

**Faculty of Computer Studies
Graphic and Multimedia Design**

**B.Sc. Degree Programme in
Graphic and Multimedia Design**

GMD Student Handbook

The BSc Programme in Graphic and Multimedia Design [BSc (Hons) GMDT] has been developed and is delivered by the Arab Open University (AOU).

Note

Please note that information in this handbook is subject to change and continuous updating.

Please check for updates at our website:

<http://www.arabou.edu.kw>

Table of Contents

| | | |
|------|--|----|
| 1. | Introduction..... | 4 |
| 2. | Teaching and Learning Methodology..... | 6 |
| 3. | List of Programme Director and Academic Staff, Their Contact Details and Availability Arrangements..... | 7 |
| 4. | List of Support Staff (Technical and Administrative)..... | 7 |
| 5. | Details of External Examiners..... | 7 |
| 6. | Introduction to the programme..... | 8 |
| 6.1 | Graphic and Multimedia Design Programme | 8 |
| 6.2 | Graphical Presentation of the Programme..... | 9 |
| 7. | Programme Specification..... | 11 |
| | Programme Requirements..... | 11 |
| | University Requirements/ Mandatory (18 Credit Hours) Error! Bookmark not defined. | |
| | University Requirements/ Electives (9 Credit Hours) | 12 |
| | Faculty Requirements / Mandatory (16 Credit Hours) | 12 |
| | + the pre-requisite can be registered in parallel..... | 12 |
| | Specialisation/ Core Requirements (74 Credit Hours)..... | 13 |
| 8. | Module Specifications..... | 16 |
| 8.1 | The minimum technical specifications requirements | 16 |
| | The minimum specifications of laptop/PC and any software requirements for students enrolling on the GMDT programme are listed as follows:..... | 16 |
| 9. | Student Support, Guidance and Advice..... | 16 |
| 10. | Opportunities for personal development planning..... | 17 |
| 11. | Opportunities and support for study abroad..... | 18 |
| 12. | Work placement information..... | 18 |
| 13. | Facilities and Services..... | 18 |
| 14. | Assessment and progression regulations..... | 19 |
| 14.1 | Main Principles of Assessment at AOU..... | 19 |
| 14.2 | Assessment Components..... | 20 |
| 14.3 | Grade Point Average (GPA) and Equivalent Letter Grades:..... | 20 |
| 14.4 | Marking of Assessments: | 21 |
| 15. | Graduation projects..... | 22 |
| 16. | Determination of results..... | 22 |
| 16.1 | How Results Are Communicated | 23 |
| 17. | Other Institutional Policies and Regulations..... | 23 |
| 18. | Student Participation and Evaluation | 24 |
| 19. | General Reading List..... | 25 |

Welcome and Introduction

Welcome

We, at the Faculty of Computer Studies (FCS) at Arab Open University (AOU), are delighted to welcome you to study on our BSc (Hons) Graphic and Multimedia Design Degree Programme. The AOU is a premier institution of higher education in MENA region and it is currently operating in 9 Arab countries including Kuwait, KSA, Oman, Bahrain, Jordan, Lebanon, Egypt, Sudan and Palestine with AOU headquarters in Kuwait. Students refer to their local country branch administrations for academic and administrative matters related to their local countries.

The AOU uses a Blended Mode of education consisting of at least 50% face to face tutorials and the remaining studies based on Independent Learning. The FCS is one of the major faculties of AOU in operation for the past about 18 years. The FCS offers majority of its programmes of study, including the BSc (Hons) Artificial Intelligence programme in partnership with the Open University (OU), UK. This partnership enables the FCS to offer quality programmes to its students which are well recognized locally as well as internationally. The graduates of this programme are entitled to receive a dual degree at the completion of their studies

The field of Graphic and Multimedia Design Technology is in great demand and you have made a wise decision to study this major. The current significance and importance of the Graphic and Multimedia Design Technology field is that it integrates and links key Methodologies and Technologies, Graphic Design for Animation, Digital Production and Game Design.

The graduates of the Graphic and Multimedia Design Technology programme are expected to find jobs and build useful careers in wide variety of sectors in the industry such as audio-visual, motion graphics, filmmaking, photography, advertising, branding, 2D/3D Animation, and interactive design, etc. Along with building careers in the industry, we will encourage all our graduates to support their local communities by utilizing their skills and expertise to solve problems of the communities or enhancing existing solutions.

Throughout your studies and stay at FCS, it will be emphasized to you to always use ethical practices in life, education and subsequently in your careers. Adoption of ethical practices will aid in the development of respectable and noble personality traits that will be invaluable and priceless to you throughout your life.

At the end we encourage you to put in your best effort and study hard to develop yourself to the best of your potential. We wish you a very fruitful and productive study period at FCS.

Good luck.

Prof. Omar Al Jarrah

Dean, Faculty of Computer Studies

Arab Open University

1. Introduction:

Arab Open University is a university running in the MENA area including Kuwait, Saudi Arabia (KSA), Oman, Bahrain, Jordan, Lebanon, Egypt, Palestine and Sudan with its central Headquarters in Kuwait. The FCS Deanship at the Headquarters provides academic leadership to all 9 branches thus enabling them to act as one university in a unified manner. As an Open Education Institution, AOU adopts the Blended Mode of education, consisting of 50% face-to-face teaching and the remaining consists of independent learning on part of the students. By virtue of operating in 9 branches, offering a number of academic programmes and different requirements of the local accreditation bodies, the AOU's academic organization represents great deal of challenges and complexities.

