



كلية الحاسوب وتقنية المعلومات

Faculty of Computer Science and Information Technology (FCIT)

وثيقة برنامج التصميم الجرافيكي والمليديا

Graphic Design and Multimedia Program Specification

وحدة الجودة في الكلية

2024-2023

Vise Dean for Quality
Assurance

Head of Department

Dean of the Faculty

Dean of Academic
Development center
and Quality

Rector of Sana'a University

Dr. Heba Al-Marwai

Dr. Marwa Al-Hadi

Dr. Ahmed Al-
Shalabi

Dr. Huda Al.Emad

Prof.Mohammed Al-Bokhiti



1. Program Identification and General Information

Scientific name of the program:	Graphic Design and Multimedia
Total credit hours required to award the degree	140 credit hours
Number of years needed for completion of the program:	4 years
The body responsible for granting the degree:	University and Ministry of Higher Education and Scientific Research
The body responsible for the program:	Department of Graphic Design and Multimedia
Award granted on completion of the program:	Bachelor degree
Study system:	Term based
Study Language of the Program:	English/Arabic
Entry requirements:	Scientific High School Degree
Departments participating in the program:	Graphic Design and Multimedia
Starting year of the program:	
Study methods in the program:	Lecture/tutorials/labs
Location of Delivery:	Faculty building
The program resources:	
Minimum grade requirements:	50%
Other admission requirements:	
Date of program development:	
Prepared by :	Dr. Marwa Al-Hadi

2. Overview

This program of Graphic Design and Multimedia offers a bachelor degree in Graphic Design and Multimedia.

يقدم برنامج التصميم الجرافيكي والوسائط المتعددة درجة البكالوريوس في التصميم الجرافيكي والوسائط المتعددة.

3. University Vision, Mission and Goals

University vision:

To excel in providing high-quality education, pioneering scientific research, and impactful community service.



التميز في نوعية التعليم والبحث العلمي وخدمة المجتمع.

University mission:

Sana'a University is dedicated to delivering high-quality education, promoting scientific research, contributing to community development by producing highly qualified graduates according to international quality standards, addressing the labor market needs, and striving for excellence and competitiveness locally and regionally.

تلتزم جامعة صنعاء بتقديم خدمات التعليم والبحث العلمي، والإسهام في تنمية المجتمع من خلال رفده بالكوادر البشرية المؤهلة وفقاً لمعايير الجودة والتفاعل الإيجابي مع تلبية احتياج سوق العمل من خلال التركيز على النوعية والتميز والمنافسة محلياً وإقليمياً.

University Objectives:

1. Enhancing the University's academic and administrative performance to support the educational process.
2. Elevating the quality of the educational process.
3. Developing a robust framework for scientific research.
4. Providing opportunities for innovation and creativity that contribute to sustainable development.
5. Strengthening the University's partnerships with the community.

1. رفع كفاءة الأداء الأكاديمي والإداري للجامعة بما يخدم العملية التعليمية.

2. رفع مستوى جودة العملية التعليمية.

3. تطوير منظومة البحث العلمي،

4. إتاحة فرص الابتكار والإبداع بما يخدم التنمية المستدامة.

5. تعزيز الشراكة المجتمعية.

4. Faculty Vision, Mission and Goals:

4.1 Faculty Vision

الريادة أكاديمياً وبخيراً في مجالات الحوسبة والتكنولوجيا على المستوى الوطني والإقليمي.

4.2 Faculty Mission

تقديم برامج أكاديمية متميزة وتوفير بيئة تعليمية وبخيرية محفزة في مجالات الحوسبة والتكنولوجيا وفقاً لمعايير الجودة والاعتماد الأكاديمي وتعزيز الشراكة والمسئولية المجتمعية ومواكبة متطلبات سوق العمل.

4.3 Faculty Goals

1. تقديم وتطوير برامج أكاديمية وبخيرية متميزة في مجالات الحاسوب وتكنولوجيا المعلومات وفقاً لمتطلبات الجودة والاعتماد الأكاديمي.



2. إعداد كوادر علمية وبحثية متخصصة في مجالات الحاسوب وتكنولوجيا المعلومات قادرة على المنافسة والإبداع في سوق العمل محليا وإقليميا.
3. المساهمة في تطوير المعرفة في مجالات الحاسوب وتكنولوجيا المعلومات من خلال تشجيع البحث العلمي وتوجيهه لخدمة المجتمع وتنميته.
4. تقديم الاستشارات العلمية والتقنية ذات العلاقة بمجالات الحاسوب وتكنولوجيا المعلومات والمساهمة في تدريب الكوادر الفنية للقطاعات المختلفة.
5. إقامة علاقات شراكة مع المؤسسات العلمية المناظرة لتبادل الخبرات في المجالات العلمية والبحثية.

