

## Program Structure

**Program Matrix BDes (Strategy-Product Design Combination)**

Year 1 Foundation			
FALL		Spring	
Sem 1	Credits	Sem 2	Credits
FoL101 -Design Across Scales	3	FoL103 -Introduction to Design Strategies and Entrepreneurship	3
FoL102 -History of Design	3	FoL104 - Design Futures	3
FoW101 - The Ecology of Forms	3	FoW102 - Material (In)Formation	3
FoS101 - Exploring Design	6	FoS102 - How to Design Almost Anything	6
Strategy and Product Concentration			
Year 2			
Sem 3	Credits	Sem 4	Credits
PrL201 -Human Factors	3	PrW201- Materials in Human Experience	3
StW201 - Innovation and Design	3	StL201 - Design Marketing Management	3
StS201 - Strategic Design in Context	6	PrS201 - Design Objects	6
LaL201- Introduction to Academic Writing	3	HwL201 - Happiness and Wellbeing	3
Year 3			
Sem 5	Credits	Sem 6	Credits
PrL301 - Materials and Processes	3	PrW301 - Design and Manufacturing	3
StS301 - Strategic Design Management	6	PrS301 - D-Lab	6
StW301 - Design Thinking	3	StL301 - Communicating with Data	3
AiL301 - Artificial Intelligence in Design	3	CdL301 - Career Development	3
Summer Semester Internship			3
Year 4			
Sem 7	Credits	Sem 8	Credits
Elective 1	3	Elective 2	3
BrL401 - Brand Design	3	ThA401 - Thesis/Capstone	6
RpT401 - Research Practice	3	ScL301 - Ecology and the Environment	3
EmL401 - Emirati Cultural Studies	3		
HuL401 - Communication Across Cultures	3		
<b>Electives:</b>  PeL401 - Immersive Technologies for Experiential Design  PeL402- Designing with Nature: Circular Thinking and Biomimicry  PeL404- Visual Narratives Across Art, Film, and Social Media  PeL403 - Art of Display: Curation and Exhibition in Context	Total Core courses credits		96
	Total Gen Ed courses credits		18
	Total Elective Courses credits		6
	Grand total		120

### Program Matrix BDes (Strategy-Fashion Design Combination)

Year 1 Foundation			
FALL		Spring	
Sem 1	Credits	Sem 2	Credits
FoL101 -Design Across Scales	3	FoL103 – Introduction to Design Strategies and Entrepreneurship	3
FoL102 -History of Design	3	FoL104 - Design Futures	3
FoW101 – The Ecology of Forms	3	FoW102 – Material (In)Formation	3
FoS101 – Exploring Design	6	FoS102 – How to Design Almost Anything	6
Strategy and Fashion Design			
Year 2			
Sem 3	Credits	Sem 4	Credits
FaL201 – Fashion Culture	3	FaW201 –Design Workshop 1	3
StW201 – Innovation and Design	3	StL201 – Design Marketing Management	3
StS201 – Strategic Design in Context	6	FaS201 – Exploring Fashion 1	6
LaL201- Introduction to Academic Writing	3	HwL201 – Happiness and Wellbeing	3
Year 3			
Sem 5	Credits	Sem 6	Credits
FaL301 – Fashion Ethics and Culture	3	FaW301 – Design Workshop 2	3
StS301 – Strategic Design Management	6	FaS301 –Exploring Fashion 2	6
StW301 – Design Thinking	3	StL301 – Communicating with Data	3
AIL301 – Artificial Intelligence in Design	3	CdL301 – Career Development	3
Summer Semester Internship			3
Year 4			
Sem 7	Credits	Sem 8	Credits
Elective 1	3	Elective 2	3
BrL401 Brand Design	3	ScL301 – Ecology and the Environment	3
RpT401 – Research Practice	3	ThA401 – Thesis/Capstone	6
EmL401 – Emirati Cultural Studies	3		
HuL401 – Communication Across Cultures	3		
<b>Electives:</b>  PeL401 – Immersive Technologies for Experiential Design  PeL402 – Designing with Nature: Circular Thinking and Biomimicry  PeL404 – Visual Narratives Across Art, Film, and Social Media  PeL403 – Art of Display: Curation and Exhibition in Context	Total Core courses credits		96
	Total Gen Ed courses credits		18
	Total Elective Courses credits		6
	Grand total		120