This programme is offered by AOU to meet the needs of the modern society and the labour market.

Partnership with OU, UK:

Our graduates will be awarded two Honours degrees: one from the Open University, UK and the other one from AOU through one of our 9 local branches; Kuwait, Kingdom of Saudi Arabia, Bahrain, Egypt, Jordan, Lebanon, Oman, Palestine, and Sudan.

Enhancing the student experience is one of the main objectives of FCS. Therefore, the student will be equipped with practical and soft skills in addition to the ethical practices in order to be ready for the real world as well as the labour market.

Why Graphic and Multimedia Design?

Graphic and Multimedia Design major at Arab Open University (AOU) offers a compelling opportunity to develop a wide range of skills and knowledge in the dynamic field of design. With a curriculum designed to foster cognitive abilities, aesthetic creativity, and critical self-awareness, students gain expertise in computer graphic applications, UX/UI design, and multimedia production. The program emphasizes the balance between theory and practice, artistry and

technology, and equips graduates with the ability to excel in diverse creative industries. With a focus on employability, personal growth, and entrepreneurial skills, the Graphic and Multimedia Design Technology major at AOU prepares students for a successful career in this ever-evolving field. Studying GMD will enable the students to face the future and find jobs in the challenging market. In addition, GMD programme offered by AOU-FCS has an edge over the programmes offered by others in providing students with skills to succeed both in the traditional professions as well as in their Design based business/entrepreneurship.

The Graphic and Multimedia Design programme provides its graduates with the top and the most in-demand skills around the globe, GMD Programme aims to:

- Development of cognitive abilities, aesthetic skills, and lifelong learning capabilities, promoting creative conceptualization, visual literacy, communication, and self-improvement.
- Cultivation of critical self-awareness, visual literacy, creativity, diversity, and teamwork skills to facilitate individual and group learning.
- Proficiency in computer graphic applications and efficient handling of hardware and software tools, enabling students to transfer their skills to various disciplines and career portfolios.
- Emphasis on personal responsibility in presenting work, meeting deadlines, and evaluating efforts, considering audience and professional needs.
- Familiarity with industry practices, market analysis, cultural industries, and entrepreneurial skills development.
- Appreciation and understanding of the fundamental principles of the creative world.
- Provision of intellectual, analytical, and practical tools for competent and professional practice in graphic and multimedia design.
- Integration of critical and cultural studies to foster insight into contemporary design practices and debates.
- Ability to contextualize work within a broader cultural framework and reflect on personal practice.
- Development of effective communication, collaboration, negotiation, and self-reflective skills.
- Preparation for current and future career challenges through the cultivation of personal and entrepreneurial skills.
- Comprehensive education in graphic design and multimedia, including 3D modeling, animation, video production, motion graphics, and more.

- Creation of exciting and interactive experiences through the application of learned skills.
- Training in correcting, enhancing, and developing various types of graphic media, such as web pages, marketing campaigns, advertising materials, and multimedia projects.
- Strong foundation in artistic creativity, historical knowledge, design standards, theoretical understanding, business fundamentals, and relevant technologies and tools.
- Balanced focus on theory, practical application, artistry, and technology.

Academic Calendar:

The FCS follows the general academic calendar of the AOU, which consists of two main academic semesters (Fall and Spring), each consists of 16 weeks, and additional (optional) summer semester of 10 weeks. The student can successfully complete his/her study within a period of average 4 year. However, this duration can be shortened to 3.5 years if the student register in the summer semesters. It is important to note that for the main semesters (i.e., Fall and Spring), min (8) /max (21) credit hours should be registered by the student, and hence the overall study period may be expanded or compressed according to the student capability. With respect to the optional summer semester, the student can only register up to 12 credit hours. It also worth to mention that all the modules are continuously available in each semester. The Fall Academic Semester usually starts in October and ends in February whereas the Spring Academic Semester runs from March till July. The Summer Semester usually runs from July till September. The assessment dates are clearly listed in the Academic Calendar. Each module calendar is based on the Academic Calendar of the AOU. A representative Academic Calendar is given in link: <https://www.arabou.edu.kw/students/pages/academic-calendar.aspx>

2. Teaching and Learning Methodology:

Knowledge and understanding are acquired from specially prepared teaching texts for majority of modules, supported by self-assessment and in-text questions, reference texts, multi-media packages, directed reading, computer mediated conferencing, web-based resources, and video and audio recordings.

