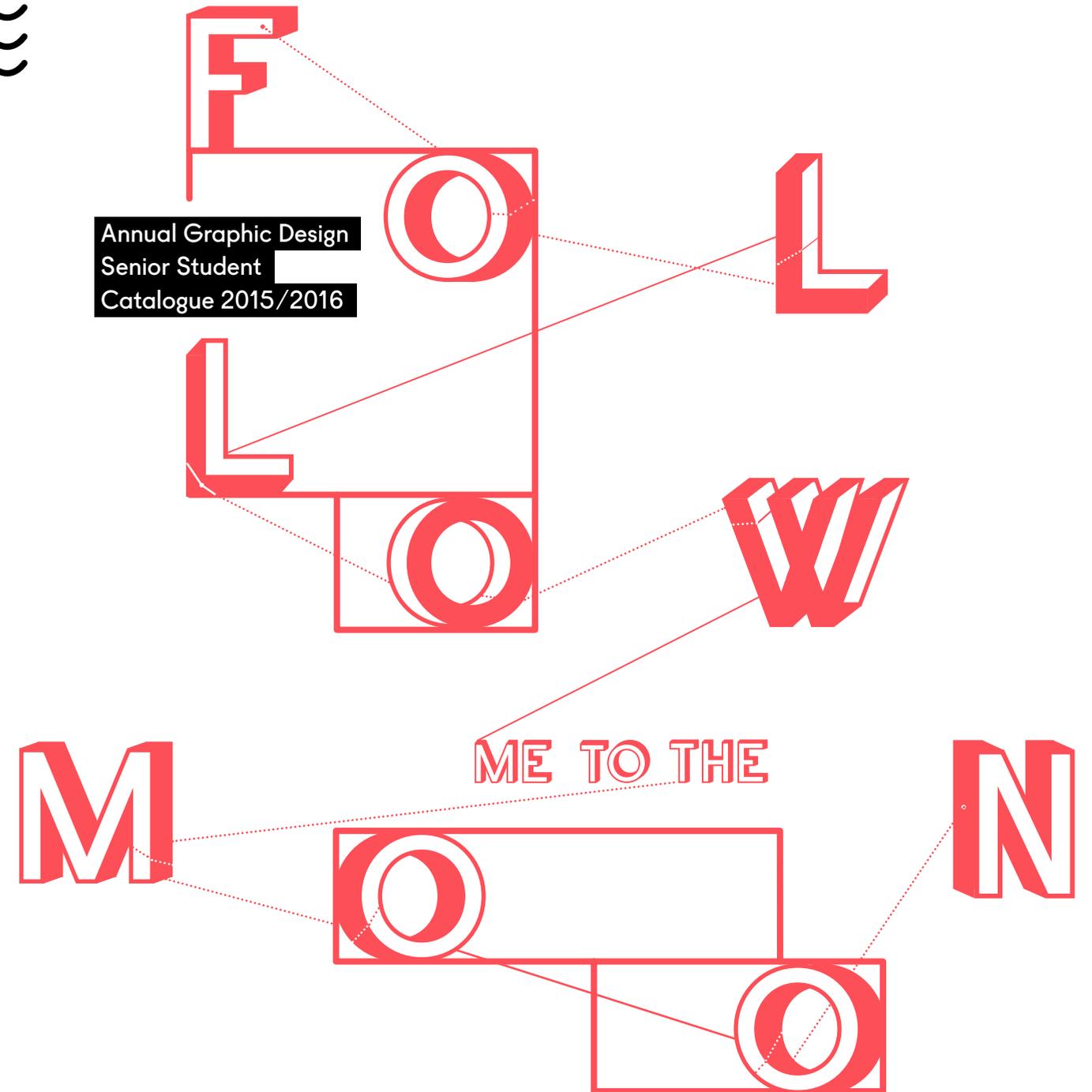


10 Noura Andrea Nassar	62 Ghaidah Ashour	122 Wadad Kronfol
14 Noura Atoui	66 Zahra Basma	126 Shannon Kanounji
18 Tiffany Moujaes	70 Alex Curtis	130 Dana Mahfouz
22 Ryan Abi	74 Julie Dernigo- ghossian	134 Sarah Ashley Mrad
26 Angela Abilmona	78 Nancy El Khatib	138 Tatiana Noujaim
30 Chelsea Abi Saab	82 Tatiana El Hage	142 Hachem Reslan
34 Tanios Abi Saad	86 Sandra Fayad	146 Kareem Rifai
38 Nour Al- Hariri	90 jad ghadieh	150 Zeina Saada
42 Fatima Alhamawi	94 Charbel Hajj	154 Daniella Sarkis
46 Lynn Alkhouri	98 Alaa Hamdar	158 Jad Sawaya
50 Rayane Al Mouallem	102 Mohammad HouHou	162 Marc Sawaya
54 Khouloud Al Noss	106 Nour Itani	166 Alain Semaan
58 Patricia Aramouni	110 Aya jouni	170 Patil Tokatlian
	114 Cherine Khalifeh	
	118 Jad Khalifeh	



FOLLOW ME TO THE MOON — Graphic Design Senior Student Catalogue — LAU — 2016 – 2015





We've always defined ourselves by the ability to overcome the impossible. And we count these moments. These moments when we dare to aim higher, to break barriers, to reach for the stars, to make the unknown known. We count these moments as our proudest achievements...

— Cooper from Interstellar



FOLLOW ME TO THE MOON

This year's catalog design concept is based on a science fiction movie, *Interstellar* (2014). While designing the cover, Noura Atoui, Noura Andrea Nassar and Fatima Al Hamawi realized that the following quote from *Interstellar* reflected their design learning experience at LAU:

"We've always defined ourselves by the ability to overcome the impossible. And we count these moments. These moments when we dare to aim higher, to break barriers, to reach for the stars, to make the unknown known. We count these moments as our proudest achievements."

Piquing curiosity and challenging knowledge in art and design education, the Bachelor of Science in graphic design program at LAU is offered on both Byblos and Beirut campuses. This annual catalog combines the works of selected graphic design senior students from both campuses. It gives them the opportunity to contribute to the advancement of design practices and research by sharing the topic, purpose and target audience of their senior project along with the countless projects they developed during the three and a half academic years at LAU. A thorough study of their thematic subjects was conducted before the design processes presented in this catalog were implemented.

For the legacy of this program, the first spread is traditionally dedicated to one of our outstanding graphic design alumni. This year, we honor Bruno Zalum who is an established designer based in New York. Zalum's feature is followed by the biographies and projects of three senior graphic design students, Noura Atoui, Tiffany Moujaes and Noura Andrea Nassar, who were selected to take part in the Adopt a Creative initiative conducted in collaboration with Leo Burnett. As this initiative which was launched last year proved to be successful, we continued the partnership by inviting three creative directors at Leo Burnett to follow up on the student projects. This year, we would first like to thank Carol Hanna for organizing this collaboration and Odile Riachi, Manal Najji and Davina Atallah for mentoring three senior students in the development of their senior projects.

In a time when the design landscape is moving at an unprecedented speed, the challenge is to expose the students to the growing facets of the discipline. This is achieved by organizing a series of talks and workshops that guide them through the complex process of combining the rationale and the intuitive in the creative process. As part of their curriculum, the students participated in several workshops during the academic year 2014-2015. In Beirut, Nareg Kalenderian and his team gave a workshop on character modeling and animation; Joan Baz on info-graphic design; Dennis Meulenbroeks and Yoni Lefevre from T-HUIS in the Netherlands conducted a workshop on design and social change; Saeed Ensafi offered an advanced illustration workshop followed by Korosh Ghazimorad on calligraphy. In Byblos, Barrack Rima ran a workshop on developing comics; Richard Niessen on typography; Jonathan Blezard on illustration; Miriam Fayad, an LAU and Domus Academy alumna, spoke about the development of her career; and Ghassan Fayad and Ralph Dfouni of Kngfu gave a talk followed by a workshop on Storytelling in the Digital Age.

In addition to the workshops organized by the department of design, two major events took place: the Arab Comics Symposium in Beirut and TypeTalks in Byblos. During the Arab Comics Symposium, established and emerging active comic artists – Lina Ghaibeh, George Khoury, Lena Merhej, Zeina Bassil (Lebanon), Mohammed Shennawi (Egypt), Mohamed El Bellaoui and Mohamed Rahmo (Morocco) – were invited to debate the need to institutionalize the study of comics art by providing education and training in illustration for storytelling. As for TypeTalks, it was the first event of its kind to be organized in Byblos. Bringing together internationally acclaimed experts in design, typography and calligraphy – Khajag Apelian, Nicolas Ouchenir, Yara Nammour Khoury, and Wael Morcos – the event was a great success. The series of talks were followed by an exhibition opening at the Municipal Cultural Center in the Old Souk of Byblos which featured the works of the guest speakers.

While studying design at LAU is a unique experience that involves learning how to analyze the brand concept, think in terms of storytelling and brand experience, explore color theory and the history of typography, and understand the business context in order to generate effective and meaningful design solutions, it is also about building self-confidence and winning. I am delighted to announce that three of our students were granted the Art Onboard Award organized by the Fondation Saradar. Layal al-Wazzan, Jad Abou Zeki, and Mohammad Houhou (nominated), had their work featured on billboards around the streets of Beirut. Another four won the LibanPack Structural and Creative Design Award: Hanan Rmaity, Leen Charara, Clint Saidy and Noura Andrea Nassar.

To educate good designers, we need good instructors. I would like to congratulate two faculty members in the Department of Design, Maria Bahous and Gökhan Numanoğlu who, this year, were granted the prestigious International Circle of Excellence Award in layout and poster design for two projects produced for the department. And I am delighted to announce the TYPETALKS logo and invitation card designed by Melissa P. Khoury and Charbel Harb were awarded by Creative Quarterly issue 42 as runner-ups.

I would like to thank the faculty, staff and students for making the graphic design annual exhibition and catalog possible. Teamwork is an important part of design education and application at LAU.

While the moon can be an inspiring source of imagination, I hope that next year's senior students will be following your moon. My best wishes to all fresh graduating future graphic designers in their continual production of visual communication and their design-oriented careers.

Yasmine Nachabe Taan | Ph.D.

Associate Professor
Chair | Department of Design
School of Architecture and Design
ytaan@lau.edu.lb



BRUNO ZALUM

GRAPHIC DESIGN ALUMNI

Bruno Zalum is an Experience Designer and Creative Entrepreneur living in New York. Originally from Beirut, he studied Graphic Design at the Lebanese American University before joining the Dentsu network in Dubai in 2005. After giving the advertising world the benefit of a doubt, he realized that Design Thinking was his true calling and founded his own studio creating physical and digital experiences for various clients from the entertainment, culture, fashion and music industries.



- 01 2011 - Cleveland Museum of Art-Digital, Ux, Ui (Local Projects, NY)
- 02 2008 - Les Enfants Terribles - Branding, Stationary Design
- 03 2012 - LFNTV - Digital, Ux, Ui, Branding
- 04 2012 - LFNTV - Digital, Ux, Ui, Branding
- 05 2015 - Milq - Digital, Ux, Ui, Branding
- 06 2015 - Milq - Digital, Ux, Ui, Branding
- 07 2015 - Milq - Digital, Ux, Ui, Branding
- 08 2005 - Lebanese Ministry of Finance - Type Design
- 09 2006 - ToBeirut - Poster Design
- 10 2007 - The Basement - Branding
- 11 2011 - The Return Of The Lost Sock - Design Intervention
- 12 2004 - Phoenicia - Type Design



02



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12

NOURA ANDREA NASSAR

nouraandrea.nassar@lau.edu

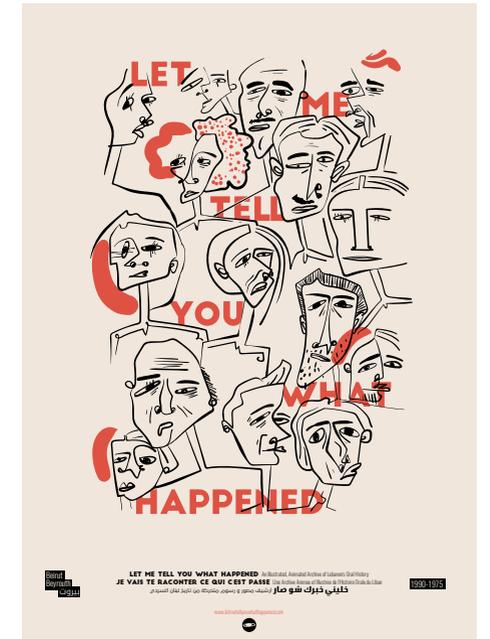
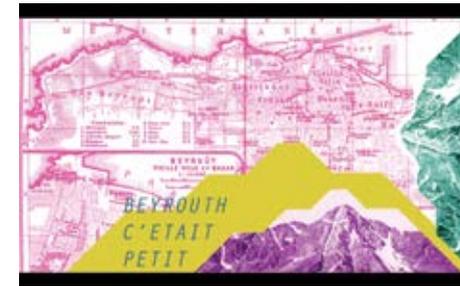
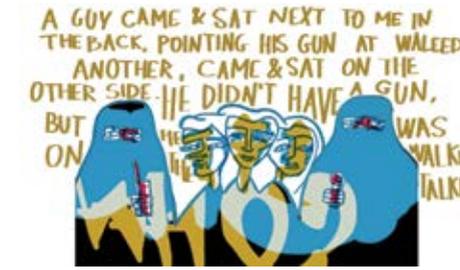


I believe that everyone, in their own way or their own capabilities, should try to make the world a better place. It does not matter how many people you reach just as long as you can say at the end of the day, "I did something for the better". That is why I am passionate about graphic design. It gives me this wonderful opportunity to impact people, to open their eyes to something new or to simply make their lives "easier". This is possible due to the knowledge I have acquired, be it in editorial design, typography, web/interactive/motion design or even illustration.



Senior project LET ME TELL YOU WHAT HAPPENED

I strongly believe that in order to go forward, you need to know about the past. The disconnection that the post-Lebanese Civil War generation has from its very recent, bloody past is disconcerting. Through this project, I offer them a variety of stories dating anytime from 1975 to 1990: stories that may or may not be directly related to war events, stories that will raise awareness about the real horrors of the war that are generally ignored, put aside and eventually forgotten. Because at the end of the day, it is the people who are the first victims of any war.



NOURA ATOUI

noura.w.atwi@gmail.com



Since I became a graphic design student, my perspective on what is around me changed. From posters to signs and logos, everything started to look different, more creative and more structured. Everything started to make more sense in a way.

As a designer, I do not like to limit my experience to a certain field or subject. I like to explore different areas and I always like a challenge. I love to get inspired by my personal experiences and what I capture in everyday life. What interests me the most in design is seeing it around me, while taking a walk down the street, going to restaurants, being in airports ... and seeing how its application differs from one city to another, portraying a whole new culture. As for my future goals, I hope to become a professional graphic designer working on various subjects and fields, and someday a university teacher.



TRAVEL MATE

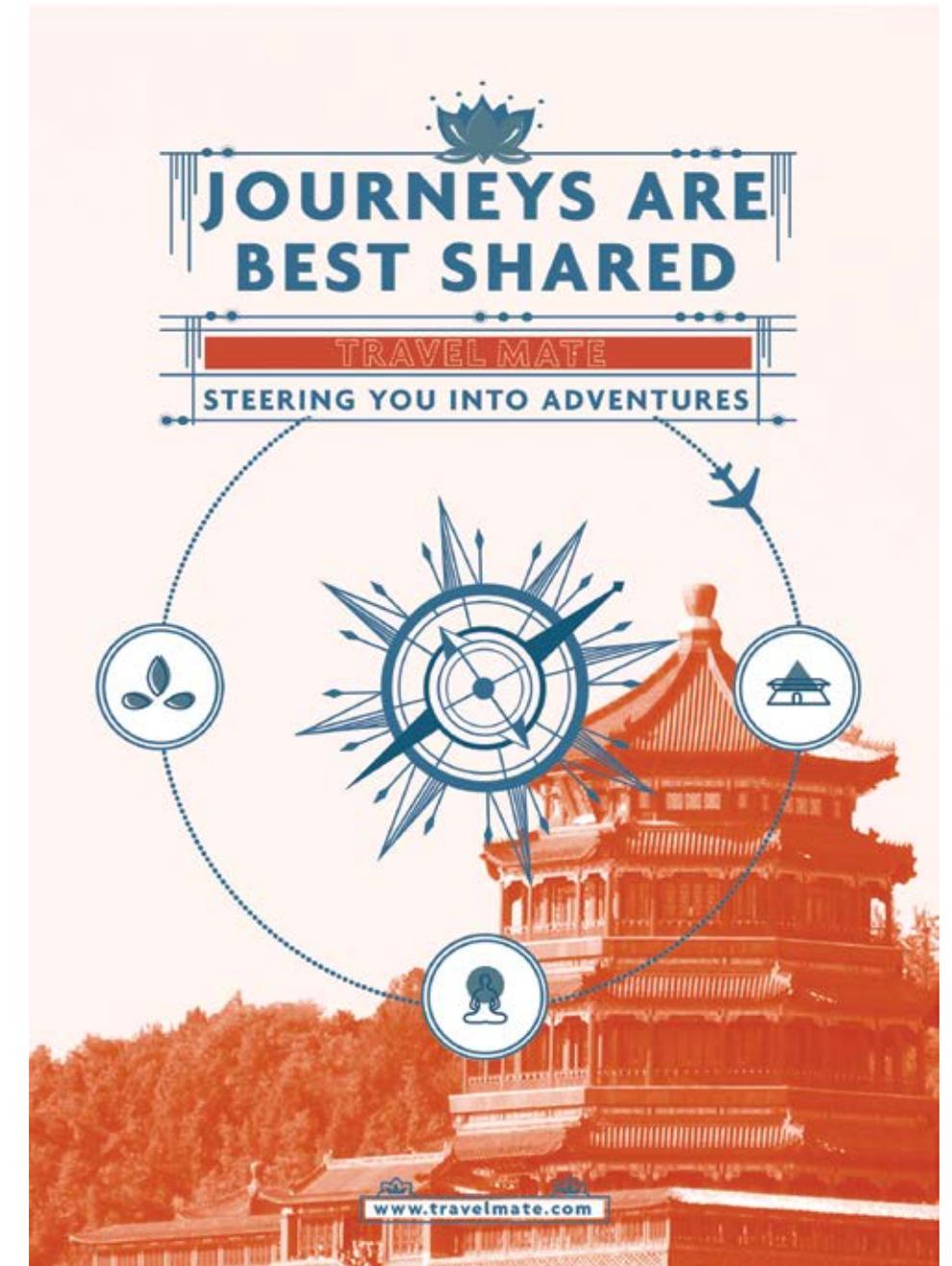
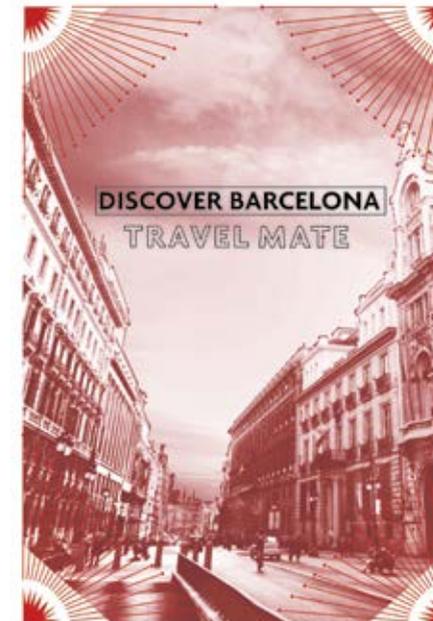
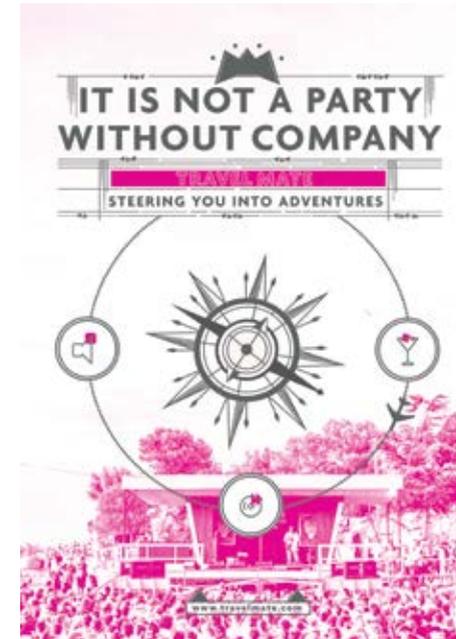
Senior project

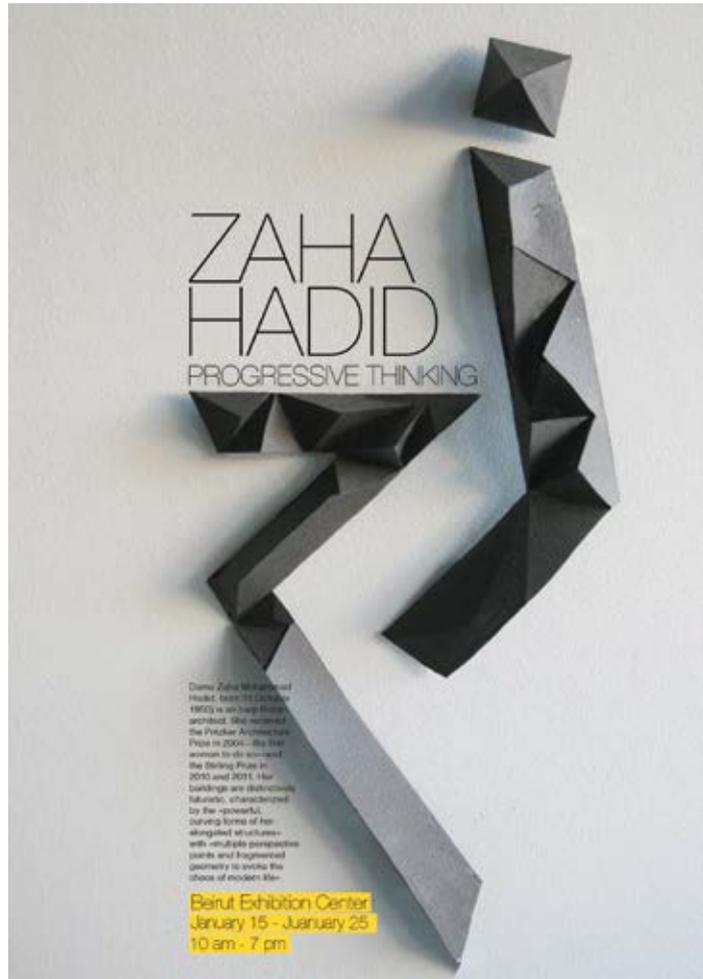
TRAVEL MATE

Nowadays most people lead a busy fast-paced life, and many love to fly away to escape reality or to step out of their comfort zone. Some like to travel alone, others love the idea of having a companion. But finding someone willing to share an adventure can be difficult, since people have different schedules. Which brings me to my main topic, finding the right travel buddy. Since it isn't always easy to find the right travel partner and the ideal one isn't always in our direct social circle, why not look further?

I want to create an online platform that will allow people to connect online and find that ideal travel partner based on interest, destination and purpose of travel. They can then take their relationship or connection from a virtual one to an actual physical one.

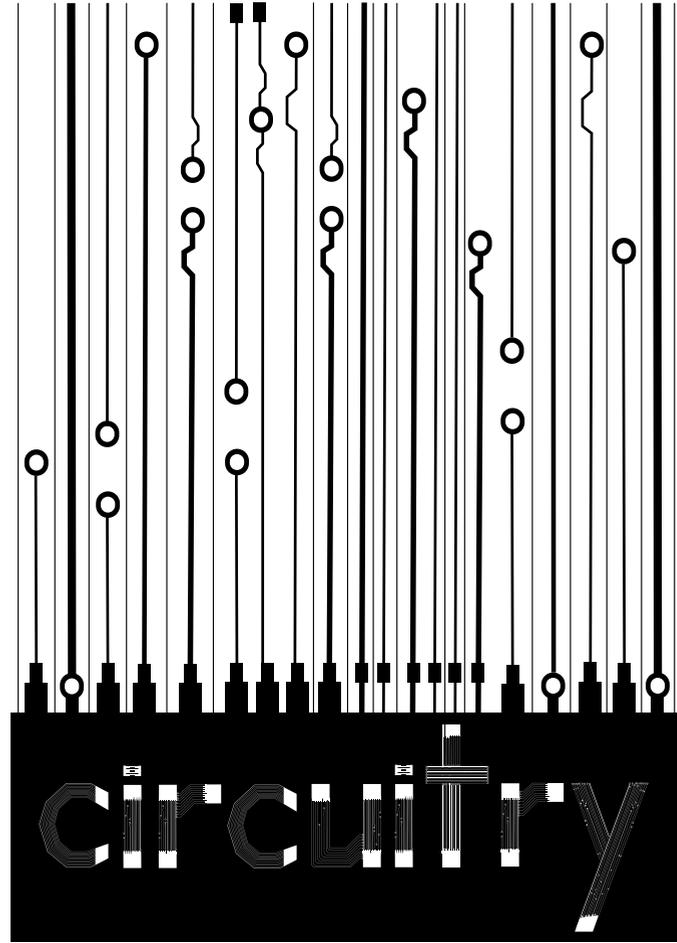
The main focus of this project is on promoting the website. Through different creative print works such as a series of print advertisements and a promotional travel guide, I want to be able to help daring young adults and adults step away from everyday life and out of their comfort zone, and to take the chance of finding the ideal traveling companion or companions.



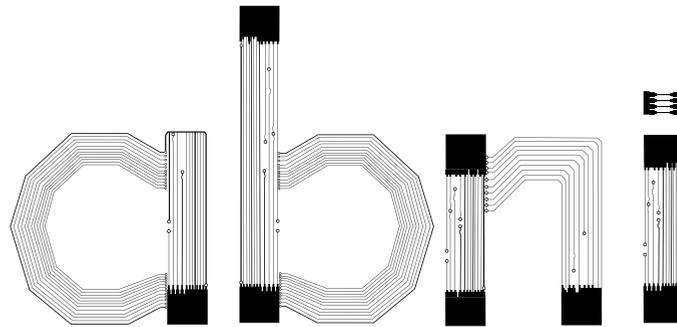


01

- 01 Introduction to typography | Poster Design
- 02 Advanced to typography | Typeface Design
- 03 Graphic Design II | Magazine Design
- 04 Graphic Design III | Package Design
- 05 Graphic Design III | Package Design



02



03



04



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TIFFANY MOUJAES

Tiffanymoujaes@gmail.com



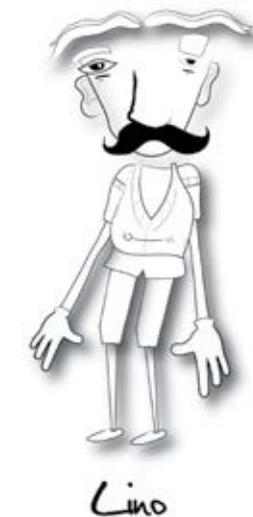
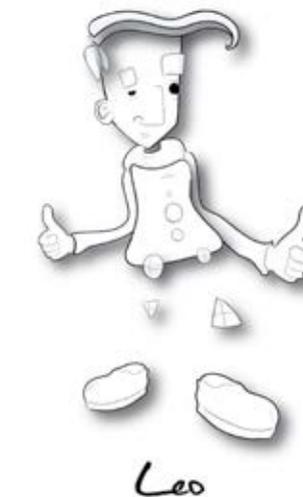
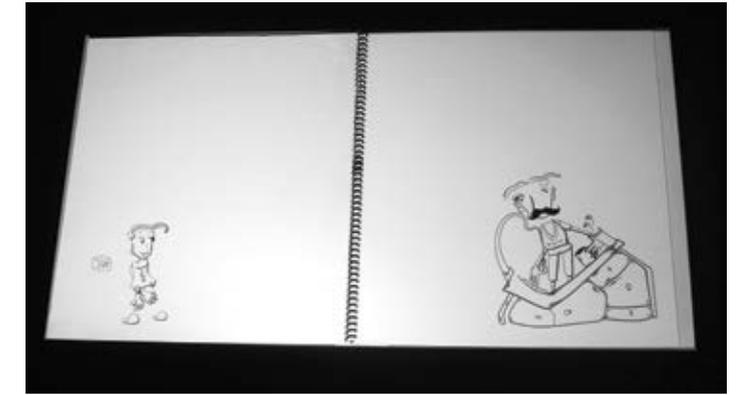
I have always tried to incorporate illustration in my designs; it is a form of art that helps push my designs further. It is also the only way I am able to fully incorporate my emotions into the designs. I believe in the process more than the final outcome and find that an idea is most stimulating while it is being developed. It is a journey, a thought process constantly being altered and tweaked to produce the best result, regardless of whether it reaches its end. An aspect I love exploring in this field is experimental design, since it gives one the artistic freedom and the ability to discover new methods without having to plan the final outcome from the start. I try my best to avoid falling into the commercial aspect of design, as I would much rather design for causes I believe can influence society for the better.

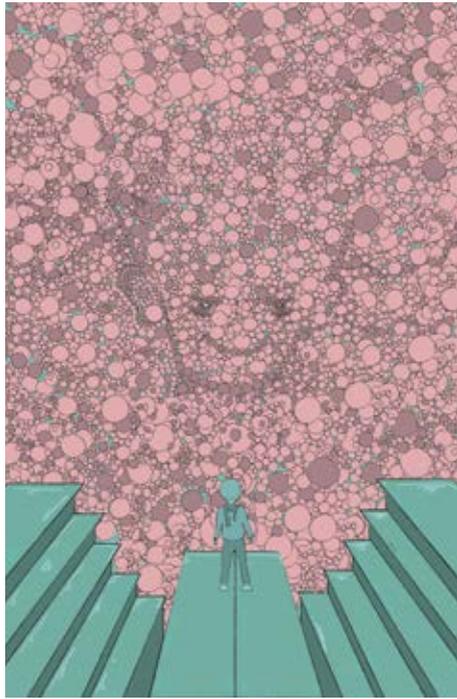
Keep it Goin'

Senior project

KEEP IT GOIN'

The project, which concentrates on art education, tackles the mistake academic institutions make by stifling their students' creativity. The purpose of the product is to provide a "creative environment" which inspires children to engage in art. The primary target audience are children between the ages of 12 and 15, since this is the age when a child's worldview becomes cynical. The secondary target audience are adults (ages 20 and above), given that the style would also appeal to an older audience. The medium used is projection mapping. The animation – which incorporates exercises that have been proven to enhance cognitive function and spark creativity, into a storyline – will be projected onto a blank book placed on the desk for the child to draw on. The child will be required to illustrate the entire animated story until he/she has completed a book of their work.





