exam 		



9	Concept of design methodology	<ul style="list-style-type: none"> • Concept of design methodology • Importance of design methodology 	CLO3	
10	Design process in methodology	<ul style="list-style-type: none"> • Concept of design process • Problem of design process • Design process in design methodology 	CLO3	
11	Design research	<ul style="list-style-type: none"> • Concept of desk research • Concept of field research • Practice of design research 	CLO4	
12	Definition of design problem	<ul style="list-style-type: none"> • Persona Modeling • Customer journey map • Stakeholder map • Concept mapping • Practice of design problem 	CLO4	
13	Ideation of design	<ul style="list-style-type: none"> • Brainstorming • Mind map • Practice of ideation 	CLO4	
14	Design communication	<ul style="list-style-type: none"> • Service blueprint • Service storyboard • Business canvas model • Practice of Design communication 	CLO4	
15	Design prototyping	<ul style="list-style-type: none"> • Wire Frame • Minimum Viable product • Wizard of Oz • Practice of design prototyping 	CLO4	
16		<ul style="list-style-type: none"> • Final exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions

ONLINE RESOURCES

- http://www.dubberly.com/wp-content/uploads/2008/06/ddo_designprocess.pdf
- <https://faculty.washington.edu/ajko/books/design-methods/index.html#/>

**ASSESSMENT TOOLS**

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES**ATTENDANCE RULES**

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GRADING SYSTEM**Example:**

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Excellent	100%	90%	90%
Very Good	89%	80%	80%
Good	79%	70%	70%
Satisfactory	69%	60%	60%
Weak	59%	50%	50%
Failed	49%	35%	35%

REMARKS

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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	



COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Digital Advertising

Course Code 020902238

Credit Hours 3 (1 Theoretical, 2 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) Announcement - Mohamed Farid Al-Sahn / University House / Alexandria 1998.
- 2) Interactive digital advertising - Dr. Doaa Abdel-Fattah Al-Saadawi / Dar Al-Sahab for Publishing and Distribution.
- 3) Effective advertising (and means of stimulating sales) d. Tariq Asaad Abdel Hamid.
- 4) Digital advertising channels (www.view businessdeu.com Digital advertising channels)

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the skills and knowledge about digital advertisement design that conform to **advertising** principles and market analysis for digital advertising projects, using visualization software. It includes concepts of marketing communication, principles of effective advertising, examples, process and advertising project management.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain general concepts, industry environments and features of digital advertising
- Explain elements, processes, and examples of digital advertising
- Explain how to manage a digital advertising project

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain general concepts, industry environments and features of digital advertising
- **CLO2.** Explain elements, media, process, and examples of digital advertising
- **CLO3.** Apply various types of digital advertising cases to advertising product
- **CLO4.** Complete digital advertising project

COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Explain general concepts, features of digital advertising and industry environments	<ul style="list-style-type: none"> • The concept of traditional advertising, its origins and importance. • Getting to know the concept of digital advertising. • Advantages of digital advertising. • Industry environments advertising. 	CLO1	
2	The importance of digital advertising in marketing strategies	<ul style="list-style-type: none"> • The importance and role of digital media in the process of marketing and promoting products and companies. • How quickly can digital ads be created? 	CLO1	
3	The Impact of the digital advertising (Customers, Companies)	<ul style="list-style-type: none"> • The impact of digital advertising on customers. • The impact of digital advertising on competing companies. 	CLO1	



4	Different types of digital media	<ul style="list-style-type: none"> Types of digital ads. Characteristics and advantages of digital advertising. Various means of digital advertising. 	CLO2	
5	The objectives of digital advertising in light of marketing communications	<ul style="list-style-type: none"> The nature of marketing communications. Marketing communications objectives and functions. Types of marketing strategies. 	CLO2	
6	The element, process, and examples of digital advertising	<ul style="list-style-type: none"> Relationship with the elements of the marketing mix. How to develop communicative content. Explain the elements, process, and examples of digital advertising 	CLO2	
7	The effect of digital advertising on the consumer	<ul style="list-style-type: none"> Consumer behavior and digital advertising. Factors that affect the consumer (psychological, economic, social) Relationship to digital advertising to the consumer. The impact of digital advertising on the consumer. 	CLO2	
8	Mid			
9	Email Marketing Steps	<p>Email Marketing Steps:</p> <ul style="list-style-type: none"> The preparation and planning stage. The strategic study phase. Implementation stage. The budget stage. The exchange stage. Advertisement of the product and service. Evaluation stag 	CLO3	

