ACADEMIE LIBANAISE DES BEAUX-ARTS (ALBA)
The Académie Libanaise des Beaux-Arts offers its entire program in French in its original place in Sinel-Fil (Beirut). This language of instruction has been applied at ALBA since its founding, and long before it joined the University of Balamand in 1988.

Since October 2000, the Académie Libanaise des Beaux-Arts offers programs on the main University Campus in Balamand (al-Kurah) in English.
ACADEMIE LIBANAISE DES BEAUX-ARTS

Ecole d’Architecture Ecole des Arts Décoratifs
Ecole des Arts Plastiques et des Arts Appliqués
Ecole de Cinéma et de Réalisation Audiovisuelle
Institut d’Urbanisme
Ecole de Mode
School of Design and Communication Arts

Campus Dekwaneh Tel:00 961 1 50 23 70
00 961 1 50 23 71
00 961 1 48 92 07
00 961 1 48 92 09
Fax:00 961 1 50 07 79
B.P.:55 251, Beirut - Lebanon
Email:alba@alba.edu

Balamand Campus Tel :00 961 6 93 02 50
00 961 3 33 86 79
00 961 3 33 56 83

B.P.: 100, Tripoli – Lebanon
Email: alba@balamand.edu.lb
SCHOOL OF DESIGN AND COMMUNICATION ARTS
(BALAMAND CAMPUS)

OFFICERS OF THE SCHOOL

Warrak, Elias  
President of the University
Bahr (El), George  
Acting Provost
Dagher, Fadlallah  
Dean, ALBA
Haddad Joseph  
Acting Director, ALBA - Balamand

SCHOOL STAFF

Abdo, Rima  
Administrative Assistant
El-Khoury Ziade, George  
Computer Labs Supervisor
Ghanem Souad  
Library Supervisor
Issa, Nancy  
Administrative Assistant
Saab, Nadim  
Administrative Assistant
Mansour, Toni  
Office Clerk

FULL-TIME FACULTY MEMBERS

Ayoub, Rima  
D.E.S. in Interior Architecture
I.N.B.A – Lebanon
Fiani, Pauline  
D.E.S. “Interior Architecture”
I.N.B.A – Lebanon
Haddad, Joseph  
D.E.S. in Architecture
ALBA – U.O.B - Lebanon
Hanna Ramy  
BA in Illustration and in Animation: ALBA – Lebanon
Diploma in 3D Animation & Visual Effects: Vancouver
Film School - Canada
Khairallah, Antoine  
D.E.S. “Interior Architecture”
ALBA – Lebanon
Matar Marc  
Architect DPLG
Ecole D’Architecture de Marseille – Luminy
MS in Real Estate and Construction Management
Euromed – Marseille
DESS in Engineering
Ecole Polytechnique – ESAM – EAML – France
Razzouk Elie  
BA in Film Studies
Charles University – College of Arts – Prague – FAMU
International
Master 1 in “Arts du Spectacle” University of Montpellier
3 – France
Master 2 in Cinema & Audiovisual Production
University of Montpellier 3 – France
Rizkallah Jacques  
DES in Plastic Arts
I.N.B.A – Lebanon

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<table>
<thead>
<tr>
<th>Nom</th>
<th>Diplôme</th>
<th>Institution</th>
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<tr>
<td>Sarraf Rima</td>
<td>DES “Advertising”</td>
<td>ALBA – Lebanon</td>
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<tr>
<td>Sassine Yolla</td>
<td>Diploma of Architectural Engineering</td>
<td>A.I Mikoyan Kuibyshev - Russia</td>
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<tr>
<td></td>
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<td>Diploma of Drawing and Restoring Icons</td>
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<td>Historical Museum of Kuibyshev – Russia</td>
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<tr>
<td>Tabchoury Steve</td>
<td>DES “Architecture”</td>
<td>USEK – Lebanon</td>
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<tr>
<td>Zachariou Yanni</td>
<td>DES “Architecture”</td>
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GRADUATE PROGRAM

INTRODUCTION:

Graphic Design and Interior Architecture & Design are closely allied disciplines with a broad professional and interdisciplinary philosophy. They share many of the same courses. Both design programs are committed to nurture cultural diversity while providing solid grounding in the basis of design, the use of current tools, and the high standards of professional practice.

