



BACHELOR OF FINE ARTS IN VISUAL COMMUNICATION

*Communication within a multi-cultural society is
a challenge for all future designers and artists.*

CREATIVITY IS LIFE.

@visualcommunication_aud

VISUAL COM- MUNI- CATION

The Visual Communication Program at AUD is designed to develop artistic and imaginative communicators who will creatively and critically lead new visual and digital initiatives that combine practical solutions with contemporary and future oriented concepts. The Program rigorously trains students in the art and design skills and competencies necessary for their success in the advertising, design and creative industries.

The curriculum focuses the relation between aesthetics, technique, concept development, critical thinking and digital technology within the contextual understanding of the cultural and theoretical foundations for art and design.

The Department includes exceptionally talented and award winning faculty who have been instrumental in building the department into one of the most dynamic in the UAE, interconnecting robust programs in Advertising, Digital Media, Graphic Design and Studio Art.

The faculty design and constantly revise courses and programs of study to adopt and sustain the leading edge of contemporary art and design education in the UAE and the broader Middle East, while also being strongly oriented to international standards and global trends.

This quality of training in our programs is reflected in the department being awarded the distinction of Substantial Equivalency by the National Association of Schools of Art and Design (NASAD) in the United States. This means that all majors meet the standards set by this accrediting body and are equal to any American art and design school.

Visual communication is a field relevant to all professions with the ever growing presence of on-line activity to the exploding phenomenon of social media students graduate from the program with a thorough knowledge base whilst appreciating the roles of authorship, personal expression and the responsibilities of proper communication in a growing multicultural society.

B.F.A. IN VISUAL COMMUNICATION

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 visual arts careers, 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.

The primary goal of the Visual Communication Program is to provide an educational experience based on the best practice and standards of quality institutions of art and design leading to a Bachelor of Fine Arts degree with Majors in Advertising, Digital Media, Graphic Design, or Studio Art.

Program Goals

The 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 UAE and beyond.

Program Learning Outcomes

Students graduating with the Bachelor of Fine Arts in Visual Communication Degree 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 contemporary art and design works;
- Recognize and integrate the ethical, and sociocultural ideals of the target audience in each work of visual communication.



مهما كان، وقت ما كان.
شاهد ما تريد، وقت ما تريد.



Whatever, Whenever.
Watch whatever you want,
whenever you want.



ADVERTISING

Advertising is the art and the science of persuasion in communication. Advertising, an integral part of the integrated marketing communication (IMC), is planned and employed to cause a desired change in the behavior of people, while meeting set objectives. This change in behavior can be demonstrated in actions that go beyond the commercial purchase, e.g. vote, donate, discuss, learn, get a medical checkup, etc.

Further, Advertising fulfills key roles in society:

- The Informant, where a certain message is delivered;
- The Mediator, where the exchange of communication is enabled, facilitated and improved;
- The Brand Builder, with every piece of communication, advertising is building the brand's perception in the hearts and minds of its audiences;
- The Guardian of Freedom of choice, where the people are increasingly sharing their thoughts, their preferences and designing their own products and brands.

The Advertising curriculum facilitates building an applied knowledge and skills throughout the creative process in advertising

Conception: Research, analysis, strategy and planning, campaign development and management;

Execution: Ideation, media planning, art direction, copywriting and content development across platforms (print, outdoor, promotions, digital, social, devices, technology, film etc.);

Presentation: Crafting and finishing of output, verbal articulation and written explanation and justification of the creative solution;

Production: Technical and digital production processes across platforms;

Evaluation: Campaign management and assessment;

Potential Career Paths

This degree offers its graduates the opportunity to think lateral in their career choices:

Creative Artist, Art Director, Copywriter, Digital Art Director, Social Media Manager, Content Developer, Strategic Planner, Account Manager, Media Planner, Brand Manager etc.

The Advertising program is accredited by the International Advertising Association in New York. Students completing the degree requirements receive upon graduation, in addition to their AUD degree, an IAA Certificate in Marketing Communications.

Opposite Visuals:

Aisha Al Mohtadi, TVAE Live Brief, Campaign Executions



Yusif El Awawdeh, Androi 1, 3D Game

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.