10	Implementation and repetition of electronic advertisements	<p>Electronic advertisements are executed:</p> <ul style="list-style-type: none"> • Focus on the target groups • Use influential words and texts. • The visual form of advertising. • 4. Define .call to Action • Choosing the most appropriate way to create an effective advertisement. • Cost analysis. • Choose the advertising platform. 	CLO3	
11	How to develop effective digital advertising campaigns	<ul style="list-style-type: none"> • Advertising campaign concept. • Types and characteristics of digital advertising campaigns. • Methods of planning digital advertising campaigns. 	CLO3	
12	digital advertising campaigns types & Ways of Developing it	<ul style="list-style-type: none"> • Types of digital advertising campaigns. • Methods of developing effective digital advertising campaigns. • Effective advertising cost analysis. 	CLO3	
13	The importance of the Internet and social media for customers and consumers	<ul style="list-style-type: none"> • The impact of the Internet on clients and customers. • The importance of the Internet in the dissemination of effective advertising. • How to take advantage of the Internet and social media to reach customers and customers. 	CLO3	
14	Advertising (effective) development and repetition	<ul style="list-style-type: none"> • The importance of developing effective digital advertising. • The importance of repeating effective digital ads and their impact on the target audience. 	CLO3	
15	Practical Applications & Student project	<ul style="list-style-type: none"> • The student should design an integrated project for an advertising campaign. • Designing effective advertisements for more than one product or service for consumers. 	CLO4	



		<ul style="list-style-type: none"> To design in the advertising campaign posters, brochures, personal cards and flyers. Submit a report and activity for each unit. 		
16	Final			

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Project & Problem based activity
- Practical activity and execution

ONLINE RESOURCES

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ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

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GRADING SYSTEM

Example:



Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Typography

Course Code 020902235

Credit Hours 2 (0 Theoretical, 2 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) (From the Horizons of Arabic Calligraphy) / Thanoun Basim - Baghdad House of Affairs 1990
- 2) Typography (Arabic and Latin letters) m. Nouredine and others Arab Society Library for Publishing and Distribution. (2011).
- 3) Typography Advertising Book Design by. Max bill

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course introduces the student to the basics of typography and ways to use it to create typographic solutions in various graphic designs. It includes working on creating compositions in Arabic and Latin letters, as well as using typography as an element of design through which the student understands the difference between the different types of fonts and their uses and the importance of using them in visual communication.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain the concept of typography and its importance and elements
- Write and form square geometric Arabic and Latin letters.
- Create Arabic and Latin fonts in graphic design using vector image editor

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain the concept of typography and its elements in graphic design
- **CLO2.** Apply Arabic font in typography
- **CLO3.** Apply Latin font in typography
- **CLO4.** Create a logo using typography
- **CLO5.** Create a various artwork using typography

COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Typography concept	<ul style="list-style-type: none"> • Introduce the student to the concept of typography. 	CLO1	
2	Development of letters	<ul style="list-style-type: none"> • Explain to the student the development and formation of letters. 	CLO1	
3	Typography and graphic design	<ul style="list-style-type: none"> • The relationship of the graphic designer to the typography. 	CLO1	
4	Arabic fonts and their importance	<ul style="list-style-type: none"> • Introducing the student to the types of Arabic fonts and their functional and aesthetic importance. 	CLO2	
5	Practice	<ul style="list-style-type: none"> • Practice of writing the square geometric alphabet. 	CLO2	
6	Practical applications on Arabic letters and its formation	<ul style="list-style-type: none"> • Practical applications of some selected words and sentences using the geometric method. • Introducing the Kufic script (its types and formations). • Practical applications of the Kufic script. 	CLO2	
7	Practice	<ul style="list-style-type: none"> • Practice of using the decorative interlacing derived from the Kufic script. 	CLO2	