**Program Matrix BDes (Strategy–Multimedia Design Combination)**

Year 1 Foundation			
FALL		Spring	
Sem 1	Credits	Sem 2	Credits
FoL101 –Design Across Scales	3	FoL103 – Introduction to Design Strategies and Entrepreneurship	3
FoL102 –History of Design	3	FoL104 – Design Futures	3
FoW101 – The Ecology of Forms	3	FoW102 – Material (In)Formation	3
FoS101 – Exploring Design	6	FoS102 – How to Design Almost Anything	6
Strategy and Multimedia Concentration			
Year 2			
Sem 3	Credits	Sem 4	Credits
MuL201 – Visual Computing 1	3	MuW201 – Fundamentals of Computational Media Design	3
StW201 – Innovation and Design	3	StL201 – Design Marketing Management	3
StS201 – Strategic Design in Context	6	MuS201 –Visualization and Information Design	6
LaL201 Introduction to Academic Writing	3	HwL201 – Happiness and Wellbeing	3
Year 3			
Sem 5	Credits	Sem 6	Credits
MuL201 – Visual Computing 2	3	MuW301 –Advanced Visualizations in Motion Graphics	3
StS301 – Strategic Design Management	6	MuS301 – Designing Interactions	6
StW301 – Design Thinking	3	StL301 – Communicating with Data	3
AiL301 – Artificial Intelligence in Design	3	CdL301 – Career Development	3
Summer Semester Internship			3
Year 4			
Sem 7	Credits	Sem 8	Credits
Elective 1	3	Elective 2	3
BrL401 Brand Design	3	ScL301 – Ecology and the Environment	3
RpT401 – Research Practice	3	ThA401 – Thesis/Capstone	6
EmL401 – Emirati Cultural Studies	3		
HuL401 – Communication Across Cultures	3		
<b>Electives:</b>  PeL401 – Immersive Technologies for Experiential Design  PeL402 – Designing with Nature: Circular Thinking and Biomimicry  PeL404 – Visual Narratives Across Art, Film, and Social Media  PeL403 – Art of Display: Curation and Exhibition in Context	Total Core courses credits		96
	Total Gen Ed courses credits		18
	Total Elective Courses credits		6
	Grand total		120

### Program Matrix BDes (Product-Fashion Design Combination)

Year 1 Foundation			
FALL		Spring	
Sem 1	Credits	Sem 2	Credits
FoL101 -Design Across Scales	3	FoL103 -Introduction to Design Strategies and Entrepreneurship	3
FoL102 -History of Design	3	FoL104 - Design Futures	3
FoW101 - The Ecology of Forms	3	FoW102 - Material (In)Formation	3
FoS101 - Exploring Design	6	FoS102 - How to Design Almost Anything	6
Product and Fashion Design			
Year 2			
Sem 3	Credits	Sem 4	Credits
FaL201 - Fashion Culture	3	FaW201 -Design Workshop 1	3
PrW201- Materials in Human Experience	3	PrL201 -Human Factors	3
PrS201 - Design Objects	6	FaS201 - Exploring Fashion 1	6
LaL201- Introduction to Academic Writing	3	HwL201 - Happiness and Wellbeing	3
Year 3			
Sem 5	Credits	Sem 6	Credits
FaL301 - Fashion Ethics and Culture	3	FaW301 - Design Workshop 2	3
PrS301 - D-Lab	6	FaS301 -Exploring Fashion 2	6
PrW301 - Design and Manufacturing	3	PrL301 - Materials and Processes	3
AIL301 - Artificial Intelligence in Design	3	CdL301 - Career Development	3
Summer Semester Internship			3
Year 4			
Sem 7	Credits	Sem 8	Credits
Elective 1	3	Elective 2	3
BrL401 Brand Design	3	ScL301 - Ecology and the Environment	3
RpT401 - Research Practice	3	ThA401 - Thesis/Capstone	6
EmL401 - Emirati Cultural Studies	3		
HuL401 - Communication Across Cultures	3		
<b>Electives:</b>  PeL401 - Immersive Technologies for Experiential Design  PeL402 - Designing with Nature: Circular Thinking and Biomimicry  PeL404 - Visual Narratives Across Art, Film, and Social Media  PeL403 - Art of Display: Curation and Exhibition in Context	Total Core courses credits		96
	Total Gen Ed courses credits		18
	Total Elective Courses credits		6
	Grand total		120

