



graphic design student catalogue 2013 · 2014

'What other profession do you end up in where you learn so much about other people's businesses than in graphic design? It's remarkable. Clients will tell you everything. It's like being a therapist. That's really exciting. You never know what's going to happen from one week to the next.'

Tony Brook • Eye Magazine • 2013

... and the list goes on

Sleepless nights, deadlines, pin up 1, pin up 2, pin up 3, juries and more juries. This is the journey of a graphic designer in-the-making, until reaching the level where impregnated with design-thinking strategies and methods s/he is expected to argue the concept, and persuade and convince the audience of the merits of a proposed visual solution. Besides "learn[ing] so much about other people's businesses", also selling ideas and presenting them in an appealing way are major parts of the learning outcome of this journey.

What makes your visual intervention effective? The graphic-design student constantly is being asked. The answer will address notions of color, form, type, and paper selection; or, if it is a screen-based design, user behavior, interface, and navigation. Voids and empty spaces can be effective in a page layout; whiteness is color; and the use of Comic Sans is a sin, the design student is being told over and over again.

The graphic design program at LAU educates and challenges students to produce designs that change the 'collective taste' within a given social context. The viewer's or end-user's intelligence must be considered in the process. Educating the consumer through thought-provoking and powerful designs is part of a designer's task. That is the reason why workshops and talks are included in the program at LAU, where exposure to new trends and discourses on design and visual communication and their links to society is a constant debate.

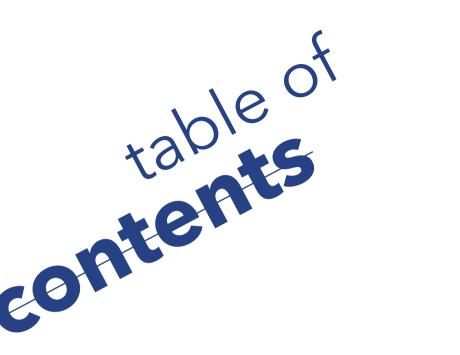
Eight students from last year's graduating class in graphic design were hired by the most reputed design firms in Beirut; four were recruited by prominent agencies in Dubai; and another four are pursuing graduate studies in prestigious design education programs in the United States, Canada and the Netherlands.

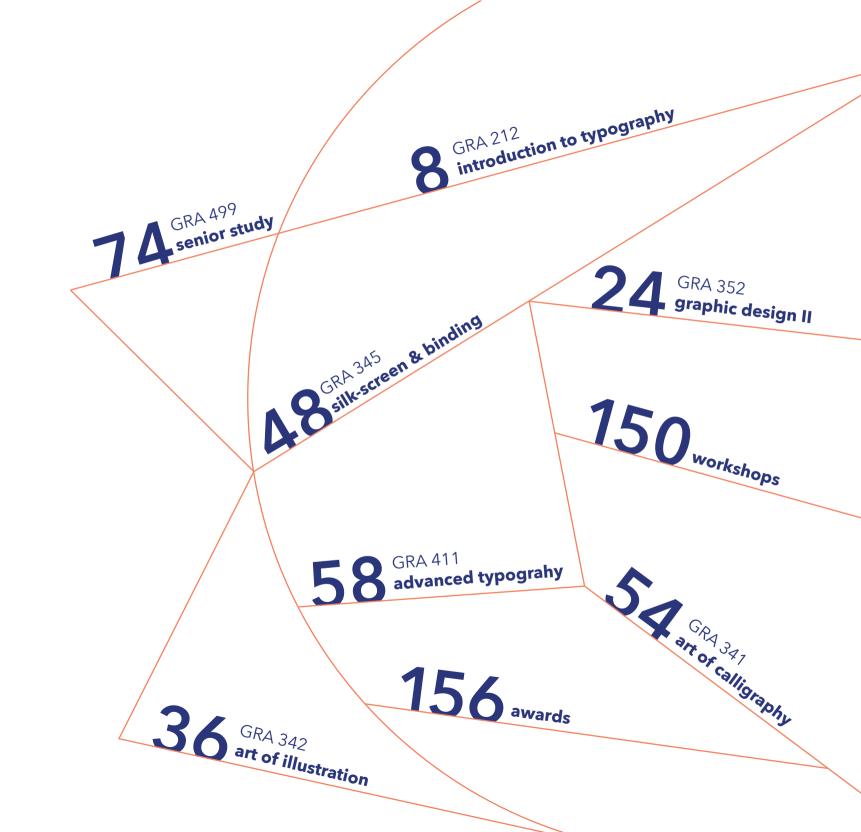
... and the list goes on with more LAU graphic designers contributing to society in various ways through analyzing the needs of an urban fabric and providing their communities with effective as well as appealing design.

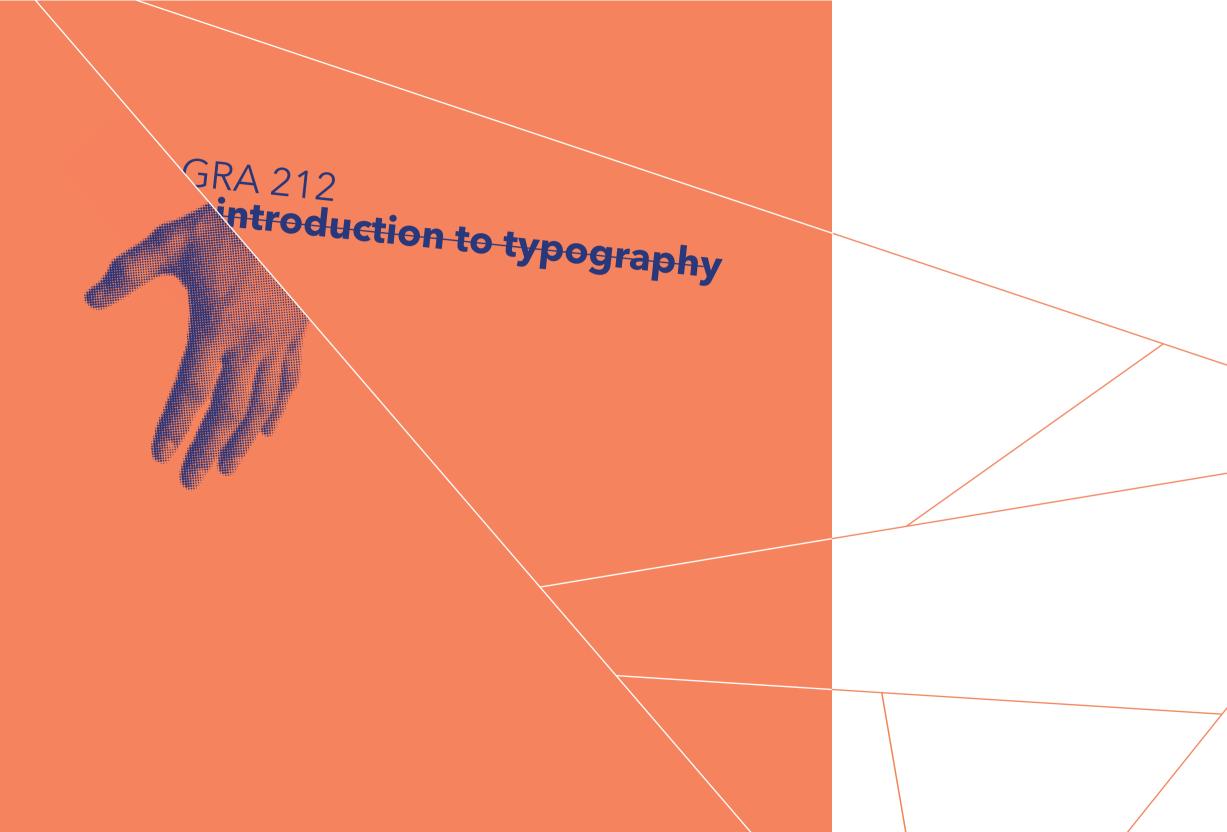
What distinguishes the work featured in this catalog is the students' sensitivity and innovation, displayed in the variety of ways they have put together complex ideas and elements with diverse visual components, thus assigning new meanings to their visual solutions. All along the journey, an understanding of one's culture is 'a must' in order to communicate effectively. And when culture changes, as it must, there is no reason why design should not change along with it. The need for design to empower people, design for social change, design for a better environment, and design for a better life are stressed all the way at LAU.

I wish the students success in their exciting endeavor and I hope that the fiftyseven graduating designers, whose work is featured in this catalog, will continue to challenge the viewer's taste and perception of design.

Yasmine Nachabe Taan, PhD Associate Professor Chair • Design Department







This course introduces students to the principles of typography through presentations, demonstrations and projects. Students are exposed to the historical influences on type, both aesthetically and technologically. The exercises they worked on include: the anatomy of letter forms, the basics of type design, and typographic studies in expression, composition and communication. The course includes both Latin and Arabic type, and the typographic translation from one to the other.

5





Original

Vertical Mirror

53





Horizontal Mirror

Rotate 45°





[]



Horizontal Mirror



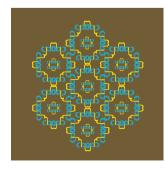
[**36**]

Vertical Mirror





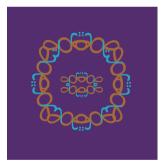


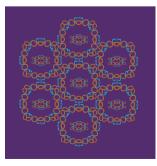


Chelsea Abi Saab

Ryan Abi







introduction to typography monograms & patterns Tarek Khoury /1



Till now your shine was merely silver Friends you shall drip rubies, you'll soon drip precious...



Chelsea Abi Saab



Alexander Courtis

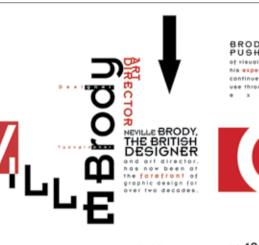




introduction to typography typographic postcards Tarek Khoury 13

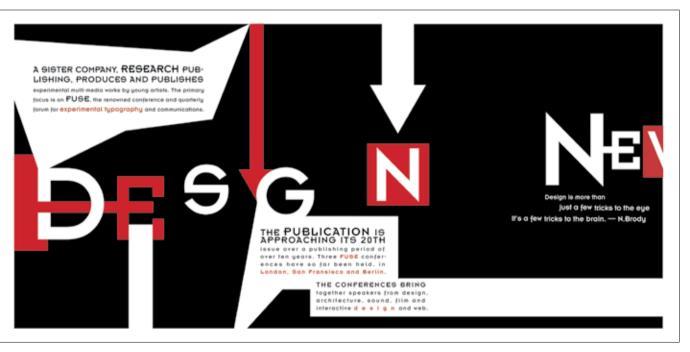


Ryan Abi



INITIALLY WORKING IN record cover design. Grody made his name targety through his revolutionary works Limits. L Actuat on

the FACE magazine. Other international magazine directions have included City Limits, Lei, Per Lui, Actuel and ARENA.



Alexander Courtis

BRODY HAS CONSISTENTLY PUSHED THE BOUNDARIES of visual communication in all media through his experimental and challenging works, and

e x p r e s s i o n



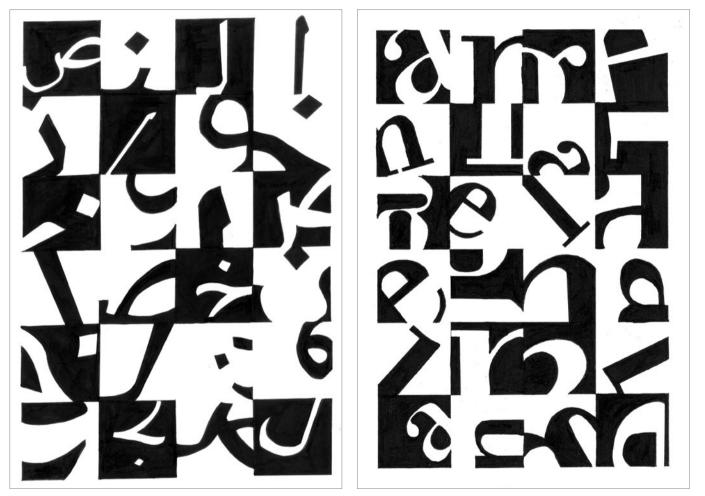
the first of his two monographs which became the vorta's best setting graphic design book. Combined sales now exceed 120,000. IN 1994, TOGETHER WITH business partner fra Richards, Brody launched Research Studios.London. Since then studios have been opened in Paris, Berlin vith plans to open a New york studio.



5

CLIENTS RANGE ACROSS all media. from web to print, and from environmental and retail design to moving GRAPHICS and film filtes.





