AUS | الجـــامـــعــة الأمــيـركــيــة فــي الـشــارقـة
American University of Sharjah

COLLEGE OF ARCHITECTURE, ART AND DESIGN
كلية العمارة والفنون والتصميم

# SIX
# DEGREES

architecture
interior design
urban planning
design management
multimedia design
visual communication

# CONTENTS

# FOREWORD

## Dr. Varkki Pallathucheril
**Dean of the College of Architecture, Art and Design**

In this year of our Silver Jubilee, I am incredibly proud to share this catalog of work by the graduating class of 2023 from the College of Architecture, Art and Design (CAAD) at American University of Sharjah (AUS).

This has been a year of both looking back at what we have achieved as a college and a design community over the past 25 years, and looking ahead to the future of design education and the expanding dynamic of the design profession. As we have considered these things, I believe that this is an exciting time for our graduates to be entering the workforce. Opportunities in the region are growing. We are confident that they are ready to impact the design industry, applying the knowledge, skills and sensibilities they have acquired and honed through practice and critical feedback in the areas of architecture, interior design, design management, multimedia design, visual communication and urban planning.

The CAAD experience is one of intense transformation. I am grateful for the way CAAD faculty play a central and indispensable role in this journey for each of our students, giving personal attention to them as their mentors and teachers. It is for this reason we each take personal pride in presenting their creative work in this publication.

This catalog accompanies an exhibition of works selected by each graduating student. You are invited to peruse this compilation, and if a particular piece or student intrigues you, or you are in search of new talent, please follow up using the contact information provided.

I wish to recognize the CAAD staff who have provided invaluable support and hard work throughout this academic year, in particular Savio Creado, Assistant to the Dean. Associate Dean Faysal Tabbarah oversaw the initiative.

To our graduating students—congratulations! As you begin your professional journey, I join the broader CAAD community in wishing you the very best for a successful future. As an AUS alumnus, you are very much an integral part of our community. I encourage you to continue to challenge and support each other as you have in the CAAD studios, connect quickly with our global network of CAAD alumni, and to return to us often as mentors, guest lecturers and friends. We look forward to celebrating your successes with you.

# FACULTY MEMBERS

## Department of Architecture

**George Katodrytis** · *Professor / Department Head*
**Mohammed Balila** · *Visiting Assistant Professor*
**Jason Carlow** · *Associate Professor*
**Dr. Roberto Castillo** · *Associate Professor*
**Camilo Cerro** · *Associate Professor*
**Brian Dougan** · *Professor*
**Marcus Farr** · *Associate Professor*
**Dalia Hamati** · *Visiting Assistant Professor*
**Eirik Heintz** · *Professor*
**Michael Hughes** · *Professor*
**Selma Ćatović Hughes** · *Adjunct Faculty*
**Ammar Kalo** · *Associate Professor / Director of CAAD Labs*
**Dr. Jerry Kolo** · *Professor / Academic Program Coordinator MUP*
**Kevin Mitchell** · *Professor*
**Dr. Ahmed Mokhtar** · *Professor*
**Dr. John Montague** · *Associate Professor*
**George Newlands** · *Associate Professor*
**Maria Oliver** · *Associate Professor*
**Dr. Varkki Pallathucheril** · *Professor / Dean of CAAD*
**Ioanna Papadopoulou** · *Visiting Assistant Professor*
**Dr. Igor Peraza** · *Professor of Practice*
**Dr. Rafael Pizarro** · *Associate Professor*
**Patrick Rhodes** · *Associate Professor*
**Juan Roldan** · *Associate Professor*
**Dr. Ahmed Sadek** · *Adjunct Faculty*
**William Sarnecky** · *Professor of Practice*
**Gregory Spaw** · *Associate Professor*
**Faysal Tabbarah** · *Associate Professor / Associate Dean*
**Tania Ursomarzo** · *Assistant Professor*
**Gregory Watson** · *Professor*

## Department of Art and Design

**Dr. Zinka Bejtic** · *Associate Professor / Department Head*
**Hala Riyadh Al-Ani** · *Assistant Professor*
**Anushka Anand** · *Adjunct Faculty*
**Adnan Arif** · *Adjunct Faculty*
**Christianna Bonin** · *Assistant Professor*
**Paula Curran** · *Associate Professor*
**Zlatan Filipovic** · *Associate Professor*
**Toma Gabor** · *Adjunct Faculty*
**Dr. Joseph Graham** · *Assistant Professor*
**Lisa Harpalani** · *Adjunct Faculty*
**Amal Hmayed** · *Adjunct Faculty*
**Riem Ibrahim** · *Assistant Professor*
**Dr. Christopher Kaltenbach** · *Associate Professor*
**Mohamed Mamdouh** · *Adjunct Faculty*
**Ali Matay** · *Visiting Assistant Professor*
**Dr. Necati Toros Mutlu** · *Visiting Assistant Professor*
**Nazaneen Naddaf** · *Adjunct Faculty*
**Dr. Gökçe Okandan** · *Visiting Associate Professor*
**Philip Sheil** · *Senior Lecturer / Director of Foundations*
**Seth Thompson** · *Associate Professor*

# STAFF

## Office of the Dean

**Rachida Cherki** · *Programs Coordinator*
**Savio Creado** · *Assistant to the Dean*
**Sunitha Kallai** · *Administrative Assistant*
**Nada Khalaf** · *Communications & Event Coordinator*
**Yara Libzo** · *Administrative Assistant*
**Jameela Saleem** · *Senior Administrative Assistant*
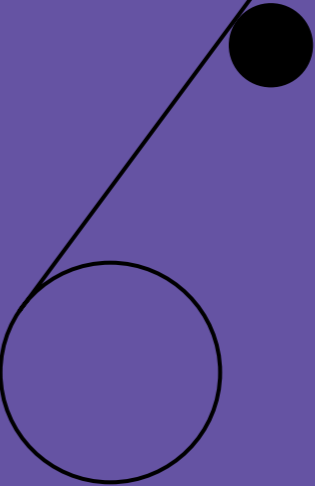**Muhammad Sulaiman** · *Facilities Monitor*

## CAAD Labs

**Ammar Kalo** · *Director of CAAD Labs*
**Abdul Rasheed Abdul Kader** · *Laboratory Specialist*
**Ali Ahmed** · *Laboratory Specialist*
**Hala El-Abora** · *Laboratory Specialist*
**Bishoy Girgis** · *Laboratory Specialist*
**Mohammed Shafiullah Nizamdeen** · *Laboratory Specialist*

## CAAD IT

**Nabeel Amireh** · *Director - Education Technology & Support*
**Afrah Amer Al-Mashgari** · *IT Specialist*
**Pramod Kumar** · *Team Leader*
**Rakesh Ramu** · *IT - Systems*

# ARCHITECTURE

# IZZDEEN ABU YOUSUF

## The Civil Defense

*ARC 302, Professor Mircea Eni*

In designing this Civil Defense station, the contextual culture of the site was considered, as it had been manipulated numerous times to create a shelter from the Gulf Sea and accommodate boats. The shape and materials work with the concept of displacements. After doing some material tests, a concrete structure with a cuboidal shape was chosen due to its ability to change sizes proportionally based on its intended use.

## The Horizon

*ARC 301, Professor Dalia Hamati*

Located at the edge of Dubai Creek, this library structure is inspired by the UAE history and the sea. The design is based on the sea legs of fishermen who develop tolerance for constant movement, incorporated through the shape of a dhow boat. A shifting horizon line was created through different thicknesses, representing time spent above and below the horizon. The design is intended to be a vessel for storing UAE history, with the individual moving through it.

Exterior Facade (Showing Sleeping Quarters)
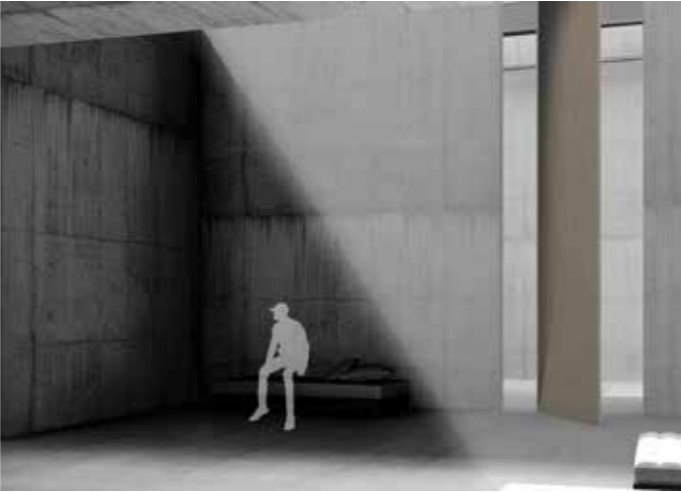
Interior Render (Communal Area)

Exterior Render (Boat Dock)

Interior Render (Central Area)

Exterior Render (Dubai Creek Facade)

Exterior Render (Dubai Gold Souq Facade)

Interior Render (Walking up the ramps)

# VIANA AHMADYAR

## Al Fael

*ARC 401, Professor Igor Peraza*
*Team member: Fatima Zaydan*

Al Fael project, which includes a pedestrian bridge and a green sculpture, is located in Al Mamsha, Sharjah. By building togetherness through architecture, the project renews the relationship between people and nature through senses, emotion, beauty, meaning and compassion. Al Fael project brings agriculture up into the air, while at the same time inviting community on the ground.

## Dubai School for Sustainable Fashion Design

*ARC 402, Professor Marcus Farr*
*Team member: Fatima Zaydan*

Dubai School for Sustainable Fashion Design is located in Alserkal Avenue, Dubai. The project is an institute that explores a system of modular elements. The institute offers display, exhibition and learning spaces, both for the public and students. The parametric design of the project underlines the concept of architecture and light. The project develops dynamic forms through the rich use of materiality and techniques.
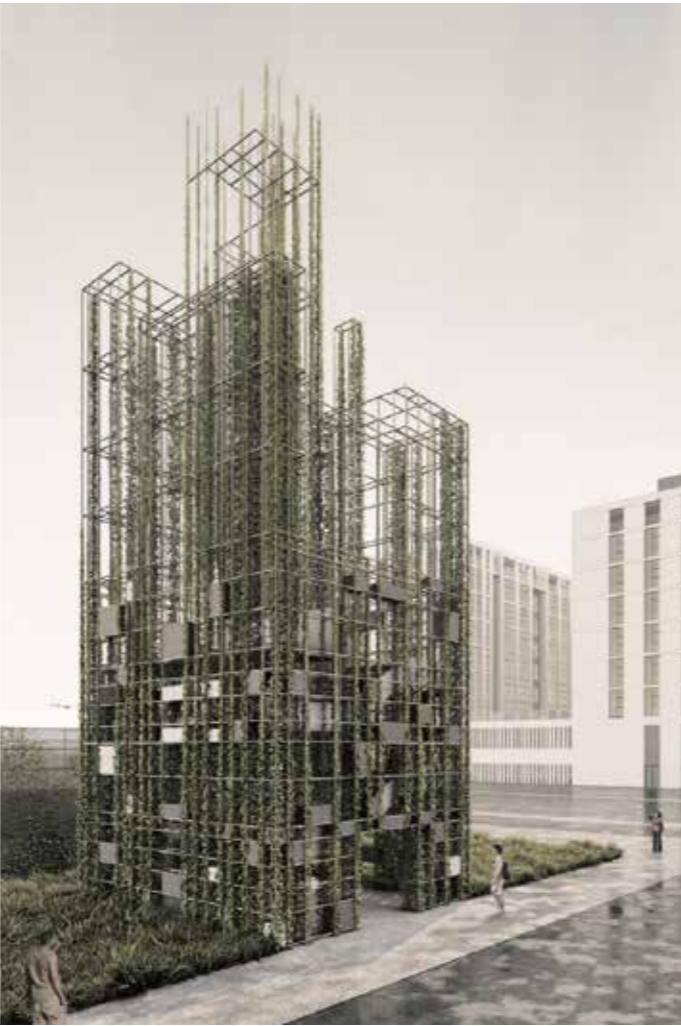

Al Fael - Sculpture Exterior View


Al Fael - Sculpture Interior View


Al Fael - Bridge Exterior View


Al Fael - Under the Bridge


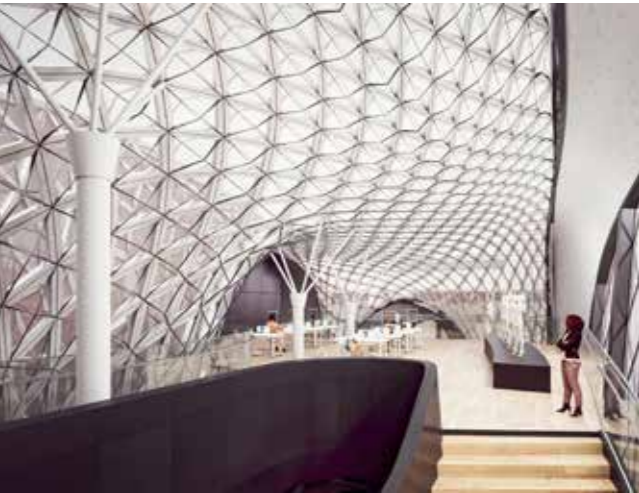Dubai School for Sustainable Fashion Design - Interior View


Al Fael - Bridge Exterior View


Dubai School for Sustainable Fashion Design - Exterior View


Dubai School for Sustainable Fashion Design - Interior View

# TALA AKHAL

## The Frame Maker

*ARC 501, Professor Michael Hughes*
*Team members: Hajer Ali, Zara Khan*

The Frame Maker is a landscape-oriented project that privileges framing as a generative tool of singular experiences. Those moments celebrate natural elements including swaying fountain grass, climbing bougainvillea and changing skies. As opposed to framing pre-existing conditions on site, the project creates a set up in which a variety of framing tools are used to control views. Those include film camera angles and the human field of vision as tools that filter out unfavorable conditions on site. Our methodology in this project speaks to the concept of frame producton as it celebrates analog methods of design through varius mediums such as hand drafting, model making and drawing hybridization.
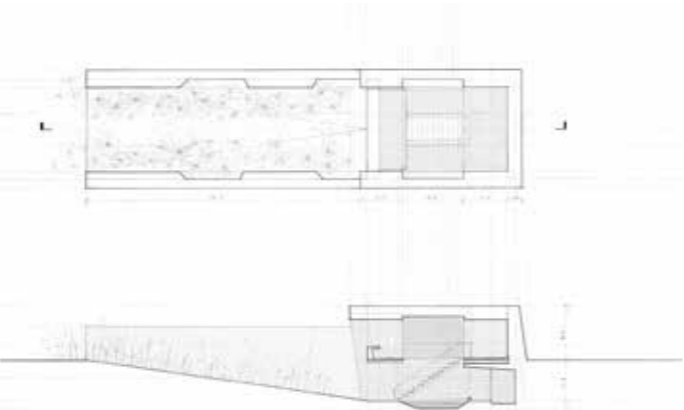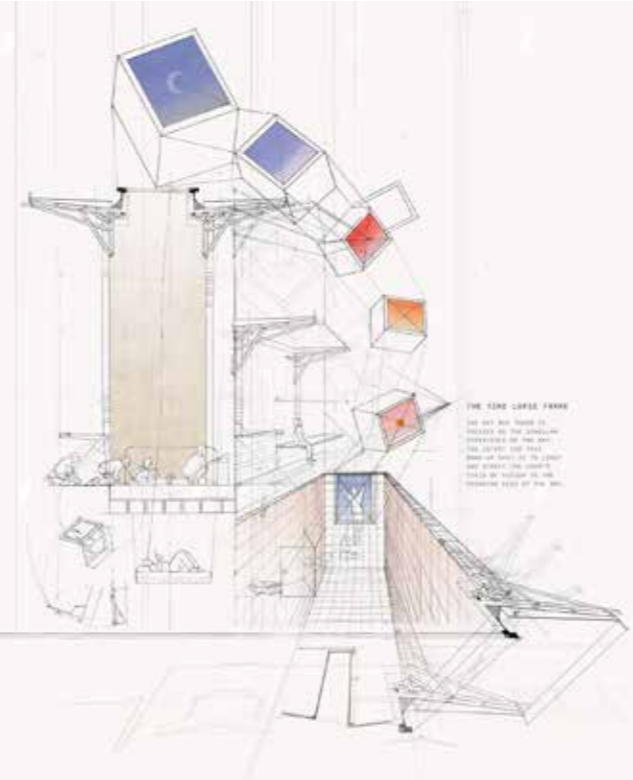