The Primary Objective of the Computer Graphics & Interactive Media Program is to prepare Students for the Art & Design Professions in which Computers have become an essential tool in the creation and transmission of Audio-Visual Ideas.

Graphic Design students learn the effective use of text and image in the communication of messages and ideas. Students are encouraged to dare to take different creative and personal approaches to problem solving. All types of expressions are encouraged. Computer images, video, and/or traditional media are but means to serve an end. Personality-nurtured perception and interpretation and historical content and references, as they are discussed in class, develop each student’s uniqueness.

Interior Architecture & Design students learn the standards of the profession. They use education, experience, and skills to identify, research, and creatively solve problems pertaining to interior environment to enhance the quality of life. They define the problem, determine the solution, heeding spatial opportunities and the availability of furnishings and equipment, and then produce accurate drawings reflecting the building, the site condition, the building’s construction system, and its occupancy needs.

Computer Graphics & Interactive Media emphasizes the user’s creativity, rather than the capability of the Computer. The Program challenges the 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.

The Architecture Program prepares the students to become professional practitioners. The study of architecture is as a cultural process dedicated to the sustenance of imagination and creativity and also the necessity for material embodiment within a larger social and ethical context. The Projects sequence within the Program offers a thorough foundation of knowledge integrating critical thinking, design, technology, building, representation, and social responsibility. Students are encouraged to aspire towards creative and intellectual independence and to commit to authentically-inspired architectural research.

The Académie Libanaise des Beaux-Arts at Balamand Campus offers the following Programs:

1. MFA in Interior Architecture and Design.
2. MFA in Graphic Design.

Académie Libanaise des Beaux-Arts
A. ADMISSION REQUIREMENTS:

• Applicants must be holders of a BA, BS, BFA, BS in Architecture Studies, or BARCH degree in Interior Architecture and/or Design or Graphic Design, Computer Graphics or Architecture from a recognized institution of higher education with an overall graduation average of 80 or its equivalent in all major courses of the field of study.

• The Candidate’s application should contain the following documents:
  1. An application form to join the graduate program obtained from the Office of Admissions and Registration.
  2. Official transcripts from the university (ies) attended for the last three years.
  3. Official course Descriptions from the university (ies) of the courses taken by the applicant.
  4. Three letters of recommendation.
  5. A personal statement.
  6. A personal portfolio prepared by the applicant. This portfolio may include:
     a. Thesis or Senior Study Project for applicants holding a BA or BFA, BS, B ARCH.
     b. Exercises illustrating the various disciplines of his/her curriculum of study for applicants who have successfully completed their 3rd year of study, except for Architecture, their 4th year of study.
     c. Any other personal work that the applicant deems necessary for the evaluation of his application.
  7. Satisfactory results on the University’s English language proficiency test.
  8. Admission to the Graduate Program is granted upon the recommendation of the School’s Graduate Admission Committee, which may require a personal interview with the applicant.

B. ACADEMIC RULES AND REGULATIONS:

I. Graduate students in Interior Architecture and Design, Graphic Design, Computer Graphics & Interactive Media:

1. These students are evaluated:
   • At the end of each semester in the first year of MFA
   • Upon completion of the curriculum required in the first semester of the second year of MFA
   • Upon completion of the curriculum required in the second semester of the second year of MFA

2. Passing grade:
The passing grade for all courses required in the first year of MFA is 70.

II. Graduate students Architecture:
Should achieve the following criteria in their M. ARCH Program:
   • Achieve a grade of 70 on all theoretical courses.
   • Achieve a grade of 72 on the Graduate Studio Courses: named First Class Projects: ARCH 300
   • Achieve a grade of 72 on the Long Project III and a grade of 72 on the Urban Planning Project.
   • Achieve an overall Cumulative Average of 80, in order to be able to register the Thesis and the Senior Study Project in Architecture.