Digital Media graduates are employed locally and internationally as Producers, Film & Digital Media Faculty, Colorists, Editors, Art Directors, Design Managers and Animators.

Digital Media graduates have been accepted in top graduate programs in the USA and Europe including but not limited to: Berklee College of Music, The University of Southern California, New York University, Northwestern University, Cranbrook Academy of Art, University of the West of Scotland.

What can I do when I graduate?

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

Web design & net-based art, Animation, Motion graphics, Concept art & design for time-based media, Digital video/film, Interactive media & design, Visual effects/compositing, Sound design, Interactive media performance, Electronic/digital & sound installation, New media art

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أيد وحدة ما بتسفق
 هفتك عشت هفتك كشتك
 لبسوك تاج ملوك
 ططر ككك
 ونسيت الطرابيش

الجار قبل الدار الصدف من غير معاد الطمع ضر ما نفع الصبر مفتاح الفرج
 لبيروت من قلب لبيروت وقيل البصر والبيوت الصفرة
 كانا وصيغار قد من روح الشعب من عرق خيرو ياسمين
 فكيف صار طعاما طعمنا ودخان لبيروت عهد من رعاد
 لبيروت من لولد حمل فوق يدا فيا لسما وحدا وحدا
 ليل انت لياتك ليا عانقين انت لرايت وحجر القد و موج
 لانت لا عانقين القد و موجان
 من رعاد لبيروت من لولد حمل فوق يدا فيا لسما وحدا
 وحدا و ليل انت لياتك ليا عانقين انت لرايت وحجر القد
 و موج سفر ارت جراح تعبنا رت دعما لامات انت لبيروت
 لياتك ليا عانقين انت لرايت وحجر القد و موج سفر
 ارت جراح تعبنا رت دعما.

من رعاد لبيروت من لولد حمل فوق يدا
 فيا لسما وحدا وحدا و ليل انت لياتك
 ليا عانقين انت لرايت وحجر القد و موج
 سفر ارت جراح تعبنا رت دعما لامات
 لبيروت من قلب لبيروت وقيل البصر والبيوت الصفرة
 كانا وصيغار قد من روح الشعب من عرق خيرو ياسمين
 فكيف صار طعاما طعمنا ودخان لبيروت عهد من رعاد
 لبيروت من لولد حمل فوق يدا فيا لسما وحدا وحدا
 ليل انت لياتك ليا عانقين انت لرايت وحجر القد و موج
 لانت لا عانقين القد و موجان

GRAPHIC DESIGN

Graphic Design is the art of creating visual solutions that convey ideas or messages.

Students learn to study cognitive, physical, cultural, and social factors while planning and executing adequate designs solutions to everyday problems.

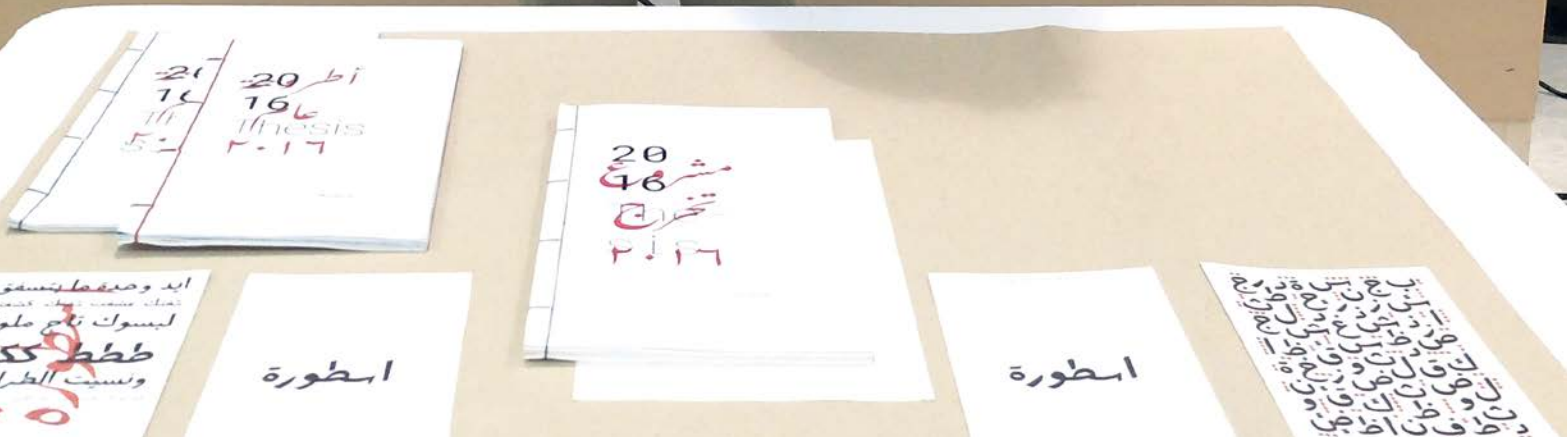
Graphic Design plugs in to a wide spectrum of disciplines and platforms in communication which makes it a versatile profession with skillsets that are high in demand. Designers view themselves as socially responsible with duties that comprise creating a better visual experience for communities.

