



2016

**A N N U A L
G R A P H I C
D E S I G N
S E N I O R
S T U D E N T
C A T A L O G U E**

2017

S T I R

“This catalogue marks the beginning of a new journey. The young, lively, ambitious and determined graphic designers, are finally ready to invade the world with their ideas and talents. Stir is what we do when we choose our future path.

It is what happens when we blend our ideas together. It is both getting together as well as splitting apart. This catalogue blends together the works of all the graduates, before they each stir away in a different direction.”

Stir is a selection of twenty one graduating graphic design students' works from LAU Beirut and Byblos campuses. It is the culmination of three-and-a-half years of thinking, training, and developing new concepts for a variety of services and products using typography, illustration, technical skills and thought-provoking ideas to produce innovative work.

Supervised by Gökhan Numanoglu, graphic design assistant professor, the concept for this year's catalogue was developed by Georges Hanna and Rayan Tannir, second year, graphic design students.

For the purpose of honoring the three students who were selected for this year's *Adopt a Creative* initiative conducted by Leo Burnett at LAU, *Stir* starts with featuring India Arida, Cherine Karout and Nadia Khabbaz's work. All three students had the opportunity to develop their final projects while being supervised by the creative directors at Leo Burnett whose valuable comments and follow-up on the students' final project were highly constructive. This attempt to bridge academic learning with the industry proved to be a successful one. As a consequence, more encounters with the industry are planned for next year.

The graphic design students at LAU strive for international experiences. Last summer, five graphic design students registered with highly reputed international institutions. Lara Kabkab, Patricia El-Masri, Rami Rikka and Noor Taan had a fascinating learning experience at Parsons School of Design in New York City, and Joelle Estephan enrolled at Central Saint Martins School of Design in London for a semester abroad.

All five were selected for their outstanding portfolios. In addition, India Arida was accepted for an internship at Tarek Atrissi Design Studio in Barcelona and Mario Abou Sleiman completed his internship at Atelier Nicolas Ouchenir in Paris. Also, Mohammed Houhou, a graphic design student, who was granted the best achievement award at the 2015 graphic design exhibition, joined an M.A. program in animation at Gobelins School of the Image in Paris.

Among the numerous extracurricular activities organized by the Department of Art & Design, three major events took place on Beirut campus: the symposium on *Comics and Censorship* organized by Lena Merhej, the workshop on *Digital Storytelling* by the Montreal-based interactive firm Kngfu, and the *Authoritative Design exhibition* curated by Reza Abedini and Azad gallery. A major event on Byblos campus, *TypeTalks and Exhibition*, featured the works of guest speakers John Neilson, Dr. Nadine Chahine as well as Elie Abou Jamra and Mirna Hamady (Kashida). Along with this event was a letter carving in stone workshop with John Neilson and a bilingual typography workshop with Dr. Nadine Chahine.

I take this opportunity to congratulate the graphic design students Chelsea Abi Saab and Nadia Khabbaz, who were granted the first and second Dubai Lynx awards in a ceremony that took place in Dubai where LAU was announced the university of the year by the Dubai Lynx award committee; Rami Rikka and his team for winning the \$10,000 prize by BDL (Banque du Liban) Accelerate 2016 HealthTech Hackathon; and Layane El Khawli for winning the packaging award by LibanPack for this year.

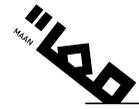
I would like to thank the faculty, staff and students for making the graphic design annual exhibition a successful one, in particular Gökhan Numanoglu for supervising the design of this catalogue, Randa Abdel Baki and Niloufar Afnan for organizing the exhibition, Charbel Harb for the layout of the catalogue, Miriam Fayad, Lina Abdoun and Mary Kassab for compiling the work and following up with the students and faculty. Good design is a result of teamwork, and this is evident in this catalogue!

My best wishes for a successful career to all the twenty one hard working and dedicated graphic designers!

Yasmine Nachabe Taan, Ph.D.
Associate Professor
Chair, Department of Art & Design
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STUDENT WORK

In 2004, the Lebanese urban laws were amended to fit a modern structure, labeling streets with their old buildings as illegal. This has left many families and individuals in poor living conditions with no way out. Over the years, many accidents have led to disasters in those streets such as the death of many families due to the collapse of buildings. *Maan* aims to encourage citizens to help those families in need of better living conditions by offering their time and their knowledge. My focus for this project will be mainly on the rehabilitation of the buildings-as well as the street itself-in Knio Street, situated in Verdun and which runs parallel to the main road.



— Maan



senior project



Magazine Design



Book Design



Illustration

previous works

Abbas Ghida



I studied graphic design with a particular interest in web design and animation, especially in After Effects and the Maya program. I am passionate about learning new features of animation as I aspire for perfection in the final result and work toward imitating reality through illustration. I am also interested in designing websites.

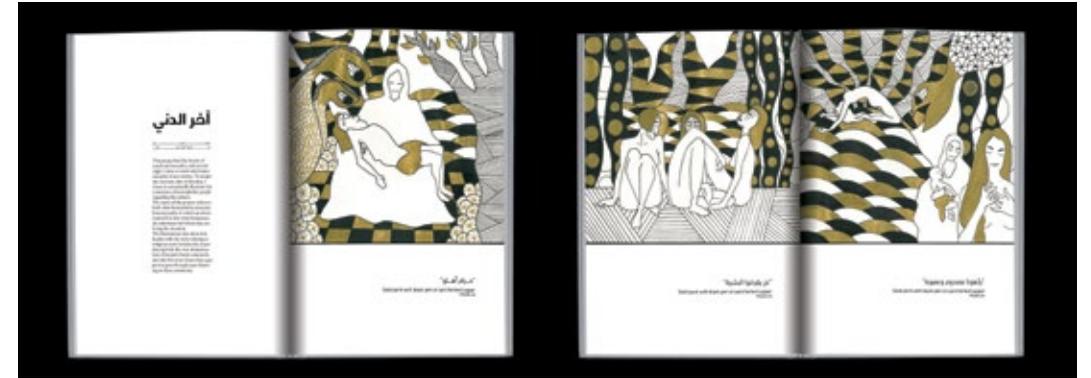
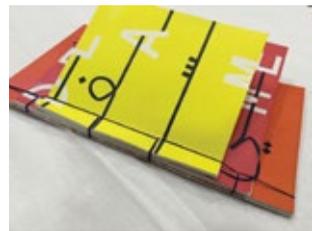
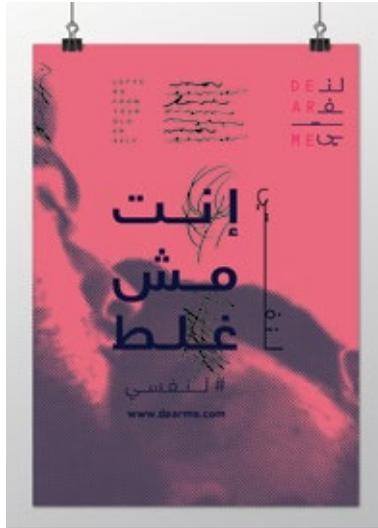
abbasghida@gmail.com

0011 — Marin Ahm Sleiman

Dear Me is a portal that addresses marginalized adolescents and connects them with older mentors. It supports the youths in their struggles by sending them motivational letters from the older generation that once had to overcome the same struggles.