Students work independently with the teaching materials but they are encouraged to form self-help groups with other students, communicating face-to-face, by telephone, email and computer conferencing and through the Learning Management System (LMS). All modules are delivered based on a blended learning model, which consist of 50% face-to-face and 50% is self-learning. The 50% face-to-face consist of 1 hours per week for 3 CHs module, in addition to one office hour per 2 taught hours. On the other hand, the 50% self-learning depends on the students' self-study based on the teaching materials uploaded on the Central-LMS. Such materials are mainly PowerPoint slides, lectures note, activities, and other e-resources. Details about learning and Teaching Strategy at AOU is available in the following link <https://www.arabou.edu.kw/blended-learning/Pages/about.aspx>

3. List of Programme Director and Academic Staff, Their Contact Details and Availability Arrangements:

The programme team leader for the B.Sc. in Artificial Intelligence is Dr. Ahmed Gawish, the General Programme Coordinator (GPC), under the supervision of the Dean of FCS, Prof. Omar Al-Jarrah (dean.it@arabou.edu.kw). The lists of programme director at the AOU Headquarters and academic staff at the branches are available electronically on the AOU's website at <https://www.arabou.edu.kw/Pages/default.aspx>. The academic staff at the FCS is available to you during the 25% face-to-face tutorial sessions and also during the office hours.

4. List of Support Staff (Technical and Administrative):

Support staff at the Headquarters and at the branches are ready to support you in your studies. Their contact details are available at branch websites <https://www.arabou.edu.kw/Pages/default.aspx>.

5. Details of External Examiners:

AOU assessment strategy is based on general principles and procedures aiming to organize and monitor the examinations at all AOU branches. AOU

regulations include validation (pre-assessment moderation) of examination questions and answer keys by external examiners (EE), audit tutors' marking, post-assessment moderation; and 4 tiers of examination committees.

Table 6.1 provides a brief about the external examiners (EEs) at the Faculty of Computer Studies (FCS).

Table 6.1 Summary of External Examiners

| Name | Position | Institution |
|---|---|------------------------------------|
| Dr Gillian Sampson (External Examiner) | Course Leader BA (Hons) Illustration | Norwich University of the Arts. |

6. Introduction to the programme:

The Faculty of Computer Studies (FCS) starts offering Graphic and Multimedia Design in September 2015. Graphic and Multimedia Design Technology is one of the trend programmes in high rank international universities and strongly, a required major in labour market.

FCS Deanship has collaborated with a local research team to conduct extensive surveys aiming to satisfying the requirements of local authorities, ministries and commissions along with the working alumni across AOU Country Campuses in addition to the market/industry needs. These researches have led to design and offer the programme of Graphic and Multimedia Design.

Philosophy:

The deanship philosophy of running the Graphic and Multimedia Design during the academic life is to keep it up-to-date with the latest technical advancements, and satisfy the relevant market/employer needs. In addition, the AOU in general is keen to keep its programmes revalidated by the OU, UK to provide our students with extra international recognition to maximize their employment opportunities.

6.1 Graphic and Multimedia Design Programme:

The Graphic and Multimedia Design (GMD) program at the Arab Open University (AOU), Faculty of Computer Studies (FCS), is meticulously designed to deliver a top-notch educational experience. By incorporating a solid foundation in technical and practical aspects of the creative field, graduates are equipped to excel in the dynamic and multifaceted industry, adapting to evolving technologies and meeting diverse end-user/customer needs.

6.2 Graphical Presentation of the Programme:

The following Table 7.1 shows the Programme Structure of Graphic and Multimedia Design Technology.

Programme Structure of Graphic and Multimedia Design

| Level | Code | Course Title | Credit Hours | Pre-requisite |
|-----------|--------------|--|--------------|--|
| 1 | G131 | Digital Foundations | 3 | EL111 |
| | G141 | Elements and Compositions | 3 | EL111, GT101 |
| | G151 | Introduction to Interactivity and Media Arts | 3 | EL111 |
| | G161 | Introduction to Media Production | 4 | E111, G102 |
| | JM105 | Introduction to Programming | 3 | EL111, G102 |
| | G171 | Typography I | 3 | EL111 |
| | G181 | Digital Photography | 3 | EL111 |
| | G191 | Introduction to Advertising | 3 | EL111 |
| Sub Total | | | 25 | |
| 2 | G201 | Digital Visualization Studio | 3 | G121, G141, G171 |
| | G211 | Visual Communication Design | 4 | G121, G141, G171 |
| | G221 | Digital and Emerging Media Design I | 4 | G102, G151, G121 |
| | G202 | Computer Graphics and Imaging | 4 | G103, JM132 |
| | G231 | Illustration | 4 | G151, G171 |
| | G241 | Applied Media Aesthetics | 4 | G151, G141 |
| Sub Total | | | 23 | |
| 3 | G301 | Typography II | 3 | G171 |
| | G311 | 3D Modelling and Animation Techniques | 3 | G202, G231 |
| | G321 | Digital and Emerging Media Design II | 3 | G221, G202 |
| | G331 | Visual Effects and Compositing | 3 | G202, G231, G241 |
| | G341 | Sound Production for Mixed Media | 3 | G102, G241 |
| | G351 | Packaging Design | 3 | G131, G161 |
| | G361 | Graduation Project | 8 | Should complete all level 2 courses, and level 3 are co-requisite |
| Sub Total | | | 26 | |
| Total | | | 74 | |

Attendance Requirements:

The FCS follows the hybrid model of open education (Blended Learning) at AOU which requires 50% face-to-face tutorial attendance in a classroom environment. The 50% face-to-face tutorial sessions are mandatory and if student fails to attend 3 consecutive tutorial sessions without due, causes student to be suspended from the module and student needs to retake the module. The 50% face-to-face tutorial sessions are clearly marked in individual module calendar using the guidelines illustrated in table 7.2.

