

Faculty of Art and Design

Undergraduate Prospectus

2024/2025

Call 19(BUE) 19283
El Sherouk City, Cairo, Egypt www.bue.edu.eg



Faculty of Art and Design (AD)

4 Departments

1. Fine Art
(FA)

2. Graphics & Media
(GM)

3. Fashion & Textile
(FT)

4. Interior Architecture
(IA)

1.1
Fine Art Mixed
Media Programme
(FAM)

2.1
Photography
Programme (GMP)

3.1
Fashion Design
Programme (FTF)

4.1
Interior Design
Programme (IAI)

2.2
Game Design
Programme (GMG)

2.3
Illustration Animation
Programme (GMA)

- Programmes are five years' long.
- Prep Year Level: Common for all Programmes of the Faculty
- Year 1: Common for each Department
- Total Credit points 600 for the 5 years (120 Credit points each year)



1. Faculty of Arts and Design

The Faculty of Art and Design emphasis the role of BUE in being a leader in the field of education, research, and creativity. It aims to develop the impact of arts and design in raising community awareness and aesthetics sense in terms of quality assurance and international competitions.

It has five-years professionally oriented programmes designed to provide students with academic professional knowledge and creative practice in art and design. This approach ensures our graduates have the creative skills to compete successfully for employability and have the potential to lead innovation within their sectors.

I. Faculty Programmes

The Faculty of Arts and Design has the following four Departments:

a) Fine Art (FA) Department:

1.1. Fine Art Mixed Media (FAM)

b) Graphics & Media (GM) Department comprises three Programmes:

2.1. Photography (GMP)

2.2. Illustration Animation (GMA)

2.3. Game Design (GMG)

c) Fashion & Textile (FT) Department:

3.1. Fashion Design (FTF)

d) Interior Architecture (IA) Department:

4.1. Interior Design (IAI)

2. Degrees offered by the following Programmes:

- BA (Hons) Art and Design (Fine Art Mixed Media)
- BA (Hons) Art and Design (Photography)
- BA (Hons) Art and Design (Illustration Animation)
- BA (Hons) Art and Design (Game Design)
- BA (Hons) Art and Design (Fashion Design)
- BA (Hons) Art and Design (Interior Design)

3. Aims:

- To preserve national identity and cultural heritage to promote national and artistic values of Egyptian arts and industries in the light of modern and global trends.
- To activate the communication with the labour market and contribute to the provision of training, rehabilitation, and the creation of a successful partnership.
- To Provide creative skills and abilities to develop innovative capabilities in art and design with aesthetic values.
- To Inculcate the innovative mental development of the graduate artist, designed to be able to meet the needs of the artistic, scientific, and practical community in local and regional work market at the level of creativity.
- To adopt creative thinking and scientific methodology for providing creative, technical, and specialised advice to solve art and design problems, as well as create the aesthetics communities for the development of the Egyptian society and cities.

4. Why study in the Faculty of Art and Design

The Faculty of Art and Design at The British University in Egypt is effective and modern and offers the most diverse range of specialisms in Egypt. The overall mission of the faculty is to provide Egypt, and the Middle East, with a British style of education of the highest quality, and to supply graduates that feed and stimulate artistic, industrial, and commercial activities.

The faculty will undertake high-quality academic and applied research of relevance to the Arts, industry and the economy of Egypt and the Middle East. The curricula offered in the Art and Design programmes emphasize both theoretical and practical aspects including design and implementation. It provides students with the theoretical and practical skills that industry and employers require.

The Faculty of Art and Design maintains close partnerships with industry in Egypt and beyond which substantially benefits the students. Art and Design students' study in an environment that encourages diversity and innovation. Staff are not just academic experts in their fields but often have 'real-life' practical experience, which they bring to their subjects, as well as close contacts with the 'world of work'. In this way, students in the Faculty of Art and Design learn not just what to think but how to think.

The Faculty of Art and Design at BUE prepares its students to be competitive on the industrial front and the wider field of visual arts, by allowing them to gain practical experiences, at an early stage, through the summer Internship programmes. In addition to this, students will investigate and propose innovative solutions for real-life industrial problems and challenges through their final year graduation projects.

