DISCOVER

VISION
POSTERS
ILLUSTRATION
IMAGINATION
BILINGUAL
TYPOGRAPHY
INSPIRATION
IDENTITY

Annual
Graphic Design
Senior Student
Catalogue
2014 – 2015

VISUAL
DIGITAL
COMMUNICATION
INTERACTIVITY
INFOGRAPHICS
POSTERS
CREATIVITY
To design is to discover relationships and to make arrangements and rearrangements ...

— Paul Rand
DISCOVER, UNCOVER AND ... RECOVER

The learning process for graphic design education is about discovering, uncovering and recovering in the production of new visual communication strategies. This catalog features the final projects along with design, typography and illustration projects of 38 graphic design students preparing to launch into their careers in the design creative sector. This year, we had a large number of students whose focus was on animation, motion graphics, comics and illustration in their final projects. A thorough study of their culture was conducted previous to implementing the design process.

Prior to design, the students were required to formulate a comprehensive design brief for their final year project. A graphic design seminar course was offered to provide the students with a range of research methodologies through a variety of case studies. This was crucial in understanding how research methods can be used for effective approach to visual communication. It encouraged critical thinking and established links between the social sciences and other related disciplines to visual communication and opened up new venues for visual thinkers to find effective solutions. The student projects were divided into categories pertaining to design & psychology, medicine, law, gender, the city, education, identity among other cross-disciplinary topics. Project objectives ranged from gender equality campaigns to projects supporting the physically impaired, revisiting the criminal justice system, a critique of the exceeding demands of rhinoplasty in a female community obsessed with beautifying their bodies, the scarcity of role models in Lebanon, and the emergence of Islamophobia among others. To strengthen the students work and for a better exposure to the field, a number of experts were invited to present their work and offer specialized workshops to the students. The aim of this initiative was not only to enhance their technical design skills but also to learn about new approaches in conceptual and strategic thinking, and design research. Among the speakers and workshop leaders were prominent practitioners who have been awarded by international design councils and organizations such as AIGA, ICORADA, Type Directors Club and Graphis. To name a few, Homa Delvaray, a contemporary Iranian graphic designer, gave a workshop on typographic illustrations, Geray Gencer, a designer based in Istanbul, explored designing a collective poster with the students, Ishán Oroz, a Hungarian painter, printmaker, and animator focused on anamorphic illustrations in his workshop and Claudio Moderrini, director of the Masters in Interactive Design at Domus Academy, discussed the future of reading in a digitally enhanced environment.

In addition to exposing the students to the latest developments in the field, this year three of our graphic design students have been selected to participate in the Adopt a Creative pilot program developed in cooperation with Leo Burnett. Jad Abu Zeiki, Rima Rifai and Nathalie Rok had the opportunity meet with the creative directors at the firm whose valuable comments and follow up on the students final project development were highly constructive.

Comments on the aesthetic as well as the project's conceptual approach were debated and discussed at length in relation to target audience, purpose and viability. This attempt to bridge academic learning with the industry proved to be a successful one. As a consequence, more encounters with the industry will be planned for the future as part of the curriculum.

Among the numerous extra curricular activities under the graphic design program, KHATTBooks in Amsterdam offered an opportunity for a summer internship abroad and two graphic design students took part in a study abroad program at Central Saint Martins, University of the Arts London and Parsons the New School for Design in New York.

I take this opportunity to congratulate Karim Abu Sallman for receiving the first prize within the Graphic Design Poster category of the Nasser Bin Hamad Award in Bahrain and Rayane al-Moualllem for her winning entry in the Typoday Poster Competition;"Typography, Sensitivity and Finess’’ organized in Bombay, India.

It is a challenge to put together a catalog such as this one. The production of this catalog involved many players. It is a reflection of efficient teamwork and a productive environment, two essential components for the success of the graphic design education and practice.

I would like to thank the faculty, the staff and the students for making the graphic design annual exhibition and catalog possible.

My best wishes for a successful career to all 38 future graphic designers!

Yasmine Nachabe Taan / Ph.D.
Associate Professor
Chair / Department of Design
School of Architecture and Design
ytaan@lau.edu.lb
STUDENT WORK

The following is a collection of graphic design senior student work.

To view digital students’ work  https://vimeo.com/album/3219663
There is a side of graphic design that I enjoy which is this combination of art and wit: where you have to try to communicate the design, in a visual sense. As a kid I loved to draw, I liked the challenge of it. Knowing I can’t exactly be an artist, I was happy to know there’s a field where I can practice it and try to make a skill of it. On the other hand, laughter is the best medicine, so I like to integrate that into my designs, a hidden sign. Nothing direct as a joke but more of an inside joke, or sarcasm or even an unexpected ending, and these to me are the designs that stick in the mind till the end of time. And, that is something I would like to do, create something that will keep a smile in your mind.

**SENIOR PROJECT: CUT THROUGH THE NOISE**

Throughout this animation you will discover through different scenarios, experiences of individuals who went through plastic surgery, rhinoplasty (nose surgery) in particular. The animation tackles the social pressures that affect judgments of our appearances and the appearances of others. The animation addresses an audience of young female adults between the ages of 18 and 27, leading them to question whether they are truly convinced to undergo surgery, or they are simply being driven by social pressures.

NOUR ABDUL WAHAB | nour.abdul.wahab913@gmail.com

Nour Abdul Wahab

Student animation
www.cutthroughthenoise.com
Graphic Design II | Book Design
Nour Abdul Wahab
The Inventor The Secretary The Marketer The manager
The Explorer The Executive The Traveller The Scientist
The Fool I. The Magician II. The Librarian III. The First Lady
IV. The Traditional Man V. The Creative Director VI. The Lovers VII. The Turning Point
X. The Wheel of Fortune XI. Strength XII. The Hanging Artist XIII. Death
XIV. Temperance VIII. Justice IX. The Hermit XV. The Devil

MOHAMAD ABOU YOUNES mohamad.ay@hotmail.ca

Mohamad was born in Kuwait and raised in Toronto city, Canada. Being a working student, he has acquired vast experiences in art and design alongside his education, and has found passion in illustration. His experiences in painting, branding, and marketing design mesh into a cohesive style that balances artistic intuition with functional design geared towards business objectives. Today Mohamad works part-time at CEP LAU, freelances, runs the online collaborative Humans Of Space, and frequently produces content for his blog Value Hour. In the future Mohamad aims to attain an educational role in hopes of growing innovation in the common grounds between art and design thinking. Find Mohamad on his website TheValueHour.com or on LinkedIn as Mohamad A. Younes, and on Behance at Be.net/mo89.

SENIOR PROJECT: DESIGNER’S ORACLE

Designer’s Oracle is a limited-edition intuitive card deck catered for designers and artists. The guiding concepts within the deck include a combination of Tarot symbolism, astrology and philosophy, as well as a culmination of three months of research on the creative process. The way this content was simplified and assembled will inspire higher creativity and aid in the well-being and success of the curious designer and artist. Through interpreting the cards, owners of the deck will train their creativity by associating symbolism and forming stories based on a random sequence of cards. More details can be found at facebook.com/designersoracle.
Mohamad Abou Younes

[1] Graphic Design II | Infographic Poster
JAD ABOU ZEKI
jadabouzeki@gmail.com

Growing up passionate about illustration and animation, I found that graphic design was an outlet through which I can enhance these ambitions. My wild imagination was tamed through design, organized to make sense and become purposeful. I find my strengths are in illustration, character design, logo design, composition and layout. I aspire to become a professional illustrator, concept artist and storyteller, creating animations, and characters for big companies while freelancing as a graphic designer.