Opportunities available to students on completion of the programme (Employment, further academic study, etc.):

On successful completion of the B.Sc. degree, graduate student will be able to get employment opportunities in both the Middle Eastern (ME) markets and the international markets since this B.Sc. programme would be validated by the OUPV. This degree opens up the world of technology and an array of exciting careers in a wide range of sectors for student.

The B.Sc. degree helps graduate student to become a dominant player in the field of Graphic and Multimedia. Some of the key areas where graduate students can find employment opportunities include the following:

| | |
|--|--|
| <ul style="list-style-type: none"> • Animator 3D or 2D. • Storyboard artist. • 3D digital Modeler • Character designer for comics, cartoon • Animation director. • Graphic designer • Motion Graphic Animator • Photographer | <ul style="list-style-type: none"> • Design director. • Freelance media artist. • Multi-media designer. • In house Designer • Web designer. • Content strategist. • Video journalist. • Videographer (TV/Agencies). • Content Creator • Video Editor |
|--|--|

7. Programme Specification:

| | |
|---|--|
| Programme/award title(s) | BSc (Hons) Graphic Design and Multimedia |
| Awarding institution | Arab Open University (AOU) |
| Credit hours for the award | 132 Credit Hours |
| To be offered in | Egypt, Lebanon and Jordan. |
| Duration of the programme for each mode of study (FT, P/T) | 4-8 Years |
| Dual accreditation (if applicable) | N/A |

Programme Requirements:

Table 8.1: Programme Requirements

Degree Requirements (132 Credit Hours)

| Requirements | Credit Hours |
|---|--------------|
| University Requirements / Mandatory | 18 |
| University Requirements / Elective | 9 |
| Faculty Requirements / Mandatory | 16 |
| Faculty Requirements / Elective | 6 |
| Specialisation Requirements / Mandatory | 74 |
| Specialisation Requirements/Electives | 9 |
| Total | 132 |

The details of the previous requirements will be described as follows:

University Requirements / Mandatory (18 Credit hours)

Table 8.2: Details of University Requirements (Mandatory)

| Course Code and Title | Credit Hours | Prerequisites |
|--|--------------|---------------|
| EL099 - English Orientation Program (Level 3) | 3 | |
| AR113 – Arabic communication skills | 3 | |
| GB102 – Entrepreneurship Principles for Non-Specialists | 3 | |
| GT101 – Learning and Information Technology | 3 | |
| GR118 – Life skills and coexistence | 3 | |
| EL111 – English communication skills I | 3 | EL099 |
| EL112 – English communication skills II | 3 | EL111 |
| Total | 18 | |

** The list of modules and/or the modules contents may be updated/replaced as per AOU university council decision or local accreditation requirements*

University Requirements/ Electives (9 Credit Hours)

Table 8.3: Details of University Requirements (Electives)

| Course Code | Course Title | Credit Hours | Prerequisites |
|--------------|---|--------------|---------------|
| GR111 | Arab Islamic Civilization | 3 | -- |
| GR131 | General Branch Requirement | 3 | -- |
| GR112 | Issues and Problems of Development in the Arab Region | 3 | -- |
| GR115 | Current International Affairs | 3 | -- |
| EL118 | Reading | 4 | EL111 |
| CH101 | Chinese for Beginners (I) | 3 | -- |
| CH102 | Chinese for Beginners (II) | 3 | -- |
| SL101 | Spanish for Beginners (I) | 3 | -- |
| SL102 | Spanish for Beginners (II) | 3 | -- |
| FR101 | French for Beginners (I) | 3 | -- |
| FR102 | French for Beginners (II) | 3 | -- |
| GE111 | Introduction to Art Market | 3 | EL111 |
| GE213 | General Design Culture | 3 | EL111 |
| Total | | 9 | |

** The list of modules and/or the modules contents may be updated/replaced as per AOU university council decision or local accreditation requirements*

Faculty Requirements / Mandatory (16 Credit Hours)

Table 8.4: Details of Faculty Requirements (Mandatory)

| Course Code | Course Title | Credit Hours | Prerequisites |
|--------------|---------------------------------------|--------------|---------------|
| G103 | College Mathematics | 3 | N/A |
| JM132 | Linear Algebra | 3 | N/A |
| G102 | Introduction to ICT | 3 | GT101 |
| G121 | Design Basics | 4 | EL111 |
| G212 | Introduction to Computer Aided Design | 3 | G121 |
| Total | | 16 | |

+ the pre-requisite can be registered in parallel

Specialization Requirements / mandatory (74 Credit Hours)

Table 8.5: Details of Faculty Requirements (mandatory)

| Course Code | Course Title | Credit Hours | Pre-requisite |
|--------------|--|--------------|--------------------|
| M131 | Discrete Mathematics | 3 | EL111 |
| G113 | Statistics | 3 | EL111 |
| M133 | Numerical Analysis | 3 | G103, JM132 |
| T103 | Computer Organization and Architecture | 3 | EL111, G103 |
| G101 | History of Graphic Design | 3 | EL111 |
| G111 | Design Literacy | 3 | EL111 |
| G123 | Instructional Design | 3 | EL111 |
| Total | | 6 | |