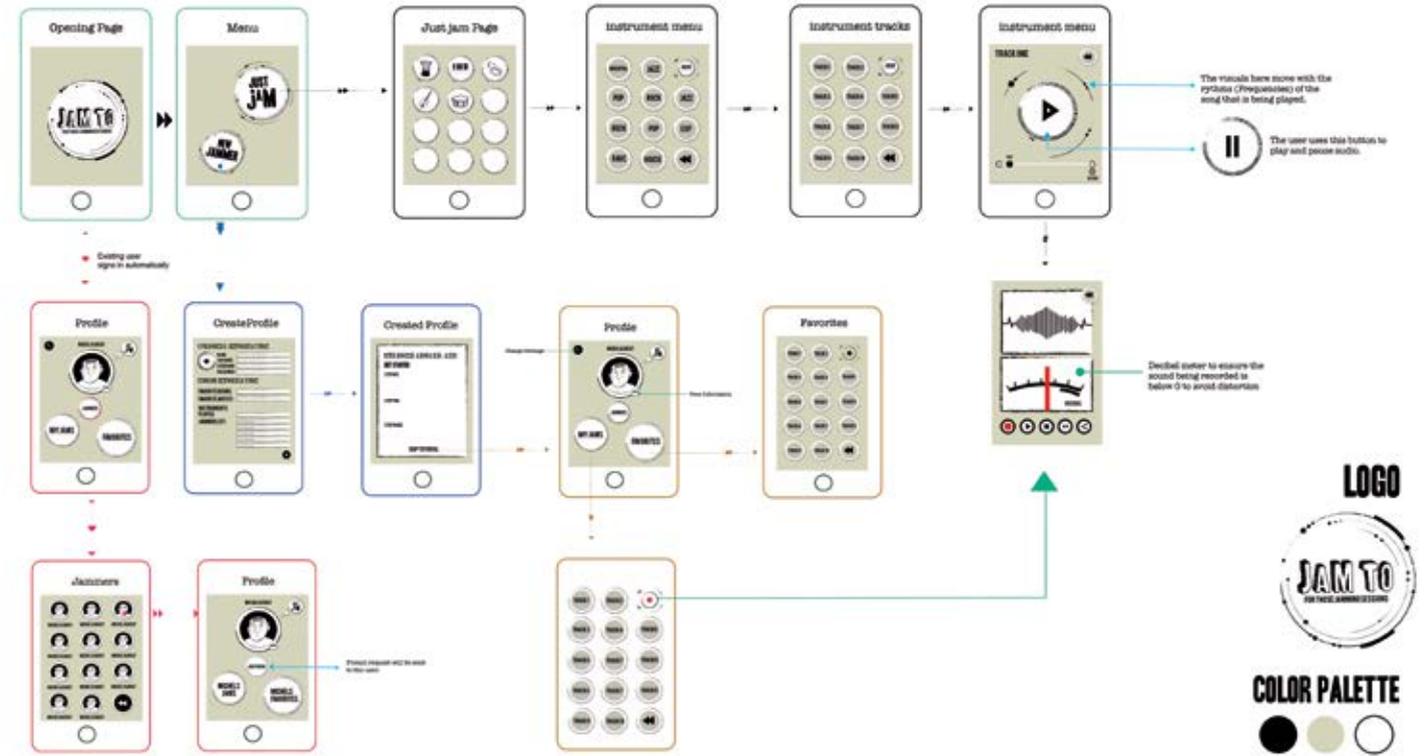
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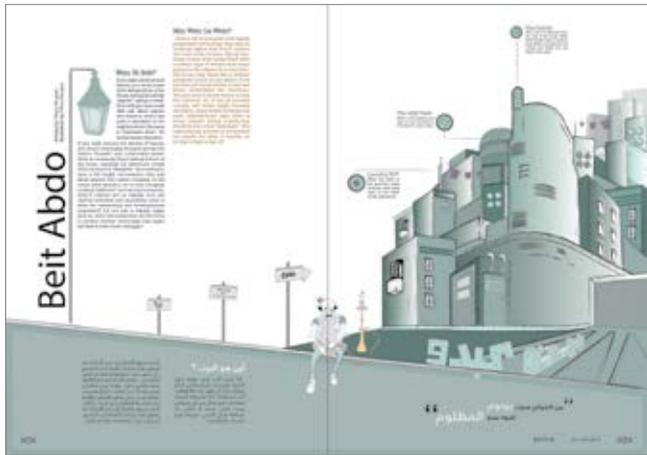
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VISUALS (FLOWCHART)



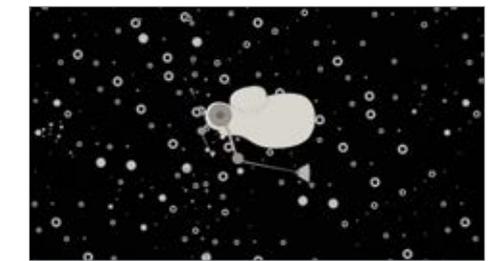
04



03



- 01 Art of Illustration | Book Illustrations
- 02 Art of Illustration | Magazine Cover Illustration
- 03 Graphic Design II | Magazine Design
- 04 Advanced interactive Design | App Design
- 05 Motion Design | Animation



05

RYAN ABI

ryan@ryanabi.com

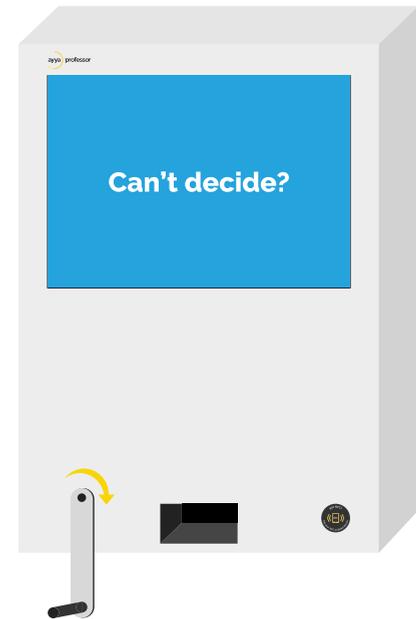
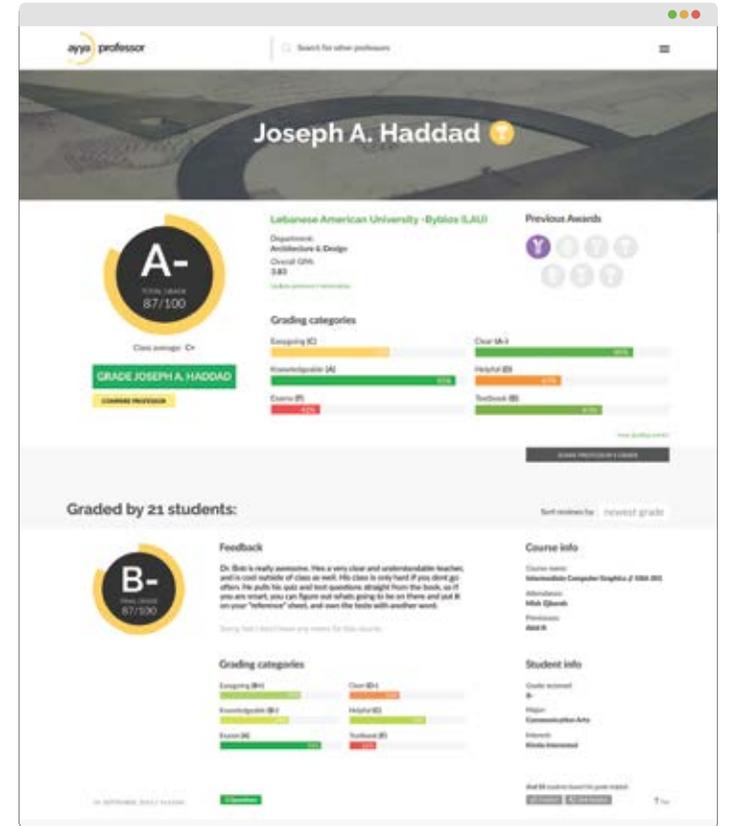
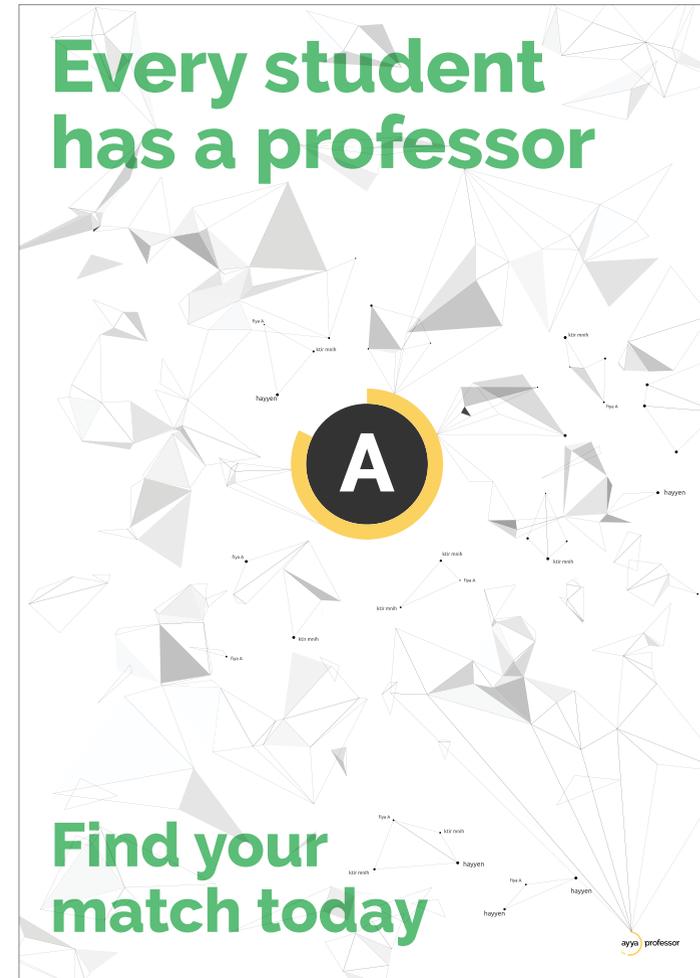
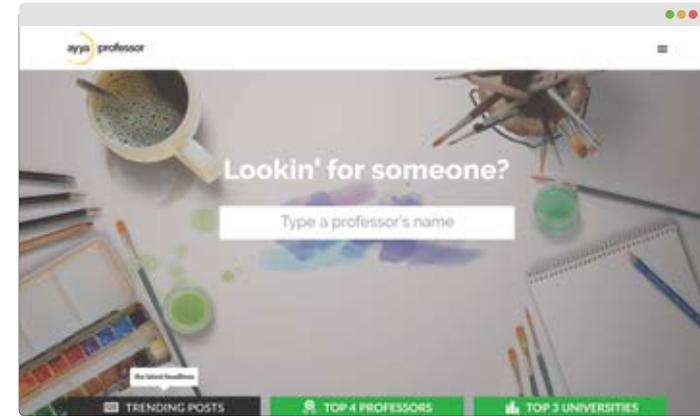
Being a graphic designer enables me to communicate visually and effortlessly with my audience. My design interests vary, but I am most passionate about user interface, user experience design and front end development. I enjoy turning complex problems into minimal and intuitive interface designs. I am always on the lookout for exciting projects to work on. When I am not coding or pushing pixels, you will find me snapping pictures or at the beach with my dog.



Senior project

AYYAPROFESSOR.COM

One of the main problems Lebanese college students currently face is selecting the right professors. This project proposes an online platform similar to ratemyprofessors.com for Lebanese college students. With the help of ayyaprofessor.com, they will be able to make informed decisions by promoting transparency in education. Students can grade their professors and view other students' shared experiences. My role as a graphic designer will be to create a visually engaging website that is intuitive and responsive. The main features which set ayyaprofessor.com apart from ratemyprofessors.com are user friendly interface, the ability to compare professors and universities side-by-side, and the notion of grading one's own professor.



Award Icons:



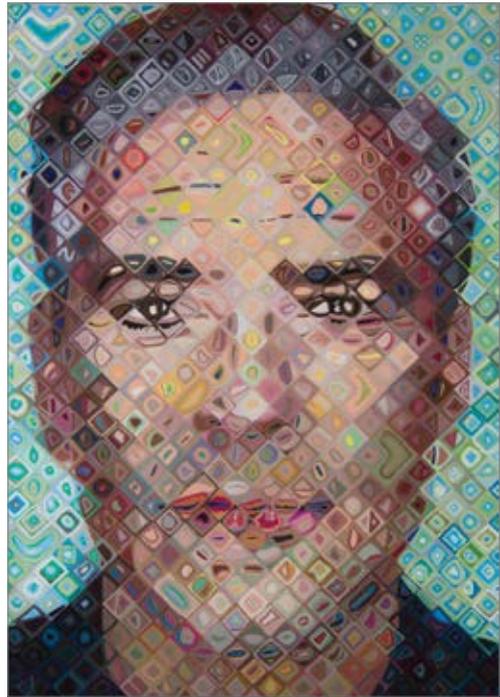
Honor



Distinction



High Distinction



01

01 Design IA | Portrait Illustration



02

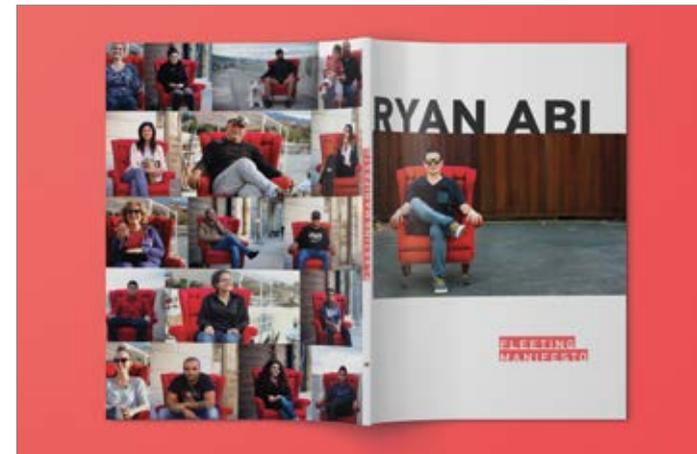
02 Advanced Interactive Design | App Design

03 Art of Illustration | Monogram

04 Graphic Design II | Magazine Design



03



04



ANGELA ABILMONA

angela.abil@hotmail.com

My journey as a graphic designer has been full of ups and downs. I guess it is something that designers are destined to face. However, throughout these highs and lows, I have learned and grown so much, not just as a designer, but also as a person. Books, magazines, posters, billboards, papers, calligraphy, fonts, all have different meanings to me now. They have become part of who I am and what I do. And I love it. They say choose something you love and do it. And I have chosen to be a graphic designer.

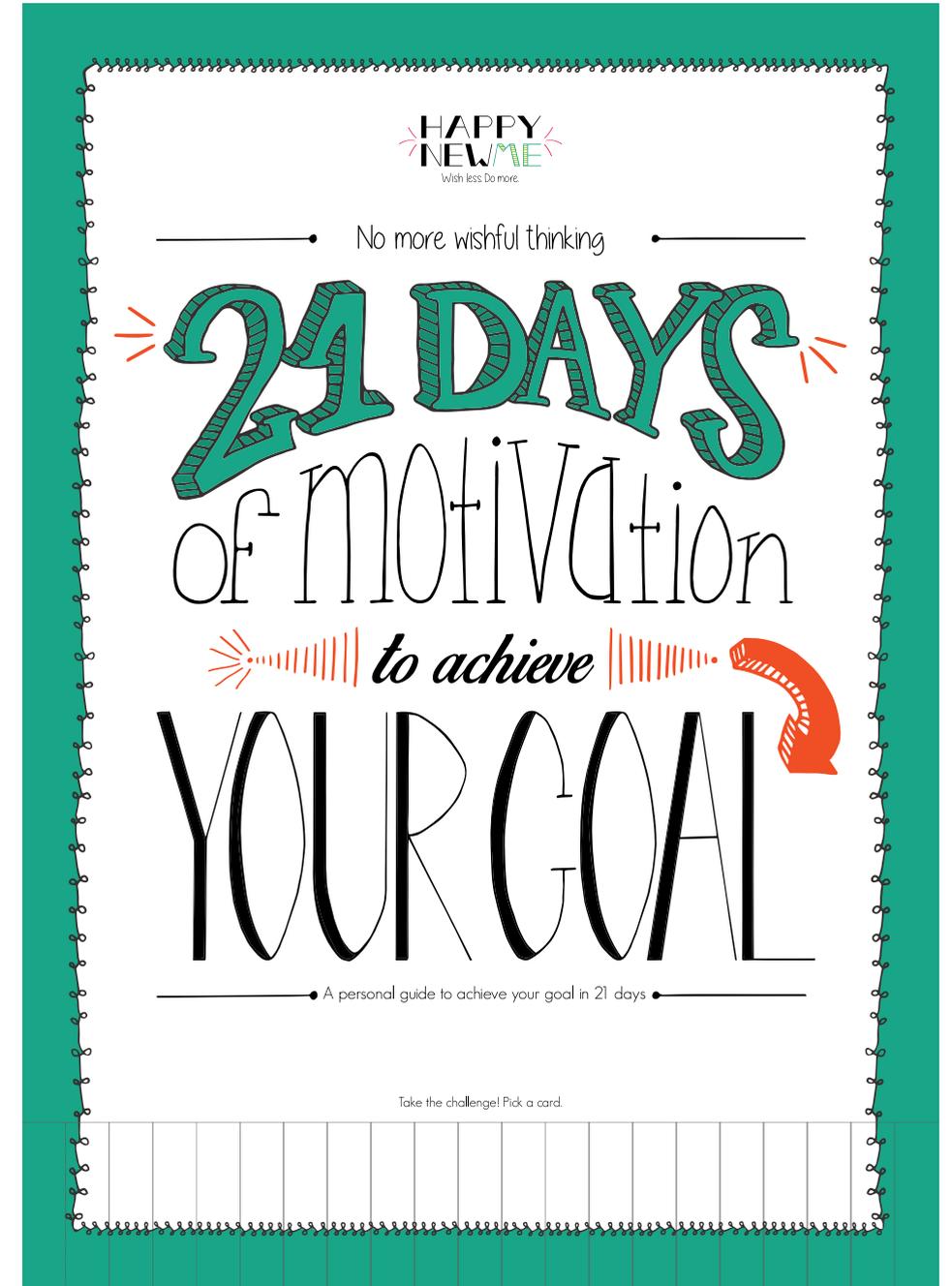
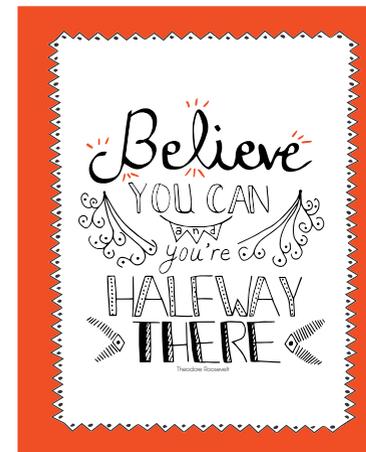
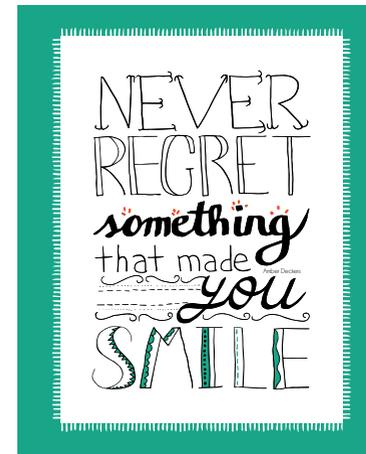


Senior project

HAPPY NEW ME

Every New Year, people are excited to make New Year Resolutions and write bucket lists, which they are determined to achieve. But, as the year goes by, they often become demotivated.

Happy New Me is a personal diary that aims to motivate a person and guide him/her toward realizing one set goal and completing 20 other challenges and tasks presented in the book over 30 days. The target audience are 18 to 23-year-old university students who usually set a lot of goals, most of which include new experiences and challenges. This book helps them focus on one goal, and motivates them through different fun and random tasks. The book is interactive to keep the individual involved and inspired. The person can share his/her achievements on the Happy New Me app.



REENTROZE

01



02

- 01 Advanced Typography | Typeface Design
- 02 Art of Illustration | Magazine Cover Illustration
- 03 Graphic Design I | Logo Design
- 04 Graphic Design II | Magazine Design
- 05 Graphic Design II | Book Design

RISINGPENS

03



04

05

CHELSEA ABI SAAB

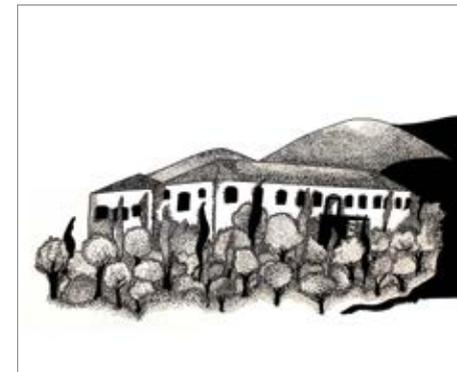
chelseazumba@hotmail.com

Having been raised in a creative family with an abundance of architects and designers, I have been exposed to art since childhood. I have always known that I would end up working in the field of design. My passion lies mostly in illustration, handicrafts and fashion. I feel at ease when working with my hands. It makes my designs more expressive and personal. I believe that design is a way of connecting with the world around us.



Senior project SOI

Soi is a brand that creates a series of journals paying homage to Lebanon's silk history. These journals trace the beginning and end of silk production in Lebanon as well as the steps in its creation. The covers are delicately handcrafted using silk and Arabic typography and the journal is made up of handmade silk paper fabric bearing the story and illustrations of Lebanese silk history.





01



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04

- 01 Printing Variables | Poster Design
- 02 Advanced Typography | Poster Design
- 03 Graphic Design II | Book Design
- 04 Graphic Design III | Package Design

TANIOS ABI SAAD

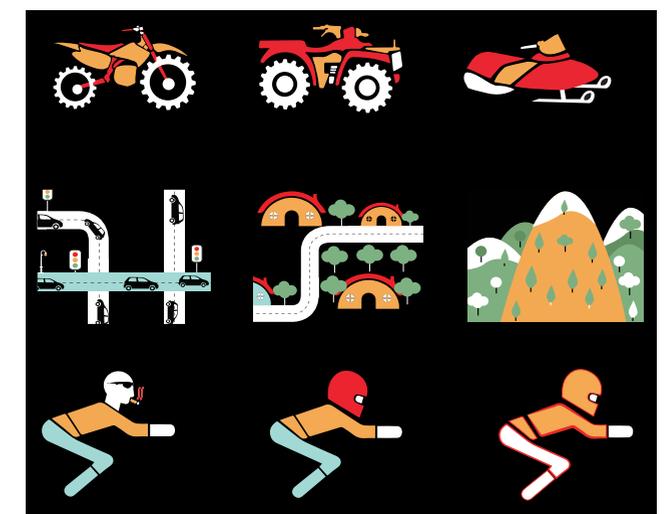
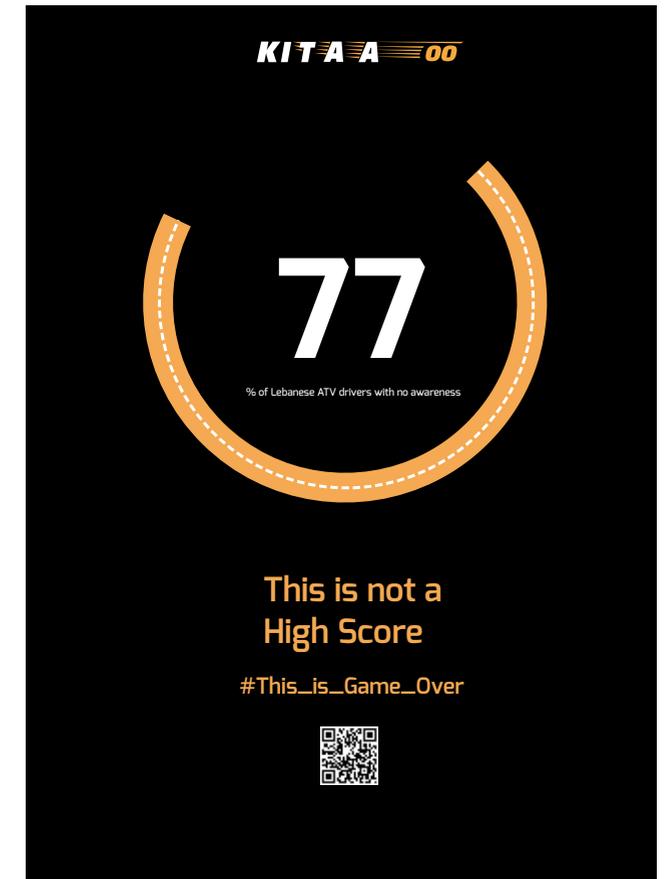
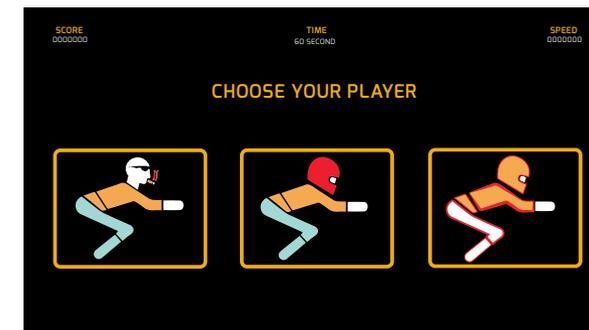
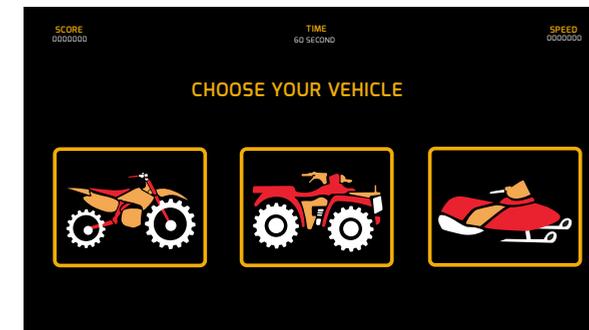
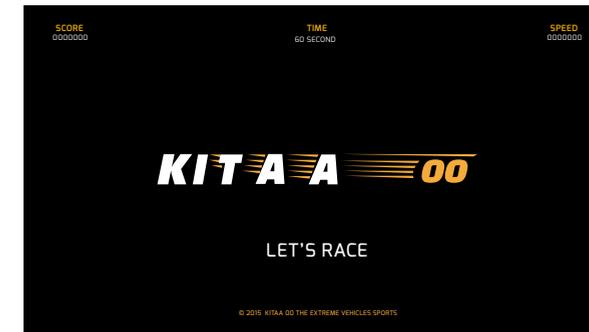
tanios.abisaad@gmail.com

Since childhood, I have loved to participate in risky and challenging events. I had an ATV (All-Terrain Vehicle) accident two years ago that kept me in bed and unable to move or do anything for about a year. Doctors believed there was a high risk of paralysis in my case, but thankfully I made a full recovery. This incident taught me and showed me the real meaning of life since it put me in a situation where I could have lost the ability to walk. My love for adventure has now turned into a desperate attempt to warn as many people as possible through this senior project, in the hope that I can spare them what I went through.



Senior project KITAA 00

Kitaa 00 is an extreme vehicle sports foundation set up by a group of Lebanese extreme athletes with the aim to highlight the risks associated with each sport and promote security measures. Kitaa's communication strategy borrows notions of guerrilla advertising along with a social study of consumer behavior to ensure that information reaches the designated users. The major campaign takes place online where the consumer is attracted by pop-up ads which, in turn, are redirected to the website and to a series of customized awareness animated videos.



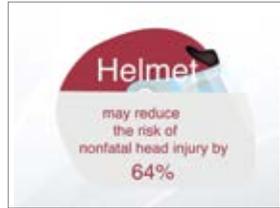
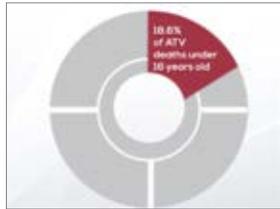
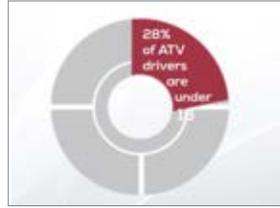


01

- 01 Graphic Design II | Book Design
- 02 Graphic Design II | Book Design
- 03 Motion Design | Infographic Animation



02



03

NOUR AL-HARIRI

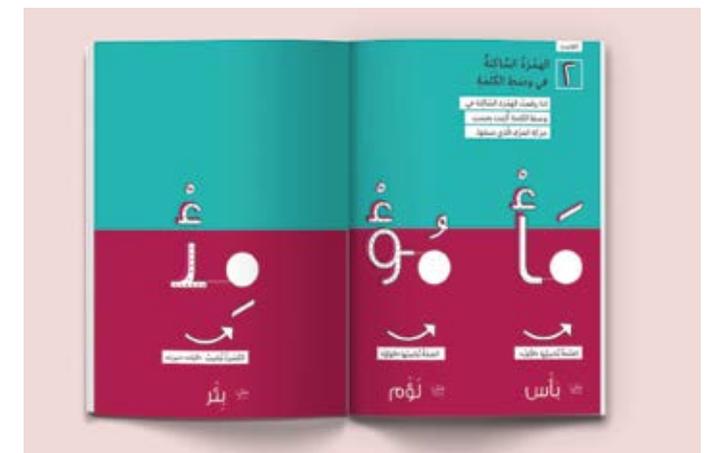
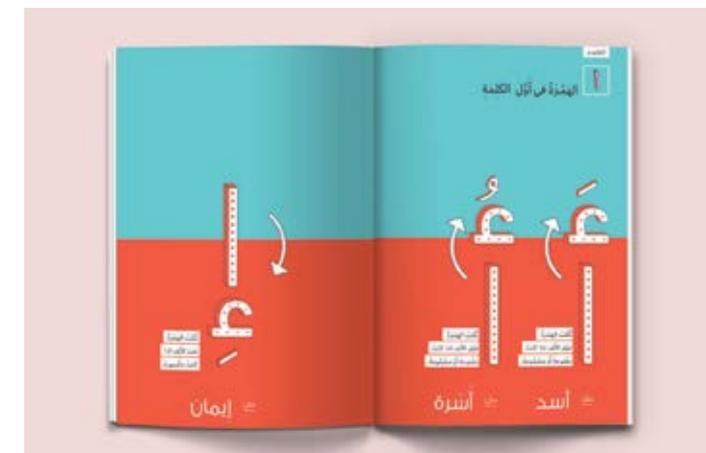
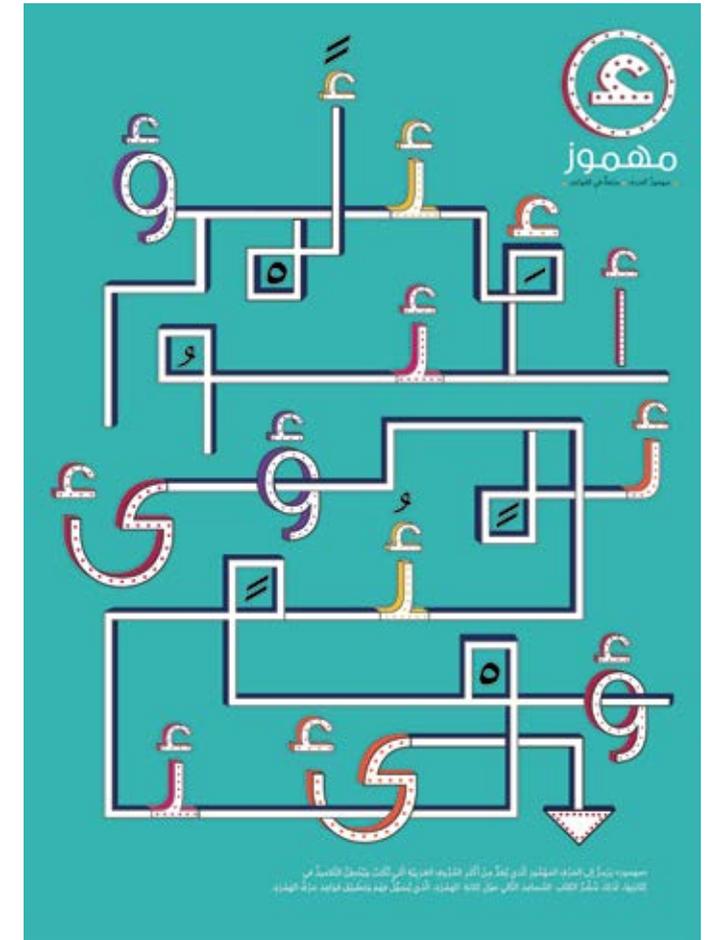
alharirinour93@gmail.com

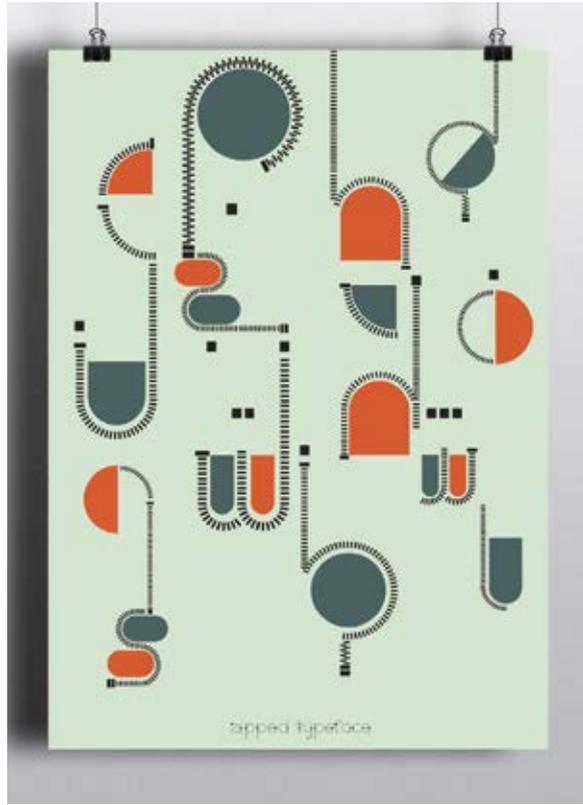
"Innovativeness is limitless" is something I have always believed in and which motivated me to go further. I love pushing the limits to see what I can do next. Throughout my journey, I have noticed that experimenting and getting out of one's comfort zone are ways of discovering oneself, and I have acquired an insatiable thirst to learn everything I possibly can. In design, although my skillset is vast, my greatest interest is print design, especially branding, packaging, editorial design and typography. I continually work to develop my skills in digital design. I aspire to become a professional graphic designer, and to combine print and digital design into one entity.



Senior project MAHMOUZ

Mahmouz is a project that focuses on helping out students who regularly make mistakes with the Arabic Hamza. My main objective is to simplify lessons on its grammatical usage. For that purpose, I want to design an interactive help book that will explain the rules of Hamza and that contain interactive exercises for students. My aim is to help educate those who find the rule confusing, namely Lebanese students in grades 5, 6 and 7. This project is completed with a digital part in the form of an app/game that will reinforce the acquired Arabic grammar skills. The app will be a complementary tool used for education in a fun and interesting way.

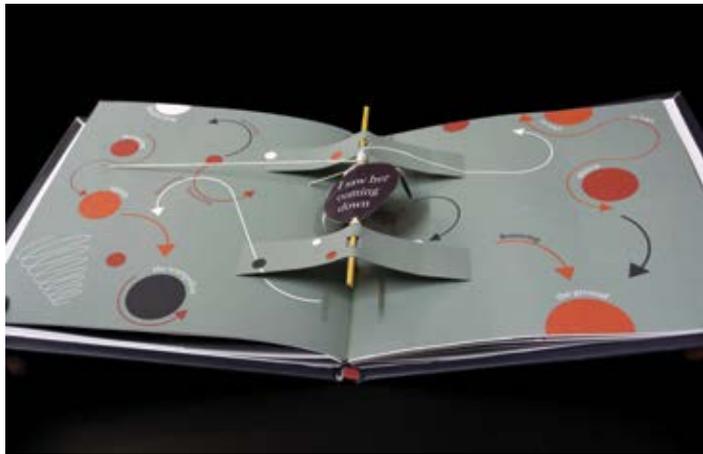
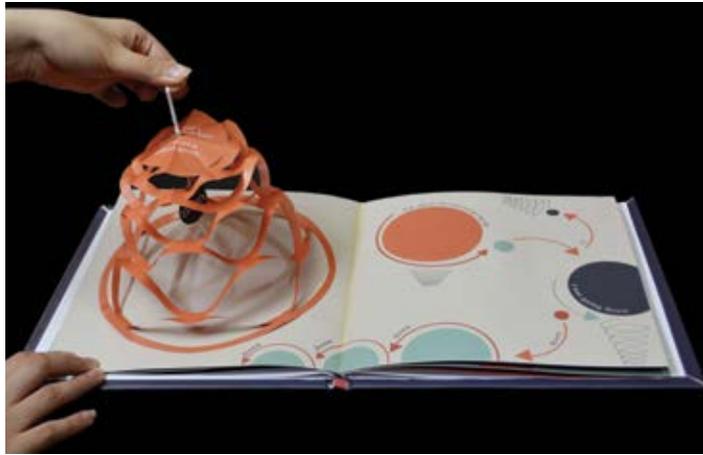
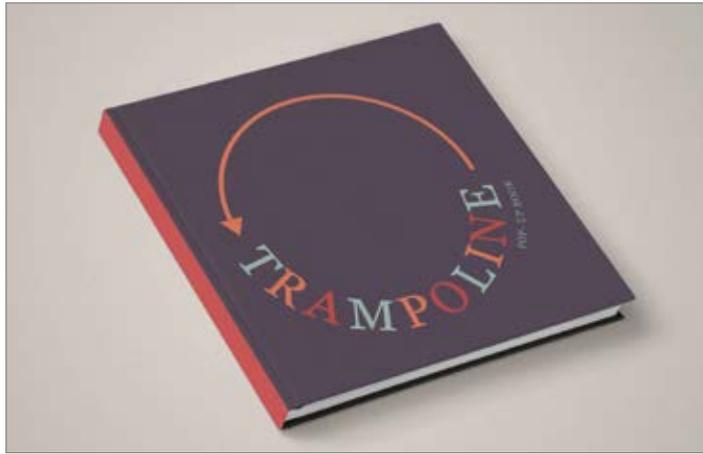




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01

- 01 Advanced Typography | Typeface Design
- 02 Graphic Design III | Pop up Book
- 03 Graphic Design III | Package Design
- 04 Graphic Design II | Book Design



02



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04

FATIMA ALHAMAWI

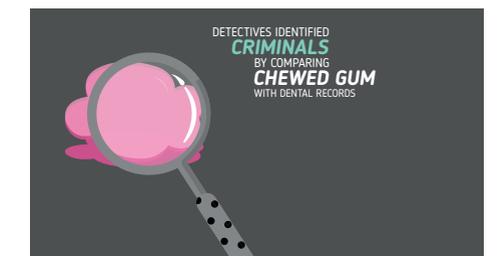
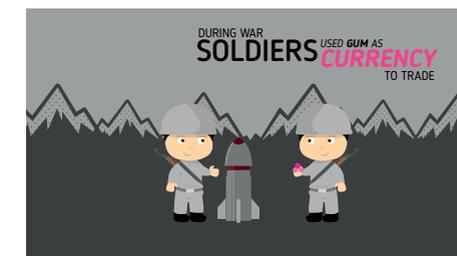
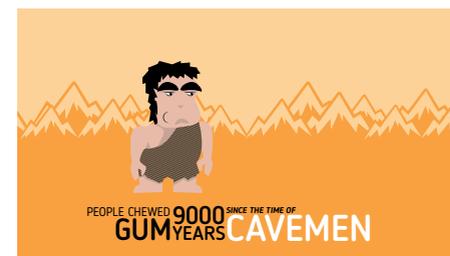
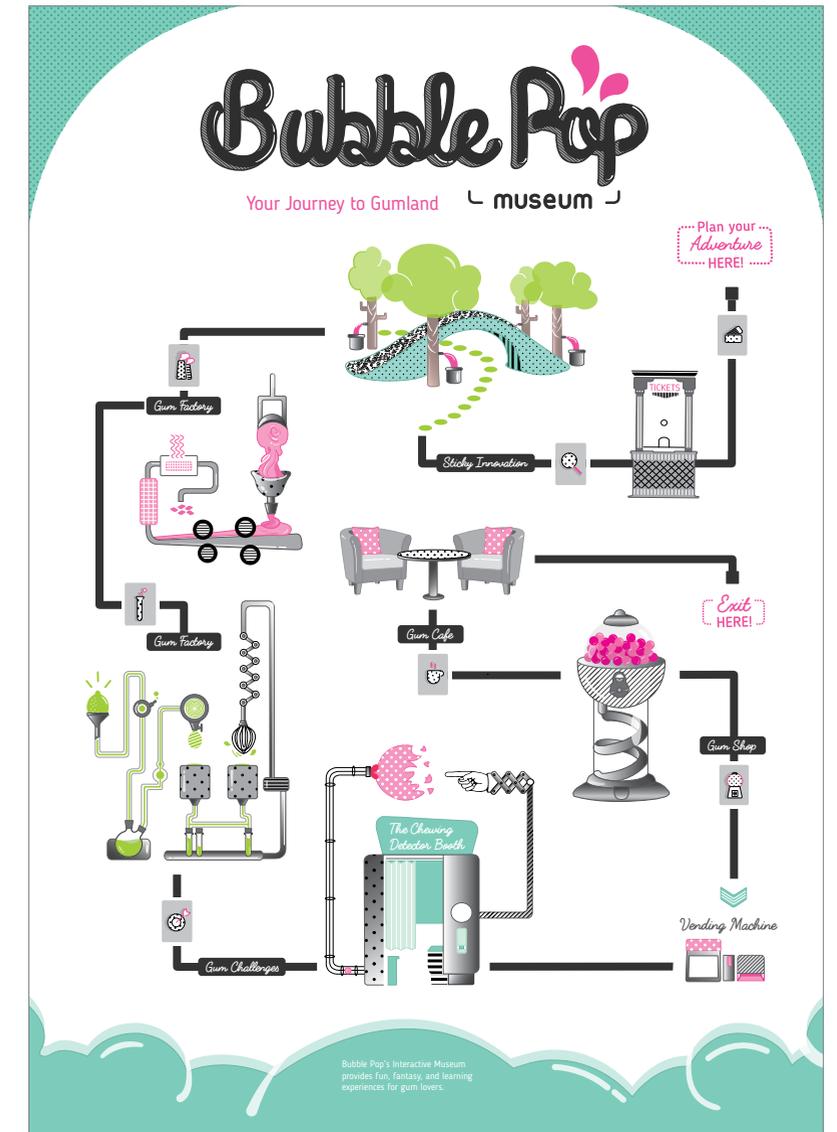
fatimahamawi@hotmail.com

Growing up as an art lover and a design enthusiast, graphic design was the field that gave me the ability to integrate design with art and make it purposeful. Simplicity, patience, and passion are three words that describe me as a designer. I am mainly interested in print design where I can lay my hands on the art of visual and textual content. I find my strengths are in layout design, drawing, and branding such as packages, logos, business cards, etc. My future goals are to engage with professional designers and become a successful graphic designer and a visual artist.