SENIOR PROJECT: ABTAL EL SHARE3

As Rami, Fatima, Maarouf, Charbel & Jad struggle through their daily lives in Lebanon, they reach a day when the despair that once made them victims, transformed them into heroes. After coming to terms with their newly acquired abilities, they decide to take action & rid Lebanon of all its misery. A story stemming from the scarcity of Lebanese role models, Abtal El Share3 is an interactive digital comic through which these Lebanese super heroes become role models to the Lebanese adolescents, urging the youth to become socially active and engaged in civic duties. Abtal El Share3 are individuals not chosen for their status or affiliations, they reversed their reality and chose to actively seek solutions to the many problem they face living in Lebanon.
The Little Red Journey.

7,000 KM

Don’t Miss the Opening Night

Open everyday till the 31st of October

7pm at BEIL

Get ready for madness & mischief as steps foot in

THE
Life is based on perception. Each person sees the world through a certain lens and from that a reality is born. Being a design student I was always taught to never take the easy way out, nothing was ever perfect and nothing was ever complete, there was always room for change. Architecture taught me theory while Graphic Design showed me how to communicate it. To be able to communicate with an audience is all I ever want as a designer, and hopefully one day I can allow others to perceive things they wouldn’t have.

**SENIOR PROJECT: TONO FUN!**

The Tono Fun™ is a tonoscope device that uses the frequency and tonality of a human’s voice to create various patterns and shapes by vibrating particles, such as sand, on a surface. This phenomenon is known as ‘Cymatics’. The Tono Fun™ is littered with academic possibilities and can easily create interests in mathematics, art, music or science to a young user.

The Tono Fun™ offers a look into the unknown world of sound and intrigues a person irrelevant of their background or age. The visual language created by Cymatics is unique since it manages to turn sound into geometric patterns before your very eyes. The Tono Fun™ would be a great toy in any collection!
The animals joined the donkey in his musical ambitions. After years of hard work, a donkey on a farm had hit old age making him surplus requirements to his owner. By luck, the donkey encountered a dog, a cat and a rooster along his path to the city, who were in a similar situation to his. In order to take over the house the animals came up with an intelligent plan that successfully scared away the bandits into the woods. All the animals were dependent on one another for survival. The animals’ perseverance paid off and they lived together in the house till the end of their days.

Six traits were filtered from the Brothers Grimm tale, ‘The Musicians of Bremen”. Hard Work, Intelligence, Ambition, Luck, Dependency and Perseverance were the given options. 282 people, ranging from the ages of 19 and above, were asked to select which one of those elements is the most influential in a person’s life. The answers are not career related, nor are they related to the story itself.
SENIOR PROJECT: HONOR CRIMES

Honor Crime is the homicide of a family member, mostly female, supposedly for bringing shame to the family. I consider Honor Crimes in Lebanon to be no different from murders. The law should not allow perpetrators to get away with any mitigated punishments whatsoever. Although the penal code has annulled article 562 regarding honor crimes, it is still believed that other laws are used as excuses for perpetrators to benefit from and obtain attenuated punishment. My project is an advocacy campaign targeting members of the parliament in Lebanon who deal with social issues. It asks them to take a stand and advocate for a new law. The support of the concerned public and NGOs will help pressure parliament members on the day of “voting” to implement the law. A folder kit will be given to parliament members. NGO’s will receive invitation cards for the day of the event as well as shirts, banners, and pins. The concerned public will be notified by billboard advertisements and a Facebook event.
<table>
<thead>
<tr>
<th>Course</th>
<th>Project/Design</th>
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</thead>
<tbody>
<tr>
<td>Graphic Design III</td>
<td>Package Design</td>
</tr>
<tr>
<td>Graphic Design III</td>
<td>Package Yourself Design</td>
</tr>
<tr>
<td>Graphic Design II</td>
<td>Postcard Design</td>
</tr>
<tr>
<td>Graphic Design II</td>
<td>Infographic Poster</td>
</tr>
<tr>
<td>Graphic Design II</td>
<td>Book Design</td>
</tr>
</tbody>
</table>
ABDULLAH AL JAJEH | ajajeh@gmail.com

A good idea appears after a process of thinking, and it comes to life through design. I am particularly interested in poster design, packaging, and layout design. My future goals are based on me becoming an international designer, and experience a wide variety of cultures. What interests me most in graphic design is solving a complex issue through a simple and refined manner, which helps to deliver the message in its simplest and Wittiest form.

SENIOR PROJECT: THE WINGMAN

The Wingman is a brand of accessories and shirts targeting men aged between 21-29 years old. These men are generally shy when it comes to meeting new women they are attracted to. However, they are genuinely nice people and friendly, but during the first couple encounters they might come off as unconfident. The Wingman provides a variety of items, with different messages on them that these men would use to provoke a conversation or an approach from random people. The messages are based on wit and humor, and require a small effort from others to complete.
1. Advanced Typography | Typeface Design
2. Graphic Design III | Package Yourself Design
3. Silkscreen & Binding | Postcard Design
4. Graphic Design II | Book Design
RASHA AL MOGHRABI  |  rasha.almoghrabi92@gmail.com

I always try to find creative solutions in tackling all matters in design. I find my passion in designing artwork collages. I am inspired by different material and texture. I am interested in creating interactive packages that formulate different structures. My goal is to become a professional graphic designer, working in publishing and branding.

SENIOR PROJECT: أطفال شوارع بيروت

This book is a series of short stories about the unprivileged children who have been rescued from the streets of Beirut and sheltered under the warmth of Home of Hope, a nonprofit hostel for unprivileged youth. The purpose of this book is to provide an insight to the children's lives. This book is a promotional item to encourage people to support Home of Hope.

Rasha Al Moghrabi
My main interests are illustration and typography. I worked for 2 years in the O.C.E Department at LAU and helped produce publications for different events held by the department. I find passion in creating visuals using my own hands. I am a genuinely stubborn person, especially when it comes to finding answers to unsolved problems. I am a perfectionist at what I do but can be extremely sloshy at times. I also have interests in fields such as fashion and interior decoration. I am known to be a very good listener and possess a bubbly personality.

SENIOR PROJECT: MID-FI

Due to its versatility silkscreen printing enables every artist to create lovely prints and beautiful colors as well as to explore new ways of expressing a vision. The main aim of this project is to provide a clear, understandable and all encompassing approach to the complete process of silkscreen through iconic figures that have influenced fashion nowadays. This publication aims to produce show silkscreen as an art that serves purposes, expresses different visions and techniques of visual art. Because screen-printing embraces technology and handmade skills in its process, I chose to give it the title: MID-FI.
Graphic Design III | Package Yourself Design
Introduction to Typography | Brochure Design
Art of Illustration | Book Cover Illustration
Introduction to Typography | Typographic Poster
Advanced Typography | Typeface Design

Layal Al Wazzan
ALÁ’ AMHAZ | ala.amhaz@hotmail.com

Having been born in a family that doesn’t generally embrace art as a part of their daily lifestyle, I realized it is what intrigues me the most. Working with patterns in particular is my main interest, which is the primary reason behind my choice to major in graphic design. Secondly, my love for fashion design also plays a significant role. My work merges patterns that are graphically designed with fabrics and clothing.