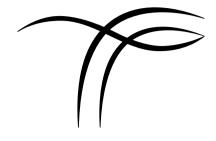
Tatiana El Hage



Nour Al Hariri

Khloud Al Nes

Angela Abilmona



Tatiana El Hage



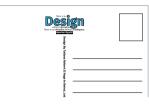
Leen Charara



India Arida

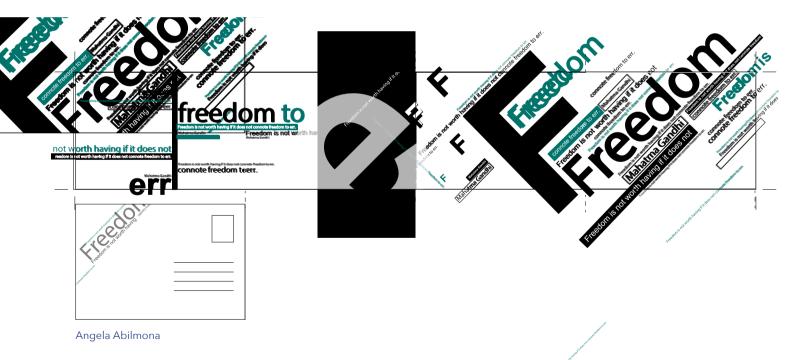
introduction to typography typographic postcards Pascal Zoghbi







Tatiana El Hage

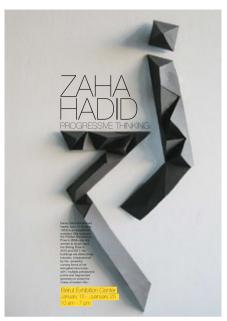




Khloud Al Nes

introduction to typography typographic brochures Pascal Zoghbi

Noura Atoui









Sarah Mrad



Zahra Basma



Jad Ghadieh





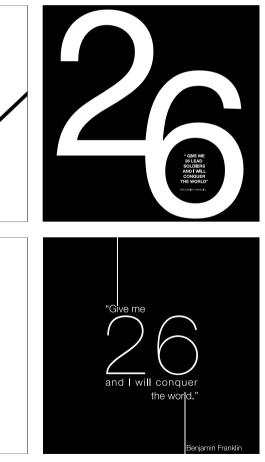
Nour Itani



Fatima Al Hamawi



Nour Itani



Zahra Basma







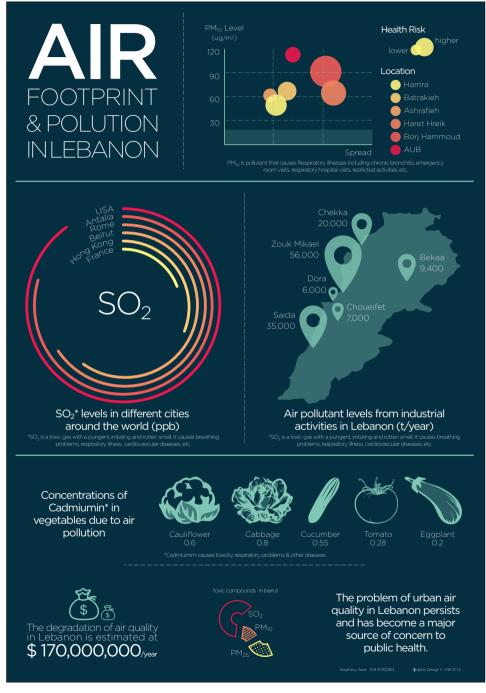
Noura Andrea Nassar

Jad Ghadieh



GRA 352 graphic design II

This studio course is an in-depth exploration of publication and editorial concept design. Emphasis is placed on grid system development, composition and the integration of color, illustration, photography, and typography for bilingual publications. This course is taught through projects, discussions and critiques.



Melissa El Hajj

VIRAL FLU TRANSMITTED VIRUS Date calcular agrined from Matricine at major polycinia band on for reported cana of the methylic for agrine of forms. Were Alfan.

VIRAL CASES Each year, on average 20% to 20% of the Chanaian population per sick from teasarcail influenza, commonly called "the flux". The flux can cause severe libres and litethreadowing complications in many people.

> ntagious viral infections spread very sipidly from on to another. Spreading out easily if the uninfected omes into direct contact with the person being with or the one suffering from these communicable like the common cold flu.

34% of all the population in Ghana have usually have a strong instrume system resistent to any flu.

PREVENTION This is using provematian if proper practices are followed. Provision, rejection and cell sociations are available in some contrates, however it not mark recommended because it provides interventy for a few months cell and also immunity in and mark prakation. This should be trusted quickly and properly before it widepreach in any report area. Boostref the general immune system by emoring good keep and heading waters.

Stephany Assio

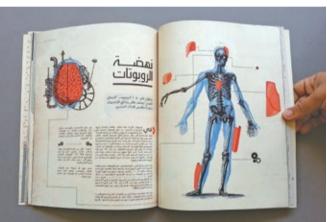
Elias Maatouk

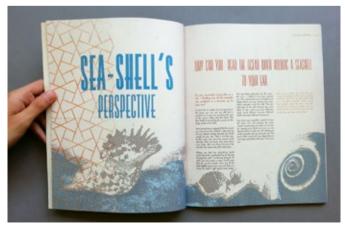


Time<u>line</u> Edition 1111



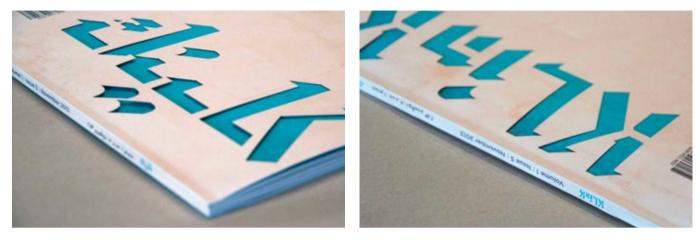






Jad Abou Zeki, Omar Mougharbel, Layal Salman, Rima El-Rifai









Lana Yassine, Lina Armoush, Maria Aoun, Talal Harmouch, Leen Naffaa





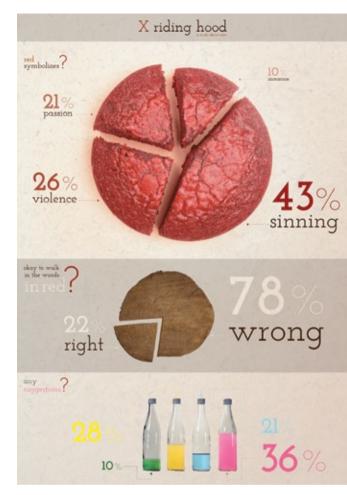






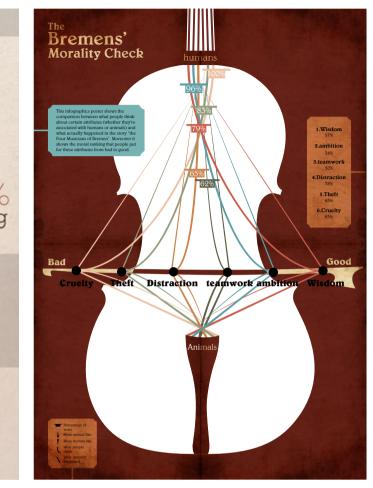


Jad Abou Zeki



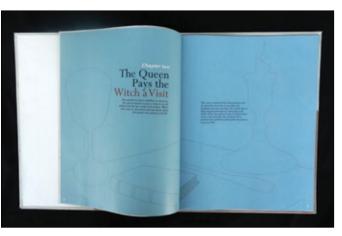
Lana Yassine

Jad Abou Zeki



Jennifer Haddad





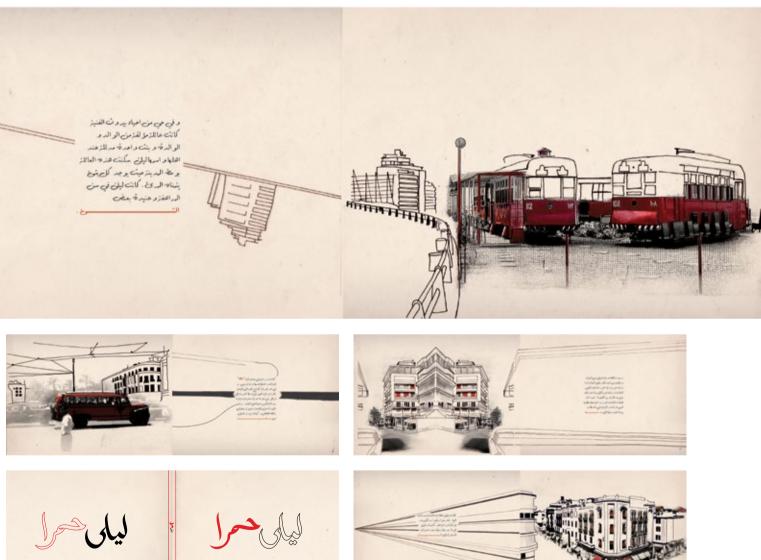














Omar Mougharbel

Rima El-Rifai



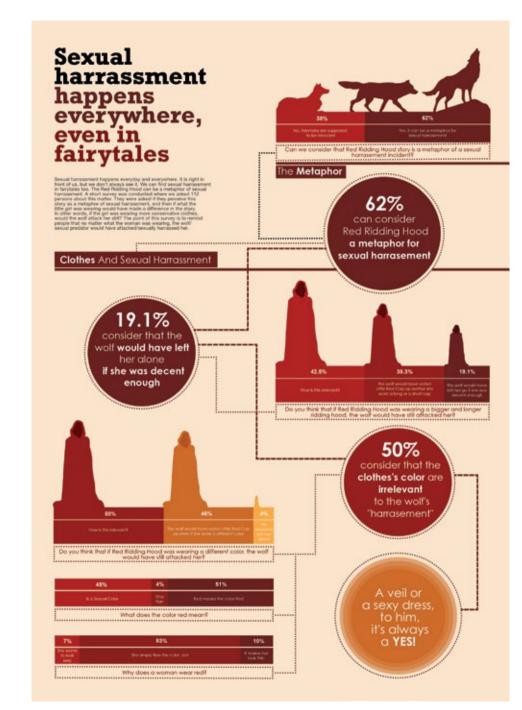




21



Fadi El Fatayri, Mosbah Baddredine, Marwan Mneimneh



Shaden Fakih



Illustration techniques are a necessary part of graphic design. This studio course teaches drawing skills through the use of diverse media and assigned research on the history of illustration. Emphasis is placed on the development of personal style in illustration through research, projects, discussions and critiques.



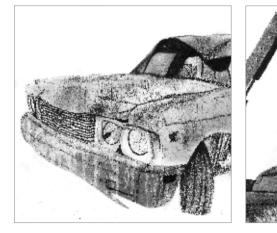
Rima El-Rifai



Nadia Asfour



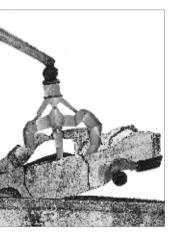




Raneem Sakr





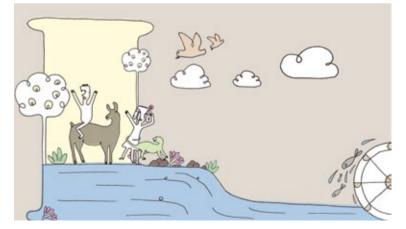




art of illustration sequential illustration Gökhan Numanoglu 39



Leen Naffaa



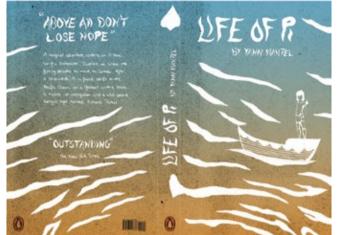
Hachem Reslan



Rima El-Rifai

Firas Safa

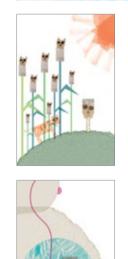
art of illustration story illustration Gökhan Numanoglu **41**