Note- The student will not be allowed to take more than one elective module per level from the above Table-8.5.

| Level | Code | Course Title | Credit Hours | Pre-requisite |
|-----------|--------------|--|--------------|-------------------------|
| 1 | G131 | Digital Foundations | 3 | EL111 |
| | G141 | Elements and Compositions | 3 | EL111, GT101 |
| | G151 | Introduction to Interactivity and Media Arts | 3 | EL111 |
| | G161 | Introduction to Media Production | 4 | E111, G102 |
| | JM105 | Introduction to Programming | 3 | EL111, G102 |
| | G171 | Typography I | 3 | EL111 |
| | G181 | Digital Photography | 3 | EL111 |
| | G191 | Introduction to Advertising | 3 | EL111 |
| Sub Total | | | 25 | |
| 2 | G201 | Digital Visualization Studio | 3 | G121, G141, G171 |
| | G211 | Visual Communication Design | 4 | G121, G141, G171 |
| | G221 | Digital and Emerging Media Design I | 4 | G102, G151, G121 |
| | G202 | Computer Graphics and Imaging | 4 | G103, JM132 |
| | G231 | Illustration | 4 | G151, G171 |
| | G241 | Applied Media Aesthetics | 4 | G151, G141 |
| Sub Total | | | 23 | |

| | | | | |
|-----------|-------------|---------------------------------------|-----------|---|
| 3 | G301 | Typography II | 3 | G171 |
| | G311 | 3D Modelling and Animation Techniques | 3 | G202, G231 |
| | G321 | Digital and Emerging Media Design II | 3 | G221, G202 |
| | G331 | Visual Effects and Compositing | 3 | G202, G231, G241 |
| | G341 | Sound Production for Mixed Media | 3 | G102, G241 |
| | G351 | Packaging Design | 3 | G131, G161 |
| | G361 | Graduation Project | 8 | Should complete all level 2 courses, and level 3 are co-requisite |
| Sub Total | | | 26 | |
| Total | | | 74 | |

Graphic and Multimedia Design Programme - Recommended Study Plan:

The academic year at AOU consists of two main academic semesters (Fall and Spring), each consists of 16 weeks, and additional (optional) summer semester of 10 weeks. The following structure plan is a suggested plan based on Fall and Spring semesters.

Calendar Year 1:

| Semester-1 | Course Code | Course Title | Credit Hours | Pre-requisite |
|------------|--------------|---|--------------|---------------|
| | GT101 | Learning and Information Technology | 3 | |
| | GB102 | Entrepreneurship Principles for Non-Specialists | 3 | |
| | AR113 | Arabic communication skills | 3 | |
| | EL111 | English communication skills I | 3 | |
| | G103 | College Mathematics | 3 | |
| | | University Requirement/Elective | 3 | |
| | Sub Total | | 18 | |
| Semester-2 | GR118 | Life skills and coexistence | 3 | AR113 |
| | EL112 | English communication skills II | 3 | EL111 |
| | JM132 | Linear Algebra | 3 | |
| | G102 | Introduction to ICT | 3 | GT101 |
| | | University Requirement/Elective | 3 | |
| | | Faculty Requirement/Elective | 3 | |
| | Sub Total | | 18 | |

Calendar Year 2:

| Semester-1 | Course Code | Course Title | Credit Hours | Pre-requisite |
|------------|-------------|---------------------|--------------|---------------|
| | G121 | Design Basics | 4 | EL111 |
| | G131 | Digital Foundations | 3 | EL111 |

| | | | | |
|-------------------|------------------|--|-----------|---------------------|
| | G141 | Elements and Compositions | 3 | EL111, GT101 |
| | G151 | Introduction to Interactivity and Media Arts | 3 | EL111 |
| | G191 | Introduction to Advertising | 3 | EL111 |
| | Sub Total | | 16 | |
| Semester-2 | G161 | Introduction to Media Production | 4 | EL111, G102 |
| | JM105 | Introduction to Programming | 3 | EL111, G102 |
| | G171 | Typography I | 3 | EL111 |
| | G181 | Digital Photography | 3 | EL111 |
| | | University Requirement/Elective | 3 | |
| | Sub Total | | 16 | |

Calendar Year 3

| Semester- 1 | Course Code | Course Title | Credit Hours | Pre-requisite |
|--------------------|--------------------|---------------------------------------|---------------------|--------------------------|
| | G211 | Visual Communication Design | 4 | G121, G141, G171 |
| | G221 | Digital and Emerging Media Design I | 4 | G102, G151, G121 |
| | G202 | Computer Graphics and Imaging | 4 | G103, JM132 |
| | | Specialization Requirement/Elective | 3 | |
| | Sub Total | | 15 | |
| Semester- 2 | G201 | Digital Visualization Studio | 3 | G121, G141, G171 |
| | G212 | Introduction to Computer Aided Design | 3 | G103, JM132, G121 |
| | G231 | Illustration | 4 | G151, G171, G141 |
| | G241 | Applied Media Aesthetics | 4 | G151, G141 |
| | | Faculty Requirement/Elective | 3 | |
| | Sub Total | | 17 | |