SENIOR PROJECT: MINE

Through MINE, people can order customized scarves with the creation of modified arabesque patterns. Any individual can select a theme that is fixed and choose two modified vectors to add to their design. These vectors are made out of the Arabic fonts. The pattern may be printed on the scarf once it’s created and finalized. The customer can pick the fabric used to make the scarf and the style they wish to achieve while wearing MINE.
MARIA AOUM

I have always been interested in design for social change; design that has an aim in making things better before making things look better. I also believe in the power of advertising. I’m most interested in billboards and ads for a closer relationship with my audience in their everyday lives.

SENIOR PROJECT: CIVICS BOOK

Lebanese citizenship education is communicated through textbooks titled “Al Tarbiya al wotaniya, wa’l tanbibi al madaniya”. The books teach students, from grades 2 to 9, values such as rights, respect and solidarity. Students find it difficult to study the material: “The book should be organized, the paper quality is too glossy, the design should be more consistent and the images should fit our generation.” Therefore, I decided to re-design the book starting with the one dedicated for 7 to 8-year-old students. The book is divided into four chapters containing lessons and a series of exercises. In addition, a CD comes with the book containing a story in a stop motion format that teaches students an important value.
Maria Aoun
LINA ARMOUNSH  | lina.armoush@lau.edu

I’m passionate about design. I love what I do and I’m always ready to learn more. I’m particularly interested in designing corporate identity. In addition, I like spending time designing unique fonts. I try to optimize all my designs for clarity, legibility and simplicity even when it comes to color palettes. Working in advertising was a great experience since I had to work with a group. I believe that being a part of a unit and sharing ideas with more than one person leads to better results in the diverse steps of a project from concept to completion. My attitude while designing is focused. I’m always focused on submitting memorable and effective designs. My future goal is to become a professional graphic designer.

SENIOR PROJECT: OPEN UP

Open up is a diary that will be distributed by school psychologists to students who have alcoholic parents. Open up seems like a regular white empty diary, but in fact each page includes hidden text. It contains tips for children to follow, information about alcoholism, and help-lines to call. In addition, www.openup.com is the website that only owners of open up diary can log into. It is a forum that gives children of alcoholics a chance to interact and share stories with other children in their same situation. It provides children with help in case of abuse. Furthermore, a package will be distributed for students to “open up” encouraging them to visit the school psychologist. Open up, the empty white diary, is a tool for a child to overcome psychological issues such as loneliness, withdrawal from others and fear to express. It helps the child reach for help when needed.
STE phany Assio | stephanyassio@gmail.com

Born in a family that highly values artistic expression and talent, with a mother who paints and a brother who enjoys photography, I was provided with the environment that cultivated my interest in art, mainly drawing and layout design. As a high school student I had the opportunity to experiment and develop my interests; I was the photographer of the school’s newsletter “Vision” for two years, and later appointed an editor and the head of design for the school’s yearbook “Dimensions 2010”. As a graphic design student at LAU, I studied how to work conceptually, discovered new tools of design, and learned calligraphy and typography.

SENIOR PROJECT: MONKEY: DISCOVER LEBANON

Monkey is an organization that aims to introduce adventure into the lives of young adults by motivating them to explore nature and hike in beautiful locations in Lebanon. It provides members with kits, how-to catalogues, and different itineraries in Lebanon making hiking more accessible. At the same time, preserving the environment and caring for one’s community are a fundamental part of the organization’s principles. Monkey members belong in one of three main levels: beginner, intermediate, and advanced. Members can start at any level they feel closer to their skills and knowledge, and level-up when they acquire what the kits and catalogues have to offer.
The problem of urban air quality in Lebanon persists and has become a major source of concern to public health.

<table>
<thead>
<tr>
<th>Location</th>
<th>SO2 Concentration (ppb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>0.03</td>
</tr>
<tr>
<td>France</td>
<td>0.08</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>0.04</td>
</tr>
<tr>
<td>Beirut</td>
<td>0.02</td>
</tr>
<tr>
<td>Rome</td>
<td>0.01</td>
</tr>
</tbody>
</table>

SO2 levels in different cities around the world (ppb)

<table>
<thead>
<tr>
<th>Health Risk</th>
<th>Cadmium Concentration in Vegetables due to Air Pollution</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Cauliflower: 0.6 ppm, Cabbage: 0.8 ppm, Cucumber: 0.55 ppm, Tomato: 0.28 ppm, Eggplant: 0.2 ppm</td>
</tr>
<tr>
<td>Low</td>
<td>The degradation of air quality in Lebanon is estimated at $170,000,000/year</td>
</tr>
</tbody>
</table>

*SO2 is a toxic gas with a pungent, irritating and rotten smell. It causes breathing problems, respiratory illness, cardiovascular diseases, etc.*
I am a meticulous graphic designer with an eye for innovation and creation. Although my design interests are vast, I find that my strength lies in print design and more particularly in corporate identity, typography and packaging. I also have extensive experience in creating usable objects from non-recycled material. My greatest inspirations come from walking the streets of Beirut. My future goals involve incorporating my passion for creating objects with the knowledge I have gained in graphic design.

**SENIOR PROJECT: MOSANADA**

The purpose of my senior project is to apply visual reform to some chapters taken from the geography schoolbook of grade 9. The current book does not include clear visuals that help students grasp the information easily and clearly. My research has shown that its cramped layout, outdated imagery style and lack of effective infographics, cause disinterest from the students who find the material difficult to understand. For my project, I uplifted three chapters about current issues; water resources in Lebanon, oil distribution and demographic properties in the Middle East. As a result, I designed visually rich and easy to understand maps and charts along with meaningful photographs and a more organized layout.
Fascinated by graphic design in general and editorial work in particular, I always aim to create visually appealing and challenging projects. My interest expands to packaging and corporate identities. I also constantly challenge myself when working on perfecting my illustration and typographic skills. Creating collages is one of my favorite hobbies. My future goals revolve around becoming a professional graphic designer working on editorial and packaging design.

**SENIOR PROJECT: ARTISTA PUBLISHING HOUSE**

Arabic iconic female artists have challenged themselves to push the Egyptian cinema forward and to empower woman. In order for the young generation to understand the path that Arab women have to forge for themselves, it is essential to revive such artists. I have thus created a local Publishing House Artista, which introduces one Arabic iconic artist per year. The publication I have worked on is dedicated to the Syrian artist Acmahan. It aims at attracting the attention of culturally exposed youth between the ages of 19 and 35. The book has a unique, visually pleasant and educational approach.
Bilingual Typeface Design
Graphic Design III | Package Design
Graphic Design II | Book Design
Graphic Design II | Magazine Design
Graphic Design III | Package Design
SENIOR PROJECT: LEBNENE

I studied anxiety faced by new students, coming from abroad to continue their university studies in Lebanon. These students faced anxiety because they didn’t know what to expect, since they came from well-organized countries, unlike Lebanon. Based on personal experience, I thought that it would be essential for those students to get a kit, helping them throughout their journey. This kit includes: a guidebook, postcards, and collateral material that familiarizes them with Lebanese culture.
Modern Interpretation of Armenian Bird Calligraphy

Modern Interpretation of Armenian Bird Calligraphy

Advanced Typography | Typeface Design
[1]

Graphic Design III | Package Design
[2]

Introduction to Typography | Booklet Design
[3]

Art of Illustration | Book Cover Illustration
[4]

Art of Illustration | Illustration
[5]
RIMA EL RIFAI
rima.elrifai.rer@gmail.com

As a graphic designer, I’m exposed to both worlds, the print and the digital, and I developed skills in both. I grew fond of illustration where with that, I can combine my drawings, creating different illustrative styles. Also, print is a great media for me to combine illustration with typography. Moreover, I became very much attached to animation and motion design, where in that, I can make my design work and concepts come to life. My future goal in design is to become a professional animator and to further develop my drawing and illustrative languages.