8		<ul style="list-style-type: none"> Midterm exam 		
9	Practical applications on Latin fonts and their types.	<ul style="list-style-type: none"> Introducing the student to Latin fonts, their types, and the history of their development. Applications on writing the square geometric Latin alphabet. Study and analysis of the various structural variables, whether for the structure of a word or sentences 	CLO3	
10	Practice	<ul style="list-style-type: none"> Practice of the application of some of these structural variables, whether for the structure of the selected word or sentence. 	CLO3	
11	Arabic and Latin fonts and their use in graphic design	<ul style="list-style-type: none"> The student should design a logo for a product in Arabic and Latin fonts. 	CLO4	
12	Practice	<ul style="list-style-type: none"> The student should design in Arabic and Latin fonts the names of newspapers, magazines and books. 	CLO4	
13	Practical applications on the program 1	<ul style="list-style-type: none"> Applications on the program for some designs that depend on the aesthetics of movement for a single letter and the structure of the letter and word together. 	CLO5	
14	Practical applications on the program 2	<ul style="list-style-type: none"> Applications on the program to design letters and words on various advertising publications 	CLO5	
15	Practical applications on the program 3	<ul style="list-style-type: none"> Assigning students to research the aesthetics of Arabic letters and their types. Assigning students to research designs based on the Latin letter and word. 	CLO5	
16		<ul style="list-style-type: none"> Final exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

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ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

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GRADING SYSTEM

Example:

	Course Marks Average		
	Average	Maximum	Minimum
Excellent	100%	90%	90%
Very Good	89%	80%	80%
Good	79%	70%	70%
Satisfactory	69%	60%	60%
Weak	59%	50%	50%
Failed	49%	35%	35%

REMARKS



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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	



COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Web Design

Course Code 020902244

Credit Hours 3 (1 Theoretical, 2 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) HTML and CSS: Design and Build Websites 1st Edition, 2019, Jon Duckett , Wiley
- 2) Responsive Web Design with HTML5 and CSS: Develop future-proof responsive websites using the latest HTML5 and CSS techniques, 3rd Edition, 2020, Ben Frain, Packt Publishing Co

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the skills and knowledge required to produce a prototype of web/app template that conforms to users' requirements and UI/UX guidelines for web development project, using image edit software and UI authoring software(Adobe XD).

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain concepts and practical applications of web technology and UI/UX design
- Create a web template using image edit software
- Create a web prototype using UI authoring software (Adobe XD)

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain concepts, components and procedures of web technology
- **CLO2.** Explain concepts and principles of UI/UX design for web pages
- **CLO3.** Create development of web templates using Photoshop and Illustrator
- **CLO4.** Create integrated web prototyping using Adobe XD

COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Introduction to Web technology and its design	<ul style="list-style-type: none"> • Web pages concept. • Web page elements. • Principles of web page design. 	CLO1	
2	Concepts of web components and Basic practice of web browsing using HTML5	<ul style="list-style-type: none"> • Using custom elements. • Using shadow DOM. • Using templates and slots. 	CLO1	
3	Introduction to UI/UX User behavior and cognitive processing	<ul style="list-style-type: none"> • The concept of UX/UI. • The difference between UX/UI. • The principle of working with UX / UI together. • Recognize the type of skills each UX/UI requires. • Learning UX/UI Design. 	CLO2	
4	User research and personas	<ul style="list-style-type: none"> • Goal – directed personas. • Role – based personas. • Engaging personas. • Fictional personas. 	CLO2	



		<ul style="list-style-type: none"> 10 Steps to creating your engaging personas and scenarios. 		
5	Information architecture and interaction Design	<ul style="list-style-type: none"> Information architecture. Responsibilities of an information architect. Interaction design. Responsibilities of an interaction design. Interaction design VS information architecture. 	CLO2	
6	Web template design - 1	<ul style="list-style-type: none"> Introducing the most important software used in web page design. Web pages design steps. 	CLO3	
7	Web template design - 2	<ul style="list-style-type: none"> Web pages design applied. 	CLO3	
8		<ul style="list-style-type: none"> Midterm Exam 		
9	Web template design - 3	<ul style="list-style-type: none"> Web pages design applied. 	CLO3	
10	Web template design - 4	<ul style="list-style-type: none"> Web pages design applied. 	CLO3	
11	Web template design - 5	<ul style="list-style-type: none"> Web pages design applied. 	CLO3	
12	Introduction to Adobe XD and Project setup	<ul style="list-style-type: none"> Learn about Adobe XD software. Learn about adobe XD software interface. Learn the most important tools needed to design web pages. 	CLO4	
13	Adding media objects like images, text and other multimedia objects	<ul style="list-style-type: none"> Design web pages with Adobe XD software. 	CLO4	
14	Content and its interaction	<ul style="list-style-type: none"> Organize the content of each page and link it with other pages in an interactive way. 	CLO3	
15	Final projects	<ul style="list-style-type: none"> Preparation of the final project Integrated web pages design. 	CLO3	
16		<ul style="list-style-type: none"> Final Exam 		



COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

- <https://www.w3schools.com/html/default.asp>

ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

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Example:

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	Average	Maximum	Minimum
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REMARKS



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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Printing, Publishing & Packaging Design

Course Code 020902257

Credit Hours 2 (0 Theoretical, 2 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

1. الطباعة وتبرغرافية الصحف. أشرف محمود صالح – مصر .
2. فرانسيس روجرز، قصة الكتابة والطباعة ترجمة أحمد حسين الصاوي.
3. Graphic design. printing and publishing, California Department of Tax and Fee Administration, 2011
4. From Design into Print: Preparing Graphics and Text for Professional Printing, Sandee Cohen Cohen, 2009, Peachpit Press; 1st edition.
5. kipphan, He lmut (2001). Hand book of print media.teen technologies and production methods.

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge about production practices of desktop printing, publishing and packaging design that are suitable for the modern business fields. And it also provides project practices for various types of packages and printed materials, like brochures, newsletters, business cards, etc.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain general concepts and history of general and special-purpose printing system
- Explain the concept and procedures of package design
- Explain the concept and procedures of publishing design
- Develop artwork project of printing, packaging and publishing design

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain the concept, system and history of printing design
- **CLO2.** Explain the concept and application of special-purpose printing system
- **CLO3.** Explain the concept and procedures of package design
- **CLO4.** Explain the concept, importance and procedures of publishing design
- **CLO5.** Apply printing, publishing and packaging techniques to design project

COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Printing and its History	<ul style="list-style-type: none"> • Teaching the student, the concept of printing. • Learn about the history of printing through the ages. 	CLO1	
2	Printing and its History	<ul style="list-style-type: none"> • Learn the stages of development of printing throughout history. 	CLO1	
3	Printing Systems	<ul style="list-style-type: none"> • Learn and use the different printing systems. • Methods of printing and the most important techniques used in it. 	CLO1	
4	Printing Systems	<ul style="list-style-type: none"> • Types of printing systems: • Outstanding typography. • Recessed surface printing. <ol style="list-style-type: none"> 1) Regular color printing. 2) Simplified color printing. 	CLO1	
5	Offset Printing	<ul style="list-style-type: none"> • Learning the concept of offset printing: • The most important techniques and materials used in offset printing. 	CLO2	
6	Offset Printing	<ul style="list-style-type: none"> • Stages of work in offset printing. 	CLO2	



7	Thermal Printing on Canvas and Solid Metal	<ul style="list-style-type: none"> Learn the concept of thermal printing. Techniques used in thermal printing on canvas and solid metal 	CLO2	
8	Midterm Exam			
9	Preparing Artwork for Printing	<ul style="list-style-type: none"> Getting to know the work of the pallets. Basics of development and montage. Film preparation. How to prepare artwork for printing. 	CLO2	
10	Packaging Concept	<ul style="list-style-type: none"> Understand the concept of packaging. The importance of packaging for products and printed papers 	CLO3	
11	Packaging Concept	<ul style="list-style-type: none"> Packaging stages, the most important materials used in packaging and their types. 	CLO3	
12	Publishing Concept	<ul style="list-style-type: none"> Understand the concept of publishing. The importance of Graphic Design in the field of publishing. Printed magazines and electronic magazines 	CLO4	
13	Publishing Concept	<ul style="list-style-type: none"> Printed newspapers and electronic newspapers. Printed books and e-books. 	CLO4	
14	Practical Framework	<ul style="list-style-type: none"> The student should design advertising publications: <ol style="list-style-type: none"> Folded. Personal card. Advertising posters. Newspaper and magazine ads. Designing books. Catalog design. 	CLO5	
15	Practical Framework	<ul style="list-style-type: none"> design the covers: <ol style="list-style-type: none"> Books and magazines covers. Designing envelopes for a variety of products. Submitting a report on the course. 	CLO5	
16	Final Exam			

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

-

ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

	Course Marks Average		
	Average	Maximum	Minimum
Excellent	100%	90%	90%
Very Good	89%	80%	80%
Good	79%	70%	70%
Satisfactory	69%	60%	60%
Weak	59%	50%	50%
Failed	49%	35%	35%

REMARKS



•

COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	

COURSE PLAN

FIRST: BASIC INFORMATION

College					
College	Irbid University College				
Department	Applied Sciences				
Course					
Course Title	Presentation				
Course Code	020902236				
Credit Hours	3 (0 Theoretical, 3 Practical)				
Prerequisite	020902263				
Instructor					
Name	_____				
Office No.	_____				
Tel (Ext)	_____				
E-mail	_____				
Office Hours	_____				
Class Times	Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