5. Summer Internships Programme

Art and Design students at BUE are required to perform “Summer Training Internships” during the summer of degree Year 3 of their programmes. BUE is committed to secure opportunities for its students, however, individual students can secure opportunities for themselves provided that the company nature or contemporary artist’s atelier is appropriate to the student’s specialisation.

Summer Training Internships shall be conducted according to the level of knowledge gained by the students. Students are required to be trained in Art and Design sites, factories, contemporary artist’s ateliers, design offices, famous brands, and other companies. At the end of the training period, students are required to submit a report, conduct a presentation in front of a panel at BUE and present a training completion certificate to their relevant Art and Design departments. It is worth mentioning that “Summer Training Internships” are compulsory graduation requirements.



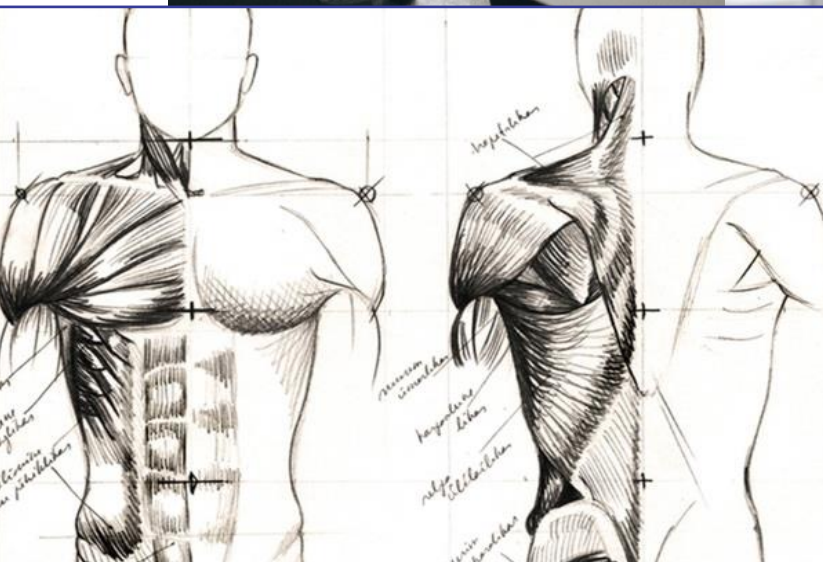
6. Final Year Graduation Projects

Graduation Projects are considered an important component of any Art and Design programme. The senior students are required to complete two projects for their graduation, the first is a research project while the second is a design one. Research projects are the product of creative and innovative ideas and are aligned with contemporary fields, industry requirements and the national strategic interests which inform the topics offered for students to work on. Design projects aim to present the students with the experience integral to the Art and Design process, from preparation of the brief through to detailed design drawings, if applicable. We would hope that students can draw on the results of their research projects that relate to parts of the design project and integrate all individual components into a comprehensive viable design.

7. Preparatory Year

Modules in the preparatory year are common modules for all students at the faculty, which are designed to introduce students to fundamental issues and methods in the disciplines of Art and Design. The introductory modules serve as a “gateway” to Year One.

Students are admitted into a department of their choice provided that they satisfy the departmental requirements.



8. Why study in the Fine Art department?

The Department of Fine Art offers students a distinct programme because:

- It provides state-of-the-art equipment and resources necessary for the study of art.
- It exposes students to international experience through exchange programmes with the UK partner and many relationships with renowned academic universities in London, Italy and France for summer training and Internships.
- It exposes students to a diversity of professional expertise.
- It is based on self-learning and research-based academic teaching.
- It establishes a close connection between students and professional practice.
- It provides students with the opportunity to study art language and design concepts through a range of contexts and research methods.
- It develops students' knowledge of how art language works in history, drawing, anatomy for artists, painting, geometrical perspective, installation in space, photography, video production and the theories of design.
- It seeks to be a source of how creative visual art has an interactive role in society, and to be a pioneer in providing an enlightened position to confirm the equivalence of originality at both local and global levels.

What will I study?

Upon successful completion of the Preparatory Year and on satisfying the entry requirements for the Fine Art Mixed Media department, students admitted will be enrolled for four years.