SENIOR PROJECT: UNSOLVED: LEBANESE INVESTIGATIVE CASES

The Criminal Justice System is the force that maintains justice, catches criminals and offenders, and makes sure it always preserves the victim, the civilian, and the criminal’s rights. This is what provides justice, security, and safety to everyone, which is why it’s important to have a just criminal justice system. The research topic is about crime investigations in Lebanon. It has been proven that they don’t always follow the correct processes and steps. This causes injustice, and several other negative effects. Individuals who are 18 to 21 year olds are the ones who can make a change in the unjust Lebanese criminal justice system in the future. This is why it is important to teach them the right investigative processes through an interactive novel of a crime investigative case. It is a collage of unjust events, inspired from real events that happen to a guy wrongly accused of a crime. It is an entire case of injustice in Lebanese crime investigative processes, shedding light on each step of investigation that goes wrong and teaching them the right ones, also, exposing several archived cases of injustice throughout the novel.
I believe that great design starts with a strong idea. I see the world as a place where creativity strikes in many unexpected ways and thus my main inspiration comes from the world around me. I have an eye for details, which makes packaging design a great challenge and pleasure for me. When I am not working on graphic design projects, I am pursuing my interest in jewelry design. My future goals are to become a professional graphic designer working on the branding, packaging and maybe one day on jewelry design too.

SENIOR PROJECT: BE A HERO

People usually feel helpless when faced with a life-threatening medical emergency condition. My project will show the importance of learning First Aid tips and be prepared to react upon emergency incidents. I am targeting university students through a one-day event on campus, since it is essential to start the awareness at an early age. The campaign aims to reach the students in a direct way by giving them simple and memorable tips printed on items they use daily (food, placemat, water...) and posted in their surrounding. A mobile app will complement this event by providing detailed fact sheets to understand more the essential steps.
Under The Sheets is a publication of a study related to the Lebanese youth sexuality in general and Lebanese women’s sexuality in specific. In the oriental culture, females are urged to seek refuge from the fact that they are sexual beings, by hiding behind certain facades. The aim of this project is to break the stereotypical and preconceived misconceptions regarding the established belief that women are not sexual beings the way men are.

www.youtube/underthesheets.com

Pick up your free copy here

lebanese women can’t engage in sexual activity unless they’re in love

If you think that

Think again

lebanese women don’t have sexual activity before marriage

If you think that

Think again

lebanese women don’t think about sex as much as men do

If you think that

Think again

Shaden El Fakih
shadenfakih@gmail.com

SENIOR PROJECT: UNDER THE SHEETS

In our culture, females are urged to seek refuge from the fact that they are sexual beings, by hiding behind certain facades. This is how they remain socially accepted within the notion that females need to stay synonymous with purity. The aim of my project is to break the stereotypical preconceptions regarding the established belief that women are not sexual beings the way men are. For this purpose, I conducted private and public interviews that I documented in a publication that reveals the discrepancy between both sets of results, revealing the hypocrisy of our society when it comes to both male and female sexuality.
Sexual harassment happens everywhere, even in fairytales

Clothes and sexual harassment

19.1% consider that the wolf would have 'set off' if the red dress was not enough

62% consider that Little Red Riding Hood is a metaphor for sexual harassment

50% consider that the clothes were not innocent and the wolf's harassment

A veil or a tiny dress, to him, is creative a YES!
My imagination has always been an incredible driving force in my life. Putting a pencil, brush, or clay on a blank canvas and bringing something I have envisioned into life for others to enjoy has always been the most natural and easiest way for me to express myself. In design, I am particularly interested in animation; however, I also find a great amount of interest in spending my time illustrating, working on brand identity projects, or drawing. I consider design to be a “problem-solution” process in which myself, as a designer, would be able to tackle a wide variety of problems, research through it, and find different approaches to represent the solution visually. I am extremely excited to pursue my career in various fields of design and hopefully become a successful animator.

**SENIOR PROJECT: VOSTOK**

My senior project serves the purpose of informing Ukraine’s younger generation, about the history of their country since the formation of the Soviet Union up to the recent chaotic stage. This interactive novel sets up a mood for the user to interact in deciding the fate of the Ukraine, starting off by choosing whether Ukraine joins Russia or the European Union, and then into more detailed options such as deciding the flag, coat of arms, emblems, language, currency, and the general path of the country. The purpose of this part of the novel serves is to educate the users about the consequences of certain decision making and contribution, and their responsibilities as future citizens in logical reasoning in order to fulfill a satisfactory state.
DISCOVER
Saint Vartanants Church is the oldest church in the city of Bourj Hammoud. It has a very significant importance for the Lebanese Armenian people since it was named after Saint Vartan who in 451 BC lead the battle against the Persians in a very small army and by winning the battle Armenians did not change their religion, remained Christians.

Bourj Hammoud: a city within a city
a walking tour through the city
Download the Application from Play Store or App Store for free, Scan the QR code, follow the steps and get the chance to do the tour via your smartphone.

NANAR GHARIBIAN  nanarggharibian@gmail.com

I have a passion for branding and creating visual identities from concept to logo design. The whole branding is what I enjoy doing the most. I also like to explore new packages. I spend a lot of my time checking out corporate identities, branding and package designs. I like to look on the in interior and furniture design magazines as well as at shops. Color, Illustration and everything distinctive catch my eye. My dream job would be to work on lots and lots of branding projects as a designer at an advertising agency.

SENIOR PROJECT: BOURJ HAMMOUD: A CITY WITHIN A CITY

My senior project retells the story of Bourj Hammoud, which started off as an Armenian refugee camp and slowly turned into a vibrant urban area. Situated in the heart of Lebanon, and highly populated by Armenians, the city is known today as “Little Armenia”. My project consists of a tourist guidebook containing maps of the old-time main streets, showing the difference between what they used to be like in the past and what they are like today. It tells the story of this city through its people and its shops. It offers insider information and facts as well as stories that should be documented and transmitted to visitors and upcoming generations.
Here are five indoor games that will keep kids and you happy and active.

Indoor Basketball
Alone or with siblings
How to play?
You can’t be too little for this version of basketball. All you need is a bucket and a rolled up sock (or a small, light ball). Each player takes a turn at throwing the sock-ball into the bucket. When a player scores a bucket, he or she takes a step back and throws again until missing. The player who shoots the ball in the bucket from the farthest distance wins.

Balance Beam

Indoor Bowling

Simon Says

Freeze!