**Program Matrix BDes (Product-Multimedia Design Combination)**

Year 1 Foundation			
FALL		Spring	
Sem 1	Credits	Sem 2	Credits
FoL101 -Design Across Scales	3	FoL103 – Introduction to Design Strategies and Entrepreneurship	3
FoL102 -History of Design	3	FoL104 – Design Futures	3
FoW101- The Ecology of Forms	3	FoW102 – Material (In)Formation	3
FoS101 – Exploring Design	6	FoS102 – How to Design Almost Anything	6
Product and Multimedia Concentration			
Year 2			
Sem 3	Credits	Sem 4	Credits
MuL201 – Visual Computing 1	3	MuW201 – Fundamentals of Computational Media Design	3
PrW201- Materials in Human Experience	3	PrL201 –Human Factors	3
PrS201 – Design Objects	6	MuS201 –Visualization and Information Design	6
LaL201 Introduction to Academic Writing	3	HwL201 – Happiness and Wellbeing	3
Year 3			
Sem 5	Credits	Sem 6	Credits
MuL201 – Visual Computing 2	3	MuW301 –Advanced Visualizations in Motion Graphics	3
PrS301 – D-Lab	6	MuS301 – Designing Interactions	6
PrW301 – Design and Manufacturing	3	PrL301 – Materials and Processes	3
AiL301 – Artificial Intelligence in Design	3	CdL301 – Career Development	3
Summer Semester Internship			3
Year 4			
Sem 7	Credits	Sem 8	Credits
Elective 1	3	Elective 2	3
BrL401 Brand Design	3	ScL301 – Ecology and the Environment	3
RpT401 – Research Practice	3	ThA401 – Thesis/Capstone	6
EmL401 – Emirati Cultural Studies	3		
HuL401 – Communication Across Cultures	3		
<b>Electives:</b>  PeL401 – Immersive Technologies for Experiential Design  PeL402 – Designing with Nature: Circular Thinking and Biomimicry  PeL404 – Visual Narratives Across Art, Film, and Social Media  PeL403 – Art of Display: Curation and Exhibition in Context	Total Core courses credits		96
	Total Gen Ed courses credits		18
	Total Elective Courses credits		6
	Grand total		120

**Program Matrix BDes (Fashion–Multimedia Design Combination)**

Year 1 Foundation			
FALL		Spring	
Sem 1	Credits	Sem 2	Credits
FoL101 –Design Across Scales	3	FoL103 – Design Strategies and Entrepreneurship	3
FoL102 –History of Design	3	FoL104 – Design Futures	3
FoW101 – The Ecology of Forms	3	FoW102 – Material (In)Formation	3
FoS101 – Exploring Design	6	FoS102 – How to Design Almost Anything	6
Fashion and Multimedia Concentration			
Year 2			
Sem 3	Credits	Sem 4	Credits
MuL201 – Visual Computing 1	3	MuW201 – Fundamentals of Computational Media Design	3
FaW201 –Design Workshop 1	3	FaL201 – Fashion Culture	3
FaS201 – Exploring Fashion 1 – Exploring Fashion 1	6	MuS201 –Visualization and Information Design	6
LaL201– Introduction to Academic Writing	3	HwL201 – Happiness and Wellbeing	3
Year 3			
Sem 5	Credits	Sem 6	Credits
MuL201 – Visual Computing 2	3	MuW301 –Advanced Visualizations in Motion Graphics	3
FaS301 –Exploring Fashion 2	6	MuS301 – Designing Interactions	6
FaW301 – Design Workshop 2	3	FaL301 – Fashion Ethics and Culture	3
AiL301 – Artificial Intelligence in Design	3	CdL301 – Career Development	3
Summer Semester Internship			3
Year 4			
Sem 7	Credits	Sem 8	Credits
Elective 1	3	Elective 2	3
BrL401 Brand Design	3	ScL301 – Ecology and the Environment	3
RpT401 – Research Practice	3	ThA401 – Thesis/Capstone	6
EmL401 – Emirati Cultural Studies	3		
HuL401 – Communication Across Cultures	3		
<b>Electives:</b>  PeL401 – Immersive Technologies for Experiential Design  PeL402 – Designing with Nature: Circular Thinking and Biomimicry  PeL404 – Visual Narratives Across Art, Film, and Social Media  PeL403 – Art of Display: Curation and Exhibition in Context	Total Core courses credits		96
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	Grand total		120