1. (joel marsh) user experience – UX، ترجمة محمد فواز عرابي: مدخل إلى تجربة المستخدم
2. دعاء عبد الفتاح السعداوي: الإعلان الرقمي التفاعلي، دار السحاب للنشر والتوزيع، 2019.
3. PowerPoint 2019 For Dummies 1st Edition, 2018, Doug Lowe , For Dummies

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge and skills about effective presentation development with graphic principles that are used for teaching, business, conference and other fields. And it provides planning, design, visualization and presentation techniques using presentation development software with multimedia authoring software.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain concepts and procedures for effective presentation design
- Develop a working competence in the manipulation of presentation development software
- Explain and create business presentation materials with applicable techniques and examples
- Present and evaluate actual presentation with technical manner

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain the concept, process and design of the presentation
- **CLO2.** Manipulate presentation development software
- **CLO3.** Create slide templates using layout and pictorial elements with graphic principles
- **CLO4.** Create business presentation material
- **CLO5.** Apply presentation techniques to actual presentation

COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Basic concept of presentation	<ul style="list-style-type: none"> • Purpose and elements of presentation. • Process of presentation. • Competences for presentation. 	CLO1	
2	Planning of presentation	<ul style="list-style-type: none"> • Set goal and objectives of presentation. • Set type of presentation. • Research for presentation. 	CLO1	
3	Design of presentation	<ul style="list-style-type: none"> • Design of structure. • Design of storyboard. • Mutually Exclusive and Collectively Exhaustive. 	CLO1	
4	Presentation development software	<ul style="list-style-type: none"> • Microsoft PowerPoint - 1 	CLO2	
5	Presentation development software	<ul style="list-style-type: none"> • Microsoft PowerPoint - 2. 	CLO2	



6	Presentation development software	<ul style="list-style-type: none"> • Microsoft PowerPoint - 3. 	CLO2	
7	Presentation development software	<ul style="list-style-type: none"> • Microsoft PowerPoint - 4. 	CLO2	
8		<ul style="list-style-type: none"> • Midterm Exam 		
9	Configure presentation slide	<ul style="list-style-type: none"> • Setup slide template and pattern. • Layout design includes title, subtitle, contents. • Basic letters and pictorial elements. 	CLO3	
10	Pictorial abstraction	<ul style="list-style-type: none"> • Concept and advantages of pictorial abstraction. • Pictorial readability. • Examples of image and diagram for pictorial abstraction. 	CLO3	
11	Presentation development practice 1: Company profile	<ul style="list-style-type: none"> • Setup targets. • Types of company profiles. • Setup contents. 	CLO4	
12	Presentation development practice 1: Business plan	<ul style="list-style-type: none"> • Setup targets. • Types of business plans. • Setup contents. 	CLO4	
13	Presentation development practice 1: Teaching material	<ul style="list-style-type: none"> • Setup targets. • Types of teaching materials. • Setup contents. 	CLO4	
14	Presentation techniques	<ul style="list-style-type: none"> • Attitudes for presentation. • Language and actions of presentation. • Tips for presentation. 	CLO5	
15	Presentation Practice	<ul style="list-style-type: none"> • Presentation with audiences. • Evaluation and Peer evaluation. • Feedbacks. 	CLO5	
16		<ul style="list-style-type: none"> • Final Exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

- <https://support.microsoft.com/en-us/office/powerpoint-for-windows-training-40e8c930-cb0b-40d8-82c4-bd53d3398787>

ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

	Course Marks Average		
	Average	Maximum	Minimum
Excellent	100%	90%	90%
Very Good	89%	80%	80%
Good	79%	70%	70%
Satisfactory	69%	60%	60%
Weak	59%	50%	50%
Failed	49%	35%	35%

REMARKS



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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Animation

Course Code 020902164

Credit Hours 2 (0 Theoretical, 2 Practical)

Prerequisite 020900112

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) Animation For Beginners: Getting Started with Animation Filmmaking, 2021, Morr Meroz, Bloop Animation Studios LLC
- 2) Timing for Animation, 40th Anniversary Edition 3rd Edition, 2021, Harold Whitaker), John Halas & Tom Sito, CRC Press