Indoor Bowling

Bear Toast
Serving: 2   Time: 5 minutes
Ingredients
2 slices of pain de mie
1 tablespoon of strawberry jam
1 banana
3 pieces of chocolate cereals
Directions
1. Place the slices of pain de mie in the toaster
2. When the pain de mies are ready spread the
3. Create the ears and the mouth of the bear with
4. Add the cereals to create the eyes and the nose

Strawberries
People who don’t like strawberries are rare. Strawberries are almost universally enjoyed. Why not make the world a happier place by growing your own strawberries and sharing a few with your family!

If strawberries are picked too early, they will never taste as sweet.

Step 1
Water well.

Step 2
Starwberry seeds in the mix and

Step 4
Put a layer of mulch on top of the potting mix.

YOU NEED
Potting mix
Pot
Mulch

Strawberry Jam
DID YOU KNOW?

T o learn how to plant strawberries refer to page 23.

In design, I am particularly interested in corporate identity and drawing. I enjoy spending my time working on designs where I can bring to life my imagination with creativity. I also enjoy exploring different materials and medias especially in package design. Though my main interest is in graphic design, I continuously work to develop my artistic skills through drawing and illustration. My future goal is to have the opportunity to work in collaboration with other professional graphic designers in order to learn and expand my creativity.
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Coming from an artistic family, I have developed an interest in art and design since a very young age. As I turned 14, I decided to pursue my love for design and crafts. Since then have chosen to major in graphic design. It’s wonderful to look back and see how far I have reached. I am particularly interested in typography and packaging. Everything related to paper, cutting, gluing, and folding is just a marvel to me. Before I start any project, I make sure I have a concept behind it. I cannot design without a concept — an insight.

**SENIOR PROJECT: CHAOS**

The project is about finding order amid the creative chaos. It’s a stationery product line targeted towards different designers (architects, graphic designers, fashion designers, etc.) to help them make their creative chaos a productive, organized one. The one displayed here is the line for graphic designers. It’s a customized unique sketchbook that lends itself to a lifestyle of creation. It has 5 different refillable sections with interchangeable separators. Also, it contains everything a graphic designer needs to stay organized and inspired such as tips and inspirations, pockets and envelopes as well as useful pins and bookmarks. Other than that, a graphic design directory, binding techniques, and weekly to-do lists are included. In addition to the sketchbook, is an app where the designer can add tasks, evaluate productivity, organize projects and responsibilities based on priority.
Package Yourself Design
NADA HAIDAR | nada.haidar@hotmail.com

For me, creativity pops up suddenly without permission. It is the birth of unexpected ideas and plans. Design is my world, but my smaller world is represented through designing corporate identities and packages. I enjoy coming up with a new design derived from unrelated ideas. Creating a strong brand and unique structural packages is my passion. I am also interested in designing Arabic typographic posters. Every project I work on helps me in developing my skills and strengthening my thinking process. In the future, I aim at becoming a professional designer that creates well-designed structural packages.

SENIOR PROJECT: LOUGHANIZ DICTIONARY

Many Lebanese words derive from different languages such as Persian, Turkish, Greek, English, Syriac, Italian and French. Though we use them daily, we are, most of the time, not aware of their origins. Loughaniz is an urban dictionary that shows the origin of each word. It is designed in a way that helps Lebanese people understand better the spoken language. In this project, I have taken the challenge to alter the formal structure of a dictionary and use instead a unique, interactive, and entertaining approach. Each illustrated word is accompanied by a short description, in addition to its origin and its meaning in the Arabic dictionary.
Graphic Design I

Typeface Design

Graphic Design III | Package Design

ابشر ح]
خ دختر س]
ش عضو ط][
ع غذاء كل[ن هو]ي

abcdefghijklmnopqrstuvwxyz
RAWAN HIJAZI
rawan.hijazi@lau.edu

Design is my interest, my hobby, and my practice. I enjoy everything that relates with design, but what interests me the most is the art of illustration. I am a sucker for illustration; it releases the most out of me. I love the way one can manipulate with illustrations and how one can build anything from scratch! Additionally, I find corporate identity as well as web design another fascinating part of design that makes me feel free to create interesting visual aspects. The future requires me to elaborate my skills from illustrations to branding design more in ways where I can spread them to the world.

SENIOR PROJECT: GET, SET, GO

This project is a website that collaborates between animation and illustrations. It helps people with phobia anxiety to learn more about the phobia and to overcome it through means of practice. Practice is the most important method a person with performance anxiety can use in order to overcome this problem; therefore, the idea of my website is to include a method through which a person can submit videos of themselves practicing and thus getting feedback on the same video with shedding light on the symptoms of performance anxiety.
NANCY IBRAHIM
nancyibrahim@live.com

It is always impossible until it’s done. As a “designer-to-be”, my interests lie with corporate identity and typography. My love for design began when I discovered my inner artist while working with other designers. I love to create and design things such as business cards, logos, packages, posters. My goal is to become a successful and professional graphic designer, in the branding and packaging domain.

SENIOR PROJECT: EASY TO DO TOOLS: A STEP-BY-STEP GUIDE FOR HANDICAPPED

The objective of this book is to collect data and information on methods and tools that can be of use to those who are physically disabled to overcome their disabilities without any help from a third party. A common case where these tools might be useful is for those who suffer from Tetraplegia, which could affect a person’s control over one or more limbs. These methods are, above all, resourceful and cost-effective. This book provides step-by-step instructions that give the reader the knowledge to make use of everyday items and turn them into useful tools. These tools can maximize the efficiency of tackling everyday chores in a practical way while minimizing cost. This book will make the lives of the physically handicapped easier and more independent.
Nancy Ibrahim

1. Graphic Design III | Package Yourself Design
2. Graphic Design III | Package Design
3. Advanced Typography | Typeface Design
I’ve always been interested in the field of design, architecture, and arts in general. As I grew up, the practice of graphic design became more common. I watched many animations that I enjoyed and admired. When I started my major, I fell in love with design, and the technology that enabled me to produce my designs. The possibility to experiment and create with technology makes me think that nothing is impossible. As a fresh graduate I would like to get some professional experience before I travel for a masters degree in animation, and work abroad.

SENIOR PROJECT: PROJECT 75

The aim of my project is to introduce the long lost train to the youth of Lebanon who have never experienced this mode of transportation as part of their daily life, in the hope of making them question this absence, and eventually demand the return of the train system. I am doing this through a short animated story that takes place in a fictional temporary Beirut, which is equipped with a train system. This animation explores the media of projection, paper cutouts, and miniature staging.
H arry Gr egson-W illiams (born 13 December 1961) is a composer which he has composed using over sixty electronic music and orchestral pieces. He is also known for his collaboration with薄膜豆腐 (rabo bin received lead score credit), and for composing video game scores for the Metal Gear Solid series. Gregson-Williams is known for his style, combining electronic music with orchestral and classic music elements.

Early in his career, Gregson-Williams held a position in the 1980s as a music teacher at the Amesbury School in Hindhead, Surrey, (his brother Rupert Gregson-Williams, also this period). Also, in the 1980s Harry was an estate agent for Palmer Snell in Wells, Somerset. He later taught music at the Guildhall School of Music & Drama, where he had been a pupil, and also for a short period in Egypt and other African states. He was educated at Stowe School for his Secondary Education.