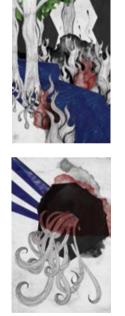




Firas Safa



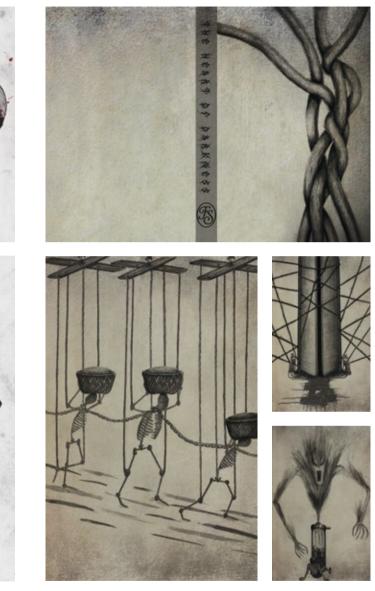






Raneem Sakr

Carine Farhat



Mouhammad Houhou





Shireen Makhlouf

Nayla Fayoumi





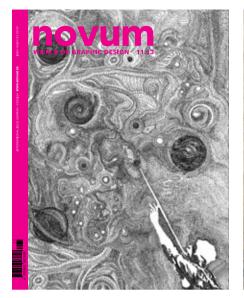












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Karim Abou Selman

Nayla Fayoumi





Shireen Makhlouf





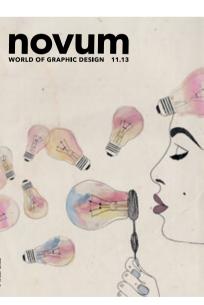




Nadia Asfour



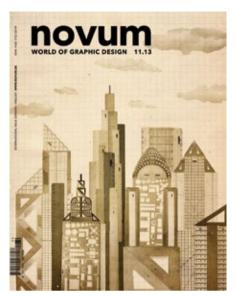
Zeina Saade





Fatima Al Hamawi



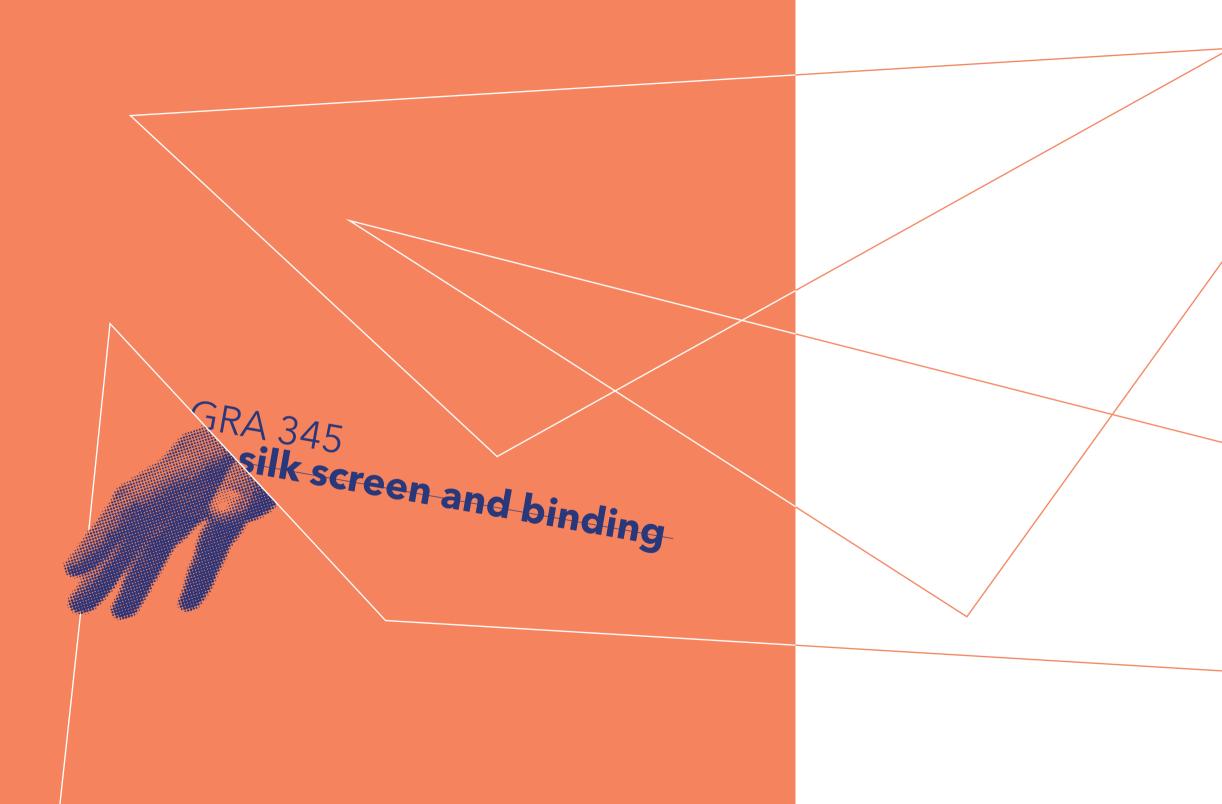


Shireen Makhlouf



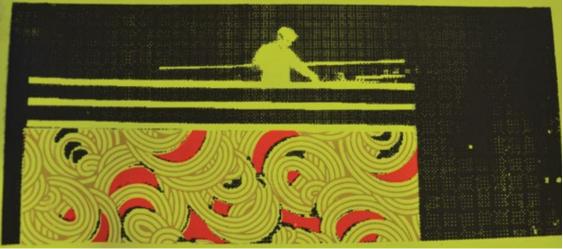


Nadia Asfour



This elective studio course introduces the students to silkscreen, printmaking and book binding methods. Through handdrawn separations, photographic film, digital separations and xeroxed images, a range of silkscreen techniques are implemented. Various book binding techniques including Japanese binding, accordion folds and signature binding are explored.







Nour Amhaz

Nour Amhaz

silkscreen & binding poster silkscreen printing Rena Karanouh /51



Aya Ibrahim

AT V P

Rasha Salhab





Rasha Salhab

Hussam Elias



Aya Ibrahim

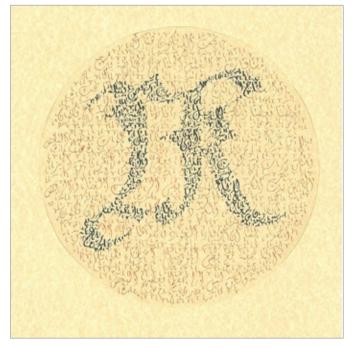
silkscreen & binding poster silkscreen printing Rena Karanouh /53



This elective studio course teaches the art of beautiful handwriting. Simultaneously, the study, research and history of calligraphy as well as its development into a contemporary art form is explored. Importance is placed on the understanding of proportions to enhance legibility combined with the ability to communicate a feeling. This course is taught through projects, discussions and critiques.



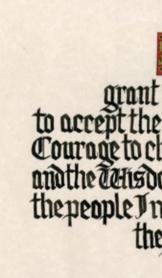
Melissa El Hajj







Ryan Abi



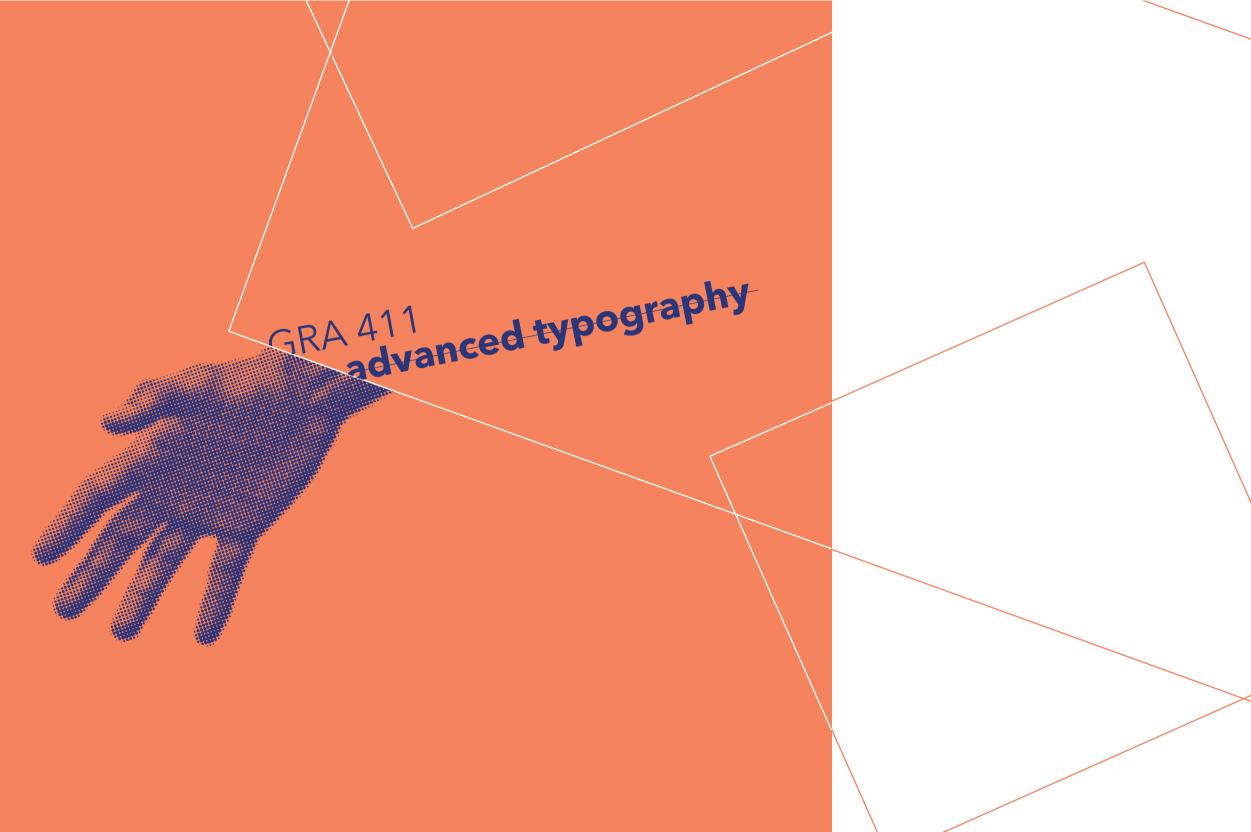
Nadia Khabbaz

Sandra Fayad

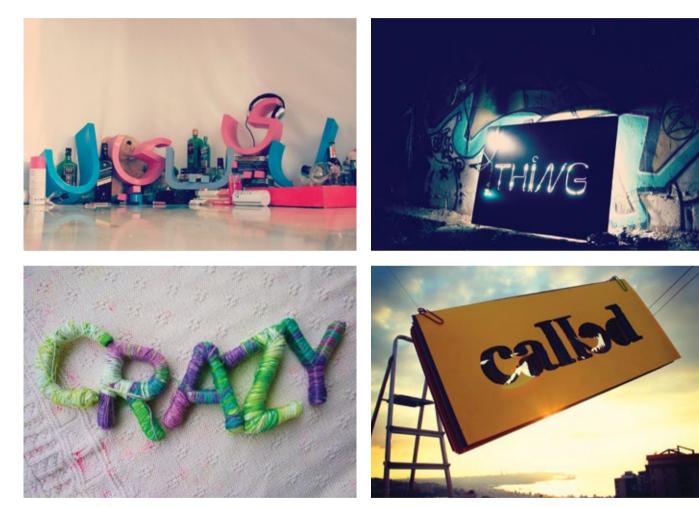
Sandra Fayad

grant me the Serenity to accept the things I cannot change Courage to change those things I can and the Wisdom to hide the bodies of the people I may have to kill because they piss me off.

art of calligraphy monogram, gothic script Ruth Maalouf /57

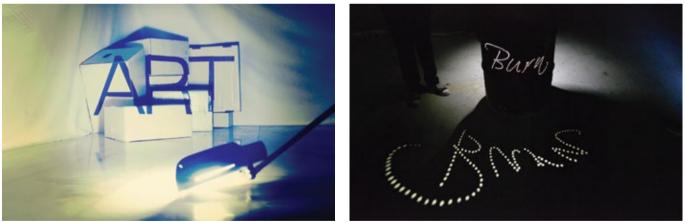


This advanced level studio course explores the intricacies of typography as an expressive visual form and as a functional vehicle of communication. Typeface development and typographic experimentation is taught. Emphasis is placed on bilingual typography and the structural differences between Arabic and Latin typography. This course is taught through projects, discussions and critiques.