— Dear Me



Book Illustration



Book Cover Design



Postcard Design



Typeface Design Poster

senior project

previous works



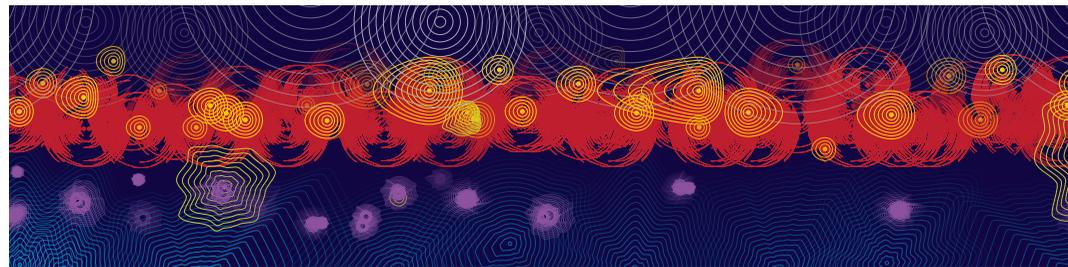
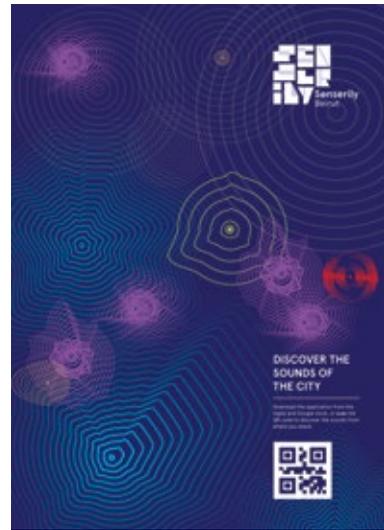
My focus in graphic design is on branding, packaging and layout design. I am an ambitious and self-motivated individual, whose creative drive is fed by a fascination with everything that can be labeled as design.

mario.abou.sleiman@gmail.com

We have come to a point where we are looking without seeing, hearing without listening, and touching without feeling. We are taking the environment we live in for granted and no longer rely on our five senses to experience it. The different senses produce different takes on the same space and end up creating different layers of the city that we do not consciously pay attention to. With the help of the visually and hearing impaired who have developed heightened senses, *Sensorily Beirut* reveals the real essence of the city and visualizes its different layers.



— Sensorily Beirut



senior project



Poster Design



Magazine Design



Magazine Design

Rem Koolhaas (Group work): India Arida, Noura Atwi, Zahra Basma

previous works

INDIA ARIDA

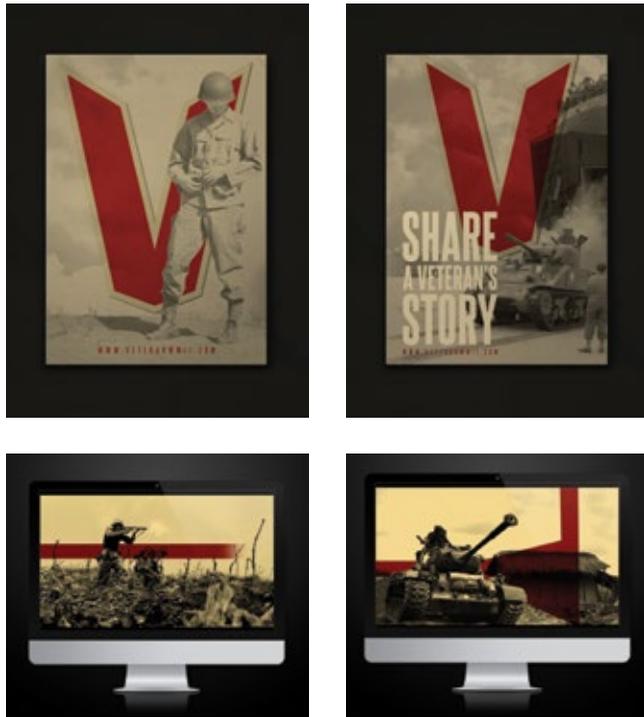
I believe that everything happens for a reason. My journey with graphic design has been a rollercoaster, but it has allowed me to discover myself and realize that what I learned from it was much like a school of life.

india.arida@gmail.com

In a time ruled by short-term memory and fads, we tend to forget what it all means; we tend to forget the mistakes of the past and be ruled by our differences. It has been more than 71 years since the end of World War II and not many veterans are here to remind us of it. My project revolves around remembering the soldiers who served during the War. *Veteran* is an online platform where users can experience WWII from a soldier's perspective and share memories of past generations by telling their own veteran's story to keep his memory alive. It is a platform that brings people's stories together and brings history back to life. Our grandfathers may have once been friends or even enemies, but they created the world we live in today.



— **Veteran**



— **senior project** —



— Book Design



— Booklet Design



— Magazine Design



— Poster Design



— Typeface Design Poster

— **previous works** —

Ghassan Bathish



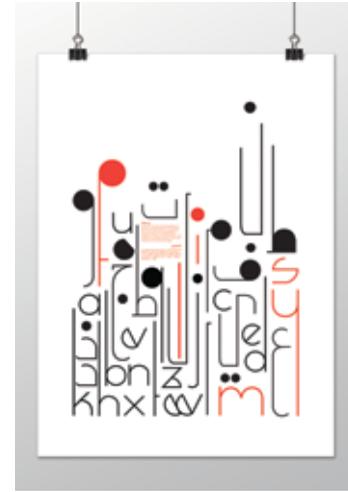
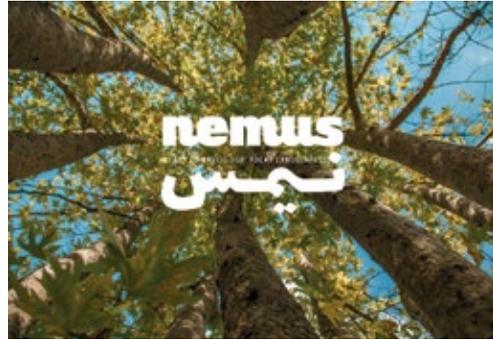
In the wide range of design fields my interests mainly lie in motion and web design, particularly web documentaries and storytelling. I have always been interested in history and activism. I feel that showing the past through different perspectives, telling a story that influences and inspires, and leaving an impact on the majority for social change is the power of design. That is the main reason I chose this major.

ghassan.bathish@gmail.com

Nemus is a mobile application that provides multiple trail choices in Lebanon, depending on what one wants to see, for how long, how hard and when. It also gives one the chance to connect and meet new hikers, in case friends are unable or unwilling to accompany the user on the journey. With each trail comes information about what is nearby such as guesthouses, hospitals, coffee shops, and what can be found along the way such as fauna, flora, geology and their virtues. Nemus is designed to find the best trail, or perfect weather, and to connect with people who share the same interest.