Phase 1: The Linear Perspective Frame
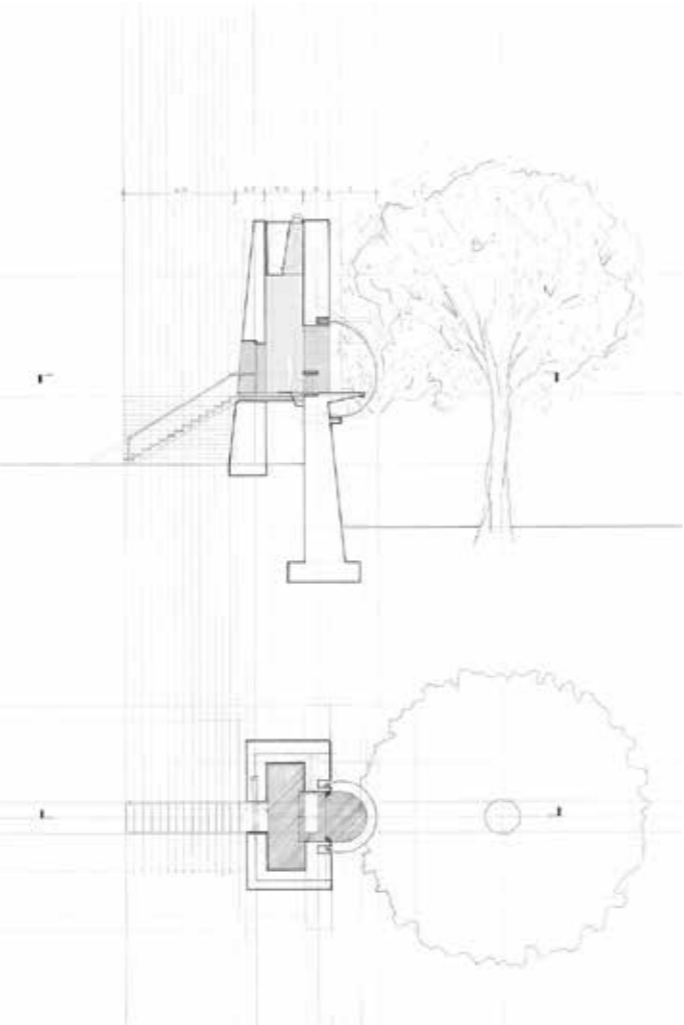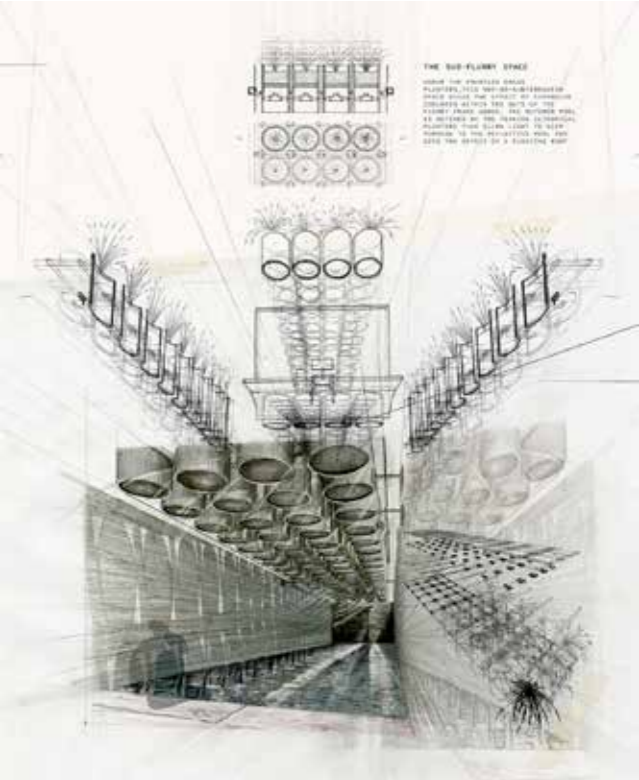


Phase 1: The 360 Distortion Frame
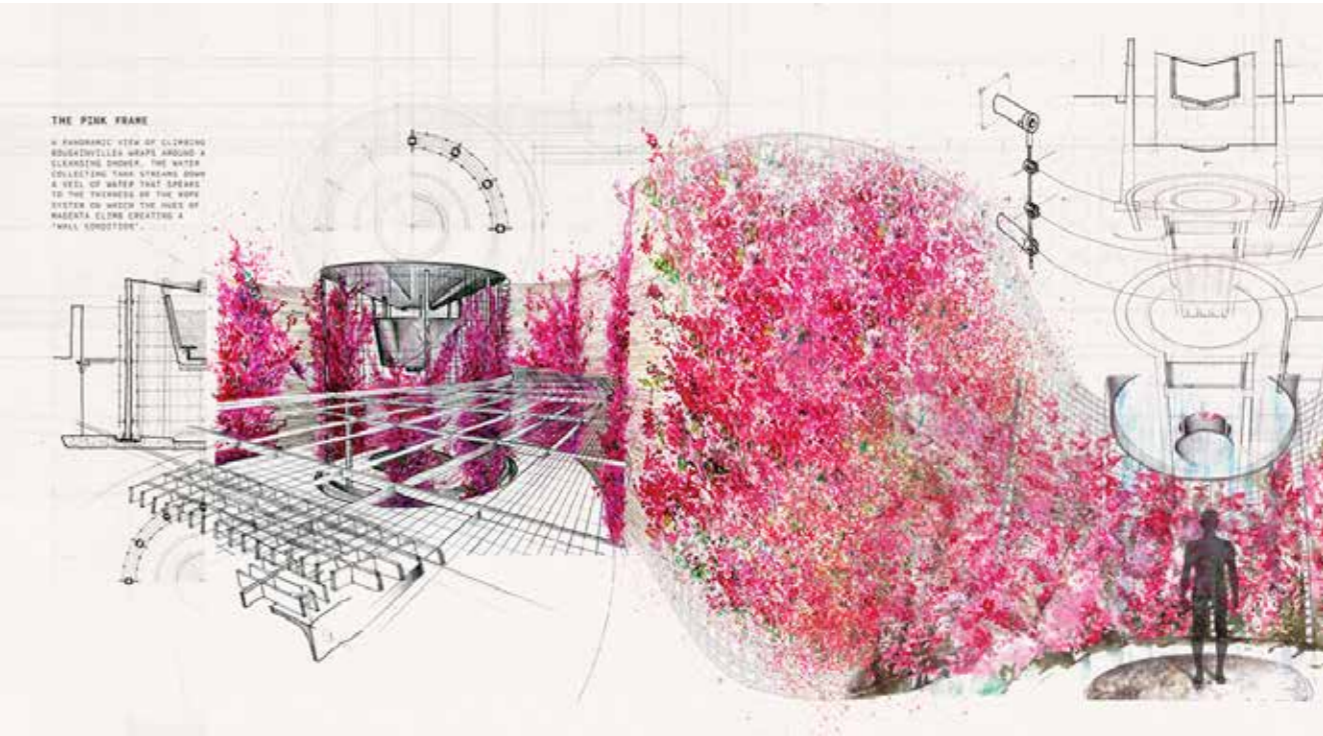


Final Phase: The Pink Frame



Final Phase: The Time-Lapse Frame



Final Phase: The Sub-Flurry Frame

# FATIMA AL ATTAR

## Indimaj

*ARC 501, Professor Camilo Cerro*
*Team member: Leen AlNimer*

Located in the United Arab Emirates, this project utilizes the region's hot climate as a means of influencing its orientation, shading elements and cooling strategies. This project aims to bring a unique form of co-housing to the UAE, deconstruct it, and adapt it into a model that is able to respond to the socio-cultural, environmental and technological needs of the people that inhabit this region.

## Dubai Institute for Sustainable Fashion

*ARC402, Professor Marcus Farr*
*Team member: Leen AlNimer*

Inspired by the functionality of the loom, the concept is to create a sense of weaving for the spaces. Ropes accentuate the importance of fabric for this fashion design school. The straightforward circulation and the individual ropes allow for people to peek through the spaces and maximize views in the interior. Topped with the abundance of glass, this allows for interesting light conditions within the spaces.


Outdoor View


Green Belt


Section Perspective


Exhibition Space


Outdoor Night View


Studio Space


Steel Cable System

# OMAR AL DAKKAK

## Anti House

*ARC 501, Professor Michael Hughes*
*Team members: Racha Amari, Tala Al Shukairy*

Central to this project is the deliberate exploration of overlooked spatial realms, namely the interstitial spaces. Through a strategic inversion of proportions between these thresholds and the functional program, captivating instances emerge where the experience dominates. Those fleeting moments, usually disregarded, now take the pivotal role in guiding the transformative journey from entry to rest. The dwelling stands as an homage to the element of water, integrating it within the very fabric of its architectural composition and purpose.

## Alserkal Fashion Institute

*ARC 402, Professor Igor Peraza*
*Team member: Racha Amari*

The design concept arises from an intricate exploration of fabric manipulation, interwoven into the essence of the project. To accentuate a sense of architectural cohesion and contextual harmony with the existing structures of Alserkal, the form and materiality remain carefuly aligned. The establishment strives to provide aspiring students with a blank canvas, an expansive platform to proudly showcase their creative expressions and craftsmanship.


Exterior Render | Entrance


Interior Render | Habitable Wall


Exterior Render | The Pod


Exterior Render | Main Facade and Sikka


Interior Render | Sewing Lab


Interior Render | Exhibition Hall

# TALA
# AL SHUKAIRY

## Camouflage Artist Residence and Theater

*ARC 401, Professor Gregory Spaw*

After thorough research on camouflage techniques, we were able to understand the mechanisms that influenced our design. Basswood models advanced these designs that were then incorporated within the architecture. The building is a multiprogram art facility with a gallery, studio, artist residence and theater. It is located in Souq Al Saqr in Sharjah allowing the passersby to interact with the theater space.

## Dubai Institute for Sustainable Fashion Design

*ARC 402, Professor Igor Peraza*
*Team member: Alzainah Lootah*

Alserkal Avenue has a very modern, minimal and simplistic approach towards its design, materiality and construction. By integrating the Sadu fabric-making construct into the site, there is a direct connection between the construct and the surrounding warehouses, creating an indirect connection between the building and the warehouses. The construct has a reciprocal approach towards the design of Alserkal Avenue.


Artist Residence Night Street View
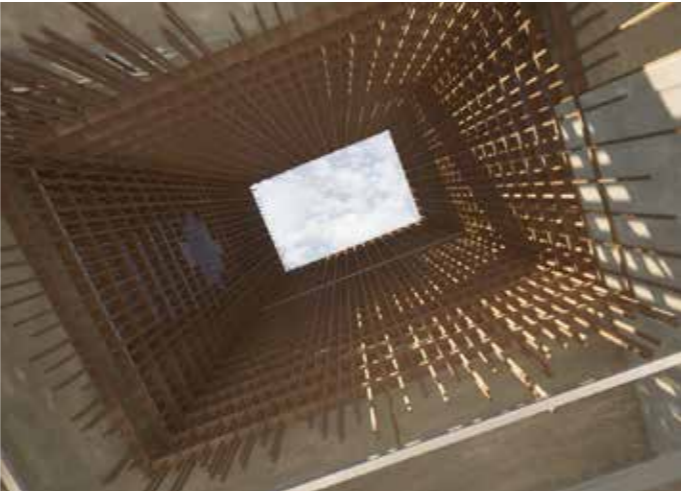

Artist Residence Lattice View


Artist Residence Balcony View


Fashion Institute Night View


Fashion Institute Studio


Fashion Institute Lobby

# DALAL AL-EIDY

## Aljada Substation Wall

*ARC 502, Professor Jason Carlow*
*Team members: Nayef Al-Mutairi,*
*Maryam Alshamsi, Hind Alfalasi*

The Aljada substation facade is designed to accommodate existing conditions and potential new programs for the community and workers. A wall wrapped around the Aljada substation is proposed as frequencies of a series of waves that are adjustable to incorporate shingles. The waves achieve a serpentine wall which has a structural capacity. These waves provide seating, planter pots, vegetation and canopy shading.

## AUS Visiting Faculty Residence

*ARC 501, Professor Michael Hughes*
*Team members: Nayef Al-Mutairi, Reyane El Achkar*

In the region, most architecture responds to one weather condition, lacking environmental awareness. The project is a temporary residential house that responds to summer and winter. A singular wall wraps around the entire perimeter and is divided into two volumes offering dual experiences of introverted vs. extroverted atmospheres. Walls are treated like fabric with different spacings and orientations for airflow and privacy including standard brick spacing, rotated bricks and strategically perforated bricks.


Walkway Perspective


Main Entrance Perspective


Main Road View Perspective


Aerial View


The Liwan


Resting Space


Entry


Threshold Space


Stairs to Bathing Space

# REYAM AL-MEHEMDI

## Awtad

*ARC 4O1, Professor Igor Peraza*
*Team member: Nayef Al-Mutairi*

Awtad Pedestrian Bridge combines both art and functionality. The design is based on a bold and colorful pattern that is reflected throughout the structure. It is not only visually striking, but also serves a practical purpose by dividing the bridge into different spaces for pedestrians to enjoy.

## Buyut

*ARC 5O1, Professor Camilo Cerro*
*Team member: Amal Saleh*

The Buyut mid-rise co-housing project aims to integrate people of different backgrounds, cultures, religions and socioeconomic environments while maintaining and catering to their need for privacy and sense of personal space.


Night render of Buyut project overlooking the green belt designed for public functions


Exterior render of Awtad showing the primary accesses, a stair and a ramp.


Drone view of Buyut showing contemplations bridges that connect the volumes, semi-public gardens, and residential floors


Render from the bridge overlooking semi-public gardens and one of the three volumes


Transverse sectional perspective through commercial floors and the green belt


Exterior render of Awtad showing functions on the bridge such as seating areas, viewing decks and coffee kiosks

# NAYEF AL-MUTAIRI

## The Fashion Design Institute

*ARC 402, Professor Marcus Farr*
*Team member: Dalal Al-Eidy*

The aim of the project is to design a structural façade that corresponds with both exterior and interior conditions. Being a fashion school, the building's louvers are based of an abstraction of the female body or torso. There are two main sizes of the geometry, one being a column and the other being the louver. To create a sense of texture and pattern, some louvers are designed as frames and the others are completely covered.

## AUS Visiting Faculty Residence

*ARC 501, Professor Michael Hughes*
*Team members: Dalal Al-Eidy, Rayane El Achkar*

The project features walls that are designed like fabric with varying spacings and orientations to create different atmospheres and allow for natural light and air flow. The building has two main volumes with opposing atmospheres of being introverted vs. extroverted and shaded vs. illuminated, representing dual weather conditions. A third, in-between volume snakes between the two sides, featuring different materials and experiences that allow hints of either experience to show.

The Fashion Design Institute, Alserkal Avenue, Dubai. Exterior View

The Fashion Design Institute, Alserkal Avenue, Dubai. Interior View

Visiting Faculty Residence, AUS Campus. Aerial View 01

Visiting Faculty Residence, AUS Campus. Aerial View 02

Visiting Faculty Residence, AUS Campus. Exterior View 01

Visiting Faculty Residence, AUS Campus. Exterior View 02

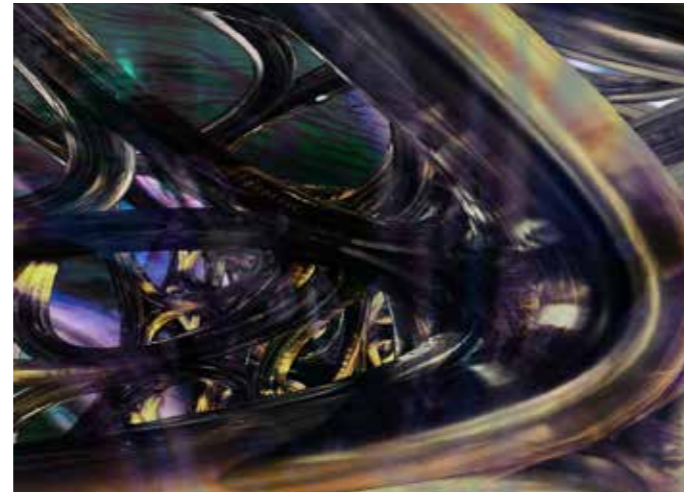Visiting Faculty Residence, AUS Campus. Interior View 01

Visiting Faculty Residence, AUS Campus. Interior View 02
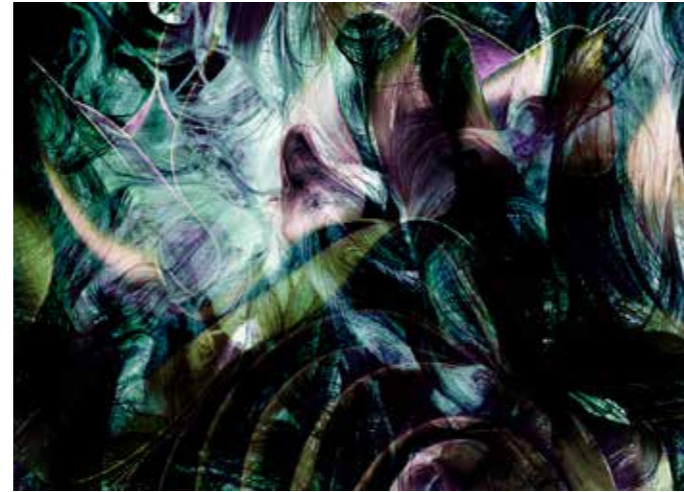
# HAJER ALI

## Landscape Redefined

*ARC 311, Professor George Katodrytis*

This assignment looks at new and redefined modes of rendering and illustration through various digital media including the two- and three-dimension. The experimentation process and careful selection of appropriate software (Houdini, ZBrush, Keyshot, Photoshop, and Rhino) create surreal landscapes.
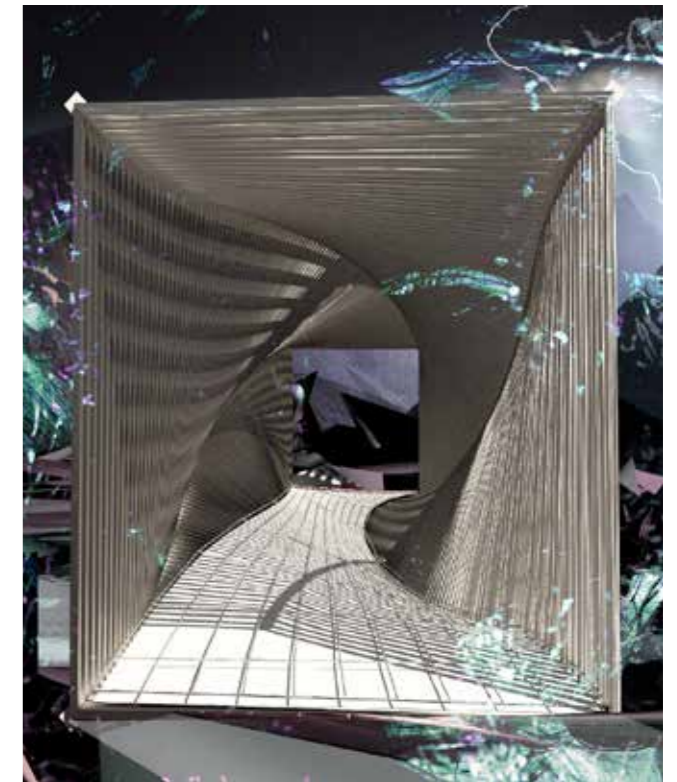
## The Flyover

*ARC 465, Professor Gregory Spaw*

This project attempts to create a rational, parametric pedestrian bridge form that incorporates the use of repetitive, mathematically sound elemets using digital scripts in an irrational environment.