Robert Pattinson turns singer for 'How to Be'

After taking audiences by storm with his acting skills, Hollywood heartthrob Robert Pattinson is set to showcase his singing talent. The 22-year-old actor has sung three songs on the soundtrack of his new indie movie, How to Be, reports Usmagazine. The actor, who also plays the guitar, has also sung two songs on the Twilight soundtrack as well. The 23-track soundtrack hits stores the day before.

Adele reaches 'Titanic' milestone despite voice issues

October 30, 2011 | ANI

Adele’s latest album '21' has reached a milestone last achieved by the 'Titanic' soundtrack back in 1998 in spite of having trouble with her vocal chords. The British singer has been forced to cancel all of her 2011 performances as a result of a planned throat surgery. However, '21' has again reached its number 1 spot on the Billboard 200 as it maintains its top position for the 13th week.
In today’s world children are abandoning the reading experience in favor of games and tablets. Loosing the reading experience is harmful for them since reading is an essential part of their cognitive development. The aim of this project is to take an outdated children’s novel and add missing elements (immersiveness and interactivity). Layer upon layer of interactive information is used to push the boundaries of immersiveness present in games and tablets creating an interactive novel which contains new narrative mechanics involving the audience in the reading experience.
THE EMPIRE
JAPAN
1945 TO 1999
POST WAR
1999 ONWARDS

The Hinomaru flag, which has been used as Japan’s national flag for the past 140 years, was designated the official national flag of Japan in 1999. This was part of a larger process to establish official symbols for Japan, which included the national anthem.

During the American occupation of Japan, the Japanese government was forced to change many of its symbols, including the national anthem. However, when the occupation ended in 1952, the Japanese government decided to keep the Hinomaru flag and the national anthem as they were.

In the 1990s, there was a push to make the Hinomaru flag and the national anthem official symbols of Japan. This was prompted by the fact that the Hinomaru flag had been used as Japan’s national flag for a long time, and there was a desire to make it an official symbol.

In 1998, the Japanese government passed a law that made the Hinomaru flag and the national anthem official symbols of Japan. This was a significant step towards making the Hinomaru flag and the national anthem official symbols of Japan.

The act was passed with a 403 to 86 vote in the House of Representatives. The legislation was sent to the House of Councillors, where it was debated and passed. The act was then enacted into law on August 13, 1999.

The act was opposed by some who felt that it was too complex and that it was being rushed through the process. However, the act was passed and has now been in effect for over 20 years.

The national anthem, “Kimigayo,” was also established as an official symbol of Japan. The anthem was selected from a group of songs, and it was decided that “Kimigayo” would be the national anthem.

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There are two things I am interested in; the politics that shape our world and design. I personally believe the two go hand in hand as every major period in mankind’s existence is represented by an image, a style or artwork that describes it. Every major movement has used design as a mechanism that can deliver ideas that is understood in every language. I, like many others, always find myself coming up with ideas that I need to express somehow. I can achieve that through design specifically, animation and the digital arts. It brings me joy, but more importantly it allows me to bring my thoughts and ideas to life. I pursue the path of design not simply for the mere joy it, but out of respect for the sheer power it is capable of projecting.

SENIOR PROJECT: PRESIDIUM

“Presidium” is an interactive cinematic narrative that allows the viewer to get involved in the story and decide which direction the plot will take. Set in the near future where an Alien race threatens mankind’s existence and the world’s borders have been redrawn, the viewer will experience the journey of soldiers from around the world that have taken up arms under the banner of an authoritarian global regime in the hopes of driving back the Alien foe. The viewer will be able to directly influence the plot during key moments in the narrative and each decision made will have consequences not just for humanity’s global struggle against a formidable enemy.
TASSILI COVEH

OBJECTIVE

This project is a series of designs for a book cover and various promotional materials for a fictional novel about exploration and adventure. The project aims to create a cohesive visual identity that reflects the themes of exploration, mystery, and the unknown. The designs include a variety of elements, such as typography, imagery, and layout, to effectively convey the story and engage the reader.

THE HOUSE DESIGN

The layout of the book cover incorporates a striking visual element that draws the viewer's attention. The use of contrasting colors and bold typography helps to create a strong visual impact. The background features an image of a rugged landscape, emphasizing the adventurous theme of the novel. The overall design is balanced and thoughtfully composed to create a compelling visual experience.

THE POSTCARD DESIGN

The postcard design is a smaller version of the book cover design, featuring the same elements in a compact format. The typography and imagery are scaled down to fit the postcard format, but the visual impact remains strong. The design is versatile and can be used for various promotional purposes, such as event invitations or special offers.

THE BROCHURE DESIGN

The brochure design is a comprehensive representation of the project, showcasing a range of designs and elements. The layout is organized in a way that highlights the different aspects of the project, from the book cover to the promotional materials. The use of consistent branding and design elements across all the materials ensures a cohesive and professional appearance.

[1] Graphic Design II | Book Design
[2] Introduction to Typography | Brochure Design
[3] Introduction to Typography | Postcard Design
As a Graphic Designer emphasizing in digital media, I am interested in interaction design and the process of designing the user experience using various prototyping and web design tools that facilitate the designing process. Though my main interest in interaction design, I am interested in Arabic Calligraphy and typography which I try to add in my designs to have my own signature. Other than being a graphic designer, photography is also considered one of my main interests.

SENIOR PROJECT: DEFY

Breast cancer remains a highly prevalent and extraordinarily stressful experience for women all around the world. Psychological research has provided a picture of the emotional and social impact of breast cancer on patients’ lives, and of factors associated with better versus worse adjustment. Psychosocial interventions have been beneficial in decreasing patients’ distress and enhancing their quality of life. More precisely, my project is a mobile application that creates a supportive environment (NGO’s, medical team, families and friends) for breast cancer patients in Lebanon. Users have the ability to interact with each other through a platform that offers a general timeline, diary, statistics overview, forum, and a calendar.
I have always been interested in the ability to solve problems through visual communication, and that’s what got me into the field of graphic design. I enjoy the art of illustration and branding. I love to spend time working on a corporate identity from scratch by creating various items such as logos, business cards, letterheads, and packages. I always try my best to find time to work on my illustration skills in order to experience new styles and techniques. My goal is to become a professional graphic designer working in illustration and branding.

SENIOR PROJECT: A DAY IN PALESTINE

A Day in Palestine is a series of cooking booklets that offer recipes of traditional Palestinian foods that vary between breakfast, lunch, ‘assrouneh’ [afternoon snack] and dessert. The booklets take the audience on a culinary adventure, discovering facts and stories about Palestine and its culture, while offering recipes and instructions.
Definitions and roles of human body art

Body art has been used in various cultures for centuries, often as a form of self-expression, cultural identity, and social status. In many societies, body art is associated with beauty, strength, and maturity. It is frequently used to convey specific messages, express emotions, or mark important life events.

Coiffures can create permanent scars or designs. Sometimes body art can create permanent scars. These are used to convey a specific message to the spectator or can be more respect he or she is given within the society.

While the specific effects associated with body art vary, they are often used to express concepts such as the rhythm of a particular culture, group, or religious beliefs. In many cases, body art is a form of self-expression that reflects the values and beliefs of the culture.

Body painting is a common method, and while it can be simple or complex, it often serves as a form of self-expression. It can also be used to create expressions of beauty, strength, and strength in particular, as well as to convey specific messages to the spectator or to show respect for the person who wears the mask.

