BACHELOR OF FINE ARTS IN
VISUAL COMMUNICATION

Communication within a multicultural society is a challenge for all future designers and artists...
At the Department of Visual Communication we are attentive to the needs of future visual communicators; forward thinking while mindful of the rich history and wisdom of our fields’ predecessors.

The AUD campus exists in the middle of Dubai Media City, where dozens of international and regional media companies have a presence. From these organizations and other initiatives, Dubai has become a strong center of media and communications in the Gulf States and the greater Middle East while hosting a diverse and multicultural community. This location is the first of many advantages a student enjoys in one of five major programs within the Department of Visual Communication.

The Department boasts talented professors of diverse backgrounds and interests providing students a richness of viewpoints and skill sets to assimilate and develop, as they become visual communicators themselves. Additional visiting professionals from our Media City neighbors and from abroad are invited each semester to provide additional insights into contemporary trends for advertising, graphic design, photography, digital media and the visual fine arts.

The curriculum in each of our major programs is challenging, designed to encourage the development of each student’s ability to analyze, research, create and execute visual messages that communicate to intended audiences.

Students are guided in their development through courses exposing them first to traditional techniques and ideas to provide a solid foundation, then broadened to contemporary practice and thought, and finally into new, independent directions and ideas in our capstone courses.

Graduates of our programs are confident and practiced young professionals eager to face their next career challenge.

David Poindexter, M.F.A.
Chair, Department of Visual Communication
Communication within a multi-cultural society is a challenge for all future designers and artists. The Visual Communication program is designed to develop artistic and imaginative communicators; ones with an open-minded and responsible outlook that can design critically and creatively, communicators that can marry practical solutions with ideas that never fail to surprise.

The Visual Communication Department aims to set a trend and create a small following in other educational institutions in the Middle East by remaining at the forefront of design/art education in the region, providing an educational model that addresses and assesses the market needs in relation to contemporary design/art global trends.

The Visual Communication Program informs and guides aspiring artists and designers in the UAE so that they can contribute to the advertising, art, and design realms.

The curriculum encourages the *amalgamation of aesthetics, technique, concept development, critical thinking, and digital technology*.

The program also endeavors to develop awareness and critical perception of the *historical, cultural, and theoretical foundation for art and design work*.

Students graduate from the program with a strong knowledge base along with an appreciation for the roles of authorship and personal expression and the responsibilities of *proper communication in the field of a growing multicultural society*. 
What do VC Students have to say?

“The VC Dept. at AUD is one of the best in the region! It offers hands-on experience with the most intelligent professors in the art industry. This is why Visual Communication at AUD was my first choice. During my time at AUD I learned discipline, time management, and how to deal with stressful situations. As a Graphic Design student I’ve learnt so much more than just design, in addition to learnt skills, I’ve discovered creativity within myself. AUD has become more like a home to me. Lots of sleepless nights, and endless assignments, but it was all worth it in the end!”

Shamsa M. Alabbar
B.F.A. in Visual Communication (Graphic Design) Senior Year

“The Digital Media major at AUD is one of the few in the world offering such diverse and relevant courses in the field. It prepares students for this fast-paced digital realm, allowing them to experience the latest technology. I chose this major because it focuses on interactive and new media, encouraging students to venture in different areas like sound, video, photography and design, while preparing them for a future of tablets, portable devices and high-end technology.”

Gabriela Gomes
B.F.A. in Visual Communication (Digital Media), Junior Year
“I chose Creative Advertising because I believe in the power of images and words in moving people and societies. Advertising is one of the most energetic, expansive forces in world we live in today, so I long for the chance to play a role in setting new trends and influencing consumers towards a better choice.”

Monica Boghdadi
B.F.A. in Visual Communication (Creative Advertising) Senior Year

“I chose Visual Communication as my major because it allows me to do what I love and it pushes me to be creative. It helped me channel my creative ideas for the people to see.”

Maryam Zainal
B.F.A. in Visual Communication (Graphic Design) Senior Year

“I’ve always wanted to study design with another discipline. So Creative Advertising at AUD was the best option for me. The courses for design combined with marketing communications give a very strong foundation for a career in Advertising and what I’ve learnt so far is amazing!”

