



Faculty of Arts & Design BA Honours Foundation Year

Student Handbook 2022-2023

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Welcome message from the Dean

I would like to welcome you to the Faculty of Arts & Design. We believe that creativity is the currency of our time and it has no boundaries.

Our mission is to foster the next generation of creative practitioners, who will maximize their contribution to the cultural, social, and economic wellbeing of society, through valuing reflective and critical approaches to the exchange of ideas within an equal opportunity context, including the understanding of cultures, diversity, individuality and creative practices.

We passionately believe in providing a dynamic and interactive learning community which allows students and staff to nurture develop and exploit their creative talents towards their own professional intent. At the heart of our provision is an idea led approach to creative risk, exploration, questioning, entrepreneurship and collaboration towards the pursuit of the most innovative and creative work.

We prepare our students to be ready for employment and/or further study by the unique way we structure our courses to reflect the way in which the creative industries work, thereby offering students a multitude of experience in real life situations. We work closely with employers and professional statutory bodies to ensure currency of the curriculum at all times to ensure all graduates of the faculty will have well developed creative, technical and cognitive skills as well as business knowledge and understanding.

Tarek Saleh

Prof. Dr. Tarek Saleh Said, PhD.

Dean of the Faculty of Arts & Design

October University for Modern Sciences & Arts (MSA)

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October University for Modern Sciences and Arts – MSA

October University for Modern Sciences and Arts (MSA) was established under Republican Decree No. 244 since 1996 to introduce state-of-the-art technologies and concepts in all disciplines. MSA moved to its state-of-the-art permanent campus in the 6 October City in fall 2004.

MSA is a culmination of 5 decades of experience in the field of education on both local and international levels. *Dar El Tarbiah* was the first Language school founded by Egyptians in 1956. The University has maintained an excellent reputation, based on the high quality of teaching and facilities that has been recognized both locally and internationally in GCE, IGCSE, GCSE as well as *Thanaweya Amma* and American Diploma. Our students' excellent performance in the British System has encouraged us to expand the British Section in our Faculty to include both IGCSE & GCSE simultaneously. Our success in teaching all A.L. and A.S. subjects for almost 20 years with outstanding results in the IGCSE encouraged us to complete the undergraduate courses.

MSA is an English Language instruction university. The current academic work of the university is divided into nine faculties, namely: Faculty of Management, Faculty of Engineering, Faculty of Computer Science, Faculty of Mass Communication, Faculty of Languages, Faculty of Pharmacy, Faculty of Dentistry, Faculty of Biotechnology and Faculty of Arts & Design. We are keen on providing our students with all the up-to-date tools needed to cope with the Information and Communication Technology Era. That is why we are dedicated to the pursuit of excellence in curricula, facilities, staff and students. That is the main reason why our modern and progressive policy has been internationally acknowledged by universities in the UK and USA as we have several co-operation agreements with prominent universities there. MSA courses are designed and implemented according to the most up-to-date international standards. All course outlines highlight the role of new and emerging technologies in meeting challenges posed by the Information and Communication Technology Era.

MSA aims to provide its students with an exceptional learning experience that will enable them to compete in the global highly competitive job market. The vast experience of *Dar El Tarbiah* Institution and MSA University in the field of education made its Top Management keen to adopt the British Education due to its unique characteristics that provide students with the necessary up-to-date tools and skills in a flexible environment while at the same time ensuring that students are highly committed and competitive.

MSA policies, rules and regulations

Accessing your timetable

You are allocated to timetabled lectures, studios, tutorials, labs, seminars, and workshops based upon your unit registrations. You have access to on-line registration (<http://portal.msa.edu.eg/>) which you can reach through your personal account using your university identity card. After registering your schedule, you have to get the approval of your academic advisor no later than 48 hours or else the on line schedule will be cancelled automatically meaning that you will have to register on line once again. Once the schedule has been approved, it will be automatically available for you to access and print.

You can drop and add units in the first week of the semester after which you have to abide by your schedule.

If your timetable is incomplete or if you have any queries about your timetable, then please contact the Student Affairs (Rm. G304). The first 11 units are common in all the four courses. These 11 units will introduce you to various areas of knowledge that are necessary to support your understanding of higher-level units, and it is during studying these units that you will get an insight into the different Arts and Design disciplines to enable you to declare your major of choice.

Course structure diagram

The course diagram detailing which units will be taken when (including options if appropriate) along the aims of the course and how it develops/builds over the levels will be presented to you at the section dealing with the course specification and curriculum map.

How you will be taught

The Faculty of Arts & Design uses various teaching methods to meet the learning outcomes of our courses. Teaching/learning takes different forms such as lectures, studio work, lab sessions, tutorials, workshop sessions, one to one tutorials (office hours), in-class discussions, workshops, guest speakers, field trips, and visits.

For most of the units in the Faculty of Arts & Design, you meet your teaching team three times a week; where you receive a lecture of one and half hours delivered by the instructor, studio sessions and/or tutorials of three or one and a half hours which are supervised by the instructors and conducted by the teaching assistants.

You are expected to attend both your lectures, studios and tutorials regularly. You will be given details about your assessment from both your

instructor and teaching assistants. You will be expected to use on line learning resources to study and solve some of your assignments such the MSA e-learning website.

Library

MSA library keeps books, periodicals, videos, CD ROMs, and other teaching/learning supplementary materials for the different subjects. The library also has access to a number of electronic libraries including EBSCOHOST (4 main business-related databases) which support the research work of faculty and students.

Study skills

You will take three units of English which will enhance your reading, comprehension, and note taking skills. They will also introduce you to essay and report writing, research skills, presentations, and referencing. Your numeracy skills will be enhanced through one mathematics unit. Your marketing skills will be enhanced through one marketing unit and finally you will acquire IT related skills through one unit namely: CS100, and also through using the MSA e-learning website.

How and when you will be assessed

The University Academic Calendar is published on MSA website and available in the University Admission Office at least one month prior to the commencement of each semester and students can access them anytime.

Printed copies of the Examination schedule are available almost one week before exam periods, on the University Web Site and as hardcopies in the Faculty registrar.

There are two main formal examination periods, during the Fall and Spring semesters namely: midterm and final exams, and one period of final examination during the Summer semester which is an optional semester.

Course planning

During your first two semesters, you undergo course planning and select your major. Every semester, you will have academic advising as to the units that you can choose from.

Attendance requirements

The contact between the staff and student is the most effective method of learning. Class discussions and comments as well as Studio communication enhance students' understanding for the unit content and give a new dimension to the learning experience. For these reasons, exceeding 25% absence in unit sessions (lectures, studios, and tutorials/Labs) is grounds for deprivation from the final exam and automatically fails the course.

Policy on late arrival

Late arrivals disrupt the class and deprive other students from the required degree of concentration. Students are only allowed into the class during the first fifteen minutes. Otherwise, they miss the class and are recorded as absent.

Professional, statutory and/or regulatory body requirements

MSA courses are accredited by the Supreme Council of Egyptian Universities. Students who graduate from MSA can automatically join the appropriate Syndicate for this profession with no additional exams.

This membership provides a license for MSA graduates to work in these professions. This advantage is a huge asset to graduates in the job market.

Health and Safety requirements

Students have the same health and safety responsibilities as any other employee at MSA and you must take reasonable care of your own health and safety and those of other people. Student's actions should not put them or other people at risk. Student's must follow health and safety instructions/rules and report any faults or shortcomings in health and safety arrangements to the University Security Office/Student Affairs. All students without exception are expected to comply with all health and safety regulations operating within the University and, in the case of studios, laboratories, workshops and other hazardous places, to acquaint themselves with these regulations. Failure to do so is a serious breach of University regulations.

MSA Provides on campus clinic with qualified practitioners (physicians) who are available for the students throughout the week. The clinic is equipped with first aid kits and medication.

Feeding back on your course

Board of Study and student representation

The purpose of the Board of Study is to provide a forum for discussion between students and staff involved in all aspects of the course.

The membership includes:

- Chair (Dean)
- Relevant Course Leaders.
- All Unit Leaders (or their representatives) wherever feasible.
- Student representatives (at least two for each year/major).
- Support services representatives (IT, HR, PR, Examination Unit, Activities Department, Library ...etc.)

- Secretary to take the minutes

The students volunteer as representatives at the start of each academic year and students' affair ensures that all the various interests on the course are adequately represented. Student Representatives are responsible for notifying the Board with the students concerns, suggestions and complains. A meeting is held during each semester normally in week six to eight as declared in the Quality Assurance Calendar. Dates of the Boards of Studies should be published in all course handbooks and on MSA Website.

The agenda must include all obligatory items but further items suggested by the student representatives and members of the committee should be added where appropriate.

The minutes should cover all agenda items and include a summary of the main points of discussion and an action/outcomes list. Any actions required should include the timescale, the name of the person responsible after report submission to the Board is expected. They should also include progress on actions from the previous minutes.

Within 48 hours of the meeting a Chairs' Action List must be published and circulated to all those with action points to deal with and to the Quality Assurance and Audit Unit Head. Unconfirmed minutes of the meeting should be circulated no later than two weeks after the meeting has taken place to all members who were entitled to attend.

Being a student representative can be immensely rewarding as much of the experience you gain can be linked to personal development and employability. The graduate market is very competitive and prospective employers are looking for people who stand out and can demonstrate, with real examples, skills listed in CVs. As a student representative you get to put skills into action, such as communication, leadership, teamwork, problem solving, time management etc.

As well as attending Boards of Study meetings student representatives are often asked to give their feedback on other issues relevant to students through focus groups or other committee meetings which are organized on a more ad-hoc basis.

Evaluation feedback survey

The aim of this feedback process is to give you the opportunity to give your views on the quality of each unit and your satisfaction overall.