Inhabitable Geometries


Undulating Geometries


Tunnel Codes
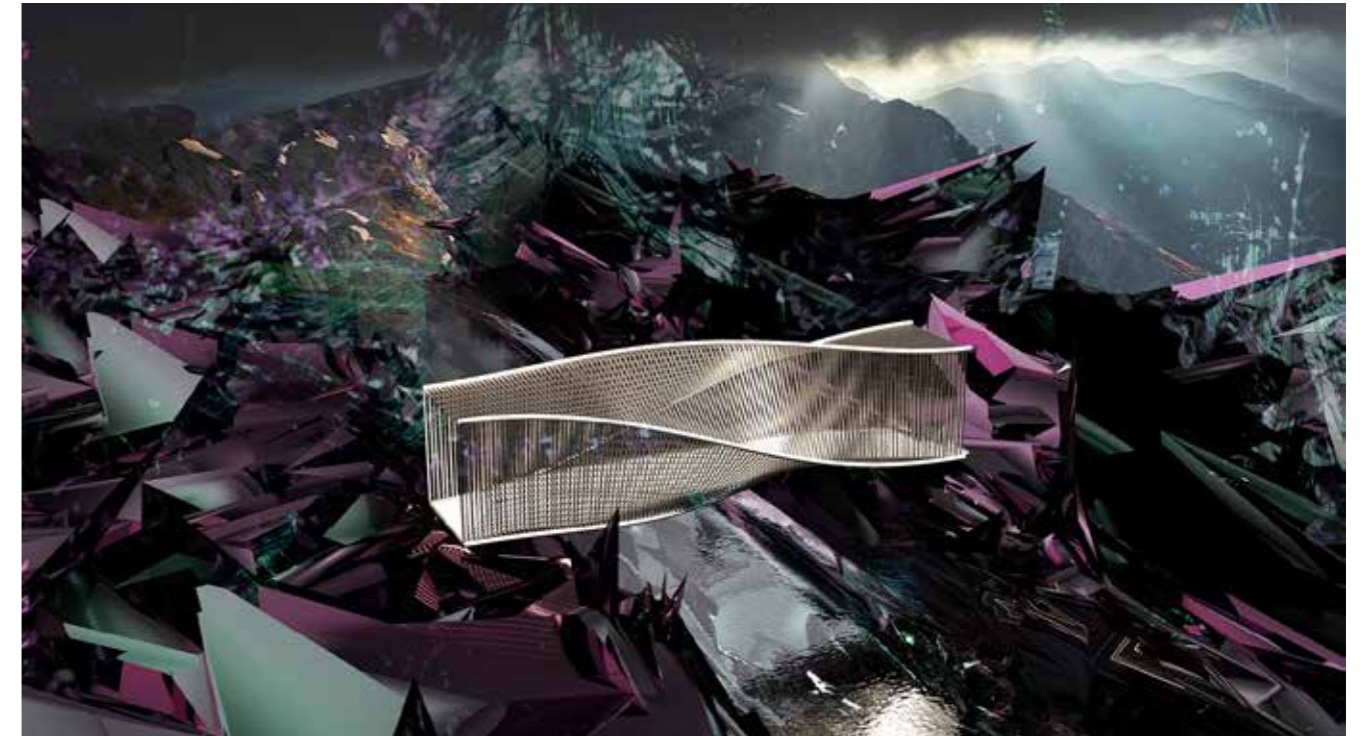

From Above
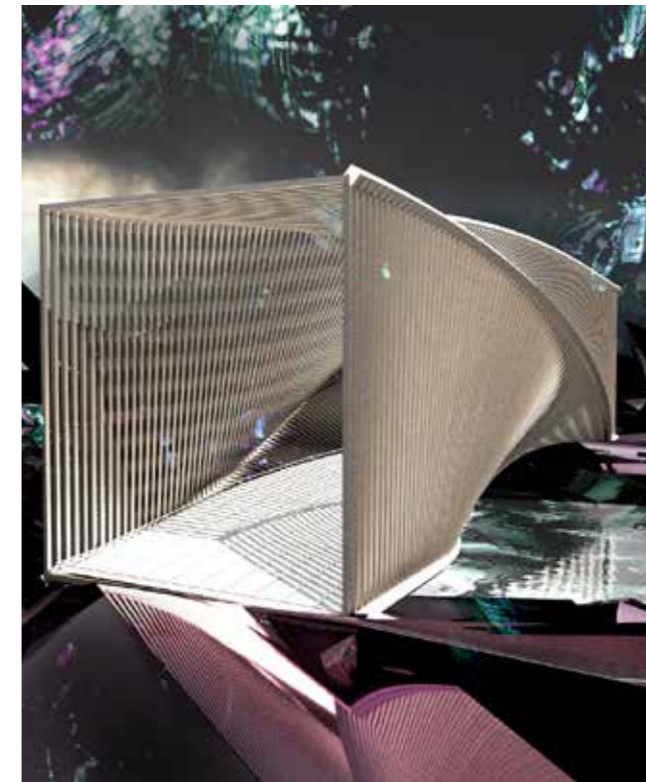

Upon Arrival


Up Front

# LEEN ALNIMER

## Infinite Echoes

*ARC 316, Professor Jason Carlow*

This assignment explores architecture at irregular angles to frame shots that do not necessarily focus at the building as an object but as a series of geometric patterns. This technique makes the composition more abstract allowing the architecture to be seen from different and ambigious perspectives. The photographs are taken from a low angle while incorporating leader lines to illustrate a deeper depth of field.

## Fashion Design Insititute

*ARC 402, Professor Marcus Farr*
*Team member: Fatima Al-Attar*

The project focuses on incorporating the idea of threads in an architectural manner, which led to studying their fabrication process. By examining how looms weave threads, twisting ropes were incorporated as the primary element. The ropes create spatial openness that enables layering throughout the spaces. Technora Fibre ropes were used to reduce energy consumption passively. The recurring use of ropes and spatial openness provide passive cooling while allowing the ropes to act as shading devices.



Pipe



Railings



Section



Social space



Exhibition space



Design space

# RACHA AMARI

## Alserkal Fashion Institute

*ARC 402, Professor Igor Peraza*
*Team member: Omar Al Dakkak*

The design concept arises from an intricate exploration of fabric manipulation, interwoven into the essence of the project. To accentuate a sense of architectural cohesion and contextual harmony with the existing structures of Alserkal, the form and materiality remain carefuly aligned. The establishment strives to provide aspiring students with a blank canvas, an expansive platform to proudly showcase their creative expressions and craftsmanship.

## Anti House

*ARC 501 , Professor Micheal Hughes*
*Team members: Omar Al Dakkak,*
*Tala Al Shukairy*

Central to this project is the deliberate exploration of overlooked spatial realms, namely the interstitial spaces. Through a strategic inversion of proportions between these thresholds and the functional program, captivating instances emerge where the experience dominates. Those fleeting moments, usually disregarded, now take the pivotal role in guiding the transformative journey from entry to rest. The dwelling stands as an homage to the element of water, integrating it within the very fabric of its architectural composition and purpose.



Fashion Institute - Courtyard Entrance



Studio Space



The Mesh



Working Zone



Anti House



Exterior View

# DINISHA DINESH

## Supernova

*ARC 311, Professor George Katodrytis*

*Objects as Landscapes:* The movie focuses upon the journey of two voyagers in the space time continuum who find themselves in a life ending journey. Using software such as Houdini, Grasshopper, Mandelbulb, Rhino and Maya, this assignment is creating a set of scenes inspired from interstellar catastrophes such as supernova and black holes.

## Nojoum

*ARC 401, Professor Igor Peraza*
*Team member: Anika Koshy*

Nojoum focuses on elevating a mundane experience such as walking through the use of multiple sensory stimuli within a bridge and green sculpture. Using a series of tetrahedronal modules with lighting embedded within, Nojoum emulates constellations that one will only see when they are within the mountains of UAE. While the constellations and green sculpture serve as visual stimuli, the inclusion of cafes, different textures and seating spaces provide auditory and tactile experiences to encourage the act of walking.


*"That is a supernova,"* Excerpt from *Objects as Landscapes: The Movie*


*"Oh No,"* Excerpt from *Objects as Landscapes: The Movie*


Exterior Render of Nojoum


Interior Render of the Green Sculpture


Exterior Render of the Green Sculpture


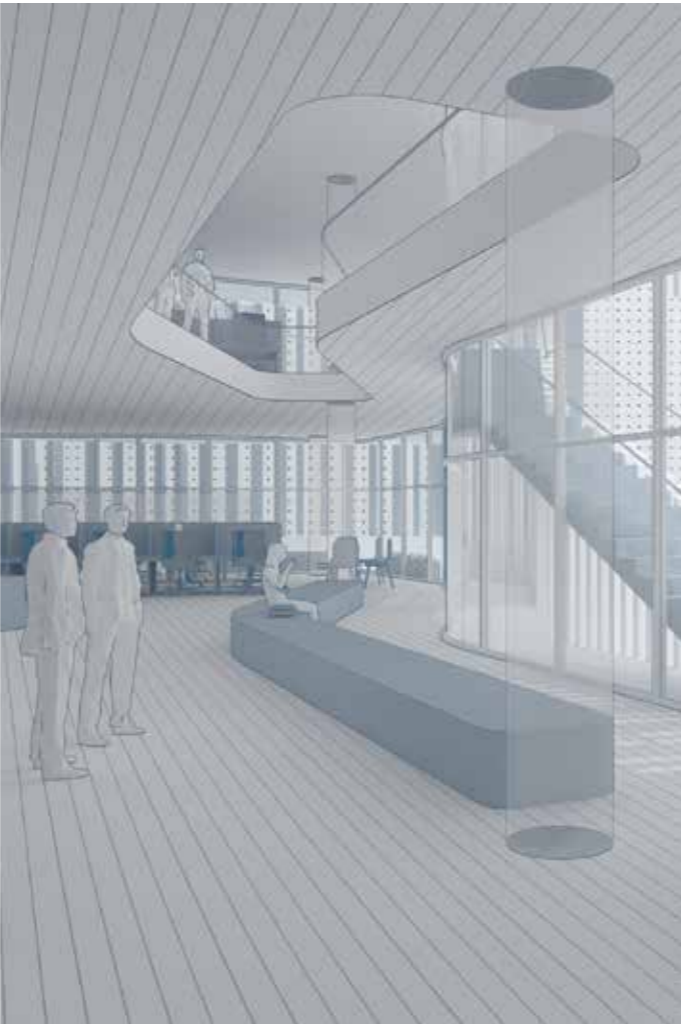Interior Render of Nojoum

# ELHAM EL SAMRA

## Thick Skins

*ARC 502, Professor Jason Carlow*
*Team member: Jihad Rahmani*

The tower is designed with the concept of thick skins which intends to create a buffer zone between the interior and exterior. The exterior of the skin is made up of louvers that can be adjusted to control the amount of sunlight entering the building. The transition space created between the exterior and interior provides elements such as balconies and terraces that offers a comfortable living environment for its occupants.

## Skin Panelization

*ARC 402, Professor Marcus Farr*
*Team member: Jihad Rahmani*

Looking closely at the movement of fabric on the runway shows how dynamic the form of the material can get, thus allowing us to reinterpret this movement as an architectural form. With the use of technological advancements, we were able to use metal as a translating material for fashion and created a modular design from perforated folded metal that helped enhance our initial concept.


Interior Render - Office Space
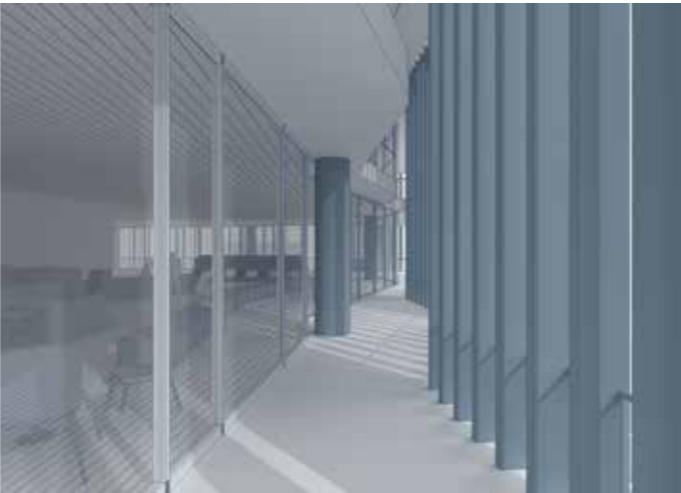

Exterior Render - The In Between
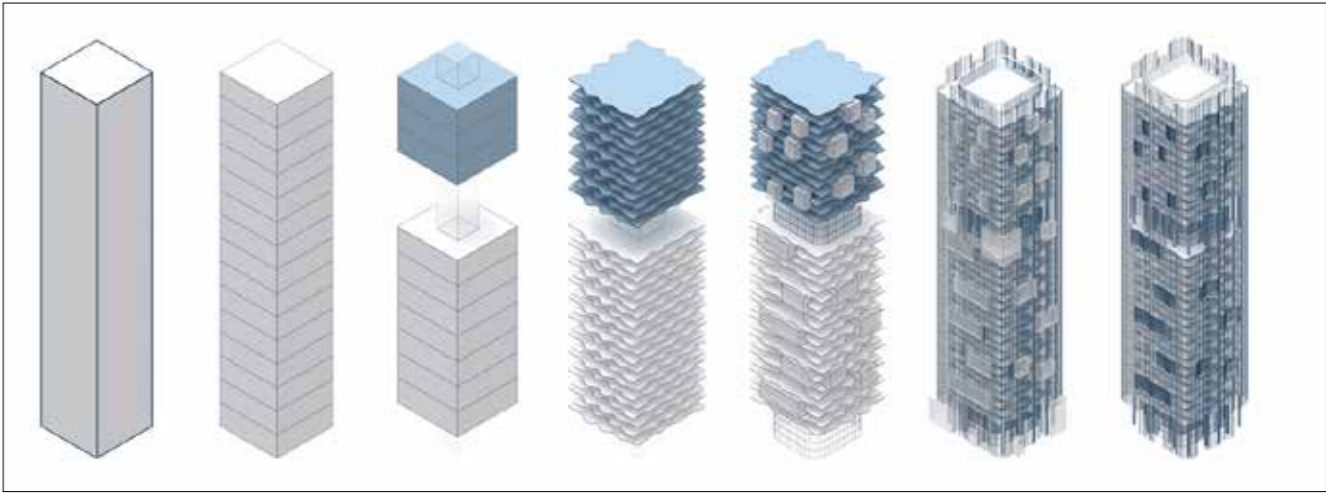

Generative Diagrams


Interior Render - Material Library


Interior Render - Vertical Circulation


Interior Render - Multipurpose Space

# MOHAMED FARIS

## Thick Skins

*ARC 501, Professor Jason Carlow*
*Team member: Jude Maharmah*

This project explores the idea of transcending traditional living spaces and creating a new type of vertical-horizontal living experience. This is achieved by creating vertical clusters that offer communal engagement within the intermediary spaces, allowing public interaction and conversation. The tower is wrapped using a series of vertical pipes that thicken the facade and provide shading to the interior spaces.