Senior project BUBBLE POP MUSEUM

The study of civilization has found that almost every culture from our ancient ancestors chewed on some kind of product from tree resin lumps to sweet grasses, leaves, grains, and waxes. Humans have been chewing on what we call "gum" since the time of the ancient Greeks, 9000 years ago. Today, more than 100,000 tons of chewing gum are consumed every year. Chewing gum became more of a habit than an addiction as nowadays people chew either to refresh the mouth or for pleasure. Although it became a part of their daily life, they never gave much thought to where it came from or how it all started. The purpose of this topic is to inform the families and gum chewers about the interesting facts of chewing gum in an entertaining and demonstrative manner. I propose an interactive museum that provides fun, knowledge, and a fantasy experience to the audience. As soon as they enter the museum, they will be taken on a journey to discover the land of the sticky innovation. The world of chewing gum will give people the chance to produce their own gum and participate in interactive games.

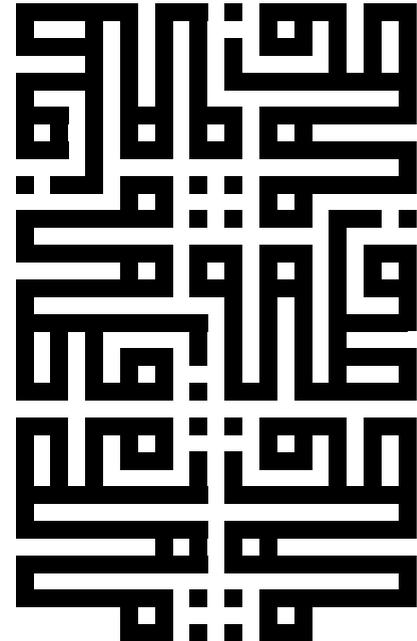




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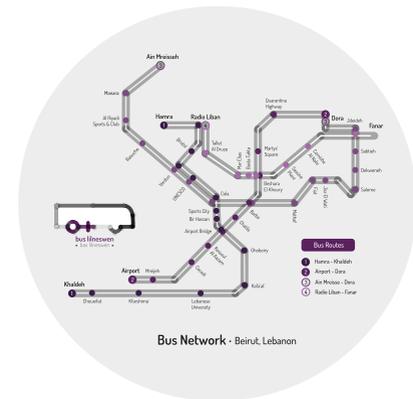
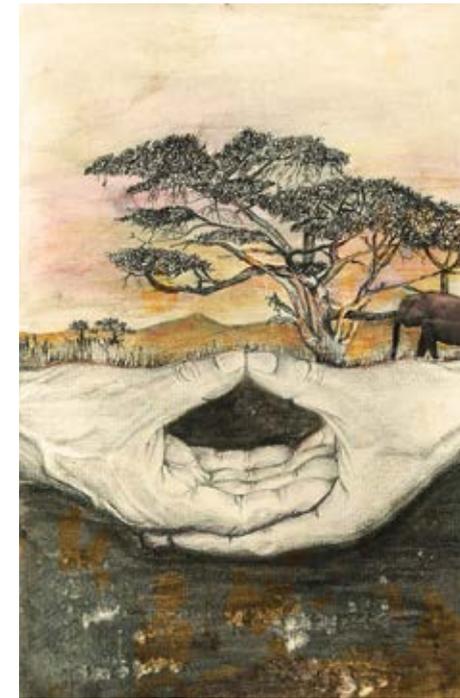
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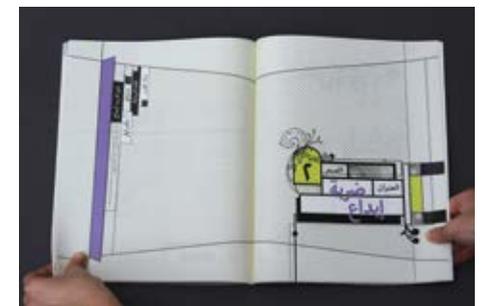
- 01 Advanced Typography | Typographic Poster
- 02 Graphic Design III | Package Design
- 03 Introduction to Typography | Kufi Type Design
- 04 Graphic Design I | Corporate Identity Design
- 05 Art of Illustration | Book Illustration
- 06 Graphic Design II | Book Design
- 07 Graphic Design II | Magazine Design



06



07



LYNN ALKHOURI

Lynn.alkhouri@gmail.com

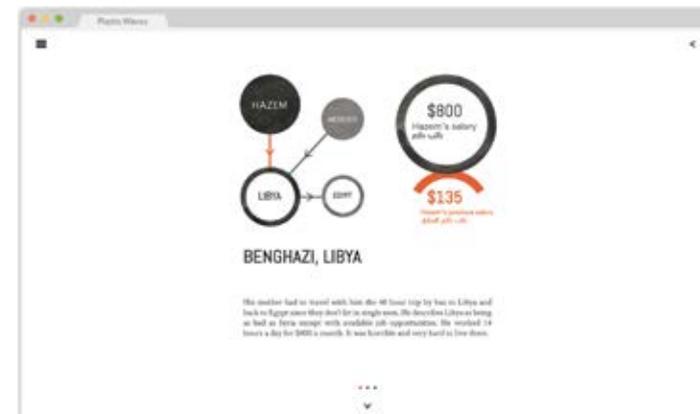
I am originally Syrian and currently living in Lebanon. As a child, I grew up in an artistic ambient given that my mother studied fine arts and taught me some skills. I have been drawing, painting and sketching most of my life. I followed my passion for art by studying graphic design with a digital emphasis. Eventually, I became fond of publication and web design as well as 3D art and animation.



Senior project

PLASTIC WAVES

Plastic Waves is an interactive website where Syrian refugees can tell their stories away from misleading media and politics. The eight stories chosen and presented visually about Syrians who sought refuge through a dangerous boat ride, proved to be an emotional experience for the audience. The target audience is represented by people blinded by the political media and false, biased advertisement. The project will allow them to view the Syrian crisis in a compassionate way, compelling them to imagine themselves in a refugee's position as a mother, father, university student ... Along with the interactive website are postcards, posters and a live presentation of the refugees' luggage.



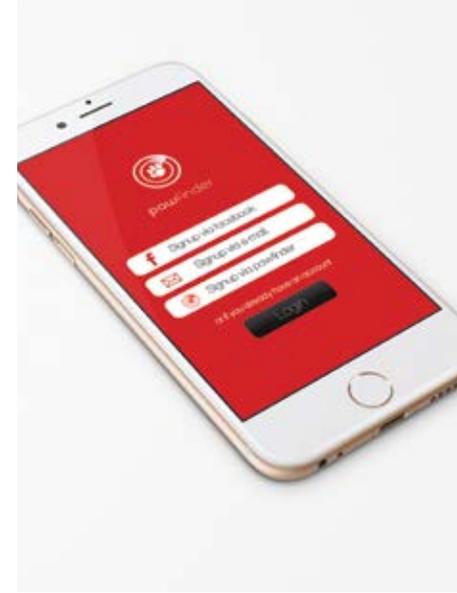


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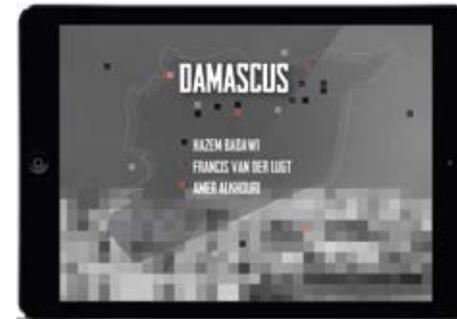
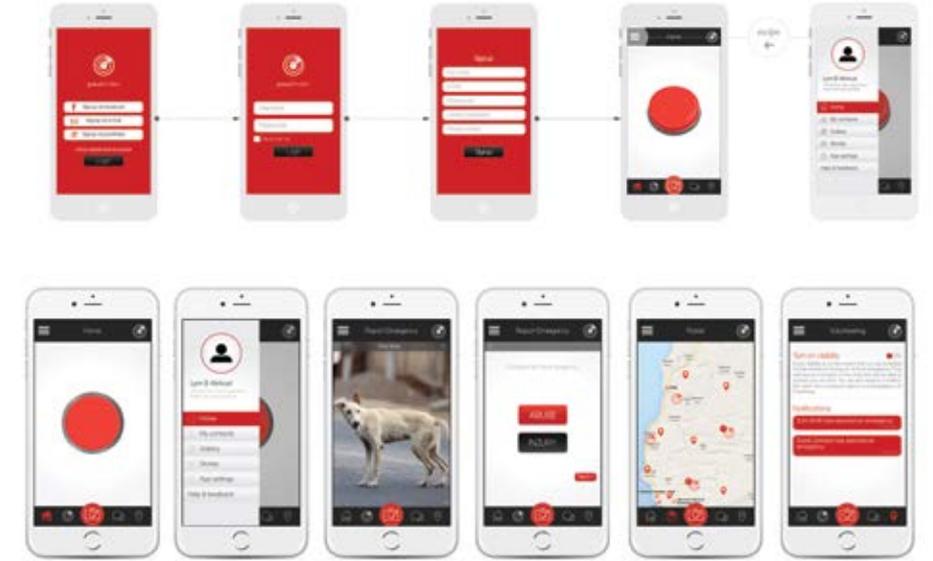
- 01 3D Animation Techniques | Modeling
- 02 Graphic Design II | Magazine Design
- 03 Advanced Interactive Design | App Design
- 04 Advanced Interactive Design | App Design



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RAYANE AL MOUALLEM

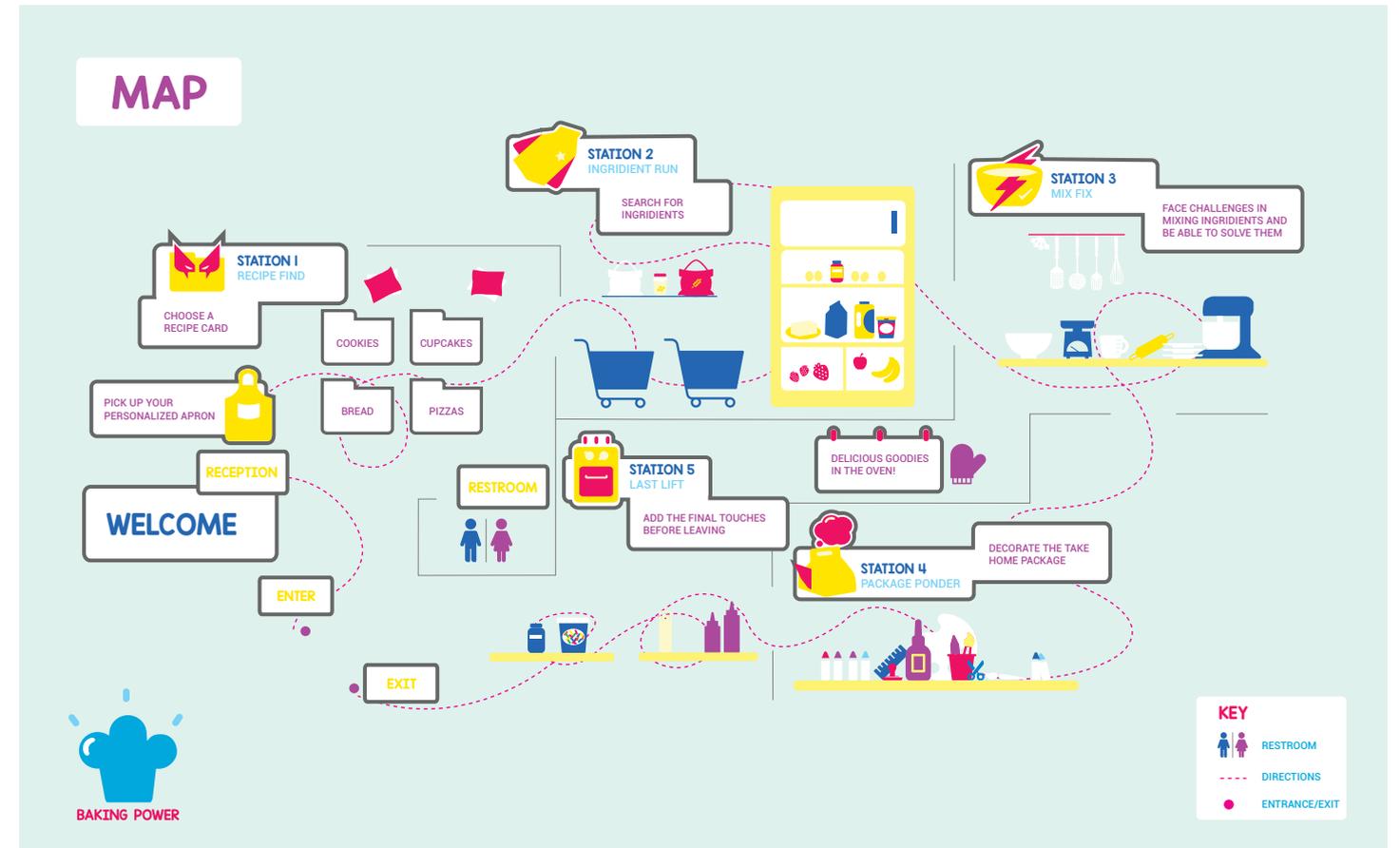
rayane.almouallem@lau.edu

Since I was a child I had an interest in goodies, design and packaging. Unfortunately, I was typically restricted to buying only one item at a time. I have always loved beautiful design and sweets. This combined passion steered me toward graphic design and launching a baking career. I have set up my own bakery: Rayana Home Bakery. I have also authored and designed a book, "Sugar & Sukar," which mixes international sweets recipes with a Lebanese touch. My greatest and biggest achievement was winning an invitation to participate in the Typo Day held in Mumbai, India. I think that design and baking are not hobbies for me but a way of life that I intend to hold on to.



Senior project BAKING POWER

Baking Power aims to conceptualize and design a comprehensive visual identity for a workshop bakery that assists children who are 7-11 years old in baking foods they like, while focusing on empowering them in a friendly and motivating environment. Both boys and girls will pass through five stations which consist of: exploration, physical activity, problem-solution, reflection, and confidence. These five key elements are essential to a child's psychological development. It is all about the child breaking down the whole baking route into more manageable steps. This process epitomizes the sense of empowerment each child can nurture on his/her baking journey.



Milky Arabic font

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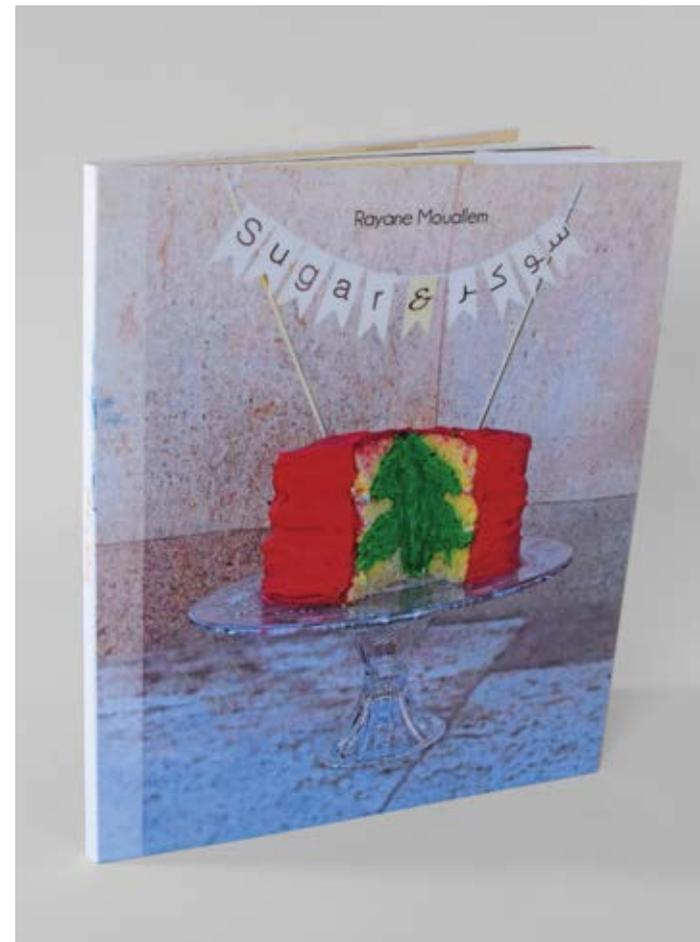
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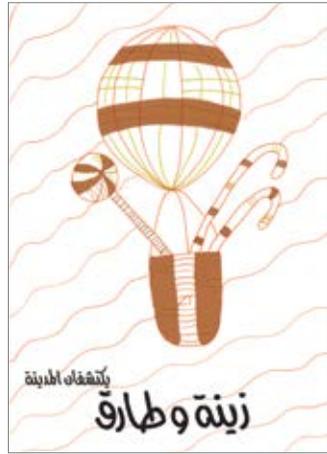


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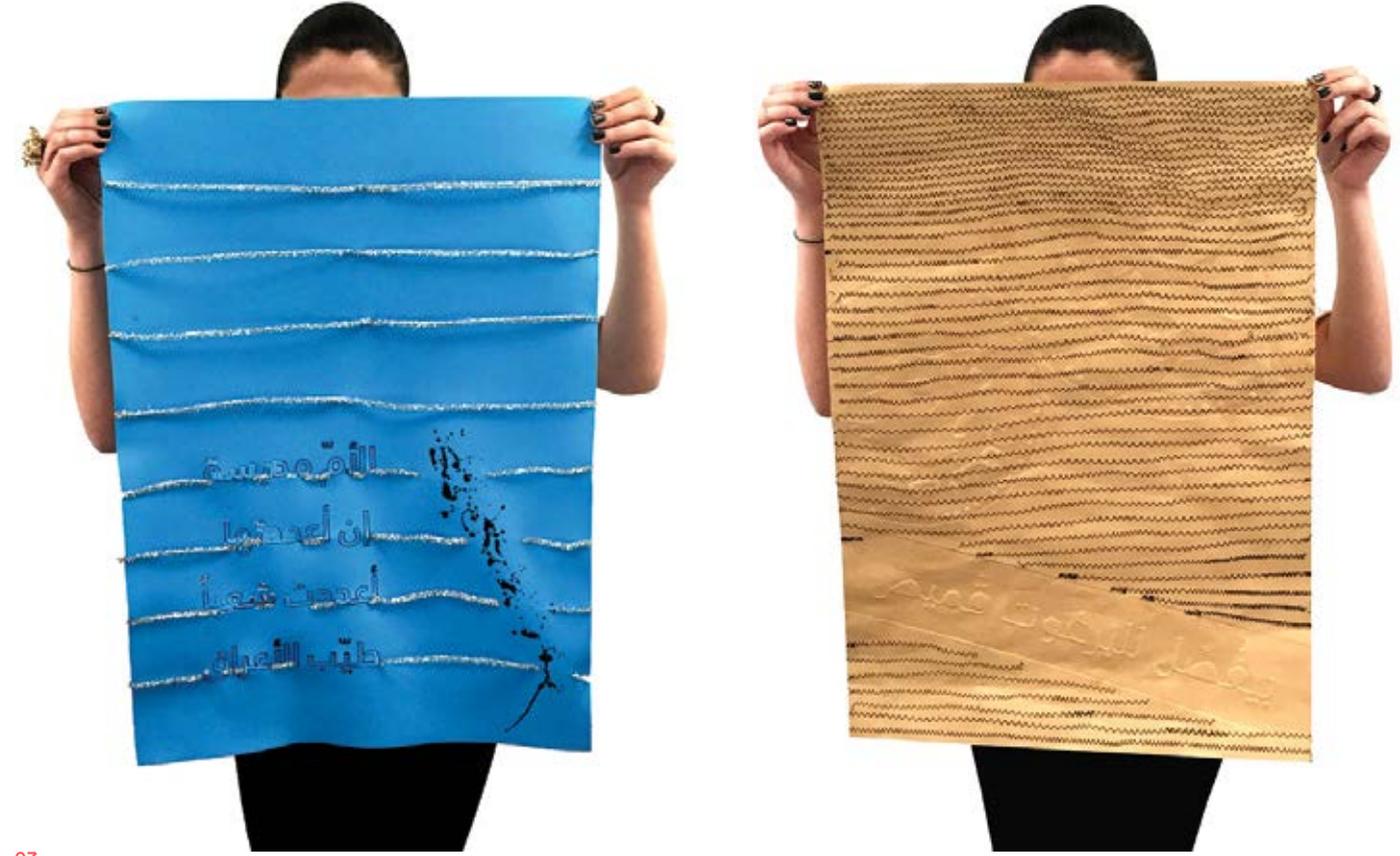




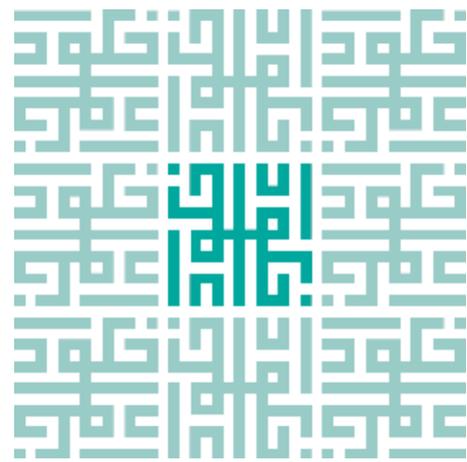
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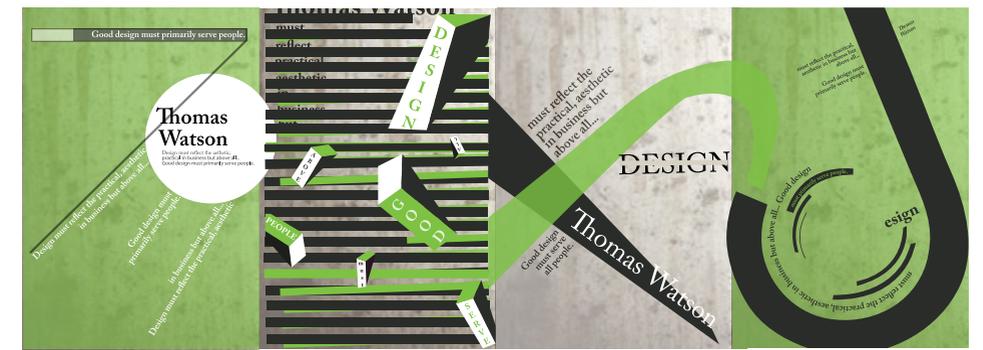
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- 01 Art of Illustration | Book Illustration
- 02 Advanced Typography | Typographic Poster
- 03 Printing Variables | Poster Design
- 04 Introduction to Typography | Kufi Type Design
- 05 Introduction to Typography | Typographic Postcards

PATRICIA ARAMOUNI

patriciaaramouny@hotmail.com

Patricia Aramouni was born in Lebanon in 1993 and has lived in Jounieh most of her life. In 2011, she graduated from the College of Notre dame de Nazareth in Beirut. She then furthered her studies by joining the Lebanese American University to acquire a bachelor's degree in graphic design, with an emphasis on digital art. She has a passion for illustration which serves as an asset in her designs. Aramouni's 13 years of experience in ballet, and the five years she spent learning to play the piano are a source of inspiration and creativity in her work.



Senior project

ALF LAYLA W LAYLA

Alf Layla w Layla is a digital storytelling platform which allows users to explore interactive novels and revisit classic folktales from the Arab world. The retelling of these legends will give a fresh view on an old and rich culture that has been kept in the dark for several centuries.

Each tale will offer different navigation options based on the user's choices and the range of the narratives. The main objectives are to show users that there are several ways to tell a story, while reintroducing them to the dying Arabic lore. The project will address young adults who, at this stage in their lives, are open to challenging pre-conceived beliefs, and gaining a better understanding of themselves and the world around them.

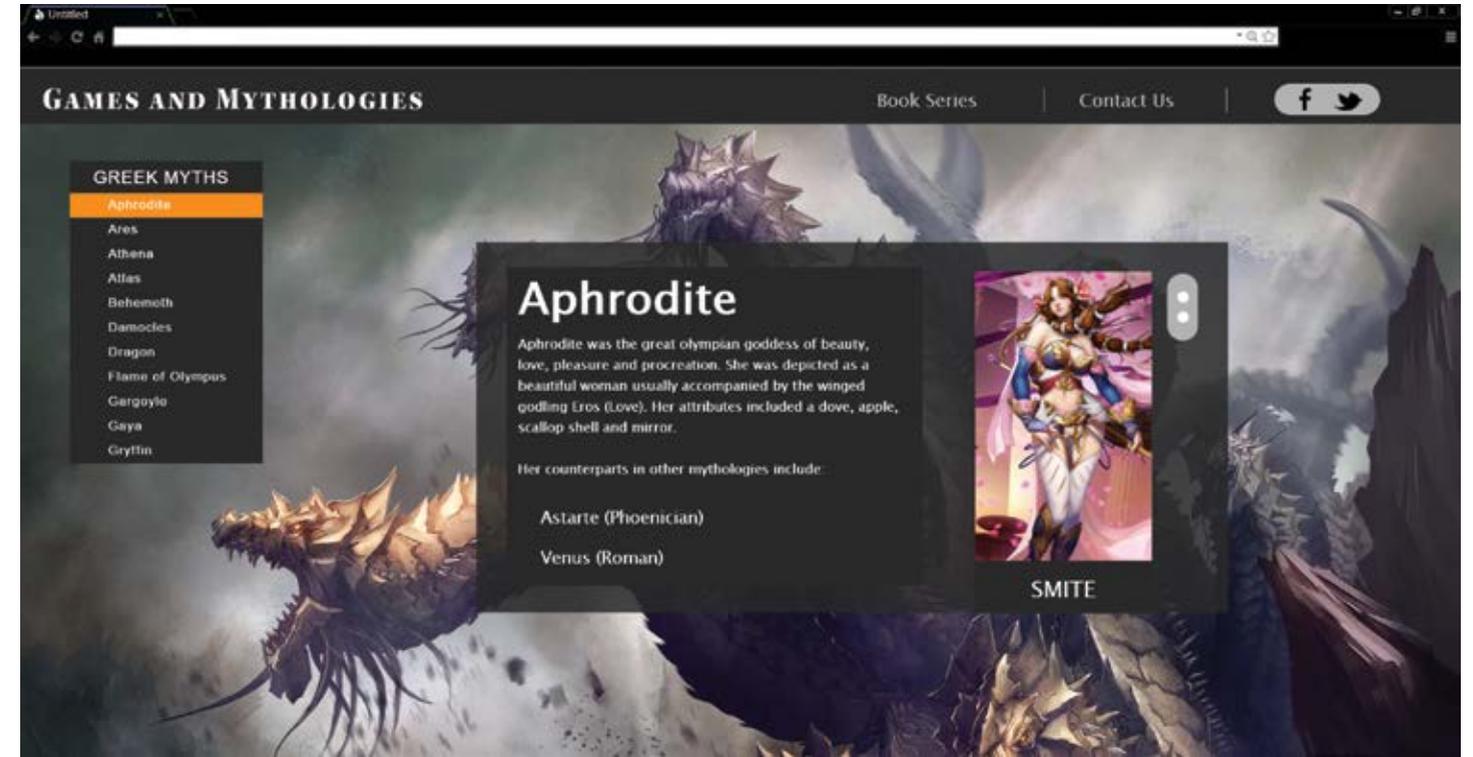
The work focuses on the first voyage of Sindbad the sailor, as it is complex enough to offer rich stories and possibilities for development, but also vague enough to allow for an added context that would make it more enriching and educational.



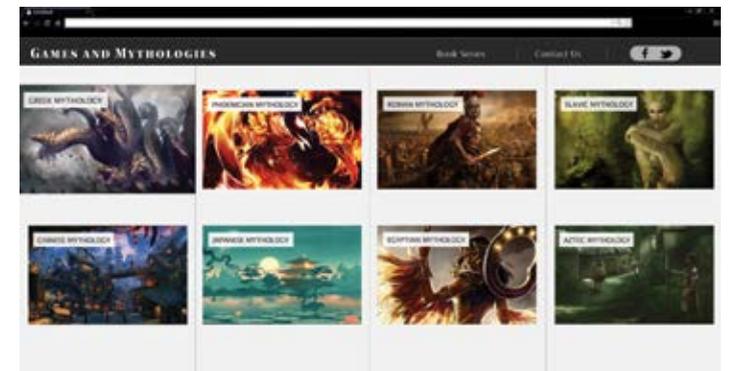


01

01 Art of Illustration | Story of a City
02 Web Design | Myths in games website



02



GHAIDAH ASHOUR

ghaida.ashour@hotmail.com

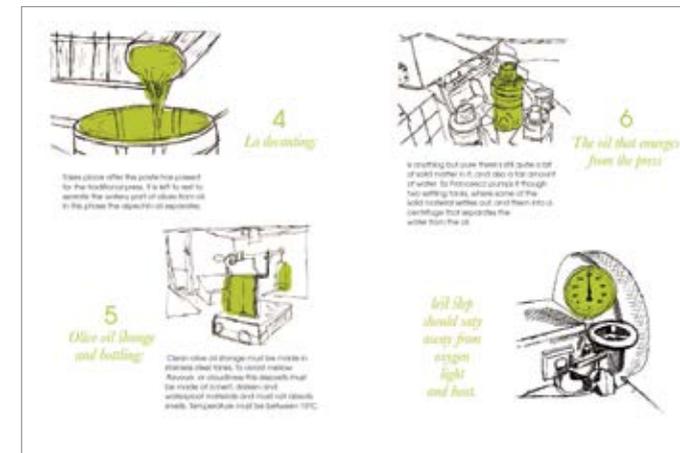
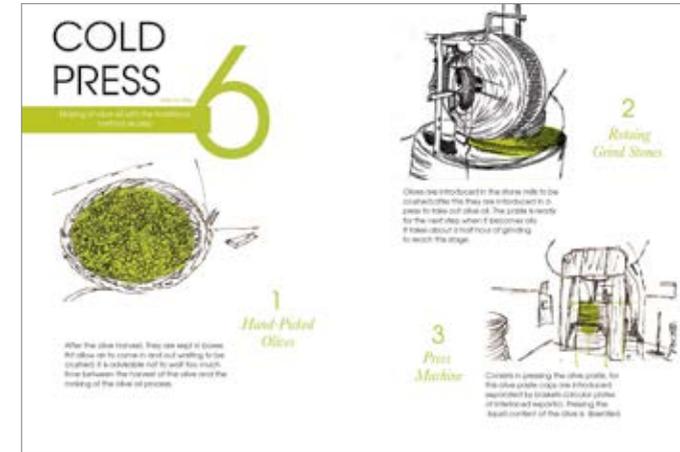
"The devil is in the detail", as derived from an attribution to Ludwig Mies van der Rohe's "God is in the detail," best describes me as a designer. With a mind of my own, well articulated by a strong taste for patterns and typographic interlaces, I tend to choose meticulous directions in my projects. Also, simplicity drives my eye toward the choice of colors and contrasts that suit my compositions. My deep desire for meticulous results tends to drown me in episodes of procrastination that usually end up in my favor since I can best juggle my ideas under pressure.

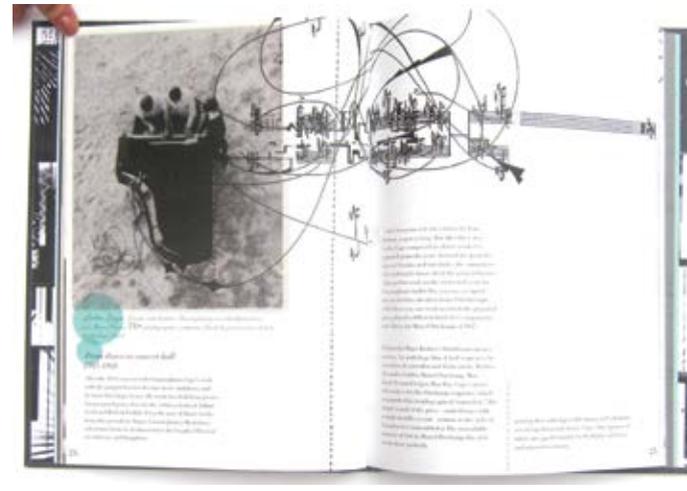


Senior project

YALLAH A'AL MOUNEH

Yalla A'al Mouneh is a book about Lebanese families who enjoy traditional cooking. The mouneh book will include details about Lebanese cuisines as well as recipes and description of specific types of mounehs. Each and every recipe will take you to a different time, place and culture, aiming to expose our grandmothers' traditions and styles. The mouneh book emphasizes the significance of the Lebanese mouneh where it's a guide cookbook. Each product includes references a time in history, and explains how it's stored, the benefits it has and what recipes are to be attained with it.