Students are required to fill out the on line evaluation (for unit/instructor/teaching assistant). This is considered an anonymous channel for receiving Student Feedback. Reports of evaluation are represented to respective Deans, Course leaders for action. Head of Board of Trustees, President, Vice President and Director of Quality Assurance also receive a copy.

It is important that you complete this survey as it helps us as a faculty to continue to improve the students' experience for you and future students.

Employability

MSA is keen to provide its students with competitive courses that aim to prepare them to compete effectively in the job market. The Career Placement Office (CPC) is part of MSA HR department; it provides feedback on the skills required by the job market in a specific course. The office also provides feedback on **October**

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points of strengths of MSA graduates and comments on areas that require improvement. This continuous effort insures the currency of our courses and its relevancy to the needs of both national and international employers.

The CPC conducts a full profile of HR activities that include recruitment, training, and internships. The CPC is mainly handled by MSA students. The CPC benefits MSA students and graduates by creating a link between them and the corporate world, providing them with a comprehensive knowledge of the market and giving them first-hand enhancing experience of what to expect in the practical life.

The CPC organizes periodical job fairs that aim to provide students with exceptional work opportunities. The office also contacts new employers to increase the number and to improve the standard of the portfolio of companies recruiting MSA graduates. The centre in collaboration with the Quality Assurance Unit is in the process of establishing an alumni society and has launched a new website for alumni.

MSA is committed to supporting you in enhancing your employability and helping you to develop professionalism in your field of choice as employers constantly tell us that they are looking for polished graduates who not only have a good degree but who also have the right skills, attributes and values to support their knowledge.

The Confederation of British Industry (CBI) defines employability as 'a set of attributes, skills and knowledge that all labour market participants should possess to ensure they have the capability of being effective in the workplace, to the benefit of themselves, their employer and the wider economy'.

Employability and your course

The development of employability skills – for example, team work, self-management, business and customer awareness, communication, literacy– are all integral parts of faculty of Art & Design courses although this may not always be evident to you as they will not always be presented as such. They have been embedded in the Faculty of Arts & Design curriculum, yet it is still your responsibility to actively seek out these skills and identify what is covered where.

Personal Development Planning (PDP)

Personal Development Planning (PDP) will provide you with an opportunity to assess the value of the skills and knowledge you are developing and identify your future learning and development needs. It offers you a structured way to reflect on what you are good at and what you need to develop further. You will learn to review your own skill levels and what you have learned from different situations and environments, including your studies, part time work, voluntary work and other activities; you will record your reflections and use them to help you think about and plan your future development.

This is an important part of your personal development and reflects the working environment where employers encourage new graduates to assess their own continuous professional development (CPD) using a portfolio.

You can also use your record of PDP as a valuable aid for marketing your skills to employers in recruitment and selection processes.

Learning and Teaching methods

The Faculty of Arts & Design uses various teaching methods to meet the learning outcomes of our course. Teaching/learning takes different forms such as lectures, studios, tutorials, lab sessions, one

to one tutorials (office hours), in-class discussions, workshops, guest speakers, field trips, and visits.

For most of the units in the Faculty of Arts & Design, you meet your teaching team three times a week; where you receive a lecture of one and half hours delivered by the instructor, studio sessions and/or tutorials of three or one and a half hours which are supervised by the instructors and conducted by the teaching assistants.

Our courses are structured so that the independent learning increases as you progress from level one to level four.

Lectures:

Lectures are generally used to explain the key issues of any unit and normally take an interactive form as the number of students in a class range from 30 – 35 students. Lectures open up topics that students are supposed to further explore on their own. Lectures also provide guidance on how you can progress in the unit; feedback on your work presented, and answers students' questions.

Studios/Labs:

Studios are generally used to improve students' practical skills related to the designated unit, and take an interactive form, in order for student to reach the required practical learning outcome for the unit. Teaching staff provides step by step guidance on the practical output of the students' studio work or lab production (using professional unit related software's).

Tutorials

Generally tutorial sessions are mandatory for the students to achieve the required level of knowledge and practical outcome for designated units. Tutorial sessions serve as a link between the input embedded in Lectures and the practical outcome expected in Studios or Lab sessions.

One to One Tutorial

The Faculty of Arts & Design prides itself on the close relationship between its staff and students. If you face any problems or difficulties throughout your course of study, individual tutorials are available both by the teaching assistants and instructors during their office hours.

Moreover, specific feedback on project/research work is given individually or in groups while preparing graduation projects and

other research work. Special care is provided to students who require individual attention due to ability problems or illness.

Independent Study:

In order to build your ability as a **self-learner**, you will need to invest time in independent study time and effort.

In lower levels, your instructor will guide you as to assignments, practical assignments or reading material that you are expected to do on your own. However, as you advance and progress individual work will be less guided and it will depend to a great extent on your own judgment. Such independent study time could be used in improving practical skills and techniques, preparation for research work, presentation, supplementary readings, writing essays, field work, and other pieces of work.

Your learning will also be supported by technology. Increasingly your tutors will be using existing and emerging learning technologies to engage you in e-learning activities. Your course will be facilitated using a variety of media and online tools (Moodle, e-learning, publishers companion websites ...etc.) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. You can also pose questions to your tutors through e-mails or through the Moodle.

By engaging with e-learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to: independent learning, working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

You will be actively involved in a range of learning, teaching and assessment approaches as part of Faculty of Arts & Design - MSA University. Such active approaches aim to put you at the centre of your learning so you are involved and engaged in all aspects of your assessment and learning. Your course will require your active participation in learning activities and engagement with your fellow students both individually and collaboratively, working and learning with other students as part of a small group. Learning activities may also occur both within and outside the classroom.

Assessment Strategy

Assessment is an integral part of learning. The assessment strategy adopted by the Faculty of Arts & Design aims to better engage the students and to develop their generic skills, taking into consideration compulsory requirements set by the Supreme Council for Egyptian Universities which states that for most units there must be a midterm exam and a final exam comprising at least 60% of the overall grade of the unit and coursework elements that count for 40% of the overall grade of the unit. During your first years, your assessment will mostly be based on written tests and a number of small pieces of work to test your knowledge but as you progress to your final years of study, there will be fewer pieces of work but more depth to enhance your skills.

Assessment tools used by the Faculty of Arts and Design range from unseen exams, and problem-solving assignments at levels one and two to more advanced forms of assessment as field work, research, projects, substantial essays, and case study analysis in levels three and four.

You should carefully read the assessment scheme and weighting found on each unit (LUN) as this will give you guidance as to where you should focus your time and effort. You should be aware that as you approach level four in your course, all exam questions will require more critical thinking and reasoning (cognitive skills) rather than relay of knowledge. As such you need to be trained to read and analyse cases about companies trying to pinpoint problems and then finally conveying solutions for such problems.

As for the practical outcomes of the course, you will find that as you progress to the upper level, you will acquire more practical skills that will be useful when you start working as: conducting research and audits, presentations and argumentation skills, team-working skills and others. Accordingly, the assessment will focus on such practical skills.

You need to read each unit outline/narrative to be aware of what is expected from you, and to be guided as to how you will be assessed. You should be aware of the criteria that are used to mark or grade your work.

Assessment methods

In the Faculty of Arts & Design assessment takes the following two forms:

Formative Assessment:

You will find that some of the assessment activities done in studios, tutorials or lab sessions are designed to give you feedback on your work performance and areas where you need to improve and others that you are doing well in.

The aim of this type of assessment is to build your skills and knowledge but is not included in your final grades. It is for learning and for future development of your knowledge and skills.

Thus, formative assessment is developmental in nature and it is designed to give feedback on performance and how it can be improved, all class discussions on how to improve your presentations, how to conduct designated reports, how to analyse and solve practical and literal issues are part of your formative assessment. Feedback given to you on the stages of the project that is not counted in your grades is also part of formative assessment.

Summative Assessment:

Summative assessment is designed to measure the student's achievement of learning outcomes of a unit. You should be aware that summative assessment is divided in most units into two basic parts: 60% on unseen exams (20% on the midterm exam, and 40% on the final exam), and 40% coursework (Practical studio/lab assignments, home assignments, reports, class tests, etc.) or as specified in the LUN.

Submission, receipt, marking and return of assessment

Assessment is divided into two main divisions: exams and coursework.

Exams

For most of the units, you need to sit for a midterm exam in around week seven of the semester and is for one and half or two hours, and a final exam that is conducted at the end of the semester and is for three or four hours. The exams cover a variety of questions ranging from MCQs, T/F, essay writing, Practical work, etc. Some exams may include optional questions. As you progress from lower levels (one and two) to higher levels (three and four), the type of exam questions will require more critical thinking, analysis and application ability.

As per MSA University regulations, if a student doesn't achieve a minimum of 25% of the marks in the final paper, the students will get an (F) and repeat the unit irrespective of performance in other assessment components. Some units operate on a pass/fail basis and they are non-credit as they are preparatory units like Intensive English units namely: ENG 90.

Special arrangements are made if you are ill or have disabilities as enlarging exam papers and allowing sick students to sit separately in a special exam room. Students, who face extenuating circumstances on exam day and have sufficient proof, could fill a request for exemption from midterm exam, or an incomplete form for final exam.

All assessments are moderated to ensure that grades have been recorded accurately. Instructors mark answer sheets with secret codes to ensure that the marking process is totally unbiased. Minimum samples of 10% of all answer sheets are second marked. The sample includes all failures and representative sample of the range of marks from very high to border line passes. Second marking is undertaken by an internal examiner other than the unit examiner; a rationale is provided in case of changing of grades. External examiners review exams and answer sheets with instructors to ensure the fairness, objectivity and consistency of the assessment process.

Coursework

The continuous assessment (40% course work) could take a variety of forms as weekly practical studio/lab assignments, weekly home practical assignments, reports, tests, field work projects, essay writing, individual and group projects as well as presentations.