## Hidden Lines

*ARC 502, Professor Michael Hughes*
*Team members: Jude Maharmah, Anika Koshy*

On the AUS campus, much of the existing landscape is left untouched and unoccupied by pedestrians. This project aims to engage the public by reconstructing the ground plane and create a larger urban park through linear rhythmic elements that change from public to private. Tectonics become denser and more intimate to indicate the scale of the residential project below.
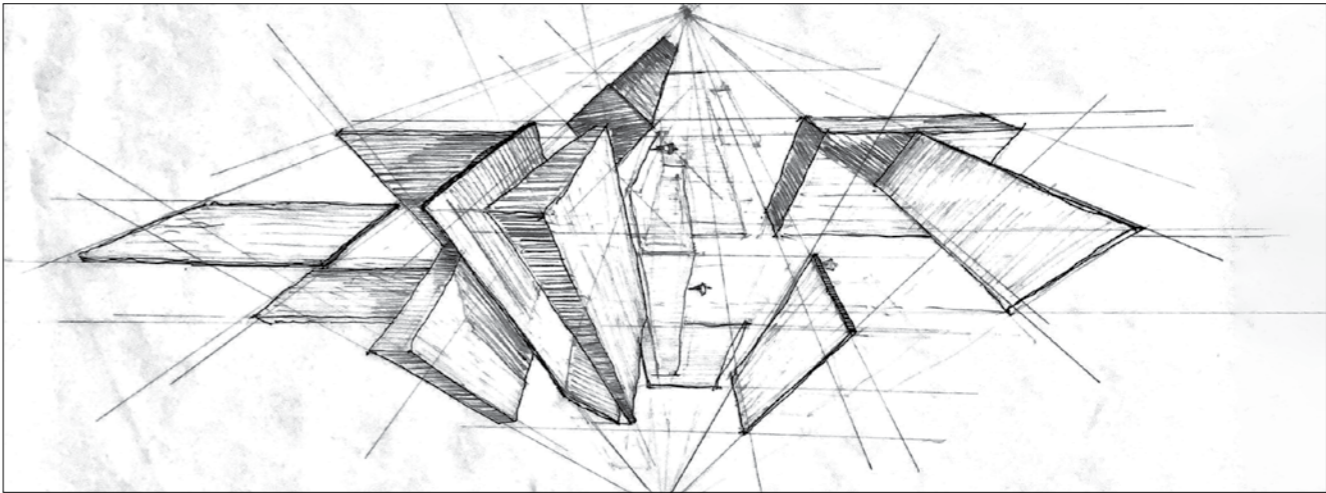

Wind Tunnel Atrium
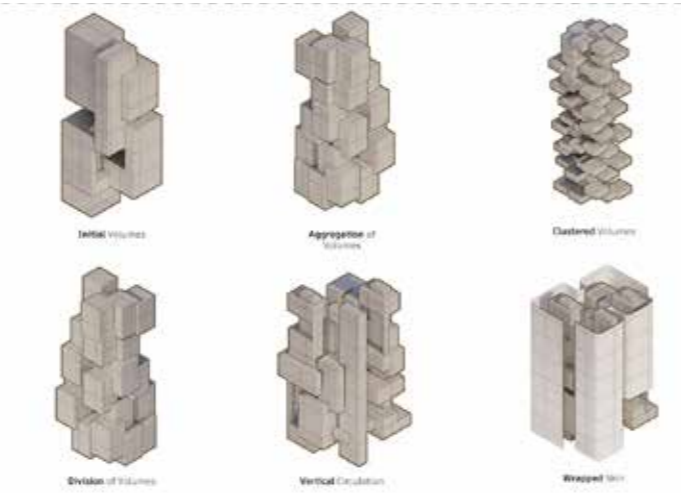

Generative Sequence


Camouflaged Private Residence vs Revealed Public Park


Aerial View: Physical Model


Outdoor Cleansing Space


Sketch

# ZARTAJ KAMRAN KHAN

## Risk & Rescue

*ARC 302, Professor Mircea Eni*

This project explores the complex relationship between the vulnerable and resilient aspects of firefighters as they deal with PTSD and trauma from their job. Through the design of light architecture covered by a solar protective roof, the project aims to embody both a sense of fragility and protection. The space being created aims to be a physical manifestation of this relationship and the emotions and experiences that come with it.

## The Frame Maker

*ARC 501, Professor Michael Hughes*
*Team members: Hajer Ali, Tala Akhal*

The Frame Maker is a landscape-oriented project that privileges framing as a generative tool of singular experiences. Those moments celebrate natural elements including swaying fountain grass, climbing bougainvillea and changing skies.
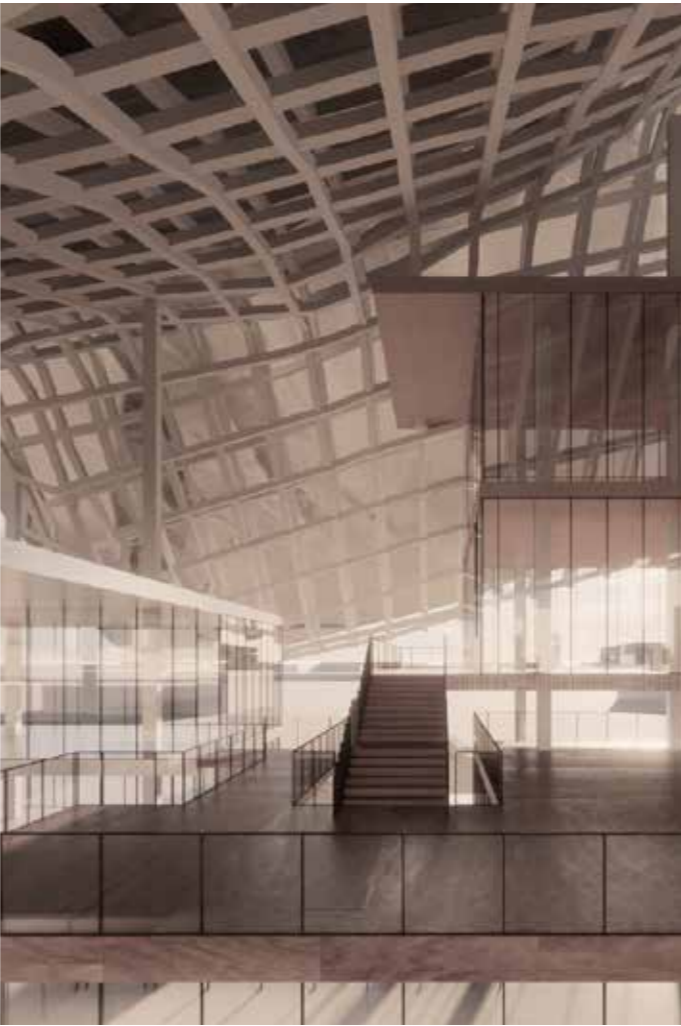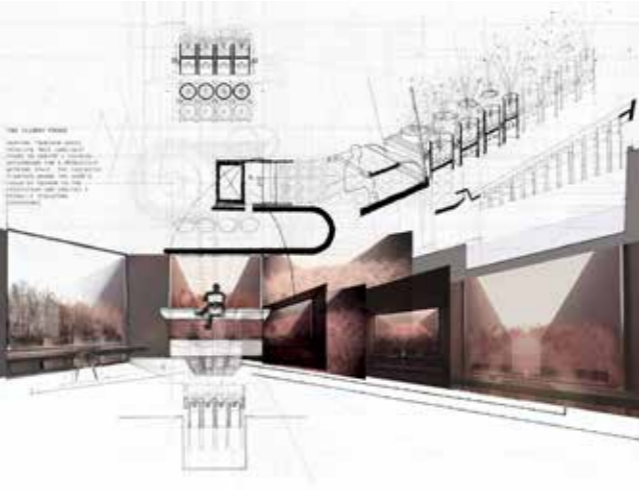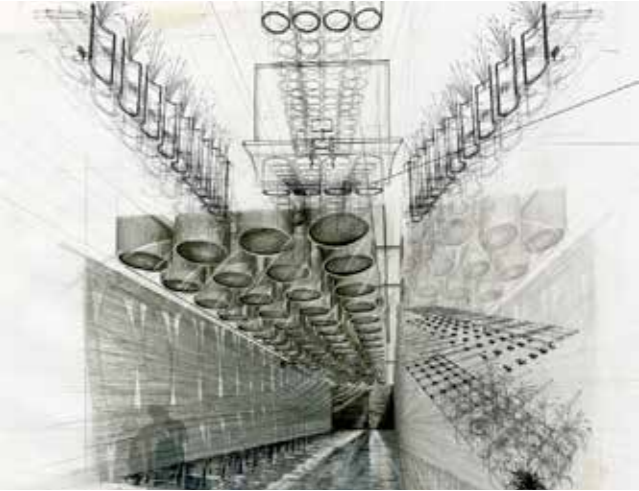


Perspective View
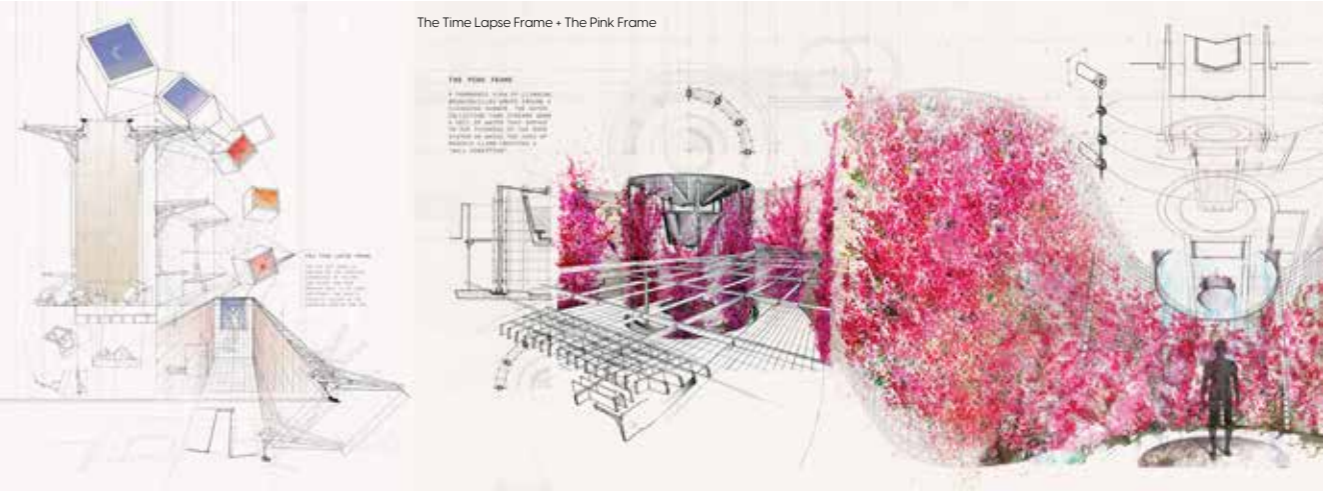


East Elevation
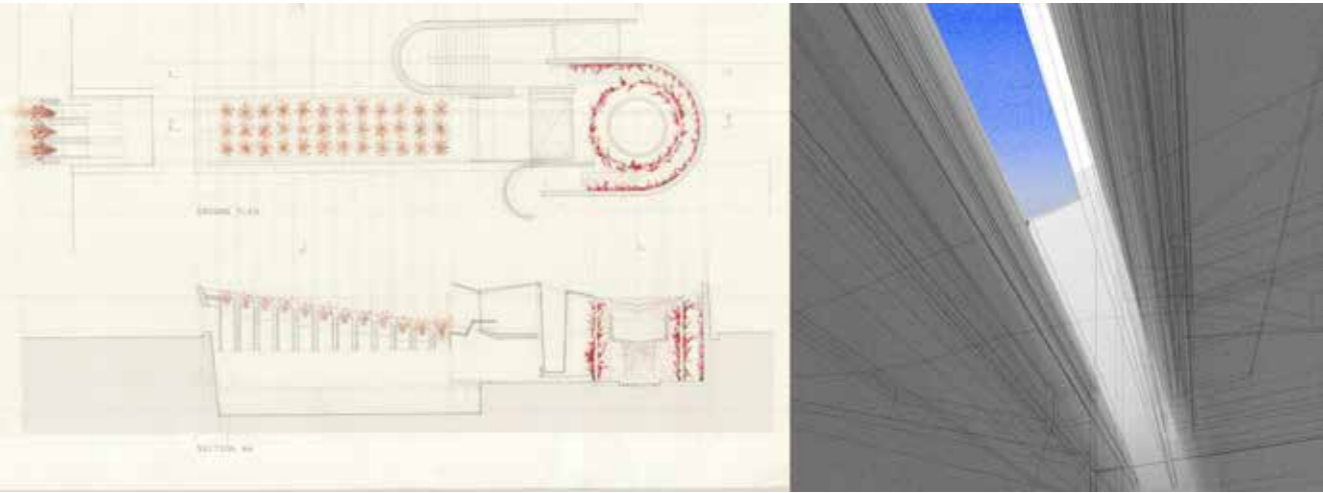


Left Image, Schematic Plan and Section, Right Image, Watercolor Study of Interior



The Flurry Frame



The Sub Flurry Frame



The Time Lapse Frame + The Pink Frame

# KHALED KHAWAJA

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## Artificial / Natural Hybrids

*ARC 311, Professor George Katodrytis*

The collages explore connections between conceptual and graphical visualizations that are achieved through abstraction in representing space, atmosphere and tectonics. This is achieved through using analog and digital tools as a design process inclusive of 3D scanning and digital modeling. The hybrid compositions ensembles factories and industries as machines of power, that are evolutionary and self-replicating overtime, which emphasizes the massive technological advancements in this field.

## Co-Housing Communities

*ARC 501, Professor Camilo Cerro*

Through research and experimentation, the project investigates specialized techniques leading to solutions in response to co-housing systems of sustainable living in the Emirate of Sharjah in the UAE. The project focuses on providing sustainable approaches of living through addressing issues such as effective waste, water and energy management, thus reducing the need for external human resources and infrastructures, access to shared spaces, and transportation alternatives.
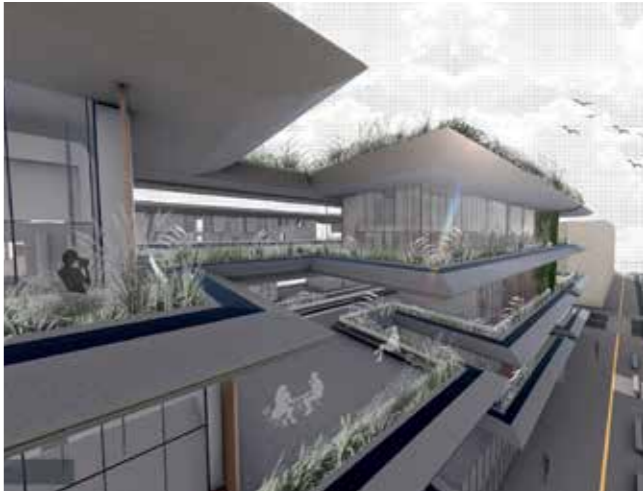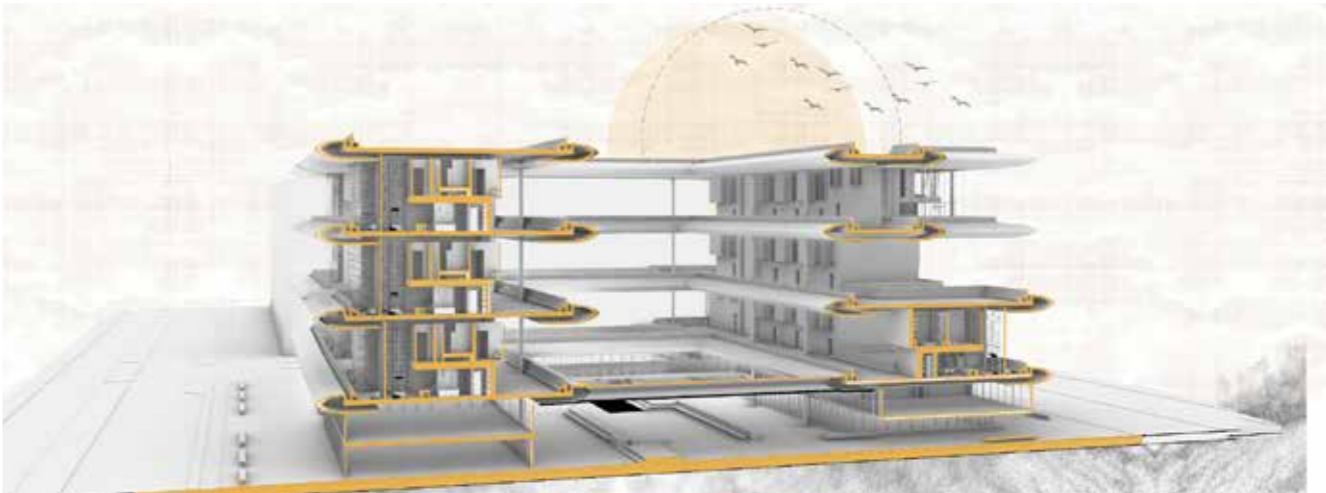