01



02



ZAHRA BASMA

zahraalibasma@gmail.com

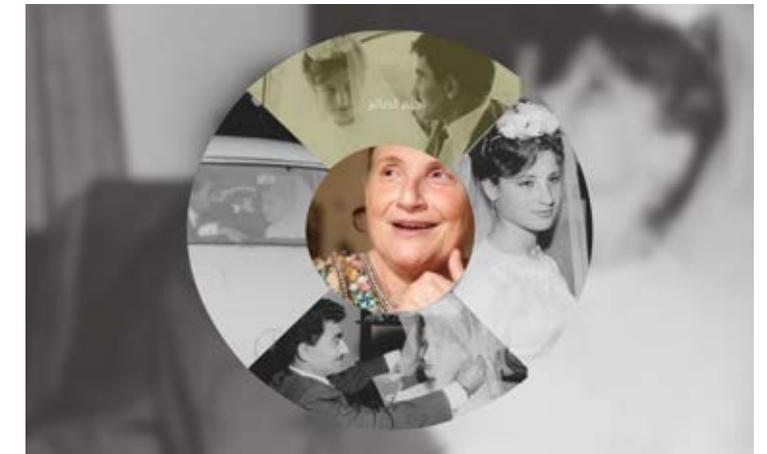
In a family of photographers, developing an artistic approach is inevitable. Alongside photography as a hobby, I chose graphic design for a major to complement my aesthetic persona. With a main interest in digital design, I believe our era calls for advanced means of communication to maximize user experience which only digital media can achieve. Minimalism and cleanliness typify my design approach. Organized and enthusiastic sum up my character. As a fresh graduate, I am determined to embark on the journey of digital graphic design that still has a lot to offer me.



Senior project

BANET AAM

Banteam.com aims to foreground Lebanese women, and more specifically those who have endured the consequences of a "conservative" society. It is a platform where these women – who all happen to be related in one way or another – can recount their inspiring stories. It also showcases the importance of their roles as wives, mothers and simply women. Each story is brought to life with a collection of vintage photographs which, by linking them together, allow the user to assemble each woman's family tree.

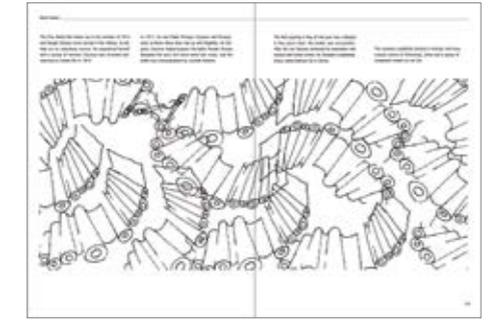




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NOTIFY 

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- 01 Web Design | Responsive Website Design
- 02 Graphic Design II | Magazine Design
- 03 Graphic Design II | Book Design
- 04 Advanced Interactive | App Design

ALEX CURTIS

alexandercurtis@me.com

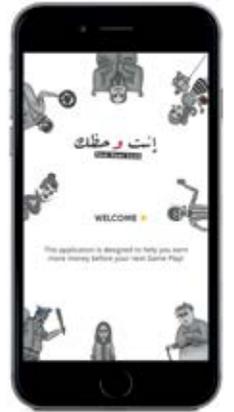
Growing up, I have always had an interest in art such as drawings, movies and paintings though I had never considered pursuing it as a career until I started studying business marketing at university. One year later, I decided to double major in graphic design and I have not looked back since. My interests expanded from drawings and paintings to photography, typography, branding and animation. My digital emphasis does not stop there because, as a graphic designer, you cannot limit yourself to one area when you are exposed to both worlds. For this reason, I developed my skills in digital as well as print design. Being a perfectionist, I have also had to learn that nothing is ever perfect or complete and that there is always room for improvement. Designers need to keep pushing themselves instead of settling for the first design they come up with.

إنت و حظك
Test Your Luck

Senior project

ENTA W 7AZZAK

Enta w 7azzak is a dark yet fun board game with a mobile application. Whether it is power cuts, unsafe food conditions, corruption or military conflicts, the Lebanese always find a way to mock such situations. This is one of the reasons they will enjoy this satirical pastime and the opportunity to role play through one of the eight stereotypical Lebanese characters. Enta w 7azzak is inspired by life in Lebanon, where its citizens have the unique ability to transform any national tragedy into a parody. The purpose of Enta w 7azzak is to entertain through the use of sarcasm and the bare truth by portraying the dark side of Lebanese society. It is ideal for those who need to let off steam and just laugh about their problems.





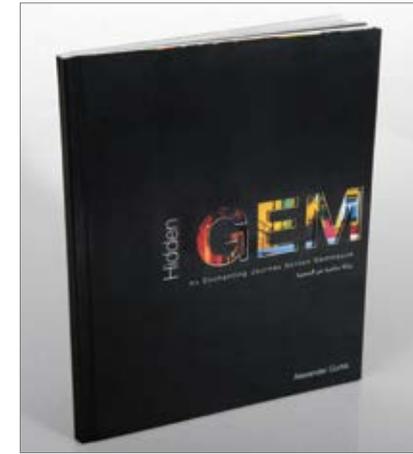
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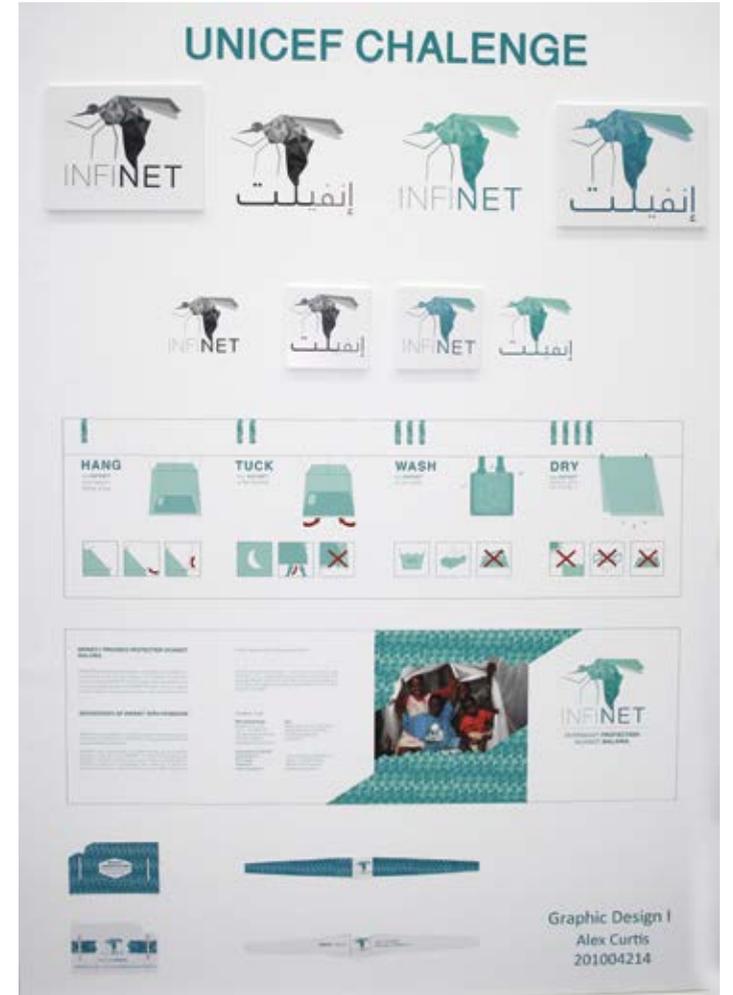
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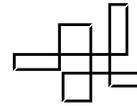
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- 01 Art of Illustration | Illustration
- 02 Motion Design | Animation
- 03 Advertising Design | Poster Design
- 04 Graphic Design II | Magazine Design
- 05 Graphic Design I | Corporate Identity Design

JULIE DERNIGOGHOSSIAN

julie_dn@hotmail.com

As a graphic designer with an emphasis on print design, I am fond of creating strong brands and appealing graphics. I am mostly interested in working on editorials, brand identities, typography and package designs. I also enjoy working with my hands and not just on the computer. I think that combining these two elements helps me create better designs.



متحف الفن والتصميم العربي

Senior project

MUSEUM OF ARAB ART AND DESIGN

The Museum of Arab Art and Design is a new cultural center in the Middle East. It exhibits the works of Arab artists from different fields. This project focuses on creating the visual identity for the museum; the logo, the typeface, and the location of icons both inside and outside the buildings. The project includes a series of posters featuring events at the museum, as well as a couple of items that can be purchased from its gift shop. As for the digital part, an application for the museum is designed as an online guide for those who wish to get more information about the exhibited works, various events, the books offered at the library, and much more.



متحف الفن والتصميم العربي

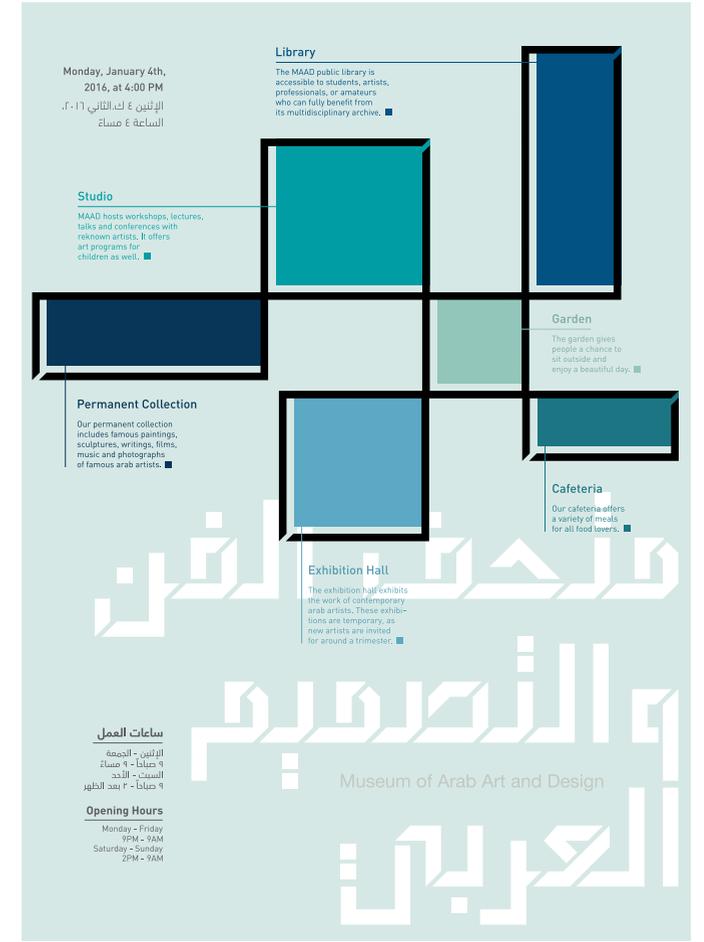
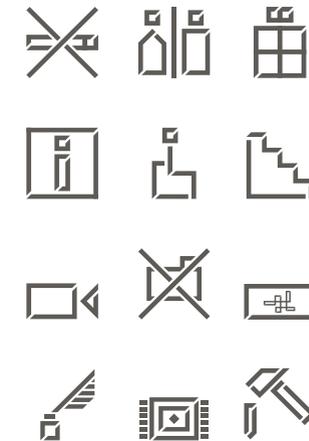
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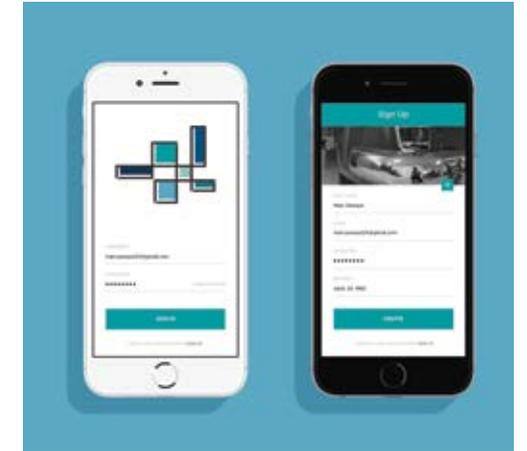
قاعة المعروض



متحف الفن والتصميم العربي

Museum of Arab Art and Design

العربي





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01 Graphic Design III | Package Design
02 Printing Variables | Book Design



02

NANCY EL KHATIB

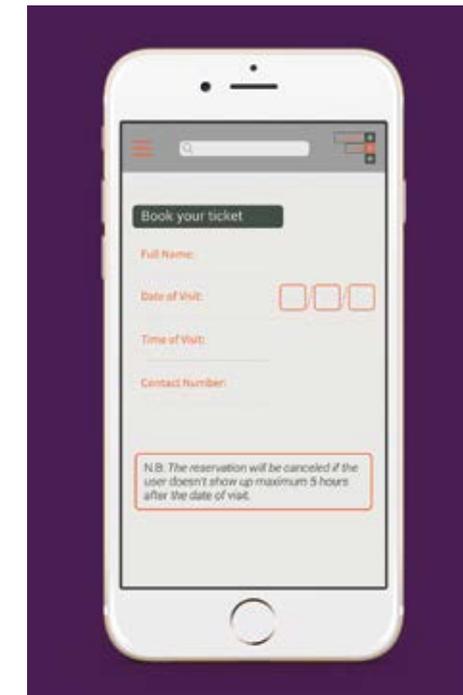
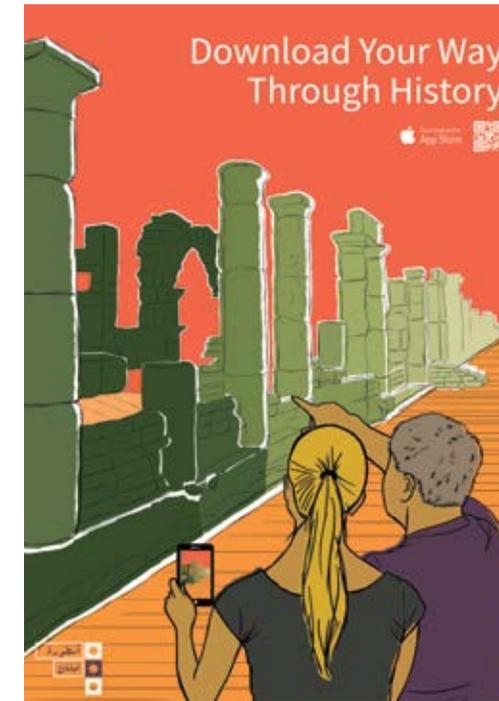
nancy.khatib@hotmail.com

My work focuses on projects related to social and cultural change. I am inspired by my walks in the streets of Beirut. I recognize the slightest details and try to develop them into creative city interventions. The production of interactive applications is my main interest.



Senior project OSTOURA

Ancient ruins in Lebanon played a huge role in forming our culture today. Many tourists visit these sites with no knowledge of their history, due to the lack of informative panels. This mobile app makes it easier for tourists and people living nearby to tour Tyre's ruins. Users can also interact with the app through augmented reality, which adds a positive experience.





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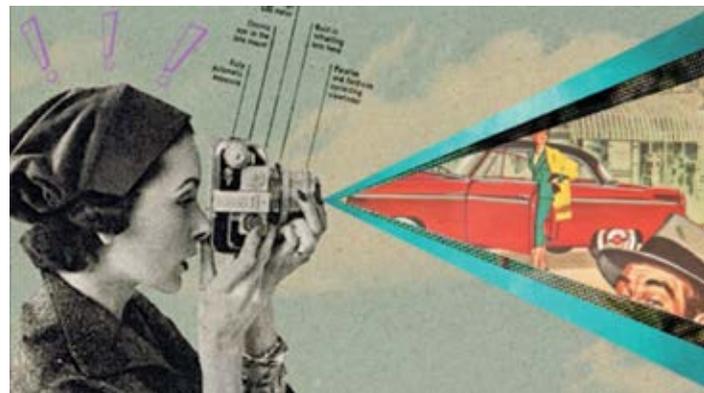


02

- 01 Graphic Design I | Corporate Identity Design
- 02 Advanced Interactive Design | Interactive Game
- 03 Graphic Design II | Book Design
- 04 Motion Design | Collage Animation
- 05 Graphic Design II | Magazine Design



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TATIANA EL HAGE

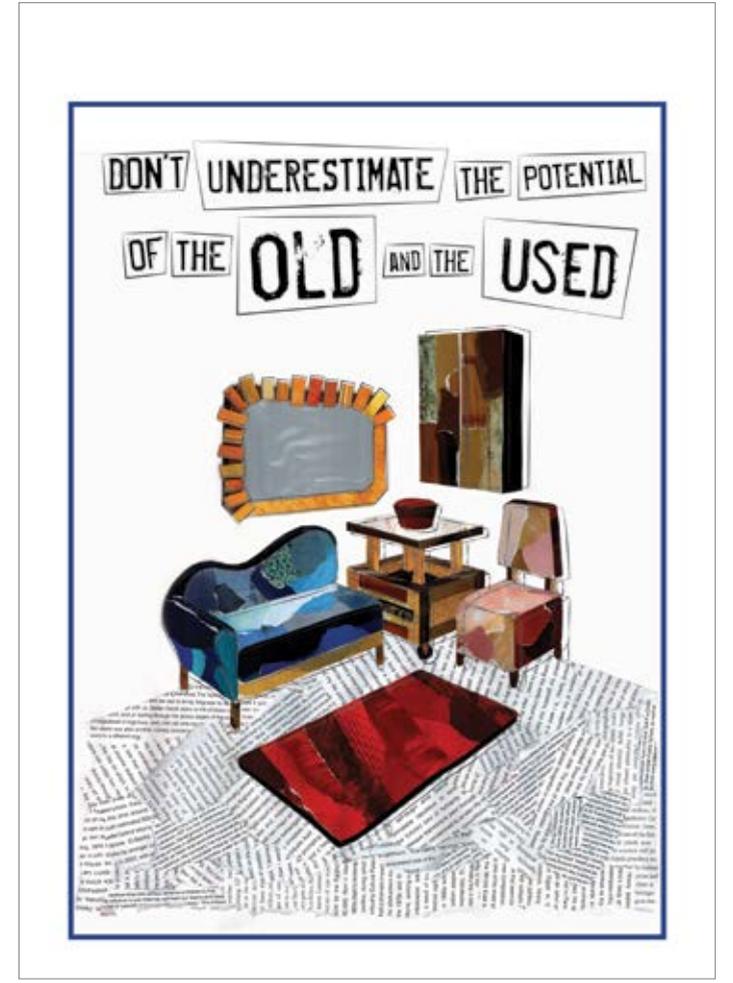
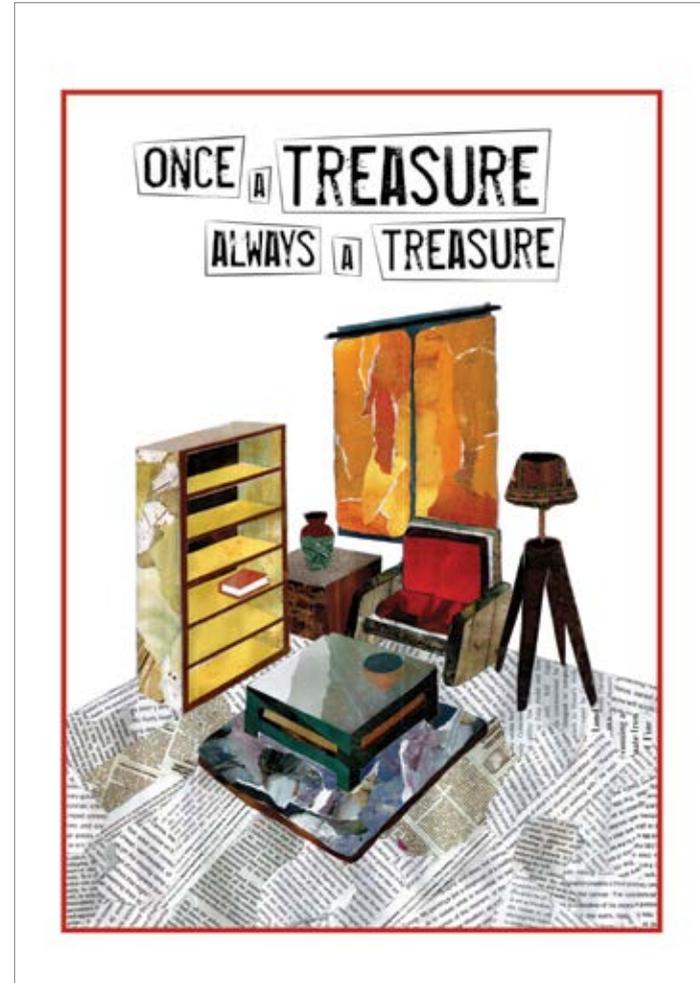
tatiana.elhage@lau.edu

I have been interested in design for as long as I can remember. When I was a young curious child, I would always take a paper and pencil everywhere I went in case I spotted something interesting to sketch. Although I am interested in many aspects of design, as a print student I am particularly drawn to editorial design. I mostly enjoy the finishing process of an editorial that includes paper texture and binding choices, as well as extravagant elements such as embossing, die-cutting, stamping, and thermography, since my interest in print design is mostly based on the link between touch and vision. My style is generally quite eclectic. I enjoy exploring different directions and applying them in my work. In that respect, I am drawn to the unusual. Being a non-conformist, things that are out of the ordinary are what inspire me the most.



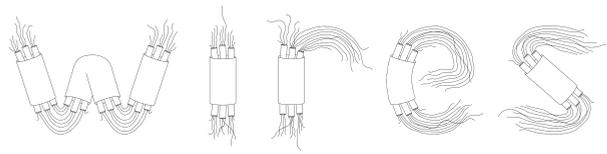
Senior project ZAKHRAFANN

Zakhrafann (a combination of the Arabic word "zakhrifeh" meaning ornaments or decorations, and the Arabic word "fann" meaning art) is a workshop that sells revamped, and re-purposed interior, almost entirely made out of recycled or reused materials. Located in Burj Al-Murr in central Beirut, the creating team of artists focuses on making the best eclectic designs and beautiful pieces of furniture out of forgotten pieces. Through a promotional campaign that includes promotional posters, a brochure with information and mapping, and an animated ad, the aim of this workshop is to relate to an eclectic culture of Lebanese people who like eclectic styles of furniture and let them know that our creations are both cool and environmentally friendly.

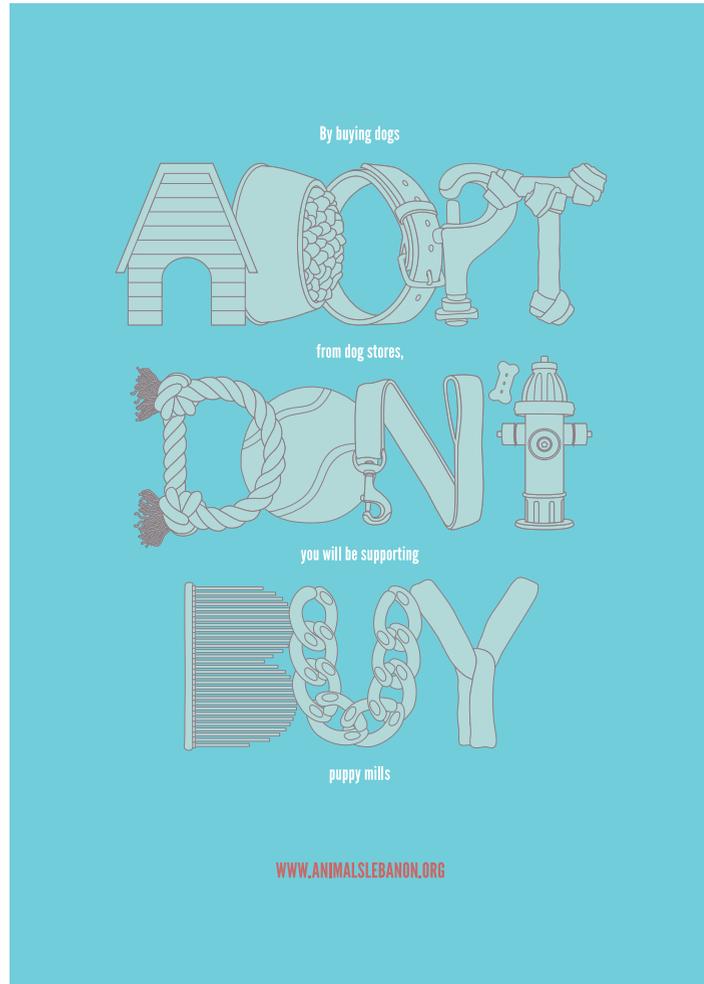




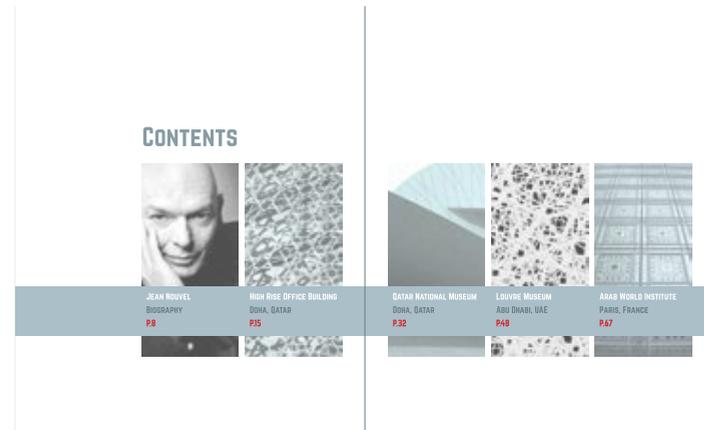
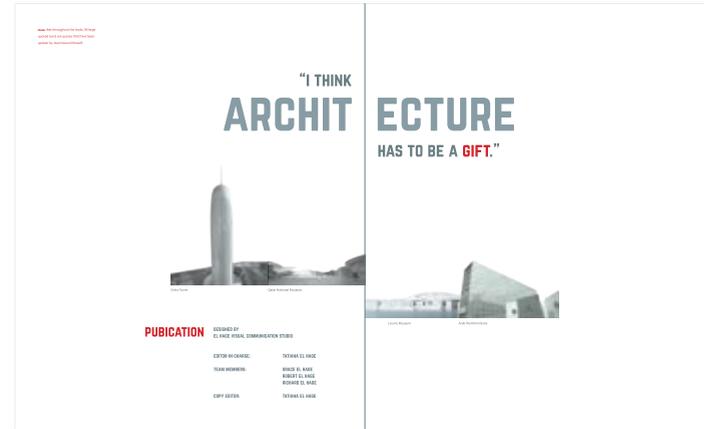
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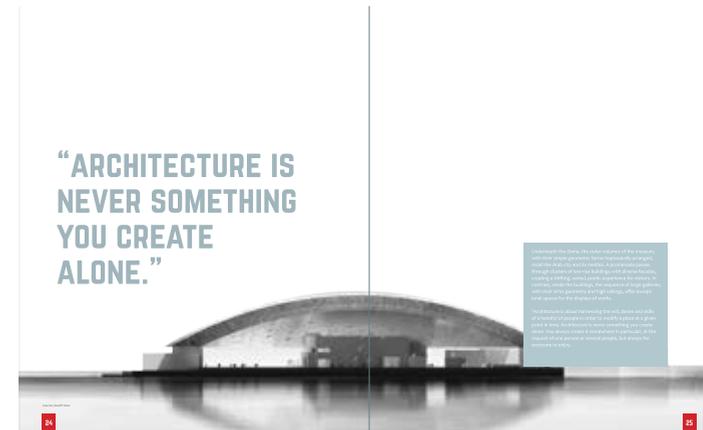
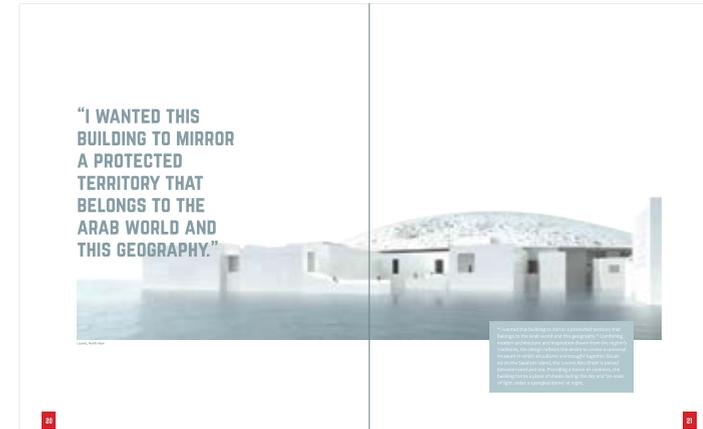
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04



- 01 Graphic Design II | Magazine Design
- 02 Advanced Typography | Typeface Design
- 03 Advanced Typography | Typographic Poster
- 04 Graphic Design II | Book Design

SANDRA FAYAD

sandra-f39@hotmail.com

Having been brought up in an environment that encourages art and creative thinking is what mostly influenced my decision to pursue graphic design. I tend to admire works that are tangible more than on screen, which is why my emphasis was on print design rather than digital. I appreciate package designs, calligraphy, pattern designs, as well as photography. Being a perfectionist, I have a keen eye for detail while keeping designs simple and straightforward. My main inspiration comes from traveling and nature, which I resort to every chance I get. In my free time, I enjoy water sports, camping, and baking. My goal as a graphic designer is to make a difference in the design world and hopefully influence others.

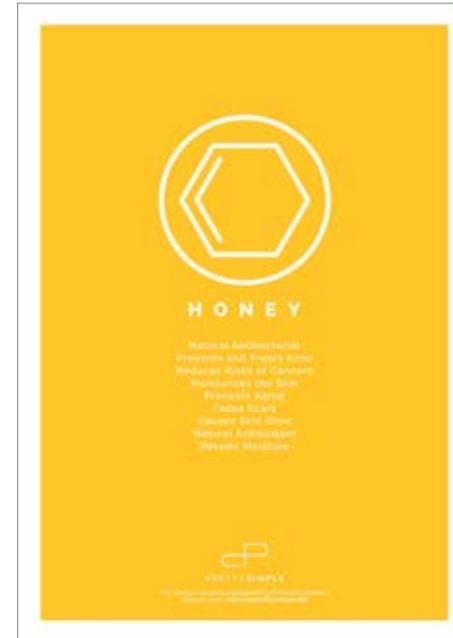


PRETTY SIMPLE

Senior project

PRETTY SIMPLE

The aim of this project is to educate consumers about the health hazards of commercial beauty products by providing an alternative natural beauty product line. There are around 28 existing products and each will be packaged in a simple and affordable way. The target audience are mainly women who are open to understanding the issue at hand and trust/support the natural product instead. The digital aspect will be a website that sells and advertises the products as well as a promotional video that shows how the products are made.





01

01 Graphic Design II | Book Design

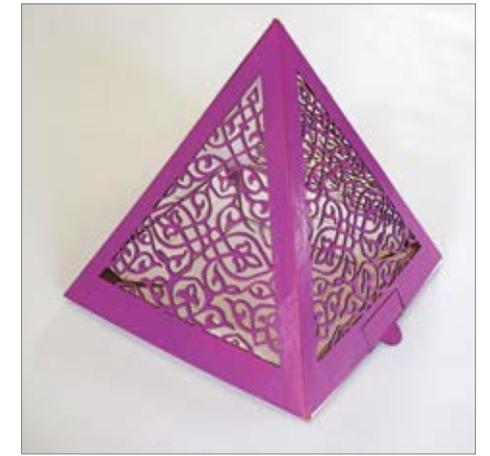
02 Graphic Design III | Package Design

03 Graphic Design III | Package Design

04 Printing Variables | Book Design



02



03



04

JAD GHADIEH

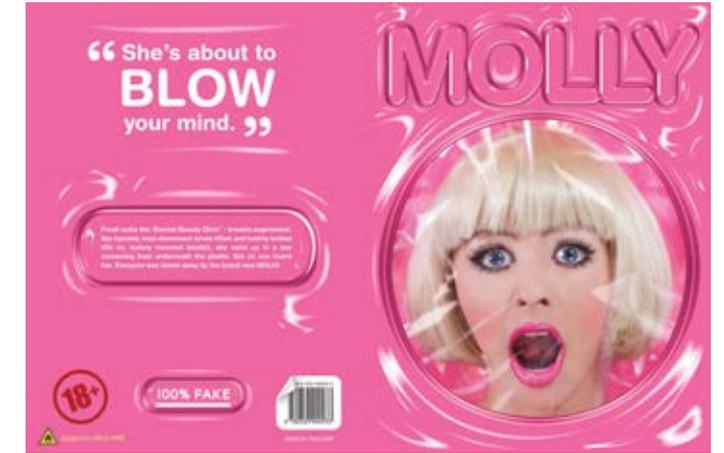
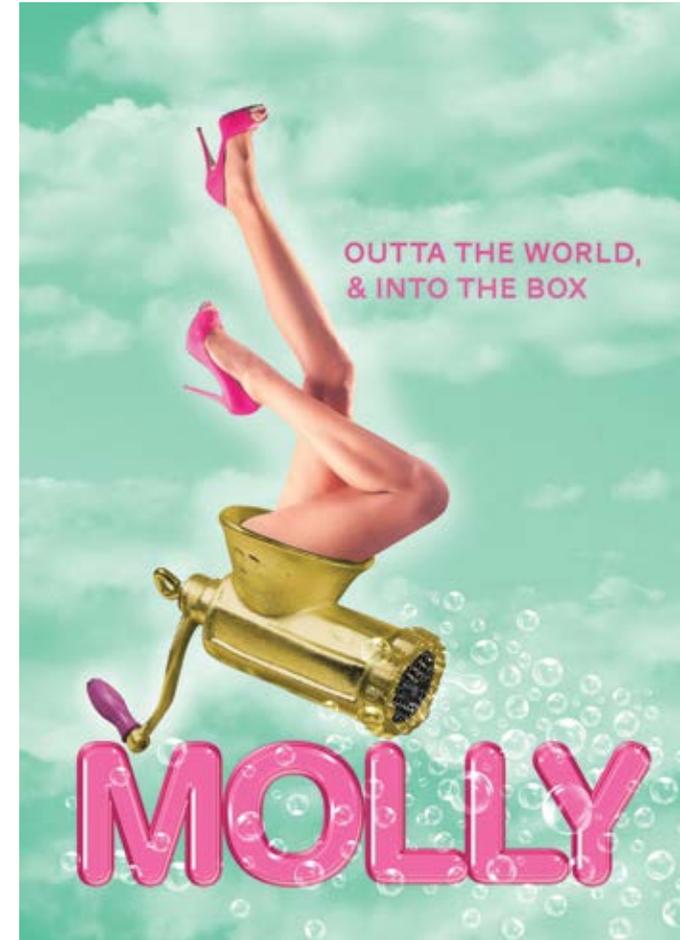
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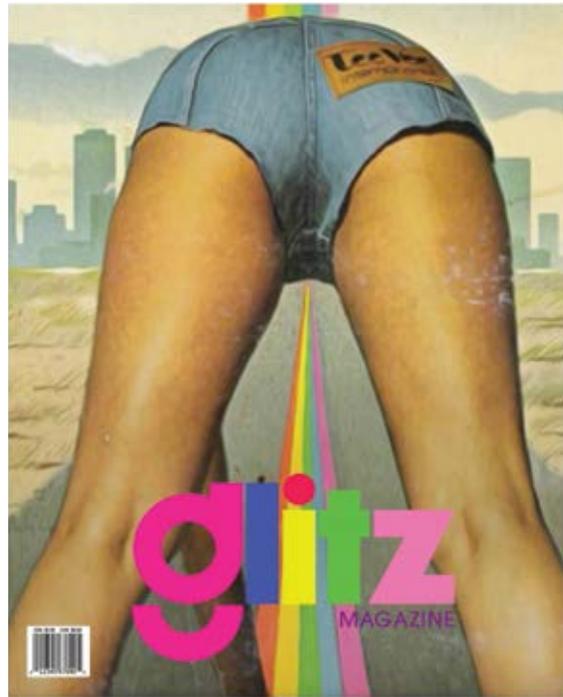
With a background in fashion and photography, I approached graphic design with a clear agenda in terms of vision and direction. My goal is to become an art director. In other words, an "image-maker" whose medium is photography and imagination. I am more an artsy than an advertising person. I am currently working with a creative director on launching Candyfornia Studios.