5. Department Vision, Mission and Goals:

5.1 Department Vision

Excellence in the field of graphic design and multimedia nationally and internationally.

5.2 Department Mission

Providing high quality education in the field of graphic design and multimedia that complies with the quality assurance standards, and supply the labor markets with qualified graduates able to contribute in the development of the knowledge society.

5.3 Department Goals

1. Provide students with the fundamental theories, tools and skills of graphic design and multimedia.
2. Attract students and provide them with a high-quality education to compete in the labor market.
3. Improve the abilities and skills of students in different aspects of graphic design and multimedia.
4. Supply the labor market with qualified graduates able to think and act in a professional and novel manner.
5. Encourage projects execution and conducting different researches in the field of graphic design and multimedia.

6. Program Mission, Goals, and Outcomes

6.1 Program Mission

تقديم خدمة تعليمية متميزة وفقاً لمعايير الجودة والاعتماد الأكاديمي بما يكسب الطلبة المعرفة العلمية والمهنية في مجال التصميم الجرافيكي والمعلوماتية لتلبية احتياجات المجتمع وسوق العمل.

6.2 The overall aims of the program



1. تزويد الطلبة بالمعارف العلمية والمهارات المهنية في مجال التصميم الجرافيكي والمليديديا.
2. تنمية قدرات الطلبة بما يمكنهم من التواصل الفعال، والعمل بروح الفريق، والتعلم الذاتي المستمر.
3. رفد المجتمع المحلي والاقليمي بكوادر كفوة ومؤهلة في مجال التصميم الجرافيكي والمليديديا قادرة على تحليل وتقييم احتياجات المؤسسات وتقديم الحلول الملائمة.
4. تقديم مشاريع علمية موجهة لخدمة المجتمع.

7. Program Standards& Benchmarks:

7.1 Academic Standards

1. ACM/IEEE-CS CS Curricula: Required courses cover CS core KAs (AL, IM, OS, PD, SE, HCI) at graduate depth; electives extend into GV, IS, and advanced PD/IM for AI-scale systems.
2. ACM/IEEE/AAAI (AI curricular guidance): A coherent AI spine ML→DL→(NLP/CV/RL) plus Data/IR/Big-Data and Responsible/HAI/Robotics/AD reflects modern AI breadth and depth at master's level.
3. ABET-CAC: Every course maps to ABET outcomes; research and integrity are explicit (CSAI-600, Master thesis (6 C.Hs)), applied courses emphasize design/implementation/evaluation (AB2) and advanced theory (AB6), with communication/teamwork (AB3/AB5) and ethics/responsibility (AB4) embedded—consistent with outcome-based education and Continuous Quality Improvement - CQI.

7.2: Program Benchmarks

- 1- King Saud University, College of Computer and Information Sciences, Information Technology KSA
- 2- United Arab Emirates University, College of IT, Al Ain, United Arab Emirates
- 3- Westcliff University ,College of Business, Information Technology, USA
- 4- Ahlia University, COLLEGE OF INFORMATION TECHNOLOGY, Information Technology, BAHRAIN
- 5- BATANGAS STATE UNIVERSITY, COLLEGE OF INFORMATICS AND COMPUTING SCIENCES, Information Technology, Philippines

8. Learning Outcomes:

A. Knowledge and Understanding:

Upon successful completion of the Program, graduates should be able to:

- A1.Demonstrate an understanding of appropriate concepts, theories, mathematical foundations, models and techniques related to graphic design and multimedia discipline.
- A2.Demonstrate knowledge of various graphic design and multimedia programs, algorithms, web applications, mobile software applications and games.



A3. Describe the principals of programming foundations, graphical design, animation, games design, ineffective elements, tools and techniques, human computer interaction, and professional communication.

A4. Be familiar with the research challenges, legal and ethical issues related to graphic design and multimedia field.

B. Cognitive/ Intellectual Skills:

Upon successful completion of the program, graduates should be able to:

- B1. Propose appropriate graphic design and multimedia applications based solutions and integrate them effectively into the user and organization environment.
- B2. Design and create 2D graphics and 3D models professionally that meet customers' needs.
- B3. Recognize the important of visual effect on various aspects including web design, mobile applications, mobile gaming and animations.
- B4. Design and develop efficient algorithms to process graphic design.
- B5. Analyze and evaluate various multimedia, web, and mobile software applications to build market-specific content.