Evolutive Industries I
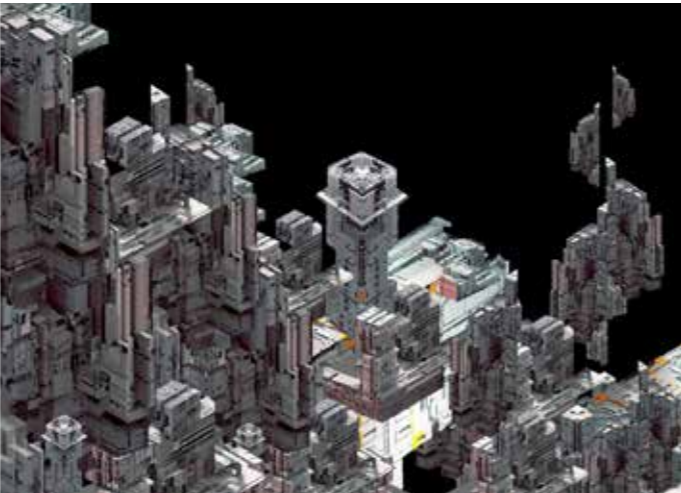


Evolutive Industries II
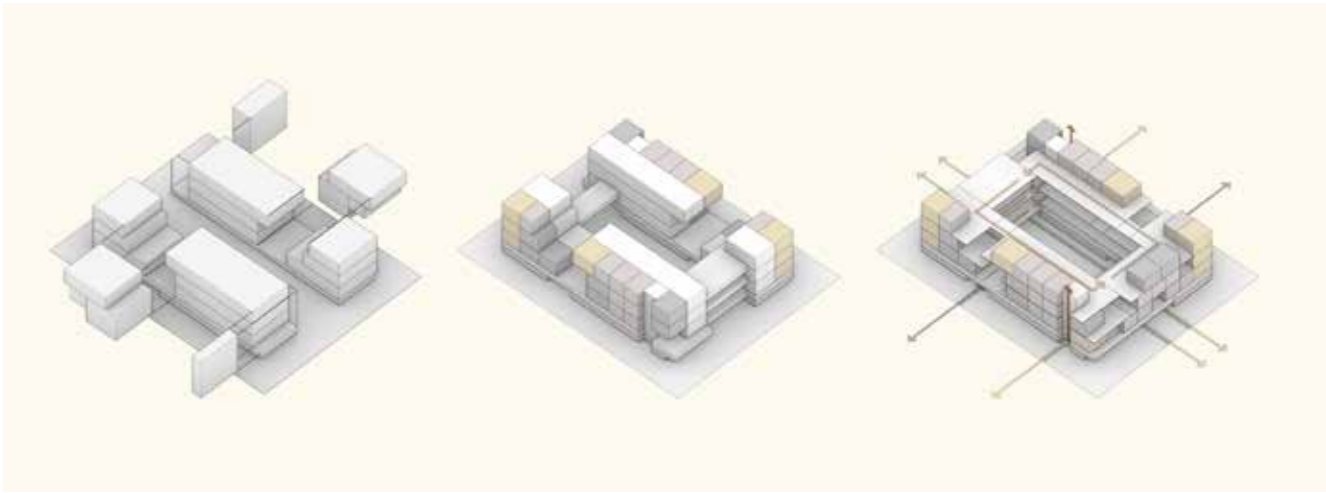


Evolution Massing Diagrams



External Bird's-eye View persepctive



External close-up perspective



Cross-Sectional perspective of the site

# ANIKA KOSHY

## Draped in Mesh

*ARC 4O2, Professor Marcus Farr*
*Team member: Dinisha Dinesh*

The architecture of the fashion school adapts to the changing fashion trends and is designed to be dynamic and flexible. The mesh curtains allow for natural light and air to flow through the space, creating a comfortable learning environment. The design enables easy reconfiguration of spaces to accommodate evolving teaching methods and trends in the fashion industry. With its adaptable architecture, this school can stay relevant and inspire creativity in students for years to come.

## Hidden Lines

*ARC 5O1, Professor Michael Hughes*
*Team members: Jude Maharmah, Mohamed Faris*

On the AUS campus, much of the existing landscape is left untouched and unoccupied by pedestrians. This project aims to engage the public by reconstructing the ground plane and create a larger urban park through linear rhythmic elements that change from public to private. The tectonics become dense and intimate to indicate the scale of the residential project below.

Mesh Engraving: Acrylic Physical Model

Fashion Design School

Mesh Curtains reflect the ever-changing World of Fashion.

Cutaway Sectional Perspective

Axonometric View: Physical Model

Beacon of Light

# ALZAINA LOOTAH

## The Future Matrix

*ARC 311, Professor George Katodrytis*

The assignment aims to explore the symbiotic relationship between machinery, architecture, and the emerging future landscape. It seeks to envision and develop innovative solutions that integrate advanced machinery and architectural principles to shape the cities and infrastructure of tomorrow. By leveraging cutting-edge technologies and forward-thinking design approaches, the illustrations strives to create a future that is sustainable, efficient, and aesthetically compelling.
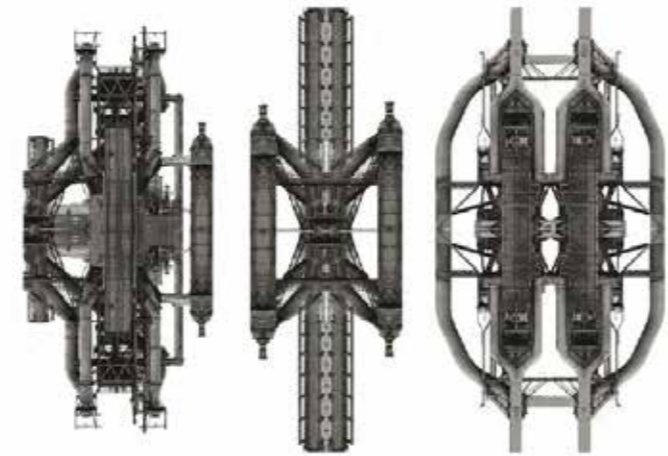
## Kalba Mangrove Residence and Retreat

*ARC 401, Professor Gregory Spaw*

Located in the middle of the Kalba Mangroves on the East Coast of the Emirate of Sharjah, the proposal explores hybridity of the two programs: artist residence and spa retreat. The proposal creates a new and unique central hub for the connection between the artist and the community of Kalba city. It provides the visitor with a full spectrum of multiple views of the site.
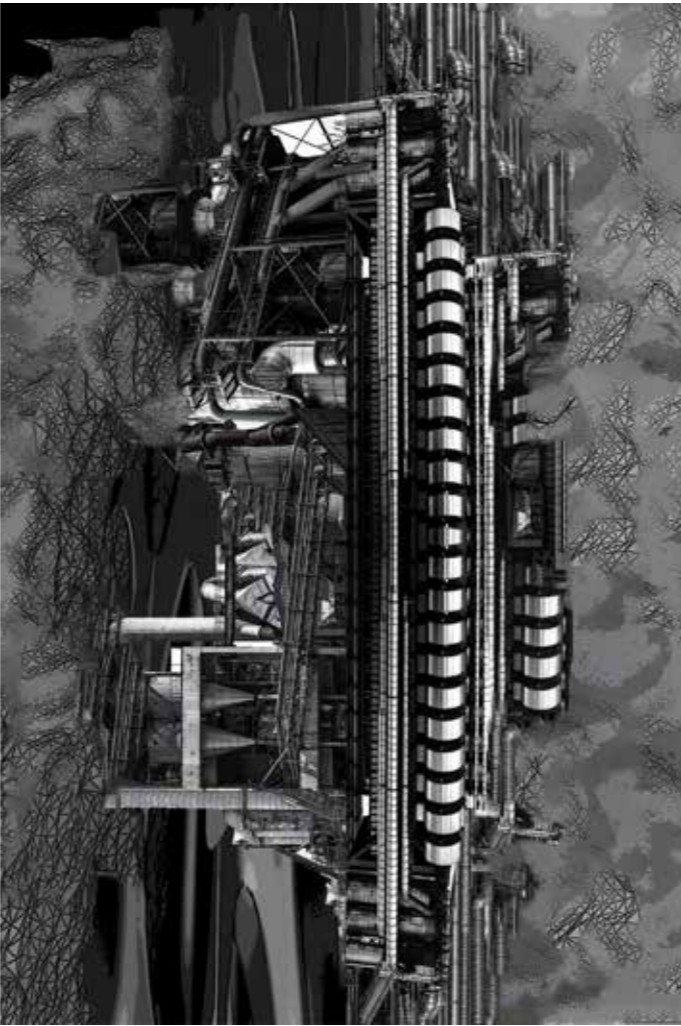


The Future Matrix, 3D Model and Collage Hybrid



The Future Matrix, Collage



Kalba Mangrove Residence and Retreat, Exterior render between the two proposed program volumes



Kalba Mangrove Residence and Retreat, Entry to artist residence volume



Kalba Mangrove Residence and Retreat, Spa Interior Render



Kalba Mangrove Residence and Retreat, Exterior render

# JUDE MAHARMAH

## Thick Skins

*ARC 502, Professor Jason Carlow*
*Team member: Mohamed Faris*

This project explores the idea of transcending traditional living spaces and creating a new type of vertical-horizontal living experience. This is achieved by creating vertical clusters that offer communal spaces within intermediary zones, allowing public interaction and conversation. The tower is wrapped with vertical pipes that thicken the facade and provide shading to the interior spaces.

## Hidden Lines

*ARC 501, Professor Michael Hughes*
*Team members: Mohamed Faris, Anika Koshy*

On the AUS campus, much of the existing landscape is left untouched and unoccupied by pedestrians. This project aims to engage the public by reconstructing the ground plane and create a larger urban park through linear rhythmic elements that change from public to private. The tectonics become more dense and intimate to indicate the scale of the residential project below.
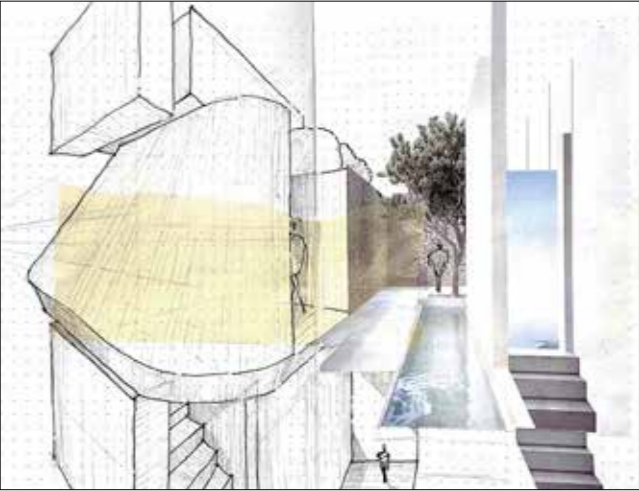


Common Outdoor Social Space
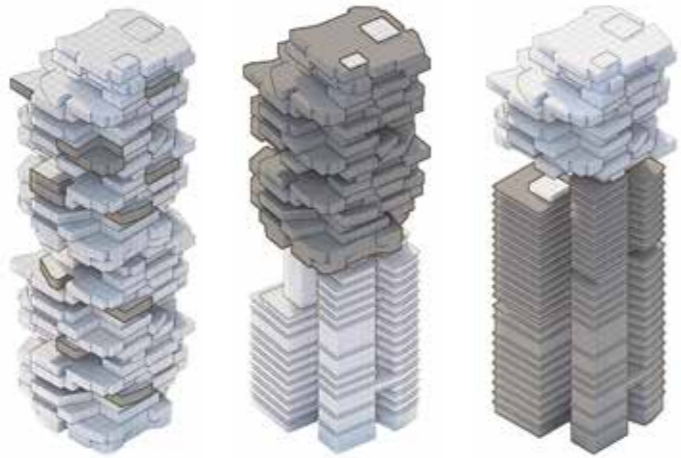


Clustered Configurations: Live / Work



Camouflaged Private Residence vs. Revealed Public Landscape



Outdoor Cleansing Space



Conceptual Collage: Ambiguity of Proposed Ritual



Private Entry to Camouflaged Retreat

# AFRA MIR

## Dubai Institute for Sustainable Fashion

*ARC 402, Professor Marcus Farr*
*Team member: Dua Syed*

The institute explores the social connections and walkability of the Alserkal Avenue. It merges the fashion concepts of pleating and draping, to create repeating modules as a designed skin for the structure. The spaces work in relation to the exterior to create a seamless interior-exterior connection for the public and users.

## Habitat Over Time (Mawten)

*ARC 502, Professor Jason Carlow*
*Team members: Alzaina, Fatima and Viana*

Mawten explores the notion of habitat as an armature of growth over time. As years go by, the facade system is imagined to become a new home to host all kinds of living species including animals, vegetation and people. The facade invites the residents of Al Jada, SEWA workers and the general public to an engaging public space that celebrates infrastructure, allowing it to become an extended landmark of the Al Jada.


Interior Circulation


Exterior and Interior Connection


Pleated Ceiling


Facade Paneling System


Wall Section


Facade as a Habitat

# JIHAD RAHMANI

## Thick Skins

*ARC 502, Professor Jason Carlow*
*Team member: Elham El Samra*

The tower is designed with the concept of thick skins which intends to create a buffer zone between the interior and exterior. The exterior of the skin is made up of louvers that can be adjusted to control the amount of sunlight entering the building. The transition space created between the exterior and interior provides elements such as balconies and terraces that offers a comfortable living environment for its occupants.

## Skin Panelization

*ARC 402, Professor Marcus Farr*
*Team member: Elham El Samra*

Looking closely at the movement of fabric on the runway shows how dynamic the form of the material can get, thus allowing to reinterpret this movement as an architectural form. With the use of technological advancements, we were able to use metal as a translating material for fashion and created a modular design from perforated folded metal that helped enhance our initial concept.
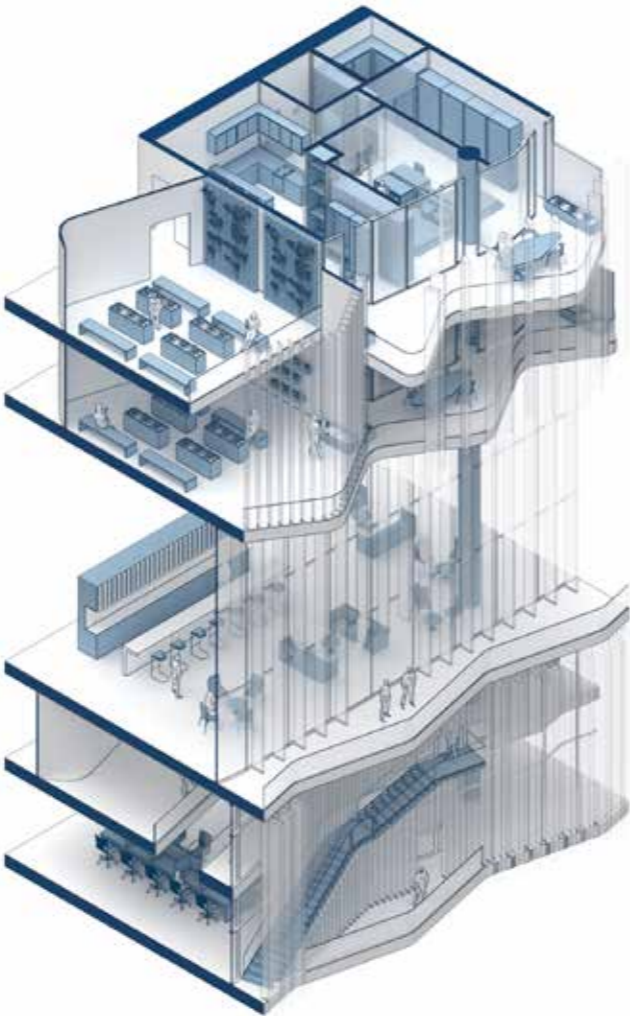


The Space in Between
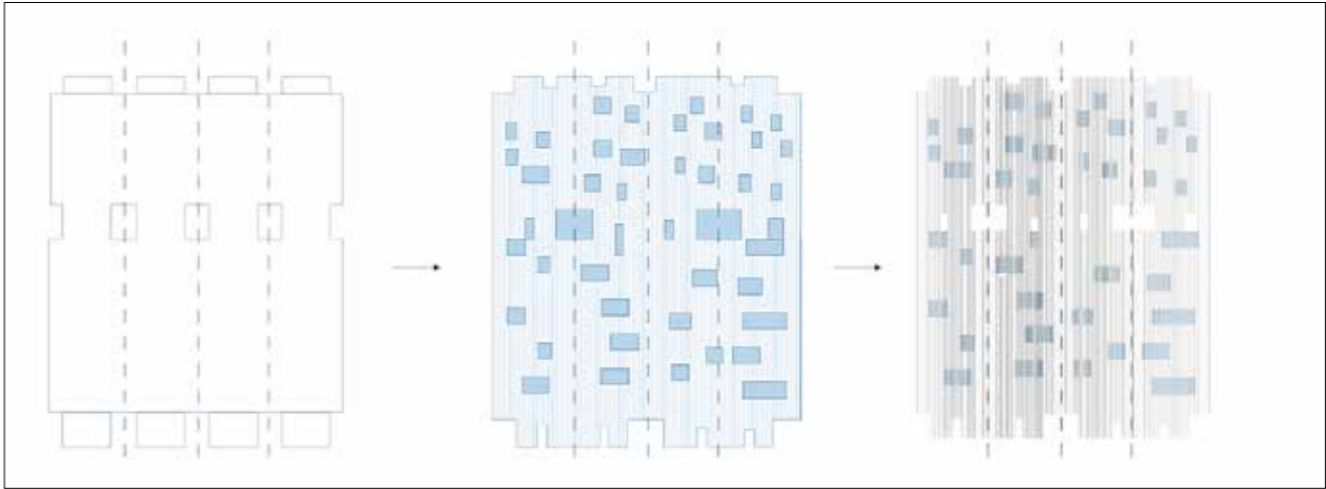


Interior Render | Communal Space



Interior | Multi-Purpose Space



Exterior | Perforated Facade System



Interior | Communal Gathering Space



Flattened Facades

# AMAL SALEH

## Buyut

*ARC 501, Professor Camilo Cerro*
*Team member: Reyam Al-Mehemdi*

Buyut co-housing project is driven by the notion of giving public space back to the people and encouraging a collective and sustainable way of living. Residential, leisure and farming are integrated throughout the program to enhance collective and collaborative living.