TRASH

Senior project TRASH

Trash is a garbage bag (literally) that comes out three times a year. The bag contains five booklets of different personas. Each booklet tells a little story about its character through photographs and realistic photo-collages. There's an app as well that provides the readers with the synopsis of those booklets along with animated visuals from the content. Every Trash bag comes out with a certain hot topic. The topic of this issue is "body image and obsession" and, thus, each character has a different story on how far he/she has gone to mold his/her body in order to fit in. The purpose behind this project is to visually narrate an inflated version of reality, that is, by all means the glammed up kind of trash that we celebrate today in our society ranging from plastic surgery abuse, to juiced-up men and starved skinny girls.



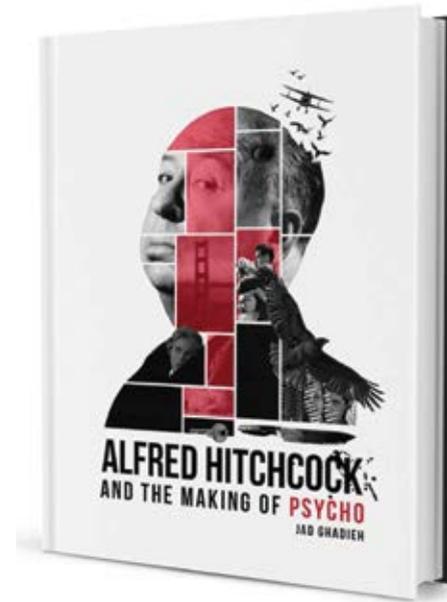


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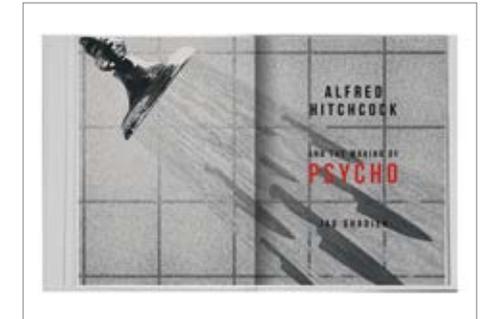


02

- 01 Graphic Design II | Magazine Design
- 02 Art of Illustration | Book Illustration
- 03 Graphic Design II | Book Design
- 04 Advertising Design | Poster Design



03



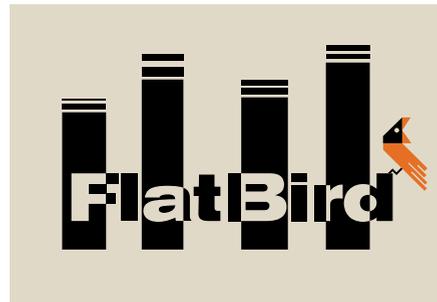
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CHARBEL HAJJ

sharbluez@gmail.com

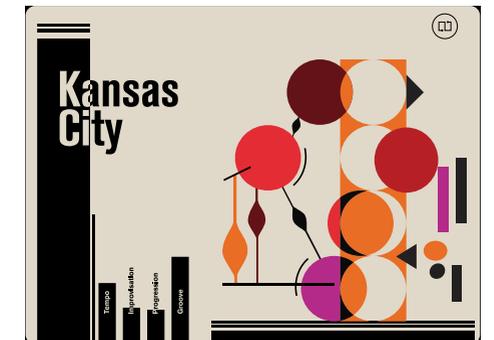
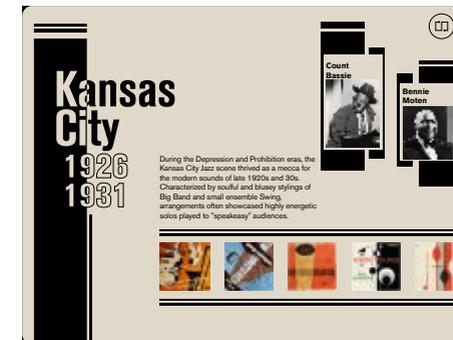
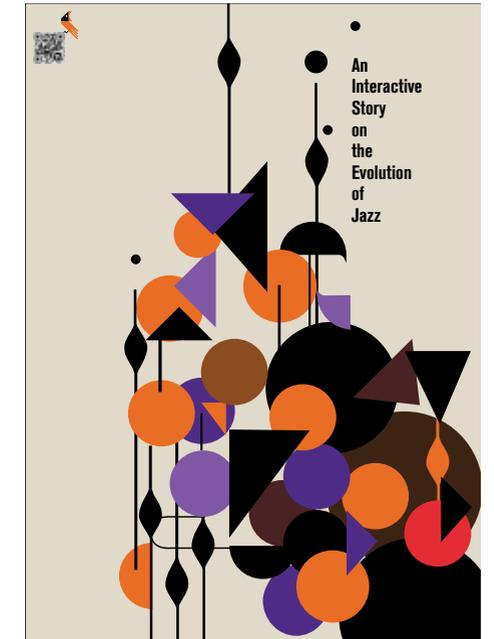
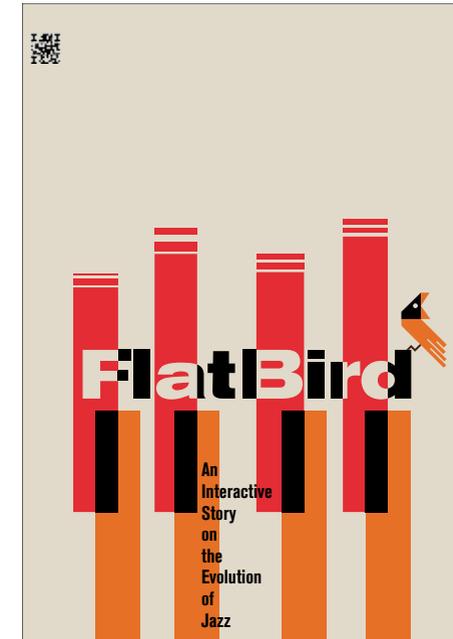
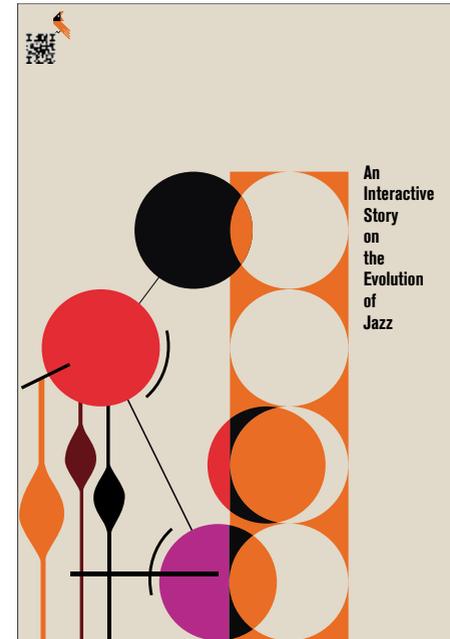
I am a graphic designer and musician. My practice is focused on 3D and 2D animation, and mobile app design. I like to experiment with sketchy, grungy and hand-drawn shapes and textures, as well as abstract/experimental photography. I have worked with several local bands on the design of their artwork, logo and animated music videos. I am currently working on personal projects, like the mobile app FlatBird, and commissions which include a music score for a film, artwork designs for two upcoming local albums, and an animated music video.

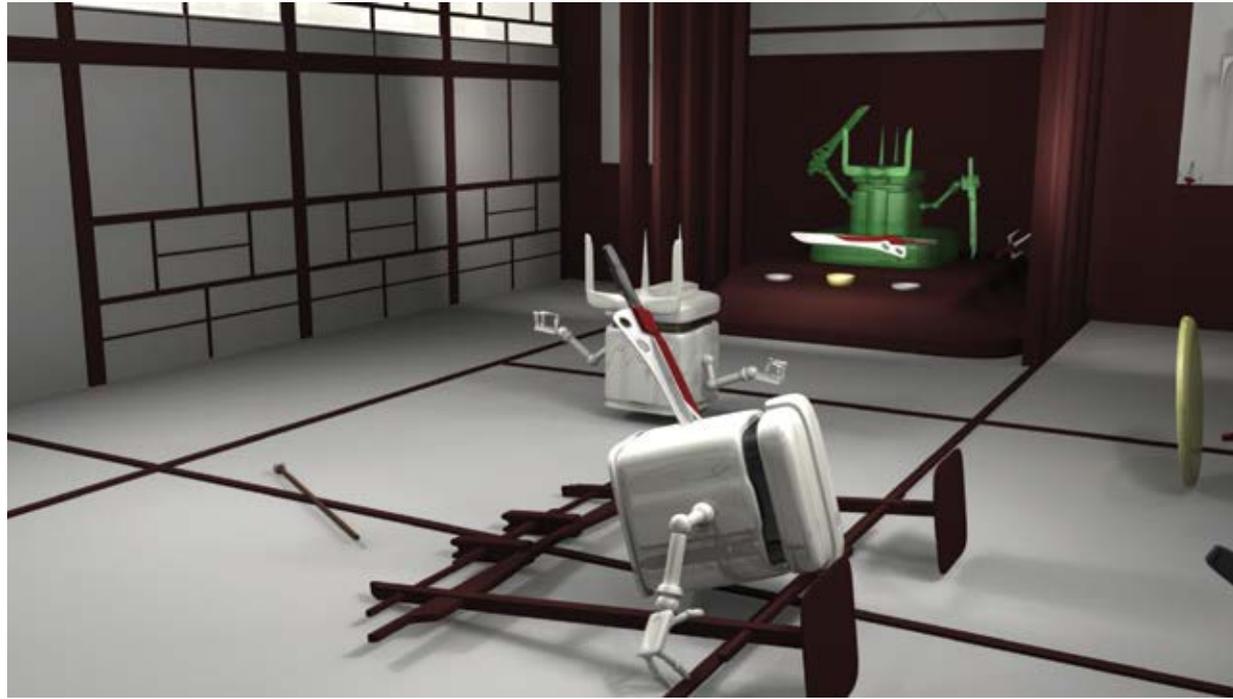


Senior project FLATBIRD

FlatBird is an interactive application that tells the story of the evolution of Jazz music.

The development of the genres and sub-genres over the years has been accompanied by developments in visual arts that have been directly reflected in numerous album cover artworks. The app connects both worlds in an interactive storyline by allowing the user to re-compose the music and advance in a timeline from genre to another, through altering musical parameters and adding/removing instruments. This also affects the visual composition in question.

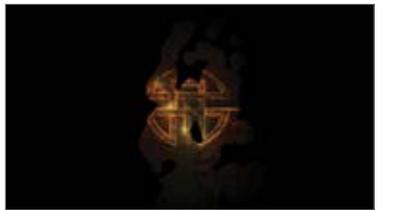
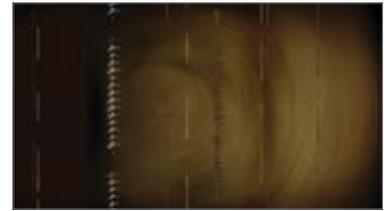




01

01 3D Animation Techniques | 3D Animation

02 Motion Design | Animation



02

ALAA HAMDAR

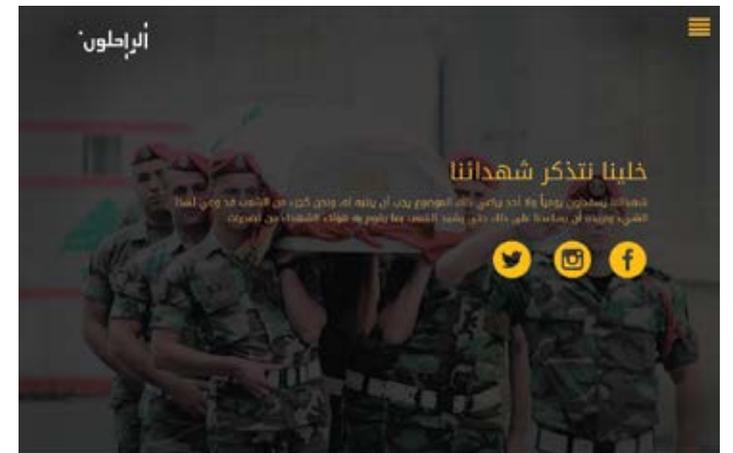
alaa.hamdar@lau.edu

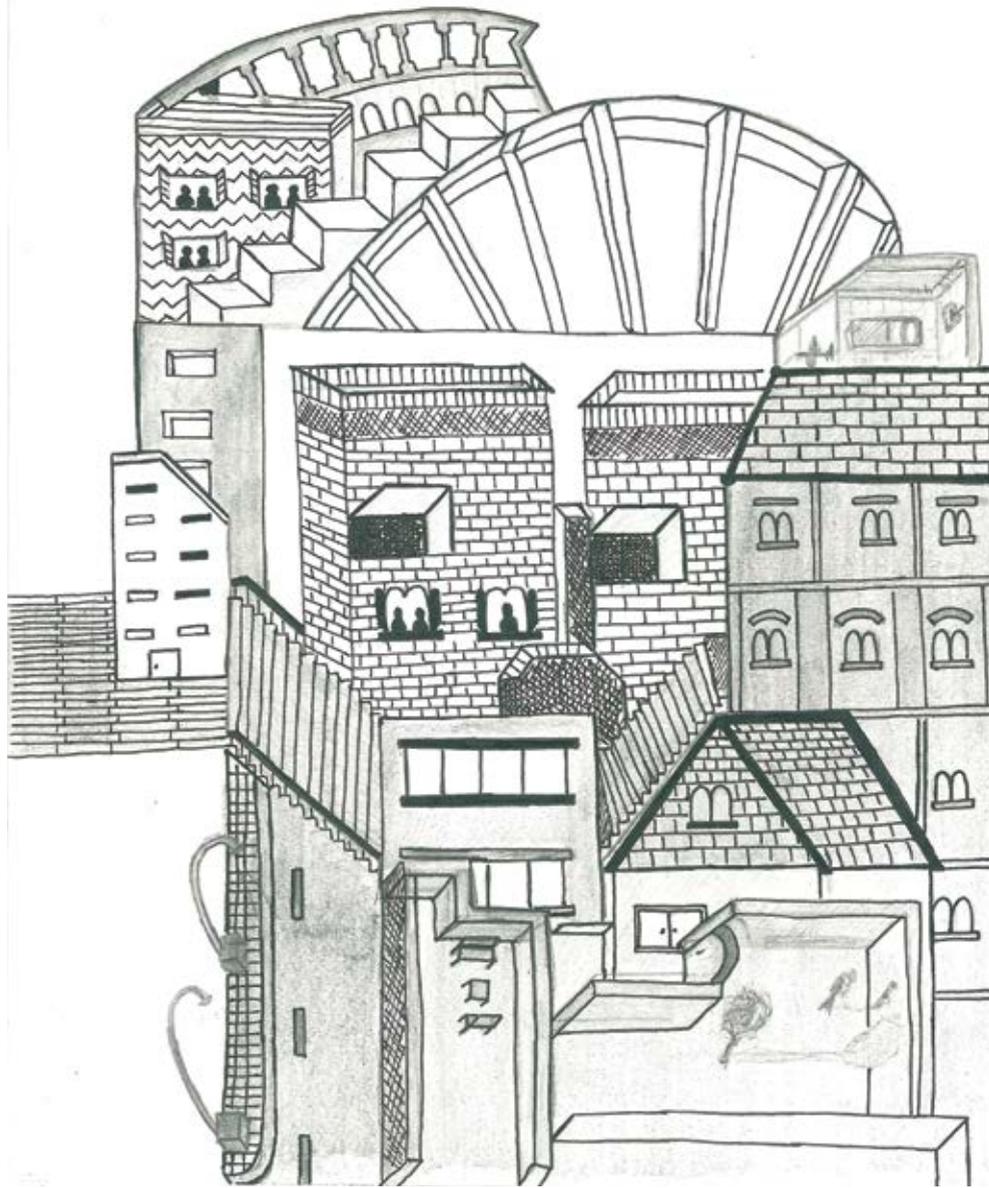
Paula Scher once said, "It's through mistakes that you actually can grow. You have to get bad in order to get good". Since every person sometimes makes wrong judgments, I intend to learn from them and become better. I aim for projects that can change people's perceptions and actions towards a subject matter. I feel satisfied when I realize that people interact with my ideas. Bottom line, I seek to learn about Interaction design and the interconnection of things.



Senior project THE DEPARTED

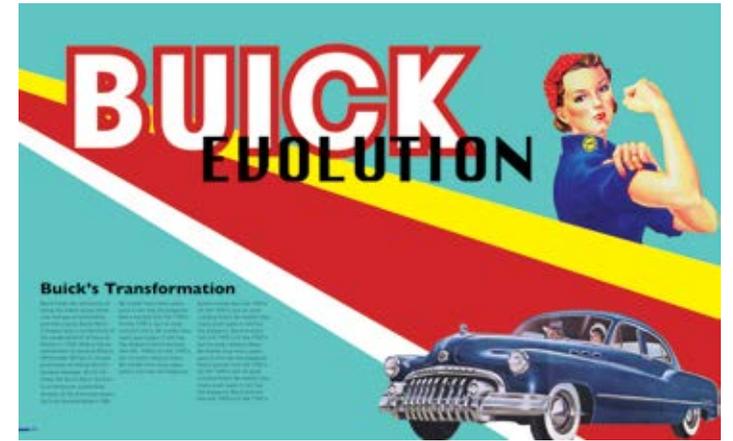
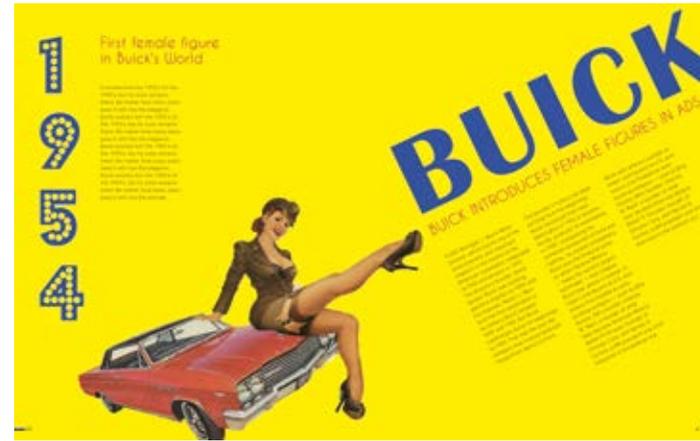
The theme I studied during the seminar classes and the summers centered on the martyrs of the Lebanese Army, and how Lebanese society perceived martyrdom. I am interested in describing the wars in order to gain insight into the life and death of the soldiers. I am aware that the army assumed different identities over time which explains why martyrs, in turn, have their unique identities. Although most of the wars the martyrs have fought in had political roots, I only aim to address the human experience. I want to create a platform where parents, friends, and others in society can interact and understand more about these martyrs, and share their emotions through media.





01

01 Workshop project | Illustration
 02 Graphic Design II | Magazine Design



01



MOHAMMAD HOUHOU

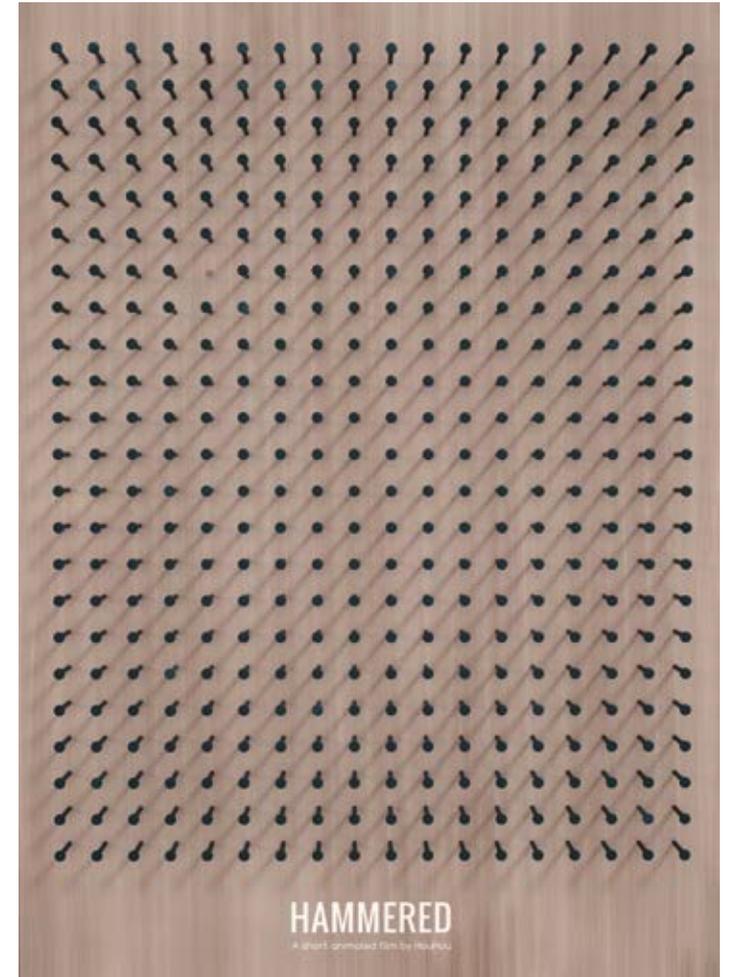
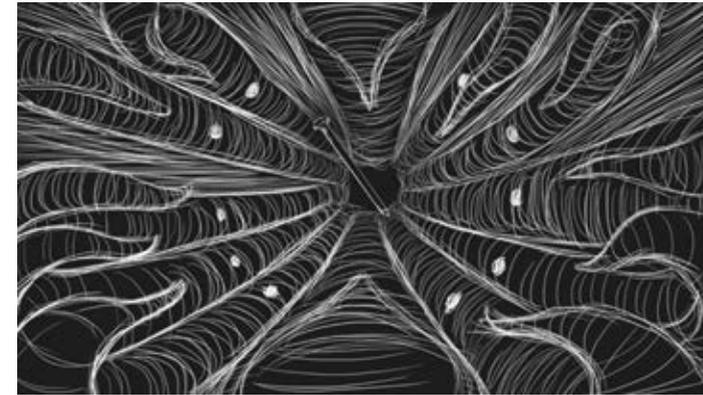
mohammaed.houhou@lau.edu

Been on this hovering train for a couple of years now. Tearing papers, steaming it up by what's left of my sketchbook. The ride has been fairly amusing, sometimes quite surreal. Clock arms still race, they're restless, I wonder where they think they're heading? I even ask myself the same question, am I spinning around endlessly? Will I keep moving until my pulse rests? Will my hunger for everything in this world, eat me up later on? Or will my arms grasp everything the world has to offer? All I can say is, I hope I'm on the right track.



Senior project HAMMERED

Time has often been a subject of discussion amongst the greatest philosophers, theologians, physicists, and psychologists. We tend to battle with time from the moment we are born, trying to accomplish certain goals within a limited time, and doubting our ability to ever do so. "Life is too short" is a common saying we hear regularly among our elders, which is quite true since recent studies have shown that we perceive time as moving faster the older we get (*Age Effects in Perception of Time*, 2015). Throughout the years, as human beings, we have formed a certain mind set on how we should be spending our lives. From birth, we perceive how our elders and everyone around us are going through life, and we tend to follow that path. We cannot even imagine how different we could be if we were to spend our time differently. Our thoughts, beliefs, goals, emotions, and behavior would be different. The conflict between time and our life goals, no matter what they are, is a never-ending battle. We will never have the time to become doctors, magicians, pilots, teachers, animators, physicists and astronomers all in one life. Even though we might be interested in all of them, we would have to choose one, and if we do not, time will make that decision for us.

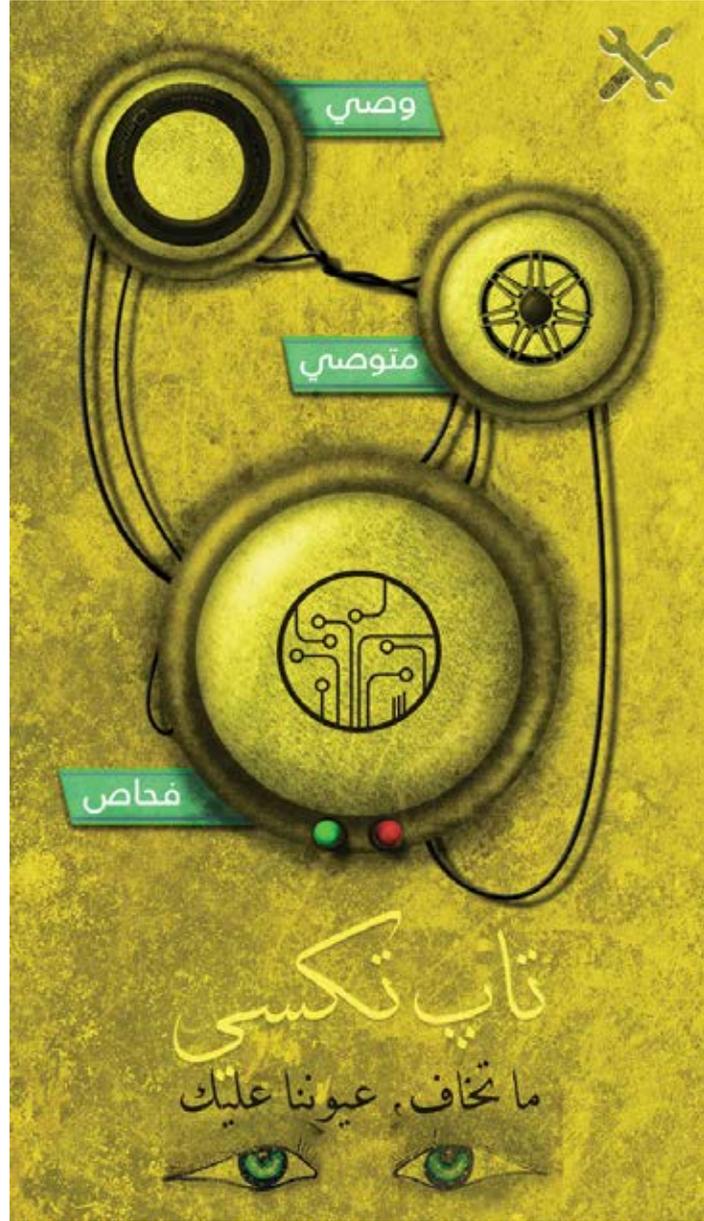




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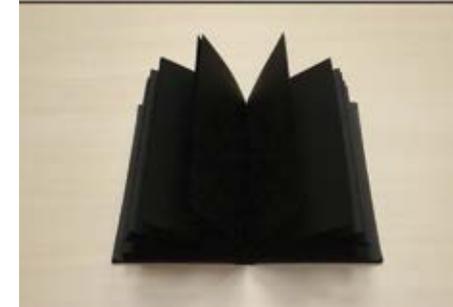
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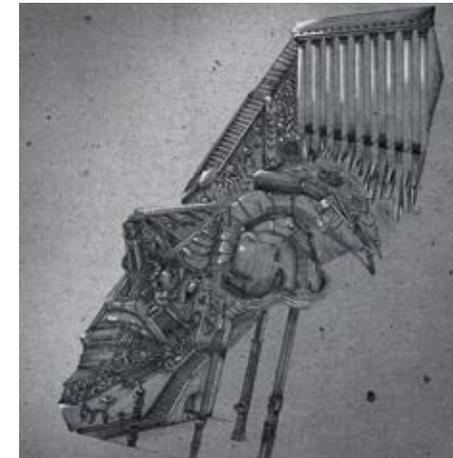
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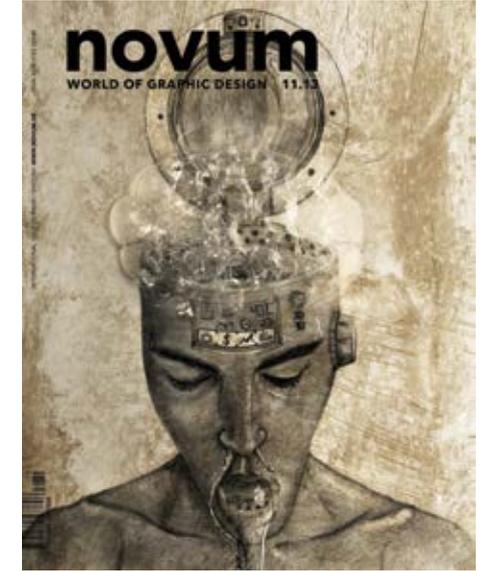
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07



08

- 01 Ceramics | Clay Sculpture
- 02 Advacned Typography | Typographic Poster
- 03 Web Design | Web Page
- 04 Graphic Design I | Corporate Design
- 05 Graphic Design II | Book Design

- 06 Illustration Workshop | Illustration
- 07 Art of Illustration | Magazine Cover Illustration
- 08 3D Animation Techniques | Modeling

NOUR ITANI

nour.itani04@lau.edu

The beauty of graphic design, I learnt in my journey at the Lebanese American University, is its ability to create innovative artwork, and providing a solution for visual communication. My preferred fields are advertising, illustration, editorial design and packaging. As I advanced in design, every project helped me develop my abilities and thinking process. In the future, wherever the road takes me, I aspire to become a professional graphic designer in illustration and branding.

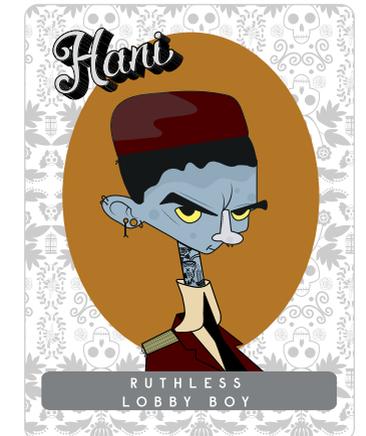
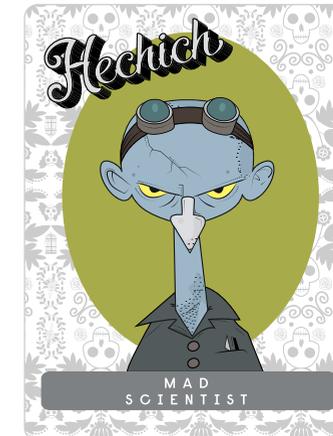
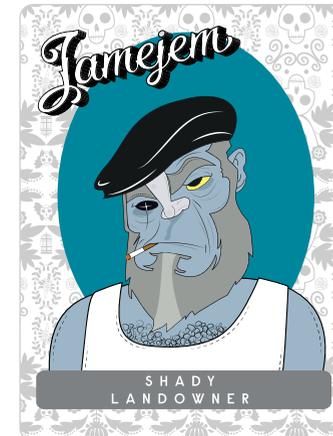
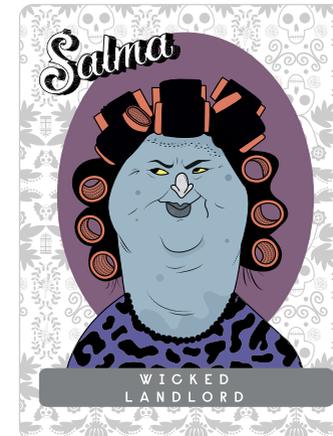
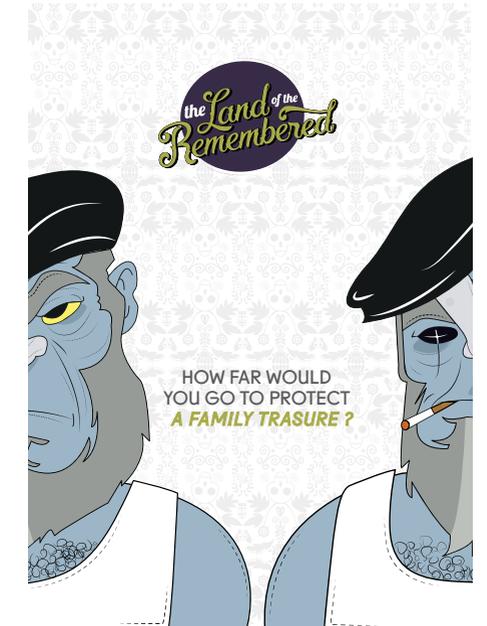
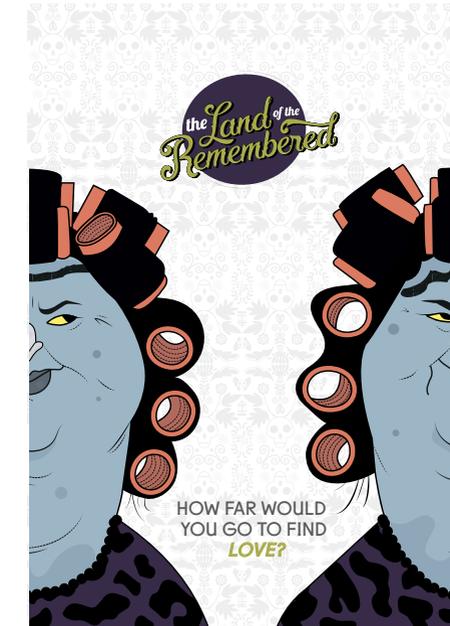


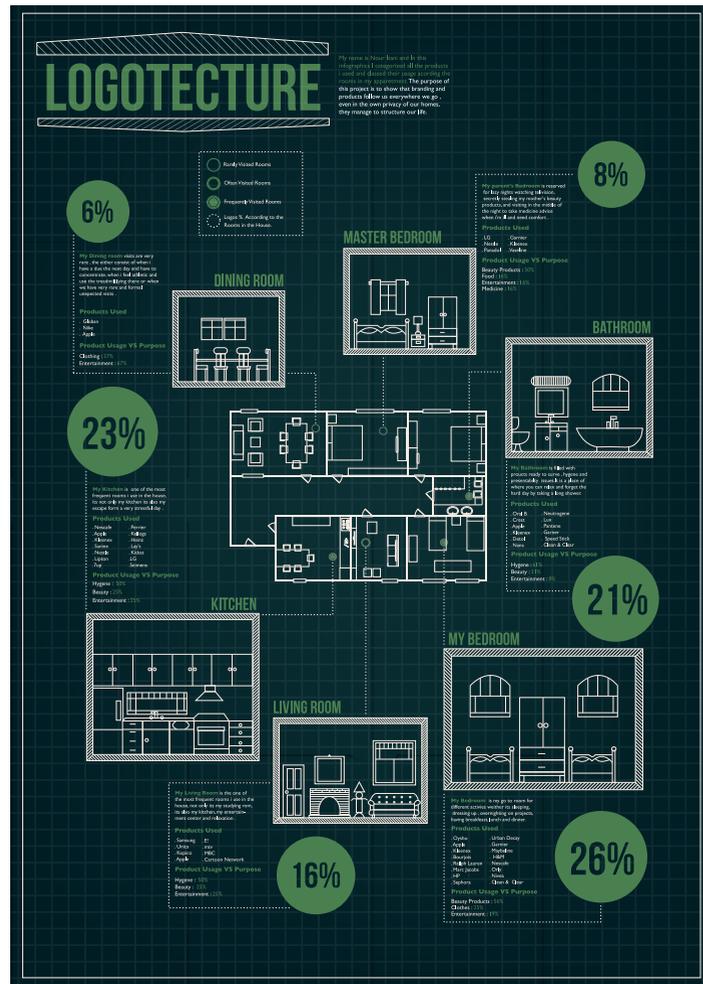
Senior project

LAND OF THE REMEMBERED

The basis of this project was researching haunted houses around Lebanon and abstracting the stories behind them. My main objective was reviving the houses and bringing them back to life. For this purpose, I will be designing a universal board game (for 2-6 players) targeting teenagers and young adults. It will include characters inspired by the stories I have collected from the haunted houses in Lebanon.