Calendar Year 4

| Semester- 1 | Course Code | Course Title | Credit Hours | Pre-requisite |
|--------------------|--------------------|---------------------------------------|---------------------|--|
| | G301 | Typography II | 3 | G171 |
| | G311 | 3D Modelling and Animation Techniques | 3 | G202, G231 |
| | G321 | Digital and Emerging Media Design II | 3 | G221, G202 |
| | G331 | Visual Effects and Compositing | 3 | G202, G231, G241 |
| | | Specialization Requirement/Elective | 3 | |
| Semester- 2 | Sub Total | | 15 | |
| | G341 | Sound Production for Mixed Media | 3 | G102, G241 |
| | G351 | Packaging Design | 3 | G131, G161 |
| | G361 | Graduation Project | 8 | Should complete all level 2 courses, and level 3 are co-requisite |
| | | Specialization Requirement/Elective | 3 | |

| | | | | |
|--|------------------|--|-----------|--|
| | | | | |
| | Sub Total | | 17 | |

For details refer to AOU Website at

<https://www.arabou.edu.kw/faculties/computer/Pages/undergraduate-programs.aspx>

Types of the Programme's Certificate:

AOU offers basically, two types of B.Sc. certificates as classified bellow:

1. BSc (Hons) Graphic and Multimedia Design (360 points) validated by the local authorities of Ministries of higher educations in the AOU branches.

8. Module Specifications:

For more details, please refer to section 8 and the following AOU Website

<https://www.arabou.edu.kw/faculties/computer/Pages/course-catalogue.aspx>

8.1 The minimum technical specifications requirements:

The minimum specifications of laptop/PC and any software requirements for students enrolling on the GMD programme are listed as follows:

- CPU: Core i5 – Razen 5.
- RAM: 16 GB.
- Storage: 512 GB
- VGA: 4GB
- Broadband Internet connectivity

9. Student Support, Guidance and Advice:

Good experienced tutors are available across AOU campuses to provide proper academic advice and guidance to students. Each student is assigned to a specific academic advisor to get the necessary academic advising and support. In general, there is an Academic Advising Unit at each branch to help all the students in their academic life and personal issues as well as providing advice regarding jobs and future career. The contact information of those staff members is available at the local country campuses. The following table 10.1 gives an overview about the available services and support to Artificial Intelligence students across various AOU campuses. students are encouraged

to identify with guidance, to reflect on their own learning needs and are offered the following support as appropriate to those needs:

Table 10.1 Details of Student support, guidance and advice

| Service | Detail |
|---|---|
| Student induction day | Student induction day that focuses on the requirements for the B.Sc.'s modules and graduation project. |
| Student handbook | AOU student handbook containing the main information related to the university, and the various programmes of study. |
| LMS | A virtual learning environment to support students remotely via teaching/learning material, supplementary material, frequently asked questions and collaborative tools and technologies. |
| Support/Teaching/Management Staff | Access to support, teaching and management staff. |
| Online Resources | Access to AOU resources e.g. physical library/digital library, eLearning materials – outside normal class times. |
| Appeals and Complaints System | Online access to student services through the Student Support System (SSS) at https://sisonline.arabou.edu.kw/ |
| Disability and Dyslexia Support Services (DDSS) | AOU provides all students the necessary services to enable them to fulfil the intended learning outcomes of their study in a friendly educational and social environment. Students with disabilities and learning difficulties are paid special attention. The services provided to our students are dealt with confidentially and are not disclosed to a third part without the student's written consent. This DDSS online system provides the students with all information about the services and facilities made available to them by AOU and is accessible at https://sisonline.arabou.edu.kw/ |
| Financial aids | Financial aid and advice are provided to our students |
| Learning support | Access to a large collection of reading material, simulations, Java applets, video clips, e-library, LMS and secrets of student success to enhance your study skills is made available to our students at https://arabou.edu.kw/ . |
| Career Advice | <p>A collection of video clips on choosing a career, writing a professional CV and preparation for interview is accessible at:</p> <p>Find job</p> <p>How to prepare your CV</p> <p>Most in demand skills in 2021:</p> <p>Most in demand skills - 2021</p> <p>Skills that can get you hired in 2021:</p> <p>Skills that can get you hired</p> |

10. Opportunities for personal development planning:

By virtue of being an Open Education institution, the AOU encourages students to prepare Personal Development Planning (PDP) for themselves. The PDP provides opportunity to students to plan their studies according to the goals and objectives that they want to achieve from their studies. It enables them to track their achievements and goals in a systematic manner. It provides a platform to them to reflect on their studies and measure their progress towards intended objectives that they want to achieve. The PDP is a valuable tool in Open Education since it supports the process of developing Independent Learning which is the key for success in open learning environment.

11. Opportunities and support for study abroad:

The current B.Sc. programme requires the completion of all modules of the academic calendar at the FCS - AOU. In case student wishes to transfer to another institution, student would be required to inquire about the transfer of credits provisions at that institution.

12. Work placement information

There is no work placement requirement in the current study plan of the B.Sc. programme. The main practical work involved is the individual practical work required during the preparation of the Tutor Marked Assignment (TMA), one of the assessment components per module, in addition to the practical work required for the Final Graduation Project (G361).