Degree Year 1

Year 1 is designed to prepare students for their chosen discipline and allow them to explore new ideas, opening up new perspectives on the key debates within the field. It begins in the first semester with the development of fundamental art and design skills, as well as a practical exploration across all the disciplines in the foundation Art and Design programme. In the second semester, students are encouraged to specialise in their discipline. Students will also benefit from workshops in our high-end facilities, and from working with leading academics who will encourage them to become a confident and creative thinker. Their practical development is accompanied by modules in both semesters on foundational academic skills which will be essential progress in relation to their chosen full degree.

Degree Year 2

Year 2 modules place emphasis upon creativity and individuality, which is supported by regular tutorials and studio discussions. This encourages students to explore different approaches to practice, coupled with technical introductions and workshops to enable them to conceive increasingly ambitious projects. Contemporary fine art practice is the focus of debate in both lectures and the studio which is supported by the programme of visiting artists and lecturers.

Degree Year 3

In Year 3, the focus is on the student's chosen area of practice; experimentation and innovation are consolidated, and they will undertake a work placement within the wider field of visual arts or creative industries to test their emerging aspirations.

Degree Year 4

In Year 4, contextual studies, theory, and practice are allied, as students will be able to define the topic through tutorial discussion for their dissertation. The final year culminates in the exhibition degree show.

How will I learn and be assessed?

Teaching involves a combination of lectures, tutorials, group work, private study, and design projects. Assessment involves submitting coursework, presentations, exhibition, and projects. Students are also encouraged to obtain internships.

What career and further education opportunities are open to me when I

Graduates from the programme can join one of the following professional fields:

- Artists
- Designers
- Arts Curators
- Artistic Writers
- Artistic Critics
- Exhibition officers
- Gallery administrators
- In public arts and community arts sectors and education at all levels



9. Why study in the Graphics & Media department?

The Department of Graphics and Media aims to acquaint students with a thorough grounding in both basic and applied areas of graphic design and media arts, as well as research methods by which knowledge of Graphic is advanced. Students acquire a broad range of skills (i.e. photography and digital post-production, Illustrations, Comics, Animation, Stop Motion, Game Art, UI&UX for gaming and 3D Game design) that prepare them for careers as professional graphic designers, game designers, illustrators, animators, photographers, media artists, and researchers.

The Department of Graphics & Media offers students a distinct programme because:

- It acquaints students with a grounding in both basic and applied areas of media arts, games, animation, Photography and graphic design.
- Students acquire a broad range of skills such as design, photography, Illustrations, Comics, Animation, Stop Motion, Game Art, UI&UX for gaming and 3D Game design and digital post-production.
- It provides students with the leadership in design and technology in the field of technical graphic production, media, photography, Animation and game design through quality standards.
- It evaluates and applies various tools and technologies in relation to design development, and the dissemination of graphic and media works.
- It presents professional quality graphic and media works that articulate a coherent message by using appropriate and effective technical and aesthetic design principles.
- It applies a professional, social, and culturally sensitive practice to the design and development of visual media elements.

What will I study?

Upon successful completion of the Preparatory Year and on satisfying the entry requirements of the Graphics and Media Department, students admitted will be enrolled for four years.

Degree Year 1

In year 1, the main focus is on the development of key academic skills through a broad understanding of media arts, graphic design, animation techniques, game design and photography.

Degree Year 2

Photography

Year 2 modules introduce the students to a variety of historical, theoretical, and conceptual issues, and processes related to the generation, development and production of photography, media and designed outcomes. Exercises and project work will enable students to demonstrate their understanding of some of the basic principles of design, media art, and photography and encourage awareness of their relevance and importance within the wider field of design and communication.

Illustration Animation

Year 2 modules introduce the students to variety of teaching methods provide a range of skills and strategies so that you might examine and develop an understanding in Illustration Animation practice, experimental film development, production, and they are directly related to the aims and learning outcomes identified in the programme specification. We have designed the programme to lead you from a broader understanding of theoretical concepts and practical skills to highly developed analytical and professional skills.

Game Design

Core lectures in year 2 address the whole module group, in contrast to workshops, which are normally limited to groups of approximately twenty students or fewer examining the game genera, game story, 2D game level and UI&UX.