Vidyut Dhanwantri
B.F.A. in Visual Communication (Creative Advertising) Senior Year

“The Professors from the VC Dept. just made my love for art grow stronger. They are easy to approach, they push us to put our heart and soul in our artwork and prepare us for the real world as Artists, Graphic Designers, Photographers and Creative Advertisers.”

Jetshri Bhadviya
B.F.A. in Visual Communication (Studio Art) Junior Year
B.F.A. in Visual Communication Majors

**Advertising**
Advertising is the art of selling with visual means, ideas and products to the general public (the consumers) on the street, on TV, in magazines and newspapers.

Creative advertisers employ the mind and the lateral thinking skills, out-of-the-box ideas, and every ounce of creative juice in a dynamic mix of business strategy, creative solutions and teamwork.

**Graphic Design**
Graphic Design is the art of creating, choosing, and arranging image and text to create visual solutions that convey an idea in order to inform, promote, amuse or persuade. Graphic designers are the link between the client and the audience, considering cognitive, physical, cultural, and social factors in planning and executing appropriate designs solutions to everyday problems.

**Digital Media**
Digital Media is any design, motion graphics, moving image, advertising, or art in which computers play a role in the production or display. Designers and artists who work with digital media work with the latest technologies to communicate ideas and create visuals and sound.

The Digital Media major is designed to nurture creativity and to provide students with the practical expertise and critical skills required to adapt to the constantly evolving trends and technologies of the highly competitive creative industry.
**B.F.A. in Visual Communication Majors**

**Photography**
Photography is a merging of sight and intellect to make images which communicate, inform or criticize. Photographers have a passion for critically examining the world and finding unique perspectives from which to share their vision with others. They are effective in framing and editing the world to best communicate the needs of clients or their own personal artistic agendas.

**Studio Art**
Studio Art is an examination of our environment and humanity, combined with a passion for beauty expressed visually. The Studio Art Major offers an interdisciplinary approach to art-making. Students study painting, photography, sculpture, and print making, with a rigorous final year that entails a self-directed studio project and a written thesis supporting the studio work.
As Dubai and the region are constantly expanding and investing in their cultural and capital environments, the students and faculty of the Department of Visual Communication at AUD pride themselves in their dedication to leading the transformation and infusion of ideas, the transference and expansion of knowledge, and the dynamic interpretation of visual culture.

**AUD Students Shortlisted At The Sheikha Manal Young Artist Awards**

Students in the Visual Communication (VC) Program at AUD were shortlisted at the Sheikha Manal Young Artist Awards 2011. The exhibition featured 50 shortlisted artwork submissions by young Emirati and UAE resident artists.

**AUD Students “Reduce, Reuse, Recycle”**

Visual Communication Students Irfan Ghani and Talal Gergawi won the 2011 INDEX Student Challenge Brand Contest. Organized jointly by DMG, ISG and tasmena, the 2011 INDEX Student Challenge’s theme this year was “Reduce, Reuse, Recycle.” Participants had to identify regional materials that have been written off as waste and propose their reuse within an interior design application.

**AUD accepted for Sony World Photography Awards University Programme**

AUD was accepted as one of the 120 institutions for the prestigious Sony World Photography Awards Student Focus. The SWPA has further expanded its student initiative creating a truly global competition to discover tomorrow’s professional photographers.
**Sustainability poster earns top spot**

For the second consecutive year, a student from AUD has won the IAA-Dentsu Global Student Poster Competition. Mohammed Abualqumssan, a Visual Communication major, was selected as the winner of the Middle East and Africa regional competition.

**AUD Graphic Design Students Favored By Professionals**

Graphic Design Students at AUD, in partnership with Giffin Graphics and ArjoWiggins paper supplier, worked together to create a paper sample calendar titled SKINS, 2011.

This calendar was distributed to graphic design, advertising studios and printing companies from all around the region, and won a silver award at the Dubai International Print Award 2011.

**AUD students World Champions of the IAA InterAd XII Global Advertising Competition**

After winning 1st place in the Middle East/Africa group for the second year in a row, AUD students won the World Championship of the IAA InterAd Global Advertising Competition, which challenged student teams world-wide to develop innovative, integrated marketing communications plans for promoting Unilever’s Axe brand in ethnic multi-cultural markets.