C. GRADUATION REQUIREMENTS
To obtain the Master of Fine Arts and the Master of Architecture, the students must meet the following requirements:

1. Maintain an average of 80 or above in accordance with University regulations.

2. A passing grade in all courses.

D. GRADING SYSTEM:

Students in the Graduate Program will graduate according to their Cumulative Average:

<table>
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<th>Grade Range</th>
<th>Notation</th>
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<tr>
<td>95 - 100</td>
<td>High Distinction</td>
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<tr>
<td>90 – 94.9</td>
<td>Distinction</td>
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COURSE DESCRIPTION

A. INTERIOR ARCHITECTURE AND DESIGN:

ARCH312: RESEARCH METHODOLOGY 2.0: 1cr.E
This course exposes students to the research process through a critical examination of published research that is pertinent to their area of interest. The course teaches students how to understand and apply research terminology while integrating the various phases of the research process into techniques using quantitative, qualitative, and mixed scientific methods.

ARTH 301: HISTORY OF ARCHITECTURE I 2.0: 2cr.E
Course dealing with the evolution and development of Architecture and the understanding of the different architectural styles and innovations from pre-history till the 13th century.

ARTH 302: HISTORY OF ARCHITECTURE II 2.0: 2cr.E
Continuation of History of Architecture I. This course covers all the historical periods from the 13th century till present day. Emphasis is put on the Lebanese Architecture beginning late 19th century and the new architectural movements of the 20th century.

IADN 301: INTERIOR ARCHITECTURE AND DESIGN A 6.0: 4cr.E
This course enables students to develop an individual approach to spatial design within a stimulating, creative and supportive environment. It provides a launch pad to a higher level Interior Architecture and Design career for a diverse range of subjects. Through a focus on the articulation of space and the significance of semiotics, students have the opportunity to build on skills acquired through their first degree to explore their area of interest to an advanced level.
In-depth research into current design processes and technologies and a focus on related work placements provide them with an opportunity to enhance their career prospects and aspirations.

IADN 304: INTERIOR ARCHITECTURE AND DESIGN DEVELOPED 8.0: 8cr.E
Presentation of a project complete with all details and advanced construction documents. The program for this project is initiated by the student and submitted to a jury for approval.

IADN 311: FURNITURE DESIGN AND CONSTRUCTION 6.0: 3cr.E
Exploration of various types of furniture, emphasizing techniques of wood-working developed by exploration of mixed techniques allowing for new shapes. Project plus model.

IADN 312: CONSTRUCTION DETAILING 4.0: 3cr.E
Advanced course in working drawing techniques which embrace conventional symbols, dimensioning, drawing arrangement, related to interior architecture projects done by the students.

IADN 316: INTRODUCTION TO SET DESIGN 2.0: 1cr.E
Introduction to Set design. Actual scripts are used to develop set concepts and sites for shooting on location.

IADN 321: INTRODUCTION TO RENOVATION, REHABILITATION, RESTORATION 4.0: 3cr.E
Students work with a historic building in order to understand what may or may not be done. The course emphasizes the necessity to “leave the site alone” when restoration has no real value.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Hours</th>
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<tr>
<td>IADN 331:</td>
<td>INTRODUCTION TO COMMUNICATION SPACES</td>
<td>2.0:</td>
<td>cr. E</td>
</tr>
<tr>
<td></td>
<td>Deals with all types of spaces in which information will be disseminated or displays will be shown. The problems faced are presented by visiting rooms in public building and museums.</td>
<td></td>
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</tr>
<tr>
<td>IADN 341:</td>
<td>RESIDENTIAL SPACES</td>
<td>4.0:</td>
<td>cr. E</td>
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<tr>
<td></td>
<td>Emphasis is put on the necessity of analyzing various design requirements pertaining to concepts, circulation, and functions in a certain residential space</td>
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<tr>
<td>TSID 316:</td>
<td>3D STUDIO MAX FOR IAD</td>
<td>3.0:</td>
<td>cr. E</td>
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<tr>
<td></td>
<td>Students gain an understanding of the steps required to produce visualization using the computer. Still and animated rendering. Texture, lighting, and casting shadows.</td>
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</tr>
<tr>
<td>TSID 321:</td>
<td>QUANTITY SURVEYING:</td>
<td>2.0:</td>
<td>cr. E</td>
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<tr>
<td></td>
<td>A course on the methods, contents, and presentation of construction documents: Bill of Quantities, Specification Files, and Estimation Procedures.</td>
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<tr>
<td>TSID 322:</td>
<td>BUSINESS PRACTICES FOR INTERIOR DESIGNERS</td>
<td>2.0:</td>
<td>cr. E</td>
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<tr>
<td></td>
<td>Emphasis is on business skills necessary to open and operate an Interior Architectural Design business.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TSID 331:</td>
<td>SEMINAR IN LIGHTING</td>
<td>1.0:</td>
<td>cr. E</td>
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<tr>
<td>TSID 333:</td>
<td>SEMINAR IN SANITARY INSTALLATION AND FITTINGS</td>
<td>1.0:</td>
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<tr>
<td>IADN350:</td>
<td>SENIOR IAD THESIS</td>
<td>2.0:</td>
<td>cr. E</td>
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<td>IADN351:</td>
<td>SENIOR IAD PRELIMINARY DESIGN</td>
<td>2.0:</td>
<td>cr. E</td>
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<tr>
<td>IADN352:</td>
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<td>12.0:</td>
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<td>IADN353:</td>
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<td>(Refer to the “Rules governing the admittance to and modalities for presentation of the Senior Project in IAD”)</td>
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# A. 2. PLAN OF STUDY: MFA – INTERIOR ARCHITECTURE & DESIGN