Degree Year 3

Photography

Students will carry out a greater degree of independent study, support and develop project work with research, analysis, and selection. The modules encourage their awareness and reflection and offer them a degree of choice and selection of project options and photography and media outcomes.

Illustration Animation

Core lectures in Year 3 address the whole module group, in contrast to workshops, which are normally limited to groups of approximately twenty students or fewer, Students will examine variety of illustration, animation, photo shooting and videography techniques supporting animation and documentation films.

Game Design

Our teaching methods provide a range of skills and strategies so that you might examine and develop an understanding in 3D Game Design practice, production, and they are directly related to the aims and learning outcomes identified in the programme specification.

Degree Year 4

Photography

In Year 4, the focus will be the same as in year 3 as well as developing and improving the gained skills of students in year 3. Students will carry out a greater degree of independent study, and support and develop project work with research, analysis, and selection. The modules encourage your awareness and reflection and offer you a degree of choice and selection of project options and photography, design, and media outcomes. During the Professional Practice module, you can undertake studio placements, and engage with contemporary design practice.

Illustration Animation

At the point of graduation our intention is that you will be able to identify the professional opportunities open to you for your future careers. Graduation Project at year 4 address skills required for career development and visiting artists, writers and professionals are invited to speak to you. Your final year module Organic Modelling and Animation are supported through focused one-to-one tuition and work reviews provide the most common context for the discussion and development of work in progress at year 4. These group sessions are highly constructive in enabling you to further develop skills in critical analysis, reflective thinking, self-evaluation, communication, supporting others and the presentation of ideas.

Game Design

Your final year module Organic Modelling and Animation are supported through focused one-to-one tuition and work reviews provide the most common context for the discussion and development of work in progress at year 4. These group sessions are highly constructive in enabling you to further develop skills in critical analysis, reflective thinking, self-evaluation, communication, supporting others and the presentation of ideas.

How will I learn and be assessed?

Teaching involves a mix of lectures, tutorials, critiques, group work, private study, and practical activities. A variety of assessment methods such as problem sets, in-class group assessments, group lab work, galleries visits, photography studios, in-class computer developments, game design studios, illustration animation studios, participating in conferences and films competitions and festivals and group design projects. The programmes emphasize hands-on practical work to enhance the students' appreciation and understanding of technical and theoretical concepts. The programme also enhances the research and communication skills of its graduates through a variety of research assignments.

What career and further education opportunities are open to me when I graduate?

It prepares students for professional careers in digital media production and game design:

- Photographers in different disciplines (mass media, communication, fashion, products, brands, architecture, contemporary and conceptual art)
- Graphic designer
- Multimedia artist or Graphic Animator
- Art director
- Production artist
- Product developer
- Game designer in game design studios.
- Educational game designer in publishing houses
- UI and UX designer in advertising agencies
- Freelance illustrator animator
- Illustrator in advertising agencies and animation studios
- Special effects designer in Cinema industry
- Drawing artist in cartoon studios and
- Postproduction film creator in cinema
- Teaching Game Design or illustration animation or photography in the educational sector
- Postgraduate study and research
- Drawing artist in cartoon studios or cartoon film creator
- Working in the film, broadcast television, commercial and documentary industries
- Marketing and branding designer
- Postgraduate study and research



Learn How To Think Not What To

10. Why study at the Fashion and Textile Department?

The Department of Fashion and Textile aims to prepare students for careers in different fields such as the Textile industry and fashion design. This department provides students with the opportunity to study design concepts through a range of contexts and research methods that develop their knowledge in Fashion Design theory, Design business and practice in both Textile and Fashion fields, besides providing students with practical projects in different areas such as sportswear, outerwear, modernity through different skills in cutting, surface, historical, and internship.

The Department of Fashion and Textile, Fashion Programme offers students a distinct programme because:

- It prepares students for careers within the international fashion industry that will satisfy them intellectually, professionally, and personally.
- It educates students to an advanced level of individual creativity within the discipline of fashion design and develops their powers of enquiry and analysis.
- It intends to improve production procedures of new textile materials, textile designs, prototypes in experimental fashion design.
- It encourages independent research, organisation and judgment to promote critical self-awareness.
- It equips graduates with the knowledge, understanding and academic skills to continue to postgraduate study.
- It responds to the changing needs of an increasingly international industry by preparing self-motivated students for design-based careers, and to develop their capacity to exercise both specialist and transferable skills that satisfy the professional demands of the industry.