nemus
نيمس

— **Nemus**



Typeface Design Poster



Infographic Poster



Poster Design Series



Poster Design Series



Magazine Design

MELISSA DIWA

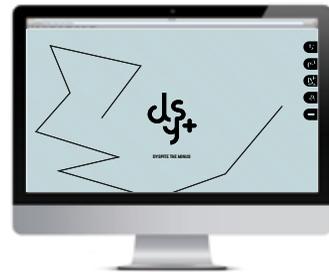
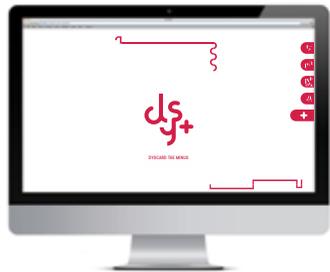
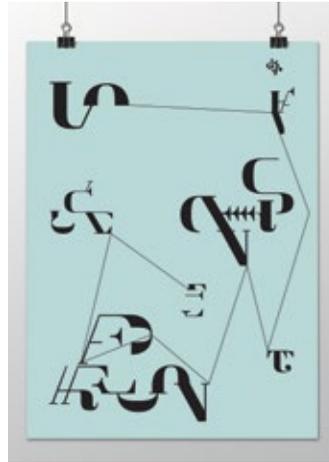
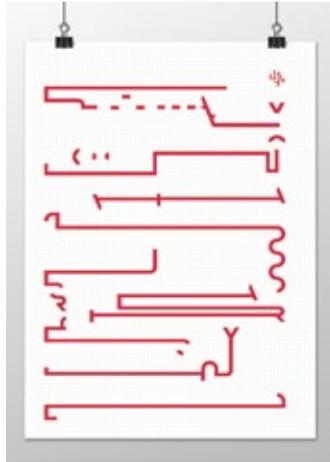
As a graphic designer, I have a deep appreciation of film-making and art direction. I am curious about both print and digital media and aim to pursue my studies in animation and 3D mapping.

melissa.elbitar@lau.edu

My senior project tackles the issue of dyslexia in Lebanon where it is not properly understood. Because of my sister's battle with her teachers' lack of knowledge about dyslexia, I would like to expose parents and teachers to the real struggles of a dyslexic child by putting them in his/her shoes. Showing my audience the obstacles that dyslexics face will provide a better understanding of the condition and hopefully initiate the need to help sufferers. My objective will be reached by displaying posters in schools to grasp the attention of teachers and parents, accompanied by a flipbook and virtual reality (Google cardboard) to view the animation that will make my audience experience what a dyslexic has to contend with.



— DYS PLUS



senior project



Book Illustration Series



Animation



Book Design



Magazine Design

Mousawi (Group Work): Razan El Hout, Wafic Dabbous, Rassil Tamim

previous works

Wafic Wafic

I am a graphic designer with an emphasis in digital media. I am passionate about design. I have always had a weak point for aesthetics, which led me to pursue this career. Year after year, and in spite of all the difficulties, my passion grew as I discovered the different aspects of graphic design. Each project prepared and nurtured me further, shaping me to take charge of my future career. My dream is to influence design, one day, through my elegant and simple method.

dabbous.wafic@gmail.com

Al Daeira is the rebrand of the Lebanese Artists Association for Painters and Sculptors (LAAPS) which was founded in 1957 in Beirut, Lebanon. I will promote local artists who are actual members of the association and the actual location, turning it into an art hub in the city. This brings to the art association a new, different and unique mission. It will no longer be an association for exhibiting art only, but also for bridging the old and new artistic generations. It will also encourage non-members to get engaged and become part of the association. As a designer, I will rebrand the identity of the association, design a digital logo, and launch a campaign that promotes its members and the actual locations of *Al Daeira*.



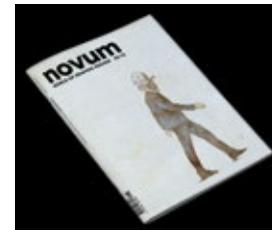
— **Al Daeira**



— senior project —



Corporate Identity Design



Magazine Cover Design



Poster Design



Package Design

Winning entry: First prize Lebanon Student StarPack 2016

— previous works —

LAYANE KHAWLI



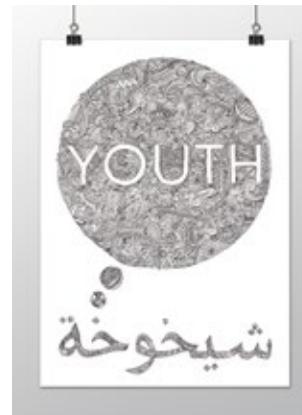
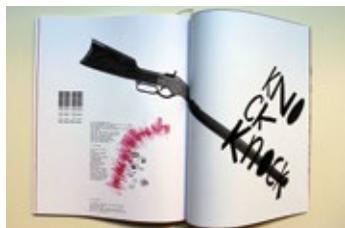
Coming from an artistic family, I knew from the beginning of my journey at LAU that I will be entering a field in Art. I transferred to graphic design. Because I am particularly interested in packaging and experimental art. I believe that graphic design is a combination of appealing visuals and a powerful concepts.

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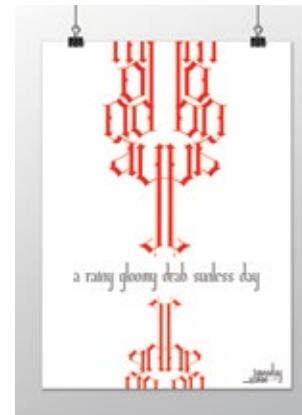
Byconscious is a visual study on bipolar disorder. The idea evolved from the fact that, on average, a Lebanese battling this mental illness would wait six years before resorting to help or treatment. I wanted to approach the matter from first-hand experience, rather than rely on the textbook definition of bipolarity. As a result, more than 60 individual interpretations of what experiencing mania or depression feels like were bound together into a book that communicates emotion through type and imagery. The choice of employing mechanical paper, having an open-spine binding, and integrating fabric all serve as a means to express how amplified, yet raw, bipolarity is.

بىكونشيووس

— **BYCONSCIOUS**



Poster Design



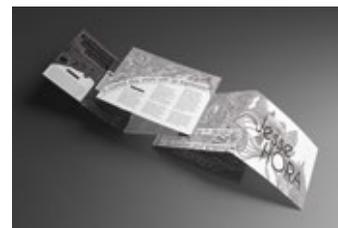
Typeface Design Poster



Magazine Cover Design



Magazine Design



Brochure Design



Monogram in Arabic

Patricia Masri

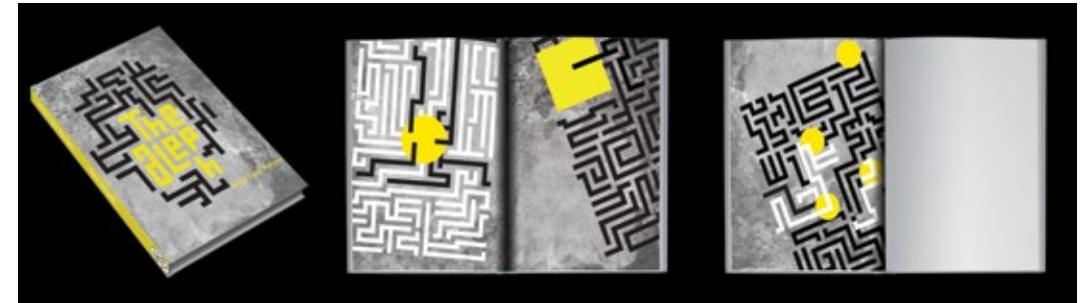
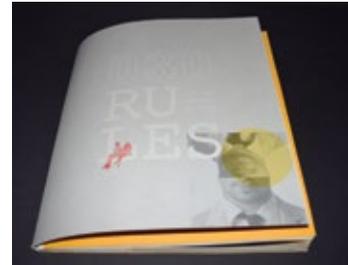
This major has been a roller coaster. There were times when ideas came effortlessly, and times when my pen refused to leave a mark on paper. Being painfully meticulous and never satisfied, I came to understand that creative thinking is as much a process as it is an outcome. There lies a certain beauty in imperfection, and I feel most comfortable working with my hands to add a touch that a mouse and a keypad cannot. After all, isn't that what design is about?

patricia.masri@outlook.com

We have reached a point in this day and age where we mostly rely on technology and the internet to meet other people and build relationships. Online dating is constantly and rapidly expanding into something that tends to be misused. This project is a guidebook that will assist 18 to 45 year-old users to “date online” in the proper manner, taking into account all the steps through their journey, from building the right profile to the date itself. The guidebook is accompanied with an application, whereby users can share their stories-be they negative or positive-in order to learn from each other, and which includes test forms that they need to fill out to prove that they are not frauds.

