

YEAR 1	First Semester				Second Semester					
	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs
	BA-ENG99	English 99	0	4	2		English Language Level 1	0	4	2
	37700110	Study Skills	3	3	0	37700111	Life Skills	3	3	0
	30113119	Introduction to Audio and Sound	2	1	3	30112229	Graphic Design Mastery	2	1	3
	30111111	Introduction to Video and Editing	3	2	3	30112118	Latin Typography & Layout Design	2	1	3
	30114113	Free Hand Drawing	2	1	3	30112111	Creative Thinking & Ideas Development in Design	2	1	3
	30112117	Principles of Design	2	1	3	30112358	Elective 1: Program (Specialism) Requirements - Design for Social Media Purposes	3	2	3
	37700118	Research, Writing skills and Media & Culture overview	3	3	0	30112124	Journalistic Work 1	2	1	3
	30112225	Digital Photography & Lighting	3	1	6	30112112	Basics of Drawing for Creative Ideas	2	1	3
						30112238	Introduction to History of Art & Design Principles	2	2	0
		Total	18	16	20		Total	18	15	20
YEAR 2	First Semester				Second Semester					
	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs
		English Language Level 2	0	4	2	BA-CS 99	Computer Skills 99	0	1	6
	37700114	Military Sciences	3	3	0	37700121	Intermediate English	3	4	2
	37700115	Elective 1: University College Requirement - Digital Marketing and Social Media	3	1	6	30112251	Elective 2: Program (Specialism) Requirements - Advanced Digital Marketing	3	2	3
	30112126	Journalistic work 2	2	1	3	30112115	Corporate Identity	2	1	3
	30112344	Online Publishing	3	2	3	30112121	Video Production	3	2	3
	30112129	Advanced of Photography	2	1	3	30112122	Digital Video Post-Production and Editing	3	2	3
	30112228	Journalistic Work 3	2	1	3	30112349	Advanced Cross-Media Publishing Practice	3	2	3
	30113111	Audio Foundation Studies 1	3	3	0					
		Total	18	16	20		Total	17	14	23
YEAR 3	First Semester				Second Semester					
	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs
	BA-AR 99	Arabic 99	0	3	0	37700413	Entrepreneurship skills	3	3	0
	37700412	Career Readiness	3	3	0	30112119	Elective 3: Program (Specialism) Requirements - 2D Animation	3	2	3
	37700216	Elective 2: University College Requirement - Logical Math and Critical Thinking	3	3	0	30112317	The Art of Packaging	3	1	6
	30100106	Website Design	3	1	6	30112231	Motion Graphics and Animation	3	1	6
	30112114	Finalizing Prints for Production	2	1	3	37700317	Marketing, Branding & Communication 5400	3	3	0
	30114215	Aesthetics	3	3	0	30112337	Advanced Visual Effects	3	1	6
	30112242	Website Building Tools and Techniques	3	1	6					
		Total	17	15	15		Total	18	11	21
YEAR 4	First Semester				Second Semester					
	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs	Unit Code	Unit Title	Credit Hrs	Theory Hrs	Prct. Hrs
	3551191	Elective 3: University College Requirement - Occupational Health and Safety	3	2	3	30112446	Elective 4: Program (Specialism) Requirements - Digital Media (Mobile App Design)	3	2	3
	30114213	3D Animation Techniques	3	1	6	30112340	Introduction to Television Production	3	1	6
	30112239	Copywriting for Advertising & Design	2	2	0	30114124	Introduction to VR/AR Technology	3	3	0
	37700419	Research Practice and Society 6100	3	3	0	30112445	Elective 5: Program (Specialism) Requirements - Project Design Implementation and Evaluation	3	2	3
	30112216	Advertising Campaigns	3	1	6	30112435	Major Project 1	3	2	3
	30112237	Basic of Arabic Typography Design	2	1	3	30112436	Major Project 2	3	1	6
		Total	16	10	18		Total	18	11	21