What can I do when I graduate?

Graphic design caters to various industries with the below specializations:

- Publication and Book Design, Advertising and Poster Design, Packaging Design, Corporate Identity and Branding Design, Information Design, Web Design and Multimedia, Motion Graphics, Environmental Design, Exhibition Design, Type Design and more.

Fadi Mhanna, Arabic Typeface Design, Capstone Project



STUDIO ART

Studio Art is an examination of our environment and humanity, combined with a passion for the creation of work that is expressed visually. The Studio Art major offers an interdisciplinary approach to art-making with students studying painting, sculpture, print making and photography among other options, with a rigorous final year that includes a self-directed studio project and a written thesis supporting the studio work.

So what can I do when I graduate?

Studio Arts graduates are employed as Artists, Illustrators, Curators, Consultants, Gallery Managers or as Creative Directors.

Studio Art graduates opt for further study and have secured places in significant graduate arts programs including Central St Martins, London and Concordia University Montreal, or successfully applied for programs such as the Salama bint Hamdan Emerging Artists, while some have gone on to become Artists in their own right exhibiting in prestigious international Art events such as the Venice Biennale.



Cham Almalla, Syrian, Acrylic on Canvas



FACILITIES

Fully equipped 3-D studio,
Fully equipped print making studio;
VC Studio for painting and drawing;
Chemical photo darkroom;
Hybrid media studio;
Photo studio;
Two large Ceramic Kilns;
Several Apple Mac labs;
Fully equipped gallery/exhibition space;
State-of-the-art multipurpose editing suites,
Extensive printing and 3D printing facilities
Media Resource Center

THE AWARDS



AUD, University of the Year 2015, 2017 and 2018,
Dubai Lynx Festival of Creativity

Sharon George, First place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2018

Hanin Hasan, First place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2017

Saman Alavi, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2018

Asma al Aloosi, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2017

Heela Daudzai, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2014 and
2015

Reem AlAni, First place winner, Integrated Campaign
Competition, Dubai Lynx Festival of Creativity, 2015

Zein Khoury, Second place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2018

Lina Ibrahim, Third place winner, Print Advertising
Competition, Dubai Lynx Festival of Creativity, 2018

Lina Ibrahim selected to represent AUD, UAE and the
whole of Arabia, at the Roger Hatchuel Academy, Cannes
Lions Festival of Creativity 2018

*Previous Spread: Winning Advertising Students,
Dubai Lynx Festival of Creativity 2018*

*Opposite: Saman Alavi, First Place Winner,
Dubai Lynx Festival of Creativity 2018*





Asem Askar selected to represent AUD, UAE and the whole of Arabia, at the Roger Hatchuel Academy, Cannes Lions Festival of Creativity 2017

Reem Al Ani, selected to represent AUD, UAE and the whole of Arabia, at the Roger Hatchuel Academy, Cannes Lions Festival of Creativity 2016

Anam Kibria, Portfolio Night 2014 by the One Club. First place winner, represented the UAE in New York.