## Scenery Resemblance

*ARC 401, Professor Gregory Spaw*

The project aims to preserve the existing park by suspending volumes of spaces supported by a long-span tectonic canopy using truss members, structural cores and columns. This design approach maintains pedestrian circulation as well as it limits the obstruction of the park. The long-span canopy serves as a massive shading system enclosing the park and the designed outdoor sports fields. These volumes are camouflaged by the long-span canopy where the steel members fold around the volumes for the purpose of reinforcement as it becomes a part of the whole.



Green Belt



Residential Bridge



Exterior Render of Canopy



Exterior Render



Park Render



Artist's Resdential ,Studio and Lounge Plan

# SANOJ SAM

## Urban Threshold

*ARC 302, Professor Patrick Rhodes*

This project investigates the vital role that thresholds play in any successful project. With a focus on a Civil Defence Station, the project highlights the critical importance of thresholds in the daily life of firefighters, who must repeatedly pass through these points in order to carry out lifesaving missions. Through a strategically designed architectural scheme that effectively integrates the surrounding cityscape and landscape, the project creates a series of intermediary interaction zones, artfully foreshadowing the routine of the firefighters themselves.

## Alserkal Fashion Institute

*ARC 402, Professor Igor Peraza*
*Team members: Izzdeen Abu Yusuf, Rayane El Achkar*

Just like the free flowing and everchanging nature of the fashion industry that caters to the needs of its admirers, this project emulates motion of the fabric through the means of kinetic louver system that folds according to the needs of its occupants. Inspired by the traditional methodologies of crafting attires, the facade of the project layers itself through the means of draping and pleating. The design of the institute also embodies the shape of the shadows created by the existing forms on site, thus representing the principle of old fashion as the palimpsest for the new.
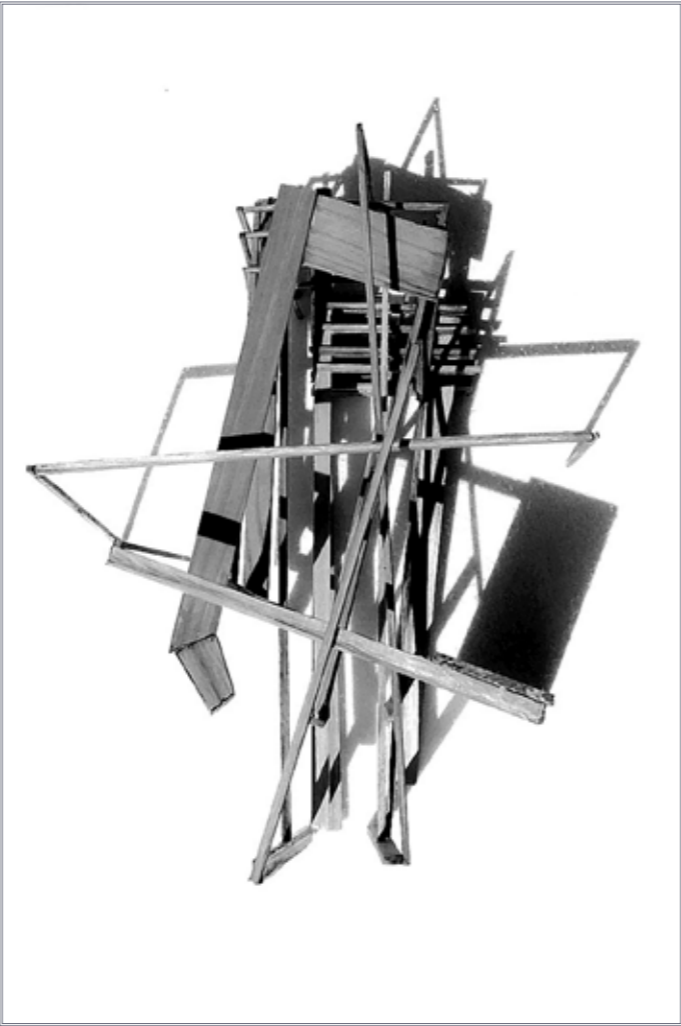


Urban Threshold - Physical Model



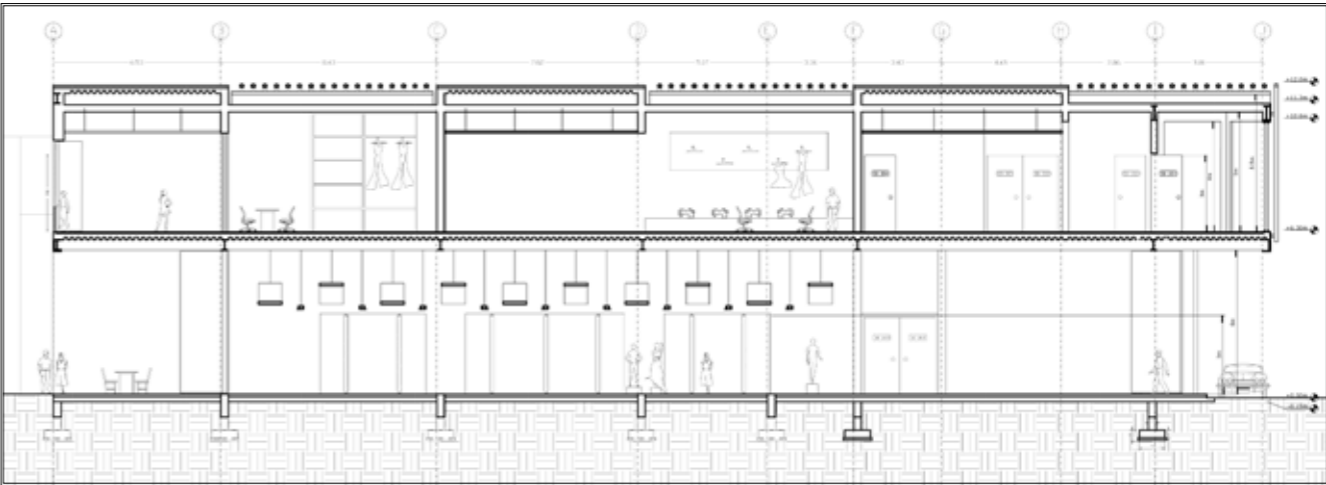Urban Threshold - Exterior Front Elevation Render



Urban Threshold - The Portals of Experiences



Alserkal Fashion Institute - Night Render



Alserkal Fashion Institute - Interior Render



Alserkal Fashion Institute - Longitudinal Section

# DUA SYED

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## Sutured Site

*ARC 302, Professor Gregory Watson*

A divide between the industrial antiquity of the site and the progressive machinery exists due to the constant motion occurring around the site. When looked at closely, such a motion becomes a sort of homonym where it makes an attempt to hybridize the two conditions as well. Elements that aid in making such an attempt possible begin to work together to suture the two divided sites and conditions into one larger understanding of industrial Sharjah: The Wounded Antique.

## Fashion Institute

*ARC 402, Professor Marcus Farr*
*Team member:  Afra Mir*

Arabs or the Islamic world have used various fabrics that involve techniques such as wrapping and draping that have a long history, dating back to ancient times. These fabrics protect inhabitants from the climate of Arabian Peninsula - harsh sun and sandstorms. Thus this project highlights the delicate and fragile techniques used to make fashion suitable for the Arab environment and culture.
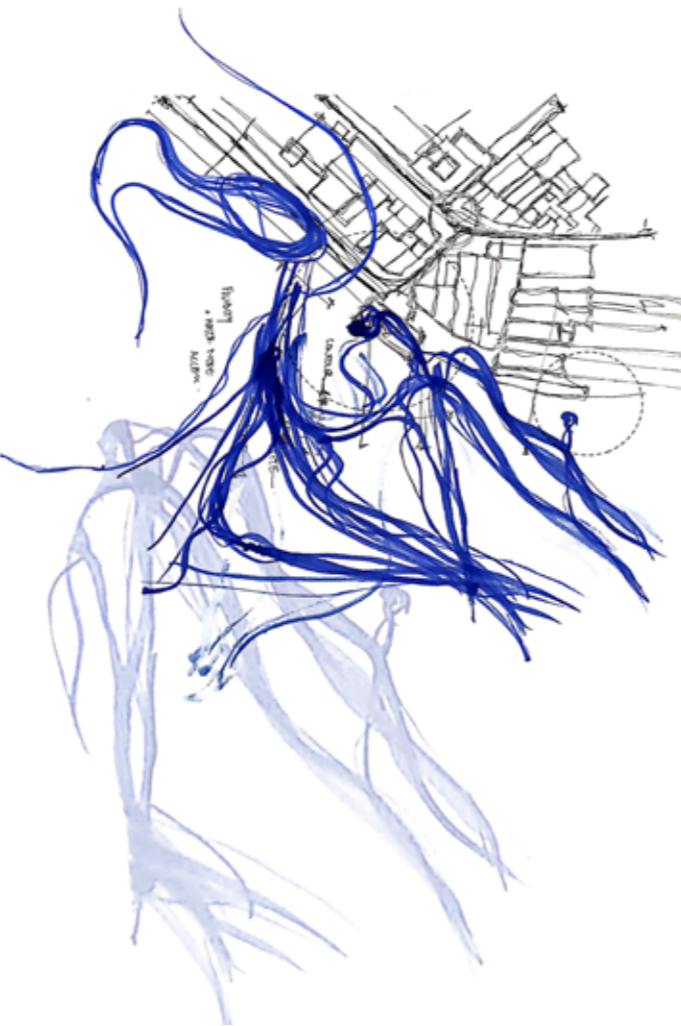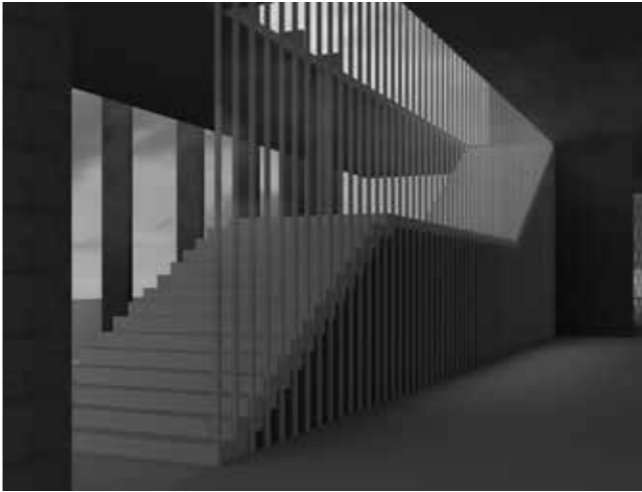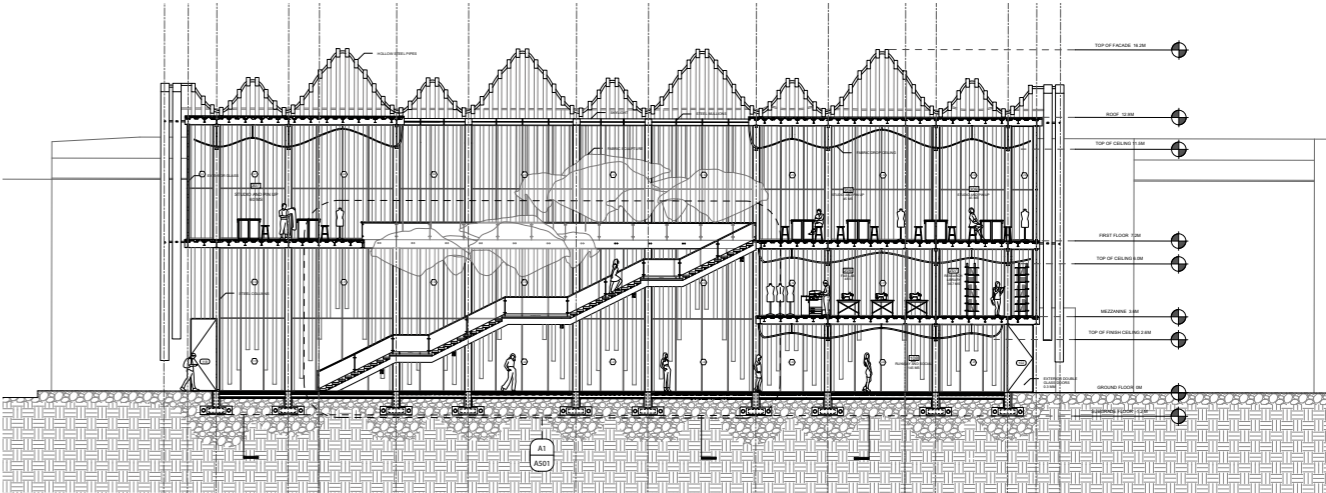


ARC 302 | Study of Motion



ARC 402 | Render



ARC 302 | Exterior



ARC 302 | Entrance



ARC 402 | Interior



ARC 402 | Section

# LARA ZAREENI

## The Unseen
*ARC 401, Professor Gregory Spaw*

There is a sense of nostalgia, even though I have never been there, let alone lived in such a place that I can't explain.
The intention behind this project was to explore the relationship of being in, under, or being pulled from the existing conditions in Al Madams Ghost Town. The project delves into subtraction, with voids being excavated in the natural ground to create a sense of concealed architectural space.

## Alserkal Fashion Avenue
*ARC 402, Professor Igor Peraza*
*Team member: Amal Saleh*

This comprehensive building design studio project is an "Institute for Sustainable Fashion Design," located in Alserkal Avenue Dubai. The building is a modern archetypal hybrid that includes a studio, exhibition, private spaces, etc. The design calls for a full program that includes exterior and interior spaces, including accommodating circulation spaces, administration and service spaces. The project is inspired by Ying Gao's piece "Flowing Water" and robotic fashion that responds to an environment.



Spiritual Cleansing



Gallery Space



Conceptual Diagram + Photography



Exterior Front Entrance Render



Fashion Exhibition Space



Studio Space

# FATIMA ZAYDAN

## Dubai Sustainable Fashion School

*ARC 402, Professor Marcus Farr*
*Team member: Viana Ahmadyar*

This modern archetypal hybrid building is located in a creative hub, where artists from all around the world would come to display their work. The design intend of this project is not only to act as an institute for fashion design students, but to ensure that it establishes a continuous, fluid relationship between its surrounding plaza and the building's interior. The design intention is to invite not only the students and faculty into the building, but to attract visitors as well.

## FAEL

*ARC 401, Professor Igor Peraza*
*Team member: Viana Ahmadyar*

As the growth of cities devalued the concept of walkability and allowed for a separation between people and nature, we took the first steps to encourage a whole new community by connecting them with nature. By building "togetherness" through architecture, this project aims to renew the relationship between people and nature through senses, beauty, meaning and compassion. So, rather than solely designing a linking element between the zones, the project aims to connect people with nature and their local community.


Exterior Rendering


First Floor Interior Rendering


Ground Floor Interior Rendering


Pedestrian Bridge Rendering


Close-up Rendering


Green Sculptor Rendering

# IZZDEEN ABU YOUSUF
# FATIMA AL ATTAR
# OMAR AL DAKKAK
# LEEN ALNIMER
# TALA AL SHUKAIRY
# REYAM AL-MEHEMDI
# HAJER ALI
# RACHA AMARI
# MAJDOLINE BAKR
# DINISHA DINESH
# ANIKA KOSHY
# AMAL SALEH
# SANOJ SAM
# DUA SYED

## Design Build: Neonomads - Jawla

*ARC 502, Professor Patrick Rhodes*

From minuscule details of a hinge to a large opening in the container, the concept of dynamism that Jawla brings flows across the entire project. Containers are seen as static and lifeless objects. However, ironically, this condition is juxtaposed by the very environment that it's made for: shipping and moving. Thus, every part of this project is carrying the essence of its dynamic environments. Such movement becomes one of the primary means of the project where function and experience are based upon the analysis and annotations of structure, function and motion of the container's mechanical systems. We use Jawla as a means to understand the biomechanics of our project and pave the way for creating a studio that reaches outwards to whatever the landscape may be.