In the context of traditional culture and art of the peoples of sub-Saharan West Africa, Baule masks are an essential feature. They are used in tribal dances during harvest festivals, in processions to honor distinguished visitors, and at the funerals of important figures. Ritual masks are an essential feature of traditional culture and art of the peoples of sub-Saharan West Africa. The person who wears a mask turns into the spirit of the mask itself.

Disco Body: Baule Mask

Fig. 3

1. Coiffures. Body art can also be created designs. Sometimes body art can create permanent scars. These are used to convey a specific message to the spectator or can be more respect he or she is given within the society.

2. Body painting is a common method, and while it can be simple or complex, it often serves as a form of self-expression. It can also be used to create expressions of beauty, strength, and strength in particular, as well as to convey specific messages to the spectator or to show respect for the person who wears the mask.

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MOHAMMAD OMAR SMEISMEH  mosomar_619@hotmail.com

Growing up, I’ve always had an interest in art such as drawing, painting, animation, photography etc. Today as a Graphic Designer, not only am I fulfilling my artistic needs, but also two areas of life that I have always been focused on, which are learning and application. Therefore, knowledge and design are crucial to properly convey messages in a successful manner.

SENIOR PROJECT: DESIGN DEN

“Design Den” is a virtual social platform that serves as a liaison between graphic designers and business owners to facilitate their relationship. It is accompanied by a short and light-hearted animation that deals with the importance of employing the services of a professional Graphic Designer in order to help the image of a rising business. In this animation I present the three following factors that highlight the usefulness of a graphic designer for any business: professionalism, time-saving and consistency. The aim of this animation is to promote Graphic Designers.
As a Designer, I am expected to think outside of the box, and my skills are judged and graded based on my imagination, which is one of three factors needed for the success of my later career, with the other two being the customer's needs and personal research. Ultimately, my goal is to hone my craft and continue to learn everything there is to know about my profession, in order to become a successful designer and somewhere down the line pass on this knowledge to the next generation.
I take great pleasure in designing logos, brochures, book covers, packages, posters, calendars and more. My strengths include being creative and exploring new roads and new ways of doing things. One of my main challenges is to always try to stay in touch and experiment with the latest trends concerning images, textures, shapes, colors and typography. An additional interest of mine is street art. Photoshop, Illustrator and InDesign are my preferred software tools. The works of famous artists such as Banksy, David Carson, Salvador Dali and Diane Arbus, among others, inspire me. Another passion of mine is music. I play percussions and drums, performing with different bands and musicians in Lebanon and sometimes abroad. Playing different styles of music such as Blues, Reggae, Rock, Folk and more enabled me to make a connection between music and design. I’m very interested in designing the corporate identity of music studios, posters for musical events and covers for CDs. My utmost aspiration is becoming a designer involved in challenging projects that require creativity.

SENIOR PROJECT: ARTHIBIT

The overall approach of the Arthibit installation art exhibition project is to support the city’s regeneration through the manifestation of public art. The Arthibit project is a seasonal installation art exhibition in public spaces. Each year, during the whole spring season, an exhibition takes place in a specific area of Beirut. Different sites in this limited area are transformed to public exhibition grounds. The first exhibition takes place in Bourj Hammoud. The installation art exhibitions highlight the areas and contribute to create pleasant environments for people. In addition, the project supports artists who have the interest to produce public art works in Beirut. Arthibit consists of promoting the public exhibition event. It includes an informative map about the locations of the exhibition grounds in Bourj Hammoud, a digital/motion design about the area/event, along with corporate identity, poster, sticker, postcard and T-shirt designs. Type, texture, photo and collage are used as media.
Art of Calligraphy | Calligraphic Poster
Graphic Design III | Package Design
Graphic Design I | Logo Design
Graphic Design II | Book Design
Graphic Design II | Infographic Poster
As a Graphic Design student minoring in Visual Arts, using my hands within design is a priority. Having painted for 11 years, I am able to integrate painting into my screen-based works. Graphic design has helped increase my knowledge of art history, culture, conceptual thinking and design methodologies. I carry my sketchbook everywhere. It enables me to keep my ideas organized and to make associations between various inspirations from my surroundings. I am eager to undertake new learning experiences in the upcoming years.

SENIOR PROJECT: ADEPT

Adept is an organization that serves to spread knowledge about ADHD and its impact on children. The primary aspect of this project is a movie targeting parents with ADHD children. The movie explains the common behavioral problems and challenges related to childhood ADHD. It then goes on to highlight the imaginative nature of such children transforming thoughts regarding ADHD as a gift rather than a disorder. The movie is promoted through posters and brochures in schools. It can be found on a website that also provides resources for children’s parents and educators on how to best encourage creativity and aid children with ADHD.
I’ve always been interested in graphic design as a medium for storytelling. I am fascinated by how it can potentially change the world through an idea. I am interested in using visual representations of words or metaphors, symbolism, humor, and sarcasm. I am especially fond of the digital mediums, from motion design to user experience design to animation. I plan to improve my drawing and illustration skills, to give a more visually appealing language to my concepts. In the future, I hope to work in a multidisciplinary area that encompasses several complementary media of storytelling.

**SENIOR PROJECT: THE THING**

Singularity is defined as distinctiveness, uniqueness or individuality. In science, it is the infinitely dense part of a black hole. "The Thing" is an imaginative animation that aims to entertain the digital generation by exaggerating the attractiveness of a creative Thing, symbolically relating its singularity to that of a black hole. The Thing, after setting itself free from its creator’s doubts, becomes so gravitationally attractive that it absorbs everything into its undefinable core. The narrative depicts the existential power of creativity as it ends by the Thing absorbing the background, the colors and the alpha channel of the screen.
Art of Illustration | Book Cover Illustrations
Introduction to Typography | Kufi Design
Graphic Design II | Magazine Design
I always admired people who make a difference through visual expression and the creation of new ideas; therefore I decided to be a graphic designer. I am mostly interested in branding and packaging design. It gives me great satisfaction to create successful brands or to promote products that will affect people. I am thus mainly interested to work on organized and active visual identities. I also enjoy advertising in design. I aspire to become a professional graphic designer, producing unique and new brands.

**SENIOR PROJECT: ARABIC MEDICINE, THE ALTERNATIVE REMEDY FOR PREGNANT WOMEN**

Pregnancy is a very cautious and a restrained phase of a woman’s life, during which her life and her baby’s life might be at risk if anything goes wrong. In order to reduce the ratio of risk occurrence, women could benefit in using natural and traditional treatments to heal. Ancient Arabic medicine has proven to be beneficial with its treatment, methods and techniques. I have therefore created, Biopreg brand that aims to encourage pregnant women to use it as an alternative remedy to treat themselves when needed. I have also created the line of packages and an infographic poster that aims to showcase the importance of these natural substances.
"Nink is made within the year 2013. It is produced by the flow of ink through a needle. It is a unique way of something ink as poems, being made with watercolor, inks, and other materials. A typeface is not just to generate a new font, but also to enjoy writing and enjoy the abstract way."
I entered into visual studies as an outlet for how vividly I visualize my thoughts and unconsciously draw out anything I take in in my mind. I mostly enjoy projects that allow for illustration, and I am very comfortable with a pen and paper. I wouldn’t say I have a particular style or technique, but I’ve come to find I always work under general themes; so many projects result in visual commentaries with underlying social agendas. I think that’s what happens when you give a highly opinionated and critical person space to draw out what they have to say.