What will I study?

Upon successful completion of the Preparatory Year and on satisfying the entry requirements of the Fashion and Textile Department, students admitted will be enrolled for four years.

Degree Year 1

The second year of the Fashion Design focuses on understanding and addressing the demands and needs of the fashion design industry through design assignments. Guest industry speakers and lecturers allow students to understand their design practice within the context of the wider international design industry. A sustained period of internship will take to enable students to have the opportunity to work with a designer in their collections.

Degree Year 2

This year covers the core fundamentals of the fashion design discipline, including 2D and 3D design practice, CAD, construction, design, illustration, pattern cutting, print, research, and trend analysis. This year introduces the student to a variety of skills and techniques related to all areas of 2D and 3D fashion practice. Design, research, illustration, cut, construction, print, and CAD are all covered. Research is fostered through a variety of methods including visits to London Fashion Week, fashion shows, exhibitions, sketchbooks, and industry visits. There are lessons in life drawing and illustration so that students understand the proportion in 2D as well as 3D. Students undertake a range of design work that includes menswear and womenswear, spanning both conceptual and commercial.

Degree Year 3

Year 3 focuses on understanding and addressing the demands and needs of the fashion design industry through design assignments. Guest industry speakers and lecturers allow students to understand their design practice within the context of the wider international design industry. Moreover, it has exceptional industry connections and an excellent track record of successful internships to benefit both the students and the fashion companies alike which will enable students to gain an enormous amount of specific and transferable knowledge during this period of study.

Degree Year 4

At this year, students are expected to develop a more strategic perspective and draw together their academic and work experience. Students will study subjects that further develop their design skills, and also have the opportunity to specialise in areas of particular interest. Students will develop a collection of design work to enable them to apply for design positions on graduation.

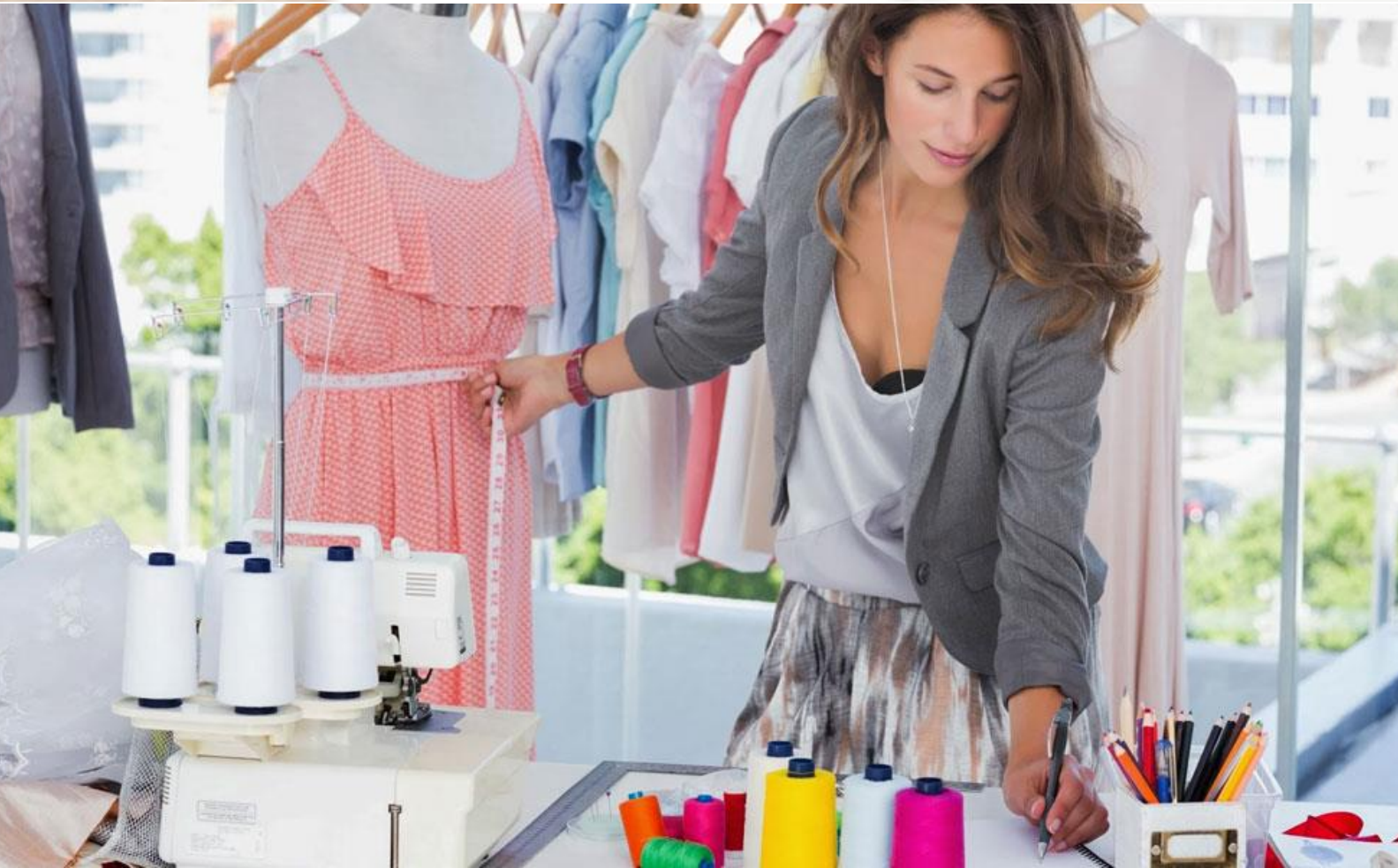
How will I learn and be assessed?