C. Practical and Professional Skills:

Upon successful completion of the program, graduates should be able to:

- C1. Utilize the acquired knowledge related to graphic design and multimedia to solve the given problems.
- C2. Apply effectively various skills and tools on different graphic design and multimedia projects.
- C3. Practice on different graphic, design and digital applications with respect for copyright laws and regulations as they pertain to digital creation.
- C4. Use graphic design and multimedia infrastructure approaches and tools to specify, design, implement, develop and document appropriate solutions.

D. General and Transferable Skills:

Upon successful completion of the program, graduates should be able to:

- D1. Work effectively within a team or individually to accomplish a common goal
- D2. Engage in a life-long self-learning, time management, leadership and communicate effectively with specialists as well as non-specialists to solve organization problems.
- D3. Demonstrate effective planning, strategizing, copywriting, budgeting, and marketing of various new graphic design and multimedia projects.
- D4. Write and present technical reports and deliverables effectively.



- D5. Adhere to governmental and environmental regulations, ethics, privacy, security and legal responsibility.
- D6. Keep up with modern applications and tools to improve organization performance.

9. Graduates Attributes

1. Demonstrate proficiency of specific theoretical, practical and critical skills within graphic design and multimedia.
2. Demonstrate comprehensive problem analysis and creative design skills to find appropriate solutions in the field of graphic design and multimedia.
3. Design, implement, and evaluate a graphic design and multimedia solution to meet the industry standards and expectations.
4. Apply appropriate techniques, skills and tools in practices specializing in graphic design and multimedia.
5. Demonstrate technical and scientific expertise in the field of graphic design and multimedia.
6. Demonstrate behaviors that are consistent with professional standards, legal and ethical responsibilities, and to be able to independently update their knowledge.
7. Function effectively as an individual and in a group with the capability to be a leader or manager.
8. Communicate effectively within a wide range of audiences and context through oral and written skills.

10. Teaching and Learning Strategies

1. Interactive lectures
2. Lectures
3. Tutorials
4. Seminar/ project/presentation
5. Interactive class discussions
6. Exercises and home works
7. Laboratory based session
8. Directed self- study/ Independent learning
9. Problem solving
10. Team work (group learning)



11. Gallery
12. Field visit

Teaching Strategy	Description
Active lectures	The lectures are conducted in the class. It are provided on a weekly basis. It also showing students what they need to know, the teacher incorporates a variety of formats including lectures and multimedia presentations.
Tutorials	Some courses need to have tutorial sessions to solve problems related to the subjects. The students exchange their knowledge with the teacher.
Seminar/ project/presentation	Assigned project is given to student and he must give a seminar to present his project.
Interactive class discussions	Interactive class discussions are carried out about some aspects. Related to the subject. It involves a large or small group activity that encourages students to focus on a topic and contribute to the free flow of ideas. The teacher may begin a brainstorming session by posing a question or a problem, or by introducing a topic. Students then express possible answers, relevant words and ideas
Exercises and home works	Exercises and home works are assigned to students periodically so the students will gain more knowledge about the subjects,
Laboratory based session	Laboratory based sessions are required for some courses to balance between theoretical and practical issues.
Directed self- study/ Independent learning	The student should be directed to some related references to read and summarize some.
Problem solving	This allows students to become more active in their learning as they work out which information they need to find out how to solve a particular problem.
Team work (group learning)	The students are assigned to work in a small group as a team on some subjects.

11. Assessment Tools

1. Written Exams (Mid and Final Terms)



2. Written assignments such as multiple choice questions and Quizzes
3. Oral Exams
4. Report/Project/ Practical Lab Sessions
5. Coursework Activities
6. Home works and assignments
7. Case studies
8. Presentations

Assessment Strategy	Description
Written Exams (Mid and Final Terms)	Mid. term & Final exams for each course is required for all courses except Graduation Projects. These exams will evaluate the extent in which the student understanding of theoretical and applied subjects
Written assignments such as multiple choice questions and Quizzes	Some points are assigned to multiple choice questions and Quizzes in order to asses' student ability to follow the lecturer during the study course.
Oral Exams	Oral exams is useful to evaluate the extent of understanding the different subjects of the course.
Report/Project/ Practical Lab Sessions	Assessing students to their ability to write theoretical and lab reports as well as the understanding of organizing the reports. The practical lab sessions are required for some courses.
Coursework Activities	Course work Activities is one of the assessment methods by which it can evaluate students.
Home works and assignments	Home works and assignments will evaluate students according to their ability to explain and illustrate the assignments they are given.
Case studies	Assigning case studies to students is very helpful to assess the extent of understanding the topics.
Presentations	An assessment of the ability of organizing and the way of presentation.