Any academic dishonesty or plagiarism cannot be tolerated. (Please see Academic Dishonesty and Plagiarism Section)

A minimum of 10% of all coursework is second marked in addition to all failed pieces of coursework.

As you progress from level one and two where the assessment is more structured and the pieces of assessment activities are numerous and divided into small parts, you will find the number of assessment pieces becoming fewer but deeper in levels three and four. Here more individual reflection is required with deep thought, evaluation, and reasoning. Moreover, at these upper levels you are expected to apply the theories and concepts learnt to practical business situations. Furthermore, you are required to combine

knowledge and skills gained from different units together to be able to evaluate alternatives and recommend optimal solutions.

Here students are expected to use proper referencing to refer to the authenticity of the work.

Course work is submitted by students in phases as indicated in LUN of each unit. The deadline for each phase is indicated in the detailed assignment briefs.

Finally, to be able to prove your progressive learning, you are advised to keep safely all pieces of work that you have performed in a portfolio. This portfolio could be used as a tool for employability.

Remember: if you have any questions about any particular assessment, you must ask your instructor and make sure that you understand each and every item.

Assessment Feedback to students

MSA believes that feedback on student work is an integral part of the LTA. Timely, constructive and fair (accurate) feedback helps the students learn and understand where they stand as compared to what is expected from them, this will guide them on how to improve in order to achieve the employability requirements imbedded in MSA philosophy “graduates who are knowledgeable, equipped with employability skills and lifelong learners”. At MSA both group works as well as individual assessments are essential. Group work is encouraged as it helps a graduate to function smoothly in the real-life work environment. Moreover, even group projects at level three and four are graded partly as a group yet each individual is assessed separately to reflect individual differences which is very similar to real life employability setting.

Feedback during teaching and learning

In class, participation and discussions, preparation of work, answering problems that the instructors and teaching assistants have asked are an integral part of learning.

Feedback on coursework

Feedback on summative coursework assessment will be offered in a variety of forms and all work will be marked and at least 10% of the work will be second marked in addition to all failed pieces of coursework.

There are various forms of feedback on summative assessment of coursework that include:

- Rubric sheets that help indicate to the student the reasoning for the acquired grade.
- Presentation assessment sheets which help students identify and improve students' presentation and discussion skills. - Written comments
- Individual and group tutorial feedback.

Return of coursework

Instructors return graded assignments, tests and term papers to all students complete with comments and feedback. Students are obliged to file the coursework in their student portfolios to be submitted to instructors at the end of semester for archival reasons of the students' course work. After that, five samples-from each grading level- are stored and the rest of the portfolios are returned to the students.

Electronic receipt of coursework

Coursework may not be submitted in electronic form except where this is an explicit requirement of that assessment in the unit in question. If the instructor requires coursework to be submitted electronically, it should be downloaded and printed to be included in the student's portfolio.

Feedback on examinations

Generally, students may not be given specific feedback on written midterm and final examinations. The instructor will discuss with the whole class the midterm exam and will provide feedback so as to improve their performance in the final exam; as for the feedback on final exams, the exams with their model answers are posted on MSA e-learning right after the examination date for students to review.

Comments on examination scripts and marks

Instructors provide detailed model answers for midterm and final exams.

Marking, second marking and marking moderation

All assessments are moderated to ensure that grades have been recorded accurately. Instructors mark answer sheets with secret codes to ensure that the marking process was totally unbiased.

External examiners review exams and answer sheets with instructors to insure the fairness and objectivity of the assessment process.

All assessments are moderated to ensure that grades have been recorded accurately. A minimum sample of 10% of all answer sheets are remarked (second marked). The sample includes 5% of

the passing papers and all failures. Second marking is undertaken by an internal examiner other than the unit examiner; a rationale is provided in case of changing of grades.

Students' Affairs Rules and

Regulations Article 1: Study

System:

1. The academic year is comprised of two mandatory semesters, in addition to an optional summer semester.
2. The university applies the credit-hours system.
3. Each subject has a set number of credit hours, and each academic degree given by the university requires a certain number of cumulative credit hours that should be fulfilled by the student to earn the desired academic degree.
4. The medium of instruction is the English language, unless the university board decides otherwise, and exams are taken in the same language through which the curriculum is taught.
5. The student is allowed admission for the first time at any of the three semesters (Fall, Spring, and Summer), and is also awarded the degree at any of these semesters upon completing the required credit hours and scoring a CGPA of no less than C (2.0).

Article 2: Admission System:

1. The university accepts Egyptian and foreign students who hold the Egyptian High School Certificate or an equivalent certificate with a minimum score of 55% according to the number of students and the other admission conditions set by the Council of Private and Public Universities each year.
2. Students applying for any of the various faculties sit for an English language admission test. When the student reaches the required level, he/she is allowed admission into the faculty of his choice, according to the requirements of this faculty.
3. If the student fails to reach the required level, he/she gets admitted temporarily to receive foundation English

language courses to improve their language performance according to the following:

- 3.1. Students who get 30% to 50% in the placement test study the ENG 90 course in addition to a limited number of courses determined by the faculty in which the student has registered.

This is until the student reaches the required English level. Afterwards, he/she gets the regular load of courses of the faculty he/she joined.

4. As for the English International General Certificate of Secondary Education (IGCSE), the university accepts students according to the rules set by the Supreme Council for Universities, provided that they complete the qualifying subjects for admission at each faculty according to the rules set by the Supreme Council of Universities' Tansik Office for Acceptance of Students and the Council of Private Universities.

5. The American High School:

Students are accepted according to the rules set by the Supreme Council of Universities.

6. The university accepts transferred students of other universities according to the following:

- 6.1. Meeting the admission requirements of the university

- 6.2. Students are exempted from studying courses they have already taken in their previous universities and are equivalent to the university's courses. The results of transferred courses are not counted in the student's total grade. Exemption is done according to the faculty to which the student is transferred and after the faculty's board approval of transfer and exemption.

- 6.3. The faculty's board decides the number of credit hours that the student can be exempted from.

- 6.4. Transfer is allowed within a month at most of the beginning of the academic semester.

Article 3: General Requirements for University Degrees are divided into:

- University mandatory requirements: These are mandatory on each student in the university to be granted any degree from it.
- Faculty mandatory requirements: These are mandatory on each student in each faculty to be granted any degree from it.
- Major mandatory requirements: These are mandatory on each student who chooses this major as a main major of study.
- Minor mandatory requirements: These are mandatory on a specific specialization of the subsidiary specializations.
- Major optional requirements: These are a number of Units selected by the student out of a number of Units determined by the faculty in question.
- General requirements: The student chooses them out of any courses offered by the university.

Article 4: University Requirements:

The university requirements are 6 to 12 credit hours (Ch.) in the English language courses, unless the university board decided otherwise. For most of the faculties, they are as follows:

- ENG101: English for Academic Purposes
- ENG102: English for Study Skills
- ENG201: English for Research Purposes
- Mandatory Arabic and Religion tests for the Egyptian High School students or of any equivalent certificate who did not pass these exams.

Article 5: Academic Advising and Monitoring:

1. At the beginning of each academic year, each student is assigned an academic advisor who is a faculty member of the student's faculty. The advisor's role is to answer the student's questions on the curriculum or courses that they must specialize in. Further, he/she also has to follow up the student and his /her performance is to notify and advise the student in case his/her performance decreased than the normal level to help improve it.
2. If the CGPA of the student reached less than 2.0 in any semester (equivalent to D), he/ she is considered below the required standard level and is accordingly put under

"Academic Probation", and is required to enhance his/her CGPA to 2.0 or more. The student is allowed to remain under academic probation for 8 semesters in the four-year faculties, and 10 semesters in the five-year faculties. If the student fails to raise his/her CGPA to 2.0 or more, his/ her registration in the university will be irrevocably cancelled.

3. Students under academic probation who got less than D in some units are permitted to repeat the exams in these units and the higher score is counted. This permission is annulled once the CGPA reaches D or 2.0 or more.

Article 6: Courses Registration:

1. Offered Units and registration dates are to be announced by the university each semester. The student selects the units he/she wishes to study to get the desired academic degree in accordance with his interests and abilities and with the help of the academic advisor. After the selection is made, the student registers his/ her name in the units he/she wishes to study.
2. The student is not allowed to register in any units before fulfilling the necessary requirements for it, and passing in units that are qualifying and related to the desired Units.

Article 7: Drop, Add or Withdrawal:

1. After the beginning of the semester and after registration, the student is entitled to modify his wishes, and in this case a unit can be removed and replaced by another, provided that the minimum and maximum number of required credit hours in each semester is observed. In this case, the student fills in a withdrawal and addition form and submits it to the faculty's registrar after it is signed by the academic advisor and the lecturers of these units.
2. Adding is allowed within the first week of the semester, and dropping is allowed for two weeks from the beginning of the semester. The student is allowed to withdraw from a unit within four weeks from the beginning of the semester provided that sound reasons are offered and the units lecturer accepted.

Article 8: Majors and Minors:

1. For each student, there is a main major that he/she chooses according to the faculty's conditions. The student may determine a minor. Each faculty announces its offered minor courses and the conditions for studying them. If the student fulfilled the requirements of the minor, it will be shown on his/her graduation certificate.
2. After successful completion of the requirements of the minor, the student may register in another minor; in this case the student studies the units required for the second minor which he/she did not study in the first minor. Both minors are then shown on the student's graduation certificate.

Article 9: Changing the Major or Minor:

After deciding the major and minor, the student may change his choice. In this case, the changing major or minor form is filled by the student and signed by his academic advisor, and finally submitted to the faculty's registrar. The units that the student completed in his academic achievements and his position are reassessed according to his new major.

