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# **INTERIOR ARCHITECTURE AND DESIGN**

**BACHELOR OF FINE ARTS**

**MASTER OF FINE ARTS**

## What is Interior Architecture and Design

“It is a multi-faceted profession in which creative and technical solutions are applied within a structure, to achieve a built interior environment. These solutions are functional, enhance the quality of life and culture of the occupants and are aesthetically attractive. Designs are created in response to and coordinated with the building shell and acknowledge the physical location and social context of the project. Designs must adhere to code and regulatory requirements, and encourage the principles of environmental sustainability. The interior design process follows a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process, whereby the needs and resources of the client are satisfied to produce an interior space that fulfills the project goals.”\*

### Vision

To be an internationally recognized program, preparing design leaders grounded in the process of inquiry; design; and, the making of space and form; that rigorously pursue excellence intrinsically, and contribute to the betterment of the human condition.

### Mission

The Department of Interior Architecture & Design’s mission is to develop a community of learning with a comprehensive and vibrant approach to design and informed by multiple precepts:

- that the design of the interior has an integral and considered relationship to the building, landscape, and community that provide its context;
- that we design for an integrated user-centered whole comprised of varying scales from the interfaces and experiences intimately linked to the human *touch points*, to the interface between the human body and the *near environment*, to the design of places and spaces in the built and designed environment (and the products and building systems that materially comprise it);
- that the act of “making” is integral to develop a process of understanding; that design inquiry through evidence and design research and analysis are crucial;
- that haptic experiences foster depth in consideration and design; that insights and opportunities are presented through richly investigated circumstances are fruitful;
- that learning from and sharing knowledge throughout society and across culture is imperative in addressing significant issues and the betterment of human life through the understanding of health, safety and welfare of occupants.

\*“Definition of Interior Design” NCIDQ

## **Department of Interior Architecture & Design Educational Objectives:**

- To apply a proper methodology of design for various interior design projects.
- To use information technology, various communication theories, systems, applications and skills.
- To generate ideas through thinking process using various approaches in theory and experiment.
- To create methodology of research as a research oriented designer.
- To act as human oriented designer in relation to the built and natural environment.
- To demonstrate the philosophy of engineering through design ideas in artistic way.
- To use comprehensive ideas and various aspects of sustainability for applying it in interior projects.
- To follow the philosophy of codes and regulations for applying them in interior projects.
- To employ the multidisciplinary nature of management in their projects.
- To demonstrate the philosophy of professional ethics in their carrier.
- To interpret the world and its historical events with an intellectual and critical vision.
- To comprehend interior spaces as a living phenomenon in various scales of macro and micro worlds.
- To integrate formal/ informal and/or social/personal experiences in their lives.

## **BFA Interior Architecture and Design: Program Objectives**

- Interior Architecture and Design students must have a foundation in the fundamentals of art and design; theories of design, sustainable design, and human behavior; and discipline-related history.
- They must be able to understand and apply the knowledge, skills, processes, and theories of Interior Architecture, communicating effectively at all stages (including oral and written communication and the use of the computer).
- Students must develop the attitudes, traits, and values of professional responsibility, accountability, and effectiveness.
- They must learn to design within the context of building systems, using appropriate materials and products, and apply the laws, codes, regulations, standards, and practices that protect the health, safety, and welfare of the public.
- Students will apply this knowledge to a wide range of interior design problems, including but not limited to socially conscious design, furniture design, lighting design, human-centered design, and environmental and sustainable design.
- Program goals include the fostering of creativity and innovation through abstract thinking; the development of critical, analytical, and strategic thinking; the encouragement of a global, socially conscious, and sustainable design perspective; the encouragement of technical expertise and flexibility in the use of industry tools; and the fostering of interdisciplinary collaboration