11.1 Graduation Project Assessment

Each project will be assessed by a committee of three members as follows

Item	Marks Distribution
Research project supervisor	60



Internal examiner: a member of the department teaching staff.	20
External examiner: a qualified external examiner (either from other departments of the faculty or from another university)	20
Total	100

11.2 Training Course Assessment:

11.3 Alignment of Program Intended Learning Outcomes (PILOs) with Teaching Strategies and Assessment Methods:

PILOs	Teaching Strategy	Assessment Methods
Knowledge and Understanding	Active lectures, tutorials, interactive class discussions, problem solving	Written tests, written assignments such as multiple choice questions and quizzes, oral exams, coursework activities, home works and assignments, presentation
Intellectual Skills	Active lectures, tutorials, interactive class discussions, problem solving, exercises and home works, seminar/project/presentation	Written tests, written assignments such as multiple choice questions and quizzes, oral exams, coursework activities, case studies, home works and assignments, presentation
Professional & practical skills	Seminar/project/presentations, exercises and home works, laboratory based session, problem solving	Written tests, oral exams, home works and assignments, report/project/practical lab sessions
General & Transferable Skills	Seminar/project/presentations, directed self-study/independent learning, team work (group learning)	Report/project, case studies

12. Intended Learning Outcomes Mapping:

See Annexes 6, 7, and 8.

(Annex 6: Alignment of Program Themes with Program Intended Learning Outcomes (PILOs))

(Annex 7: Coding System and Alignment of Courses with Program Intended Learning Outcomes (PILOs))

(Annex 8: Matrix of Mapping Program PILO's With Courses)

13. Program Structure

13.1 Requirements				
No	Requirements	No. of Courses	Credit Hours	Rational Weight %

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1	University Requirements	Compulsory	7	14	10%
2	Faculty Requirements	Compulsory	10	28	20 %
3	Program Requirements	Compulsory	31	92	65.71%
		Elective	2	6	4.29%
4	Field training, and the rate of the total hours of the program	--	--	--	--
Total:			50	140	100%

13.2 University Requirements

Compulsory Courses (14 hrs)

No	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	1/1	SUI100	Islamic Culture	الثقافة الإسلامية	2	-	-	2	
2	1/1	SUA101	Arabic Language (101)	(101) اللغة العربية	2	-	-	2	
3	1/1	SUE101	English Language (101)	(101) اللغة الانجليزية	2	-	-	2	
4	1/1	SUCONF	Arabic Israeli Conflict	الصراع العربي الإسرائيلي	2	-	-	2	
5	1/2	SUA102	Arabic Language (102)	(102) اللغة العربية	2	-	-	2	اللغة الانجليزية (101)
6	1/2	SUE102	English Language (102)	(102) اللغة الانجليزية	2	-	-	2	اللغة الانجليزية (101)
7	1/2	SUNC	National Culture	الثقافة الوطنية	2	-	-	2	
Total Credit								14	

13.3 Faculty Requirements

Compulsory Courses

No	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	1/1	CCS100	Computer Skills	مهارات الحاسوب	2	2	-	3	
2	1/1	MAT101	Mathematics (1)	الرياضيات (1)	2	-	2	3	
3	1/2	CCS111	Programming Fundamentals	أساسيات البرمجة	2	2	-	3	
4	2/2	FRCS202	Communication Skills	مهارات الاتصال	2	-	-	2	
5	2/2	GMWB201	Web Design	تصميم الويب	2	2	-	3	



6	3/1	FCRM301	Research Methodology	طرق البحث	2		-	2	
7	3/1	GMCP301	Visual Programming	البرمجة المرئية	2	2	-	3	أساسيات البرمجة
8	3/1	GMWB301	Interactive Web Development	تطوير الويب التفاعلي	2	2	-	3	أساسيات تكنولوجيا الويب
9	4/1	GMGP401	Graduation Project (1)	مشروع التخرج (1)	1	-	4	3	
10	4/2	GMGP402	Graduation Project (2)	مشروع التخرج (2)	1	-	4	3	مشروع التخرج (1)
Total Credit								28	