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<tr>
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<td>INTERIOR ARCHITECTURE AND DESIGN A</td>
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<td>ARTH 302</td>
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<td>INTRODUCTION TO TV PRODUCTION</td>
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<td>INTRODUCTION TO REHAB.RENOV. AND RESTOR.</td>
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<td>TSID 331</td>
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**TOTAL NUMBER OF CREDITS** 56
B. GRAPHIC DESIGN:

ARTH 311: HISTORY OF GRAPHIC DESIGN I  
Origins of Graphic Design, from the Industrial revolution with details about styles, artists and movements.

ARTH 312: HISTORY OF GRAPHIC DESIGN II  
Continuity of History of Graphic Design I; Emphasis is put on Modern Times from World War II to the Present Times.

GRDN 301: GRAPHIC DESIGN III  

GRDN 302: GRAPHIC DESIGN IV  
Advanced course dealing with information, analysis of Design problems, and problem solving. Projects to include writing a Design brief, researching a content area, organizing a logical hierarchy, and developing Design solutions. (applications, catalogues, brochures, books, and magazines).

GRDN 303: GRAPHIC DESIGN V (SENIOR GD PROJECT): IN THE FOLLOWING DISCIPLINES  
•Artistic and Creative Approach  
3.0: 2 cr. E

•Concept and Design  
6.0: 4 cr. E

(Refer to the “Rules governing the admittance to and modalities for presentation of the Senior GD Project”)

GRDN 304: Senior Research:  

GRDN 306: SENIOR STUDY “A”: MEDIA DESIGN  
Advanced course in student’s major field to complete a Media Design project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

GRDN 307: SENIOR STUDY “B”: ADVERTISING DESIGN  
Advanced course in student’s major field to complete an Advertising Design project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

GRDN 308: SENIOR STUDY “C” PRODUCTION DESIGN  
Advanced course in student’s major field to complete a Production Design project. The project is presented to a jury for approval. Open only to students in this major in their senior year. The course may not be taken with another course.

GRDN 311: PRODUCTION II  
Study of printing presses, papers, inks, special effects, and binding emphasizing the way a book is made, structured, and what it communicates.

GRDN 316: NEW MEDIA DESIGN I  
Exploring multimedia. Two-dimensional animation and interactivity and three-dimensional modeling.

GRDN 317: NEW MEDIA DESIGN II  
This course deals with the fundamentals elements of video making, adding visual and sound effects to videos, as well as exploring the variety of Format options and distribution possibilities. It also includes lectures on video shooting techniques, and discussions on new technologies used to create visual effects for motion pictures.

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GRDN 318: NEW MEDIA DESIGN III 3.0: 2 cr. E
Advanced course in dealing with video shooting and editing, digital audio and their application to motion graphics, animation, and interactive CDs.

