“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
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 “learning” 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 fifty-seven 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
36
art of illustration

58
advanced typography

150
workshops

74
senior study

156
awards

48
silk-screen & binding

24
graphic design II

8
introduction to typography

54
silk-screen & binding
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.
introduction to typography  monograms & patterns

Ryan Abi

Chelsea Abi Saab
Till now your shine
was merely silver
Friends, you shall drip
rubies, you'll soon drip
precious...
introduction to typography | typographic postcards

Alexander Courtis

Ryan Abi
About the Event:
The mysterious melody of the Enchanted Forest perfectly suited the mood of Zuhair Murad’s Fall 2013 collection. This event will place you in a dark yet magical and mysterious world that will catch your attention every second. A sneak peak of Murad’s collection before Paris Fashion Week. It’s full of surprises that will blow your imagination so come and join us on this spectacular event you won’t regret.

Sneak peak of Zuhair Murad’s new Fall 2013 collection.

Krikor Jabotian introduces in this event his new bridal collection, he weaves a perfect tapestry of pomp and feminine elegance with his Fall 2013 couture collection, "Closure". Strong silhouettes abound with details echoing embellishment. Playfully magical, it’s a girl’s fantasy wardrobe realized with meticulous couture detailing. If this is closure, we can’t wait to see what the next phase holds.

Zaha Hadid, born 31 October 1950, is an Iraqi-British architect. She received the Pritzker Architecture Prize in 2004 — the first woman to do so — and the Stirling Prize in 2010 and 2011. Her buildings are distinctively futuristic, characterized by the «powerful, curving forms of her elongated structures» with «multiple perspective points and fragmented geometry to evoke the chaos of modern life». 

Sarah Mrad
Zahra Basma

Cherine Khalife

Fatima Al Hamawi

Jad Ghadieh

Nour Itani

Zahra Basma

Noura Atoui

Sarah Mrad

Zahra Basma

Fatima Al Hamawi

Jad Ghadieh

Nour Itani

Zahra Basma

introduction to typography typographic posters, monograms and compositions Khajag Apelian 41
Born and raised in Lebanon, Georges Chakra developed an early passion for fashion design. After two years of studies in Interior Design, he returned to his initial passion – to draw and create. Georges Chakra left for Canada where he earned a degree as fashion designer from the Canadian Fashion Academy. Since 2002, Chakra is presenting, twice per year, his Haute Couture collection during Paris Fashion Week in France.

J: You are a native of Beirut; do you feel your roots maintain a strong influence on your design (intentionally or not)?

GC: Lebanon is my native country; it's where I grew up and where I spent most of my life. The Lebanese joy of life, the Mediterranean nature, its sun and its abundant colors have affected my designs. This is why my shows are colorful and I often use Yellow, one of my favorite hues.

J: which is your favorite item from this collection and why?

GC: I'm a very detail-oriented person and my favorite item is usually one that has strong structure, a blend of linear lines versus fluid layers of fabric such as Look 18, a coral draped asymmetrical dress over sequined leggings. It is an extremely feminine, young and dynamic look.

Always respecting the allure of the silhouettes, his designs are dedicated to a modern and self-confident woman. "I design and create in order to expose a woman's contradictory personality – She seduces with her discreet allure while at the same time through her innate sensuality, shows us her ability to rule through silent presence. The woman should be at the same time angelic and feel absolutely seductive", says the creator. Chakra is a perfectionist. Each gown is meticulously designed, cut and finished. The designer himself is always watching over the finest details, leading to an always magnificent and luxurious result. "Everything is in the detail, luxury is in details", is his leitmotiv.
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.
The degradation of air quality in Lebanon is estimated at $170,000,000/year.

SO₂ levels in different cities around the world (ppb)

Air pollutant levels from industrial activities in Lebanon (1/year)

Concentrations of Cadmium* in vegetables due to air pollution

The problem of urban air quality in Lebanon persists and has become a major source of concern to public health.

* Cadmium causes toxicity, respiratory problems & other diseases.

The problem of urban air quality in Lebanon persists and has become a major source of concern to public health in Lebanon.

Much Improved, but 25% Hospitalized, unimproved

285,000 people in Australia

20,000 people in Canada

35,000 people in the UK

2.2 million people in China

30% of Ghanaian viral cases are related to schizophrenia.

Viral schizophrenia cases in Britain, Canada, Australia and China

* On average between 10% and 20% of the Ghanaian population contracts a viral illness each year.

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This infographic poster shows the comparison between what people think about certain attributes (whether they’re associated with humans or animals) and what actually happened in the story “The Four Musicians of Bremen.” Moreover, it shows the moral ranking that people put for these attributes, from bad to good.

Jennifer Haddad
Lana Yassine
Jad Abou Zeki

Rusnak Sema
Jad Abou Zeki

31
graphic design II
online magazine, information design
Gökhan Numanoglu
Sexual harassment happens everywhere, even in fairytales

19.1% consider that if the woman would have left her home if she was decent enough

50% consider that the clothes a woman is wearing are irrelevant for the sexual harassment

A veil or a sexy dress, for him, it’s always a yes!
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.
This elective studio course introduces the students to silkscreen, printmaking and book binding methods. Through hand-drawn 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.
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.
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.
Melissa El Hajj

Dima Mneimneh

Lana Yassine

Nancy Ibrahim

Melissa P. Khoury, Yara Khoury

advanced typography  typeface design, logo arabization  Melissa P. Khoury, Yara Khoury
Why should any one ask them whether it looked like this: (2) I showed the adventures of the jungle. I pondered deeply, then, over the grown-ups, and they are not able to move, and they sleep through the six months that they need for digestion. In the book it said: 'Boa constrictors swallow their prey whole, without chewing it. After two or three months they come out again, and come out through the six months that they need for digestion.' Once when I was six years old I saw a magnificent picture in a book, called True Stories from Nature, Chapter 1: The Adventures of the Jungle. It was a picture of a boa constrictor in the act of swallowing a nights. It was a picture that they need for digestion.
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.
Rayan El-Assaad
rayan.elassaad@gmail.com

The Missing Twelfth Man

Despite the size and capacity of Camillo 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.
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.
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.