## **LEARNING OUTCOMES**

**BFA graduates in Interior Architecture & Design will meet the following student performance criteria:**

- **Interior Architecture and Design Skills**
  - Demonstrate creative approaches to spatial organization, use of material and lighting.
  - Establish relationship of interior design elements to the architecture of the building.
  - Demonstrate an understanding of the concepts, principles and theories of sustainability as they pertain to building methods, materials, systems and occupants by incorporating sustainable solutions into interior designs.
  - Demonstrate a basic understanding of human factors and behavior in the built environment by creating informed design solutions.
  - Create construction drawings and documents.
  - Demonstrate an understanding of color principles, theories, and systems.
  - Demonstrate an understanding of movements and traditions in interior design, architecture and furniture by applying precedents design solutions
- **Problem Solving Skills**
  - Demonstrate programming skills such as identifying user needs, gathering and analyzing information.
  - Present a range of design solutions for a project by creating ideation sketches, bubble diagrams and preliminary drawings.
- **Technical Design Skills**
  - Effectively apply principles of two and three dimensional design through both traditional and digital media.
  - Effectively apply color in all aspects of visual communication.
  - Visualize concepts through sketching and space planning.
- **Communication Skills**
  - Clearly communicate design ideas and solutions relative to the goals and objectives of the project program, using accurate design vocabulary in verbal and written presentations
- **Building Systems**
  - Demonstrate basic understanding of construction systems such as mechanical, energy, security, acoustics building control systems by making informed design decisions
  - Demonstrate basic understanding of non-structural systems such as ceilings, flooring and interior walls in design solutions
- **Global Perspective**
  - Demonstrate an understanding of social, economic and cultural differences in interior designs
  - Collaborate effectively to produce creative projects
- **Professional Readiness**
  - Produce a portfolio and identity system that meets industry standards
  - Create a business plan demonstrating familiarity with business and professional practices

## **MFA Interior Architecture and Design:** **Program Objectives**

- Assessment measures for this degree program will include those focused on student learning objectives and outcomes and the effect on the commonwealth of individuals to be able to understand, analyze, synthesize, evaluate, and apply topics in the study of interior architecture.
- Graduates with a MFA in Interior Architecture will have met the following learning objectives:
  - Students will understand, analyze, synthesize, evaluate, and apply design theory as related to interior architecture topics.
  - Students will have the ability to apply, analyze, synthesize, and evaluate research and ask creative questions from a sound theoretical and practical (applied) perspective.
  - Students will develop proficiency in the ability to communicate effectively through both the written word and the visual statement.
  - Students will possess the creative skills and research skills to make a significant contribution to the research and application of the study of interior architecture.
  - Students will comprehend, apply, analyze, synthesize, and evaluate interior architecture topics as related to the individual student's research interest (area of inquiry), and as applied to the Senior Study Project.
  - Students must also gain a foundation in business and professional practice.

## **LEARNING OUTCOMES:**

For the graduate Interior Architecture & Design student's Final Project, a site is selected in order to redesign its function and interiors; under the direction of a faculty of professional experts, concern for spatial issues, design innovation and attention to detail are emphasized. The concept of the project will demonstrate an energetic professional approach, and will be professionally presented before a Professional panel of Judges upon approval by the Department Review committee.

**MFA graduates of the School of Interior Architecture & Design will meet the following student performance criteria:**

- **MFA Project Report**
  - Present an original Senior Study Project Report worthy of the MFA degree
  - Demonstrate the feasibility of the project concept
  - Produce an innovative project that contributes to the design community, demonstrating advanced Interior Architecture and Design skills
- **Interior Design Skills**
  - Meet industry standards in response to professional ethics and technological advances
  - Demonstrate creative approaches to layout, spatial organization, use of material, lighting, and relationship of interior design and furnishings to the architecture of the building
  - Demonstrate an understanding of building codes, safety, health and welfare, Adaptable Disability and Universal Design principles by correctly applying professional standards to space planning and layouts

- Demonstrate an understanding of the concepts, principles and theories of sustainability as they pertain to building methods, materials, systems and occupants by incorporating sustainable solutions into interior designs
- Create construction drawings and documents
- Demonstrate an understanding color principles, theories, and systems in interior design
- **Research and Problem Solving**
  - Conduct research and synthesize findings to generate multiple concepts and design responses to programmatic requirements.
  - Interact with a variety of disciplines representing different points of view and perspectives.
  - Demonstrate an understanding of movements and traditions in interior design, architecture and furniture by applying precedents to inform design solutions.
- **Presentation Skills**
  - Integrate oral and visual material to present ideas clearly.
- **Technical Design Skills**
  - Effectively apply principles of two and three dimensional design through both traditional and digital media.
  - Effectively apply color in all aspects of visual communication
- **Professional Readiness**
  - Produce a professional portfolio that meets industry standards, including BOQ, HVAC, Sanitary installations and Fittings, electrical Installations and Lighting fixtures, Safety Systems

# **GRAPHIC DESIGN**

**BACHELOR OF FINE ARTS**

**MASTER OF FINE ARTS**

## **What is Graphic Design:**

You have a message you want to communicate? How do you “send” it? You could tell people one by one or broadcast by radio or loudspeaker. That's verbal communication.