Since spirits haunt houses because they are trapped in the land of the living, the purpose of the game is to get the players to reach a magical place called the Land of the Remembered where they can free their souls by passing through different obstacles and challenges along the way. The unique strategy of the game is based on three reference games: Monopoly, Dungeons and Dragons, and Labyrinth.





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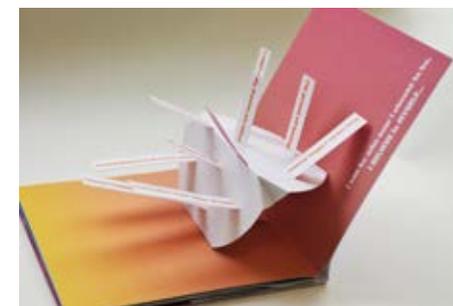
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01 Graphic Design II | Infographic Poster

02 Advanced Typography | Typeface Design Poster

03 Advanced Typography | Typographic Poster

04 Graphic Design III | Package Design

05 Graphic Design III | Popup Book

AYA JOUNI

aya.jouni@gmail.com

As a digital graphic designer, I am mostly interested in web design, application design and interactive games. I am a person who loves adventures and is constantly looking to discover new places in Lebanon and around the world. I am a nature lover. I hate routine. To me, graphic design is where you are given missions to accomplish: you either succeed in doing them or fail.



Senior project BEAMS

After thousands of years of children playing and working primarily outdoors, the last few generations have seen such interaction with nature vanish almost entirely. My main purpose will be to energize, educate and engage children through technology so that they can experience and benefit from interacting with the natural world. This final project is an application for a kids' hiking club in Lebanon. Kids can book their hikes on this application, take pictures, match the pictures with information, record sounds and collect points for rewards. It is an application that will create a community for young nature lovers in Lebanon aged 7-12 years.





01

Design Talks

LAU SCHOOL OF ARCHITECTURE AND DESIGN

UPCOMING EVENTS

Nov 17-18 LECTURE: "AGAINST, BUT IN THE STREAM"

Nov 19-23 Lecture And Workshop: Beirut Through Typographic

PAST EVENTS

LECTURE AND WORKSHOP: "ANAMORPHIC SELF-PORTRAIT"



Oroszcz is a Hungarian painter, printmaker, graphic designer and animated film director & is known for his mathematically inspired works...

Section: Graphic Design- Tags: Illustration, Animation
[READ MORE](#)

GD Exhibition: "IMPRINTS"



The Design Department is hosting "Imprints", the annual graphic design student exhibition.

Section: Graphic Design- Tags: Senior year, Design Exhibition
[READ MORE](#)



TOP NEWS

FRM BOSTON TO BEIRUT

LAU design instructor brings international experience to her classroom. "I heard that there is a momentum at LAU, so I wanted to see if I could be part of it," says Roula Khoury...

Section: Architecture- Tags: Foundation year, Design program
[READ MORE](#)

ARCHITECTURE GRADUATES TO ATTEND HARVARD, COLUMBIA AND UCL

Streets of Shabla: An Artifact of Exile, a project done by our graduate Architect Fady Haddad, won the first prize in the "The Omrania | CSBE Student Award 2014"...

Section: Architecture- Tags: Graduates, Columbia, Masters
[READ MORE](#)

WHY IS LEBANESE DESIGN SO INDISTINCT?

LAU typography instructors Khajag Apelian and Kristyan Sarkis led a discussion about Arabic design. We start by teaching the anatomy of the letterforms and...

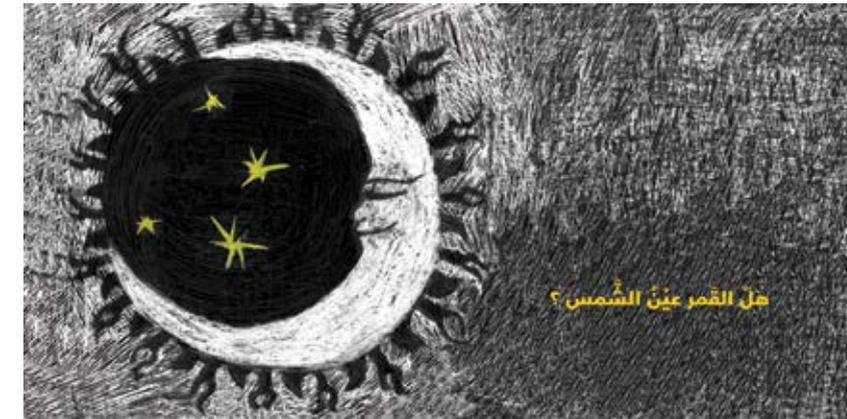
Section: Graphic Design- Tags: Foundation, Arabic Typography
[READ MORE](#)



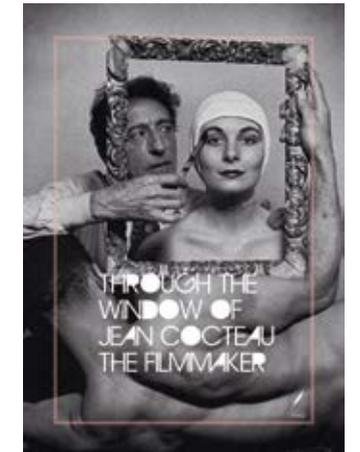
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 Beirut +9619547254

[JOBS](#) | [FEEDBACK](#) | [CONTACT](#)

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01 Advanced Interactive Design | Website Design

02 Web Design | Digital Newsletter

03 Art of Illustration | Book Spread Illustration

04 Graphic Design II | Magazine Design

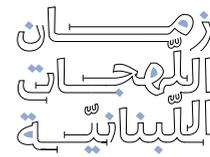
05 Graphic Design II | Book Design

CHERINE KHALIFEH

cherine.khalifeh@gmail.com

At the beginning of the graphic design journey, we were asked: "What is design?" I was not able to answer the question back then, but now, if I were to be asked again, I would say design is life: it is everything that surrounds you and it is everywhere.

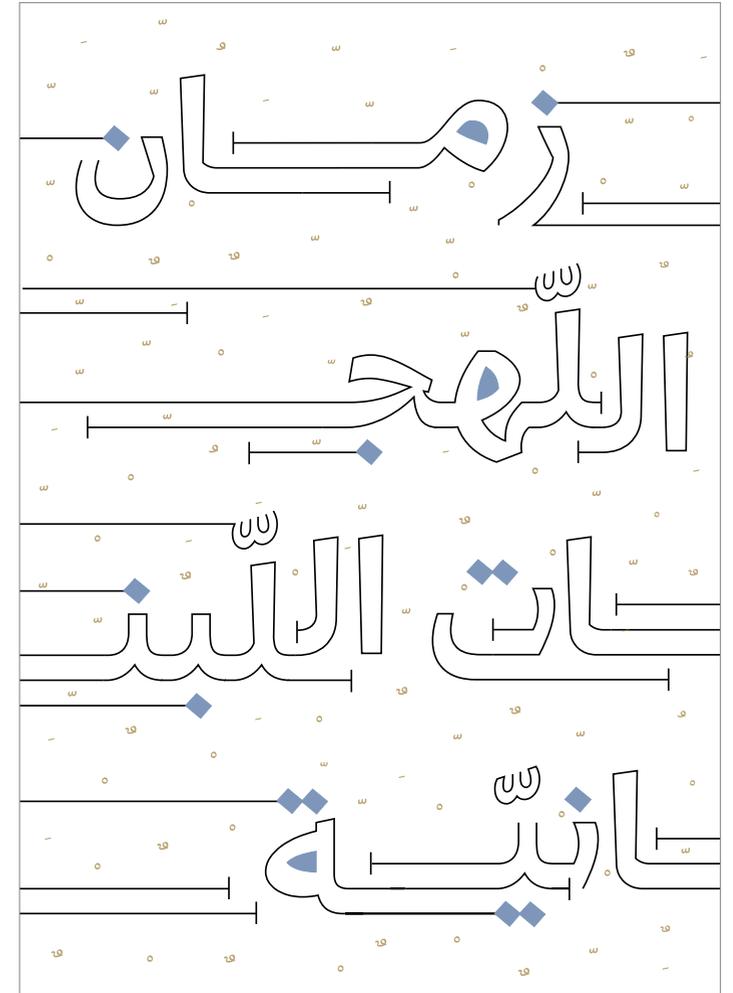
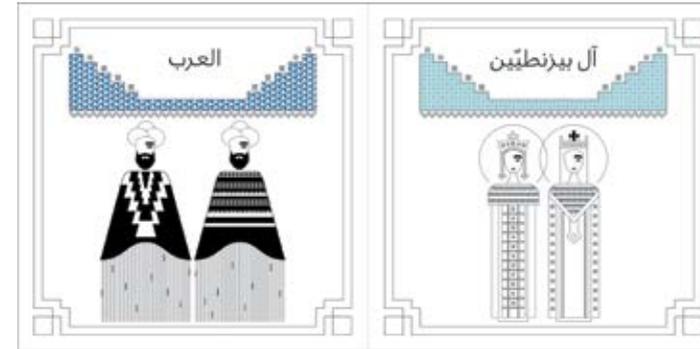
Through this discipline, I evolved as a person as much as a designer. I believe that design is not only aesthetic but functional too. One of my main interests in the field is conceptual design. Hence, my skillset broadened: my expertise is in visual and print design, typographic design, corporate and brand identity design, content creation and print collateral. In the future, I aspire to become more involved in different areas of design.

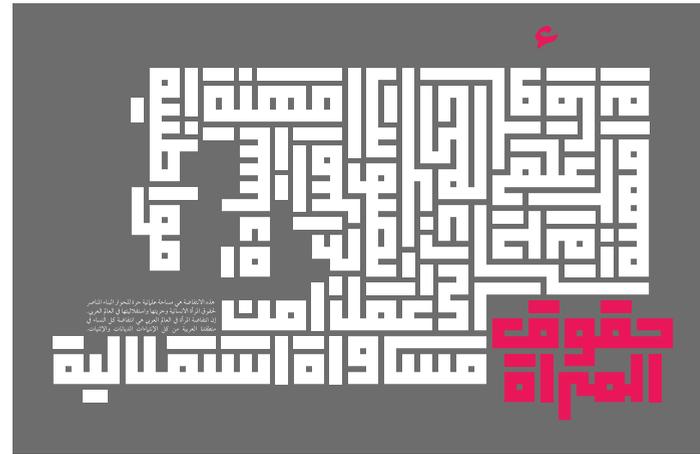
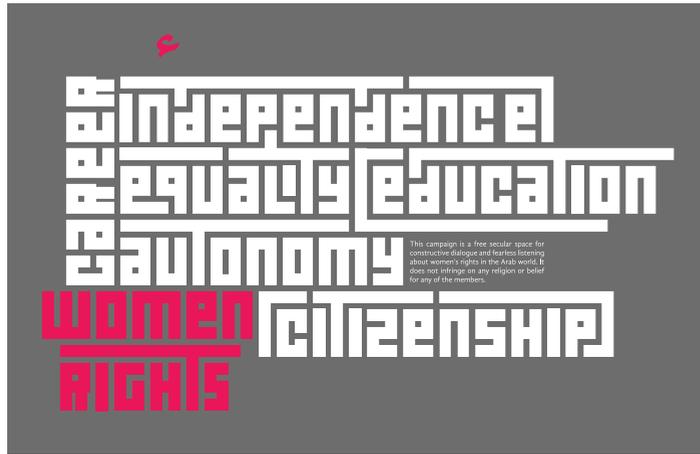


Senior project

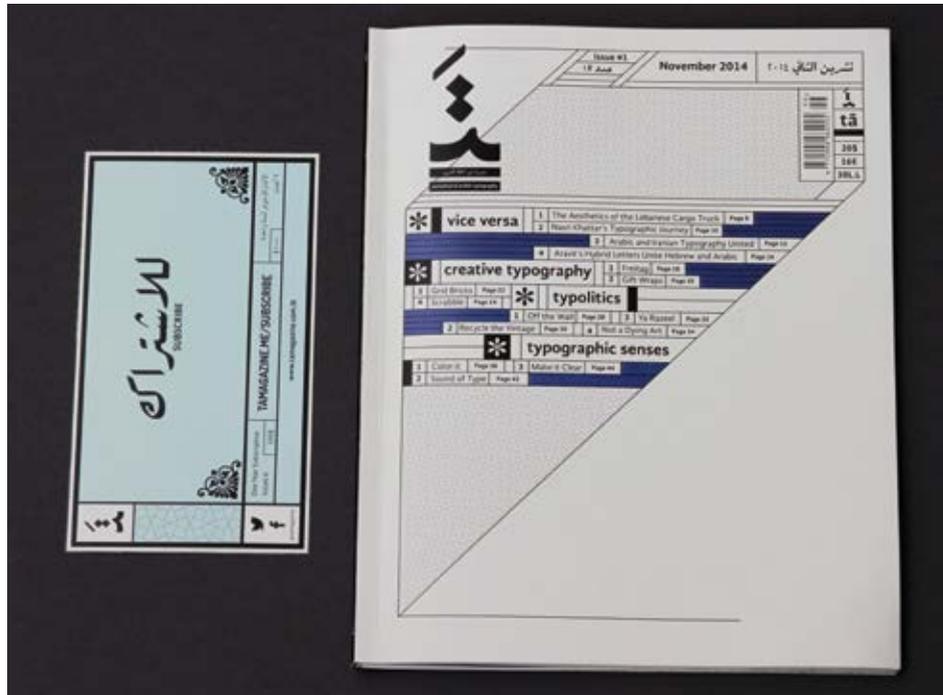
CHRONICLES OF LEBANESE DIALECTS

Chronicles of Lebanese Dialects is an illustrated book, written in Lebanese zajal (an oral strophic poetry declaimed in the colloquial Lebanese Arabic dialect). The book presents a story of a curious young girl, Tanit, who discovers, through the tales of an elderly wise man, the civilizations and the ethnic groups who visited Lebanon throughout history. She then understands their influences on the Lebanese dialects in different regions.

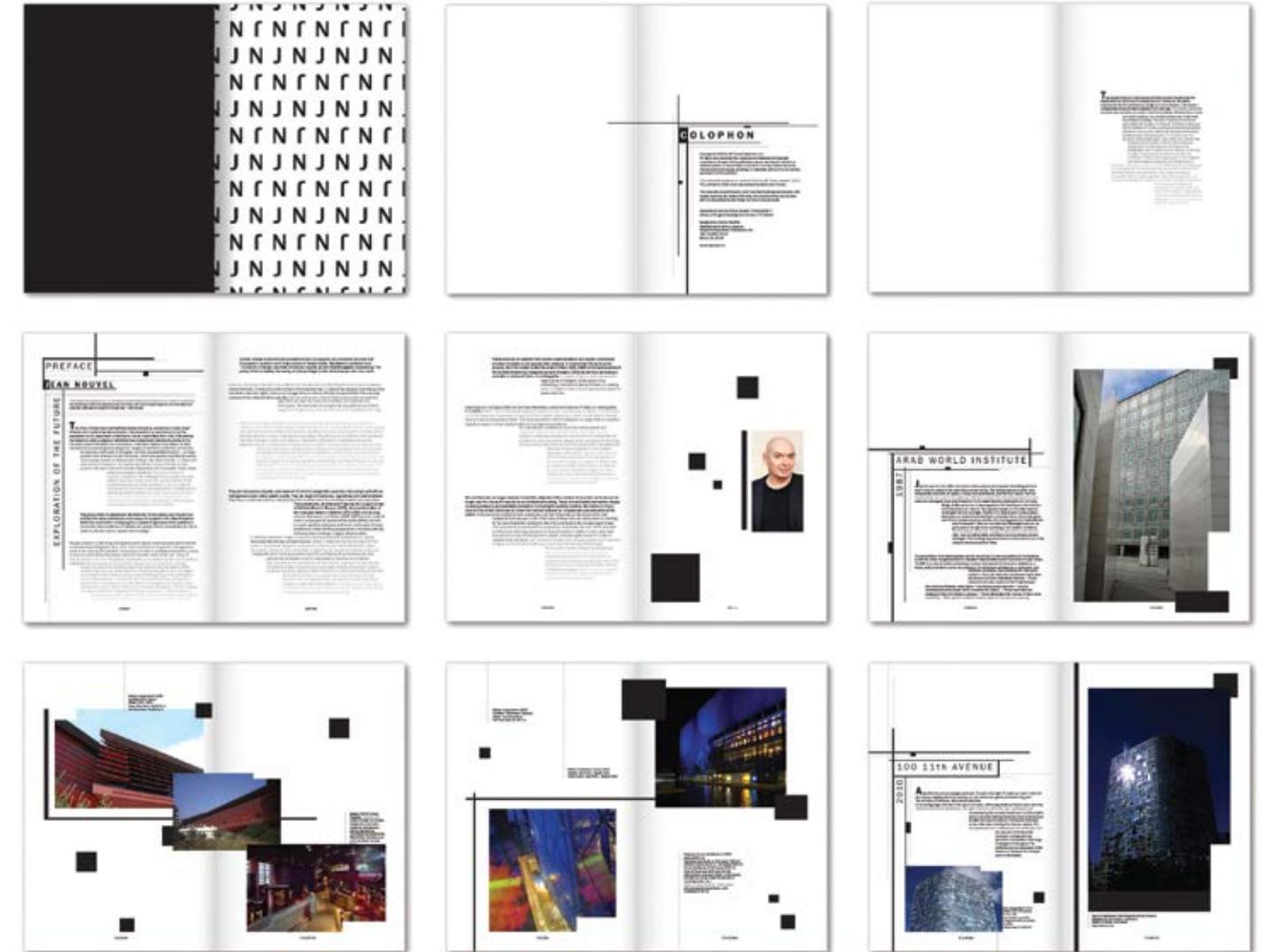
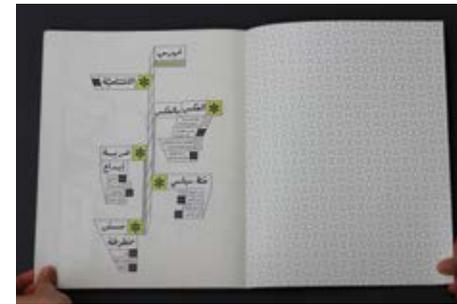




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02



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- 01 Advanced Typography | Poster Design
- 02 Graphic Design II | Editorial Design
- 03 Graphic Design II | Book Design

JAD KHALIFEH

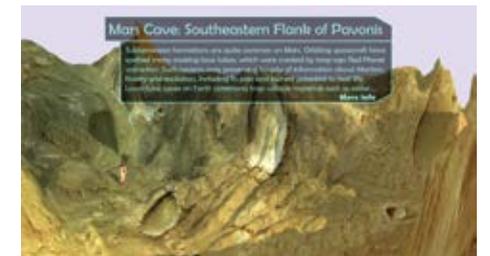
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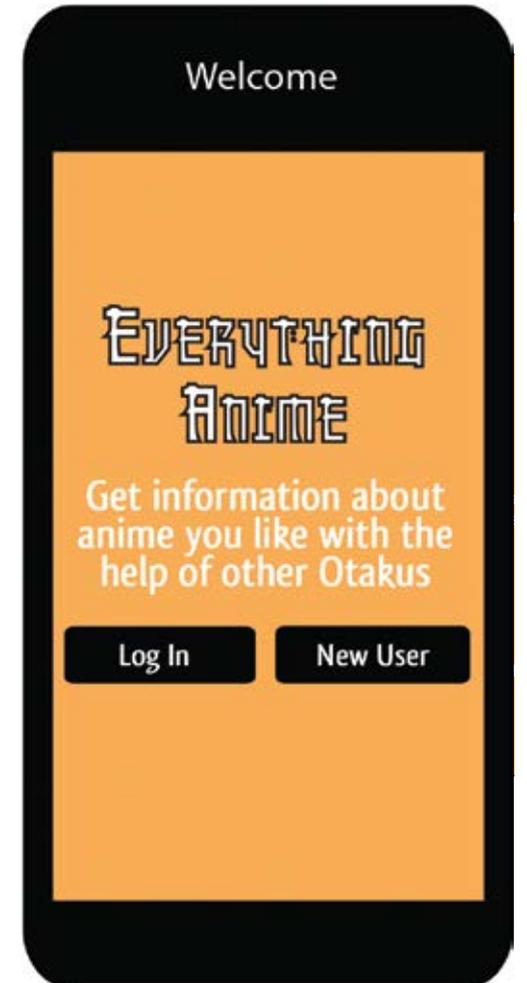
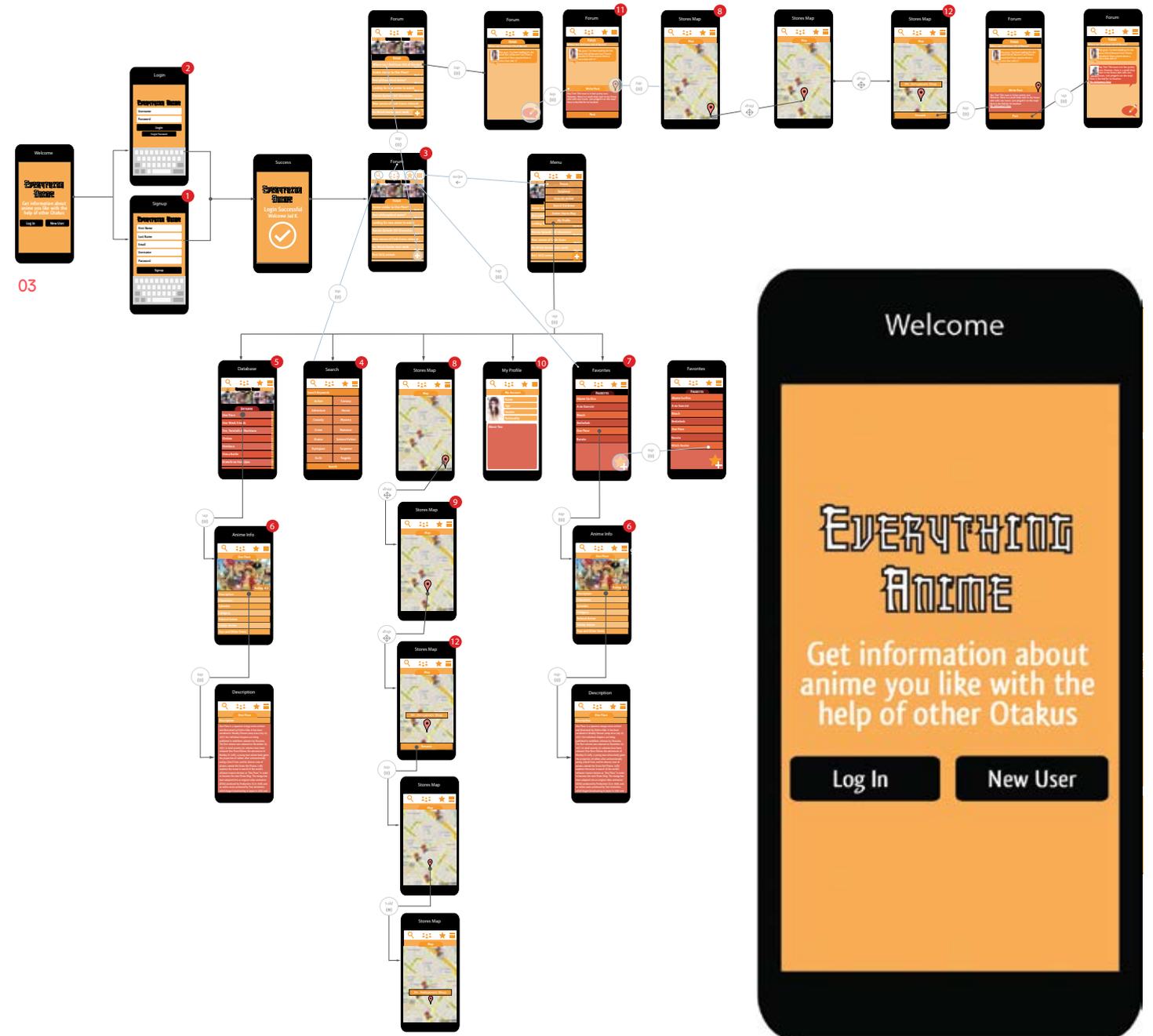
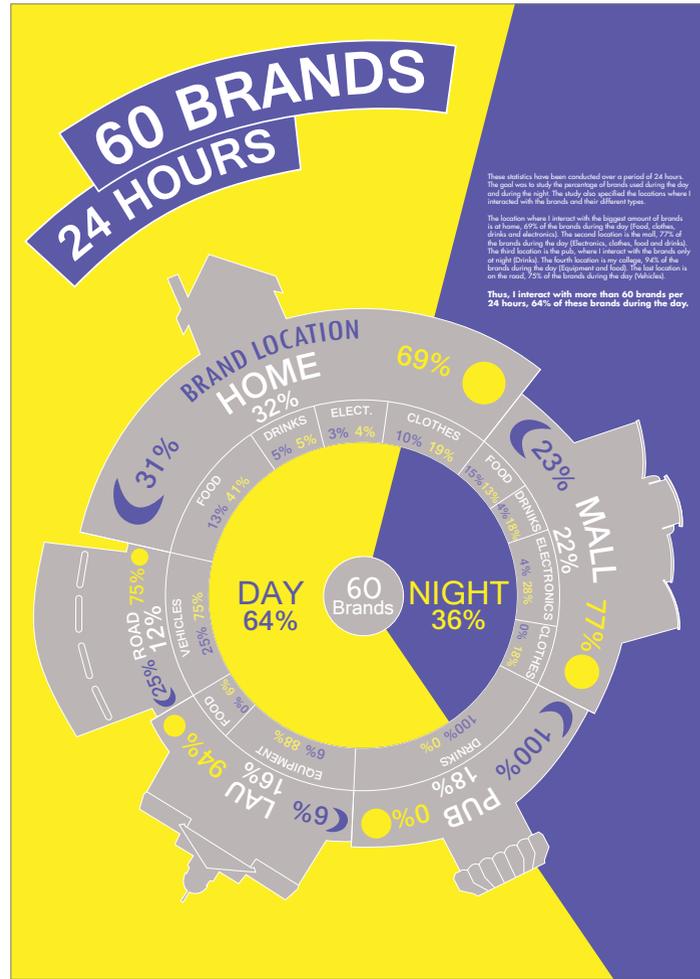
Since childhood, I have shown a keen interest in the world of animation. Cartoons have always piqued my interest, especially the process of creating them. I was later influenced by the gaming industry, where the characters are becoming more and more lifelike. Being able to create a person or object out of a simple geometric shape has always amazed me. So I eventually decided to study animation, in the hope of being able to recreate such cartoons and games. This pushed me to further my studies by taking advanced classes in animation and character modeling.

Senior project

SPACE ANGELS

My project is an educational game involving the different planets in the solar system. It targets teenagers who are interested in space discoveries and it is designed to be used on any gaming platform. The game allows the player to take a virtual trip through space. After choosing a planet, he/she is able to drive around its surface by assuming the role of an astronaut.





01 Graphic Design II | Infographic Poster
 02 Graphic Design I | Corporate Identity Design
 03 Advanced Interactive Design | Phone App Design

WADAD KRONFOL

wadad.kronfol@lau.edu

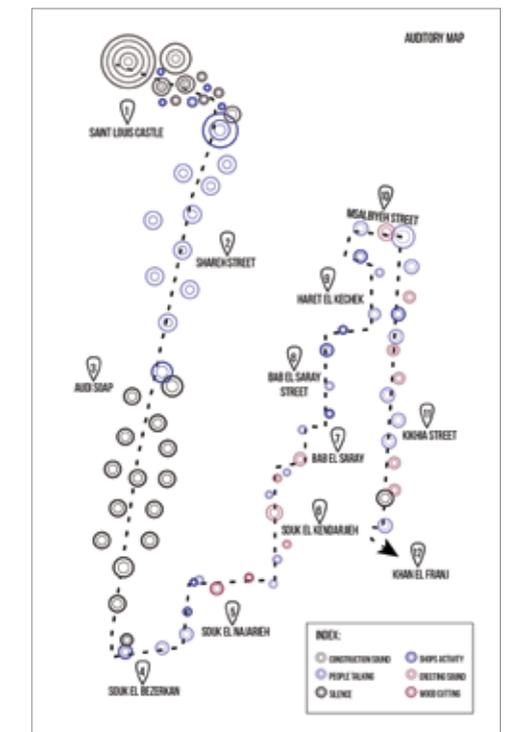
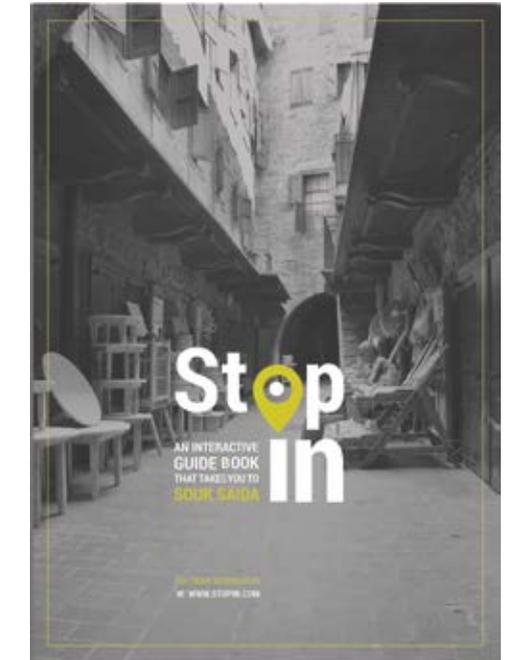
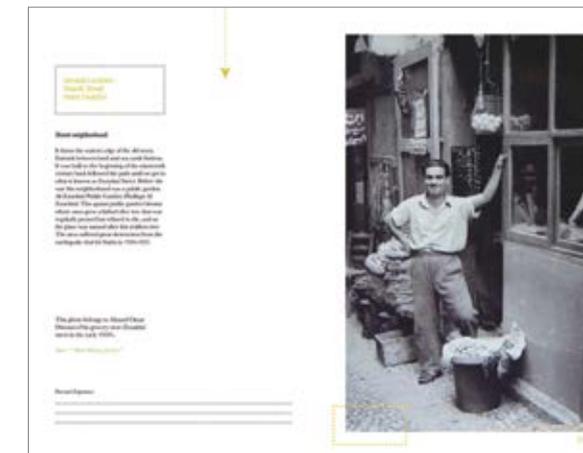
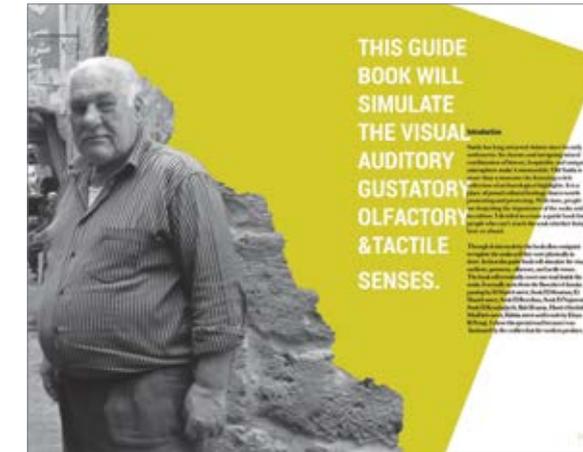
In this field, creativity has no limits. As a visual communicator, I learned that mistakes are what help me learn and challenge myself. Having spent a couple of years in design, I am now mostly interested in designing books, magazines and in creating brand identities. I am constantly looking for inspiration which, I believe, is everywhere around me. I also believe that patience is critical to achieving creativity and progress in design.

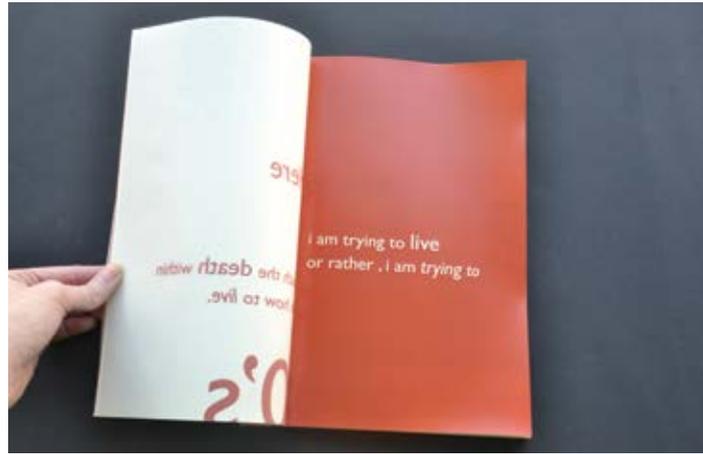


Senior project

STOP IN

Saida has long attracted visitors since its early settlements. Its charms and intriguing combination of history, hospitality and unique atmosphere make it memorable. Old Saida is more than a museum city featuring a rich collection of archaeological highlights. It is a place of proud cultural heritage that is worth promoting and protecting. The souks still retain their original architecture and tiny stall designs. Fascinated by the little things that workers produce, I decided to create an interactive guidebook for Lebanese people locally and abroad who, for whatever reason, cannot reach the souks. Through its interactive feature, the book allows them to explore the souks as if they were physically there. In fact, this guidebook will stimulate the visual, auditory, gustatory, olfactory, and tactile senses. The book is also linked to an application that provides interviews with the workers, old maps of the souks, and personal experiences of inhabitants. Eventually, it will also cover all the souks but due to time restriction, I narrowed down my selection to one long road that runs through them.