Jawla
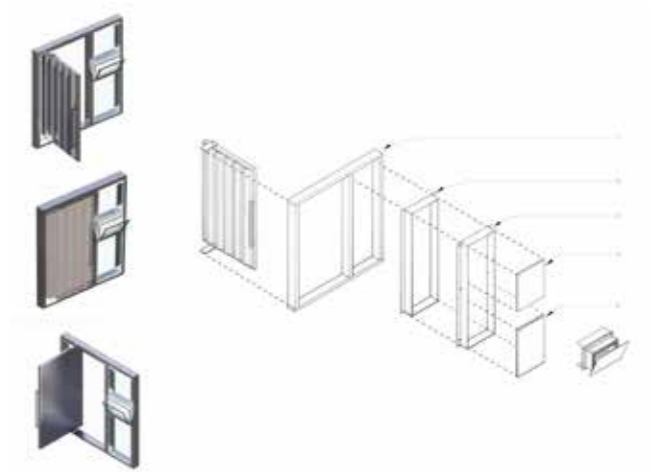

View from Sidewalk


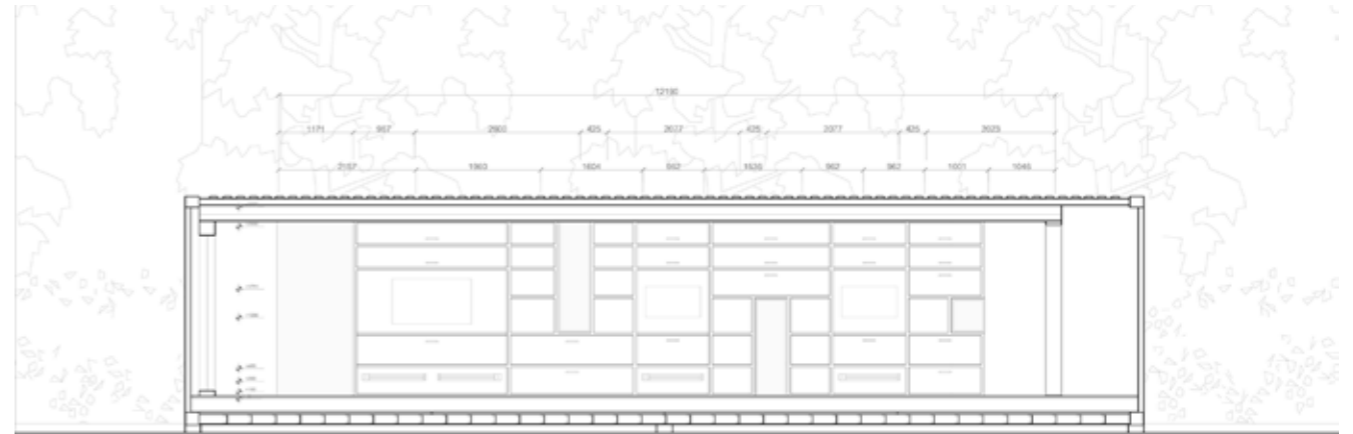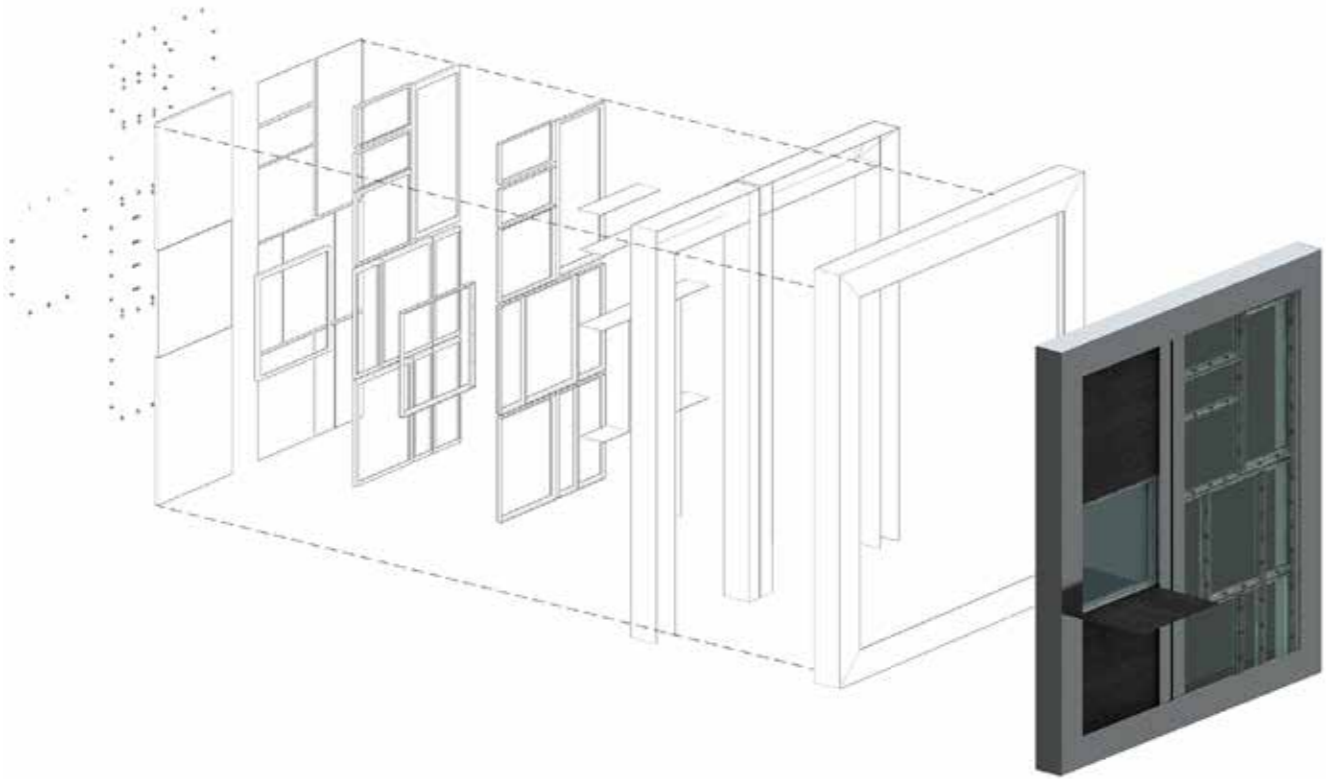Spring Clip and Frame


View from CAAD


Entry Door


Entry Door Parts


Longitudinal Section

Entry Door - Exploded Axonometric



Bifold Windows Installation



Bifold Window



Making of a Window



Spacers



Window Frame

# ALZAINA LOOTAH
# SAHIL RATTHA SINGH
# LARA ZAREENI
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## Abu Dhabi Art Pavilion 2022: Zaman

*Professor Jason Carlow*

Atmospheric qualities of tranquility present themselves in a space where architectural elements such as light, sound and matter are combined in a spatial construct that etches into the sentiment of our faceted identity through an experiential and subliminal ethos of a Zaman (time). The user experiences a dark corridor of black and steel through a liminal condition that intrigues the user while meandering through the pavilion. Zaman's design heightens the role of senses (sight, smell, touch) and emotions that play an experiential role through its tactile nature and ergonomic programs. Zaman is a temporary pavilion that evokes a tactile, visceral and transcendent experience while being completely sustainable and recyclable, leaving no trace of the past as Zaman will be dismantled and completely recycled. The pavilion is durable; it requires relatively low energy levels during its fabrication and can also be reused in a different setting. Through the use of vegetation and natural light, the pavilion forms a juxtaposition between the organic and the inorganic. The vegetation improves both the visual and environmental qualities of the pavilion while inviting natural light through the courtyard into the space.


Courtyard shot looking to skylight


Interior courtyard shot


Exterior night shot

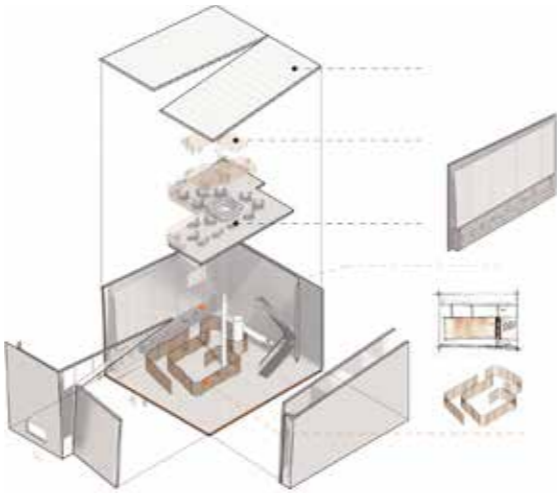
Exterior night shot

# INTERIOR DESIGN

# NADINE GHAZAL

## Retail Store

*IDE 301, Professor Tania Ursomarzo*

*Kombucouture* is committed to promoting sustainable fashion practices and supporting local creatives. The store works with artists within the community to create a range of products ranging from bags and shoes to accessories. Using a new sustainable leather substitute made from kombucha, the store has been designed to reflect the qualities of the material to promote it as an alternative option in hopes of creating a more responsible industry.

## Community Kitchen

*IDE 402, Professor Camilo Cerro*
*Team member: Rand Rahmani*

The aim of this project is to create a soup kitchen that brings people together in times of crisis. *The Giving Pot* provides nutritious meals to people who have been displaced from their homes due to war. The project recognizes the importance of social connection and provides a foundation for healing and growth.



Exploded Axonometric



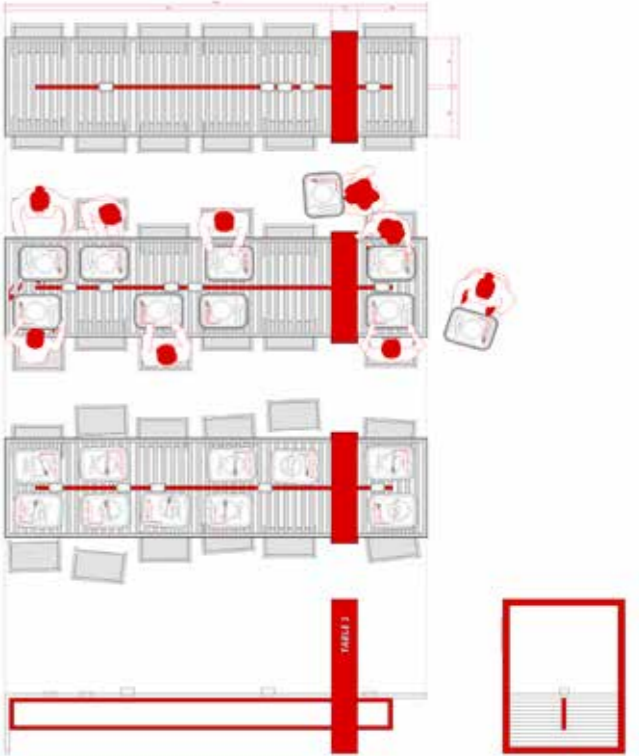Material Samples



Interior Render



Exterior Render



Interior Render



Communal Table Design

# SEHAM JAZIEH

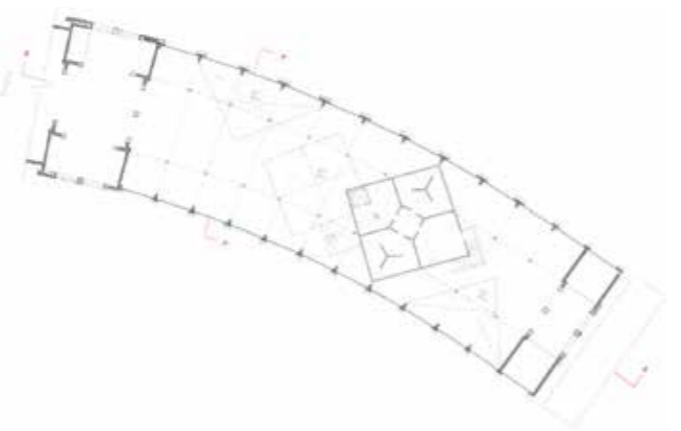## FOOD+ Waste Lab

*IDE 302, Professor Dalia Hamati*

Food+ explores the ways through which design could create a strong relationship with food production and waste management in the historical Al Jubail vegetable and fruit market. The waste lab blurs the line between waste processing and education through introducing volumes that define the labs and social spaces. Placing the volumes at different angles to the main axis allows everyone to have visual access to the different activities taking place inside.

## Community Kitchen

*IDE 402, Professor Camilo Cerro*
*Team member: Nada Wajid*

The project aims to highlight the importance of social design, its effects on people and their behavior in the war zone of Kyiv, Ukraine. Introducing a long band that encapsulates the service areas on each floor and breaking it when necessary, this approach allowed for engagement and openness between the spaces starting from the dining area, the heart of the space, and moving out to the exterior.


Interior Render


Ground Floor Plan


Mezzanine Floor Plan
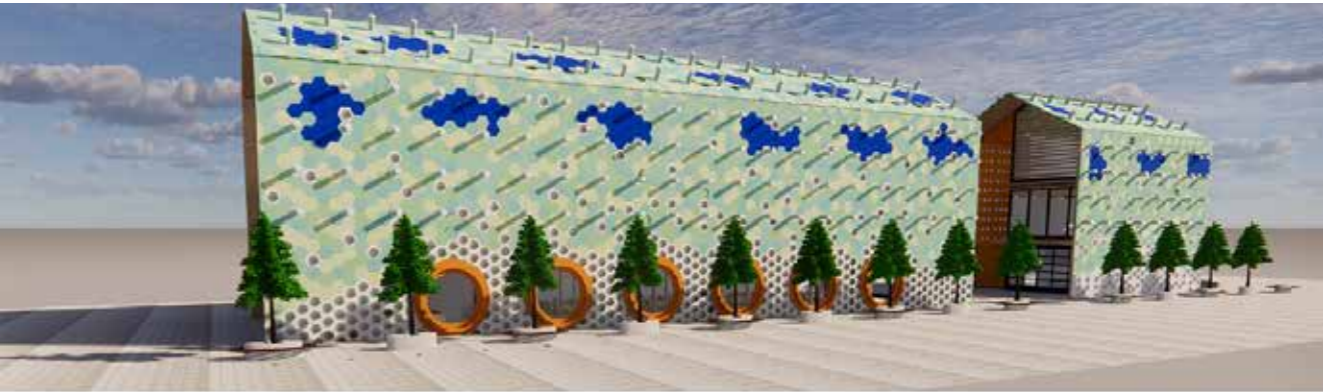

Exterior and Interior Renders


Ground Floor Plan and Terrace Floor Plan
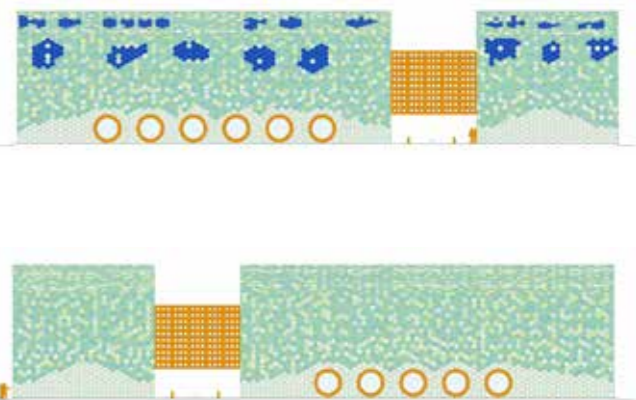

Elevations

# ESRA ZAMIN PAIMA

## The Library

*IDE 301, Professor Tania Ursomarzo*

The Library in Alserkal Avenue transforms Warehouse 46 into a community library and design bookstore. It sells and loans both used and new books to promote design literacy. The space features reading areas, study spaces, a commercial section, as well as a coffee shop to encourage community engagement. Moreover, the library fosters collaborations between local artisans through events, workshops and lectures, inspiring communal interaction and creativity.
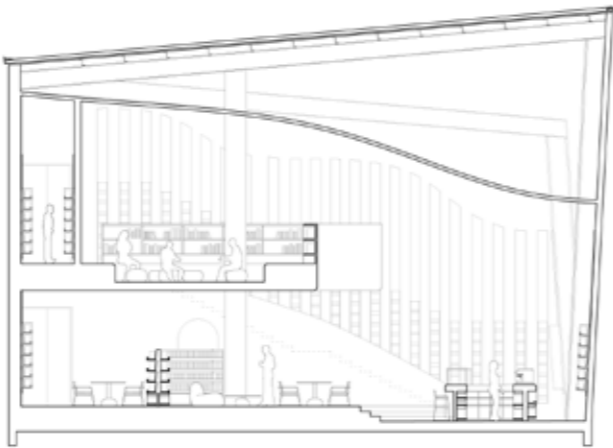
## The Garden House

*IDE 302, Professor Dalia Hamati*

The Garden House at Al Jubail Fruits and Vegetables Market is a sustainable oasis. By incorporating vertical farming, fishponds and locally sourced materials, it maximizes space efficiency while providing a diverse supply of produce. Vertical farming reduces water consumption, while fishponds act as natural fertilizers. By using local materials, the Garden House promotes local craftsmanship and reduces the carbon footprint, making it a model of sustainable design.
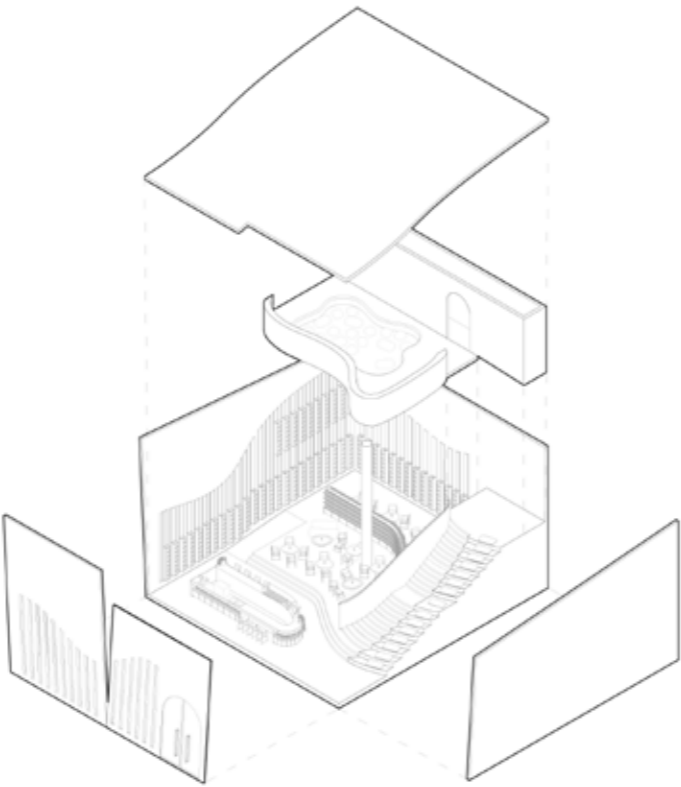


The Library, Exploded Axonometric



The Library, Section cutting through all programs



The Library, Render of Reading Zone



The Garden House, Render of Fish Ponds



The Garden House, Render of Reflecting Pool



The Garden House, Sectional Perspective

# WAGD RABIE

## Sahara Desk

*ARC 237, Professor Juan Roldan*
*Team member: Rand Rahmani*

Our handcrafted, portable, foldable desk allows for a versatile workspace that can be effortlessly stored and transported. Meticulously constructed using layers of beech wood with a walnut core, this desk relies on leather hinges and rotating pieces for operability, enhancing both sophistication and resilience. With its foldable and self-supportive design, you can easily take it on the go and set it up.