Teaching involves a mix of lectures, tutorials, group work, self-study, practical and field activities. A variety of assessment methods involves the submission of coursework, problem sets, in-class group assessments, sitting exams, presentations, and projects. The Programme emphasises hands-on practice and fieldwork to enhance the student's appreciation and understanding of technical and theoretical concepts. The Programme also enhances the research and communication skills of its graduates through a variety of research assignments.

What career and further education opportunities are open to me when I

It prepares students for careers in different fields such as industry and fashion design:

- Fashion designer
- Stylist
- Textile designer
- Trend forecaster
- Fashion illustrators
- Fashion public relations
- Fashion writers
- Garment Experts



Learn How To Think Not What To Think

11. Why study Interior Architecture Department?

The Department of Interior Architecture aims to prepare students for careers in different fields such as interior design and scenography through theatre, TV, and cinema. This department provides students the opportunity to study knowledge and skills in different areas such as Geometrical Perspective, Chemistry, Physics, Interior Design, History of Architecture, Technology of Materials, Visual Culture and Alteration, Material and Working Details, Scenography Design, and Scenic Drawing.

The programme offers an array of modules designed to help students acquire expertise and knowledge in their chosen field. A key aim is to help deepen students' insights and develop their ability to express their ideas visually following formal academic conventions and ensuring academic honesty. In addition to personal enrichment, this offers a wide variety of careers to graduates. These include visual artists, photographers, designers, and international work, as well as important leadership roles as analysts, researchers, and personnel specialists.

The Interior Architecture Programme offers students a distinct programme because:

- It helps to deepen students' insights and develop their ability to express their ideas visually.
- It promotes a dynamic and speculative approach to the design of the interior spatial environment.
- It values the research which seeks to challenge traditional methodologies.
- It includes critical analyses trends in interior architecture, art and design theory, and practice, forecasting future developments based on research and critical judgment.
- It stimulates interior architects, designers, and artists to develop their artistic, aesthetic and intellectual vision within the field of creative practice through utilisation of a wide range of media.

What will I study?

Upon successful completion of the Preparatory Year and on satisfying the entry requirements of the Interior Architecture Department, students admitted will be enrolled for four years.

In order to be accepted into this department, students will have achieved a C grade in the Orthographic Projection module in the Preparatory Year.