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the skills and knowledge required to produce digital animation that conforms to users' requirements for animation artwork projects, using motion picture edit software. It includes the manipulation of images, videos, and audio files in order to create content such as web applications, games, cartoons, and contents for smart phone.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Develop a working competence in digital animation production using motion picture edit software
- Develop a working competence in embedding techniques to animation for web contents
- Develop a working competence in animation project management

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1**. Explain the video project and basic operation of Adobe Animate
- **CLO2**. Employ user interfaces in Adobe Animate
- **CLO3**. Apply frame object management procedures to animation production
- **CLO4**. Apply animating and video techniques to animation production
- **CLO5**. Apply platform, exporting and publishing techniques to animation production

COURSE SYLLABUS

Week	Topic	Topic Details	Related LO (chapter)	Proposed assignments
1	Introduction to Animate	<ul style="list-style-type: none"> • What is Animate • Visual Glossary • Animate system requirements • Use the Stage 	CLO1	
2	Workspace and workflow	<ul style="list-style-type: none"> • Animate workflow and workspace • Timelines and Action Script • Using Animate authoring panels • Create timeline layers with Animate • Moving and copying objects • Templates • "Undo, redo, and the History panel" • Optimization options for Images and Animated GIFs • Export settings for Images and GIFs • Publish content on multiple platforms • Work with Multiple File Types in • Creating and managing Paint brushes 	CLO1	
3	Tools 1	<ul style="list-style-type: none"> • Selection Tool 	CLO2	



		<ul style="list-style-type: none"> • Subselection • Free Transform Tool • 3D Rotation Tool • Lasso Tool • Pen Tool • Text Tool • Line Tool • Rectangle Tool 		
4	Tools 2	<ul style="list-style-type: none"> • Oval Tool • Poly Star Tool • Pencil Tool • Paint Bucket • Ink Bottle Tool • Eyedropper Tool • Eraser Tool • Width Tool • Hand Tool • Zoom Tool • Stroke Color • Fill Color 	CLO2	
5	Menus 1	<ul style="list-style-type: none"> • File • Edit • View • Insert • Modify 	CLO2	
6	Menus 2	<ul style="list-style-type: none"> • Text • Commands • Control • Debug • Window 	CLO2	
7	Animation 1	<ul style="list-style-type: none"> • Frame-by-frame animation • Working with Motion tweens • Shape tweening • Classic tween animation • Use frames and keyframes • Creating custom Components • Advertising with Animate 	CLO3	
8		<ul style="list-style-type: none"> • Midterm Exam 		
9	Animation 2	<ul style="list-style-type: none"> • Custom Brushes • Using property keyframes 	CLO3	

		<ul style="list-style-type: none"> • Motion tweens vs Classic tweens • Motion tween and ActionScript • Animate position with a tween 		
10	Animation and Interactivity	<ul style="list-style-type: none"> • Animation basics in Animate • Creating and applying Motion presets • Using Bone tool animation • Create buttons • Editing the motion path of a tween animation • Manipulating motion tweens 	CLO4	
11	Multimedia and Video 1	<ul style="list-style-type: none"> • Transforming and combining graphic objects • Working with and create symbol instances • Using sound • Create video files for use • Add a video in Animate • Draw and create objects • Color Panels • Automating tasks with the Commands menu • Strokes, fills, and gradients • Drawing with the Pen tool • Draw lines & shapes • Arranging objects • Apply patterns with the Spray Brushtool 	CLO4	
12	Multimedia and Video 2	<ul style="list-style-type: none"> • Applying blend modes • 3D graphics • Exporting Sounds • Work with the libraries • Embed fonts for consistent text appearance • Scaling and caching symbols • Graphic filters • Reshape lines and shapes • Working with Adobe Color panel • Working with Illustrator AI files in Animate 	CLO4	



13	Platforms, Exporting and Publishing 1	<ul style="list-style-type: none"> • Custom Platform Support • Creating and publishing a WebGL document • Publishing AIR for Android applications • Publishing for Adobe AIR for desktop • Enabling Support for Custom Platforms • How to export files from Animate 	CLO5	
14	Platforms, Exporting and Publishing 2	<ul style="list-style-type: none"> • Export animations for mobile apps and game engines • Export QuickTime video files • Controlling external video playback with ActionScript • Specify publish settings • Exporting projector files 	CLO5	
15	Final projects	<ul style="list-style-type: none"> • Applying a final project to use all Animate program skills 	CLO1	
16		<ul style="list-style-type: none"> • Final Exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