13.4 Program Major

Compulsory Courses (87 hrs)									
No	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	1/1	GMDR101	Free Hand Drawing (1)	الرسم الحر (1)	2	-	2	3	
2	1/2	GMDI101	Digital Imaging (1)	التصوير الرقمي (1)	2	2	-	3	
3	1/2	GMAD101	Principle of Art and Design	مبادئ الفن والتصميم	2	2	2	3	
4	1/2	GMAH101	Art History	تاريخ الفن	2	-	2	3	
5	1/2	GMDR102	Free Hand Drawing (2)	الرسم الحر (2)	2	2	2	3	الرسم الحر (1)
6	2/1	GMDI102	Digital Imaging (2)	التصوير الرقمي (2)	2	2	-	3	التصوير الرقمي (1)
7	2/1	GMDI202	Digital Photography and Image Processing	معالجة الصور والتصوير الرقمي	2	2	-	3	
8	2/1	GMVD201	Narrative and Storyboarding	السرد البصري والقصة المصورة	2	2	-	3	
9	2/1	GMDI201	Digital Illustration and Vector Graphics	الرسم الرقمي والرسومات المتجهة	2	2	-	3	
10	2/1	GMDE201	Color Theory and Application	نظرية الألوان وتطبيقاتها	2	2	-	3	
11	2/1	GMMC201	Multimedia Concepts	مفاهيم الوسائط المتعددة	2	2	-	3	
12	2/2	FCENT201	Entrepreneurship	ريادة الأعمال	2	-	-	2	
13	2/2	GMDI203	Typography and Layout Design	فن الطباعة وتنظيم التخطيط البصري	2	2	-	3	
14	2/2	GMDE202	Brand Identity Design	تصميم الهوية البصرية للعلامة التجارية	2	2	-	3	نظرية الألوان وتطبيقاتها
15	2/2	GMDE301	Design Thinking and User Experience	التفكير الإبداعي وتجربة المستخدم	2	2	-	3	السرد البصري والقصة المصورة
16	3/1	GM3D301	3D Modeling and Texturing	النمذجة ثلاثية الأبعاد وتطبيق الخامات	2	2	-	3	
17	3/1	GMVD202	Digital Video Production	إنتاج الفيديو الرقمي	2	2	-	3	

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18	3/1	GMDE203	Advertising Design	تصميم الإعلانات	2	2	-	3	فن الطباعة وتنظيم التخطيط البصري
19	3/2	GMAN301	2D Animation Techniques	تقنيات الرسوم المتحركة ثنائية الأبعاد	2	2	-	3	
20	3/2	GM3D302	Advanced 3D Modeling and Rendering	النمذجة المتقدمة والإخراج ثلاثي الأبعاد	2	2	-	3	النمذجة ثلاثية الأبعاد وتطبيق الخامات
21	3/2	GM3D401	3D Character Animation	التحريك الثلاثي الأبعاد للشخصيات	2	2	-	3	النمذجة المتقدمة والإخراج ثلاثي الأبعاد
22	3/2	GMDI401	Data Visualization and Infographics	التمثيل البصري للبيانات والرسوم المعلوماتية	2	2	-	3	الرسم الرقمي والرسومات المتجهة
23	3/2	GMVD301	Motion Graphics and Visual Effects	الرسوم المتحركة والمؤثرات البصرية	2	2	-	3	
24	3/2	GMVR301	Augmented Reality Development	تطوير تطبيقات الواقع المعزز	2	2	-	3	
25	4/1	GMDE303	Packaging and Product Design	فن تصميم المنتج والتغليف	2	2	-	3	
26	4/1	GMDE402	Professional Portfolio Development	تطوير الملف المهني	2	2	-	3	
27	4/1	GMDE302	Publication and Editorial Design	تصميم المنشورات والإخراج التحريري	2	2	-	3	تصميم الإعلانات
28	4/1	GMVD302	Advanced Visual Effects	المؤثرات البصرية المتقدمة	2	2	-	3	الرسوم المتحركة والمؤثرات البصرية
29	4/2	GMFD202	Multimedia Systems and Applications	أنظمة الوسائط المتعددة وتطبيقاتها	2	2	-	3	مفاهيم الوسائط المتعددة
30	4/2	GMVD403	Digital Audio Production	إنتاج الصوت الرقمي	2	2	-	3	
31	4/2	GMGD301	Game Design and Development	تصميم وتطوير الألعاب	2	2	-	3	
Total									92