Rashid Bin Haider, Third place winner, Print Advertising Competition, Dubai Lynx Festival of Creativity, 2016

Radhi Raut, Fourth place winner, Print Advertising Competition, Dubai Lynx Festival of Creativity, 2016

Mohammed Abulqumsan, First Place winner, IAA - Dentsu Poster Competition 2014

Advertising Class of 2016, Silver medal winners, IAA Global Apprentice Conference 2016, 24 hr pitch

*Sharon George, First Place Winner,
Dubai Lynx Festival of Creativity 2018*

“Color Me Nature” Shouq Al Sayegh Official Selection
SIKKA ART Dubai 2018

“Within Your Mind” Sarab Sahni Official Selection SIKKA
ART Dubai 2018

“Hikayti” Reem Sabobeh Official Selection SIKKA ART
Dubai 2018

“Virtuality” Sarah El Mahi Official Selection Computer music
Conference (ICMC) South Korea 2018

“Pandora’s Box” Dina Bashaireh Official Selection
Computer music Conference (ICMC) South Korea 2018

USC Karina Saidi Outstanding MS in Journalism Scholar
Award USA 2018

“War Sweet Home.” Haya Al Tamimi Writer, Director,
Producer Best Social Relevance Film Emirates Short Film
Festival UAE 2018

“War Sweet Home.” Haya Al Tamimi Writer, Director,
Producer BEST DRAMA FINALIST My RØDE Reel
USA 2017

“War Sweet Home.” Haya Al Tamimi Writer, Director,
Producer Official Selection Red Rock Film Festival
USA 2017

USC Karina Saidi Annenberg Leadership Scholarship
USA 2016

“Adam” Andrew Dous Semifinalist Video Editing /
Post-Production / Animation / Motion Graphics Adobe
Design Achievement Award International 2016

USC Gabriella Gomes Annenberg Graduate Fellow
USC Cinematic Arts USA 2015

“Sounds of the Sea” Haya Al Tamimi Assistant
Director Documentary with Emirati Director, Ms.
Nujoom El Ghanim Dubai 2014

“A Metaphor of the Mind” Gabriella Gomes Third
Place in Multimedia Sheikha Manal Young Artist Award
Dubai 2013

“Me, My Mother, and Technology” Nargis Dhirani
People’s Choice Award Video Installation

Sheikha Manal Young Artist Award Dubai 2012

“We Get Away” Aya Atoui Multi-Media 1st Prize Single
channel video loop Sheikha Manal Young Artist Award
Dubai 2010



About the Dubai Wave Podcast

The concept with Dubai Wave is to look at big picture Dubai. Each episode focuses on a unique topic, such as Dubai Fitness; Dubai Social Media; Dubai Food Scene; Dubai Music, etc., with the goal to illuminate a 360-degree viewpoint of all the exciting things happening here, the gem of the Middle East. The impressive guest list to date includes the founder of Dubai's most influential MMA gym, Tam Khan (Dubai MMA); successful entrepreneur, Anas Bukhash (Dubai Entrepreneurship); the editor of What's On Dubai, Laura Coughlin (Dubai Magazines); the host of Virgin Radio Dubai, Brent Black, (Dubai Radio); and the first Emirati filmmaker to achieve International acclaim and standing, Ali F. Mostafa, (Dubai Film). Previously, Dr. Striker, with help from talented Digital Media and MBRSC students, launched a successful podcast called Digital Media & Tech in Dubai, focused on the Dubai tech industry, with eight episodes to date, featuring Dubai's most exciting digital thought leaders.

Renowned Artist El Seed and Afra Atiq, hosted by Prof. Striker and students, Dubai Wave Podcast

Sara Al Hadad-represented UAE at 2017 Venice Biennale,
SEAF Fellow

Amna Al Dabbagh - exhibited her work in DUCTAC,
Sikka Art Fair, Emirates Palace, ME Collectors Room
in Berlin, UAE Unlimited, and the Wind Festival in
Germany. She was also an artist-in-residence in Yarat
Contemporary Art Centre, Baku, Azerbaijan.

Sara Masinaei- MFA Central St Martins University of the
Arts; numerous exhibitions, residencies, etc.

Mona Ayyash-MFA Concordia University, Montreal;
numerous exhibitions, residencies, etc.

Several winners of the Sheikha Manal Young Artists
Award including Sadaf Rezaei, Momet Shabanpoor and
Malda Smadi.

Salama bint Hamdan Emerging Artists Fellowship –
including Rania Jishi and Abdelghani Al Nahwi.