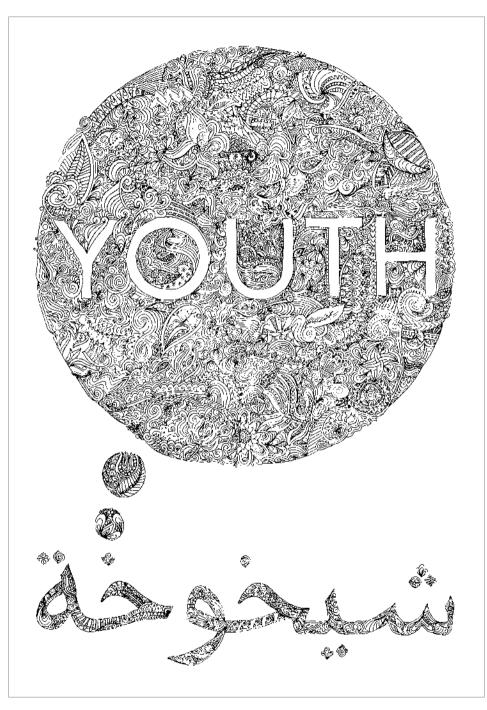


Stephanie Assio





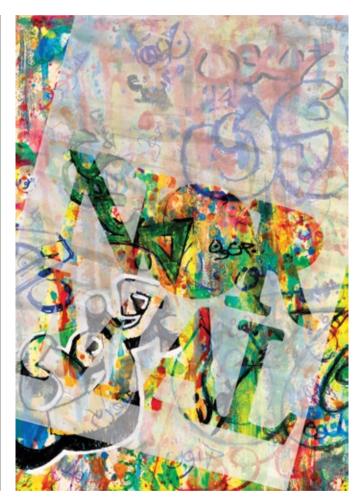
Melissa El Hajj





Melissa El Hajj

Patricia Al Masri



Ala Amhaz

abe de la faithere de statut 2

Melissa El Hajj



Dima Mneimneh

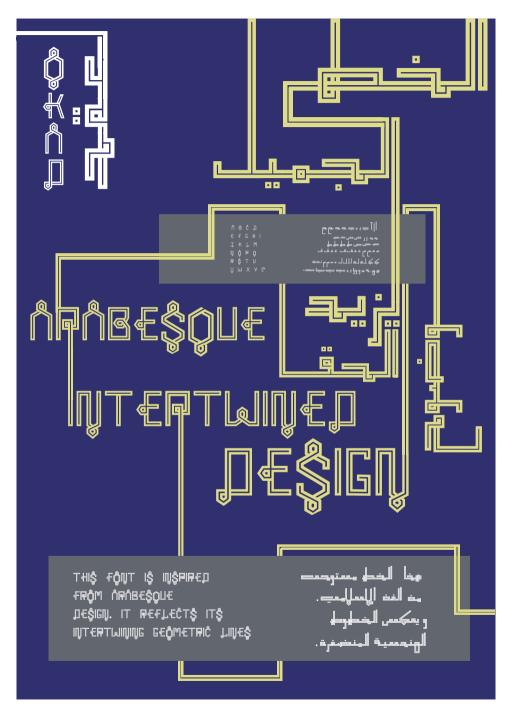
Lana Yassine

Canon **Jigi Jigi**



Nancy Ibrahim

advanced typography typeface design, logo arabization Melissa P. Khoury, Yara Khoury 65

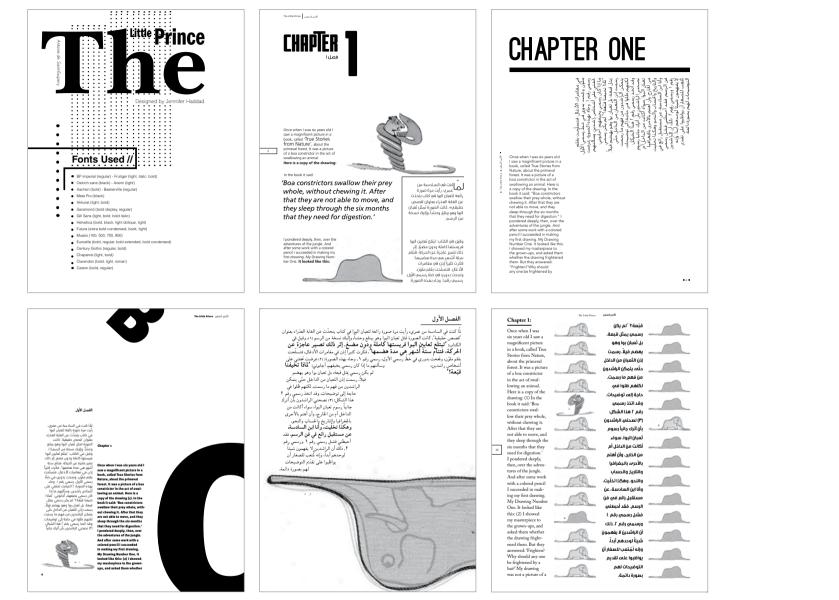




Nancy Ibrahim

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advanced typography bi-lingual typeface Yara Khoury 67





Leen Naffaa

Jennifer Haddad















Carine Farhat



advanced typography bi-lingual typeface Pascal Zoghbi /71



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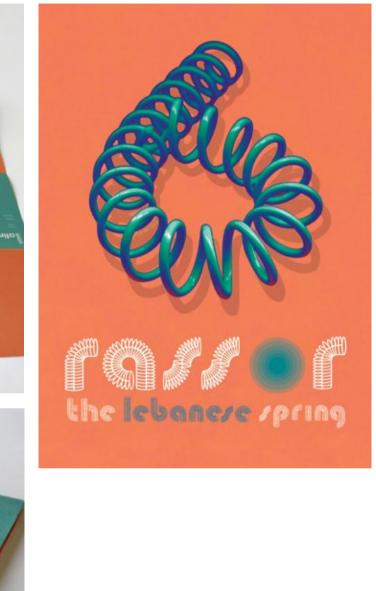








Shaden Fakih





Students take this senior level studio course for the development and exhibition of a final year project based upon a previously approved topic. Emphasis is placed upon the students' ability to define their future design interests.





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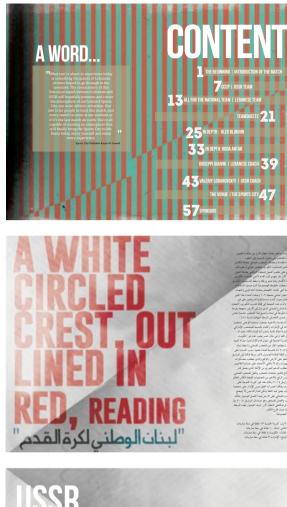
WATCH ME COME TO LIFE ON FEBRUARY 2ND 2014

Rayan El-Assaad

rayan.elassaad@gmail.com

The Missing Twelfth Man

Despite the size and capacity of Camille Chamoun Sports City, the stadium fails to fill up for most of its matches. The project is a re-enactment of a historical match between Lebanon and the USSR. The main publication is the match program, which includes articles about the Sports City past and present; background history of the sport in the two respective countries; spotlights on players; and team sheets.



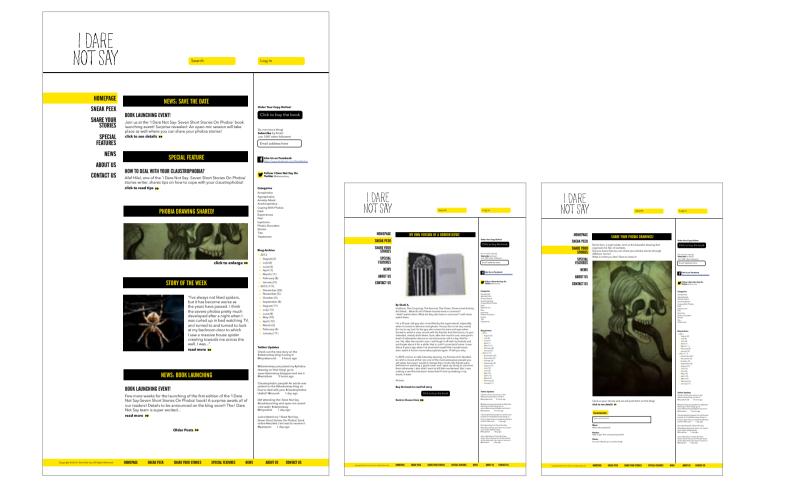










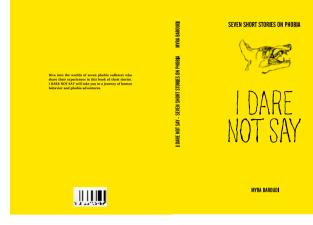


Mira Baroudy

mimib_90@hotmail.com

I dare not say

A compilation of short stories written by phobia sufferers to highlight the social, emotional, and psychological burdens that accompany their phobias. This book is addressed to anybody who suffers from phobia, or who is looking to understand phobia beyond its social stigma.













Mahassen Basma

Attires

This project retraces the causes and origins of selected garments; why they were worn, how their meaning developed through time, and how they influenced women in expressing their requirement of freedom and equality.

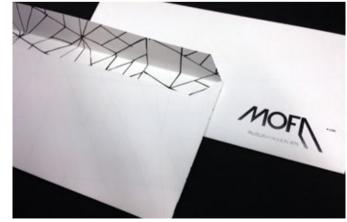


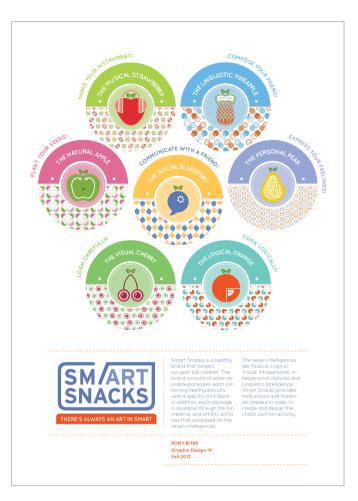
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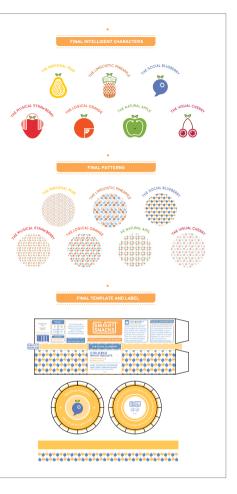












Romy Bitar

romybitar_377@hotmail.com

Smart Snacks

Smart Snacks is a healthy brand that targets six-year-old children. The brand consists of seven reusable packages, each containing healthy biscuits with a specific fruit flavor. In addition, each package is reusable through fun, creative, and artistic activities based on the seven basic types of intelligence – musical, logical, visual, intrapersonal, interpersonal, natural, and linguistic. Smart Snacks also provides specific instructions and materials needed for children to create and design their own fun activities.



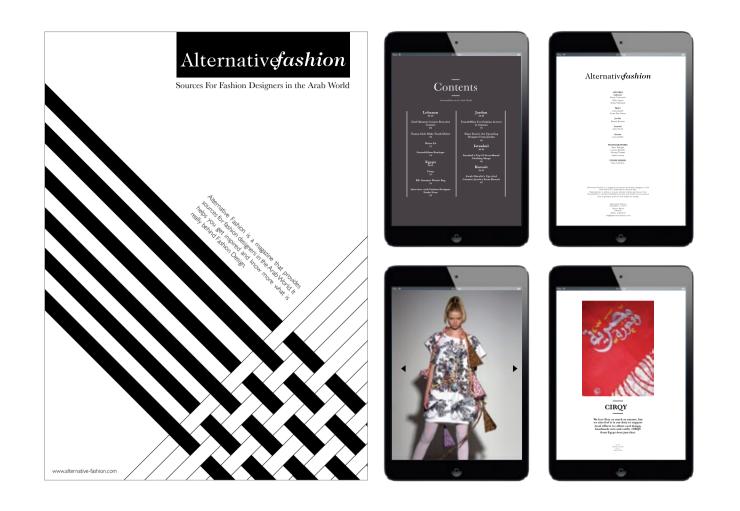












Sara Cambris

DIY Fashion

This project is a book that introduces the concept of Do-It-Yourself Fashion. In addition to providing techniques and tips, the book contains samples of projects that will help the user explore and create garments using recycled material.

Alternative fashion SUSTAINABLE FASHION ISSUE



Vanina Girls Make Trash Glitter

Whereas most people would scarcely give a pile of old keys a second glance, the Vanina girls from Lebanon see in these disused materials new life as glittering jewelry.

Tatiana Fayad and Joanne Hayek have been friends since they were small children and first started collecting random objects as potential materials for new jewelry pieces while they were in materians on new powers powers procession and the college. That was seven years ago. Now they are working together in a northern suburb of Beirut as Vanina – a rather checky name inspired by a French song from the 1970s.

Words TAFLIN LAYLIN Photos Ahmad Thabet

senior study Silia Abou Arbid, Maria Bahous, Lara Balaa, Ali Kays, Melissa P. Khoury, Tarek Khoury, Yasmine Taan 🔏5



Ghanem's fashion inspiration began in Lebanon, where his grandfahler owned a shoe factory and where his uncle designed shoe. His mother was also a sharp dresser and instilled a design urge in him from a very young age.

num must very source age. CateG Gaucen has been even sponsymous with his 'other control' or go ever since he lanced in *I* and/or the decade age is it successful in regress modern age of the structure of the structure of the structure age of the structure of the struct

His shows have rapidly become the hottest ticket on the Fashion Week schedule providing theatre, drama and a bold injection of creativity. His innovative vision has led to many collaborations with a diverse range of businesses, publications and artists. While Ziad's models too, are selected for their unique attributes and personalities and arrive in a multitude of shapes and sizes.

Ghanem's unique signature style is hopelessly romantic and yet elaborately modern at the same time. His more initrater picces have been likened to works of art and it's this distinctive style that has gained the cult conturier a client base that spans the world.

"In just one of my dresses you can find Versus, M&S, Laura Ashley, Junior Gaultier, Gap and a vintage Sex Pistols T-shirt."



- 34 Yours&Mine Eco-Fashion Arrives in Amman
- 36 Hana Faouri- the Upcycling Designer From Jordan
- 40 Istanbul's Top 10 Secondhand Clothing Shops
- 44 Sarah Marafie's Upcycled Ceramic Jewelry From Kuwait





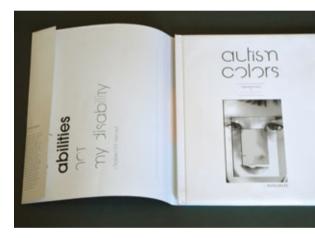
Reine Chehayeb

reine.chehayeb@gmail.com

Autism Colors

A book that provides families with autistic children with information and support, as well as introduces autism to a wider public. It challenges readers to become more involved in understanding autism by allowing them to enter the lives of three persons with autism.