Romy Bitar
romybitar_377@hotmail.com

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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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
ABCycling in Beirut

A printed guide that tackles key points that differentiate the cycling experience, and includes ‘must-knows’ 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.
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.
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.
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.
Launched Thursday, FEB. 13

Unveil
This project deals with exposing illuminati symbolism in the music industry, with a focus on Rihanna 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.

Two towers Boaz and Jachin and this tradition was followed in ancient cultures and are frequently referenced places should be guarded with two pillars. To ancient occult knowledge as we experience the trauma.

O'Brien asserts exists, even though there’s no ‘o

Jay-Z

Madonna

Lady Gaga

Justin Bieber

Nicki Minaj

Kesha

Britney

Beyoncé

Miley

Michael Jackson

Lil Wayne

Kanye West

The top artists that work with VEVO

THIRTEEN ARTISTS

WHAT WE’RE HIDIN’ FOR YOU

“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.

For more info:

www.unveil.com

UNVEIL INTRODUCTORY BOOLLET 2

THE ILLUMINATI

As stated by the Webster Dictionary, the word “illuminati” means a society known as the Illuminati. Desborough, historians stated throughout history the illuminati were a group of elite members, thirteen bloodlines, New World Order. The Illuminati is a secret society intensive mind control treatment of millions of hapless individuals over humanity through the use of historical, political and scientific information to the masses.

The pyramid is obviously a throwback to ancient occult knowledge as we experience the trauma.

A well

Checkered print

Controlling the music industry

WHO THE HELL IS RIHANNA?

From an icon to a victim

OPENING UP HER UMBRELLA

SOME CHAINS AND WHIPS

LITTLE THINGS CAN BUILD TRIANGLES

THE LADY AND THE BAD GIRL

BENEATH THE UMBRELLA

Level Ten

Level Eleven

Level Six

RIHANNA EXPOSED

Level Four

Level Three

Level Two

Level One

CHAPTER 1: CAREER REVIEW

RIHANNA AND CHRIS BROWN

Rihanna

A car accident and their brain’s shut down and create an

MK ULTRA victim Cathy

WHO IS THE ARRANGER

WHO IS THE BUSINESSMEN

WHO IS THE BOSS?

WHO IS THE PRINCESS

WHO IS THE OPERATIVE

WHO IS THE KINGpin

WHO IS THE MISSION

WHO IS THE PIRATE

WHO IS THE LIGHTHOUSE

WHO IS THE PERSONALITY

WHO IS THE PYRAMID

WHO IS THE PRINCE?

WHO IS THE KID?

WHO IS THE PRACTICAL JOKER?

WHO IS THE DUPE?

WHO IS THE PIRATE?

WHO IS THE DESTROYER?

WHO IS THE OPERATIVE?

WHO IS THE FIGHTER?

WHO IS THE SMUGGLER?

WHO IS THE INTELLIGENCE?

WHO IS THE SPIRITUAL?

WHO IS THE DECEIVER?

WHO IS THE COMMUNICATOR?

WHO IS THE POWER?

WHO IS THE MANIPULATOR?

WHO IS THE PIRATE?

WHO IS THE PRINCESS?

WHO IS THE MISSILE?

WHO IS THE PIRATE?

WHO IS THE PRINCESS?

WHO IS THE MIND?

WHO IS THE GOVERNMENT?

WHO IS THE SPIRITUAL?

WHO IS THE ORGANIZATION?

WHO IS THE MILITARY?

WHO IS THE PRINCE?

WHO IS THE PIRATE?

WHO IS THE QUEEN?

WHO IS THE MIND?

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WHO IS THE SPIRITUAL?

WHO IS THE ORGANIZATION?
Rasha Salhab
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.
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.
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.
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.
He came from a society that held on to conventional ways of living and traditions greatly. The sect that the community belonged to was the Druze sect. And that sect followed specific rules for marriage that did not allow mixing with people of other sects or religions. The community banished those who broke the rules as breaking these rules was considered a great violation. The banishment was worse when the mixing was with a foreigner from outside of Lebanon. And the offense was even greater when the offender was related to a man of high religious status – a sheikh.
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.
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.
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.
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

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.
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.

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.

Nathalie Hamadeh
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Digital-Graphic Design
Fall 2013
Senior Study

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**Farah El Kadi**
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**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.

**Najat Karami**
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**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
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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 massage.

Myrna Karaouni
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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
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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 Wolff, 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
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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.
Darine El-Khatib
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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
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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.
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.

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.
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.

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.
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), Alfyl’s Letter 2 (2011), Granshzan (2012); and the European Design Award (2013). He writes articles on Arabic typography for Typotheque and teaches Arabic Type Design at the Virginia Commonwealth University, Qatar.

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 user interface 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.

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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 Rfoels, 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 Film-making 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 question-and-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.khatt.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 (Sap Books, London, 2001); Experimental Arabic Type (Saatchi & Saatchi, Dubai, 2002); Typographic Matchmaking in The City (Khatt Books, 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 during the academic year 2021-2022.
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 El Hajj 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’. El Hajj 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. El Hajj 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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