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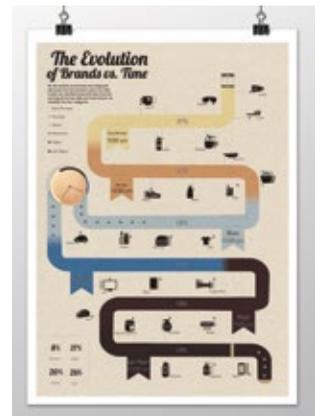
— 30 Rules of Online Dating



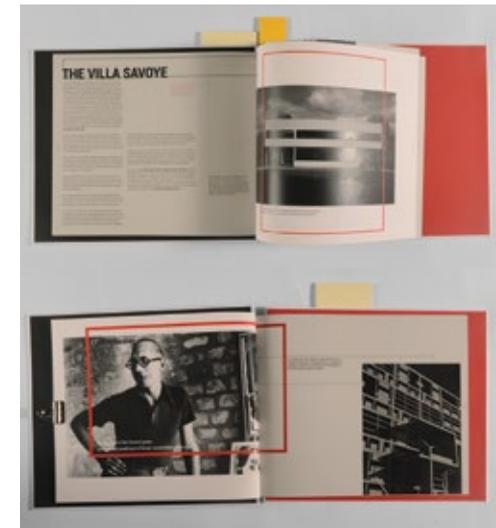
Book Illustration Series



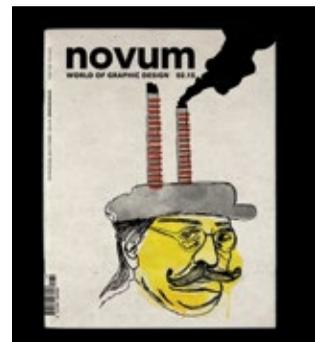
Magazine Design



Infographics poster Design



Book Design



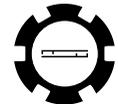
Magazine Cover Design

RAZAN HOUT

I am a graphic designer with an emphasis in print media. I have come to realize that the beauty of this field is going beyond the limits of your capabilities and experiencing new ways of visually representing a concept. As I advanced throughout these years, every project pushed me further. I aspire to become a professional graphic designer involved in various projects.

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Online gambling is very accessible and easy to get addicted to, but very hard to control from outer systems. Players can easily lose track of time and money. It is therefore important to enable those who start online gambling to monitor and keep track of their activities. This is where *Offbet* comes in, as it allows players to help themselves by downloading a widget that is linked to their bank account on all devices and which monitors users as their “alter-ego”. Being masters of their own choices, users will set the amount of money and time they wish to spend on gambling websites. This widget has the ability to time out and block users once they reach the limits they have set for themselves. *Offbet* can also keep track of the users’ stress levels upon their request.



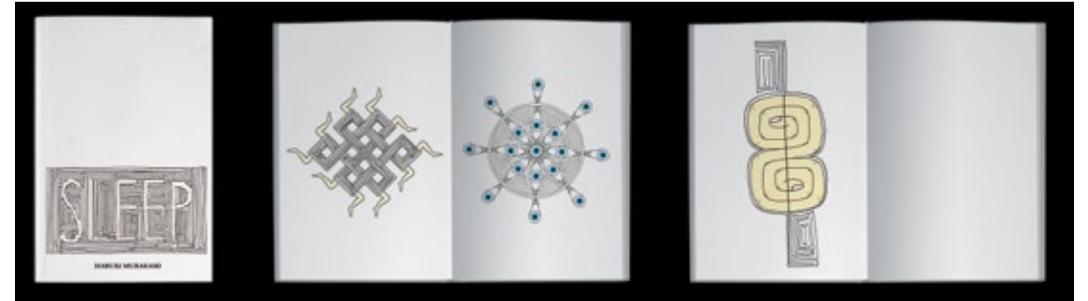
— Offbet



senior project



Corporate Identity Design



Book Illustration Series



Monogram in Arabic

previous works

JOELLE ESTEPHAN

I am a graphic designer with an emphasis in digital media who will hopefully grow to accomplish more in her career. I have studied graphic design without previous knowledge of all its aspects and I learned to love it as I discovered my potential throughout the last three years. With time, I look forward to discover more of myself in this field.

estephanjoelle@gmail.com

With the rise of the cell phone in our lives came a revolutionary way for humans to communicate with each other. We were no longer confined to our homes; that small device was now in our pockets, following us everywhere we go. The fact that it became more accessible, made it even harder for us to leave it for a few minutes on the shelf. People are becoming more addicted to their phones at the cost of real relationships and participation in society. This is why it is important to shed light on this aspect by criticizing it, through a campaign that would raise awareness of the problem.



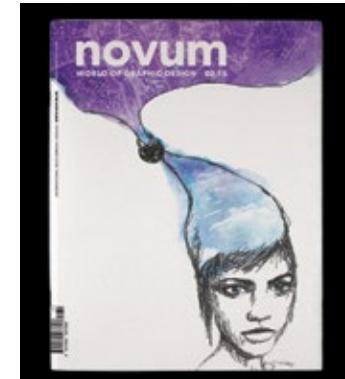
— Unplugged



senior project



Poster Design



Magazine Cover Design



Typeface Design Poster



Book Design



Book Illustration Series



Magazine Design

previous works

SHARAF RAHMAN

I was born in Beirut in 1993, and at the risk of sounding clichéd, I admired everything that had to do with art since I was a child. Growing up passionate about art, I found in graphic design a way to unleash my imagination into beautiful/conceptual layouts. I always strive to be great at my job. I find passion in creating visual illustrations and layouts throughout the experimental process. I aspire to become a professional illustrator, a concept design artist and a typographer.

sh.fh@hotmail.com

The ongoing trash crisis in Lebanon has led to massive amounts of trash filling our streets. In a country where awareness on recycling is high enough but citizens lack the patience to learn how to recycle, teaching them to reduce the amount of waste sent to landfills works best. *Baddel* is an augmented reality application that helps Lebanese citizens reduce their waste by using alternatives to items that can only be used once and thrown away.



— Baddel



Book Design



Book Design



Animation



Animation

Rona Fayad

I am a graphic designer with a special interest in animation, illustration, and music. When I am not playing drums or going to dance class, I sit quietly in front of my laptop animating everything that moves.

rona.fayad@lau.edu

Parking meters pollute the streets with paper and are considered to be a waste of time, stressful and the main cause of the lack of parking spaces that complicates the flow of traffic in Beirut. My aim is to make parking meters less stressful, environmentally-friendly and time-saving by digitizing the process used by the machines. My channel of communication is mainly an application that incorporates the whole process and a short animation to promote the app. For the print part, I will be designing a ticket that could be turned digital, a poster to promote the application and finally a keychain as a giveaway to users. My objective is to draw people's attention to the parking meter ticket and help them avoid getting fined, while facilitating the payment process.