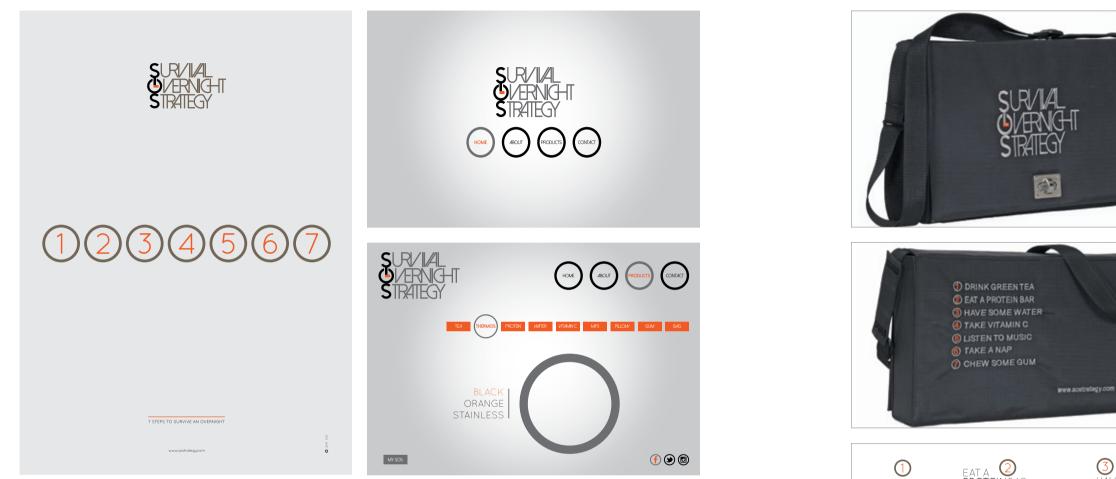












Sendy Elias

sendy_b_elias@hotmail.com

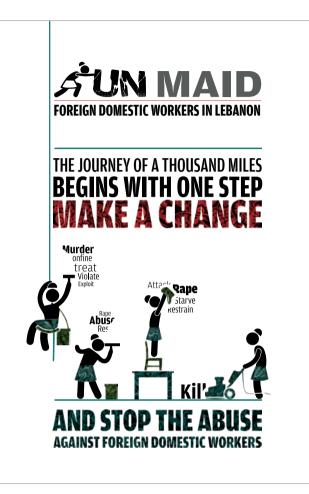
SOS | Survival Overnight Strategy

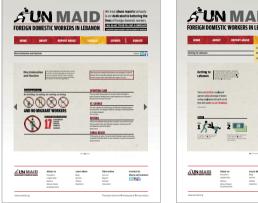
This is a fun kit that contains tips and components to help university students survive an 'overnight'. The kit is designed to provide a survival strategy through the night, with steps to follow - from a healthy sustainer, energy boost, thirst awakener, focus support, music break, power nap, and a morning refresher. The kit contains a thermos with a tea sachet, a protein bar, a medium-sized bottle of water, Vitamin C tablets, a mini-MP4 player, an inflatable pillow, and a small bag of breath mints. There is also a booklet that offers helpful tips and a strategy for surviving the 'overnight'. Moreover, a small calendar is added to help students get well organized.











Carine Farhat

Unmaid: Foreign Domestic Workers in Lebanon

Human Rights Watch estimates there are 200,000 migrant domestic workers employed in Lebanon. These women have no rights and are not protected under the Lebanese labor laws. Instead, they are bound to their employer by the 'sponsorship system', and therefore depend on their employers for such basics as food, water, and medical care. The project is a designed book that is handed to prospective employers who are looking to hire a foreign domestic worker. It is in a form of a contract that the employer is urged to sign, mainly agreeing to treat their maid with respect and dignity.





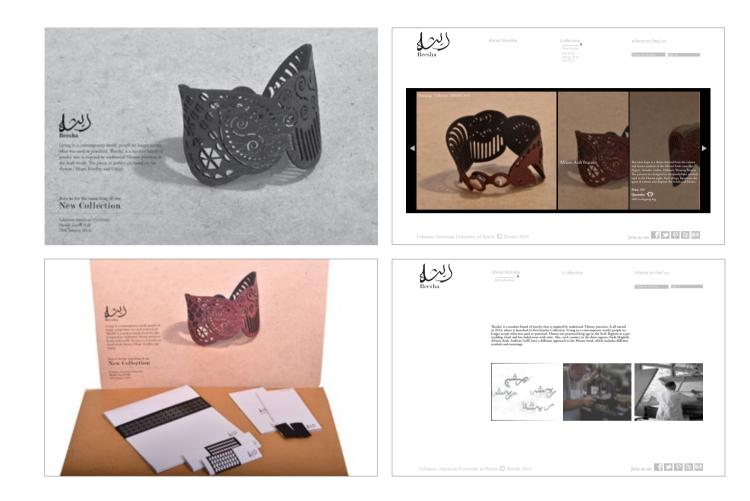












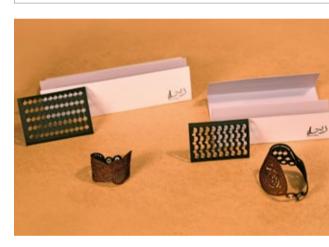
Ehssan Fawaz

ehssan.fawaz@lau.edu

Reesha

A modern brand of jewelry inspired by traditional henna practices. The collection includes three different pieces of leather jewelry, with corresponding package and promotional booklet.















Nayla Fayoumi nayla_fayoumi745@hotmail.com

Where Do You Stand?

A guide book for LAU newcomers - sophomore and freshmen students from 17 to 20 years old - including hand-drawn illustrations and patterns to entertain the reader and complement the identity of the book.





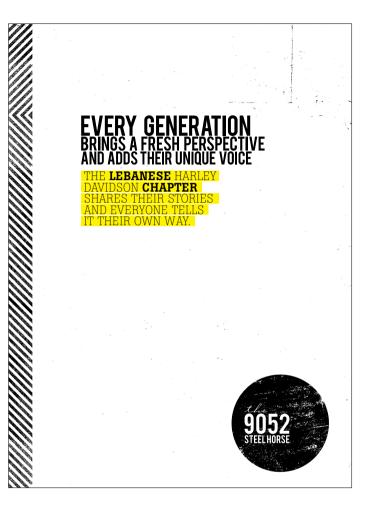










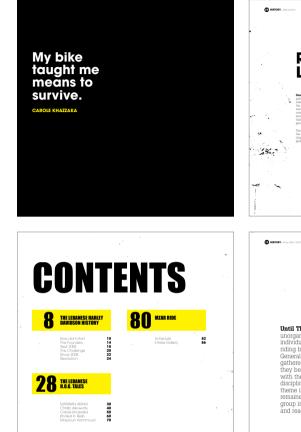


Rayan Ghaziri

rayan.ghaziri@lau.edu

Steel Horses

A book documenting the Harley Davidson community in Lebanon. It includes compiled stories of how riders joined this community, and how this changed their lives. The aim is to get more people interested in this community.







today. Even in politics, Harley Davidson has its fans Past President Camille Chamoun was the first person in Politics who asked for Harleys to be brought to Lebanon, and today, MP Walid Jourblat is among the most avid Harley Davidson riders among all politicians.

REVO-LUTION







ne and did not adhere to the authentic Harl theme in the clothes they used to wear. This situation remained until 2006. Shortly afterwards, the Harley group in Lebanon got more organized, started growing and reached up to **60 Harley** riders in total.















Mohammad Hosso

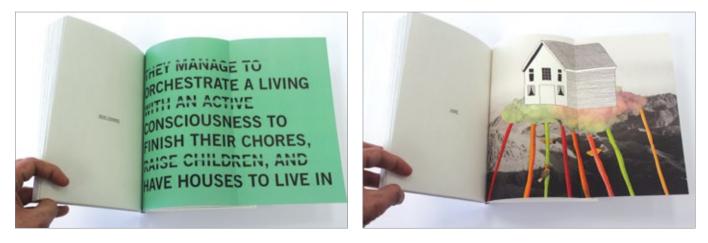
mohammad.hosso@gmail.com

Displaced

A book that animates a journey of a displaced Palestinian into a world of fantasy called 'Palestine', a place most displaced Palestinians aren't allowed to visit. As the man is taking this journey, he does so on behalf of all those who are living in exile and drifting away from the Cause, in order to awaken their consciousness and plant a seed of patriotism within them.

















Aya Ibrahim aya_ibrahim@hotmail.com

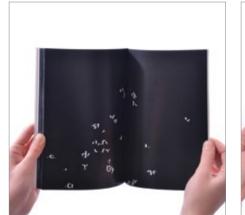
In Small Doses

A series of seven interactive booklets that visually and typographically transmit the state of the mind - or the altered perception - experienced by a person under the effect of psychedelics.

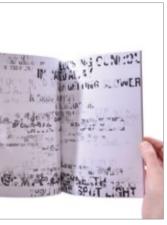








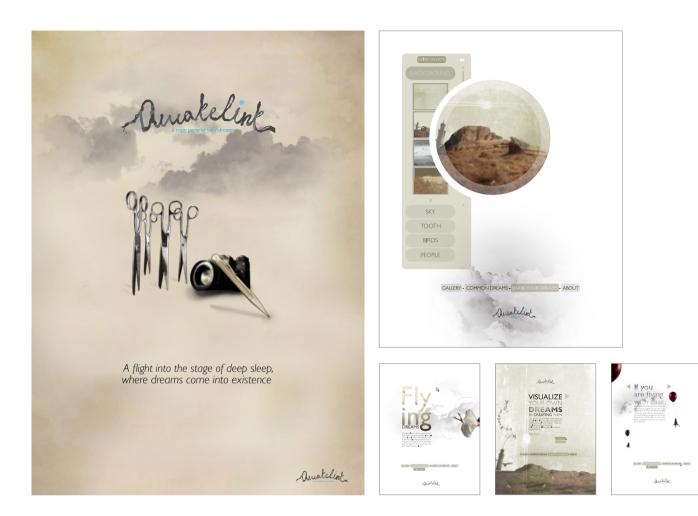










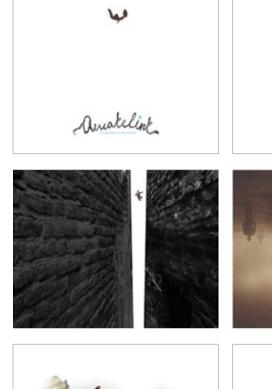


Nagham Kamel

nagham.kamel@lau.edu

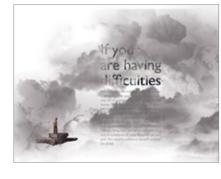
Awake-link

An interactive book that includes an informative part providing information on five common dreams and their meanings to the waking-life events of a person. It also contains an application through which people can have direct interaction with Awake-link to help interpret their captured dreams.

























Shirine Kazan

shirine_kazan@gmail.com

Adouar

A bi-annual cultural magazine that documents the representation of women in mainstream and alternative Middle Eastern media. The magazine rotates systematically around the Middle East, with each issue focusing on a different country - the first being Lebanon.

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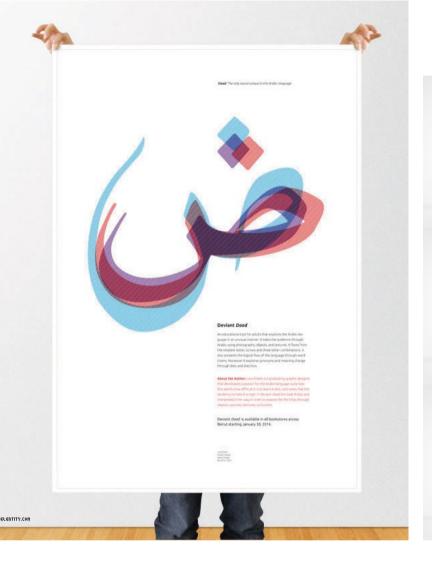
ADOUAR

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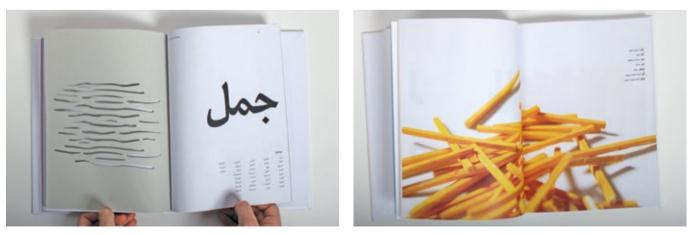












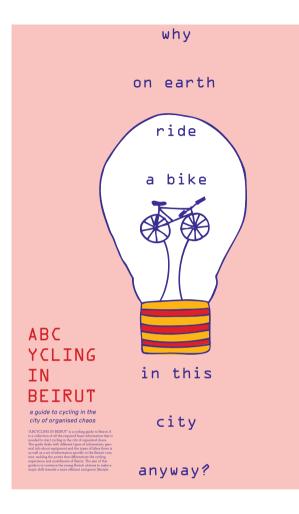
Lara Khatib Iara.khatib01@gmail.com

Deviant Daad

An informal, unusual introduction to the Arabic language, this publication is a support learning tool that is designed to take an adult audience on a journey through typography, objects, and photographs, while highlighting the richness of the Arabic language.