- <https://helpx.adobe.com/animate/tutorials.html>

ASSESSMENT TOOLS

Assessment Tools	%
Homework	5%
Report	5%
Quiz	10%
Mid Exam	20%
Experience/Attendance/Participation	10%
Final Exam	50%



Total Marks	100%
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THIRD: COURSE RULES

ATTENDANCE RULES

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GRADING SYSTEM

Example:

Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

•

COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	

COURSE PLAN

FIRST: BASIC INFORMATION

College					
College	Irbid University College				
Department	Applied Sciences				
Course					
Course Title	Color Theory				
Course Code	020902117				
Credit Hours	3 (1 Theoretical, 2 Practical)				
Prerequisite					
Instructor					
Name					
Office No.					
Tel (Ext)					
E-mail					
Office Hours					
Class Times	Building Name	Day of Week	Start time	End time	Hall number

Text Book	
Title	:

References-1 (English)

- 1) A Color Notation - Scholar's Choice Edition, Albert Henry Munsell, 2015, Creative Media Partners, LLC, 2015.
- 2) Color Psychology: Profit From The Psychology of Color: Discover the Meaning and Effects of Color, Richard G. Lewis, 2020, I LOVE MEL, 2020.
- 3) Interaction of Color: 50th Anniversary Edition, Josef Albers, 2013, Yale University Press, 2013.

References-2 (Arabic)

- 1- مبادئ التصميم
أ- عدلي محمد عبد الهادي
م. محمد عبد الله الدرايسة سنة (2008) م مكتبة المجتمع العربي للنشر و التوزيع.
2- نظرية اللون :
- نظرية اللون- يحيى حمودة - دار المعارف - القاهرة 1981.
- الألوان النظرية و التطبيق - شامل كيه - جامعة دمشق 1994.
- سيكولوجية ادراك الشكل و اللون (صالح قاسم حسين) الدار الوطنية للنشر و التوزيع و الاعلان. مؤسسة الرياض للطباعة العامة - بغداد - الكويت 1982
- الضوء و اللون - دار العلم للملايين بيروت 1981. المؤلف : ظاهر فارس ميري.
- المواقع الالكترونية :

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course covers the color meaning and its impact on the artwork, defining the color system, its characteristics, and visual and psychological effects through analysis and reading Arab and international artworks, a comprehensive study about color, color classification, its sections and groups, color dynamics, color relations, technical and functional foundations, and the effect of color on the viewer's eye, especially in graphic design works. Also, practical applications for the use of colors in graphic design through the work of different configurations, with two and three dimensions.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain the basic concept and definition of color
- Explain characteristics, specifications and classifications of colors
- Explain the meaning and its impact of colors to viewers
- Demonstrate and apply colors for grading and various design applications

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain the basic concept, definition and basic theory of color
- **CLO2.** Explain characteristics and specifications of color
- **CLO3.** Explain the classification of colors
- **CLO4.** Explain the psychological effects of colors
- **CLO5.** Demonstrate circle, merging and grading practices of colors
- **CLO6.** Demonstrate how to apply colors to various design applications

COURSE SYLLABUS

Week	topic	Topic details	Reference (chapter)	Proposed assignments
1	Color Definition	<ul style="list-style-type: none"> • Color identification • Feeling and perceiving color 	CLO1	
2	Color Definition	<ul style="list-style-type: none"> • Color effect on artwork • Studying light theory 	CLO1	
3	Characteristics and Specifications of Color	<ul style="list-style-type: none"> • Learning color specifications • Color origin • Color saturation 	CLO2	
4	Characteristics and	<ul style="list-style-type: none"> • Color value • Chroma 	CLO2	

	Specifications of Color	<ul style="list-style-type: none"> Learning color vision theories 		
5	Colors Classification and their Characteristics	<ul style="list-style-type: none"> Learn about the classification of colors and their divisions and characteristics. <ul style="list-style-type: none"> Chromatic circle (Chevril circle and its divisions). 	CLO3	
6	Colors Classification and their Characteristics	<ul style="list-style-type: none"> Basic colors. Secondary colors. Derived colors. 	CLO3	
7	Colors Classification and their Characteristics	<ul style="list-style-type: none"> Learn about the characteristics and qualities of colors: <ul style="list-style-type: none"> Complementary colors. Compatible and harmonious colors. <ul style="list-style-type: none"> Neutral colors. Cold colors and warm colors. Understand the principles of the juxtaposition of colors 	CLO3	
8	Mid Exam			
9	Psychological Effects of Colors	<ul style="list-style-type: none"> Understand the psychological meaning of colors. Understand the psychological effects of colors. 	CLO4	
10	Psychological Effects of Colors	<ul style="list-style-type: none"> Direct effect. Indirect effect. <ul style="list-style-type: none"> Identify the meanings and connotations of colors. Identifying the extent of the psychological effect of color on international and Arab artworks 	CLO4	
11	Practical Applications	<ul style="list-style-type: none"> Training the student to design a full-color circle. 	CLO5	
12	Practical Applications	<ul style="list-style-type: none"> Training the student on mixing and merging colors. 	CLO5	
13	Practical Applications	<ul style="list-style-type: none"> Training the student to make a gradient using colors. 	CLO5	
14	Applied Studies	<ul style="list-style-type: none"> The student designs two-dimensional designs and applies 	CLO6	



