

## **FACULTY OF ARTS**

- Offers an expansive and inclusive approach toward educating artists, embracing new and established technologies in material and virtual realms
- Provides extensive training on the state-of-the-art facilities and techniques and focus on students as individuals to forge them into future artists
- Demonstrate creativity, experimentation and invention in the development and realization of artwork
- Utilize technical skills appropriate to their chosen discipline, medium or media
- Apply quantitative, critical and analytical reasoning in relation to processes, materials and forms
- Conduct and apply critical and contextual research in terms of historical and contemporary theoretical, social and cultural issues
- Effectively communicate in visual, written and oral forms

### **Fashion Design (Bachelor)**

The program is designed to benefit, support, and sustain the evolving domestic and global apparel marketplace. The mission of the department is to instill in its graduates the skills and knowledge needed to excel and flourish in the fashion industry. ULF's mission emphasizes the development of "students' aesthetic, intellectual, analytical and technological abilities through programs that integrate theory and practice," in keeping with ULF's strategic plan. The fashion design program advances the consistent development of design aesthetics and requisite hands-on knowledge within the business of fashion.

Learning outcome:

1. Utilize ability, critical thinking and problem-solving skills in the development of design ideas, as per industry standards.
2. Develop individual student design abilities with a strong emphasis on professionalism.
3. Exhibit analytical, creative, and intellectual competencies through rigorous coursework and training in all areas of the curriculum.
4. Deepen and broaden a fashion design student's education through a strong core of liberal arts courses.

## **Graphic Design (Bachelor)**

ULF offers both a major and minor in Graphic Design. The department seeks to train students to use signs and symbols to express an idea or concept through innovative thinking. In other words and in details, program participants will gain core knowledge in traditional linear print media, web design, and motion graphics and time-based media. The goal is to give students abilities across the arts and how to use them to render their work closer to perfection in the sense of translation image in mind to image and colors and shapes on papers and/or on screen.

Enrolled students are expected to develop the ability to:

- Create sophisticated, appropriate color palettes and use color and contrast effectively in their work.
- Design and lay out typography for readability, impact, or expression.
- Create drawings in traditional media that show a command of proportion, perspective, and value contrast.
- Prepare images for professional publication with Photoshop retouching, correction, compositing.
- Create engaging and readable layout designs that attract the eye using fundamental design and composition techniques. Also Develop effective logo designs from a client brief

using an iterative design process.

- Create simple, stylized logos, icons, and illustrations in Illustrator, poster design, logo/branding design, magazine layouts, cover design, and packaging
- Manipulate framing, perspective, distance, and lighting to take professional-level digital photographs in a range of settings.
- Create consistent, engaging, and readable layouts in InDesign for multi-page print publications. Also build up a consistent, visually appealing page designs using HTML and CSS via Dreamweaver or via hand coding.
- Identify current areas of strength and prepare and maintain a portfolio of their best design work.

## **Interior Design (Bachelor)**

The interior design program at ULF consists of chronological undergraduate design studios which form the essence of the interior design major. Basic shapes, forms, architectural and design principles of form-making are the main and core topic of focus that soon shift to the issue of how to place people and space in a harmonious form.

Students will develop critical thinking, creative design and value weighting process. Within the instructional settings of the upper design studios, our students learn about the dynamic interactions between people and space in the commercial, institutional, hospitality, healthcare and retail facilities. Graduates develop knowhow in the different interior design topic and area which will assist them in making the world a better place.

Interior design is both an art and a science that involves the creation of imaginative and well conceived spaces that:

- § □ Serve the needs, function and requirements of individuals
- § Provide a sense of place within both public and private spaces for group and individual activity
- § Are appropriate and sustainable
- § Include the community, owners, users, designers, planners and contractors as active participants in the design process.