Siwar Kraytem

siwar.kraytem@hotmail.com

ABCycling in Beirut

A printed guide that tackles key points that differentiate the cycling experience, and includes 'mustknows' of Beirut. The aim of this guide is to convince young Beiruti citizens to make a major shift towards a more efficient and green lifestyle.









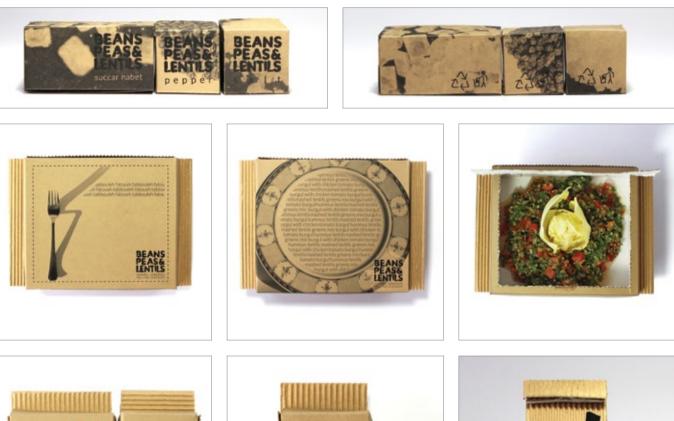


Despina Memarogli

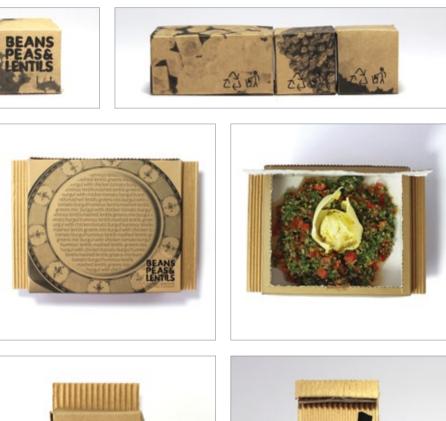
despina16@hotmail.com

Beans, Peas & Lentils

When it comes to food, most university students rely on delivery services. My project is a new concept for a food-delivery service that offers a selection of traditional, homemade Lebanese dishes - specifically those based on the following healthy ingredients: beans, peas, and lentils - all delivered in practical, attractive, and environmentally- friendly packaging.















Haifaa Mouallem

Multiple of One

This project aims at presenting the work of three artists who suffer from multiple personality disorder (MPD). Three different publications highlight the journey of the featured artists.



the state of Lynn Shmieter







Mayssa Noujeim

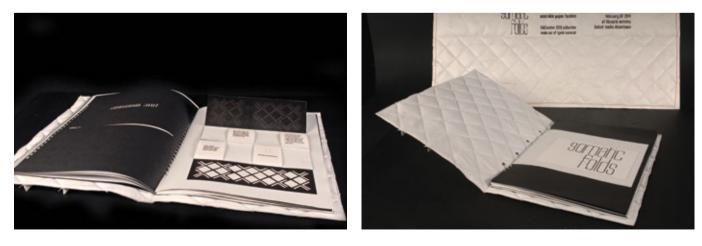
mayssa.noujeim@gmail.com

Somatic Folds

Conceived as a step-by-step manual issued for the fall-winter collection, this project features a series of paper modules that turn into clothing apparels when torn and put together to form multidimensional, wearable paper folds. The potential consumer is introduced to Tyvek, a lightweight, waterproof, and tear-resistant paper material.













Firas Safa

fs.firassafa@gmail.com

Unveil

This project deals with exposing illuminati symbolism in the music industry, with a focus on Rihana as a primary example. Unveil is a series of booklets based on the premise that the music industry is controlled by the illuminati. It aims at exposing the careers of thirteen Vevo artists through the extraction of signs and symbols related to the illuminati.



CHAPTER 2 THE TURNING POINT





CONTENT

7 CHAPTER 1: CAREER REVIEW Level One: Introduction – HEY THERE STRANGA' Level Two: Biography – WHO THE HELL IS RIHANNA? Level Three: Career overview – GOIN' UP THE LADDER

20 CHAPTER 2: THE TURNING POINT Level Four: Turning point album – THE TRUTH BEHIND THE BEAT Level Five: Lyrics exposed – OPENING UP HER UMBRELLA Level Site: Video exposed – BENEATH THE UMBRELLA

36 CHAPTER 3: THE SHOCKING AFFAIR Level Seven: Lady D and the princess – THE LADY AND THE BAD GIRL Level Eight: The similarity – LADY BECOME A GANGSTA'

48 CHAPTER 4: INSIDE THE CLOSET Level Nine: The bad gal's wardrobe – SATEN IN HUMAN FLESH Level Ten: Symbolism in Rirfs concerts – THE GODDESS AND THE STAG

58 CHAPTER 5: THE REBELLION Levé Éleves: Etit and the media – SOME CHAINS AND WHIPS Levé Twehre: From an icon to a victim – LOVE IN A HOPELESS PLACE Levé Threire: A new word order – LITTLE THINKS CAN BUILD TRIANGLES

RIHANNA EXPOSED

LOVE IN A Hopeless place

RIHANNA AND CHRIS BROWN a love hate relationship, and media

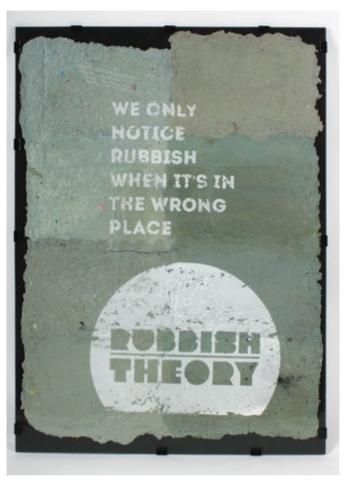
They met in 2005 and were teenage sweethearts before Chris Brown attacked Rihanna in 2009, leaving her face beaten and bruised. After months of speculation surrounding their relationship the couple

to have a happy, stress - free year, and I'm done

with bullshit from the men in my life. I'm so over those silly games."

RIHANNA EXPOSED

UNVEIL.









rashasalhab@yahoo.com

Rubbish Theory

A fanzine based on Michael Thompson's theory on rubbish or the surplus of trash in a high consumer society. The booklets are produced manually employing recyclable paper prepared from found and unused material, including newspapers, cotton, wire, and plastic waste. The purpose of this project is to reinforce environmentally-friendly design and encourage a do-it-yourself production of paper.













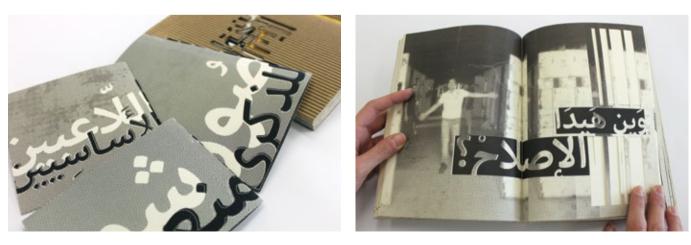
Raneem Sakr raneem.sakr@live.com

Min Juwa La Barra

This book sarcastically tackles the 'ironic' situation in the Roumieh prison, dealing mainly with what really goes on behind the walls of one of the most infamous prisons in Lebanon. Strategies, activities, and other basic survival methods are explored in this book.

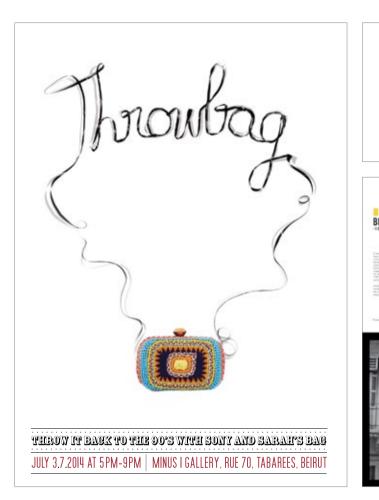




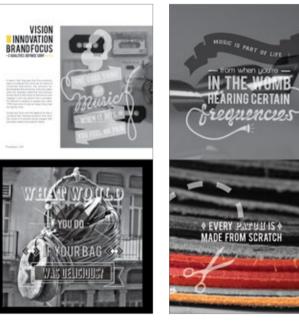










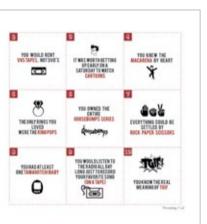


Layan Sarkis

Penetralia of Opposites

Co-branding as a marketing strategy involves two or more companies acting in cooperation to release a new single product or service. This project consists of designing an event that launches this brand and revives the era of the 90's. From logos to invitation cards, posters, catalogues, goody bags, accessories, bags, stickers, banners, pins, business cards, and a digital video promoting the event, all inspired by what actually could be their products.





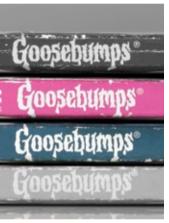




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TION



















Angry Wolf

Envious Dog



N-/)

Lazy Grasshopper

Lustful Rat

Pridful Crow Greed Donkey

Yara-Marie Sayah

Y | we are

This is a brand that plays off of the character traits of the Lebanese 'Generation Y'. The project consists of a collection of seven different custom-made t-shirts. Similar to the 'Geek-and-Loser' trend, Y | we are plays off negative traits and makes them positive through coolness. The seven negative traits are derived from the classic fables of Jean de la Fontaine, and are also the Seven Deadly Sins. Each vice is interpreted visually and typographically to reflect various trendsetters in the Lebanese 'Generation Y'. The core of the project is to juxtapose an animal icon and play on words to show both the negative and the positive qualities of this generation.





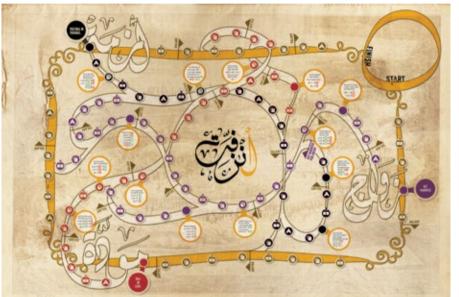












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Zeina Shaaban

shaaban.zeina@gmail.com

Sikkat al'3ashiqeen

A board game that tackles the problems that mixed couples may face within the sectarian Lebanese society.



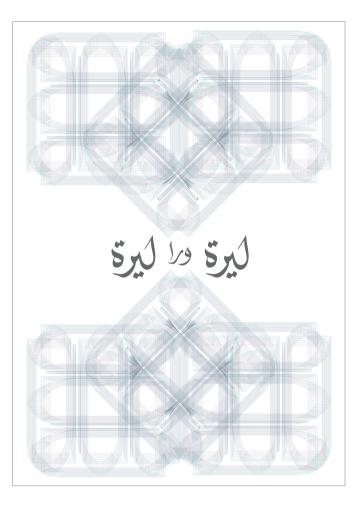
















Ruba Sharafeddine

Redesigning the Lebanese Currency

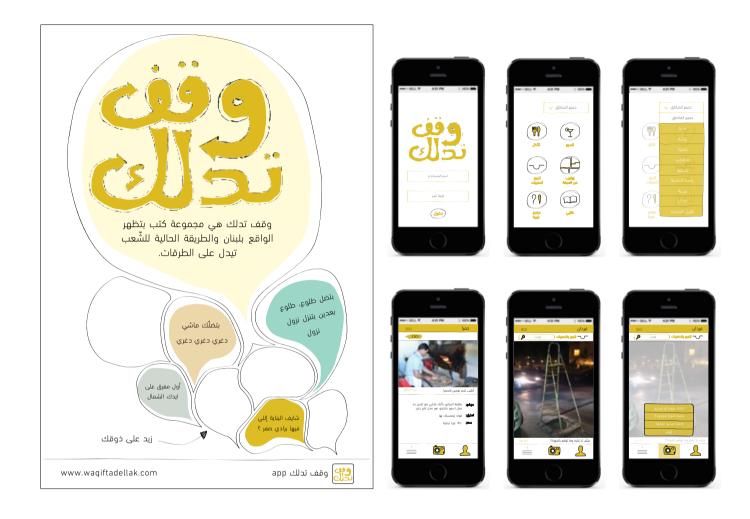
Patterns have served as point of reference in architecture since the Middle Ages. The aim of this project is to design a new currency bill based on abstract patterns and ornaments used in architecture.