But if you use any visual medium at all-if you make a poster; type a letter; create a business logo, a magazine ad, or an album cover; even make a computer printout-you are using a form of visual communication called graphic design.

Graphic designers work with drawn, painted, photographed, or computer-generated images (pictures), but they also design the letterforms that make up various typefaces found in movie credits and TV ads; in books, magazines, and menus; and even on computer screens. Designers create, choose, and organize these elements-typography, images, and the so-called “white space” around them-to communicate a message. Graphic design is a part of your daily life. From humble things like gum wrappers to huge things like billboards to the T-shirt you're wearing, graphic design informs, persuades, organizes, stimulates, locates, identifies, attracts attention and provides pleasure\*

*\*American Institute of Graphic Arts*

Graphic Design is an interdisciplinary, problem-solving activity which combines visual sensitivity with skill and knowledge in areas of communications, technology and business. Graphic design practitioners specialize in the structuring and organizing of visual information to aid communication and orientation. The graphic design process is a problem solving process, one that requires substantial creativity, innovation and technical expertise. An understanding of a client's product or service and goals, their competitors and the target audience is translated into a visual solution created from the manipulation, combination and utilization of shape, color, imagery, typography and space. \*

*\*Australian Graphic Design Association*

## **Mission**

The mission of the Graphic Design program is to educate students for professional excellence in graphic design and to promote the advancement of graphic design as a proponent of positive social change.

The program provides a premier educational experience that fosters creativity, professional knowledge, technical expertise, and a critical and global perspective. The curriculum encompasses both a broad-based education in the liberal arts and extensive studio practice.

The Graphic Design Department's mission statement reflects the institutional mission to "develop student's aesthetic, intellectual, analytical, and technological abilities through programs that integrate theory and practice" and "exposes students to their chosen professions through internships, guest lecturers, industry sponsored projects, and other opportunities for experimental learning."

## **Department of Graphic Design Educational Objectives:**

- Graphic design deals with the creation of effective solutions to visual communication problems. It explores how to use visual language in an innovative way to convey specific messages to a target audience.
- The products of graphic design include advertisements, flyers, posters, book and magazine covers, editorials, packaging, logos, typefaces, websites, illustrations, animated characters, film credits, and more. The Department of Graphic Design provides students with a well-equipped and dynamic education which will make them proficient in the use of visual language and enable them to keep pace with the rapid developments and transformations in the design world.
- The educational objective of the department is to train students who are capable of questioning well-known graphic trends and of thinking critically and creatively; training students who will contribute innovative and individual proposals to the field.
- To this aim, in addition to such practical courses as graphic design, typography, illustration, printing, packaging, photography, multimedia and web design, and motion graphics, theoretical courses in History, Branding, Marketing and Copywriting, constitute an important part of the department's curriculum.

The Department of Graphic Design also offers graduate programs leading towards the M.F.A. degree. The objectives of the graduate program are to equip students with advanced knowledge in their fields of study; to help them acquire advanced skills for research and professional careers. The program is designed to create a vigorous intellectual climate where students shall develop capacity for independent, critical, creative, and original research and thought.