Zhiwen Shan, Triumph, Ceramic

THE ADVISORY BOARD

ADVISORY BOARD MEMBERS

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

Mr. Arz Azar, Creative Director, Tribal Worldwide
Mr. Firas Medrows, Executive Creative Director, DDB
Mr. Mahmoud Khawaja Creative Director, The Living Room
Ms. Marie Sukkar, Head Designer, Landor
Mr. Simon Parkinson, Creative Director, Consult Dragoman
Ms. Nisrine Chahine, Founder and Head Designer, Hatch
Mr. Najati Hussein, Founder, Scratch
Mr. Samer Asfour, Producer & Head Of Post Production, Filmworks Dubai
Mr. Manasvi Gosalia, Executive Producer, Deja Vu
Ms. Patricia Millns, Artist, Freelance
Ms. Hetal Pawani, Director, The Jamjar
Ms. Marjan Farjam, Director, The Farjam Foundation
Ms. Pamela Policarpio, Cultural Office Officer, Sheikha Manal Award
Mr. Khalil Abdulwahid, Visual Arts Manager, Dubai Culture
Ms. Myrna Ayyad, Communication and Art Activist
Ms. Heela Daudzai, Strategic Planner & AUD Alumna, TBWA RAAD
Mr. Andrew Dous, Animation Artist, Prime Minister's Executive Office
Ms. Farah Gamal, Senior Designer, Super Union

**THE
WORK**





Target Audience
Working corporate professionals
Middle to upper class
25 to 35 years old

Insight
Group A's goal of self-actualization is non-existent because it is always evolving.

Rationale
Without the help of an external factor, one cannot evolve. The external factor, however, only needs to initiate the process and then the evolution of the person or thing will occur internally. Therefore, this campaign focuses on the target audience being the initial source of providing children primary education, the critical factor required for their development. This can be achieved through donations. Regarding the execution, the campaign uses colored pencil drawings on textured paper to express the process of initiation.

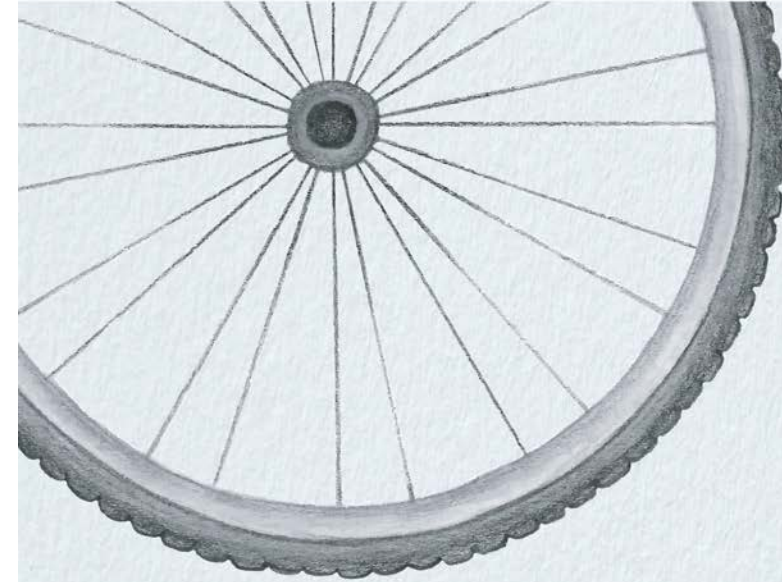
Big Idea
Initiate the Evolution

Initiate the Evolution

Donation Box

Facebook Carousel Post

Print Ads



A single push is all it takes for a wheel to move. It then rolls on its own.

Initiate the Evolution

Education is the push.
Let the children move.
Donate now.