Article 10: Inter-faculties Transfer:

The university's students may transfer internally between faculties provided that the requirements of the faculty transferred to be met, and after consulting the concerned departments and faculty members and earning the approval of the faculty board. The student will be exempted from the courses he successfully passed, and the equivalent courses in the faculty transferred to. The scores of the transferred courses are counted in the student's general grade. This is done during a month at most from the beginning of the semester.

Article 11: Courses Grades:

1. There is a grading system for each course in accordance to the rules set by the faculty's council.
2. Usually, 40% of the grade goes to the coursework, 20% to a written midterm exam, and 40% to a written final exam unless the faculty and university councils decide otherwise.
3. Passing grades are calculated as follows:

Passing Grades Table

Letter Grade	Grade Range
A	90 % or more
A-	From 85% to less than 90%
B+	From 80% to less than 85%
B	From 75% to less than 80%
B-	From 70% to less than 75%
C+	From 65% to less than 70%
C	From 60% to less than 65%
C-	From 56% to less than 60%
D+	From 53% to less than 56%
D	From 50% to less than 53%
F	Less than 50%

F is the failing grade for all university units except for Units of the faculties of Pharmacy, Dentistry, Biotechnology in which any grade less than C is considered a failing grade for all units except for English, computer, and mathematics courses.

4. The above passing grades schedule is applied on all Units except for the following Units:

- ENG90. The student gets a P (Pass) if he got 50% or more of the total course grade, and he gets an F (Fail) if he got less than 50 % of the total course grade.

Article 12: The Students Assessment System:

1. The equivalent numerical values of the letter grades are as follows:

The Numerical Values Equivalent to the Passing Grades

Letter Grade	Percentage	GPA	UK Classes
A	≥90	4	1 ST Class

A-	$\geq 85 \ \&\& < 90$	3.67	
B+	$\geq 80 \ \&\& < 85$	3.33	Upper Second (2:1)
B	$\geq 75 \ \&\& < 80$	3	
B-	$\geq 70 \ \&\& < 75$	2.67	Lower Second (2:2)
C+	$\geq 65 \ \&\& < 70$	2.33	
C	$\geq 60 \ \&\& < 65$	2	3 rd Class
C-	$\geq 56 \ \&\& < 60$	1.67	Fail
D+	$\geq 53 \ \&\& < 56$	1.33	Fail
D	$\geq 50 \ \&\& < 53$	1	Fail
F	< 50	0	Fail

N.B. C is the lowest grade for the faculties of Pharmacy, Dentistry, and Biotechnology units except for English, computer, and mathematics courses.

2. Definitions:

- 2.1. Study load: is the total number of credit hours for the registered courses in a given semester.
- 2.2. Acquired hours: is the total number of credit hours of the courses taken and passed by a grade higher than F for all the faculties' students except for the students of Pharmacy, Dentistry, and Biotechnology (it is no less than C).
- 2.3. Semester grading load: is the total number of credit hours for the registered units in a given semester.
- 2.4. Annual grading load: is the total number of credit hours for the registered units in an academic year,

which includes three semesters, i.e. fall, spring, and summer, not necessarily in the previous order.

- 2.5. Cumulative grading load: is the total number of credit hours for the registered units throughout the years of study to this date.
3. Assessment method: The student is assessed in each semester according to the semester GPA; moreover, the student is assessed each year according to the year GPA. As for the student's total grade, it is calculated according to the CGPA and the mentioned above averages according to the following:

3.1. Calculating Semester GPA (SGPA):

3.2. Calculating Year GPA (YGPA):

$$\text{SGPA} = \frac{\sum (\text{numerical grade of a unit} * \text{number of credit hours for})}{\text{Semester grading load}}$$

3.3. Calculating Cumulative GPA (CGPA):

$$\text{CGPA} = \frac{\sum (\text{numerical grade of a units throughout years of study} * \text{number of total credit})}{\text{Cumulative grading load}}$$

$$\text{YGPA} = \frac{\sum (\text{numerical grade of a unit during the year} * \text{number of credit hours per unit})}{\text{Annual grading load}}$$

4. Cumulative GPA levels:

4.1. Excellent for letter grades A, A-

4.2. Very Good for letter grades B+, B

4.3. Good for letter grades B-, C+

4.4. Fair for letter grade C

Article 13: Honour Ranks:

The honour ranks are calculated for students who get a GPA of 3.6 or more upon graduation. The honour mark is recorded on the students' certificate of graduation.

Article 14: Academic Scholarships:

The Board of Trustees annually update scholarship rules and regulations and submit the results to the admission office for application and procedural follow up.

Article 15: Pass, Fail and Repeat

1. If the student failed in any unit, he has to repeat it if it was a requisite for the desired major. The unit credit hours are calculated as part of the student's study load; provided that it does not exceed the regular study load in accordance to the faculty units.
2. The minimum study load of the fall and spring semesters is not less than 9 credit hours. Accordingly, the student is not allowed to withdraw from any registered subject if the credit hours exceeded the minimum number mentioned above unless for exceptional cases after the approval of the university president.
3. The regular study load for fall and spring semesters is between 16 to 19 credit hours for all faculties except for Pharmacy, Dentistry, and Biotechnology according to the units of the respective faculties as the regular study load for the aforementioned semesters is between 19 to 22 hours.
4. The study load for the student during the summer semester is one or two units.
5. The top achieving students and the ones who registered in the last semester are allowed to add one extra unit if the faculty and the university president approved, and if the timetable permits such addition.
6. If the student's absence days (for health issues or any other reason) exceeded 25% of the scheduled hours in any subject, the student will be deprived from sitting for the final test for this subject, and will be given a failing grade.
7. In case of failing to attend or deprivation from the final test at any given subject, the exam result will be considered zero, and the student fails. In cases of emergency, if the student offered an urgent excuse 24 hours before the written exam, and the university found it convincing with the attestation of the subject teacher in favour of the student's performance during the semester,

the exam will be postponed to the end of a following semester in which this unit is offered. Hence, the student will not fail this subject until he sits for its exam.

8. The student fails a unit if he/she scores less than 25% on the final exam. The university council may raise this percentage for some subjects in any faculty or for all subjects in the faculty, like the subjects of Pharmacy, Dentistry, and Biotechnology in which the percentage reaches 30 %.
9. The student, who fails in a subject as a result of not achieving the minimum grade in the final test as mentioned in the item above, cannot benefit from the mercy marks in the same unit and gets an F.
10. The student is granted no more than 5 mercy marks per semester, and they can be distributed on the subjects in which he failed in accordance with his faculty code (the mercy marks are not applicable for some units like Architectural Design in the faculty of Engineering - Architecture Department.)

Article 16: Student Unions:

1. Student unions are formed from the students registered in all faculties.
2. Student unions aim at achieving the following:
 - a) Developing spiritual and moral values amongst students, and getting them used to leadership and self-expression
 - b) Endowing students with the sound university spirit and strengthening the ties between themselves and the faculty members.
 - c) Discovering students' abilities and talents
 - d) Spreading and organizing sports, social, cultural and artistic activities and community service
3. The student union council work through the following committees:
 - a) Cultural activity committee

- b) Artistic activity committee
 - c) Sports activity committee
 - d) Social activity committee
4. Each one of the aforementioned committees is formed under the supervision of a faculty member, chosen by the university president resolution, and a student from each faculty elected annually by his colleagues through classified ballot boxes. Each committee elects a secretary from its member students.
5. The student union council is formed yearly headed by the faculty member who is appointed by the university president, and the members are from the council's committees' leaders from the faculty members and the secretaries of the student union council committees. The council elects a secretary from its member students.

Article 17: Students Disciplining:

1. Flouting any of the rules, codes or university traditions is considered a discipline-requiring contravention: the most important of them are the following:
- a) Acts that destabilize the system of the university and its facilities.
 - b) Inciting students to skip classes, tests, and any university duties.
 - c) Any act that contradicts the accepted code of ethics inside and outside of the university.
 - d) Any act that destabilizes the exam system and any cheating incident or even attempts at cheating.
2. Each student who gets caught cheating or trying to cheat gets dismissed from the exam room by the dean or the exam proctoring supervisor and gets deprived from this one exam or more.
3. Disciplinary punishment:
- a) Verbal or written warning.

- b) Deprivation from students' services.
 - c) Dismissal from the faculty for not more than a month.
 - d) Dismissal from the university for a period that does not exceed a semester.
 - e) Irrevocable dismissal from the university.
4. The faculty dean is entitled to implement the first six punishments from item 3 after the university president's authorization.
 5. The disciplinary council is entitled to implement all punishments. The decision to refer the student to the disciplinary council is issued by the university president upon the dean's demand.
 6. The student's disciplinary council is formed as follows:
 - a) Faculty Dean
 - b) The faculty's vice dean or any of the department heads who are chosen by the faculty's dean
 - c) A faculty member chosen annually by the faculty council

Introduction to the Faculty of Arts and Design at MSA

The Faculty of Arts and Design at October University for **Modern Sciences and Arts (MSA)** is not just a new Faculty but also a new concept in Arts and Design education. It addresses several significant changes that the Egyptian society have undergone in the 21st century such as the rapid growth of the Egyptian economy and the fierce competition introduced by trade liberalization creating a new demand for ingenious specialists capable of producing attractive functional products, and the means to market them on the one hand.

On the other hand, there has been a considerable shift in high school graduates' interest towards literary studies. The number of those high school graduates represents around 75% of the total number of high school graduates. They require a variety of college education options that fit their needs and provide them with productive employment opportunities.

The Faculty of Arts and Design responds to the job market demand for creative individuals capable of working in diverse fields such as product and packaging designs in a wide range of industries. Of special importance to the Egyptian economy is the role of these graduates in fashion, apparel, furniture, and consumer goods industries which are expanding for both local and export markets.