Degree Year 1

Year 1 after preparatory year includes common modules of the Interior Architecture Programme.

Degree Year 2

In year 2, students will be engaged in the discipline in a focused way, with theoretical and methodological attention. It is designed to develop students' thinking, key skills and understanding of the industry and related practice by allowing them to produce a portfolio and discover their career aspirations through explorative approaches.

Degree Year 3

In year 3, we will engage students in the discipline in a focused way, with theoretical and methodological attention. Modules are designed to achieve a balance between depth of knowledge acquired through specialisation and breadth of knowledge gained through exploration and identity.

Degree Year 4

This year focuses on engaging students in the discipline in a focused way, with theoretical and methodological attention. Modules are designed to achieve a balance between depth of knowledge acquired through specialisation and breadth of knowledge gained through exploration and identity.

How will I learn and be assessed?

Teaching involves a mix of lectures, tutorials, laboratory sessions, group work, private study and practical activities. Assessment involves submitting coursework and projects (reports and presentations) and sitting exams.

What career and further education opportunities are open to me when I graduate?

It offers a wide variety of careers to graduates such as visual artists, photographers, designers, and international work, as well as important leadership roles as analysts, researchers and personnel specialists:

- Interior Architects designer
- Exhibition designer
- Scenography designer, theatre/TV/Cinema Locations
- Landscape Architects
- Art Director
- Furniture Designer



12. What are our graduate attributes?

All the Art and Design programmes seek for the preparation of a distinguished and creative graduate with an active personality in society, who has a sense of creativity and ability to compete within international academic standards and to meet the needs of the local and global environment.

13. Graduate Attributes

Art and design is a field widely used to embrace a complex, diverse and evolving constituency of disciplines, which share important conceptual characteristics, but which also have significant differences. While it is the very nature of this difference, which contributes to its richness as an area of study and practice, the range of disciplines also shares numerous defining qualities. The use of technology, exploration of materials and the challenging of existing disciplines have led to an increase in multi-disciplinary activity.

On graduating with an honour's degree in Art and Design, students will typically have the attributes, which enhance their employability:

1. The capacity to be creative.
2. Aesthetic sensibility
3. Intellectual enquiry for solving problems and take decisions.
4. Skills in team working.
5. An appreciation of diversity, quality, and detail
6. The ability to research a variety of modes.
7. The quality of critically reflecting on one's own learning and development
8. The ability to factor ethical considerations into creative practice.
9. The capacity to work independently, encouraging resilience and self-determination.
10. The ability to communicate in a range of updated formats.

These abilities vary between different Art and Design disciplines, and all require the development of cognitive attributes. The role of imagination in the creative process is essential in developing the capacities to observe and visualise, in the identifying and solving of problems, and in the making of critical and reflective judgments.

The increasing diversity of Art and Design education is reflected in a similarly wide variety of careers that graduates pursue in contexts that include employment in the creative and cultural industries and research, education, and management. Graduates may continue their practice and support this through the sale of their work, grants, and residencies, and/or other employment. Some find an application for their learning through, for example, community work, management, and administration, or within other areas of the creative industries including advertising, film and video production, software design, or as a self-employed artist or designer/maker.

Art and design also involve both analysis and synthesis, and is frequently solution-focused, culminating in the creation of design outcomes as prototypes, models, or proposals. There is no single definition or methodological approach to the subject, and there are no limitations in terms of interdisciplinary relationships. Art and Design covers aspects of decision making concerning the aesthetic, ethical, functional, and commercial characteristics of artifacts and systems.

14. How to apply for a programme in the Faculty of Arts and Design

1. Read the admissions section The Faculty Page on the BUE Website. This can be accessed at www.bue.edu.eg
2. Apply online at www.bue.edu.eg
3. Call the BUE Hotline and speak to a member of staff in the student's Affairs Department in you required further information -19(BUE) 19283
4. Contact the Faculty Student Support Officer (Miss Mariam Khalil) on mariam.khalil@bue.edu.eg

When to apply:

- a. The early admissions period begins in January of each academic year.
- b. Applicants are encouraged to apply early to secure a place in their programmes of study.
- c. Once programmes are full, all applicants will be placed on a waiting list.