Previous Spread:
Radhi Raut, Digital Concept Painting,
Computer Graphics

Above and Opposite:
Saman Alavi, Advertising Campaign,
Concept, Copywriting and Art Direction

برعاية سمو الشيخ حمدان بن محمد بن راشد آل مكتوم

عالم مسجون

سأكتب لك عن عالم، لا أملئ إن كنت أمثله أمر هو يتشكي.
عالم سجنك داخله الكثير من الضحايا والحكايات
حكايات تارة ما كسجني وأخرى للضعف لها عيني
تملؤني الكدمات. فلا أجد لها ضدي عندك
تسليق الأسيئة. فلا أجد لها جوبها عندي
وأدعي في أحلامي، أفتش عنك فيها.
وتفتش عني



مركز دبي للتوحد
Dubai Autism Center

في داخل كل طفل عالم مسجون يتظلم من يسكنه.
من أجل مجتمع متضامن، لتعرف أكثر على عالم التوحد.
www.dubaiautismcenter.com

Above:

Jamila Hamdan, Advertising Execution,
Arabic Copywriting, and Art Direction

Opposite:

Asem Askar, Advertising Execution,
Concept, Copywriting and Art Direction



This Ramadan, review your current lifestyle,

and visualize the future.

Nothing leaves your vision more positive than imagining a better tomorrow.

Over 37 million children and adolescents have been forced out of school by emergency.

The Dubai Cares Education For Emergency program provides support to the young victims of crises.

Take a closer look this holy month and let's cleanse their world of harm.

Our product may not come in a shiny package, but it does promise a shiny future.

To make a donation please call

800 2273

or visit our website at

dubaicares.ae



دبي العطاء
Dubai Cares

Educating Children for Generations to Come



Yusif El Awawdeh, Androi 1, 3D Game



Dr. Hendrik Wahl, Astronomy, 3D Rendering

Dada, Packaging, Graphic Design





Shamsa Al Abbar, Arabic Typography and Calendar Design, Graphic Design

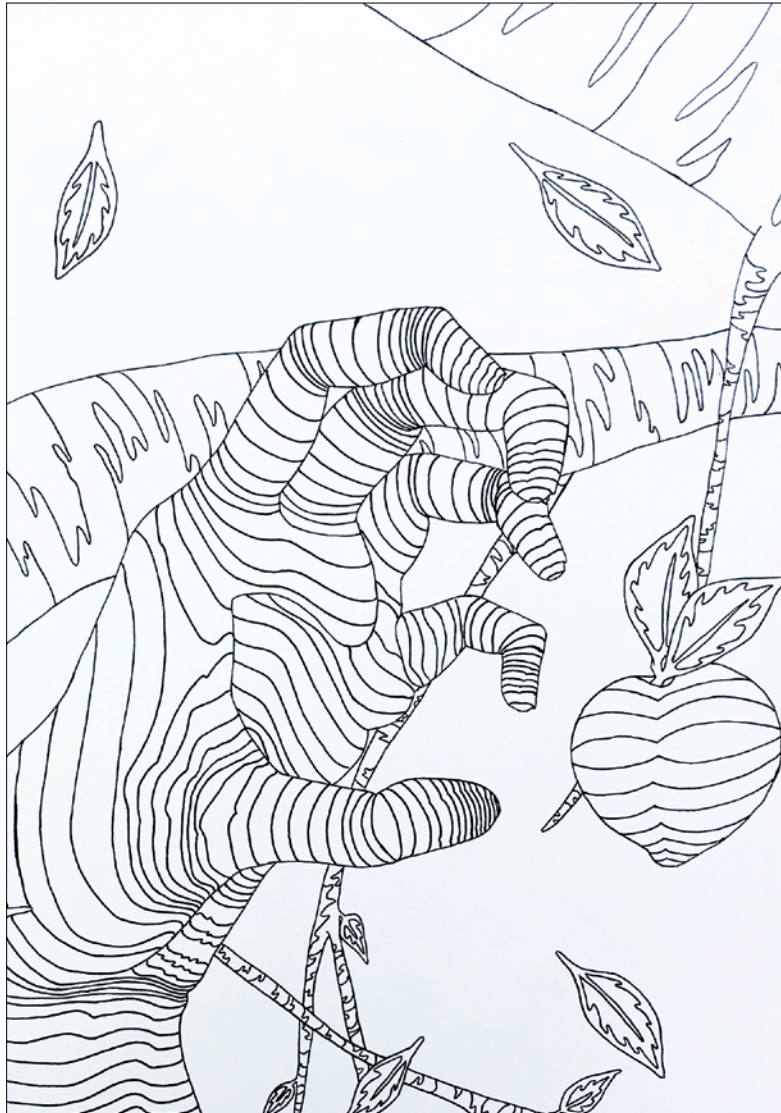


Previous Spread:
Right, Mandana Ziaei, Uncaged, Mixed Media Sculpture,
Left, Gilda Gilbradi, Inside my Mind, Photograph