The Faculty of Arts and Design targets secondary school (high school) graduates from all sections including graduates from the literary section by focusing on developing the artistic and creative abilities of students.

Faculty of Arts and Design

The Faculty of Arts and Design offers the **degree of Bachelor of Arts and Design** (بكالوريوس الفنون و التصميم) in one of the following majors:

- Bachelor of Arts and Design - Interior Design
- Bachelor of Arts and Design - Graphics and Media Arts
- Bachelor of Arts and Design - Fashion Design
- Bachelor of Arts and Design - Cinema and Theatre Set

The degree is awarded upon successful completion of an approved course comprising a minimum of 146 credit hours normally completed pending for major, in four academic years (eight semesters).

Needless to say, graduates from the Faculty of Arts and Design are different from Faculties of Engineering graduates and Faculties of Applied Arts graduates regarding the intended learning outcomes, the number of academic years, and their enrolment from the high school graduates. Actually, The Faculty of Arts and Design targets all secondary schools' graduates including graduates from the literary section by focusing on building the student's artistic and creative abilities.

All secondary school (high school) graduates from all sections including graduates from the literary section can join the following majors:

- 1-Graphics and Media Arts Major
- 2-Fashion Design Major
- 3-Cinema and Theatre Set and Production Design Major

Students must obtain secondary school (high school) graduates in scientific section to join the following majors:

1-Interior Design Major

The Faculty course of all majors begins with:

- **The study of basic design elements and processes:** form, colour, drawing, letterforms and typography, motion, and the introduction to interactivity and media arts.
- **Basic graphic presentation skills** in studio environment starting with freehand drawing, architecture and mechanical drawing skills, CAD tools two dimensional and three-dimensional interactive media, new directions in visual communication design, as well as virtual form and space in computer generated environments.
- **Building solid background in basic sciences:** Since the Faculty targets also graduates from the literary section it aims at complementing the background of students from the literary section with relevant information in physics and mathematics such as properties and strength of material, algebra, geometry and trigonometry. Furthermore, this information is presented to the students using descriptive and practical (Lab) methods.

Then the student pursues a specialized study in his/her chosen major where he/she studies a well-balanced blend of:

- **Design basics and theoretical units**
- **Studio units**
- **Technology units** ▪ **Projects**
- **Historical perspectives and social issues** are also included.

Through balanced units in theory, criticism, and practice, students develop an understanding of design principles. Most units are taught as studios of no more than twenty students, an arrangement which encourages individual growth and fosters a sense of community within the Faculty.

It is expected that the widespread use of computers in Egypt would call for a new generation of designers and art specialists who attain professional standards in using computer tools and functionality and are capable of providing outstanding artistic products and ideas that meet the 21st century challenges.

The Faculty of Arts and Design is established with the objective of providing a unique course that satisfies the needs of the local market. Moreover, adopting international standards is a must in the

ever-changing fields of design such as interior design and landscaping, product design, fashion design, cinema and theatre production design, and multimedia and graphics. A graduate needs to be in continuous contact with the international market and its trends to promote his professional career.

The course combines strong theoretical background and hands-on practice. It is designed to develop artistic abilities of students. It provides students with lifelong learning capabilities. The course also provides students with the necessary skills to promote their intellectual growth and provides optimal benefit from academic courses. These skills include outstanding computer skills, teamwork, project management, project presentation techniques, language proficiency, and research skills through the Internet. Students are trained to adequately use these skills in handling and solving problems.

Curriculum Reference Points

The following reference points were used in designing the course:

- Supreme Council for Egyptian Universities
- Relevant curricula of Egyptian Universities and the American University in Cairo.
- MSA University internal regulations and student affairs regulations
- MSA University Council Guide and Regulations
- University of Bedfordshire regulations
- University of Bedfordshire forms and templates
- US National Association of Schools of Art and Design (NASAD) standards
- British QAA Art and Design Benchmark Statement
- QAA Guidelines for program specifications
- QAA Framework for Higher Education Qualifications

Educational Aims of the Faculty

- Provide a versatile route through the design field such that students can acquire particular expertise in a wider background.
- Provide considerable understanding and confidence in the skills, theory and knowledge associated with all the offered specializations.

- Further the personal and professional development of individual students.
- Develop the knowledge and skills to equip students for a career in the many design fields or for further graduate study.
- Develop the student's skills in design and enhance their creativity and artistic abilities.
- Allow the students to apply their skills in creating realistic design, implementing world class projects, and providing innovative solutions to business cases.
- Provide state-of-the-art high-quality education relevant to the local and international markets in order to continue attracting student from Egypt and other Arab countries.
- Provide students from High school's Art section with a practical industryoriented field of study that develop their creative abilities and open for them diversified career opportunities.
- Offer a unique undergraduate course, complementing courses of the national universities.
- Enhance the students' learning capabilities for understanding, analysing, and solving real-life problems.
- Teach students basic mechanisms for following and learning the continuous progress in the field independently.
- Develop the intellectual and practical skills necessary for the student in their careers.
- Continue to attract students from Egypt and Arab countries.

The capacity test of the Faculty of Arts and Design Students:

Faculty of Arts and Design at the October University for Modern Sciences and Arts are Holds a capacity test twice a year, the first in July weekly throughout the month and the second in January throughout the month.

The Faculty Board may suggest other dates for the capacity test after the approval of the Council of the University according to the updates.

Commission test mode capabilities:

Form a committee to develop test capabilities of the decision of the College Board and include:

1 - Professor Dr. Dean of the Faculty of Arts and Design (Chair)

2 -A tripartite committee of the faculty staff

members **Test capabilities include:**

1 –Measurement of the capacity and skills of the student's free drawing
25%

2 - Measurement of the student's ability of engineering drawing and perspective. 25%

3 - Measurement of the capacity and skills of the student on the design
25%

In addition, the student presents a portfolio including his artistic and innovative previous work to the Commission through a personal interview 25%

* The Faculty Board has the right to change and modify the Faculty admission system; apitude tests and joining requirements according to the latest developments, suggestions, updates and stakeholders' opinions.

Student's Distribution to the Faculty Majors

For all majors, (Interior Design, Fashion Design, Graphics and Media Arts, and Cinema and Theatre), the students are distributed after passing the Foundation Year on the basis of total scores and students are also asked to choose three majors and are placed according to the internal format altogether.

Students that have completed Level 1- General Art, and are now applying for their majors must comply with the following rules:

1. By the end of spring semester, the Faculty will announce students with majors planned to open.
2. Joining majors is applicable in fall semesters.
3. Student must have fulfilled at least **21** credit hours of Faculty core units. (Might still have to take 1 unit of 3 credit hours)

Faculty Core units

First Semester - Introductory Units (General) Core Units				
Unit Code	Unit Title		Contact Hours	Pre -

		Credit Hours	Lecture	Tutorial	Lab	Studio	Workshop	Total	Requisites
DSN106	Design Basics: Form & Colour	3.0	1.5			3.0		6.0	None
DSN103n	Design Basics: Drawing	3.0	1.5			3.0		4.5	None
DSN104	Art History	2.0	1.5	1.5				3.0	None

Second Semester- Introductory Units (General)							Core Units		
DSN101	Introduction to Design Culture	3.0	1.5	3.0				4.5	ENG90
DSN105	Design Basics: Letterforms & Typography	3.0	1.5			3.0		4.5	None
CDS101	2D Digital visualization Studio	3.0	1.5		3.0			4.5	None
CDS102	Introduction to Interactivity and Media Art	3.0	1.5	1.5	1.5			4.5	None
ARCH102	Technical Drawing I	3.0	1.5			3.0		4.5	None
		24.0							

4. Joining majors will be based on sorting, in accordance to the student's GPA.

*Student's cumulative; GPA should not be less than **2.0**

- After reaching the minimum requirement to declare Majors, each student must fill the template of Majors Declaration assigning both his/her first and second alternative majors, in accordance to the Majors announced by the Faculty.
- Transferring from major to major during the semester is only allowed during the first 2 weeks of the semester after fulfilling the requirements of the desired major.
- Students wanting to apply for the following departments need to have taken and passed the following units:

#	Major	Units required to be passed	Letter Grade
a.	Interior Design	ARCH102 (Technical Drawing 1)	B-

b.	Cinema & Theatre	ARCH102 (Technical Drawing 1)	C+
c.	Graphics and Media Arts (GMA)	CDS101 (2D Visualization Studio) OR CDS102 (Intro. To Interactivity and Media Arts)	B-
d.	Fashion Design	DSN103n Design Basics (Free Drawing) OR DSN106 (Design Basics Form and colours)	C+

***In case of two Units prerequisite, Student should pass both and reach the requested Letter Grade in one of them**

****After passing ARCH102 the student is allowed to retake the course only 1 more time.**

*****The faculty council is entitled to approve the amendment of the above according to the capacity limit of each department and the recommendations of each department after the approval by department council to be, confirmed by the faculty board at the end of the spring semester**

- * Students joining the Faculty at spring semester are only allowed to take the opened units announced by the Faculty.
- * Minimum number of students to open any specified unit is 12 students.
- * Joining the Faculty Majors will be according to the student GPA ranking and each Major pre-requisite. The numbers and rankings needed is decided annually by the Faculty Board
- * The Faculty Board has the rights to update the list of offered elective units in accordance to the development plan. **General**
- * All Students are required to make sure that their procedures are documented in the Faculty administration as well as follow up with the administration till receiving the written approval of their requirements. Students must keep the proof of approval by the Faculty administration and show upon request to assure the completion of the process. (Ex. unit dropping, equivalency of Transfers, withdrawal, incomplete, medical excusesetc.)
- * Transfers (Internal or External) are **not** allowed in the Spring Semester.