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SHANNON KANOUNJI

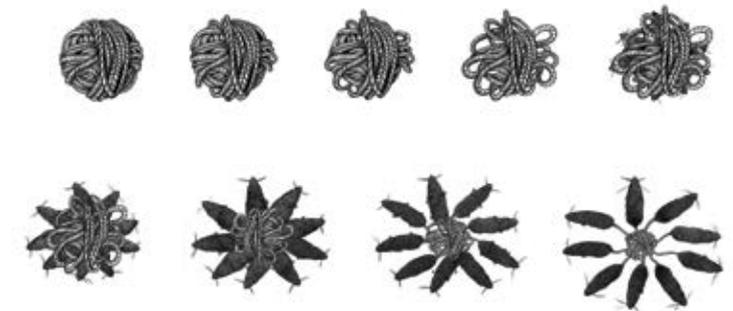
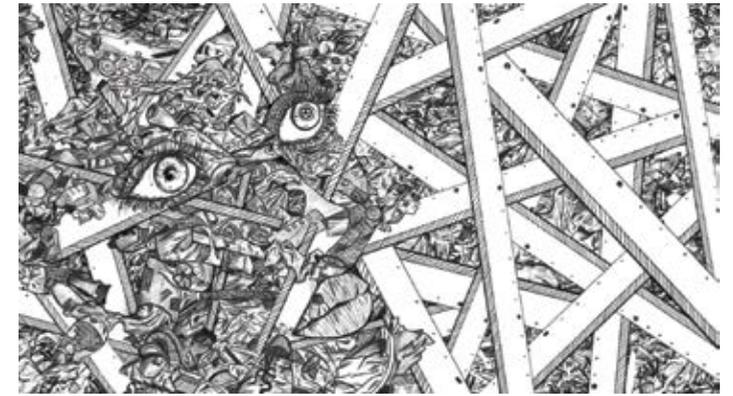
shannon.k93@gmail.com

From the moment I learnt how to hold a pen, I started experimenting with ways of expressing my thoughts. I am a multi-disciplinary person who loves to take risks and withstand challenges in order to obtain the best result possible. I believe I have an artistic side, which is why designing and creativity are what my life is all about. One artist I truly admire is Ohno Satoshi. Interestingly, he is also a multi-disciplinary person who, despite a busy schedule, was able to combine his multi-disciplinary skills and make diverse exhibitions. Satoshi's approach inspires my way of working.

Senior project

TAHT EL MADINA

Taht al Madina is an animated project that deals with an important factor of pollution in Lebanon: the garbage. The story is presented in an abstract way, therefore, the target audience is people interested in artistic animation. It has no specific beginning or end, which allows the viewer to interpret the story in his/ her own way. The purpose of this project is clearly to represent the current Lebanon we are living in.





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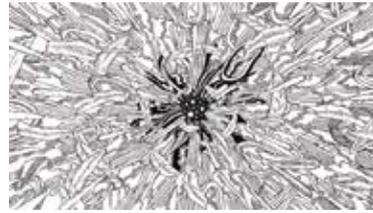
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01 Free Project | Corporate Identity

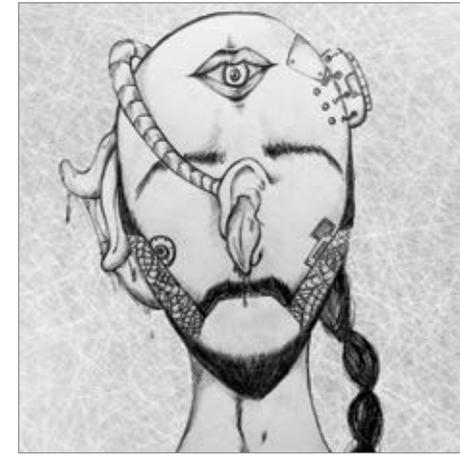
02 Free Project | Illustration

03 Free Project | Animation

04 Free Project | Illustration



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DANA MAHFOUZ

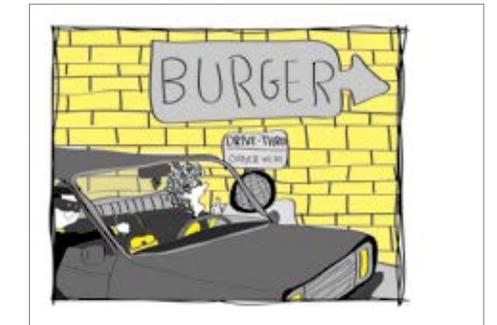
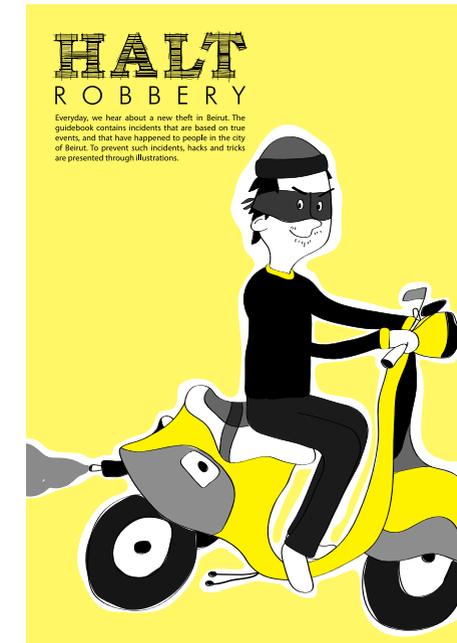
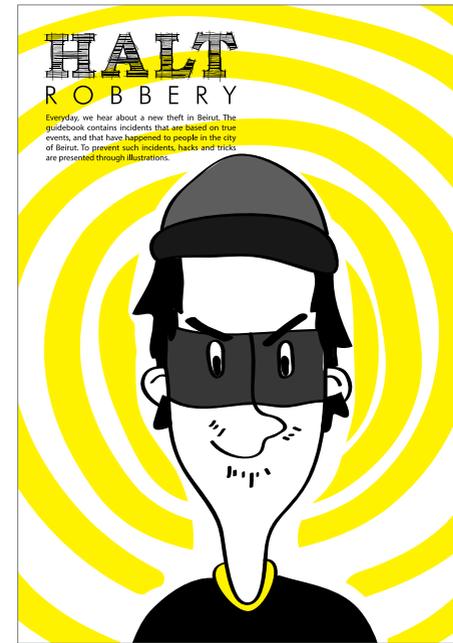
dana.mahfouz01@gmail.com

I knew from the beginning of my journey at LAU that I will be entering a field of design. The major I applied to was interior architecture. I started off with this major just fine, until I had to take a course on the basics of graphic design where I had to use my creativity from the start. I realized then that that was the major I wanted to pursue. I am particularly interested in branding, packaging and illustration. Graphic design is not just design and creativity; it is the pop up of unpredicted ideas, thoughts, and solutions as long as you have a concept.



Senior project HALT

The city of Beirut as a whole has become unsafe. Unfortunately, every day we hear about another theft, crime, or kidnapping in different areas. That is why my final project is a prevention guidebook on hacks and safety tools that could help prevent theft.



a roller chain life

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o h i j k l m n

o o a r s t u

v w x y z



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SARAH ASHLEY MRAD

sarahashley.mrad@gmail.com

As a graphic designer, I am particularly interested in combining photography with graphic design to communicate a message to a specific audience. It is for this reason that I applied myself in this major to further my knowledge and understanding. I am a hardworking and motivated student who is keen to learn more about the field and map a career path that will help me become a professional in visual communication.

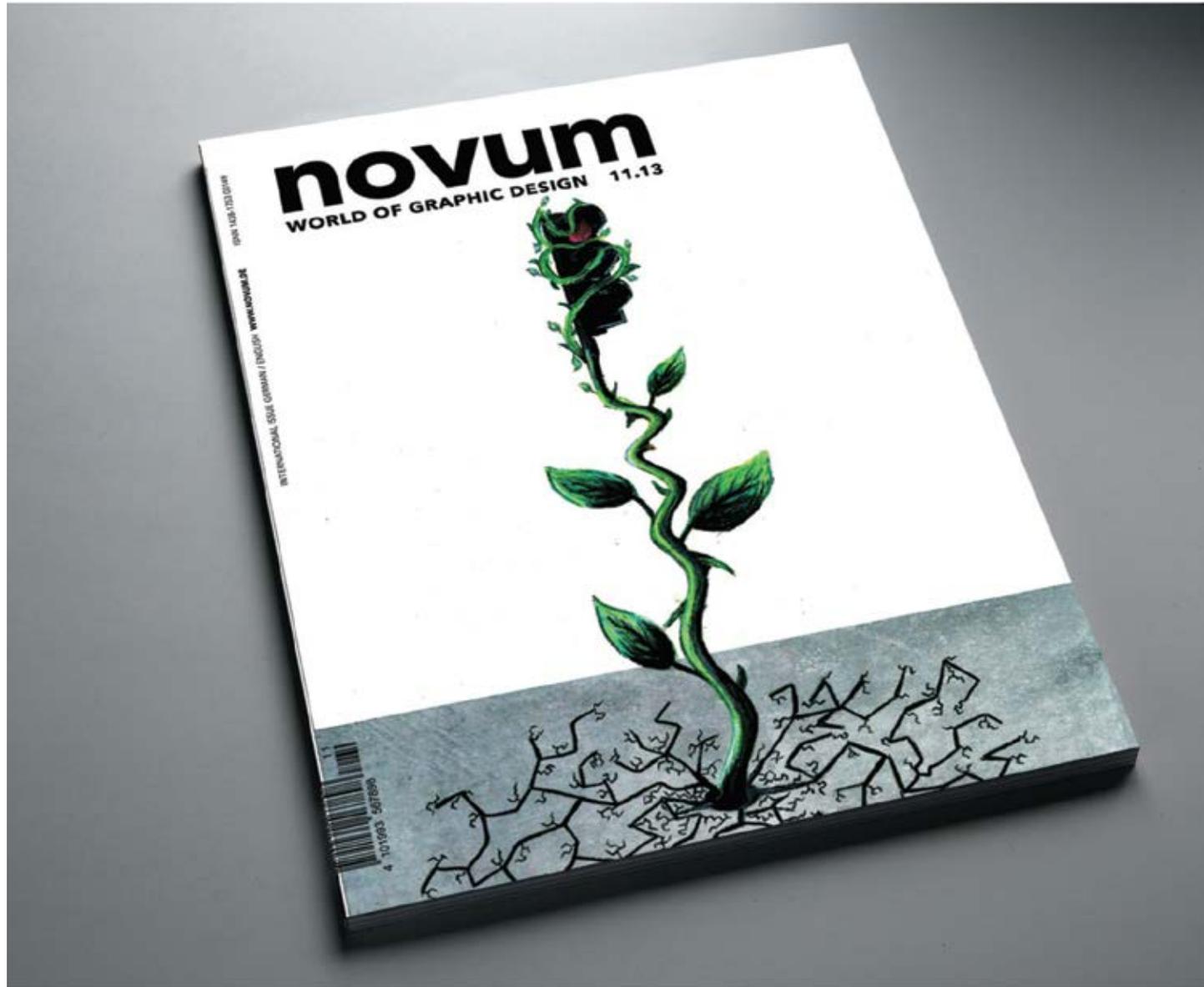


Senior project

MERCHANDISE ME

My project is a digital interactive magazine which will be based on "merchandising" one person every three months; it will feature his/her personal information and input as he/she wants to be seen in society. We are attracted to aesthetics in advertisements every day as companies set a standard of image perfection which makes us want to be perfect images ourselves. Merchandise Me is different from other magazines in that it gives the user the option to be part of the next issue by filling a form with their personal details and eligibility. He/she can choose in what capacity they want to be "merchandised" while I assume the roles of editor and designer.





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01 Art of Illustration | Book Cover Illustration

02 Graphic Design II | Book Design

03 Graphic Design II | Magazine Design



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TATIANA NOUJAIM

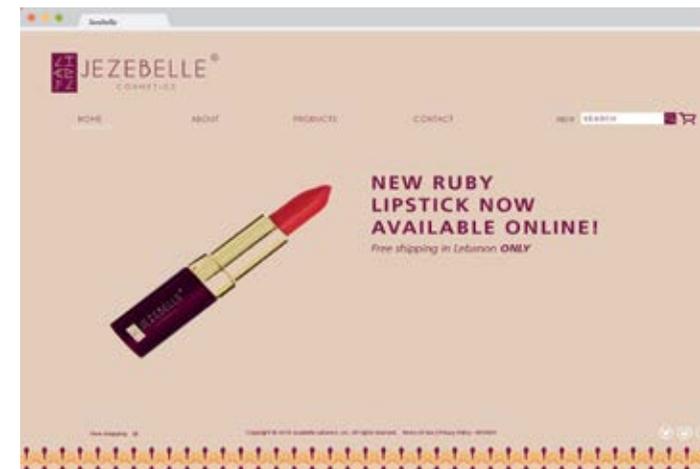
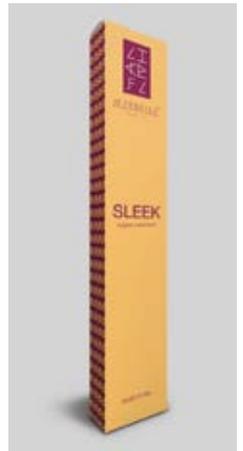
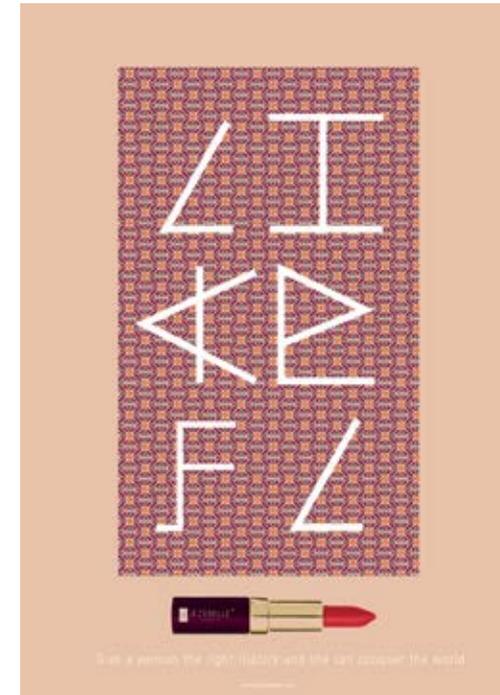
tatiana.noujaim@gmail.com

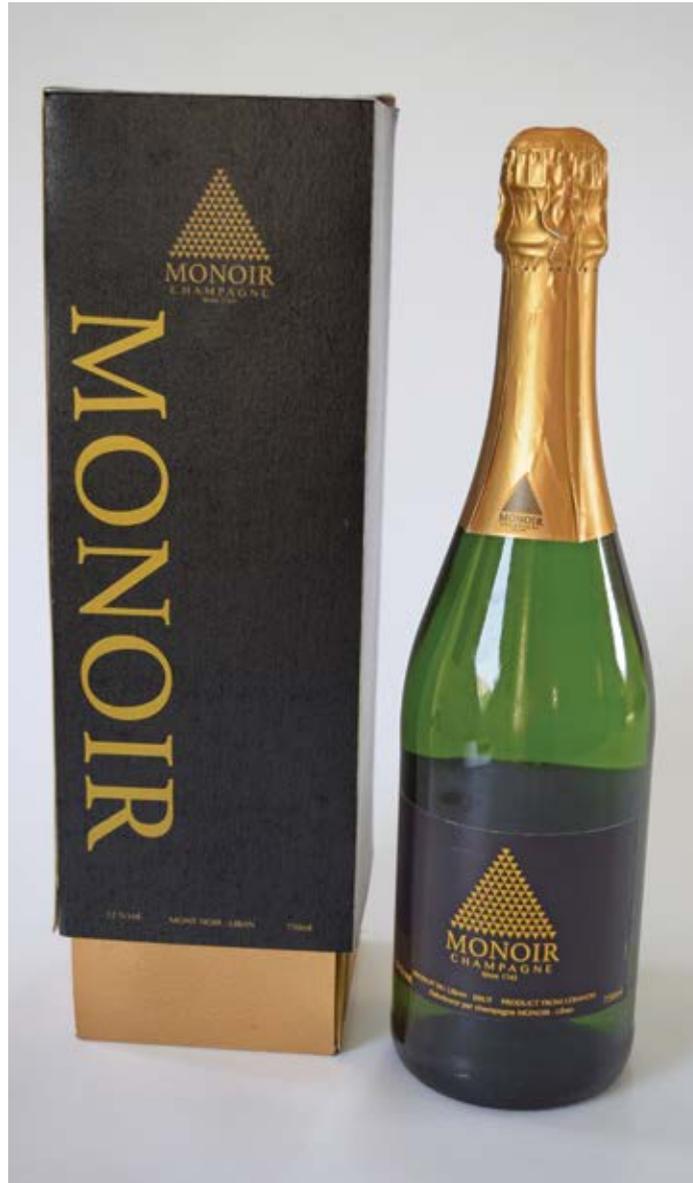
In high school, I was that kid who was not interested in any subject. I had no idea what I was going to do in college. What do I like? What major am I interested in? Until I met someone who inspired me and introduced me to the world of art. I then started thinking about graphic design. I am a print emphasis designer who loves packaging, typography and advertising. I have an interest in fashion as well. I would really love to go to Italy and obtain a master's degree in luxury packaging for fashion brands.



Senior project JEZEBELLE

The aim of this project is to design the identity and packaging for a new makeup brand that is based on Lebanese natural ingredients. The makeup brand will cater for women aged 23 and above looking for a luxurious makeup brand that is elegant and natural. The packaging will be based on a Phoenician style in line with Jezebel, the name of the brand, who was a Phoenician princess in the 9th century. Jezebel, who worshiped the nature god Baal, was known to wear makeup and dress in finery. Like Cleopatra, Jezebel's story is one of intrigue, romance and ultimately a gruesome death.

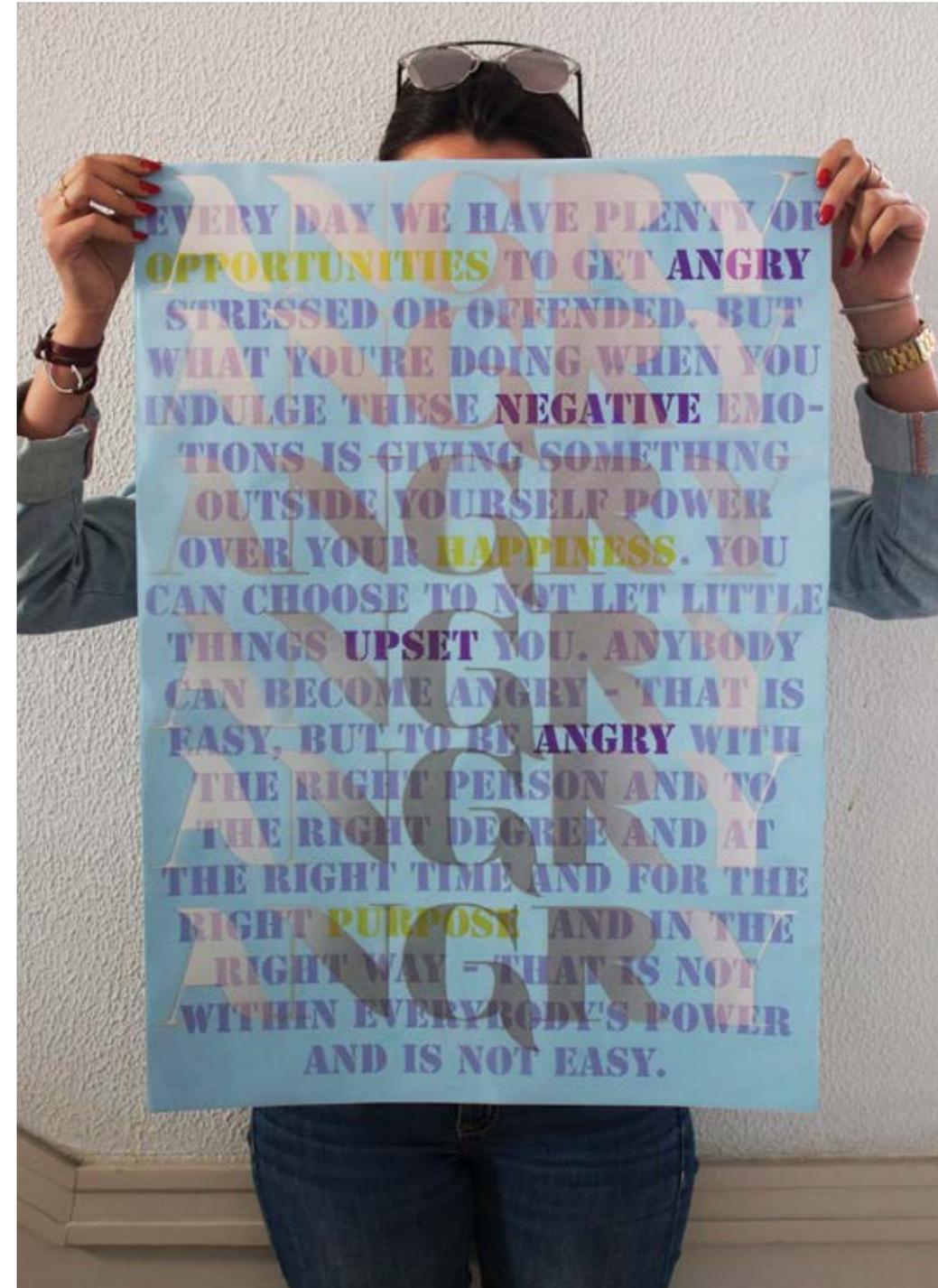




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01 Graphic Design III | Package Design

02 Printing Variables | Poster Design



02

HACHEM RESLAN

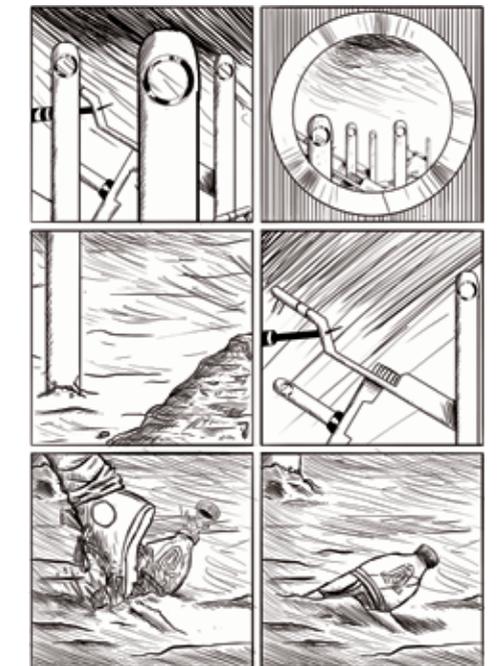
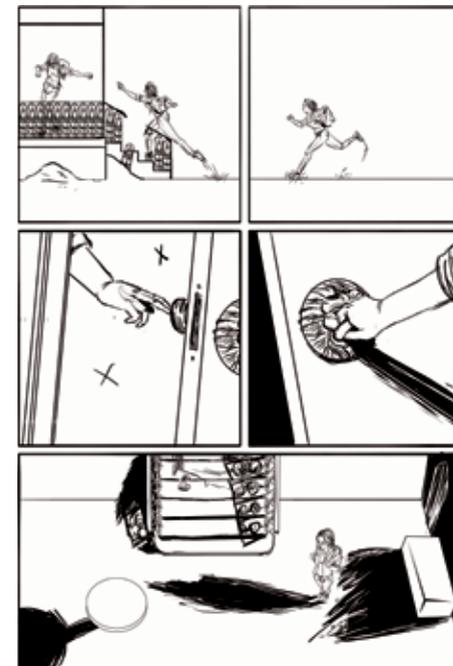
hachem.reslan@gmail.com

Since I was a kid, drawing has been a big part of who I am. I liked drawing from imagination and that's what interests me in illustration. Creating characters and the worlds they live in and having to tell a story about them is a very weird and trippy notion. This is why I'm mostly interested in visual story telling, through animation and illustrated books, and especially comic books. I like the mixture of prose and visuals, and the challenge of having them flow together. Also, comic books deal with time visually because one has to tell a story through still images, which tends to result in interesting outcomes. Clearly, my future goal is to work in comics.



Senior project BAIDAT KAHRABA

My project involves creating a science fiction story about Lebanon, something that is generally rare in the region. Although it is partly a social commentary, it is also about having fun with Lebanese tropes in a future world. From a technical standpoint, I am working on developing a good navigation system that moves through the panels of the comic without interfering with the story or breaking the flow for the reader. Because in a printed comic the biggest challenge is presenting each panel in such a way that it draws the reader's eye to the next one while, at the same time, fitting in the rest of the book, this comic must be structured to work just as well on a screen.





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01 Graphic Design II | Book Design

02 Illustration Workshop | Illustration

03 Graphic Design II | Infographic Poster



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KAREEM RIFAI

Kareem.Rifai@gmail.com

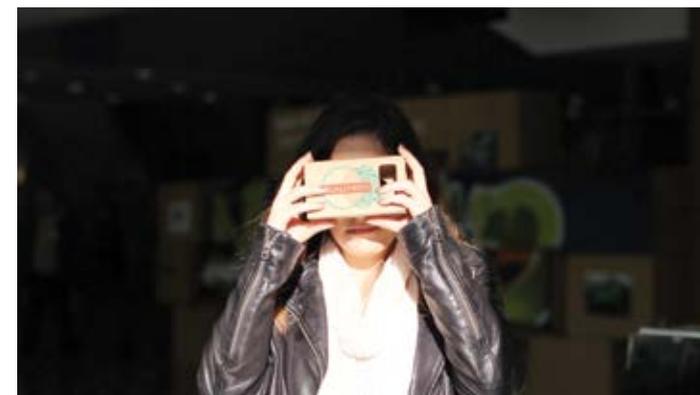
I am a socially conscious designer with an interest in developing humanitarian projects. I believe that design can influence our community and surroundings. My love for visual communication dates back to my school years where I taught myself the use of graphic programs like Photoshop and Firework. When I am not volunteering or pushing pixels, you will find me deejaying or camping with my friends...



Senior project

THE VISUAL EMPATH PROJECT

There is a stigma and a sense of shame associated with mental illness in the Lebanese society which creates a gap between those suffering from the illness and their environment. The Visual Empath Project explores a new design-related technology, virtual reality, as a tool of communication simulating the five senses. A head-mounted VR (Virtual Reality) device called Google Cardboard recreates the distorted sights and sounds – in other words the symptoms experienced by patients – within a virtual realm. For the campaign video, a person dealing with anxiety will be asked to invite a relative or a friend to experience The Visual Empathy Project and undergo the symptoms triggered by that illness in a public setup by using Google Cardboard. A video documenting the experience is then used as an online campaign inviting people to reach out to each other. A website for the campaign will host the videos and a custom Google Cardboard cutout, amongst other links, which can be downloaded and made at home, inviting suggestions on how to encourage people to take action.





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01 Art of Illustration | Book Cover Illustration
 02 Graphic Design II | Magazine Design



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ZEINA SAADA

saadezeina@hotmail.com

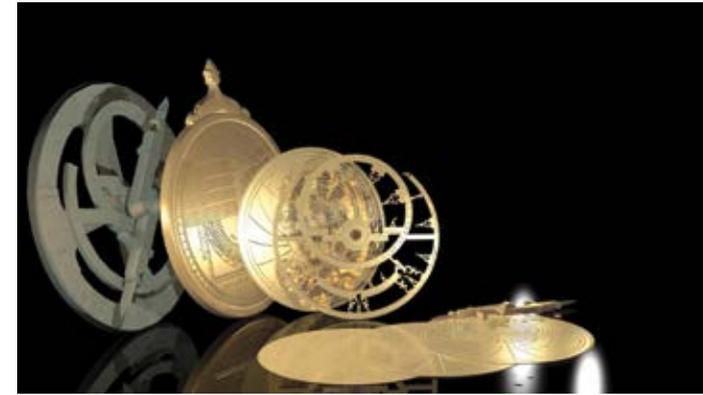
Because I have always been fascinated by the technologies used to enhance the design experience, I prefer to work with 3D, the area where I believe technology is currently excelling. I try to be up to date with recent 3D inventions, and I aspire to work in innovative experimental design. Another part of design that I enjoy is research, for as Da Vinci said, "Learning never exhausts the mind", and having solid general knowledge in all disciplines makes us better at whatever we do. I believe that research can make me a better designer, a better thinker, as inspiration can come from the most unexpected of sources. My strength lies in the use of software, for which I have great patience. I can spend hours trying to master whatever software catches my attention, but more often than not I learn it quickly.

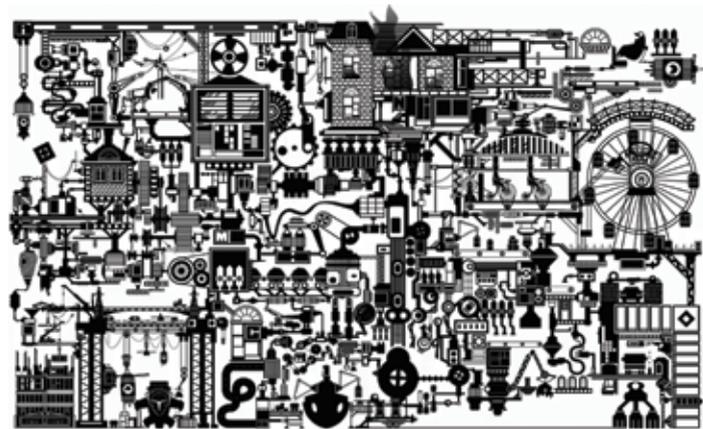


Senior project

THE GOLDEN DYNASTY

Due to its current state and the massive media coverage, the Arab region is perceived by most as nothing but a war zone, a place where modernity goes to die, neglecting that fact that it was once the intellectual hub of the world, the destination of every scholar. Therefore, I decided to design an informative installation that aims to revive the Golden Age. Stretching from mid-8th until mid-13th century, the Abbasid Khalifa was one of the strongest empires of history: a significant and influential era of remarkable intellectual and cultural achievements; an age of prosperity, advancement and unrivalled intellect, flourishing in all disciplines, and acting as a portal that paved the way for the European Renaissance. The objective is not to achieve a major change. I simply want those who come across the installation to associate the word "Arab" with intellectualism and inspiration. As I target audience with no particular interest in history, the integration of modern technology that is inherently non-passive is essential. This is achieved through the use of media that can be actively engaged in, commented on, or shared with others in a bid to attract, entertain, captivate, and ultimately 'stick' with the audience.





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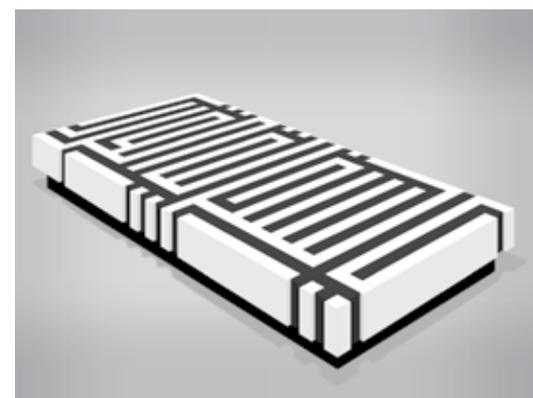
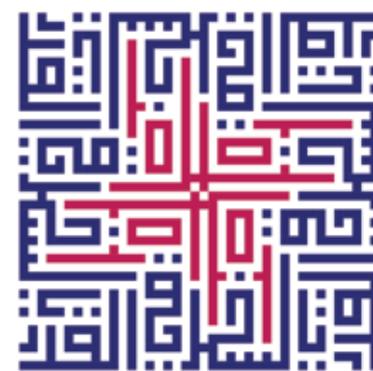
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08



- 01 Motion Design | Animation Frame
- 02 Art of Illustration | Sequential Illustration
- 03 Art of Illustration | Illustration
- 04 Motion Graphics | Animation
- 05 Intermediate Computer Graphics | Digital Illustration
- 06 Workshop project | Typographic Reflections
- 07 Introduction to Typography | Kufi Font Design
- 08 Workshop project | Claymation

DANIELLA SARKIS

daniellap.sarkis@gmail.com

Daniella Sarkis is a loud, opinionated, and edgy print-emphasis graphic designer for whom the world is not big enough. She is passionate and almost always excited about every project she takes on. Her distinctive style in design invariably includes her love for Beirut and pop art. She manages to mix the vintage feel with colorful modernity perfectly – two extremes yet a design-form of Daniella's character and personality, evident in most of her projects. Daniella has been restless every summer since her second year at LAU. She has interned at two top-notch advertising agencies: TBWA\RAAD and Leo Burnett, as well as one of the best luxury fashion retailers in the MENA region, Chalhoub Group. As much as she loves the world of design, Daniella considers herself more of an art director than a graphic designer. In the next couple of years, she hopes to pursue a master's program in fashion marketing and communication then head to New York for her lifetime dream career at Vogue.



Senior project

WTF IS SHE WEARING?

Questions like "Does this make me look slutty?" vs. "Does this make me look like a nun?" constitute the fine line between what is sexy and what is slutty, what goes with what, and how much is too much to be considered a "fashion statement." This bilingual and sarcastic guidebook targets Lebanese women between the ages of 17 and 28. It aims to help Lebanese women shop smart and transform the way they dress. The language is funny and cynical, and includes commonly used Lebanese phrases and quotes. Alongside this book, a designed mobile application serves as an outfit generator. The application and book help make Lebanese women's lives easier, fashionable, and crime-free!