## **BFA Graphic Design: Program Objectives**

- Graphic Design students must be able to solve communication problems.
- They must be able to identify a problem; research, gather, and analyze information about it; generate multiple creative solutions; and evaluate outcomes.
- They must learn to identify and respond to their audience, recognizing the physical, cultural, and social factors that shape design decisions;
- They will understand visual organization, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images;
- They must also understand the use of tools and technologies, including but not limited to the computer, printing processes, and photography;
- Students must also understand design history as well as basic business practices, including the organization of design projects and working productively as a member of a team.
- Most importantly, we teach students to imbue their design solutions with strong concepts and to communicate to an ever-expanding and multi-cultural global market

## LEARNING OUTCOMES

**Upon completing this program, students will know and know how to do the following:**

- **Utilize forms of communication:** With a sense of aesthetics, personal and professional integrity, and message clarity, students will utilize visual and verbal forms of communication to convey ideas and information.
- **Address needs of client and audience:** Students will demonstrate an understanding of their responsibility to client and audience — determining needs, structuring problems and solving problems creatively.
- **Focus on ethics:** Students will solve communication problems with a focus on their positive ethical impact upon culture and society.
- **Embrace technology as a vehicle of communication:** Students will demonstrate the ability to use new and emerging technology as a vehicle of effective communication and a means for the invention of expressive form.
- **Practice design as a dynamic process:** Students will understand and practice design as a process that relies upon intuition, reason, ideation methods and effective research for the creation of appropriate and inventive solutions.

## MFA Graphic Design: Program Objectives

- To promote and re-emphasize, basic design skills, and design thinking in every class, resulting in a cohesive learning program
- To produce students with both skill and intellect, through the teaching of theory and practice
- To produce design leaders rather than followers.
- To produce thinkers: graduates who innovate and contribute to the profession leading to the betterment of the way we live, achieved through the intensity and depth of intellectual inquiry required in thesis, the culmination of the MFA in Graphic Design degree.
- To develop curriculum that enables students to thrive in the rapidly changing, highly competitive work place through the teaching of current interdisciplinary skills.
- To take advantage of a wealth of information—in traditional and non-traditional media (including blogs, personal experiences, books, journal and magazine articles) and expert opinion—through a broad spectrum of expertise in our teaching.
- To proliferate innovative thinking by linking to the many disciplines and resources offered by the Faculty.
- Multidisciplinary/cross-platform (web, digital, and print) communication problems, environmental graphic design projects, info graphics, branding, and projects that require an advanced level of visual literacy have begun to figure more prominently in syllabi.

## **LEARNING OUTCOMES**

The MFA program in Graphic Design emphasizes mastery of the profession — including narrative abilities, presentation skills, strategic thinking, problem solving and the ability to develop innovative conceptual solutions.

Students acquire the finely tuned design skills, self-discipline and professional expertise necessary to become advanced practitioners.

The graduate student's final thesis project must integrate concept and content with technical prowess to make an original contribution to the field of graphic design. The thesis project is critically reviewed and approved by the graduate final review committee, then professionally exhibited to the industry and public.

**MFA graduates in Graphic Design will meet the following student performance criteria:**

- **Critical & Creative Thinking**
  - Conduct appropriate research to identify problems and potential solutions.
  - Initiate appropriate level of audience involvement and participation.
  - Demonstrate the resourcefulness and flexibility necessary to conceive and execute design solutions.
- **Conceptual Skills**
  - Create compelling and engaging visual communications that convey appropriate messages and ideas.
  - Address problems through a design process.
  - Develop design solutions that function effectively within a defined context (social, cultural, technological, and economic.).
- **Formal Skills**
  - Create visual communications demonstrating competent formal design skills which include: hierarchy, typography, aesthetics, composition and construction of meaningful images.
  - Demonstrate competence in media, materials, tools, technology, and techniques.
- **Professional Readiness**
  - Demonstrate sound organization and design project management skills
  - Effectively present and communicate ideas
  - Demonstrate attention to detail in writing and language
  - Demonstrate the skills necessary for chosen career path through the presentation of a competent body of work
- **MFA Thesis Project**
  - Produce a comprehensive graduate thesis project that successfully utilizes design to solve for an identified problem
  - Propose a graduate thesis project that identifies a problem, and has the potential for successful development using design

# **ACHITECTURE**

**BACHELOR OF SCIENCE IN ARCHITECTURAL STUDIES**

**MASTER OF ARCHITECTURE**

## **Architecture is defined as:**

In relation to buildings, architecture has to do with the planning, designing and constructing form, space and ambience that reflect functional, technical, social, environmental, and aesthetic considerations. It requires the creative manipulation and coordination of material, technology, light and shadow. Architecture also encompasses the pragmatic aspects of realizing buildings and structures, including scheduling, cost estimating and construction administration. As documentation produced by architects, typically drawings, plans and technical specifications, architecture defines the structure and/or behavior of a building or any other kind of system that is to be or has been constructed.