Unit Load according to student GPA

Student unit load / Semester is always followed the following schedule:

Faculty ID	GPA _ From : To	No of Units
Arts	0	Full Load
Arts	2 or Greater	Full Load
Arts	Less than 2 :1	Full Load (-1) Unit
Arts	Less than 1	Full Load (-2) Unit
English 80 and 90		
Arts	1 or Greater	Eng 90 (+3) Units
Arts	Less than 1	Eng 90 (+2) Units

Internships: Workshops & Training Programs:

Internship 1:

- Each student will have to attend a number of workshops before graduation. * Full details are available in The Internship Manual (Workshops and Training Programs Manual).

Internship 2:

- Each student will have to attend **1 training program** in his/her specific major before graduation.

* Full details are available in The Internship Manual (Workshops and Training Programs Manual)

* **Implementation after the approval of the Ministry of**

Higher Education Roles of the college in serving society and the environment:

The positive interaction with the environment and society is one of the main objectives of the Faculty of Arts and Design at the University of October for Modern Sciences and Arts, and given the multiplicity of disciplines, our college offers the opportunity to play a positive role and to establish bridges between academic study and research and the requirements of the environment and society in different fields, and so the Faculty Plan is the following: -

- Building bridges between the industrial society which is characterized by the 6 of October city with various college disciplines, through cooperation in the areas of product design
- Cooperation with the province, the 6 of October city in the design of open spaces, landscape and parks in order to achieve development in the aesthetic appearance of the province.
- Cooperation in the fields of fashion design and apparel manufacturing with industrial sector in 6 of October city and work on the development trends and methods of manufacturing.
- Cooperation with the 6 of October city in the field of cultural awareness through the design of posters to raise civilized awareness.
- Account for poor communities and try to create centres of handicrafts to support the citizens and encourage them to establish small industries of their own.
- Coordination with the Social Fund of development to finance projects for small handicrafts for young graduates.
- Cooperation with the City of Media Production and supply of trained Graduates for the management of services and media projects.

General Rules of Conduct

Course Attendance

- Courses are divided into; Lecture, Tutorial, Studio and or ...etc. Sessions on weekly basis (according to the course outline).
- Attendance in all 3 sessions is required.
- Exceeding **25% absence** in any of the sessions is grounds for **deprivation** from the course.
- Delay Limits:

15 Minutes delay for all lectures during the day.

- No students are allowed to attend lectures & /or studios, labs without being registered in their **assigned group** as per their approved schedule from the Dean.
- Schedule adjustments (Course drop and add is only allowed during the 2nd week from the beginning of the semester and not later than that.

In case of any absence with a valid reason such as; medical or any documented valid excuse:

The student must notify the faculty administration and deliver the required certificate after being approved by the university doctor. A medical report should be submitted within **48 hrs after your first day of absence during the semester** and **24 hrs after your first day of absence during the exams**

To: medicaldept@msa.edu.eg attaching all medical prescription and investigations

CC: arts_medicals@msa.edu.eg mentioning your ID, Department, Units Codes and TA's name

For any unit from another faculty, Please write down the instructor's mail:

(eg: ENG/MKT/MCOM).

Postponing any Assignment submission will be **ONLY** for the next Lecture/ Tutorial/Studio/Lab for the subject you have missed.

(ANY delayed medical excuses after this period will be completely discarded).

As a practical faculty; the instructor has the right to accept or reject your excuse if he/she found that your absence period has fundamentally affected your comprehension of the course. It is advisable to withdraw from the course in this case

English Units

- Withdrawal/ Drop/ Incomplete from English units is forbidden.
- English Units must be included in the full load of Student of each semester.

Required Software courses:

- All students in **level 1** must take Photoshop training course before attending CDS101.
- After completing **level 1** all students must take AutoCAD training course before attending **ARCH201** in the following Departments:
Interior Design Department
Cinema & Theatre Set Design Department
- After completing **level 1** all students must take 3DMax training course before attending **GRPH201** in the following Departments:
Graphics & Media Arts Department
Fashion Design Department
- Each department has the right to specify the required training courses for each level before the beginning of the level.

Units Assignments

- **Studio Assignments:** The studio work that is required and supervised by the Units staff.
- **Home Assignments:** The specified weekly assignments that the student prepares at home in accordance to the requirements assigned by the Units Instructor.

- **Class Exam:** The Class Exams assigned by the Instructor to measure the student's skills and learning outcome.
- **Mid-Term Exam**
- **Final Term Exam**

Units Grades:

Grades already follow the break down which is mentioned in detail in each unit outline.

Assignments are graded by the Units Instructor and handed back to the students. Student should hand in his/her work on time as specified by the Units staff. The Faculty has the right to keep a minimum of 5 assignments each representing the students' level of performance according to group classification for the validation issues.

Delivery Methods:

- Students must hand in their work to the assigned TA or LA in accordance to the assignment delivery time plan.
- Make sure that he/she fills out the submission sheet information clearly:
 - Name
 - ID Number
 - Course Code and Title
 - Instructor's name
 - LA/TA's name
 - Date of Submission
 - Assignment Title and number
 - No. of Sheets handed in

Late assignment delivery is **unacceptable**.

- Students should keep track of their grades as to keep up with their GPA.
- Assignment delivery date is subject to change according to the Unit Instructor.

Students must upload their coursework on Moodle, as follows:

1- Homework Assignment on the E-learning

2- Lab Assignments must be uploaded on the student's account following the steps below:

Step (1):

The student creates a folder inside his/her own account. The folder will be named by the student's full name "3 Names" (XXX_YYY_ZZZ).

Step (2):

The student creates 4 subfolders, one for each level. Each folder will be named by the level number (First Level, Second Level, Third Level, and Fourth Level).

Step (3):

The student creates 3 subfolders, inside each level. Each folder will be named by the Semester's name & number using the first letter of each Semester's name (ex. Fall49, Spring50, Summer51 will be F49, SP50, SU51).

Step (4):

The student creates a number of subfolders according to the student unit's load, inside each semester folder. Each folder will be named by the unit code (ex. DSN106, CDS102... etc.)

Step (5):

The student creates a number of subfolders in each unit folder according to the number of studio/lab work and assignments. Each folder will be named by the week number and the title of the assignment (ex. W1-Focal Point, W5- Cartoon Character... etc.)

NOTE: The students have to save the whole coursework following the sequence mentioned above. The Faculty will not be responsible of any mistakes/faults in saving the required data or following the above procedures.

Digital Drive Archiving

Assignments should be uploaded as per the given instructions by the staff members of each unit.

Receiving back the Unit Portfolio (Hard Copy)

- The deadline for students to receive their portfolios is two weeks at the beginning of the semester.
- The Faculty is keen to give back students' portfolios. There are chosen sample portfolios (kept) for quality purposes.
- Faculty has the full rights to keep digital copies and publish portfolio contents through any medium.
- The Faculty is not responsible for any portfolios after the dead line.
- Unit portfolios purpose is for archival and preview reasons only (gathering up all the **evaluated** unit work), and assignments under any circumstances are **NOT** evaluated from portfolios.

Excuses & Exemptions

- **Travel excuse case:** After the approval of the Dean of the Faculty of Arts & Design, student should deliver all undelivered assignments on limited dates specified by unit Instructor.
- **Medical excuse case:** Student must deliver the medical excuse at the first day after the end of the excuse after getting approval from the University Doctor.
* The Dean of the Faculty of Arts & Design as well as the Faculty administration are not responsible for and will not accept refused medical excuses by the assigned University Doctor.
- **Mid-term Exemption:** After the approval of the Dean of the Faculty of Arts & Design, Mid-term exemption should be taken on the same day of the exam or the day after, either by student or parent.

Mitigating Circumstances

Mitigating Circumstances are serious unforeseen circumstances, beyond the control of a student, that have significant negative impact on his/her academic performance in assessment(s).

First: Mitigating Circumstances Related to Controlled Exams

Validity of the Mitigating Circumstances Claim:

Mitigating circumstances claim could be considered only if:

1. The student provides evidence including legal documents to prove the occurrence of an accident or an emergency that

prevented him/her from submission of an assessment or attendance of a scheduled exam.

2. The time of the incident/accident has obliterated the student's ability to perform the assessment(s) or attend a scheduled exam.

Procedures for Applying for Mitigating Circumstances

Students are encouraged to submit their mitigating circumstances in advance.

1. Students who apply for mitigating circumstances should fill in a request form available at the admissions office and submit it two working days before the assessment date.

a. If the coercive circumstances occur during the midterm exam period, the student should fill in a form for “**Exemption**” from a Midterm Exam.

b. If the coercive circumstances occur during the final exam period, the student should fill in a form for “**Incomplete**” performance.

c. If the coercive circumstances affect one of the classwork assessments, the student should submit a request for a **Makeup** assessment in the dean's office.

2. If the student cannot apply for mitigating circumstances him/herself, his/her parent(s) is eligible to apply on his/her behalf.

3. The student may apply for Mitigating Circumstances for more than one assessment using the same application form if this coercive circumstance would affect the ability of the student to perform several assessments.

4. Applications received after the deadline (within two working days prior the assessment date) will not be considered as Mitigating Circumstances.

5. A student should submit all possible documents/ evidence along with their request/application form.

- Exemption from Midterm Exam procedure:

After considering the extenuating circumstances and approval of the case, the final exam should be marked out of the total marks allocated for both midterm and final exams.

- Flagged as Incomplete Performance:

This applies to a student whose extenuating circumstances prevented him/her to sit for the final exam. After considering the emergency or extenuating circumstances, the final result of the student should be flagged (I) or ‘**Incomplete**’ where s/he missed the final exam of a specific module(s). The Mid-term grade as well as the coursework grades of this module(s) are transferred to the

following semester, or the nearest following opportunity when the student sits for the missed final exam only of the module. The incomplete module would be registered as a regular module and thus calculated as part of the student's academic load that should appear on his/her registration form.