Samah Zaatari

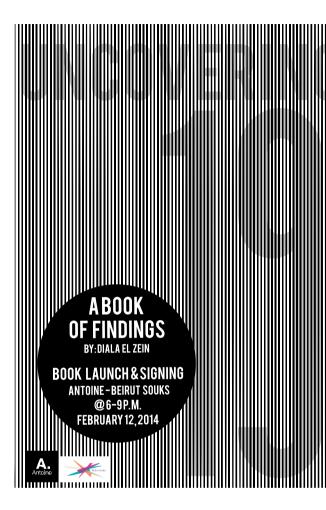
Wakif ta dellak

An interactive book aiming to guide Lebanese and Arab students aged between 18 and 25 through the chaotic streets of Beirut. It is composed of a generic book and a series of accompanying booklets covering multiple regions of the city. Each booklet contains street maps indicating various monuments and landmarks as a way for guidance.













Diala El Zein

Uncovering 19

A book of findings that uncovers the virtual non-acceptance of the Lebanese government and the Lebanese society to atheists, agnostics, and freethinkers. This pop-up book helps believers and non-believers uncover the taboo-ridden subject of religion through facts and quotes. In addition, the publication lets readers uncover the 'closeted' 19th-century sect living in Lebanon.















Reine Alameh

Za3bir

A web and mobile platform to expose and shame corruption and mismanagement in sport in Lebanon through social media. The website and the mobile application allow followers to post and share documents, photos, and videos showing different kinds of corruption and on different levels federations, club owners, referees, coaches, and players.



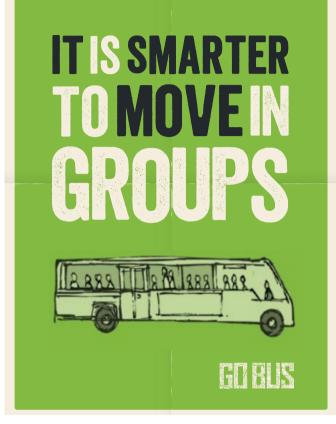


Lea Dounia leahdunia@gmail.com

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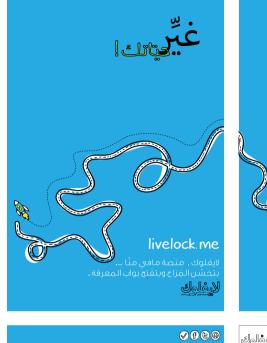
This is an emergency app that creates a direct link to facilitate the communication between the Red Cross association and people in need of their help. Rather than wasting valuable time on the phone, this app allows patients to send their location directly to the Red Cross, along with details about their medical state. Once details are sent, a chat window containing online tips from the Red Cross guides the user through the delicate steps needed until help arrives. Instructional advice and recommendations made by the Red Cross also are available to all users without the need to call for assistance. Other useful features include information on blood banks and availability of blood at various hospitals, as well as blood donation.













Nathalie Hamadeh

hamadehnathalie@gmail.com

Traffic Overload in Beirut

The project highlights the public transportation system in Lebanon. In order to reduce traffic congestion, the project presents the audience with an alternative to the current situation through focusing on the importance of public transport.



Zein Alam Hamze

zein.hamze@gmail.com

Livelock, a daily virtual escape

A discovery engine that recommends web content to its users based on their interests. Features allow users to discover and rate web pages, photos, and videos that are personalized to their tastes, interests, and daily moods. The discovery engine also allows users to take action and become aware of events around them.







Farah El Kadi

Tahboosh

An interactive, animated iPad application that aims to reintroduce traditional games to Beirut city children aged five to seven, while linking the analogue and the digital world. Designed primarily as a fun learning tool, Tahboosh focuses on two games - hopscotch and marbles.





DO YOU LOVE DIGITAL ART? SCAN THE CODE



Najat Karami

Scroll for Your Future

This project proposes the use of e-services and activities with the aim of helping youngsters make choices about their career paths. The objective is to guide teenagers and young adults in identifying their aims through self-knowledge.







Rami Kanso

rami.kanso01@lau.edu

Opium

An animation that tackles the issue of nostalgia, emphasizing the repetitiveness of Lebanese history with many events characterized by violence, sectarianism, 'fake' peace, and corruption. Sound-editing of old music, news broadcasts, and ads that were part of Lebanese culture in the past will bring up the nostalgic part of the project. At the same time, a voice-over helps guide the audience to understanding the message.





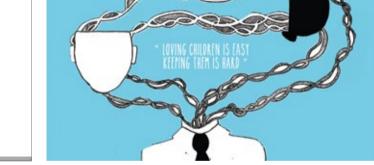
Myrna Karaouni

myrna_karouni@hotmail.com

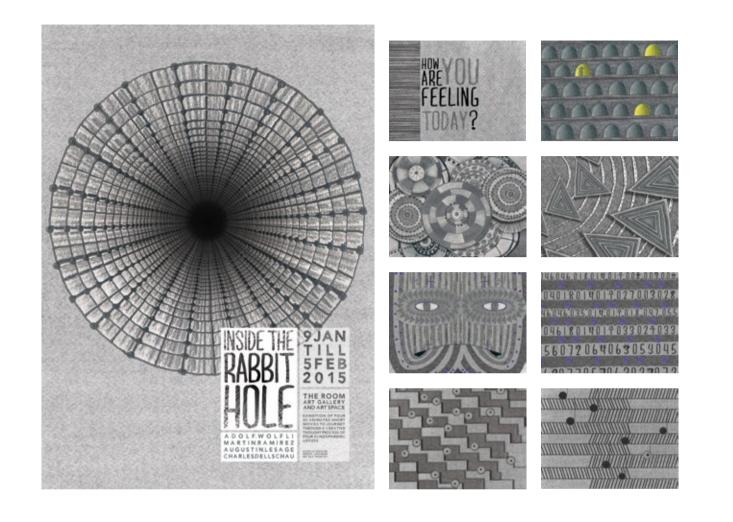
The Cradle

Adopting a helpless child and bringing him/her into a home to form a family is a social aspect that can be quite a demotivating struggle in Lebanon, from arduous legal formalities to religious bans and social taboos. This project aims to change the social perspective on the concept of adoption.









Marie Kassis

marie.e.kassis@gmail.com

Inside the Rabbit Hole

Inside The Rabbit Hole is an exhibition of five 2D animated short movies, through which artists and art enthusiasts can journey into the creative thought process of five schizophrenic artists - how thoughts become words.

Adolf Wolfli, named after the schizophrenic artist, is the first 2D animation of an exhibition to be held from 30 January to 5 February 2015, at The Running Horse Contemporary Art Space, Karantina, Beirut, Lebanon. The movies, along with flipbooks, will be sold to raise donations for the mental hospital Der Al Salib to provide art supplies for its patients suffering from schizophrenia.



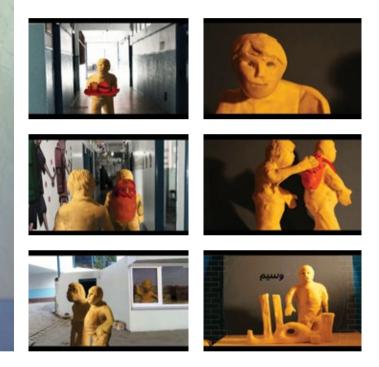


Reem Khatib

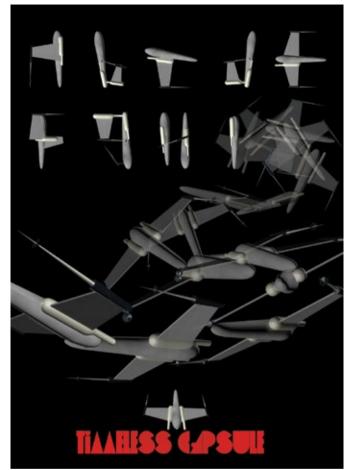
alkhatib.ramroom@gmail.com

You are my friend, my hero

A short animation about school bullying that focuses on a specific target for bullying among children obesity. The animation is conceived to provide young adults, aged between 11 and 15, with a different perspective that eventually may help boost the self-esteem of the one who is being bullied.







TIAAELESS CAPSULE













Darine El-Khatib

Timeless Capsule

In immersive environments, reality shifts to another dimension where time is immaterial. My project examines how social matrices are premeditated to affect teens and young adults, and how they easily can be controlled and manipulated to wander beyond the spatiality of body and the real.



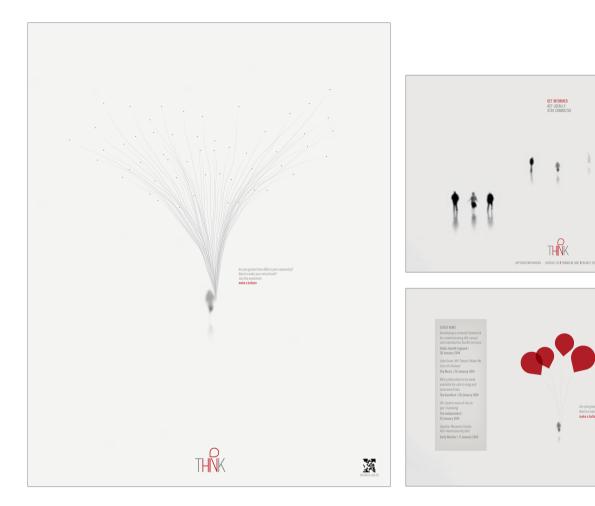
Shadi Khoury

shadi.ekhoury@gmail.com

Muninn

Muninn is an abstract visual representation based on the conscious and the subconscious. Thus, this project aims to show the relationship between our conscious mind and the subconscious through a short, abstract animation. The purpose is to portray how the subconscious ultimately controls our conscious mind through fear and illusion. The conversation between the conscious and subconscious is shown visually as geometrical, horizontal, and vertical lines that animate to reveal the different scenes. Moreover, the color scheme is in pure black and white to convey simplicity, and is used also to show the different sides of the conversation.





Dana Naim

dana.naim@hotmail.com

Think

This is an online support community for people with HIV in Lebanon. This community helps patients get information on HIV prevention, testing, treatment, and care. Through Think, HIV patients also act locally, stay connected, and are updated on the latest news, events, and services. Moreover, Think engages a community of people to pledge support and raise funds.



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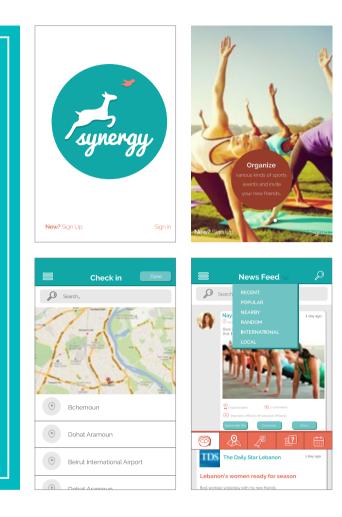


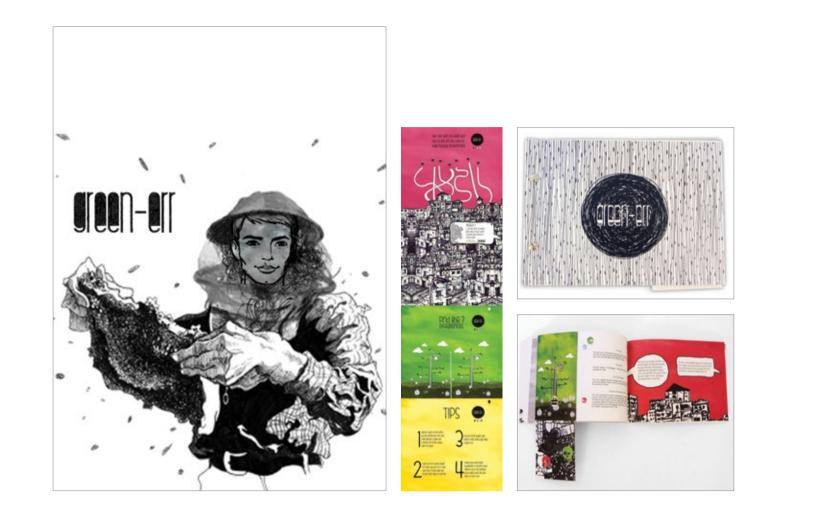
Nayla Rona Ramadan

naylaramadan@gmail.com

Synergy

A social-media platform that motivates women to becoming more active by joining sports activities. It provides articles, addresses, instant messaging, forums, and other information that serves this purpose.





Maria Tabet

tabet.maria@hotmail.com

Eco-Terrorism

An eco-terrorist website that addresses an urgent environmental issue - CCD (colony collapse disorder), which deals with the disappearance of bees in the natural world. Many people associate environmental movements only with pacifist and positive ideas; however, there are green factions that actually are quite violent and destructive - an example being eco-terrorists, who have become frustrated by society's lack of progress in the protection of the natural world.



An Unexpectedly Delicious Dessert

An unexpected combination of sweet and seafood creates a delicious dessert only available at Mongrel. Fink salmon and buckwheek honey share many major Raor components that make them a mouthwatering dessert.