## **Vision**

The Architecture Program provides students with a comprehensive, professional architecture education. Delivered by a committed faculty, the program focuses on:

- Inspiring students to demonstrate their commitment to the natural environment, sustainability and the development of a quality built environment.
- Encouraging students in academics and community through an interdisciplinary approach that prepares leaders and tempers professionals.
- Nurturing students in the exploration of architecture and its divergent approaches, their creativity in design, and their expressions of personal beliefs in their personal and professional activities.

## **Mission:**

If one could identify a philosophy for the architecture program at ALBA, it would be that architecture is a conceptual problem-solving discipline.

The goal of the program is to produce conceptual thinkers, versed in the skills, history, theory, and science of their field. Companion undergraduate and graduate programs in the fine arts and in city and regional planning have also greatly contributed to the department's strength.

The intention has always been to instruct architecture students in issues of basic and more sophisticated formal principles, developing an aptitude for functional and programmatic accommodation, structural and technological integration, energy-conscious design, and materials and methods of construction.

Virtually every other architecture school does this. However, our program differs from most schools in the way it teaches students about architecture: we do not teach architecture; instead we try to teach students how to learn about architecture.

To effect these goals, design at ALBA, is taught as an intellectual discipline steeped in societal and cultural values. Architecture is taught as the integration of thought, form, and structure.

Design problems frequently are located within real physical contexts and are evaluated in relation to those motivations that shaped the environment over time. The development of form and space is critical to architectural design. Equally significant is the responsible resolution of

functional requirements integrated with actual and perceived structure. The excellence of architectural art, however, derives from the exploration and refinement of ideas, upon which form, purpose, and structure are dependent.

### **Department of Architecture Educational Objectives:**

- Commitment to the design and production of buildings that are useful, durable, meaningful, inspiring, and responsibly engaged with their physical, cultural, and social contexts
- A professional, design-centered approach encompasses art, technical craft, and ethical practice, preparing graduates for a critical engagement with the world of practice.
- The program seeks to promote leadership, collaboration, intellectual depth, flexibility, innovation, and teamwork - elevating professional esteem and multiplying career opportunities for our graduates
- The program provides substantial opportunities for guided investigations of individual architectural interests, building intellectual rigor as well as skill development through a collegial atmosphere emphasizing mentoring, coaching, and advising.
- The Architecture program engages fundamental knowledge and skills, and emphasizes comprehensive design, while affording students the opportunity to expand horizons through flexibility, experimentation, and risk-taking.

### **Bachelor of Science in Architecture: Program Objectives**

- The undergraduate professional program is normally four years in length and is designed particularly for people who, before they apply, have established their interest and motivation to enter the field. It therefore incorporates both a general and professional educational base.
- The program is oriented toward developing the student's ability to deal creatively with architectural problems on analytical, conceptual, and developmental levels.
- The sequence courses in design (*Initiation to Architecture, Elementary Architecture Projects, Elementary Developed Project, Second Class Architecture Studio Projects, Second Class Developed Project and the Interior Architecture and Design Module*) consisting of studio work augmented by lectures and seminars, are the core of the program.
- Sequences of studies in the Fine Arts and Visual Studies, the History of Arts and Architecture, the Urban Morphology and Urban Planning, culture and society, architectural theory and Heritage, environmental control, structures, Materials and Construction, and computer applications, provide a base for the work in design.

## **LEARNING OUTCOMES**

The Bachelor of Science in Architectural Studies is a component of the Master of Architecture Degree. Graduates must demonstrate that they possess the knowledge and skills defined by the following learning outcomes:

- **Critical Thinking and Representation**
  - Architects must have the ability to build abstract relationships and understand the impact of ideas based on research and analysis of multiple theoretical, social, political, economic, cultural and environmental contexts. This ability includes facility with the wider range of media used to think about architecture, including writing, investigative skills, speaking, drawing and model making.
- **Integrated Building Practices, Technical Skills and Knowledge**
  - Architects are called upon to comprehend the technical aspects of design, systems, and materials, and be able to apply that comprehension to their services. Additionally, they must appreciate their role in the implementation of design decisions, and the impact such decisions on the environment.
- **Leadership and Practice**
  - Architects need to manage, advocate, and act legally, ethically and critically for the good of the client, society and the public. This includes collaboration, business, and leadership skills.