— Parklik



senior project



Book Illustration Series



Magazine Design



Magazine Cover Design



Corporate Identity Design

previous works

Itani Maya



A digital graphic designer with a passion for print, my versatility focuses on designing everything related to websites and applications, to short animations and full company branding. My passion for design stems from my family's artistic/architectural background.

Itani.maya@hotmail.com

Wen El Wewe is an immersive interactive children’s narrative based in the Shouf forest. It is designed for children between the ages of 6 and 11 and aims to change the false stereotypes of wolves by using augmented reality. The kids represent wolf cubs who find out that their Alpha has left them a note saying that they, as wolves, are in grave danger and must escape before any harm comes to them. Their escape leads them to several clues that uncover the reason behind the Alpha’s disappearance.

وين الواوي؟
Find the Wolf

— Wen El Wewe



Book Design



Magazine Illustration

Vanessa Jammal

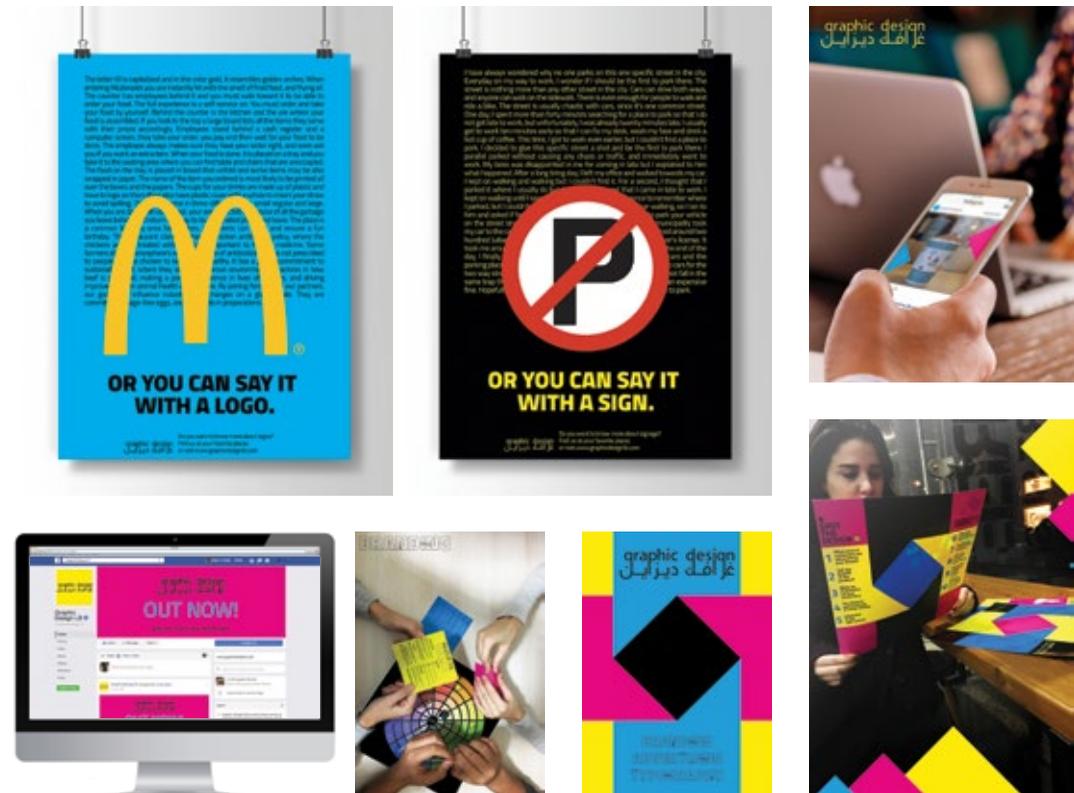
I am a graphic designer with a strong passion for animation, photography, and collages. I was shortlisted for the Dubai Lynx Students Integrated Award in 2016, and pursued an internship at Leo Burnett and Beirut Design Week where I got the chance to meet and work alongside aspiring designers.

Vanessa.jammal@gmail.com

The perception of graphic design falls into an unsettled reality. Social biases and lack of orientation makes graphic design a far-fetched option for the majority of prospective students. In Your Face aims at exposing graphic design not just to students but society as a whole. A website- designed as the core of the project- drives users to search for a real location, experience reality with graphic design, and learn about design channels. In Your Face also constitutes an offline activation through an interactive fanzine placed in mainstream and popular locations. The fanzine primarily serves to inform the audience about graphic design and, secondly, to direct the readers to the website.

graphic design
عز امك ديزاين

— In Your Face



Typeface Design Poster



Magazine Design

Winning Entry: Dubai Lynx Award 2016



Poster Design

Winning Entry: Dubai Lynx Award 2016

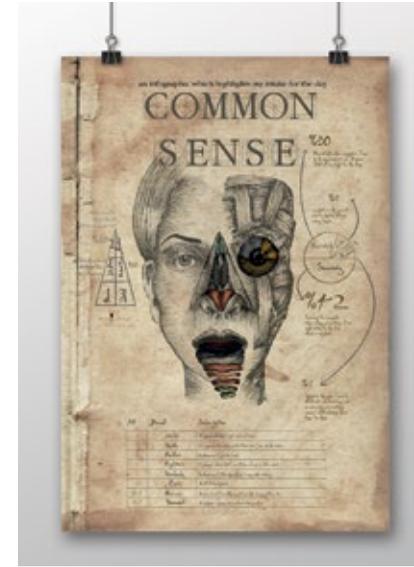
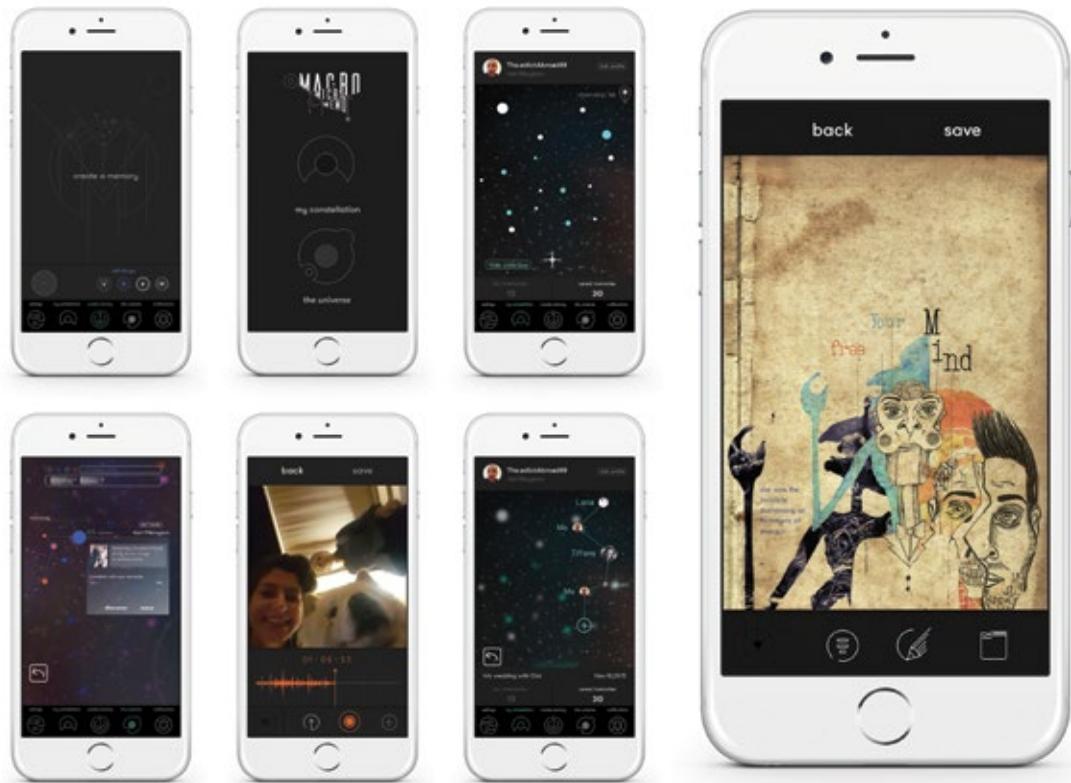
I enrolled in graphic design not knowing what it was really about. Within the first year, my misconception of the major changed completely. I discovered that design has been an essential part of my life mainly because I was born and raised in Byblos; the oldest city in the world and home of the alphabet. Now, I strive to bring design awareness to the community using design itself. My love for design, photography and food drove me to specialize in Food Design & Innovations.