Accepted circumstances:

The following circumstances are the most likely to be accepted as mitigating circumstances based on evidence and provided documentations.

1. Medical circumstances:

Medical circumstances include and not limited to serious illness, hospitalization and illnesses related to pregnancy. The student who has any medical issues should provide a medical report from a qualified medical professional or an official report from a hospital.

2. Road accidents:

In case a student has been involved in a road incident, he/she must provide a full detailed information about the accident accompanied by an official police report.

3. Family difficulties:

Family difficulties include and not limited to sudden serious illness or death of a member of the student's close relative. The student who has family difficulties should provide a medical report from a qualified medical professional or a copy of a death certificate, accompanied by an official approval on relationship. MSA University considers documents, personal information and other parties' information as classified documents (Restricted and Confidential)

Unaccepted circumstances:

Any circumstances that do not affect the assessment procedure, its fairness and the ability of the student to perform the assessment would not be considered as mitigating circumstance.

Normally not acceptable are:

- The death or illness of a distant relative.
- Confusion over time, date location of the examination, or assignment hand-in date on the part of the candidate when this has been clearly notified, and has not posed any problem to other students in the group.
- Work pressure as a full-time student.
- Cases where medical certificates are retrospective, i.e. dated/issued after recovery
- Any claim not supported by independent and reliable evidence.
- Computer problems such as viruses, memory stick failure/loss, printer problems, and network problems.

- Problems with receiving/submitting referral work and results.
- Problems handing in an assignment to the designated place by the deadline.
- Collecting data/more data for an assignment.

Reviewing Mitigating Circumstances

1. Medical circumstances
 - Submitted documents should be directed to the university physician to be reviewed. The university physician has the right to ask for more documents, medical reports and further investigations. He should write a report about the circumstances.
 - All documents including the university physician report should be presented to the head of the control unit (University president) to take the final decision concerning the claim.
2. Non - medical circumstances
 - The request form and other submitted documents should be presented to the head of the control unit (University president) to take the final decision concerning the claim.

Second: Mitigating Circumstances Related to Coursework Assessments/Assignments

Coursework must be handed in by the date and time specified. This will be given to you in your unit handbooks, on the assessment brief and/or on E-Learning. Late work without formal agreement is not accepted, and will be deemed a fail and marked at 0 (no work submitted). We are very firm about this because working to deadlines is an important life skill which we encourage you to develop during your studies.

Sometimes things out of control can affect a student's ability to meet a deadline. If a student believes that s/he is likely to miss a deadline for a valid reason (see below for reasons considered valid under mitigating circumstances) then they should refer directly to the instructors. Only they can make the decision. It is important to realise that your lecturers are not able to extend published deadlines.

What are mitigating circumstances?

Examples of circumstances that would justify special consideration include:

- Serious personal injury, broken limbs, or a medical condition requiring hospital attention or with an incapacitating effect.
- An acute illness that makes it impossible to complete the required task.
- Being a victim of a serious crime during the period immediately preceding assessment.
- The serious illness or death of a close relative

Normally not acceptable are:

- The death or illness of a distant relative.
- Financial problems, including payment of fees to the University.
- Transport difficulties such as public transport strikes, road works or private transport breakdowns.
- Confusion over time, date location of the examination, or assignment hand-in date on the part of the candidate when this has been clearly notified, and has not posed any problem to other students in the group.
- Work pressure as a full-time student.
- Cases where medical certificates are retrospective, i.e. dated/issued after you have recovered from the illness claimed.
- Any claim not supported by independent and reliable evidence.
- Computer problems such as viruses, memory stick failure/loss, printer problems, and network problems.
- Problems with receiving/submitting referral work and results.
- Problems handing in an assignment to the designated place by the deadline.
- Collecting data/more data for an assignment.

Essential Advice:

If a student submits a claim for mitigating circumstances, s/he should not assume it will be accepted. Students need to do their best to get work prepared because it is their responsibility to complete assignments/sit exams in order to progress on their course.

Academic Offences

Academic offences include a range of actions designed to deceive and gain an unfair advantage over other students. This is unethical and threatens the integrity of the assessment procedures and the value of the University's academic awards. Students' academic performance is assessed on the basis that anything submitted for assessment is the student's own work.

It is the student's responsibility to ensure that s/he is not vulnerable to any allegation that may breach these regulations (for example:

sharing assignments with friends in such a way that they can copy work and claim it as their own). There are at least six types of academic misconduct, which Faculty of Arts& Design acknowledges and prohibits:

1. Plagiarism includes the practice of presenting ideas, words, data, diagrams, illustrations or other output as original pieces of work or without proper acknowledgment (including appropriate identification and referencing)
2. Data Falsification is an act involving wilful creation of false data as in students in the project filling out questionnaires themselves rather than distributing them and soliciting legitimate feedback from the population or changing data collected on received questionnaires
3. Use of third parties (tacit personation) or cheat ware sites which, typically for fee, write all or part of a manuscript or design a model that students in the project then present as their own original work. (However, cohorts may use a professional proofreading service provided that they declare use of such a service.) When a third party prepares Academic work product for one (or more) cohort members, a form of tacit personation results.
4. Free riding collusion involves one student (or more) in the project cohort doing work on behalf of another who in fact makes no contribution to the project. In free riding collusion both the student(s) not doing any work as well as the other(s) doing work at the behest of the former, who passes such work off as his/her own are liable.
5. Recycling collusion involves one student (or more) in the project cohort enlisting outside-the cohort support of one student (or more) who's previously submitted academic work product is fobbed off as being the unique intellectual work product of those concerned conspiring project cohort members.

*** Any act of plagiarism will be handled with strict legal procedures.**

Plagiarism is prohibited and may result in a range of penalties including, but not limited to: failure of the assignment or failure of the unit in which the plagiarism repeatedly occurred.

first offense of plagiarism should be handled at the departmental level, with the appropriate penalty.

If the department determines that the offense warrants more severe penalty, or in a case of an offense of forgery in official student grades records, it will be reported officially in writing, to the faculty board by the leader of the department for further legal action.

Other Forms of Plagiarism / Bad Practice

- **Term Paper Commercial Centers**
In keeping with the principle that all material submitted to a unit should be the student's own work, any student who makes use of the services of commercial centers or sources is liable to disciplinary action.
- **Bad Practice**
Not all cases of plagiarism arise from a deliberate intention to plagiarize. Sometimes students may ignore intentionally or unintentionally taking down citation details of a source(s) while taking notes, or they may be genuinely ignorant of Referencing Styles. However, these excuses do not offer any guarantees against a charge of plagiarism. In other words, there may still be an academic penalty for Bad Practice.

Academic Honesty Policy

The Faculty of Languages, MSA University, encourages students to explore new horizons through research work. Accordingly, in an attempt to ensure the proper use of sources and maintain academic standards, the Faculty of Languages adopts the following policy:

- It is expected that students are the sole authors of their work. Students should always distinguish their knowledge and writings from information derived from sources. The term "sources" includes material published in print or online. Quotations must be placed properly within quotation marks and must be fully and properly cited in accordance with a referencing style. In addition, all paraphrased or summarized material must be acknowledged completely. Please refer to the research skills acquired in ENG 102 unit for further elaboration.
- The responsibility for learning the proper forms of citation is the responsibility of the student (refer to acquired knowledge in ENG 102 & ENG 201). Students are expected to be familiar with the APA/MLA Citation Guidelines to be able to use sources for research activities. Students who have queries about the preparation of academic work should refer/consult their instructor before the work is prepared or submitted.

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Intellectual Property Policy

- This Policy applies to students who participate in any type of unit related research or design project. This means that the ownership of work and IP products created by the students of the university during the duration of their study, is shared among (Student, Staff & MSA University).
- Therefore, students should grant and sign off a binding agreement prior to the student generating any IP, so that MSA University can in turn enter into binding agreements with sponsors and licensees for the commercialization of the IP package.

October

Foundation Level Booklet

General Remarks

- It is the student's responsibility to find out about referencing Styles in their discipline, to take adequate notes, and to avoid close paraphrasing especially after completing the Academic Writing Units provided by the Faculty of Languages.
- Unit handbooks would also help students learn how to avoid common errors.
- If ever in doubt about referencing, paraphrasing or plagiarism, students have to refer to their tutors/ The Writing Centre.

Curriculum Map for BA in Arts & Design/ Foundation Year - Fall 2022

Arts & Design English 50 credit and contact hours (Level 1)

Unit Code	Unit Name	Credit	Contact Hours	PRE_REQ _COURSE
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		Hours	Lecture	Tutorial	Lab	Studio	Workshop	Total	S
DSN106	Design Basics: Form & Color	3	1.5			3		4.5	None
DSN103	Design Basics: drawing	3	1.5			3		4.5	None
CS100	Introduction to information Technology	4	3		3			6	None
ENG50	English	None	15					15	None
Total Credit Hours / Week		10	Total Contact Hours / Week					30	

Arts & Design English 80 credit and contact hours (Level 1)

Unit Code	Unit Name	Credit Hours	Contact Hours					Total	PRE_REQ COURSES
			Lecture	Tutorial	Lab	Studio	Workshop		
MTH105a	Linear Algebra	3	3	1.5				4.5	None
DSN106	Design Basics: Form & Color	3	1.5			3		4.5	None
DSN103	Design Basics: drawing	3	1.5			3		4.5	None
CS100	Introduction to information Technology	4	3		3			6	None
ENG80	English	None	12					12	None
Total Credit Hours / Week		13	Total Contact Hours / Week					31.5	

Arts & Design English 90 credit and contact hours (Level 1)

Unit Code	Unit Name	Credit Hours	Contact Hours						PRE_REQ COURSES
			Lecture	Tutorial	Lab	Studio	Workshop	Total	
MTH105a	Linear Algebra	3	3	1.5				4.5	None
DSN106	Design Basics: Form & Colour	3	1.5			3		4.5	None
DSN103	Design Basics: drawing	3	1.5			3		4.5	None
DSN104	Art History	2	1.5	1.5				3	None
CS100	Introduction to information Technology	4	3		3			6	None
ENG90	English	None	9					9	None
Total Credit Hours / Week		15	Total Contact Hours / Week					31.5	

*Second semester for all the above categories will be considered according to the student's advising form after the first semester.