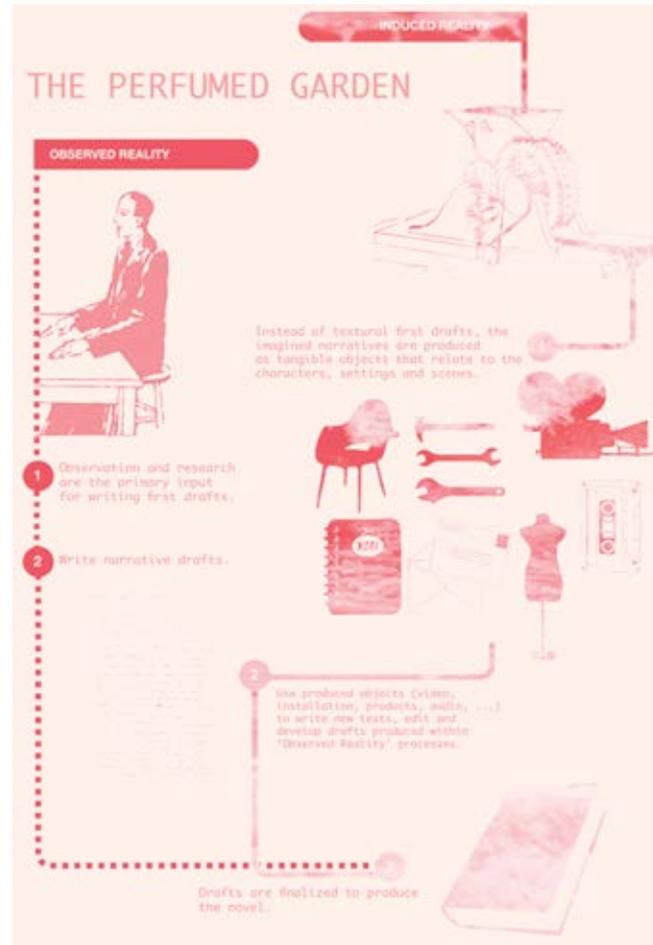
TABLE OF CONTENTS

INTRODUCTION	04	
	06	DUSK TILL DAWN
	08	CRIME ONE
	10	CRIME TWO
DESIGNER GENOCIDE	12	
14		CRIME THREE
16		CRIME FOUR
	22	FASHION VICTIME
	24	CRIME FIVE
	26	CRIME SIX
	28	CRIME SEVEN
	30	CRIME EIGHT
FASHION: A MANIFESTO	32	
34		CRIME NINE
36		CRIME TEN
	40	MY BEIRUT NIGHTMARE
		<i>A section contributed by Lary Bou Safi</i>





01



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03

- 01 Advanced Typography | Poster Design
- 02 Graphic Design II | Infographic Poster
- 03 Graphic Design II | Book Design

JAD SAWAYA

jadsawaya@me.com

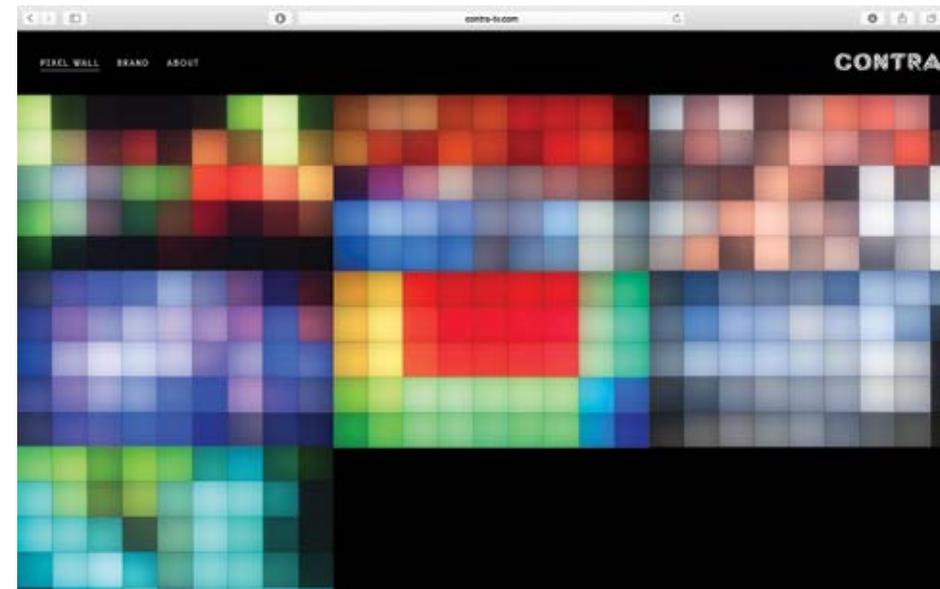
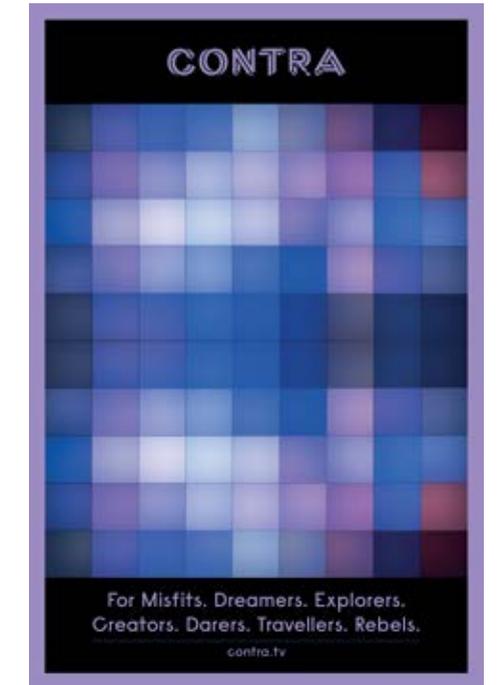
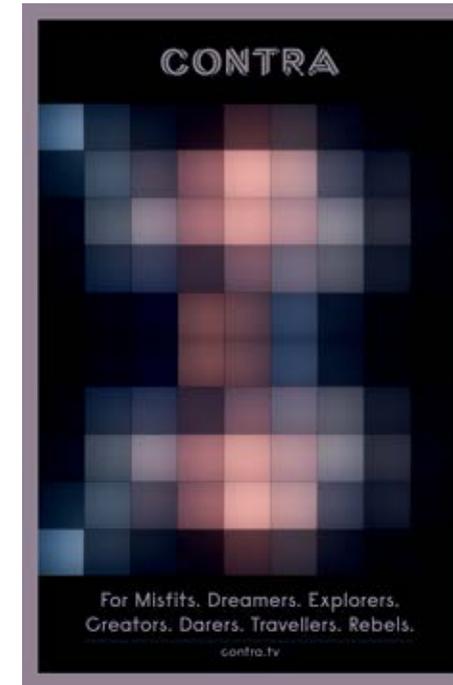
Born in Beirut, I always showed an interest in media and pop culture. After studying architecture for two years, I realized that graphic design was my true passion. During my studies, I was interested in having a DIY part in my projects such as glitch art, sprayed magazine covers or even a pixel maker for my senior project. I combine my love for analogue and 1990s culture with motion and branding design to create unconventional identities. In the future, I would like to continue experimenting with motion design projects that rely mostly on real constructible elements.

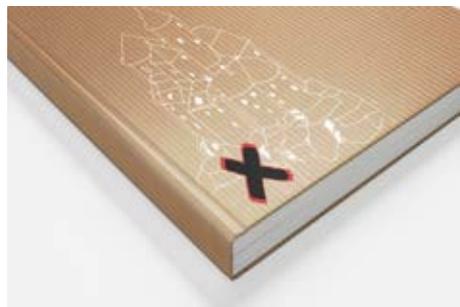


Senior project

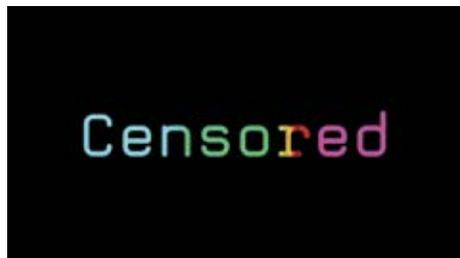
CONTRA

The aim of this project is to design a brand identity and broadcast graphics for an alternative TV station in Lebanon. The channel promotes curiosity and culture in a visually appealing way while showing an interest in pop culture and current events. The media targets Lebanese young adults looking for an alternative culture and who identify with the main rationale behind the project. The branding and on-air graphics are a direct critique of the local TV scene. Going back to the nuclear form of any broadcast, the pixel, Contra's identity and ideas are more than visuals, they are a statement.

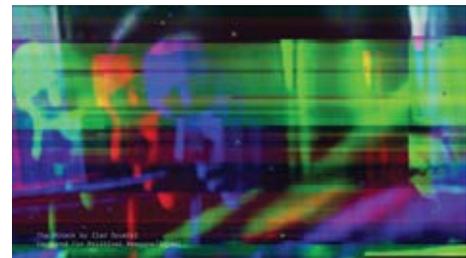
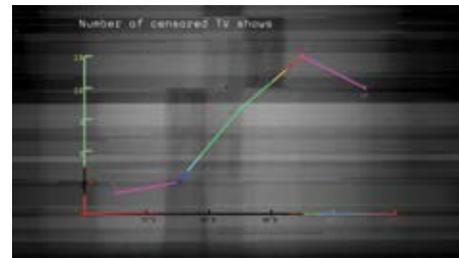




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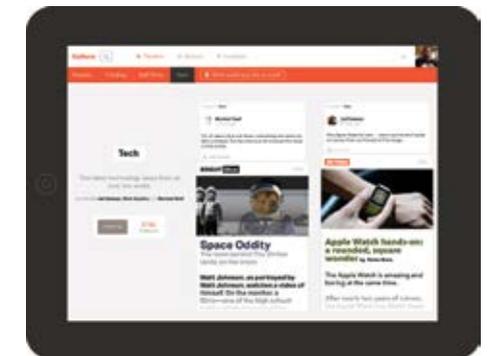
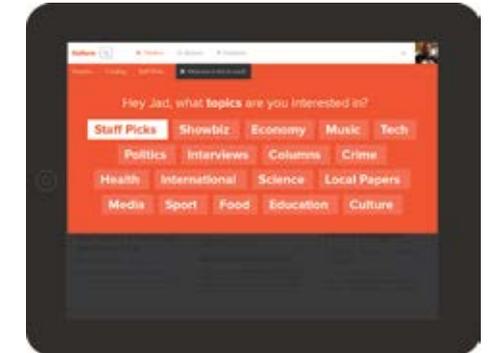
02



- 01 Art of Illustration | Book Cover Design
- 02 Motion Graphics | Infographic Animation
- 03 Graphic Design II | Magazine Design
- 04 Advanced Interactive Design | App Design



03



04

MARC SAWAYA

marcsawaya124@gmail.com

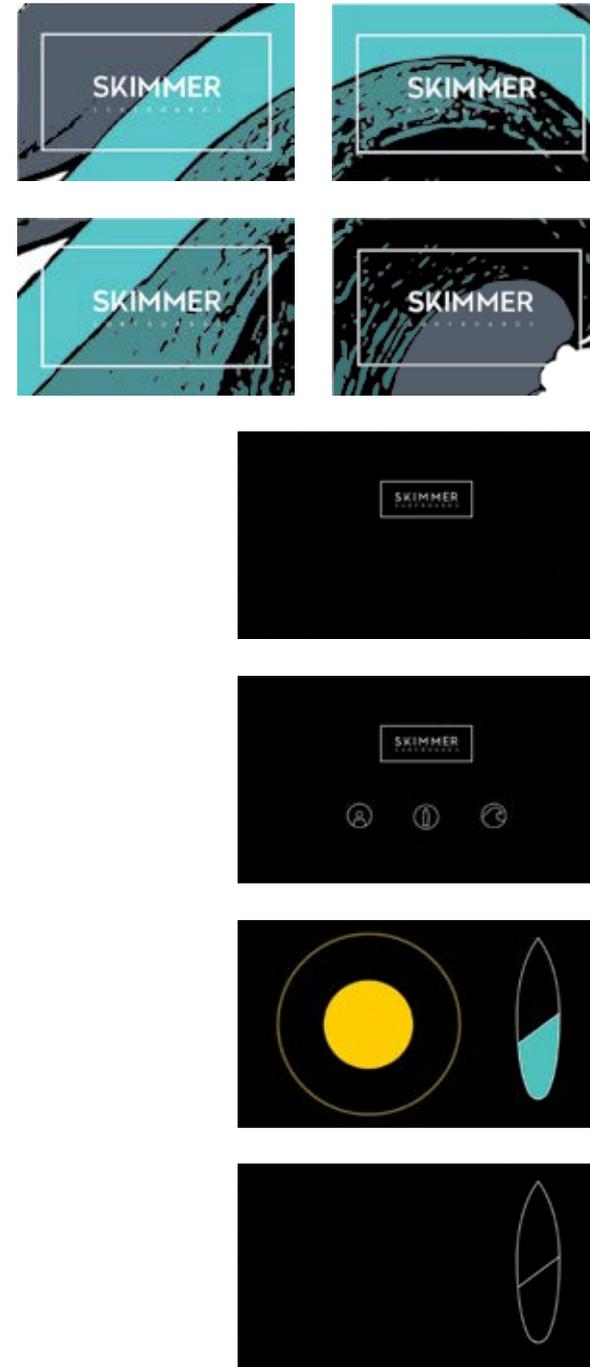
I am graphic designer with a digital emphasis. As a child, my interests centered on the arts, including painting, drawing, and music. Deciding on a major through my freshman year in college was difficult, but graphic design fit my personality perfectly. My main interests in this field are corporate branding, typography, UI/UX design and motion graphics. As for future aspirations, exploring multiple branches in design would be great for getting experience and tapping my talents, before pursuing a master's degree. When I am not reading books or pushing pixels, you will find me skating or playing music with my friends.

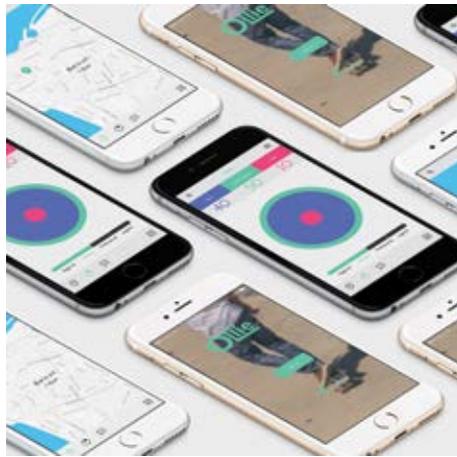
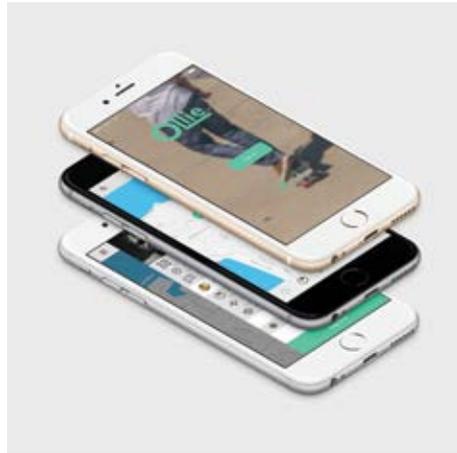
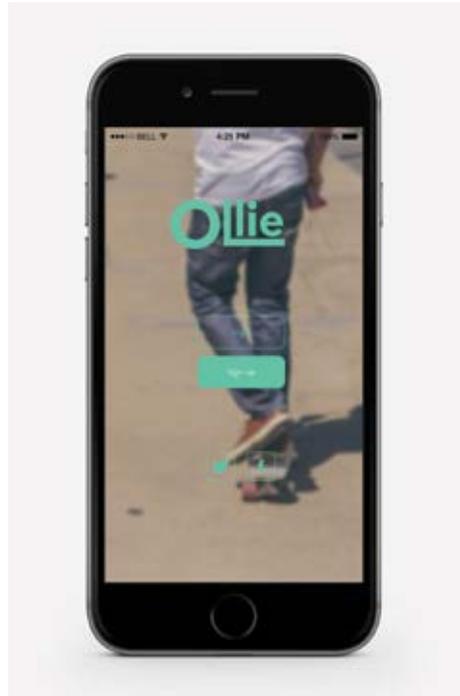


Senior project

SKIMMER SURFBOARDS

Skimmer Surfboards is a surf shop that believes in the triad connection between surfer, surfboard and the ocean. That is why we create surfboards which physically interact with their surroundings. The brand targets surfers who have an appreciation for hand-shaped surfboards with an emphasis on design and art. The project includes the brand identity, a short motion graphic explainer video, website landing page, and three surfboard designs.





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ALAIN SEMAAN

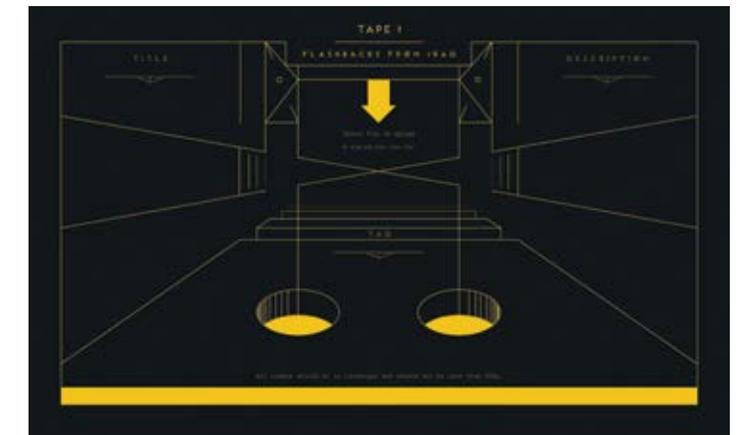
alainsem87@gmail.com

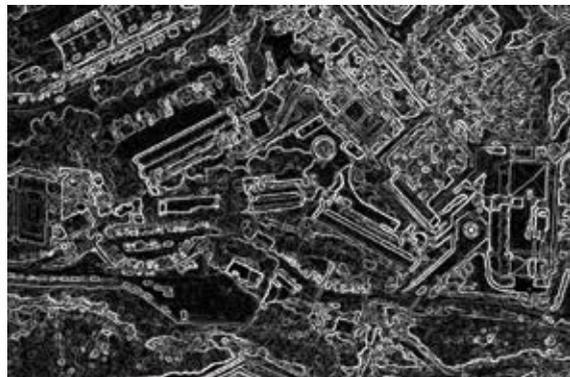
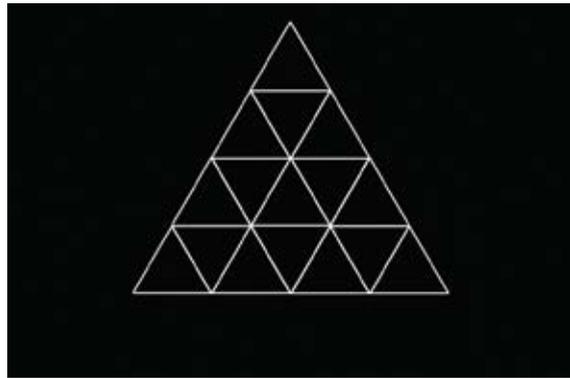
Alain Semaan is a senior year graphic design student at LAU, with an emphasis in digital design. He is skilled in various design fields from illustration and conceptual art to 2D/3D animation, as well as 3D modeling. Alain aims to get into the gaming world, having a great passion for the artistic challenges in the gaming industry and its wide array of opportunities.



Senior project 92 TAPES

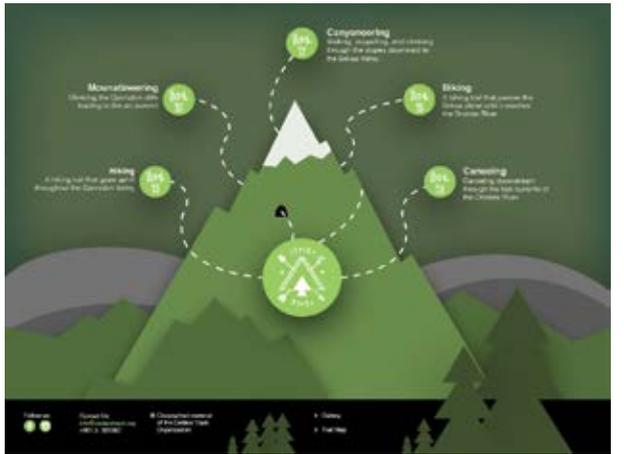
Information in our digital age is getting more chaotic, which makes people question its validity. 92 Tapes is an online interactive platform that explores the validity of digital information by allowing its users to reconstruct their own version of the truth. The contributions of the users are recorded and archived in a database which allows visitors of the website to access different versions of each tape.





01

01 Advanced Computer Graphics | Animation
02 Web Design | Website



02

PATIL TOKATLIAN

patil.tokatlian@gmail.com

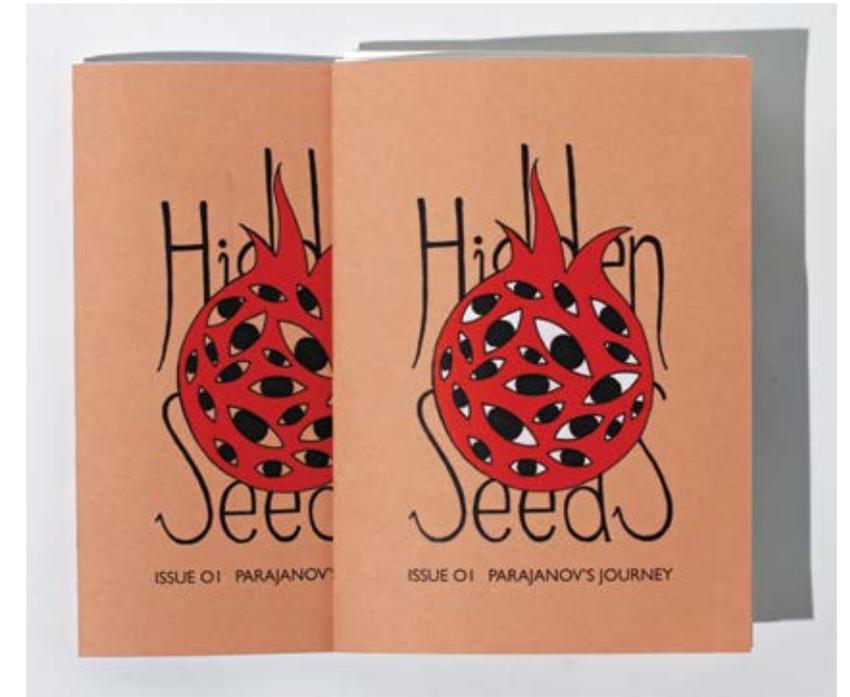
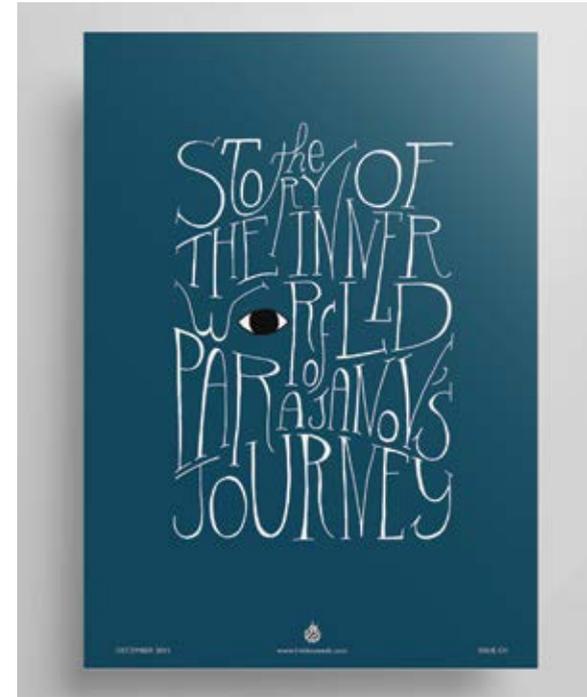
Growing up in an artistic family helped me choose graphic design. I am a print student with various interests such as illustration, pattern and textile design, typography, advertising design and packaging. My main focus is illustration, where I can create artworks using my imagination to the full. The good thing about illustrations is that they can be applied on anything from book covers, to packages and textiles. I also enjoy and prefer drawing by hand first, and leave a personal touch, then use the computer to finalize my work. My future goal is to collaborate with original illustrators and surface textile designers in order to enhance my creativity.

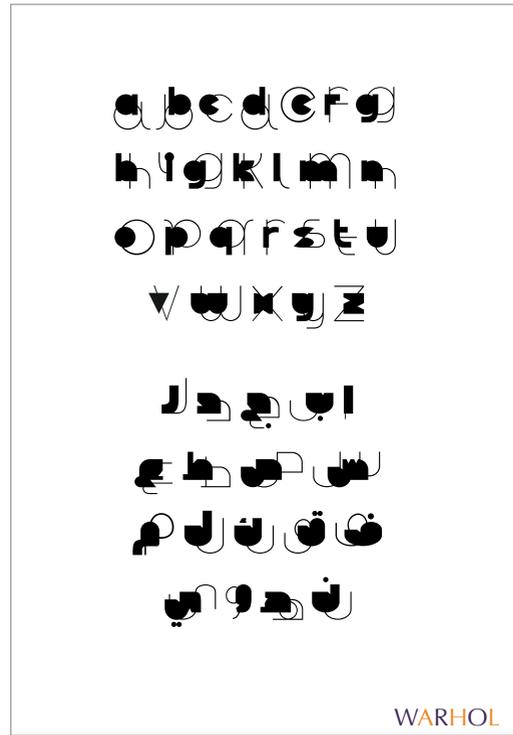


Senior project HIDDEN SEEDS

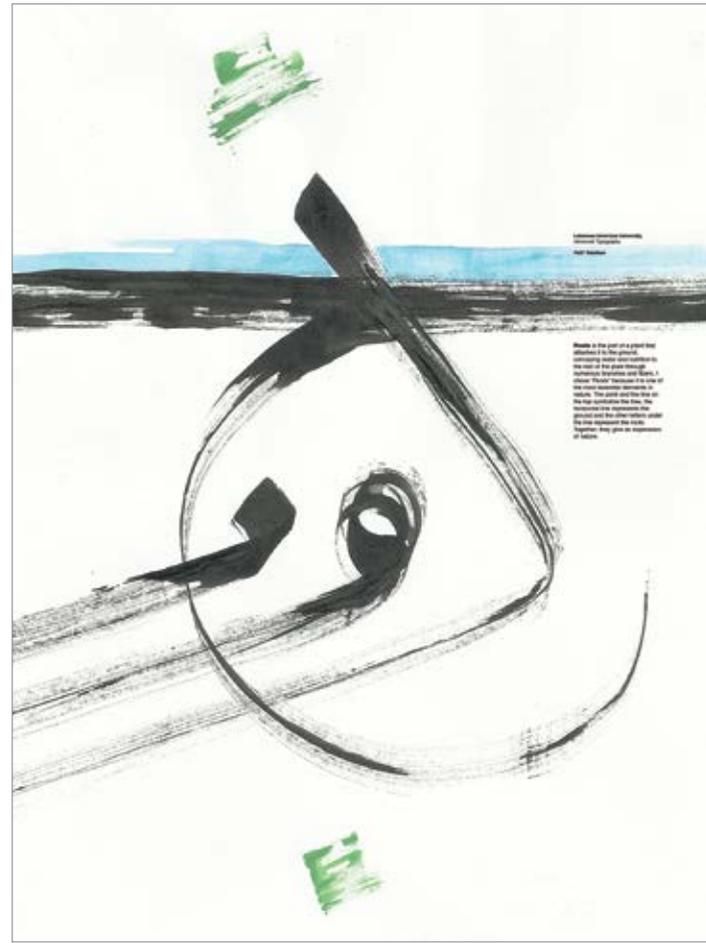
“The Color of Pomegranates” directed by Sergei Parajanov is based on the life of the 18th-century Armenian poet and musician Sayat-Nova through Parajanov’s imagination. The movie is infused with allegories. It is rich with meaning and aesthetics, and represented as a tableau vivant.

Hidden Seeds is a quarterly artist’s book. Every three months, a different artist creates a book, based on his/her visual interpretation of the movie. Hidden Seeds would be a collection of different point of views. The first issue presents my visual interpretation and analysis of the movie – namely the story of the director’s inner world and key moments in his personal life – through Sayat-Nova. It consists of my perception of the director’s journey.





01



02



03



04

- 01 Advanced Typography | Typeface Design
- 02 Advanced Typography | Poster Design
- 03 Graphic Design II | Book Design
- 04 Art of Illustration | Book Cover Illustration



COMICS, A SPECIFIC LANGUAGE

Barrack Rima
Talk and Workshop, Byblos Campus, February 12, 2015

This workshop aimed to encourage students to assemble spontaneous drawings and texts, in favor of improvisation rather than preconceived scenarios. Participants worked on creating a personal comic strip in one or two pages. It also highlighted the uniqueness of each student's artwork and innovation. The result was a collective fanzine printed in black and white.



ILLUSTRATION AS A FORM OF URBAN INTERVENTION

Joan Baz
Talk, Beirut Campus, March 11, 2015

Joan Baz has worked with production houses in Paris, London, Zagreb and Barcelona. She co-founded "waraq," a socially engaged art collective. The workshop was inspired by observation and focuses on constructing visual narratives centered within the region's social and geopolitical context.



TYPOGRAPHIC MASONRY: BUILDING COMMUNITIES, A CITY AND THE PALACE

Richard Niessen
Talk and Workshop, Byblos Campus, March 19, 2015

In this workshop, students created a code to represent a message and used design as a key to unlock the message. The students served as transmitters while the receivers had to have the correct key to understand the data in its original form. Some codes were hard, others crystal clear. On occasion, the code delayed deciphering the message and made a detour to the target.



3D CHARACTER MODELING AND ANIMATION FOR ROOKIES

Nareg Kalenderian, Helene Sawma and Roy Massaad
Workshop, Beirut Campus, March 20, 2015

A 3D artist and animator, a designer in interactive animation, and a software engineer shared their expertise with the participants. The workshop was intended for beginners who were just starting up or were interested in the process of 3D character creation and animation. It briefly covered the use of created assets in an interactive environment, in this case, a basic game.



ARAB COMICS SYMPOSIUM

Lena Merhej, Mohammed Shennawi, Annassi Mehdi
Mohamed Rahmo, Lina Ghaibeh and Zeina Bassili
Talk, Beirut Campus, March 27, 2015

Comics Art is currently experiencing a revival in Arab countries. Its combination of politics and art makes it an appealing medium for a growing number of artists and graphic designers. The panel addressed the need to institutionalize this profession by providing education and training in illustration and graphic storytelling in the region.



DESIGN TO IMPACT

T+LOCAL with Dennis Meulenbroeks & Yoni Maartje Lefevre
Talk and Workshop, Beirut Campus, April 15, 2015

T+HUIS is a social design organization that applies design thinking to community and educational projects through a collaborative design approach. During this Workshop T+HUIS brought relevant stakeholders, experts, and the target group together to conceptualize and execute creative possibilities and solutions.



BRUSSELS TO BEIRUT

Jonathan Blezard
Talk, Byblos Campus, April 28, 2015

Belgian illustrator and designer Jonathan Blezard holds a B.A. and an M.A in graphic design and illustration from La Cambre, Belgium. He experiments with different techniques and mediums from gouache, crayon, engraving to dry-point. His work has been exhibited and published internationally, and his illustrations have appeared in several books, newspapers, and magazines such as Papier Machine, Biscotte, Article 11 and Le grand journal.



CONTEMPORARY BILINGUAL TYPOGRAPHY AND LETTERING

Huda Smitshuijzen AbiFarès
Workshop, Byblos Campus, June 18, 2015

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



CURIOSITY [STORYTELLING IN THE DIGITAL AGE]

Ghassan Fayad and Ralph Dfouni of Kngfu
Talk, Byblos Campus, September 17, 2015

Since its inception in 2006, Kngfu's mandate has been to design intelligent projects that elevate the art of storytelling in the digital age. Along with broadcasters and producers, Kngfu created content that explored new territories and broke new ground. With local, national and international collaborators, Kngfu still nurtures partnerships that bridge cultures.

ARTIST'S TOUCH [TALK] NOT QUITE WHAT IT IS [WORKSHOP]

Saeed Ensafi
Talk and Workshop, Beirut Campus, September 30, 2015

Having established his own studio in Tehran in 2002 educating young illustrators in contemporary creative-fiction illustration, Ensafi has played an influential role in expanding and developing the creative and artistic quality of the industry in Iran for almost a decade. His art is not inspired by the education he received or his remarkable career, but rather by concepts such as narratives, humanity and social relations, which permeate his work.

TYPETALKS

Khajag Apelian, Nicolas Ouchenir, Yara Khoury Nammour
and Wael Morcos
Talk series, Byblos Campus, October 9, 2015

TypeTalks Byblos 2015 was one of the latest events hosted by LAU's Department of Design on Friday October 9th, bringing together internationally acclaimed experts in design, typography and calligraphy to LAU Byblos. The collective topic of discussion was – letterforms. Speakers shared their process, inspiration and insights. Talks were diverse yet interconnected through a dialogue on letterforms as fundamental elements of communication and the visualization of language. The speakers included Khajag Apelian the designer of the award-winning typeface Arek. Nicolas Ouchenir, Paris' premier calligrapher for numerous leading fashion houses and luxury brands. Yara Khoury Nammour, the design director at Al Mohtaraf design house. Wael Morcos, senior designer at Base Design in New York.

TYPE AND IDENTITY

Özlem Özkal
Talk and Workshop, Beirut Campus, December 2, 2015

Having graduated from the Middle East Technical University's Industrial Design Department, Özlem Özkal obtained her M.F.A. and Ph.D. from Bilkent University, Department of Graphic Design in Turkey. She has taught graduate and undergraduate classes in typography, graphic design, design foundation and visual studies at universities worldwide, co-founded Tasarımhane Design Co., and worked as a creative director for eight years. Her fields of research are typographic design and history – in particular, the Ottoman print culture, visual communication, and design education.



STARPACK 2015 STRUCTURAL CATEGORY AWARD

First prize

HANAN RMAITY



Second Prize

LEEN CHARARA

Lebanon Student StarPack is the first packaging contest in Lebanon and the region. The objective of this contest was to acknowledge and promote innovation, be it visual or structural, in the domain of packaging. A number of local universities have adopted the contest as a class project, with 450 students participating in Lebanon Student StarPack 2015.



UNIPACK CREATIVE DESIGN AWARD

First Prize

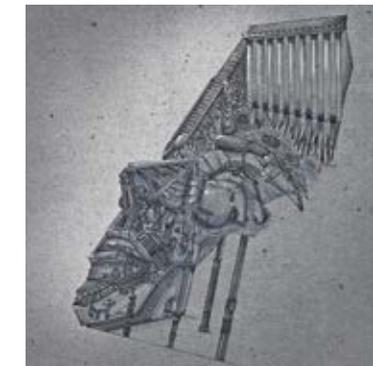
NOURA ANDREA NASSAR

ART ON BOARD

Featured students :

JAD ABOU ZEKI, LAYAL AL WAZZAN,
MOHAMMAD HOUHOU

The "Art Onboard" project contest, created by Fondation Saradar and universities around Lebanon, is a billboard street art exhibition that took place in central Beirut and suburbs, displaying artworks of young promising Lebanese talents. The initiative invited students to submit original works of art and design for consideration by a jury of professional designers and academicians.



ADOPT A CREATIVE INITIATIVE

Selected students :

NOURA ANDREA NASSAR,
TIFFANY MOUJAES, NOURA ATOUI

While students have the luxury to focus on their ideas at university, once they join an agency, real life challenges their creativity and pushes them to adjust to situations that brands and their users dictate. The joint LAU/Leo Burnett "Adopt a Creative" program was conceived to train and encourage the new generation of graphic designers, during their final year project, to be better thinkers and craftsmen, and to keep in mind that they are involved in a creative industry that influences people's behavior.



BEIRUT CAMPUS

P.O. Box 13 5053, Chouran
Beirut, 1102 2801 Lebanon
T | +961 1 786456 / 64
F | +961 1 867098

BYBLOS CAMPUS

P.O. Box 36, Byblos, Lebanon
T | +961 9 547254 / 63
F | +961 9 944851

NEW YORK OFFICE

211 East 46th Street
New York, N.Y. 10017, USA
T | (212) 203 4333
F | (212) 784 6597



To view digital student's work
www.vimeo.com/album/3678566

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Follow me to the Moon is a compilation that was made possible through the collective efforts of the Department of Design at the Lebanese American university:

CHAIR & ASSOCIATE CHAIR

Yasmine Taan and Melissa Plourde Khoury.

FULL-TIME FACULTY

Randa Abdel Baki, Gökhan Numanoglu and David Juan Ortiz.

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STAFF

Lina Abdoun, Charbel Harb and Marie Therese Kassab.

PART-TIME STAFF

Sam-Elie Eid and Maria Hamalian.

—

graphicdesign.beirut@lau.edu.lb
sard.lau.edu.lb

CATALOGUE

Design & Concept | Noura Andrea Nassar, Noura Itani and Fatima Al-Hamawi

Production | Charbel Harb

Coordination | Lina Abdoun

Compilation | Marie Therese Kassab

Editor | Dana Mills

Supervision | David Ortiz Juan

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EXHIBITIONS

Curation Beirut | Niloufar Afnan

Coordination Beirut | Gökhan Numanoglu and Niloufar Afnan

Curation Byblos | Joan Baz

Coordination Byblos | Melissa Plourde Khoury and Charbel Harb