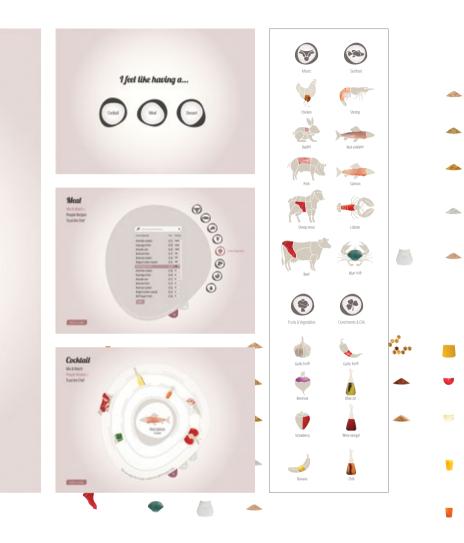


Cosette Saliba

cosette.saliba@lau.edu

Mongrel

Mongrel is a new concept for a restaurant based on the science of food pairing. Pairing foods and flavors has been done through trial and error over the history of cooking, resulting in classic food combinations. However, molecular gastronomy has found that the secret of successful recipes is based on the principle that foods can be combined when they share major flavor components. The result is unexpected food combinations. My aim is to design an application menu for this restaurant, where customers get to create new customized recipes by mixing ingredients based on food pairing science. My audience is 'foodies' who are neither chefs nor food professionals, but who like to experiment with food and create new combinations.







The following workshops were held at the Graphic Design department during the academic years 2013 and 2014.

talks In November 2013, the Design Department invited

Kim Hong Ki

Contemporary Fashion and Industry Expert, Korea

He presented a talk on fashion curating and journalism. He showed examples of fashion-related exhibitions and performances spotlighting mixtures of fashion with modern art.

Emma De Swaef Film-maker, Belgium, presented "Oh Willy..."

A stop-motion animation made in 2011 together with filmmaker Marc James Roels, in which De Swaef put her knitting and craft skills to use. The short is based on her graduation film Soft Plants about a chubby office worker and has won 80 international awards, including the 'Cartoon d'Or' at the Cannes film festival, France.

De Swaef (1985) works as director and model maker on commercials, in addition to conducting workshops on stop-motion production. She studied Documentary Filmmaking at St-Lukas Academy in Brussels.

Kristyan Sarkis

Type and Graphic Designer, the Netherlands who presented "About Those Curves"

Sarkis (1985) designed the bespoke Arabic typeface for the identity and way-finding system at the Louvre Abu Dhabi Museum, UAE, in collaboration with Philippe Apeloig and Ateliers Jean Nouvel. His work was awarded the Type Directors Club (NY) Certificate of Excellence in Type Design (2011, 2012); ATypl's Letter. 2 (2011); Granshan (2012); and the European Design Award (2013). He writes articles on Arabic typography for Typothegue and teaches Arabic Type Design at the Virginia Commonwealth University, Qatar.

Sarkis holds a BA in Graphic Design from Notre Dame University, Lebanon; and an MA in Type and Media from the Royal Academy of Art in The Hague, the Netherlands.







workshops

Michel Mouallem

App Design, November 2013

This two-day workshop explored the process of creating an app from start to finish, including an introduction to the steps and skills needed to build an IOS, Android, Window, and Blackberry app. It provided a holistic understanding of the 'appverse' - managing the app-development process - through presentations, discussions, research, competitive review, and strategy exercises.

Students learned about the 'appverse' itself, as well as about development, design, economics, management, and marketing involved in app design - resulting in they themselves conceptualizing and designing their own app.

During the workshop, they explored the five application design primers, the visual design language to communicate with app users, and the userinterface and aesthetics of app design. In particular, they studied the use of typography, color, and layout; in addition to learning how to get their app live and online.

Emma De Swaef

Stop-motion animation, November 2013

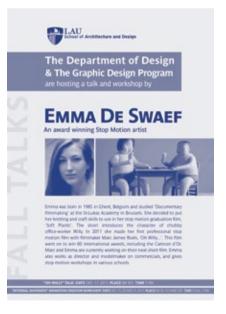
This three-day workshop titled INTERNAL MOVEMENT: Complex Emotions in Puppets through Minimal Animation was conducted by filmmaker Emma de Swaef.

On the first day, each student made a simple character - i.e., a bust including head, chest, and arms. Everyone was given a free choice, but most preferred to work in the style and material they already were familiar with. They were taught how to make a basic aluminum-wire and wood structure so the bust could be animated. A few students had chosen to bring their own puppets to work with.

The second day dealt with learning how to express emotions through puppetry. The students were given a list of sentences containing a







complex emotion. After rigging the puppet and arranging a basic lighting set-up, they were asked to choose one sentence, and then express this emotion in the puppet through careful posing and minimal animation. To see if the emotion had been communicated, the others were invited to guess which sentence had been animated.

The last day was dedicated to free animation of an emotion or situation which each student had chosen or invented.

De Swaef (1985) works as director and model maker on commercials, in addition to conducting workshops on stop-motion production. She made her first professional stop-motion film with filmmaker Marc James Roels, Oh Willy... in 2011, based on her graduation film Soft Plants about a chubby office worker. This film went on to win 80 international awards, including the Cartoon d'Or at the Cannes film festival, France. De Swaef was born in Ghent, Belgium, and studied Documentary Filmmaking at St. Lukas Academy in Brussels. She has used her knitting and craft skills in her stop-motion films.

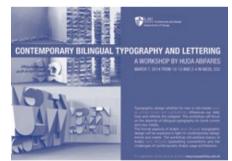
Huda Smitshuijzen AbiFarès

Contemporary Bilingual Typography and Lettering, February 2014

Typographic design - whether for new or old media (i.e., printed books and publications) - influences our daily lives and reflects our zeitgeist. This one-day workshop focused on the aspects of bilingual typography for book covers and new media, addressed the basics of Arabic and bilingual typesetting conventions, and discussed the challenges of contemporary Arabic page architecture. The formal aspects of Arabic and bilingual typographic design were explored in light of contemporary design trends and needs.

The workshop started with an in-depth presentation on Arabic and bilingual type design, typesetting, and lettering, followed by a questionand-answer session. A selection of books served as hands-on case studies of 'good' and 'bad' practice.

The students were then invited to propose and (re)design existing book covers that they considered 'ugly', or being in need of an Arabic/bilingual version. The resulting design proposals were finalized after the last session and submitted by email to the workshop leader for evaluation.



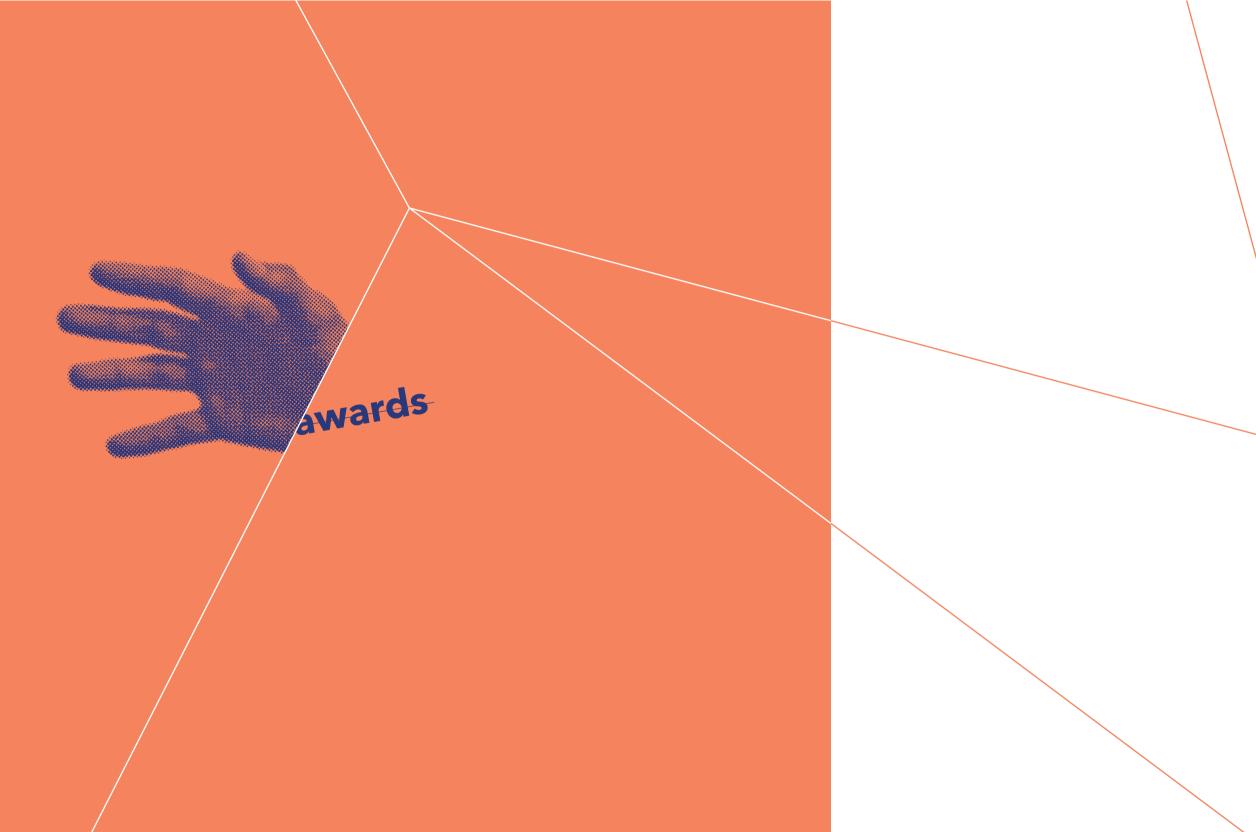


Huda Smitshuijzen AbiFarès is a design curator. She also is founding director of the Khatt Foundation, Center for Arabic Typography (www.khtt.net) and editor of its online network.

She specializes in bilingual typographic research and design and worked, until mid-2008, in the US, the Netherlands, France, Lebanon, and the UAE, in addition to lecturing at a number of universities in the Middle East. She is currently pursuing a PhD at Leiden University, the Netherlands, while working between Europe and the Middle East as consultant on projects of cultural relevance and organizing collaborative design research projects. Smitshuijzen AbiFarès is the author of Arabic Typography: A Comprehensive Sourcebook (Saqi Books, London, 2001); Experimental Arabic Type (Saatchi & Saatchi, Dubai, 2002); Typographic Matchmaking (BIS Publishers, Amsterdam, 2007); Typographic Matchmaking in The City (Khatt Books, Amsterdam, 2011); and Arabic Type Design for Beginners (Khatt Books, Amsterdam, 2013), in addition to numerous articles on multilingual communication and contemporary design in the Middle East. Smitshuijzen AbiFarès holds degrees in Graphic Design from Yale University School of Art and Rhode Island School of Design, US.







The following awards were given to students of the Graphic Design department during the academic years 2013 and 2014.

awards

Shtrumpf Uni Placemat Design Competition: First and Second Place Winners:

Alexander Curtis and Chelsea Abi Saab

The first and second place winners of the Shtrumpf Uni placemat design competition were graphic design students Alexander Curtis and Chelsea Abi Saab. Each design creatively initiates the community to save water. Winners received a monetary prize and their designs will be printed by Shtrumpf and used at the restaurant's branches throughout Lebanon in Summer 2014.

Graphic Design Students at Typoday, India:

Melissa El Hajj and Patricia Al Masri

Graphic Design students, Melissa ElHajj and Patricia Al Masri, designed posters that were part of the 18 finalists selected from 372 international entries. Initially, their designs were part of the Advanced Typography course within the Graphic Design Program at LAU, however they went on to be awarded and exhibited in India.

The posters were designed to meet a brief set by the Typoday poster competition 'Across Opposites'. ElHajj and Al Masri's designs expressed two conflicting meaning words from two different languages: Arabic and English. The conference took place from February 28th to March 2nd, 2014 at the Symbiosis Institute of Design, Pune, India. ElHajj and Al Masri traveled to India to represent LAU at this international typography event.





Byblos Start-up Event: First and Third Place Winner: *Cosette Saliba*

LAU Graphic design student, Cosette Saliba and associate Firas Darwiche, dominated Lebanon's Startup Weekends this year, sweeping up two prizes for their innovative startup concepts. Their projects were part of the Global Entrepreneurship week in Lebanon. Neopreneur organized the Byblos Startup weekend that was hosted by LAU. Startup Weekend is a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It is the largest community of passionate entrepreneurs with over 400 past events in 100 countries around the world in 2011.

For more information visit:

http://www.lau.edu.lb/news-events/news/archive/incubating_ideas/







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Art Direction - Gökhan Numanoglu Design - Mohammad Hosso, Siwar Kraytem Layout & Production - Charbel Harb Compilation - Marie Therese Kassab Editor - Barbara Carlson Supervision - Yasmine Nachabe Taan, PhD Print - Raidy Printing Group Typeface - Avenir Next Typeface Family Paper - FreeLife Vellum White 120g Cover - Grey Chipboard 350g

exhibition

Curator Silia Abou Arbid Coordination Lina Abdoun

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