13. Facilities and Services:

All branches enjoy adequate resources, especially in light of:

- Operating in new building for most branches, including Kuwait, Egypt, Jordan, Bahrain, KSA, Lebanon.
- Meeting the standards of the domestic accreditation bodies and Ministries of Higher Education.
- Continuously updating and upgrading both the physical and electronic resources, including e-library, Learning Management System (LMS), Student Information System (SIS), etc. to support students. In addition,

wide range of supplementary material and video recordings are offered through the LMS.

- Introducing the Smart Book to some modules by agreement with McGraw-Hill, the publisher, in order to support students and provide the highest technology available in e-learning.
- AOU provides enough computer labs for its students equipped with hardware and software resources to support the curriculum of the cloud programmes.
- Specialized labs are provided at AOU country campuses such as Cisco labs to support Networking modules. The new buildings offer seminar halls and dedicated spaces for libraries with at least one lab to access the e-library. It is interesting to point out that well-trained human resources are provided to help students, accessing either the physical or e-library. Regular workshops are held for students, especially new comers, to train them on how to use LMS and e-library, and to provide them with the fundamental background about good academic behaviour.
- The e-Library could be accessed at the AOU's website through the following link: <http://www.aou-elibrary.com/>
- Appeals and Complaints system is inside Student Information System (SIS) on the AOU website. The URL is: <https://sisonline.arabou.edu.kw/>
- Central LMS that can be navigated once student logs in to local LMS via link <https://mdl.arabou.edu.kw/>

14. Assessment and progression regulations:

AOU assessment strategy is based on general principles and procedures aiming to organize and monitor the examinations at all AOU branches. AOU regulations include validation (pre-assessment moderation) of examination questions and answer keys by external examiners (EE), audit tutors' marking, post-assessment moderation; and 4 tiers of examination committees which are:

- Branch Examination Committee (BEC)
- Module Assessment Committee (CAC)
- Faculty Examination Committee (FEC)

- Central Examination Committee (CEC)

14.1 Main Principles of Assessment at AOU:

AOU has explicit procedures for ensuring that student performance is properly judged and for evaluating how academic standards are maintained through assessment practice. The following are some of the procedures which FCS:

- All types of assessment aim to test the Learning Outcomes (LOs) matched with the module.
- The creation and administration of all types of assessment is a team work.
- All assessment components are reviewed and approved by EEs.
- Sample of students' marked work/scripts from all the modules per branch as, are review by EEs which is done at the end of each academic semester.
- There are four tiers of Examination Board structure to approve the final students' results at the end of each semester.

14.2 Assessment Components:

The assessments at AOU comprise of 3 components:

- Tutor Marked Assignment (TMA)

Students are provided detailed feedback on their TMA work and this is an essential part of learning policy at AOU. Feedback, which is usually an Excel sheet, provides clear distribution of grades, tutor comments for each question and students' strengths, weaknesses, and steps for improvement. Feedback is provided to students on LMS and can be discussed with students during in class face-to-face, laboratory, and office hours.
- Mid-Term Assessment (MTA)

- Final Exam (FE)

For more details about the assessment, [see section 17](#).

Graduation project (G361) has different weights as follow:

- Course work and the final report 40%
- Final Jury (Practical Project Presentation) 60%

For more details about the assessment of graduation project, [see section 16](#)

14.3 Grade Point Average (GPA) and Equivalent Letter Grades:

AOU follows the Grade Point Average (GPA) on a scale of 0 to 4 as shown in table 15.1.

Table 15.1 GPA and Equivalent Letter Grades at AOU

| AOU | | |
|--------------|----------|--------|
| Letter Grade | Range | Points |
| A | 100 – 90 | 4.00 |
| B+ | 89 – 82 | 3.50 |
| B | 81 – 74 | 3.00 |
| C+ | 73 – 66 | 2.50 |
| C | 65 – 58 | 2.00 |
| D | 57 – 50 | 1.50 |
| Fail | Below 50 | 0 |

On successful of student, his/her grade will be out of 4 as shown in table 15.2

Table 15.2 Cumulative Average Grade

| Cumulative Average | Grade |
|--------------------|-----------|
| 3.67-4.00 | Excellent |
| 3.00-3.66 | Very Good |
| 2.33-2.99 | Good |
| 2.00-2.32 | Pass |

14.4 Marking of Assessments:

Marking, Double-marking, and Cross Branch Marking.

The FCS adopts transparent and fair mechanisms for marking which is done by tutors and approved by EE. The process goes through several steps:

- **Marking:** done by tutors within the branch and monitored by BCC.

- **Double-marking:** done by tutors within the branch and monitored by BCC

For more details, the assessment and progression regulations have been made available to students on the AOU's website at <https://www.arabou.edu.kw/university/Pages/regulations.aspx> . In addition, assessment guides will be provided to students with the module material packages.

15. Graduation projects:

The module G361 is the final component of the B.Sc. programme at FCS. Students undertake and complete the G361 Project work on individual basis. Topics of the final year project are chosen by students themselves or suggested ideas by their supervisor. In both cases, deep discussions take place between the student and the supervisor in order to select the suitable project topic. Then the student has to submit project proposal that explain the main outline of the project. During the academic semesters, student should show up and presents his/her progress in order to receive proper advice, feedback, and support by supervisor.