Unit Category	Unit Code	Unit Title	Credit Hours	Theory Hours	Practical Hours	Fin. Crd.	Prerequisite Code
Prerequisite Requirements		English Language Level 1 *	0	4	2	3	
		English Language Level 2 *	0	4	2	3	
Compulsory University College Requirement	37700114	Military Sciences	3	3	0	1	
	37700110	Study Skills	3	3	0	3	
	37700111	Life Skills	3	3	0	2	
	37700412	Career Readiness	3	3	0	3	
	37700413	Entrepreneurship skills	3	3	0	3	
	37700121	Intermediate English	3	4	2	3	
Elective University College Requirement [3 Units Selection]	37700122	Foreign Languages	3	3	0	3	
	37700241	Digital Literacy	3	1	6	3	
	37700115	Digital Marketing and Social Media	3	1	6	3	
	30332124	Culinary Art (for learners not majoring in Culinary Arts Management)	3	1	6	3	
	30112110	Principles of Media and Journalism (for learners not majoring in Digital Media)	3	2	3	3	
	37700216	Logical Math and Critical Thinking	3	3	0	3	
Compulsory Department Requirements	35521502	Occupational Health and Safety	3	2	3	3	
	30113119	Introduction to Audio and Sound	2	1	3	3	
	30111111	Introduction to Video and Editing	3	2	3	3	
	37700317	Marketing, Branding & Communication	3	3	0	3	
	30114113	Free Hand Drawing	2	1	3	3	
	30112117	Principles of Design	2	1	3	3	
	37700118	Research, Writing skills and Media & Culture overview	3	3	0	3	
	30114215	Aesthetics	3	3	0	3	
Compulsory Program (Specialism) Requirements	37700419	Research Practice and Society	3	3	0	3	
	30112124	Journalistic Work 1	2	1	3	3	
	30112126	Journalistic Work 2	2	1	3	3	30112124
	30112228	Journalistic Work 3	2	1	3	3	30112126
	30112225	Digital Photography & Lighting	3	1	6	1	
	30112129	Advanced Photography	2	1	3	2	30112225
	30112344	Online Publishing	3	2	3	3	30112124
	30112121	Video Production	3	2	3	1	
	30112122	Digital Video Post-Production and Editing	3	2	3	2	30112121
	30112111	Creative Thinking & Ideas Development in Design	2	1	3	3	
	30112229	Graphic Design Mastery	2	1	3	2	30112117
	30112112	Basics of Drawing for Creative Ideas	2	1	3	1	
	30112114	Finalizing Prints for Production	2	1	3	3	
	30112231	Motion Graphics and Animation	3	1	6	3	
	30112241	Website Design	3	1	6	1	
	30112242	Website Building Tools and Techniques	3	1	6	1	30112241
	30112238	Introduction to History of Art & Design Principles	2	2	0	1	
	30112115	Corporate Identity	2	1	3	1	
	30112216	Advertising Campaigns	3	1	6	2	
	30112317	The Art of Packaging	3	1	6	3	
	30112435	Major Project 1	3	2	3	1	
	30112436	Major Project 2	3	1	6	2	
	30112118	Latin Typography & Layout Design	2	1	3	2	30112117
	30112237	Basic of Arabic Typography Design	2	1	3	1	
	30112340	Introduction to Television Production	3	1	6	3	
	30112239	Copywriting for Advertising & Design	2	2	0	3	37700118
	30112337	Advanced Visual Effects	3	1	6	3	30112231
	30112349	Advanced Cross-Media Publishing Practice	3	2	3	3	
Elective Program (Specialism) Requirements [5 Units Selection]	30112446	Digital Media (Mobile App Design)	3	2	3	3	
	30112219	Contextual and Cultural Referencing in Art and Design	3	2	3	3	37700118
	30112358	Design for Social Media Purposes	3	2	3	3	30112117
	30112444	Visual Communication in Art and Design	3	2	3	3	
	30112445	Project Design, Implementation and Evaluation	3	2	3	3	37700317
	30112119	2D Animation	3	2	3	3	30112117
Program (Specialism) Requirements Support	30112251	Advanced Digital Marketing	3	2	3	3	
	30112453	Environmental Design	3	2	3	3	30112117
	30113111	Audio Foundation Studies 1	3	3	0	3	
	30114124	Introduction to VR/AR Technology	3	3	0	3	
	30114213	3D Animation Techniques	3	1	6	3	
			138	90	149	135	

University Requirements [ADDITIONAL UNITS]	BA-AR 99	Arabic 99	0	3	0	3	Learners who pass the placement test will be exempted from the course.
	BA-CS 99	Computer Skills 99	0	1	6	3	
	BA-ENG99	English 99	0	4	2	3	
			138	98	157	144	

* English Language Levels	A1-BA	Elementary English	0	4	2	3	Learners have to attend 2 levels out of this list based on their initial placement test result.
	A2-BA	Pre-Intermediate English	0	4	2	3	
	B2-BA	Upper Intermediate English	0	4	2	3	
	C1-BA	Advanced English	0	4	2	3	
	C2-BA	Proficiency (English)	0	4	2	3	