**AUD Students Launch Advertising Agency**

‘The Agency’ is a student lead organization that aims to promote the interests and activities of current, past, and prospective Marcom and Advertising students. It benefits the university by providing a meaningful link between the student body, academia, and industry.
“Working with the students [...] was very exciting; they had fresh ideas, clear minds, and imagination with no boundaries”.

Salma Hijjawi
Marketing Manager at Giffin Graphics

“AUD students usually are rising stars, they have the required knowledge, passion and understanding of the industry. They are reliable, very organized and always have the right attitude which makes them an integral member of our teams. They have all the right ingredients to become a successful ad-person.”

Shatha Y. Alami
Director, People & Culture, Leo Burnett Group of Companies

“We have been very impressed with the talent that comes from the American University in Dubai, students are confident and hold good knowledge of the fundamentals in design. With Robert this allowed us to fast track him on to a senior position within 24 months. We would welcome interns to come and experience the grit and pressures of the real world at Insignia as most probably they will deliver the high standards we seek.”

Gaurav Sinha
Founder & Managing Director, speaking of AUD VC Graduate Robert Durrant

“My overall experience is very positive. She reflects being a responsible professional, with a passion for details. Her work is accurate and her dedication to her job is above average. Her education covers all needs to start a career in the field of graphic design. Coming from an American education system, makes her special compared to the students from other institutions.”

Aleksandar Gajic
Head of On-air Graphics, speaking of AUD VC Graduate Areej Al Hammadi
World-renowned Speakers at AUD

Visiting professionals from our Media City neighbors and from abroad are invited each semester to provide additional insights into contemporary trends for Advertising, Graphic Design, Photography, Digital Media and the Visual Fine Arts.

In the past two years, the Department of Visual Communication has invited over 50 guest speakers on campus including among others: George Steinmetz - Photographer with National Geographic, Marwan Chahine - Creative Director with Leo Burnett, renowned Emirati DJ and Presenter of “That’s Entertainment” on Dubai One Channel Marwan Parham (DJBLISS); Wissam Shawkat, Emirati calligrapher and typographer; Nja Mahdaoui, visual artist, an explorer of signs - who uses Arabic calligraphy in his paintings and design work.

IAA Diploma in Marketing Communications

As the Marketing Communications and Advertising (Creative) programs are accredited by the International Advertising Association in New York, students who complete degree requirements receive upon graduation an IAA Diploma in Marketing Communications in addition to their AUD degree.

This is an internationally recognized Diploma which reflects that the student’s undergraduate program meets IAA requirements. Several current and past practitioners teach in AUD’s program, ensuring that curricula remain up-to-date and that students have ample contact with the marketing communications industry prior to graduation.

An internship is required of all candidates for the B.B.A./B.F.A. degrees.

For further information on the IAA Diploma in Marketing Communications, please refer to the website http://www.aud.edu/sba/iaa.asp
**SO WHAT CAN I DO WHEN I GRADUATE?**

**ADVERTISING**
Advertising utilizes sales promotion, public relations, direct marketing, event marketing and new media, and involves the following professional specializations:

- Print Ads (in magazine and newspapers)
- Point of Sales displays (in shops and malls)
- Film Commercials (in cinemas)
- TV Commercials (on TV)
- Non Traditional Advertising (ambient music, sponsorship of events, campaigns in unexpected places and ways)
- Billboards and other outdoor advertising.
- Banner Ads on websites

**DIGITAL MEDIA**
The Digital Media major prepares students for careers in the following professional specializations:

- Web Design
- Animation
- Video
- Interactive Media
- Game Design
- Sound Design
- Non Traditional Advertising & Design (ambient music, sponsorship of events, campaigns in unexpected places and ways)
- New Media Art

**GRAPHIC DESIGN**
Graphic design involves the following professional specializations:

- Publication Design (brochures, magazines and newspapers)
- Book Design
- Poster Design
- Packaging Design
- Corporate Identity (logos and house styles)
- Information Design (maps, charts, diagrams and interface design)
- Web Design and Multimedia
- Motion Graphics (movie titles and TV graphics)
- Environmental Design (signage systems and environmental graphics)
- Exhibition Design

“When the time came to apply for universities, I immediately knew that my first choice was AUD because it was located in the hub of media in the Middle East and known to be very up to date with the latest trends in media and advertising. I was very fortunate to study under the best and most devoted professors.