nourzkarim@gmail.com

Macro Micro Memo is an application that collects and connects people's memories through a tagging system in a theme of a universe. What distinguishes this application from other social media apps is that it gives you a sense of belonging rather than the sense of alienation brought about by social media nowadays. When you upload a memory and tag it, the application takes you to different galaxies that your memory belongs to, and shows you the different interpretations and experiences of the common word/memory. Memories in **MMM** can be expressed differently; either by sounds, graphics, still images, or moving images that one can mix and match to formulate the final outcome.



— **Macro Micro Memo**



Infographics poster Design



Book Cover Illustration



Logo Design



Monogram in Arabic

I draw in my free time, and usually prefer losing myself in my thoughts, because I believe that is how I get the concepts and ideas for most of my work. I speak my mind, and my mind can be funny at times, complicated at other times when I think about the universe and merely being part or all of it; being connected to whatever my mind perceives, and how everything is connected to me in the simplest most beautiful yet complex-but mostly funny-way.

cherine.karout@gmail.com

Matter over Mind is an abet kit that aims to help children who have a parent diagnosed with a mental illness; specifically schizophrenia. It includes a card game that promotes communication between the child and the diagnosed parent.



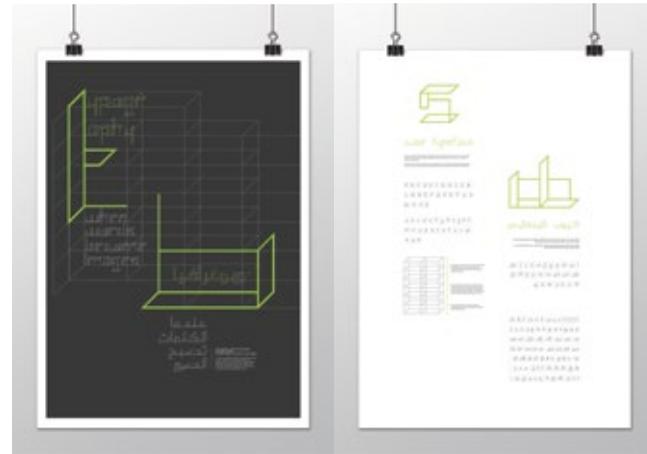
— **Matter over Mind**



— **senior project** —



— **Poster Design Series**



— **Typface Design Poster**



— **Poster Design**
Winning Entry: Dubai Lynx Award 2016

— **previous works** —

Nadia Khabbaz



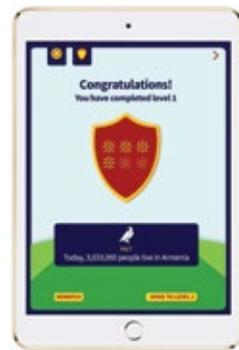
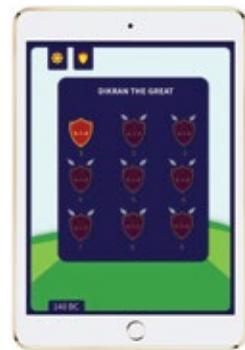
In a land far, but not so far away, there resides a graphic designer who goes by the name of Nadia Khabbaz, and whose interests include typography, illustration, calligraphy, painting, dogs and, most importantly, Star Wars. She always tries to create designs that are socially responsible and that inform individuals about the purpose behind graphic design and its value in the world we live in. She aims to develop projects that create an impact on the community and aspires to specialize in typography one day.

nadia.elkhabbaz@lau.edu

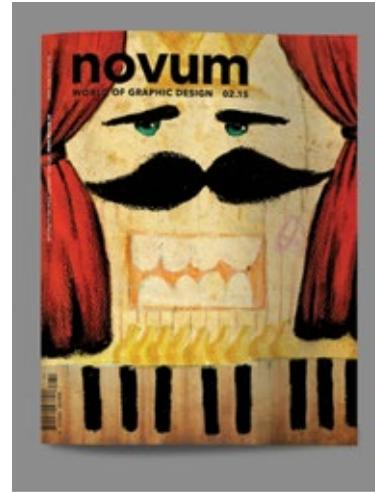
History is a broad subject, helping us to understand who we are and the society we live in. However, youngsters today do not view history as a story. Since Armenians are children of survivors living in diasporas, it is even more important for them to learn about their history in order to sustain it. Therefore, I will translate the Armenian history into a visual story, by using storytelling techniques to present a visual narrative to kids aged 9-13. My project is an interactive storytelling game, representing the journeys of Armenian heroes. For my senior project, my focus is King Digran the Great; a national hero whose journey is represented through animation and interaction. Users have to interact to comprehend the story. The platform used is an application called *On! To the Past*. It consists of a combination of animation, trivia and games; each level unlocking a segment of the hero's life.



— On! To the Past



senior project



Magazine Cover Design



Corporate Identity Design



Book Illustration Series



Sequential Illustration

previous works

Aliag Ladayan

I realize how design has invaded every aspect of life and I understand that it is not only limited to finding the right font or matching colors, but about finding solutions to existing problems in society. As a visual designer, the challenge consists of creating a visual style and designing a user interface to reach a solution; one that reflects clearly the user's needs and my personal touch.

aliag.ladayan51@gmail.com

Love is the most powerful feeling in the world, but when it ends, it is the most painful feeling in the world. Breakups are commonly viewed as simply a part of growing up, as incidents that have little to no effect on personal well-being and that are just something a person needs to get over, when it is actually not that easy. Scientific studies have proven that breakups are not only emotionally but also physically painful. Most people do not know how to handle a breakup or what to do to move on, so I have created an application that could potentially help them. *Breakup Recovery* is a first aid kit that alleviates emotional-rather than physical-distress and is based on cognitive, motivational, and behavioral therapies designed to help mend hearts.