SENIOR PROJECT: AYA AND THE OSAMA RISING
COUNTERACTING ISLAMOPHOBIA

A comic book series narrating the experiences of an Arab Muslim teenager since 2001, that personifies a resentment of Islamophobic perceptions and representations with bold, high-contrast, black and white illustrations, abrupt dialogue, a deep sense of context and vivid expression. It is my personal gift of infectious solidarity to the stereotypically looped and subjectively judged; to the socially conscious sectarian divided Lebanese reader interested in picking up a different form of making sense of the stream of events that fills our newspapers and television sets.
Rockwell is a serif typeface belonging to the family of slab serif (Egyptian) typefaces, where the serifs are about as thick as the main strokes in each letter. This makes it useful primarily for decorative purposes, but is not typically used for body text. The 1934 design for Monotype was supervised by Frank Hinman Pierpont. Historically, the slab serif was developed out of necessity. As printed material began to branch out from books, new typefaces were needed for advertising posters and flyers.
For this project, I decided to subvert seven Disney movie posters, basing my revisions on the comparison between an earlier version of the tale and Disney’s version. My aim out of this is to show that these tales have a history preceding Disney, one that is rich and not necessarily catered for children. I used collage as my main medium because of its power in emphasizing different elements as part of the same composition.
LANA YASSINE I lana.yassine@lau.edu

I am a photographer and graphic designer who has never failed to impress and satisfy her customers. It all started when I was capturing photographs of my friends during special moments without them knowing and then surprising them with these pictures later. Everyone loved it. This little habit and hobby of mine has developed into a career. Graphic design came a bit later. I learned to become very assiduous.

SENIOR PROJECT: SUM FUN

Sum Fun is a project about integrating art and games in 4th grade Math class in order to improve the learning and increase the attentiveness of students. It constitutes of a box that contains 23 games and art exercises to be used as add-ons to the already found Lebanese Math curriculum and therefore they are strictly based on the mandatory Math lessons Lebanese schools teach in Grade 4. Those games and exercises are divided into 4 categories: problem solving, speed, drawing/painting and collage making. On top of that, Sum Fun provides a website for teachers that is both a blog and a forum in order for them to share what is happening in their classes, to ask other teachers who are using the Sum Fun box questions as well as give each other tips.
[1] Graphic Design II | Magazine Design
WORKSHOPS & TALKS

The following are some of the recent workshops and talks at the Department of Design.
Claudio Moderini
Talk and Workshop / The Future of Reading in a Digitally Enhanced World
This workshop aimed to investigate the future of the book as a reading experience and in the publishing industry. In this workshop students designed interactive concepts, applications or services that addressed core questions related to "the future of reading" framework starting from three main scenarios: enhanced reading, locative reading or social reading.

Geray Gencer
Talk and Workshop / Collective Poster Design
This workshop aimed to construct a visual link between art and design concerns through the creation of a collective poster dedicated to prominent artists. Each student was asked to design a 3-color A4 poster. Students carried out research on artists, the visual expression of their works, abstraction, motif making and lettering. At the end of the workshop the 23 individual posters came together in a larger collective poster.

Homa Delvaray
Talk and Workshop / Beirut Through Typographic Illustration
This workshop aimed to represent Beirut through typography. Students were asked to represent the city from their own point-of-view by combining the city’s historical and cultural backgrounds with its contemporary features.

Istvan Orosz
Talk and Workshop / Anamorphic Self-Portrait
This workshop aimed to teach students how to create a self-portrait, through a geometric procedure. Students were asked to distort their self-portrait into any kind of anamorphic image. Their next step was to give a second meaning to the distorted picture that was somehow connected to their personality. When viewing the final outcome from a particular angle or perspective the original portrait of the author appears.

Joumana Matar
Talk and Workshop / Design Management
This workshop aimed to represent Beirut through typography. Students were asked to place their thesis proposal at the center of the community that they were designing for. The workshop helped students to identify the added value that their project brings, and what the touch-points are that they needed to address during the design development.

Lara Balaa
Talk and Workshop / Bilingual Type for Publication Design
This workshop aimed to aid students in the design of publications using combinations of Arabic and Latin alphabets. Students were asked to explore relationships between different typefaces, type sizes, reading directions and compositions. The workshop addressed how to conceptually, technically and aesthetically deal with the challenges embedded in bilingual publication design. Various solutions were raised as students explored refinements within their own designed publications.

Rena Karanouh
Talk and Workshop / Book Binding and Finishing
This workshop aimed to aid students in the production of their publication designs. Students were asked to bring in various book binding supplies and work through the process of constructing their own book. Various kinds of papers and cover materials were used as each student folded, stitched, and glued their own unique piece.
AWARDS & RECOGNITIONS

The following recent awards and recognitions were for works by faculty, staff and students in the Graphic Design program.
BEIRUT PHOTO MARATHON
second prize / Lana Yassine
Beirut Photo Marathon is a 12 hour photography marathon that happens in Beirut every year, with 12 themes to be shot. Her photo was themed ‘rituals’.

NASSER BIN HAMAD AWARD
first prize / Karim Abu Sallman
Karim Abu Sallman’s poster received first prize within the Graphic Design category of the Nasser Bin Hamad Award. This award aims to nurture creativity in the youth and enhance their talents in various fields. There were 1826 entries in several categories from 72 countries. His poster was exhibited at the University of Bahrain.

TYPODAY 2015
winning entry / Rayane Al Mouallem
Rayane Al Mouallem’s poster was a winning entry for the Typoday Poster Competition, ‘Typography, Sensitivity and Fineness’. Her entry will be published and displayed in an exhibition during Typoday 2015 from March 7th–9th at the Industrial Design Centre(IDC) IIT Bombay, India.

LIBANPACK STUDENT COMPETITION 2014
third prize for structural packaging / Nour Bou Chakra
Bou Chakra’s award-winning halawa package was made out of paper, rather than the customary plastic. She also chose to make the package smaller, to reflect current trends where consumers are shying away from sugar. Her elegant package contains small individually wrapped portions.

CREPWAY DELIVERY COMPETITION
winning entry / Maria Aoun, Lana Yassine Jana Seifeddine & Myra Fayed
For celebrating 30 Years of Crepaway, this team of students created a campaign. The slogan is “MenDall Nig2ik”.

AWARDS & RECOGNITIONS
Forty Five Symbols, “Ethnographic Visual Anecdotes” project, is a collaborative exploration of visual language that unites students, teachers, scholars, and ideas from 6 cities across 4 continents. This international workshop was conducted at the Lebanese American University by Randa Abdel Baki—Associate professor at LAU, in collaboration with 5 other universities. Over two years, more than 150 students coming from more than 40 different countries have been involved.

All participating academic partners come from design or art schools and share the thrive to teach visual literacy, which is based on the idea that pictures, in the broadest sense, can be read and communicate meaning through the process of reading. Students enter their studies with a prior knowledge of visual systems because, at this point, icons have become ubiquitous.

For more info: http://www.45symbols.com/
Discover compilation was made possible through the collective efforts of the Department of Design at the Lebanese American University.

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To view digital students’ work / https://vimeo.com/album/3219663
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