**Sally Alzaza**
B.F.A. in Visual Communication (Graphic Design), Class of 2011
Graphic Designer, JWT Damascus
PHOTOGRAPHY
Photography involves the following professional specializations:
• Advertising photography (for a wide variety of products and services)
• Editorial photography (to match images with text for a wide variety of publications)
• Fashion photography
• Documentary photography (for extended coverage of individual events)
• Photojournalism
• Portraiture (for individuals and groups)
• Architectural photography
• Fine Art photography (for self expression)

STUDIO ART
Students majoring in Studio Art are eligible to pursue the following positions:
• Fine Artist
• Gallery Owner/Employee
• Curator
• Creative Director
• Illustrator
• Corporate Art Consultant

“I chose VC and Photography as my concentration because I wanted to develop a means to express myself visually, and the traditional darkroom start to my photographic career has given me the skills I need to pursue my passion.”

Altamash Urooj

“AUD’s Visual Communication program had the perfect combination of conceptual and practical assignments that get you out of the box to express yourself as a creative individual, yet prepares you to the real professional world.”

Ahmad Issa
B.F.A. in Visual Communication (Creative Advertising), Class of 2009
Self Employed, Brand Designer

“I chose General Visual Communication because it covered several forms of art and design, which expanded my overall knowledge and skills.”

Areej Al Hammadi
VIZ artist, Dubai Media Incorporated
**Program Mission**
The Mission of the Visual Communication Program is to fulfill the professional baccalaureate educational needs of a culturally diverse student population interested in careers in the visual arts, and to facilitate the creative and scholarly activities of its faculty. Achievement is reached through excellence in teaching, learning and personal development, resulting in graduates poised for intellectual, personal and professional success in a growing, multicultural society.

**Program Goals**
The primary goal of the VC Program is to provide an educational experience based on the best practice and standards of quality institutions of art and design leading to a professional B.F.A. degree with Majors in Advertising, Digital Media, Graphic Design, Photography, or Studio Art. The wider goals of the program which reflect this focus are:
- To develop in graduates a strong level of individual critical thinking, problem solving, concept development, technique, and aesthetics;
- To promote the value of an awareness and critical perception of the historical, cultural, and theoretical foundations for visual art and design;
- To foster an appreciation for the roles of authorship, personal expression, and a responsibility for ethical visual communication;
- To provide an academic curriculum, instruction, facilities, and technologies offering full opportunity for learning;
- To recruit and retain a diverse faculty of creative professionals and committed educators, and to support their continued creative and scholarly activities;
- To contribute to the creative professional and cultural development of Dubai, the United Arab Emirates and beyond.

**Program Learning Outcomes**
Students will be able to
- Effectively articulate the conceptual foundations of visual communication works;
- Demonstrate the design process for developing new, creative visual communication projects;
- Execute the production and presentation of new works of art and visual design.
- Evaluate and critique contemporary art and design works;
- Recognize and integrate the ethical, and sociocultural ideals of the target audience in each work of visual communication.
The Bachelor of Fine Arts in Visual Communication program is designed to develop artistic and imaginative communicators; ones with an open-minded and responsible outlook that can design critically and creatively, communicators that can marry practical solutions with ideas that never fail to surprise. We strive to raise the standard of art/design and craftsmanship in the region, and promote ethical and responsible design practices, by graduating innovative and well-educated leaders.