— Breakup Recovery



senior project



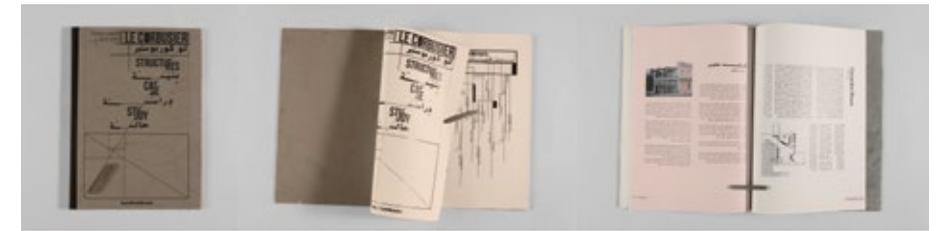
Typeface Design Poster



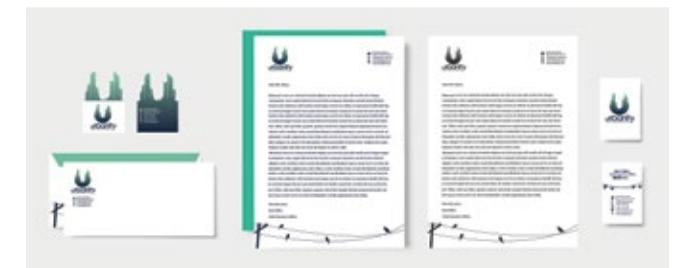
Magazine Design



Package Design



Book Design



Corporate Identity Design

previous works

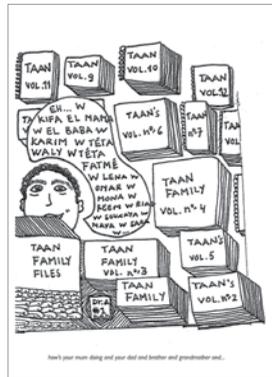
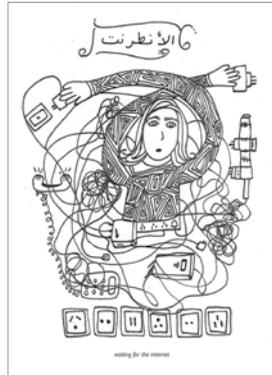
From a young age, I have had a passion for graffiti. I have always longed to make the streets around me look more aesthetically pleasing, and I found a way to do so by going around and painting their scruffy walls with whatever I thought was beautiful. At 14, I taught myself how to code and created my first website. These acquired skills pushed me to go into graphic design, giving me a chance to combine and enhance both, and kick-starting my career. As a graphic designer, I aspire to create design that speaks to the masses and leaves a lasting positive impact on tomorrow's society.

Info@ramirikka.com

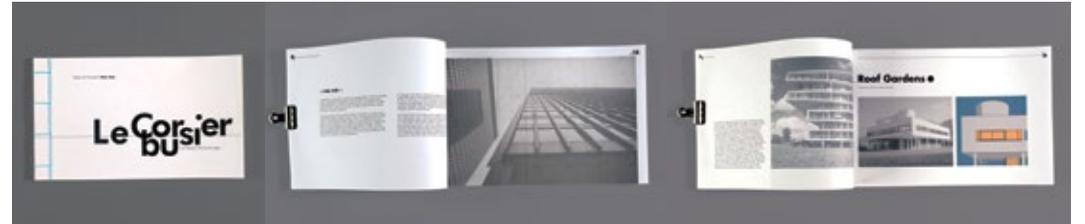
My project communicates to those specific individuals whom I would like to welcome/welcome back to Lebanon in a smooth and entertaining way through a series of postcards packaged in a book. Though fun and lighthearted, the postcards raise important questions about the cultural practices in Beirut. They are divided into four categories that tackle aspects of life in Lebanon: family, time perception, hospitality and private vs. public. My focus is to help and give visitors tips on how to come prepared in order to fit in Lebanese society. Lebanese living abroad and/or new visitors to the country can send, share and exchange these postcards between friends and family.

Switch
off/on

— Switch Off/On



Magazine Design



Book Design



Package Design



Magazine Design

Kafi (Group work): Maya Itani, Ghida Abbas, Nour Taan, Hala Ghorayeb

Having been brought up in an environment that encourages art and creative thinking, my interest in design has been developing since my early childhood. I used to send personalized DIY illustrated gifts to friends and family members, and still do. I will always be driven to create. A perfectionist by nature, I have created my own visual language based on minimalist designs which is what I relate to the most and, several projects later, I have realized that it has become my trademark. As a visual communicator, I have always challenged myself to work on strong concepts and make them interact with the public since I enjoy dealing with people.

designs@noortaan.com

Judran Ouzai: Legal Walls provides a platform for artists to submit proposals to beautify Ouzai. It is a project that is based on a collaboration between the storyteller (me), the artists and the inhabitants. The website will provide artists with an animated web documentary, a “docu-site” that tells them about the journey of certain families, a written brief, pictures and mockups of the intervention site and the option to upload their graffiti suggestions. On the other hand, this website will also give the inhabitants of Ouzai the option to vote for the visuals that would be reproduced on the facades of their houses. Through **Judran Ouzai: Legal Walls**, local artists will be able to tag one of the Beirut slums.



— **Judran Ouzai: Legal Walls**



Infographic Poster Design



Magazine Design



Magazine Design

It all started when I developed the habit of illustrating small patterns all over my copybook in my Arabic literature class; that is when I realized that I wanted to become a graphic designer. I imagined myself experimenting with colors, ink, scrap paper and then digitizing it all-I imagined myself “creating.” In my educational journey at LAU, I learned to design with a purpose. I also discovered my strengths, namely in web design, editorial design, typography and illustration.

rassil.tamim@hotmail.com

TALKS AND WORKSHOPS



talk

Design, Research & Pedagogy – Work from the Studio and the Classroom

John Caserta, January 28, 2016

Byblos Campus

A Providence-based designer and educator, John Caserta earned an MFA from Yale University in 2004 and a BA in Journalism from the University of North Carolina in 1995. Caserta came to Providence in 2005 after spending a year as a Fulbright Fellow in the Arts in Italy. As an information designer, he has produced information graphics and data-driven applications for The Chicago Tribune, The New York Times, Reuters, the Normandy American Cemetery Visitor Center in France, NBC, the NCAA and more.

John Caserta served as the external reviewer for the graphic design program at LAU



talk

From Experience to User Experience in Everyday Life

Davide Colla, February 19, 2016

Beirut Campus

Born in a graying suburb of fashion and style and design and stuck - up - is - cool capital, Milano, Davide Colla is one loud example of how being a dreamer and a nerd clash in today's world. Promising football player and steady junkfooder; Vintage collector and Mac maniac; slouch - on - couch devotee and workaholic, Davide's life was headed down the incoherence lane since his early years. Had he not started bouncing from London to Sevilla in search for something more, he maybe wouldn't have developed his enthusiasm for graphic art.



talk

45 Symbols – Ethnographic Visual Anecdotes

Randa Abdel Baki, March 31, 2016

Beirut Campus

45 Symbols is a collaborative exploration of visual language that unites students, teachers, scholars, and ideas from six cities across four continents. This international workshop was conducted in five universities including Falmouth University, UK and LAU where Abdel Baki was responsible for the project.



workshop

The Power of Illustration

Mohamed Danawi, March 18, 2016

Byblos Campus

An award-winning illustrator, Danawi is the founder and creative director of Illozoo | the visual communication agency representing 130 illustrators. Danawi gave a workshop that showed the various stages of producing an illustration for an article or creating a poster, from brainstorming, researching, creating thumbnail ideas, simplifying, drawing, coloring, to final presentation.



talk / exhibition

Iranian Poster Exhibition

*Reza Abedini & Aria Kasaei, April 5, 2016
Beirut Campus*

“Authoritative Design: Contemporary Iranian Posters” was presented by Aria Kasaei and followed by the opening of an exhibition featuring 100 contemporary Iranian posters designed between 2008 and 2016. Kasaei is a graphic designer and the co-founder of Studio Kargah in Tehran. He has curated graphic design exhibitions such as Azad Art Gallery’s Graphic Design Project in Tehran in 2009 and Posters from Iran in Copenhagen, Denmark in 2011.