13.5 Program Elective Courses:

			Elective Courses (6 hours should be selected)						
No	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	4/1	GMVR402	Advanced Virtual Reality	الواقع الافتراضي المتقدم	2	2	-	3	
2	4/1	GMCP401	Object-Oriented Programming	البرمجة الكائنية الموجهة	2	2	-	3	أساسيات البرمجة
3	4/2	GMCP402	Database Systems for Multimedia	أنظمة قواعد البيانات للوسائط المتعددة	2	2	-	3	
4	4/2	GMUI401	Advanced User Experience Design	تصميم تجربة المستخدم المتقدم	2	2	-	3	
5	4/2	GMAN401	Character Design and Animation	تصميم الشخصيات وتحريكها	2	2	-	3	

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14. Study Plan

Level 1

Semester 1

No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	1/1	SUI100	Islamic Culture	الثقافة الإسلامية	2	-	-	2	
2	1/1	SUA101	Arabic Language (101)	اللغة العربية (101)	2	-	-	2	
3	1/1	SUE101	English Language (101)	اللغة الانجليزية (101)	2	-	-	2	
4	1/1	SUCNF	Arabic Israeli Conflict	الصراع العربي الإسرائيلي	2	-	-	2	
5	1/1	CCS100	Computer Skills	مهارات الحاسوب	2	2	-	3	
6	1/1	MAT101	Mathematics (1)	الرياضيات (1)	2	-	2	3	
7	1/1	GMDR101	Free Hand Drawing (1)	الرسم الحر (1)	2	-	2	3	
Total Credit Hours								17	

Semester 2

No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	1/2	SUA102	Arabic Language (102)	(102) اللغة العربية	2	-	-	2	(101) اللغة العربية
2	1/2	SUE102	English Language (102)	اللغة الانجليزية (102)	2	-	-	2	اللغة الانجليزية (101)
3	1/2	SUNC	National Culture	الثقافة الوطنية	2	-	-	2	
4	1/2	GMDI101	Digital Imaging (1)	(1) التصوير الرقمي	2	2	-	3	
5	1/2	GMAD101	Principle of Art and Design	مبادئ الفن والتصميم	2	2	2	3	
6	1/2	GMAH101	Art History	تاريخ الفن	2	-	2	3	
7	1/2	GMDR102	Free Hand Drawing (2)	(2) الرسم الحر	2	2	2	3	(1) الرسم الحر
Total Credit Hours								18	

Level 2

Semester 1

No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	2/1	CCS111	Programming Fundamentals	أساسيات البرمجة	2	2	-	3	
2	2/1	GMDI102	Digital Imaging (2)	التصوير الرقمي (2)	2	2	-	3	(1) التصوير الرقمي
3	2/1	GMDI202	Digital Photography and Image Processing	معالجة الصور والتصوير الرقمي	2	2	-	3	
4	2/1	GMVD201	Narrative and Storyboarding	السرد البصري والقصة المصورة	2	2	-	3	
5	2/1	GMDI201	Digital Illustration and Vector Graphics	الرسم الرقمي والرسومات المتجهة	2	2	-	3	

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6	2/1	GMDE201	Color Theory and Application	نظرية الألوان وتطبيقاتها	2	2	-	3	
7	2/1	GMMC201	Multimedia Concepts	مفاهيم الوسائط المتعددة	2	2	-	3	
	Total Credit Hours								21
Semester 2									
No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	2/2	FRC202	Communication Skills	مهارات الاتصال	2	-	-	2	
2	2/2	FCENT201	Entrepreneurship	ريادة الأعمال	2	-	-	2	
3	2/2	GMDI203	Typography and Layout Design	فن الطباعة وتنظيم التخطيط البصري	2	2	-	3	
4	2/2	GMWB201	Web Design	تصميم الويب	2	2	-	3	
5	2/2	GMDE202	Brand Identity Design	تصميم الهوية البصرية للعلامة التجارية	2	2	-	3	نظرية الألوان وتطبيقاتها
6	2/2	GMDE301	Design Thinking and User Experience	التفكير الابداعي وتجربة المستخدم	2	2	-	3	السرد البصري والقصة المصورة
	Total Credit Hours								16