## **Master of Architecture:**

### **Program Objectives:**

- The Master of Architecture (2-3year) is a professional program leading to the Master of Architecture (M. Arch.) Degree prepares students for careers as licensed architects.
- Students will have developed a high level of architectural communication, understanding the latest advancements in digital design and its integrated fabrication.
- Students will be able to present their ideas using verbal, written and graphic methods in simulated real world settings. They will have developed a professional representation of their work and be equipped to defend it.

## **LEARNING OUTCOMES**

- The Masters of Architecture program (M. Arch) have been designed to equip the graduate student with the ability to enhance the experience of our environment through the process of discovering the logic of meaning and the art of making.
- The Program empowers the student to apply creativity, artistic vision, critical thinking and technical developments towards the continued evolution of architecture.
- Each graduate student completes a Final Project. This project includes a research paper, drawings, models, narrative and a complete set of documentation in compliance with local regulations.
- Students are required to develop a constructible design proposal within the urban context or Lebanon or the student's country of origin.

- The completed Final project will be critically appraised by a grand jury formed of faculty and professionals.

**M. Arch graduates will meet the following student performance criteria:**

- **Design:**
  - Demonstrate development of design exploration and understanding throughout the program
- **Visual Communication:**
  - Visually communicate ideas through hand sketching/ drawing, including hand drawn concept sketches, design process sketches and diagrams
  - Visually communicate ideas through architectural drawings (digital or otherwise): site plan, plan, section, elevation, and 3D representation
- **Written Communication:**
  - Effectively summarize the project and process in a well-crafted proposal and project report
- **Presentation Skills:**
  - Professionally present the thesis proposal and final project
- **Building Systems, Materials and Methods:**
  - Demonstrate understanding of material systems and construction details
  - Demonstrate understanding of building systems (including structural systems, mechanical, plumbing, and electrical systems)
  - Demonstrate understanding of environmental control systems
  - Demonstrate understanding of building codes and accessibility
  - Apply sustainability concepts in their project
- **Thesis Proposal Development:**
  - Clearly define the mission of their project
  - Present research that defines the need and desirability of the project
  - Provide a profile of the user group
  - Comprehensively define and analyze the proposed site area and its context
  - Present and analyze relevant precedents for the project
  - Develop a general project concept related to the site analysis and program
  - Effectively present the suitability of the proposed program on the proposed site
  - Produce a spatial/ functional program online
- **Thesis Project:**
  - Produce a comprehensive architectural and building solution to the mission statement

**COMPUTER GRAPHICS  
AND  
INTERACTIVE MEDIA**

**BACHELOR OF FINE ARTS  
MASTER OF FINE ARTS**

## **Computer Graphics and Interactive Media is defined as:**

Computer Graphics & Interactive Media emphasizes the user's creativity, rather than the capability of the Computer. The Program challenges Students to apply their creativity and imagination to the latest digital tools and techniques, while the curriculum is devoted to teaching the Practice and Theory that emerge from the convergence of the new media technology. It prepares students for positions in the Art and Design Disciplines that currently employ this technology: Interactive Media, Interface Design, Computer Animation, Imaging, and Fine Arts

## **Mission:**

The program in Computer Graphics and Interactive Media is devoted to preparing artists and designers for the many specialized roles employed in today's computer animation and interactive media industries.

The rapidly expanding online marketplace and the proliferation of digital delivery devices have greatly increased the need for talented, well-educated professionals.

## **Department of Computer Graphics and Interactive Media Educational Objectives:**

Students graduating from the program in Computer Animation and Interactive Media are prepared to enter the fields of Animation Production, Postproduction, Motion Graphics and Interactive Media Production. Specific outcomes will vary depending on individual interests and on the area of emphasis in thesis preparation.

All students should have a working knowledge of the principles of animation, the mechanics of 3d modeling, rigging, lighting and animation, 2d motion graphics and compositing.