GRDN 321: ADVERTISING DESIGN 4.0: 3 cr. E
This course deals with strategies, marketing, and concepts.

GRDN 326: WEB DESIGN 3.0: 3 cr. E
Specific problems to be addressed in reference to Webpage Design.

GRDN 331: COPYWRITING FOR ADVERTISING 2.0: 2 cr. E
Copywriting is a critical element in the creation of an advertisement. It is a combination of Art & Science, which requires solid research, creative imagination and excellent writing skills.
This course is Designed to make you more aware of the advertising process, and to enable you to work with images and words to create powerful advertising messages.

GRDN 332: STORYBOARDING 2.0: 2 cr. E
Storyboarding is the process of producing sketches of shots in order to translate a written script into visuals. This course is an introduction to storyboarding and the planning processes of visual storytelling. Translation of concepts such as shot types, continuity, pacing, transitions and sequencing into a visual narrative.

TSGD 301: CORPORATE IDENTITY 3.0: 3 cr. E
This Course aims to provide a comprehensive understanding of corporate identity and corporate brand management and illustrate their importance to public and private sector organizations. To familiarize graduates with the related concepts of organizational identification, corporate image and corporate reputation.

TSGD 302: 3D PROBLEM-SOLVING 2.0: 2 cr. E
3D modeling, packaging, Design, and environmental graphic Design (Signing Parks and museums).

TSGD 311: LEGISLATION 2.0: 2 cr. E
A general Survey of the Lebanese Laws governing work, contracts law, founding and operating companies and associations. Common course for all disciplines.

TSGD 312: BUSINESS PRACTICES FOR GRAPHIC DESIGNERS 2.0: 2 cr. E
This course deals with the structure and composition of an advertising agency team involved in concept and execution of an advertising, printing or publishing.
### B. 2. PLAN OF STUDY: MFA – GRAPHIC DESIGN

<table>
<thead>
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<th>Passing</th>
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<td>GRDN 323</td>
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<td>TSGD 312</td>
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**Second Year**

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<td>GRDN324</td>
<td>RESEARCH METHODS IN DESIGN</td>
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<td>GRDN332</td>
<td>STORYBOARDING</td>
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<td>GRDN 304</td>
<td>SENIOR RESEARCH</td>
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<td>SENIOR STUDY A: MEDIA DESIGN</td>
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<td>SENIOR STUDY B: ADVERTIZING DESIGN</td>
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<td>SENIOR STUDY C: PRODUCTION DESIGN</td>
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</table>

**TOTAL NUMBER OF CREDITS** 60
C.ARCHITECTURE:

ARCH 300: ARCHITECTURE STUDIO III (1ST CLASS PROJECTS OF ARCHITECTURE) 6.0: 6 cr. E
In this courses the students will address two main areas:

1. Problems in a variety of complex subjects put in a context similar to real problems that they may encounter in their professional life.

2. The search for and the expression of a personalized architecture. After solving the problems of the subject, the students should end up with a final product of high architectural quality as far as volumetry, aesthetics, functioning, proportions are concerned.

ARCH 311: DESIGN THEORIES 2.0: 2 cr. E
The creative process of design, through a series of readings, investigations, and analysis of ideas in architectural form and relationships. By understanding how architects convey the ideas and values of society in built form, students will recognize the purpose of architecture as a cultural artifact. The course will introduce students to the process of critical thinking, help them to synthesize the information collected, and base their decisions on valid premises.

ARCH312: RESEARCH METHODOLOGY 2.0:1 C
This course exposes students to the research process through a critical examination of published research that is pertinent to their area of interest. The course teaches students how to understand and apply research terminology while integrating the various phases of the research process into techniques using quantitative, qualitative, and mixed scientific methods.

ARCH 316: MATERIALS AND TECHNOLOGIES 2.0: 2 cr. E
Introduction to construction chemicals, waterproofing products, sealants, concrete deterioration and concrete repair products, chemical anchors and grouts, concrete & mortar admixtures, tile adhesives and colored grouts, industrial flooring, decorative flooring, protective coatings, tile and stone treatment and maintenance products.

