Course Specification

— (Bachelor)

Course Title: Display methods	
Course Code: 408 IDS - 2	
Program: Bachelor in Interior Design	
Department: Art	
College: Art & Humanities	
Institution: Jazan University	
Version: 5	
Last Revision Date: September 2023	

Table of Contents

A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

A.	□University	□College	☒ Department	□Track	□Others
B.	☒ Required			□Elective	

3. Level/year at which this course is offered: (4th year - Level 12)

4. Course general Description:

Course covers the methods of presentation of design ideas (poster - Presentations - Paintings - models) and how to design a methodology for the style of presentation depending on the quality of the design theme desired, also helps to be in the development of personal skills with the student to view design ideas.

5. Pre-requirements for this course (if any):

306 IDS -4

6. Co-requirements for this course (if any):

None

7. Course Main Objective(s):

After this course is expected that student enable to:
1- Identified on the basis of the design of the various display modes.
2-, know-how for Presentation Technologies.
3- Developing Presentation Skills through multimedia.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	2 Hours	100%
2	E-learning	0	0
3	Hybrid • Traditional classroom • E-learning	0	0
4	Distance learning	0	0

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	0
3.	Field	0
4.	Tutorial	15
5.	Others (specify)	0
Total		45

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	**Knowledge and understanding**			
1.1	Identify the different definitions of graphic design and its interaction with the outputs of the interior design	K2	Lectures Workshops Brainstorming Group discussion.	Direct method (objective test) By Test specification table. indirect method Course LO survey
2.0	**Skills**			
2.1	Apply appropriate strategies in the presentation design according to the rules of psychological and physiological impact on the recipient	S1	Practical implementation Illustrative tutorials	Direct method (objective test) By Test specification table. indirect method Course LO survey

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.2	Discuss the skills of students to work efficiently to meet the needs of the labor market available to the community now and in the future.	S2	Problem-solving strategy -Practical implementation	Direct method (objective test) By Test specification table. indirect method Course LO survey
2.3	Discuss the fundamentals of drawing and coloring in the colors of the logos of the logo of a tourist hotel.	S3	Problem-solving strategy Practical implementation	Direct method In the submitted search -indirect method Course LO survey
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate the ability to research and analyze, examples of using successful presentation in achieving goals	V1	Demonstrate the ability to research and analyze, examples of using successful presentation in achieving goals	Direct method In the submitted search -indirect method Course LO survey

C. Course Content

No	List of Topics	Contact Hours
1.	(Theoretical): speaking and persuasion skills for presentation methods. (Exercise): making a formation with 3 or 4 Arabic or English letters inside (circle - rectangle - square - triangle).	3
2.	(Theoretical):How to develop personal skills to present design ideas (Exercise): designing a name (for a hotel - resort - entertainment project in the subject of the studio ....)	3

3-	(Theoretical): Effective methods of creating advertising slogans. (Exercise): Designing a "Logo" for the entertainment project for the studio material.	3
4-	(Theoretical): Identify the correct principles for designing an advertisement "poster". (Exercise): fix and color the logo "Logo	3
5-	(Theoretical): Advertising design psychology) Exercise :(Design an advertisement for the entertainment project for the studio material	6
6-	(Theoretical): Follow the psychology of advertising design. (Exercise): fix the advertisement "poster" and start implementing it	3
7-	(Theoretical): An explanation of how to make a report on the correct research assets. (Exercise):Coloring the advertisement "poster"	3
8-	(Theoretical): To learn the basics of designing various presentation means for training and for the graduation project. (Exercise):making a presentation for a project selected by the student in the power point program on the correct basis for the presentation	6
9-	(Theoretical): The importance of exhibitions (Exercise): The student does an applied work to invite an exhibition (in plastic art -----).	6
10-	(Theoretical): How to prepare various cards for invitations to different exhibitions. (Exercise): the student's familiarity with the necessary means to produce the exhibition.	3
11-	Final presentation	3
Total		**45**

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Evaluation 1&2 (Researches- short exams- short projects- homework- class work- class activity)	2-7	20%
2.	Midterm exam	8-9	20%
3.	Evaluation 3&4 (Researches- short exams- short projects- homework- class work- class activity)	11-15	20%

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
4.	Final test	17	%40
Total			100%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	1- Advertising in writing and design ----- Tallit Issa ------- 2009. 2- Coordination of exhibitions and windows supply --------------House Anglo. 3- Personal Communication Skills -------------- Samy Abdel Aziz wrote the standard architectural references circulated, and directly related to the project given by the professor. 4-Design Thinking for Visual Communication Written by: Gavin Ambrose and Paul Harris Publishing house: Jabal Amman Publishers 5- Love designing logosWritten by: David Irai Publishing house: Jabal Amman Publishers2017 6- Visual thinkingWritten by: FilmenBrund Publisher: Jabal Amman House First edition 2020
Supportive References	The Meaning of Beauty, E. Newton, London: Penguin Books 1962 The Concept of Aesthetic Expression, HosperJ.,in(Weitz, Morris) Ed. Of Problems in Aesthetic, Macmillan Publishing co. Inc. New York 1970
Electronic Materials	Scientific treatise and periodicals related to the course The latest references in presentation methods
Other Learning Materials	Interior design programs Photoshop

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom for group of 30 students.
Technology equipment (projector, smart board, software)	-Data show attached to instructor computer and projector screen. -Smart Board.
Other equipment (depending on the nature of the specialty)	No

Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods	
		indirect method	direct method
Effectiveness of teaching and assessment	Students	- On line system course survey	
	Peer Reviewer or Head of Department		Peer or Head of Department observation
Quality of learning resources	Students	- On line system course survey	
	Peer Reviewer or Head of Department		Peer or Head of Department Assessment
Achievement of course learning outcomes	Students	Course LO survey	
Final exam validity	Program Assessment Committee or Head of Department		Theoretical test According to Test specification table

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	department council (3) year 2024/2025
REFERENCE NO.	Course Coordinator/Azza Ahmed Gamal
DATE	23/9/2024