For further information on the B.F.A. in Visual Communication degree, please refer to the website http://www.aud.edu/AcademicAffairs/SAAD/VisualCommunication/bfavc.asp
Faculty Members

David A. Poindexter, Chair and Associate Professor of Visual Communication
M.F.A. Florida State University

Luis Castañeda, Associate Professor of Graphic Design
M.A., Post St. Joost Academy

Kenneth Curtis, Assistant Professor of Visual Communication
M.F.A., West Texas A&M University

Dina Faour, Associate Professor of Advertising
M.Digital.Des., Queensland College of Art

Krassen Krestev, Associate Professor of Graphic Design
M.Des., Royal Art Academy (The Hague)

Bradley Moody, Associate Professor of Digital Media
M.F.A., Rensselaer Polytechnic Institute

Heather Muise, Assistant Professor of Studio Art
M.F.A., University of Tennessee

Raymond Prucher, Assistant Professor of Advertising
M.F.A., State University of New York at Stony Brook

Colin Reaney, Associate Professor of Studio Art
M.F.A., University of Tasmania

Julia Townsend, Associate Professor of Studio Art
M.F.A., University of Delaware
Advisory Board Members

The Advisory Board of the Department of Visual Communication at the American University in Dubai includes the following members:

- H.H. Sheikha Manal bint Mohammed bin Rashid al Maktoum
- Mr. Abdulraheem Sharif, Founder, The Flying House
- Mr. James Wood, Design Director, TMH
- Mr. John Boutros, Owner/General Manager, Grapheast
- Mr. Joseph Francis Bihag, Head of Design Team Y&R Team Young & Rubicam
- Mr. Khalil Abdulwahid, Cultural Support and Development Department, Dubai Culture & Arts Authority
- Mr. Marwan Chahine, Creative Director Leo Burnett
- Mr. Mohanad Alwadiya, Managing Director, Harbor Real Estate
- Mr. Rami Farook, Owner/Director Traffic Gallery
- Mr. Scott Feasey Managing Partner, Expression
- Mr. Richard John Alexander Butterfield, Co owner, HotCold Studio
- Mr. Ramzi Moutran, Creative Director, Memac Ogilvy Dubai
- Ms. Patricia Mills, Artist
- Ms. Moza Al Abbar, Owner/Director Ara Gallery
Facilities

The VC Department runs several studios, labs and other spaces that provide a complete professional setting for the students. These comprise:

- 6 general studios and lecture rooms, used for design and advertising classes, all equipped with multimedia presentation equipment, including projectors, Macintosh computers and an appropriate sound system.
- One fully equipped 3-D studio, which hosts 3-D design class sessions
- One fully equipped print making studio
- Two VC studios for painting and freehand drawing courses
- One darkroom lab
- One lighting studio
- Two computer labs with more than 40 machines, fully equipped with the latest design and animation software such as CS, Final Cut Pro, Maya etc.
- Fully equipped exhibition gallery
- Extensive printing facilities that comprise 2 color A3 size printers, Xerox 7750DN, Xerox 7760GX, Epson Pro 4800 (Mini Plotter), and an HP large format plotter.

Additionally, there is a commercial print shop located in the Student Center building.
AUD Departmental Clubs serve as professional organizations that address the special needs and interests of students in specific areas of study. They encourage members to explore their interests and talents and organize major specific activities such as lectures, seminars, professor’s lunches, competitions, exhibitions, workshops and field trips. The clubs also serve as a liaison between the student body and faculty of each department.

The VEESEE Club
The VEESEE Club is a Visual Communication club that promotes the Artistic Talents of students in the arts. The club organizes exhibitions and field trips.

Photography Club
This student club brings students who have a common interest of photography together. The members get to share their artworks and passion with each other and learn new techniques.
Pursuant to the Mission of AUD, the Admissions Department consists of a professional team that assists prospective students gain accessibility to opportunities in higher education.

The Admissions team is held to a high level of integrity and is charged with providing quality service and accurate information to all students.

AUD admits to its degree programs only those students who possess appropriate credentials and the demonstrated capacity and potential to successfully complete the educational programs provided by the university and meaningfully participate in the total educational experience offered by AUD.

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For specific admissions requirements, please consult: the AUD Undergraduate Catalog or the website http://www.aud.edu/Admissions/ugrad.asp

Application Deadline
Fall semester: August 10
Spring semester: December 21

The American University in Dubai is accredited by the Commission on Colleges (COC) of the Southern Association of Colleges and Schools (SACS) to award Bachelor’s and Master’s degrees. The United Arab Emirates Ministry of Higher Education and Scientific Research (MOHESR) has licensed the university and accredited all of its programs.