Level 3									
Semester 1									
No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	3/1	FCRM301	Research Methodology	طرق البحث	2	-	-	2	
2	3/1	GM3D301	3D Modeling and Texturing	النمذجة ثلاثية الأبعاد وتطبيق الخامات	2	2	-	3	
3	3/1	GMCP301	Visual Programming	البرمجة المرئية	2	2	-	3	
4	3/1	GMWB301	Interactive Web Development	تطوير الويب التفاعلي	2	2	-	3	
5	3/1	GMVD202	Digital Video Production	إنتاج الفيديو الرقمي	2	2	-	3	
6	3/1	GMDE203	Advertising Design	تصميم الإعلانات	2	2	-	3	فن الطباعة وتنظيم التخطيط البصري
	Total Credit Hours								17
Semester 2									
No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	3/2	GMAN301	2D Animation Techniques	تقنيات الرسوم المتحركة ثنائية الأبعاد	2	2	-	3	
2	3/2	GM3D302	Advanced 3D Modeling and Rendering	النمذجة المتقدمة والإخراج ثلاثي الأبعاد	2	2	-	3	النمذجة ثلاثية الأبعاد وتطبيق الخامات



3	3/2	GM3D401	3D Character Animation	التحريك الثلاثي الأبعاد للشخصيات	2	2	-	3	النمذجة المتقدمة والإخراج ثلاثي الأبعاد
4	3/2	GMDI401	Data Visualization and Infographics	التمثيل البصري للبيانات والرسوم المعلوماتية	2	2	-	3	الرسم الرقمي والرسومات المتجهة
5	3/2	GMVD301	Motion Graphics and Visual Effects	الرسوم المتحركة والمؤثرات البصرية	2	2	-	3	
6	3/2	GMVR301	Augmented Reality Development	تطوير تطبيقات الواقع المعزز	2	2	-	3	
Total Credit Hours								18	

Level 4

Semester 1

No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	4/1	GMEL401	Elective (1)	اختياري (1)	2	2	-	3	
2	4/1	GMGP401	Graduation Project (1)	مشروع التخرج (1)	1	-	4	3	
3	4/1	GMDE303	Packaging and Product Design	فن تصميم المنتج والتغليف	2	2	-	3	
4	4/1	GMDE402	Professional Portfolio Development	تطوير الملف المهني	2	2	-	3	
5	4/1	GMDE302	Publication and Editorial Design	تصميم المنشورات والإخراج التحريري	2	2	-	3	تصميم الإعلانات
6	4/1	GMVD302	Advanced Visual Effects	المؤثرات البصرية المتقدمة	2	2	-	3	الرسوم المتحركة والمؤثرات البصرية
Total Credit Hours								18	

Semester 2

No.	Level-Sem.	Course Code	Course Name	اسم المقرر	L	T	P	Cr. Hrs.	Prerequisites, Co-requisites
1	4/2	GMEL402	Elective (2)	اختياري (2)	2	2	-	3	
2	4/2	GMGP402	Graduation Project (2)	مشروع التخرج (2)	1	-	4	3	مشروع التخرج (1)
3	4/2	GMFD202	Multimedia Systems and Applications	أنظمة الوسائط المتعددة وتطبيقاتها	2	2	-	3	مفاهيم الوسائط المتعددة
4	4/2	GMVD403	Digital Audio Production	إنتاج الصوت الرقمي	2	2	-	3	
5	4/2	GMGD301	Game Design and Development	تصميم وتطوير الألعاب	2	2	-	3	
Total Credit Hours								15	

Program Total Credit Hours

15. Distribution of Total Credit Hours

Level	Term	University Requirements		Faculty Requirements		Program Requirements		Program Electives		Training		Total Cr. Hrs		Total Cr. Hrs./Level
		No. of Courses	Credit Hours	No. of Courses	Credit Hours	No. of Courses	Credit Hours	No. of Courses	Credit Hours	No. of Courses	Credit Hours	No. of Courses	Credit Hours	

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First	First	4	8	2	6	1	3	0	0	0	0	7	17	35
	Second	3	6	0	0	4	12	0	0	0	0	7	18	
Second	First	0	0	1	3	6	18	0	0	0	0	7	21	37
	Second	0	0	2	5	4	11	0	0	0	0	6	16	
Third	First	0	0	3	8	3	9	0	0	0	0	6	17	35
	Second	0	0	0	0	6	18	0	0	0	0	6	18	
Fourth	First	0	0	1	3	4	12	1	3	0	0	6	18	33
	Second	0	0	1	3	3	9	1	3	0	0	5	15	
Total:		7	14	10	28	31	92	2	6	0	0	50	140	140
Percentage:		10%		20%		65.71%		4.29%		0.00%		100%		

16. Admission Requirements:

- Admissions to the program shall be made as per the admission rules set by the Ministry of Higher Education and Scientific Research as well as University admission guidelines.
- General Secondary school certificate (Science Section) or any equivalent certificate with grade as specified in the admission rules made by Ministry of Higher Education and Scientific Research.
- Pass the aptitude test and personal interview.
- Any necessary requirement for specialization, decided by the Scientific Section.