Arts & Design English 101 credit and contact hours (Level 1)

First Semester - Introductory Units (General)										
Unit Code	Unit Title	Credit Hours	Contact Hours						Pre - Requisites	
			Lecture	Tutorial	Lab	Studio	Work shop	Total		
DSN106	Design Basics: Form & Colour	3.0	1.5				3.0		4.5	None
DSN103	Design Basics: Drawing	3.0	1.5				3.0		4.5	None
DSN104	Art History	2.0	1.5	1.5					3.0	None
CS100	Introduction to Information Technology	4.0	3.0			3.0			6.0	None
MTH105a	Linear Algebra	3.0	3	1.5					4.5	
ENG101	English for Academic Purposes	3.0	3.0	1.5					4.5	None
		18.0							27.0	

Second Semester- Introductory Units (General)				
	Unit Title		Contact Hours	Pre -

Unit Code		Credit Hours	Lecture	Tutorial	Lab	Studio	Work shop	Total	Requisites
DSN101	Introduction to Design Culture	3.0	1.5	3.0				4.5	ENG90
DSN105	Design Basics: Letterforms & Typography	3.0	1.5			3.0		4.5	None
CDS101	2D Digital Visualization Studio	3.0	1.5		3.0			4.5	None
CDS102	Introduction to Interactivity and Media Art	3.0	1.5			3		4.5	None
ARCH102	Technical Drawing	3.0	1.5			3.0		4.5	None
ENG102	English for Study Skills	3.0	3.0	1.5				4.5	ENG101
		18.0						27.0	

Level -1- Units Description

DSN106- Designs Basics: Form and Colour

- This unit is designed to help students understand the interplay of form and will involve learn the basic principles of design, composition, using colours, Lines and shapes as mediums.
- This unit introduces the basics of design theory. It discusses the basics of form such as line, shape, texture, space and colour, the principles of design such as movement, balance, emphasis, order, proportion, unity etc. It also discusses two dimensional and three-dimensional designs and illustrates the interrelation of two-dimensional surfaces and three-dimensional forms as a foundation for creativity; origination and solution of problems. The course material also introduces different theories of colour to get the student to understand

interdependence and interaction of colour and form, colour and quantity, colour and placement, and the after-image.

DSN103- Designs Basics: Drawing

- In studio environment the unit introduces the student to the translation of perception through delineation, drawing, and other descriptive media. Emphasis of the unit on the development of students' motor control by means of freehand and mechanical drawing and by development of analytical and objective observation from life and three-dimensional objects
- Drawing Studio emphasizes the perceptual and analytical methods of drawing that support broader art and design processes throughout the student's course of study. The perceptual component develops eye, mind, and hand coordination through the objective observation of the human figure, still life, and space. The role of the analytical component is to develop an understanding of methods, concepts, and drawing systems, such as anatomical, orthographic, praline, and perspective drawing.

DSN104 – Art History

- This unit is a historical study of the art from ancient civilizations until the end of 19th century in Europe and the Islamic world. Movements, schools, and traditions and artists are chronologically explored, the evolution of art is presented in the context of the cultural, social and political changes of the time. The purpose of this unit is to enable the student to identify characteristics of the main schools of art and artists. To recognize the aesthetic values and philosophy of art as a reflection of changing influences and cultural contextual factors, also to select appropriate movement of art for the function and type of the art and design projects.

CS100 - Introduction to Information Technology

- This unit serves as an introduction to the handling of computers, its general applications as well as IT. The unit also serves as an

introduction to computer-related terminology and introduces common software and hardware concepts.

- This unit familiarizes the student with the efficient use of computers, it improves IT general skills and training on popular computer application packages. On completion of this unit the student becomes familiar with computer related terminology and aware of common software and hardware concepts.

MTH105a – Linear Algebra

- This unit emphasizes mathematical concepts as problem-solving tools. Seven basic areas are included: inductive and deductive reasoning, logic and truth tables, numeration and number theory, set operations, Venn and Euler diagrams, algebraic equations, analytical geometry, and introductory statistics.

ENG 101- English for Academic Purposes

- This unit is the basis for academic writing. It is designed to investigate the nature of writing formally to enhance your ability to communicate your ideas in a formal and well-organized nature. The unit also helps you enhance your writing ability by avoiding common writing errors that may hinder comprehension.
- The unit provides the following perspectives:
 - A. The development of an academic five-paragraph essay from a prompt on a given topic.
 - B. The development of ideas through different brainstorming techniques.
 - C. The ability to write a variety of sentences with correct punctuation.
 - D. The ability to self-edit writing pieces.
 - E. The ability to produce an academic summary of articles and writing pieces by depicting main ideas.
- The unit provides a general overview of the academic writing process and to introduce students to a range of different forms of essays.
 - To develop your understanding of the requirements for college academic essays.
 - To develop your understanding of organizing and formatting essays using formal language to upgrade style.
 - To use different methods of brainstorming to produce effective support in a unified essay. This, also, will help you avoid plagiarism by being able to produce ideas from your previous knowledge and experience.
 - To have the ability to edit sentences by self-depicting and self-correcting common writing errors as well as practicing how to

paraphrase, summarize and quote from articles and reading passages. Finally, the unit provides the basis for Eng102 and Eng201 in academic writing.

DSN101- Introduction to Design Culture

- This unit is a basic introduction to Design Culture is a critical unit demonstrating the emphasis of the design process on the development of visual language. It takes the student through a brief journey exploring the historic, scientific, economic, technical and cultural influences on the development of visual languages.

DSN105- Designs Basics: Letterform and Typography

- This unit introduces one of the most crucial elements of visual communication - the typeface.
- It explores the history of typographic forms, the anatomy of type, the main serif varieties, letterforms classification, principles of composition, and the expressive potential of type, through focusing on reading, exercises, and discussing in relation to design production.
- Provides an introduction to typography as a basic element of design and its application in various forms of media: historical basis of development of Letterform design & its architecture. Both Latin & Arabic letterforms are used and manipulated to reach a satisfactory visual output both in Arts & Design disciplines.
- Sequential studies will follow the design process: problem-solving through exploration, experimentation, selection, critique, and refinement.
- Electiveness of typographic design will be evaluated in terms of legibility, readability, and expression.

CDS101-2D Digital Visualization Studio

- This unit explores the digital technology available to students of design for two Dimension (2D) representations. It starts with an exploration of the Design elements such as line, value, colour, shape, form, texture and space. It demonstrates the 2D design types and it also discusses the language of visual design, digital photography, digital design processes. Moreover, it introduces Raster Image Manipulation (using Adobe Photoshop) including Principles of image representation, digital colour representation. Vector Illustration in 2D (using Adobe Illustrator) is also discussed including basics of typography and vector illustration, Intermediate drawing techniques and creating and manipulating complex Vector shapes.
- This unit aims to encourage student to engage with and experience the concept of 2D design. It also qualifies them to use computer applications to create examples of 2D design in different digital techniques. Conceptual skills taught in this unit would enhance student

ability to excel in future studies about Visual perception, Graphic design, web design, Animation, Illustration and all related subjects.

CDS102- Introduction to Interactivity and Media Art

- This unit is an introduction to the concepts of interactivity and the field of media art & design. The language of visual expression will be introduced and explored through studio projects to understand the fundamental principles of media art. Students will realize the implications of technology on the development of Art & Design practices
- Vast and exciting collection of contemporary media works will be screened, focusing on media art practices both historically and contemporarily and discussing the specific roles that video, sound, performance have played within media art history.
- The unit will include discussions and critique on the potential ideas related to media art and interactivity. Students will use multiple manual media as well as computer's software to create examples of media art. Software introduction to basic programs will be tackled (Photoshop / video editing programs).
- Conceptual skills taught will enhance students' ability to excel in future studies about Visual perception, Video experimentation, Performance Art, Animation (Stop-Motion), Interactive Media and Game creation.

ARCH102- Technical Drawing

- This unit teaches student how to read / understand and draw and technical drawing. Understanding how to use manual drawing tools. Understand orthographical projection. Differentiation between plan, elevation and section. Use scale and how to measure objects and transfer it to papers. Understand isometric and perspective drawing.
- Teach student how to draw accurate technical drawings and how to measure objects. Drawing plans, elevations and sections with scale.
- Students will be able to imagine and draw any object using orthographic projection.

ENG102-English for study skills

- This unit introduces students to basic research and critical thinking skills. This unit aims at developing the skills necessary to support academic reading and writing to enable students to engage in their chosen degree programme. Therefore, this unit focuses on the following skills:
- a. Critical reading skills including skimming, scanning, making inferences, integrating and synthesizing data from various authentic readings and persuasive techniques.
- b. Basic research skills of finding a topic of interest, narrowing it down, looking for sources and evaluating them.

- c. Integrating different academic sources into one extended academic essay.
- This unit is designed to provide students with the skills necessary for academic writing and it also helps students to get exposed to a range of issues through different readings that are read and discussed in class.
- To develop critical reading skills and apply these skills to academic writing.
- To enhance basic research skills including finding reliable sources and integration of sources into a coherent essay.
- To develop academic writing skills drafting and writing research papers.