The project consists of a written report of about 8,000 to 10,000 words. This report is a culmination of about two semesters of research work by student, individually, under the guidance of student's project supervisor. Student must also complete TMA, project implementation and give 2 oral presentations. In order to undertake the G361 Project, various software tools and packages would be required. It is the student's duty to consult his/her supervisor well in advance of project selection regarding the availability of both the software tools and the expertise available at FCS regarding the usage of the tools. Student should agree with his/her supervisor regarding the software tools that would be required for G361 projects in advance to avoid any future problems.

16. Determination of results:

For various modules, the assessment usually consists of 3 components; Tutor Marked Assignments (TMA), Midterm Assessment (MTA) and Final Examination. The weighting of the assessment components is as follow:

- Continuous assessment (TMA 20% + MTA 30%) = 50%
- Final Exam = 50%

To pass any module the following conditions should take place:

- Continuous assessment (TMA + MTA): at least 30%
- Final Exam: at least 40%
- In total at least 50% of the overall mark (TMA + MTA + Final).

The results are processed centrally at the Headquarters, and communicated to student by domestic branch authorities after being approved by the Central Examination Committee (CEC) at the Headquarters. The FCS at AOU follows a tiered approach to examination boards and committees. The key role of these assessment boards is to ensure fairness and standardization of the assessment processes.

16.1 How Results Are Communicated:

Final module results are announced on the university website (<https://arabou.edu.kw/>), where students can check at their results by logging in to the Student_Information_System (SIS) with student's credentials. This link can be found under the student services menu. The following screens show the steps:

1. Login to the online Student Services with student number as a User ID and student's password and select the correct branch.
2. Once the student logs in, he/she can avail the benefits of the available services provided on the system.
3. The student will select the box titled Grades Box in the 2nd row in order to view his/her grades. By selecting Grades box, the grades details will appear on student' computer screen.

Note: Grades are not confirmed until they have been approved by External Examiners and ratified at Exam Boards.

17. Other Institutional Policies and Regulations:

Some of the information below may be given in the form of general brief statements that refer student to a separate generic institutional policy document.

- Disability statement
- Grounds and procedures for appeals
- Equal opportunities statement
- Data protection
- Health and safety issues

The AOU strongly believes in providing **equal opportunities** to all students studying at the university. It also makes efforts to provide a safe, secure, healthy and confidential environment to students (<https://www.arabou.edu.kw/university/Documents/Regulations/aou/en/Equal%20Opportunity%20and%20Respect%20for%20Diversity.pdf>). students have the right to appeal to the branch authorities. Processes and procedures for your appeals / complaints and disability and dyslexia enquiries are contained in the rules and regulations of the AOU and are accessible to students through the University's website at (<https://sisonline.arabou.edu.kw/>).

1. Once student login to the online Student Services using the correct credential, the student select the Box titled "Student Support" in order to view his/her grades.
2. On selecting Student Support box, a screen consisting of Appeals and Complaints details will appear on student's computer screen.

18. Student Participation and Evaluation:

Students are strongly encouraged to participate in and evaluate the academic activities at AOU. Student feedback is solicited through various surveys such as students' views on modules, tutors, and facilities etc. Also, some students are members of the Student Staff Liaison Committee (SSLC). Students' views are considered as a very important instrument which is continuously solicited and used in enhancing Students learning experience at AOU.

AOU has finalized the bylaws of its Alumni association and it is expected that Students feedback will contribute in enhancing all FCS programmes.

Student feedback is an essential element of the Quality Assurance (QA) process at AOU. The QA department solicits feedback from students through a variety of questionnaires and feedback forms, which are offered through the Learning Management System (LMS). The QA department has Branch QA Coordinators (BQACs) who are responsible for collecting student feedback at each Branch. The aforementioned feedback is subjected to detailed analysis by both the AOU_QA Department as well as the Deanship in order to be included and concluded in the Annual Programme Evaluation that is submitted to the OUPV.

The major areas on which student feedback is obtained include the following:

- Student evaluation of tutors
- Student evaluation of modules
- Student evaluation of branch resources and service

Student can also apply for appeals, which are dealt with through the online appeals and complaints system (part of the SIS-Student Information System). The Arab Open University's Alumni Association (AOUAA) is an association that aims at maintaining relations between AOU and its former students and between graduates and their fellows. AOUAA is a forum for forming relationships between people of common interest. AOUAA is organized into 9 chapters at KSA, Kuwait, Bahrain, Oman, Egypt, Jordan, Lebanon, Sudan and West Bank. AOU Alumni Association Bylaws could be found on the university's website. FCS encourages students to register in the AOUAA.

19. General Reading List:

A general reading list (i.e. not module specific), including electronic resources) has been compiled by FCS staff. The list indicates some important books and journals. This list has been made available to students at the following link:

<https://www.arabou.edu.kw/faculties/computer/Pages/general-reading-list.aspx>

Electronic resources are available on the LMS at the AOU's website (<http://www.arabou.edu.kw/>).

End of Student Handbook