ARCH 321: URBAN PLANNING PROJECT 6.0: 3 cr. E
The main objective of this project is to introduce the students to the development of an Urban Project (City, district, area Dimension... Actors, decision makers ... Procedures …) and also to educate students to ways of understanding and appropriating territory, so that they can develop project proposals consistent with a site and its context, and to strengthen interdisciplinary exchange between all the departments of the Faculty.

ARCH 331: SUSTAINABLE DEVELOPMENT 3.0:2 cr. E
ARCH 332: SUSTAINABLE CITIES 3.0:1 cr. E
The course introduces the philosophies, theories and key concepts underpinning the principles of sustainable development and sustainability in relation to the built environment within the natural world. Topics include theories of occupant comfort, active and passive solutions, natural lighting, construction material and themain worldwide sustainable rating systems. It provides the student with the necessary tools to explore passive means of environmental control to achieve low energy and comfort under varying climatic conditions. In addition, topics include a theoretical and practical introduction to systematic building modeling as it is related to design with climate and location. The course final outcome will be a project to be developed and executed during the semester.

ARCH 333: REGIONAL AND NATIONAL PLANNING 2.0: 2 cr. E
The development of a regional and national urban policy is the key step for reasserting urban space and territoriality. It is also vital in providing the needed direction and course of action to support urban development.
The Policy provides an overarching coordinating framework to deal with the most pressing issues related to rapid urban development, including slum prevention and regularization, access to land, basic services and infrastructure, urban legislation, delegation of authority to sub-national and local governments, financial flows, urban planning regulations, urban mobility and urban energy requirements as well as job creation. Approved at the highest level, a regional and national urban policy should provide the general framework to orient public interventions in urban areas and be a reference for sectorial ministries and service providers. It should also be the key reference for legislative institutional reform. The Policy is also a good instrument for public and political awareness of the gains to be obtained from sustainable urban development, as well as an opportunity to promote consultation with urban stakeholders.

Taking into account the huge impact of the above mentioned points, this course aims at introducing students to Regional and National Planning.

ARCH 401: SENIOR ARCHITECTURE STUDIO (LONG PROJECT III) 6.0: 6 cr. E
This course aims to teach students, who have already gained some experience in architectural composition, to develop one of the projects done in Architecture Studio III & IV, into a fully accomplished project in Architecture. The student will have to develop the project by studying all architectural aspects, especially the technical details pertaining to: H.V.A.C, sanitary, plumbing, structure, lighting, and safety issues.

ARCH402: INTERNSHIP 2.0: 1cr.
Students spend 100 hours in a controlled working environment gaining the essential experience to supplement the academic work of the degree. Students can gain firsthand knowledge in fields related to their unique interests and skills through work experience.

TSAR317: WORKSHOP 2.0: 1cr.
Seminars looking at specific subjects. Introducing innovative concepts and approaches.

ARCH 415: GRADUATE PROJECT THESIS 2.0: 2 cr. E
ARCH 416: GRADUATE PROJECT PRELIMINARY PROPOSAL 6.0: 2 cr. E
ARCH 417: GRADUATE PROJECT PRELIMINARY DESIGN 6.0: 2 cr. E
ARCH 418: GRADUATE PROJECT 12.0: 12 cr. E
The aim of the Senior Study Project is to synthesize the knowledge acquired by the student during his years of study. In special cases, the gained maturity could help him to develop a particular thesis on one of the many architectural or urban themes through either Architectural Design Study or through a research on an Architectural Subject.

IADN 321: INTRODUCTION TO RENOVATION, REHABILITATION, RESTORATION 4.0: 3 cr. E
Students work with a historic building in order to understand what may or may not be done. The course emphasizes the necessity to «leave the site alone» when restoration has no real value.

TSAR 316: LEGISLATION & BUSINESS PRACTICES 2.0: 2 cr. E
A general Survey of the Lebanese Laws governing Labor, contracts, companies, firms and associations. Emphasis is put on business skills necessary to open and operate a business in Architecture.
C. 2. PLAN OF STUDY: Master of Architecture (MARCH)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Passing</th>
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**TOTAL NUMBER OF CREDITS** 50