17. Attendance and Graduation Requirements:

- Student attendance should not be less than 75%
- Student will graduate after successfully passing all program requirements.
- Total credit hours for the program is 134 credit hours.
- Minimum score for any student to pass any credit hours' course is 50% degree.

18. Grading System:

From 90% to 100% of total marks	Excellent
From 80% to less than 89%	Very Good
From 65% to less than 79%	Good
From 50% to less than 64%	Pass
Less than 50%	Poor/Fail

19. Facilities Required for Running the Program

1. Lecture Rooms with facilities such as chairs and tables, data show, Smart Board, etc.
2. Lab with facilities such as chairs and tables, laboratory equipment, hardware and software, data show, Smart Board, etc.
3. Library and study room.
4. Drawing Halls with facilities.
5. Photography Studios with facilities.
6. Internet.

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20. Learning Resources:

Learning Resources	Required Material
References and Textbooks	Books (Hard or soft)
Scientific Journals	Some published journals in most leading publishers such as IEEE, Elsevier, and Springer...
Computers and Electronic Devices	Computer lab
Computer software	This program needs a wide range of software for programming and simulations
Library needs	
Other Resources	

21. Program evaluation and improvement

Stakeholders participated	Assessment method	Sample size
Final year students	Focus group discussions	20%
Graduates	Questionnaires	20%
Academic Staff	Interviews	100%
Employment agencies (views)	Questionnaires	50%
External Examiners	Interviews	100%
Others CAQA	Interviews/ Documents analysis	100%

22. Program Policies

Based on University Regulations

1. (Class Attendance) :

A student should attend not less than 75 % of total hours of the subject; otherwise he/she will not be able to take the exam and will be considered as exam failure. If the student is absent due to illness, he/she should bring a proof statement from university Clinic. If the absent is more than 25% of a course total contact hours, student will be required to retake the entire course again.

2. (Tardy) :

For late in attending the class, the student will be initially notified. If he repeated lateness in attending class he/she will be considered as absent.

3. (Exam Attendance/Punctuality) :

A student should attend the exam on time. He/she is permitted to attend an exam half one hour from exam beginning, after that he/she will not be permitted to take the exam and he/she will be considered as absent in exam.

4. (Assignments & Projects) :



In general one assignment is given to the students after each chapter; the student has to submit all the assignments for checking on time, mostly one week after given the assignment.

5. **(Cheating) :**

For cheating in exam, a student will be considered as fail. In case the cheating is repeated three times during his/her study the student will be disengaged from the Faculty.

6. **(Plagiarism) :**

Plagiarism is the attending of a student the exam of a course instead of another student. If the examination committee proofed a plagiarism of a student, he/she will be disengaged from the Faculty. The final disengagement of the student from the Faculty should be confirmed from the Student Council Affair of the university or according to the university roles.

7. **(Other policies) :**

- Mobile phones are not allowed to use during a class lecture. It must be closed; otherwise the student will be asked to leave the lecture room.
- Mobile phones are not allowed in class during the examination.
- Lecture notes and assignments might be given directly to students using soft or hard copy.

Team Work

No.	Full Name	Signature
	Dr. Marwa Al-Hadi	

Attached Appendices

No.	Appendix No.	Description
1	Annex-1	Academic Standards Curriculum Criteria of Accreditation Board
2	Annex -2	Survey of names Similar Accredited Programs at International Universities (Benchmarks)
3	Annex-5	Survey of Course Names of Similar Program
4	Annex-6	Alignment of Program Objectives with Program Intended Learning Outcomes



5	Annex-7	Alignment of Program Objectives with Council of Accreditation Standards
6	Annex-8	Themes and their Weightage with Program Intended Learning Outcomes (PILOs)
7	Annex-9	Coding System and Alignment of Courses with Program Intended Learning Outcomes (PILOs)
8	Annex -10	Matrix of mapping program (P ILO's) with courses