Opposite: Raghad Al Redha, Untitled, Acrylic on Canvas







Previous Spread:
Left, 2D Design Students, *The Girl With The Coffee Cup Earring*, Recycled Coffee Pods
Right, Ghalia Khalid, *Proportion*, Pencil Drawing

Above, Emily Habib, *Contour Hand*, Pen Drawing
Opposite, Zoha Bagasrawala, *Peppered*, Mixed Media Mask



**THE
ACTION**





*Previous Spread:
2D Design Students, Mural in Recycled Ballons, Um Kulthoum*

*Above and Opposite, Portfolio Critique Nights, students and
Advisory Board members join in preparing for the critiques*







*Previous Spread:
Ceramics students watching a demonstration
by the renowned Magdalene Odundo OBE*

*Opposite:
Mohamed Hindash, artist and social media influencer,
during a work session at the AUD studios*





*Previous Spread and Above
Underwater Videography in Action*



Portfolio Critique Nights, External jurors reviewing the works of graduating students from all majors.

ADMISSIONS CHECKLIST

Please make sure that the following items are included with your application. Your admission will depend on the receipt of all required documents throughout the review of your application.

Official English translations of all supporting educational documents must be submitted. Translations must be literal (i.e., word-for-word).

- Completed Application for Undergraduate Admission
- Official school records for grades 10 and 11 stamped by the school.
- Official school records for grade 12 should be attested by the appropriate authority of the U.A.E. Ministry of Education – Higher Education Affairs.
- Attestation for international students: grade 12 transcript and diploma must be attested by the Ministry of Education of home country, Ministry of Foreign Affairs of home country and U.A.E. Embassy in home country. Please note that true copies of your grade 12 documents must bear original attestations.
- High school diploma - original required for verification.
- Equivalency letter is also required from the Knowledge & Human Development Authority (KHDA) (following the referring educational zone) for students who graduated

from the U.A.E. & the U.A.E. Ministry of Education for students who graduated from outside the U.A.E.

- Paper-Based TOEFL® min. score of 550 + 4.0 on TWE (essay) or
- Internet-based TOEFL® min. score of 79 + 24 on the writing part, or
- Academic IELTS™ min. score of 6.5 + 6.5 on the writing part
- EMSAT min. score 1550 + C1 on the writing part
- SAT® Reasoning Test scores with min. 560 in Math (Engineering and Architecture applicants are also required to take a Math placement test at AUD).
- Two recent passport size photographs
- Passport photocopy with validity page
- Photocopy of UAE Residency Visa
- Photocopy of Emirates ID (both sides)
- Army exemption letter for all UAE nationals
- Non-refundable application fee of AED 420. A reservation deposit (non-refundable) of AED 5,000 which is fully applied toward tuition, is required upon acceptance for admission.
- Completed Health History Form. This form must be signed and stamped by a Physician.

GET LIFE READY.

@visualcommunication_aud



School of Architecture, Art and Design

The School of Arts and Sciences exemplifies the tradition that a college education liberates the mind. The School values the pursuit of knowledge for its own sake and believes that all college graduates are capable of studying a broad spectrum of subjects and of following a rational process to draw conclusions and inferences.

ADMISSIONS AT AUD

The mission of the Office of Admissions is to admit to AUD's degree programs 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.

The Admissions Office 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 ADMISSIONS OFFICE

P. O. Box 28282, Dubai, UAE

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admissions@aud.edu

www.aud.edu

For specific admissions requirements, please check the AUD Undergraduate Catalog on our website or contact the Admissions Office.

IN THE UAE & THE USA

AUD is officially licensed by the U.A.E. Ministry of Education – Higher Education Affairs (MOE-HEA) The Ministry has accredited the university's undergraduate and graduate programs, in addition to Certificate programs in Middle Eastern Studies and Professional Teaching. The university is also accredited in the USA by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Bachelor's and Master's degrees.

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