talk

Comics and Censorship Symposium

*Lena Merhej, Irina Chiaburu, Charles
Brownstein & Rana Saghie, April 7, 2016
Beirut Campus*

An enthusiastic audience filled the lecture hall at LAU Beirut, where the panel discussion about comics and censorship took place. Lebanese laws on freedom of speech and expression are ambiguous, with several cases over the past few years increasing public debates about the issue. These include the recent case of Samandal, a popular satirical Lebanese comic book series that addresses various social and political issues.



talk / exhibition

Applied Heart

Jorge Montero, June 18, 2016

Byblos Campus

“Applied Heart” is a talk & an exhibition by Jorge Montero, a Venezuelan graphic designer, illustrator, visual artist and educator with more than 22 years of university teaching experience. He holds an M.A. and M.F.A. from the University of Iowa in Graphic Design and Drawing, and has taught for 11 years as a professor at Savannah College of Art & Design. He has exhibited in China, Germany, Spain, Kuwait, the United States, Guatemala, and Venezuela.



talk

TypeTalks 2016

*John Neilson, Nadine Chahine, Elie Abou Jamra
and Mirna Hamady (kashida) September 24,
2016*

Byblos Campus

The second annual TypeTalks at LAU’s Byblos campus, welcomed acclaimed designers and typographers to inspire the next generation. John Neilson, the founders of Kashida, and Dr. Nadine Chahine presented their work during this event.



workshop

Introduction to Lettering Design & Letter Carving in Stone

John Neilson (TypeTalks, Fall 2016), September 22– 23, 2016

Byblos Campus

John Neilson is a lettercarver in stone since training with Tom Perkins in 1991/2. Prior to that, after an initial career in teaching, he studied calligraphy at Roehampton, London. His current work includes lettering design and carving for architectural projects, public art, memorials, plaques, sundials, signs, and more sculptural pieces. He also undertakes some book design/typography, and teaches letter carving and design workshops. He has exhibited widely in the UK and abroad, but works mostly to commission. He is an elected member of Letter Exchange and editor of their journal Forum.



workshop

Bilingual Typographic Design

Dr. Nadine Chahine (TypeTalks, Fall 2016), September 22– 23, 2016

Byblos Campus

Dr. Nadine Chahine is an award winning Lebanese type designer working as the Arabic Specialist at Monotype. She studied Graphic Design at the American University of Beirut, has an MA in Typeface Design from the University of Reading, UK, and a PhD from Leiden University, The Netherlands. Nadine has won several awards including the Award for Excellence in Type Design from the Type Directors Club in New York in 2008 and 2011, and a Certificate for Excellence from ISTD. Her work has been featured in the 5th edition of Megg's History of Graphic Design and in 2012 she was selected by Fast Company as one of its 100 Most Creative People in Business.



talk / workshop

Bilingual Typography

Yara Khoury, November 17, 2016

Beirut Campus

Yara Khoury (b. Lebanon; www.mohtaraf.com) graduated from Notre Dame University in Lebanon with a BA in Graphic Design and later acquired an MA with distinction from Middlesex University in London. She is the design director of Al Mohtaraf, a leading design house in the Middle East that produces major corporate identities for the Arab world as well as corporate publications, books, magazines and Arabic typefaces. Yara has more than 12-years experience as a part time graphic design tutor in major Lebanese universities such as Notre Dame University and the Lebanese American University. She has also served on the jury of the D&AD awards and is a regular juror for ISTD's (International Society of Typographic Designers) annual student assessment scheme. Her work have been published in several international design books and is the winner of an ISTD Premiere Award and a D&AD In-Book award.



talk / workshop

Sytem Error (Living in a world of data fetish)

Sarp Sözdinler, November 17, 2016

Beirut Campus

Sarp Sozdinler quit Computer Engineering in order to move on to Graphic Design at Mimar Sinan University of Fine Arts in 2009, with the exception of a year-long break at University of Applied Arts Vienna. After various jobs at design studios in Austria, Belgium and Italy, he headed back to Turkey to work with Bülent Erkmen, Mehmet Ali Türkmen and Future Anectodes, which later on would result in founding his own design practice, Studio Sarp Sozdinler in 2014. Meanwhile, he established several projects, including the type foundry 383C, the experimental music practice Eating Pomegranates and the imprint Editions Inédits. Come 2017, he'll be heading to NYC in order to work with Sagmeister & Walsh. When not designing, he could be found in his room alone drawing and writing.

STUDENT AWARDS



Layane El Khawli, Graphic Design Senior student

**Lebanon Student StarPack
winner first prize**

Layane El Khawli participated in “Lebanon Student StarPack Competition 2016” and has won the First Prize of the Visual Packaging Category for the Hadaya Ice cream packaging project. Taking part in this competition was very important for Layane, especially after winning a trophy that reflected her hard work and dedication. Layane’s efforts and compensation were highly reflective and representative of the Graphic Design program at LAU.

Few are those who know the Hadaya ice cream. Today, Hadaya has become a symbol of contemporary folklore of ancient Sidon. Its demand has become a confirmation of the “Saydawiye” identity, especially among the younger generation, who heard about it from their parents and grandparents. It is a brand of Ice Cream that brings back the happy old memories of Sidon to present.

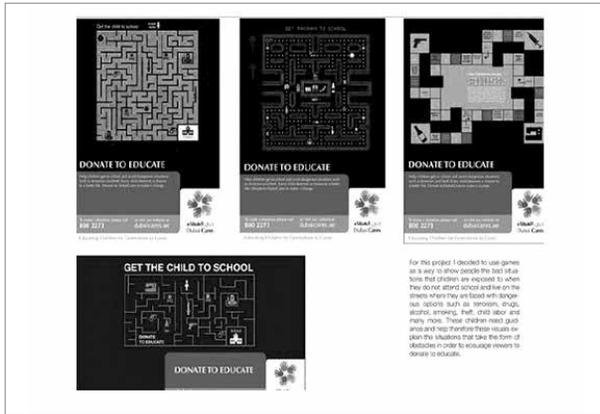


Rami Rikka, Graphic Design Senior student

**BDL Accelerate 2016 HealthTech
Hackathon**

winner \$10,000 prize for best proposal

Rami Rikka Graphic Design Senior student at LAU and his team was awarded the BDL (Banque du Liban) Accelerate prize, and a team of new acquaintances won the \$10,000 prize for best proposal at the convention’s HealthTech Hackathon. The experience was exhilarating for Rami, who was happy to be spending 48 hours working with talented and genuine people. Beyond winning the prize, Rami got the opportunity to meet different people from similar fields, which in and of itself was highly enriching.



Chelsea Abi Saab, Graphic Design Senior student
Dubai Lynx, student integrated award 2016 winner first prize

Dubai Lynx, the region's most prominent international advertising festival was celebrating its 10th anniversary. Part of the student integrated award, graphic design students were invited to develop a unique campaign in print and TV.



Nadia Khabbaz, Graphic Design Senior student
Dubai Lynx, student integrated award 2016 winner first prize

Nadia Khabbaz visited the Emirates to attend the Dubai Lynx awards and pick up the second prize for the du student integrated award.

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



2

2 To download this catalog as pdf file
www.vimeo.com/album/3678566

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