		colors and types within these various designs.		
15	Applied Studies	<ul style="list-style-type: none"> The student designs three-dimensional designs and applies colors and types within these various designs. 	CLO6	
16	Final Exam			

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

- <https://www.colormatters.com/color-and-design/basic-color-theory>

ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

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GRADING SYSTEM

Example:



Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

•

COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	

COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Graphic Editing

Course Code 020902220

Credit Hours 2 (0 Theoretical, 2 Practical)

Prerequisite 020902263

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References-1 (English)

- 1) Digital Art: A Complete Guide to Making Your Own Computer Artworks, 2021, David Cousens, Arcturus
- 2) Adobe After Effects Classroom in a Book 1st Edition, 2020, Lisa Fridsma & Brie Gyncild, Adobe

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the knowledge and skills about various artworks development with graphic principles and graphic software that are used for education, business, entertainment and other fields. It includes complex design practice of artworks for 2D images, 3D images and motion pictures.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Demonstrate various capabilities of Adobe software and how to employ them in the field of graphic design
- Create various design artworks in the form of 2D images, 3D images and motion pictures used for a commercial product.

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Apply raster image practice to commercial product
- **CLO2.** Apply vector image practice to commercial product
- **CLO3.** Apply motion picture practice to commercial product
- **CLO4.** Complete self-directed motion picture project

COURSE SYLLABUS

Week	topic	Topic details	Related LO (chapter)	Proposed assignments
1	Adobe Photoshop uses to prepare images for later use to complete project requirements.	<ul style="list-style-type: none"> • Cut photos from backgrounds • Coloring black and white pictures 	CLO1	
2	Adobe Photoshop uses to prepare images for later use to complete project requirements.	<ul style="list-style-type: none"> • Modify images (lighting, colors, adding effects) • Combine images and produce imaginative ideas 	CLO1	
3	Use adobe illustrator to prepare print-ready files.	<ul style="list-style-type: none"> • magazine design • Newspaper design 	CLO2	
4	Use adobe illustrator to prepare print-ready files.	<ul style="list-style-type: none"> • Designing various cards • Branding Design 	CLO2	
5	Use adobe illustrator to prepare print-ready files.	<ul style="list-style-type: none"> • Designing advertising materials (banners, posters, brochures, etc.) 	CLO2	



6	Use adobe illustrator to prepare print-ready files.	<ul style="list-style-type: none"> • Various digital graphics (portrait drawing, digital coloring) 	CLO2	
7	Use adobe illustrator to prepare print-ready files.	<ul style="list-style-type: none"> • Calligraphy design • Typography Design 	CLO2	
8		<ul style="list-style-type: none"> • Mid Exam 		
9	Using Adobe After effects in video design.	<ul style="list-style-type: none"> • Composing stories and dividing the story into several cadres under the name (storyboard). 	CLO3	
10	Using Adobe After effects in video design.	<ul style="list-style-type: none"> • Implementing the storyboard content of graphics, images and writing on Adobe After Effects 	CLO3	
11	Using Adobe After effects in video design.	<ul style="list-style-type: none"> • Add color, sound, and ready-made effects 	CLO3	
12	Using Adobe After effects in video design.	<ul style="list-style-type: none"> • Save and export the video in the right way and appropriate for the way the video is displayed 	CLO3	
13 - 15	Using Adobe After effects in video design.	<ul style="list-style-type: none"> • Filming and editing promotional videos (adding sound effects, scripts, and ready-made effects) 	CLO4	
16		<ul style="list-style-type: none"> • Final Exam 		

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Practical activity and execution

ONLINE RESOURCES

- <https://digitalarttutorials.com/>

ASSESSMENT TOOLS



Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:

Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

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COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	