Preparation of media for broadcast, website design and development are all learning outcomes that our students should demonstrate by the time they graduate from the program.

## **BFA Computer Graphics and Interactive Media Program Objectives**

- The program enables a student to master the steep learning curve of animation and interactive media skills, within the context of cultivating an understanding and appreciation of a number of disciplines, while exploring their interrelation and historical roots.
- Strong analytical skills are enhanced by exposure to a diversity of creative ideas and methodologies presented by professionally active and diverse faculty as well as by visiting lecturers to ALBA through the program.
- Digital imaging, 3D animation and interactivity are so embedded in our culture that its meaning is constantly changing and has to be approached in new ways in order to be both creative and competitive. The program is designed to enable students to become more visually-literate in a changing technological culture.

## **LEARNING OUTCOMES**

- Students should demonstrate the ability to produce animation and interactive projects at a professional level from concept to finished project.
- Students should demonstrate proficiency and competency in advanced 3D modeling and animation software (specifically modeling, rigging, lighting, texturing and animation.).
- Students should be competent in the use of software packages that are used in the industry, as well as have the ability to translate their artistic skills into any new software they encounter.
- Students should develop the necessary skills working within a team environment, to create, plan and execute both original stories through the art of animation, and good interactive experiences for the user.
- Students will have a foundation in the history of animation that empowers graduates to make the best moving images work in consonance with the best sound, color, perspective, and storytelling.
- Students will be able to integrate music and sound design into an established graphical context.
- Students should have a thorough exploration of video as a medium of communication and as content for interactive, digital media.
- Students should have the knowledge base to design and manage interactive projects such as web sites, and CD-ROM and DVD based projects using current state-of-the art software and programming languages.

## **MFA Computer Graphics and Interactive Media Program Objectives**

The MFA program is fluid, embracing emerging technologies and experimentation. It is project and concept centered and depends on the exchange of experience, knowledge and curiosities of a community of students and faculty.

The changing landscape of people's everyday interactions has blurred the lines between respected design fields giving designers new responsibilities to shape experiences. Designers must increase their knowledge in all areas of design, including print media, human-computer interaction design, motion graphics, and 3D digital graphics.

The cross-disciplinary nature of this program offers a greater potential to foster innovation and creativity in visual communication design. The program reflects the current views and changes occurring in the professional design field. The skill sets required of graphic, interactive, and digital design have now crossed over and are interrelated

## **LEARNING OUTCOMES**

The objective of the Computer Graphics and Interactive Media graduate program is to transform students into creative leaders and visionaries.

The program provides instruction in digital tools, concept development, research, critical thinking, aesthetics and user experience.

Students apply these skills to design innovative interactive designs for mobile and web.

The program culminates in a Senior Study Project that demonstrates critical thinking and design skills, clear delivery to a target audience, innovative access of information and creative use of interactivity. Students will enter the field well equipped with a portfolio that meets the demands of the industry.

**MFA graduates in Computer Graphics and Interactive Media will meet the following student performance criteria:**

- **MFA Thesis Project**
  - Present a clearly defined design project worthy of the MFA degree
  - Provide proof of concept demonstrating the feasibility of the project
  - Produce a final thesis project demonstrating design thinking, and visual communication and technical skills
- **Design Thinking**
  - Conduct appropriate market research and apply findings to design decisions
  - Demonstrate knowledge of thesis topic and identify resources for content development
  - Identify appropriate platform(s) and adapt designs accordingly
- **Visual Communication**
  - Effectively utilize grid, hierarchy, typography, color, and composition
  - Demonstrate interactive design principles as appropriate to the project
- **Technical Abilities**
  - Demonstrate an understanding of the technical skills necessary to execute the thesis project.
- **User Experience**
  - Clearly define the target audience demonstrating a consideration of both primary and secondary users
  - Develop final testing plan based on initial explorations
  - Apply testing results to refine project throughout the design process.
- **Professional Readiness**
  - Effectively articulate and defend ideas and processes
  - Demonstrate organizational skills in the thesis proposal and record of thesis project development process
  - Develop and demonstrate the skills required for the chosen professional path, as demonstrated in the thesis project, portfolio and personal website