## The Green House

*IDE 301, Professor Tania Ursomarzo*

As an ambitious and innovative endeavor, this design for Warehouse 46 at Alserkal proposes a remarkable transformation, evolving the site into a cutting-edge supermarket and café that promotes sustainable practices and locally sourced produce. This interior design project combines urban agriculture, retail space and dining, offering a unique and eco-conscious experience for shoppers and café visitors alike.
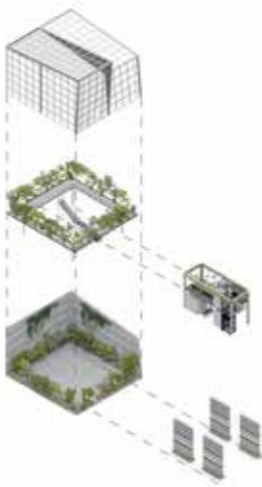


Details



Foldability



The Green Cafe, The Green House



Exploded Axonometric of The Green House



Supermarket and Cashier Station, The Green House



Hydroponic systems at night with pink light

# RAND RAHMANI

## Sahara

*ARC 237, Professor Juan Roldan*
*Team member: Wagd Rabie*

Our handmade portable foldable desk is the perfect solution for those who need a versatile workspace that can be easily stored when not in use. Made with high-quality materials, this desk features leather hinges that add a touch of sophistication. To make the desk more lightweight, we decided the support legs of the desk will be cut out from the wooden surfaces themselves

## The Giving Pot

*IDE 402, Professor Camilo Cerro*
*Team member: Nadine Ghazal*

The Giving Pot aims to create a soup kitchen that not only provides nutritious meals to those who have been affected by war and conflict but also serves as a place where people can come together, connect and find a sense of community during a time of crisis. It is a place where people can come together to participate in workshops, educational programs and cultural events.



Desk in use



A                    B                    C
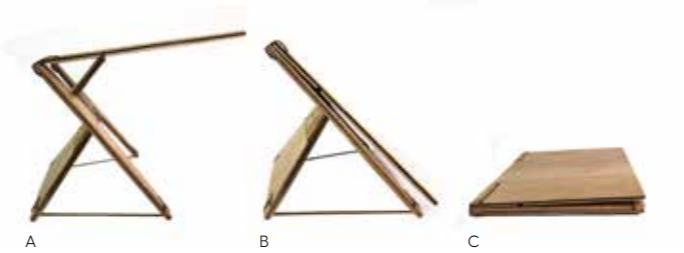
Mechanism



Exterior snow view
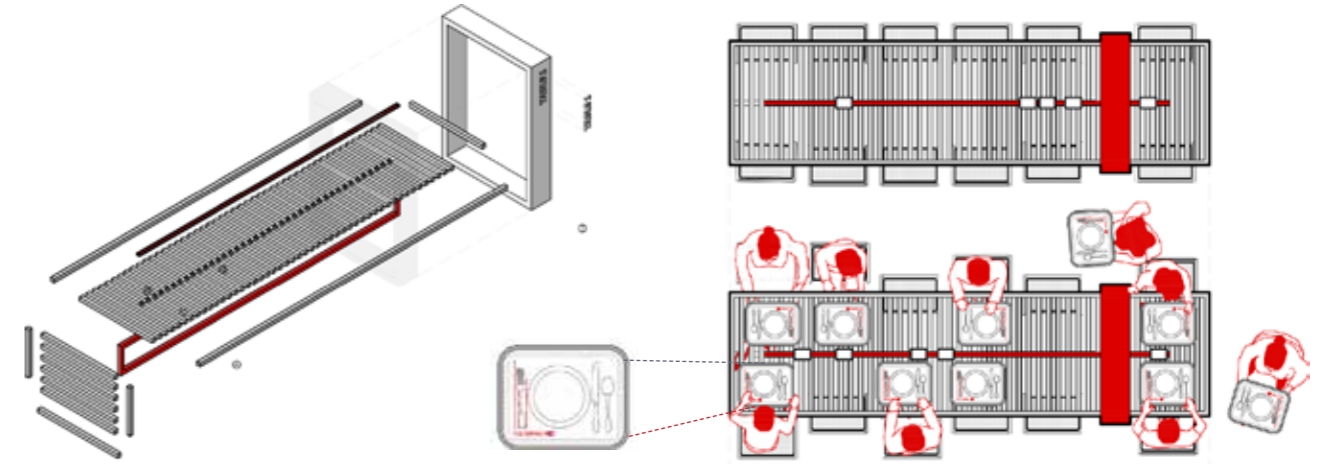


Bakery Facade



Dining space



Table Diagram

# MARIA MUHAMMAD SADIQ

## Material Study

*IDE 302, Professor Dalia Hamati*

This study took on the word "embed" and explored different ways that it can be represented through the use of different materials. The imprints left behind on the concrete are a representation of an embed that was once present but no longer is and instead has left behind a memory that is slowly fading away with time.

## AUS Dormitories

*IDE 202, Professor Maria Oliver*

This project expresses what it is like for students to live on campus at AUS. It investigates how to maintain privacy while bringing communal spaces closer to the rooms. To emphasize the social experience of students, common areas including the gym, kitchen, dining spaces, laundry facilities, study rooms and lounges have been re-positioned to face the central courtyard. This is also done in order to make more use of it and to make it more engaging for the students.
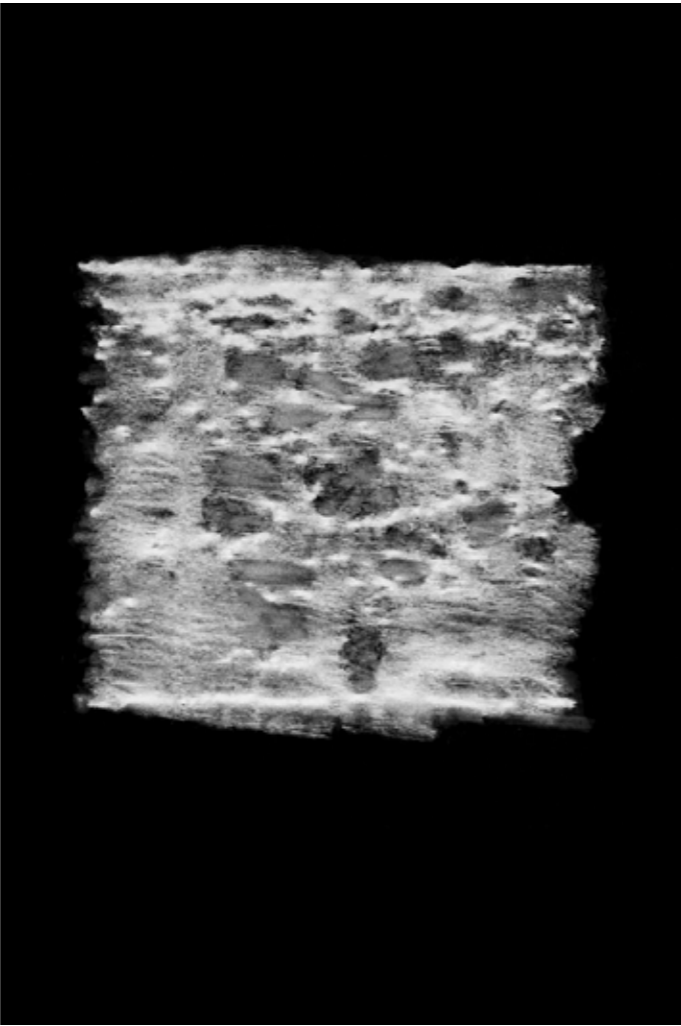


Abstract Drawing Representing "Embed"



Photograph Representing the Concept of "Embed"



View of a Semi-Private Room



Exterior View of Kitchen - Daytime



Exterior View of Kitchen - Nighttime



View of Hallway

# HANEEN SHARAFELDEEN

## AUS Women's Dormitories

*IDE 202, Professor Marissa Oliver*

This project aims to design a dormitory that promotes socializing, open space and a homely atmosphere for students. The design incorporates key features such as spacious common areas, open kitchen and dining areas, outdoor recreational spaces, personalized living spaces, and ample natural lighting to create a comfortable and welcoming environment. Essentially, the design takeaway is to provide students with a home away from home that enhances their college experience.

## Portable Desk

*ARC 237, Professor Juan Roldan*
*Team member: Nadine Ghazal*

The project aims to design and build a portable work desk that caters to diverse user needs; it is functional, relatively lightweight and easy to manage. The final product proposes features such as adjustable height settings, ample workspace, ergonomic design and heat-loss mechanisms. The goal is to design for the needs of remote workers, students, freelancers and other users who require a versatile and functional workspace.
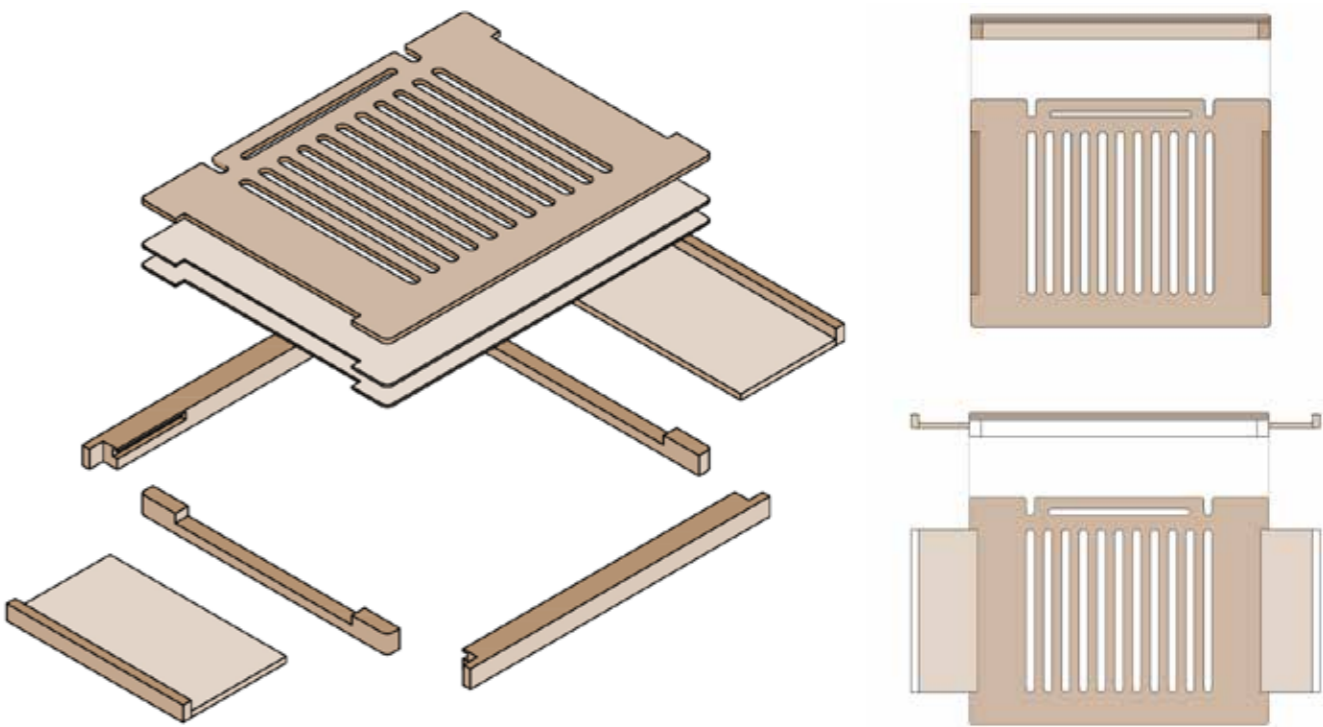


Private Dormitory Unit



Common Kitchen



Common Living Space



2D and 3D Illustrations of Desk kit-of-parts



Hand-held Desk



Mouse rest and Drawer

# NADA WAJID

## The Growing Segment

*IDE 302, Professor Dalia Hamati*

The project explores a renovation of the Jubail Fruit and Vegetable Market in Sharjah. The chosen segment to renovate was the location where the majority of locally produced food would be made. In order to provide an openness to the space since this was the main entry to the building, several trees and contemplation spaces are included. Natural ventilation was also an important factor in terms of sustainability.
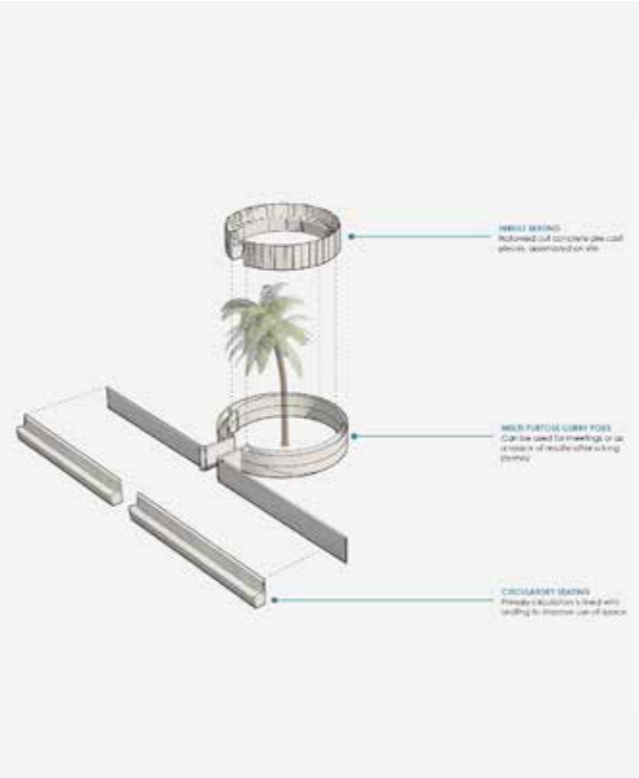


Generative Diagrams
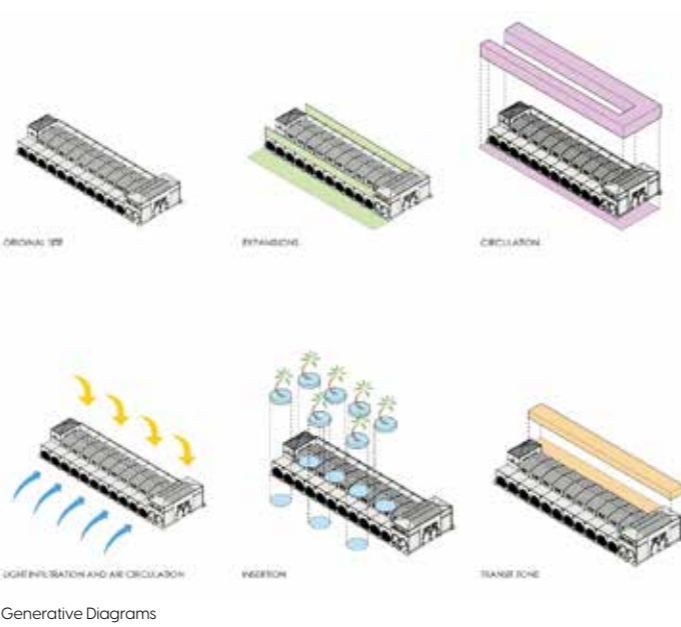


Sectional Perspective



First Floor Terrace View



Hallway Render



Built In Seating Axonometric



The Growing Wall

# DANYA AL SOUFI
# SARAH ALOTHMAN
# KHADIJA DIBIROVA
# RANA EL MEDANY
# NADINE GHAZAL
# SEHAM JAZIEH
# MALIAKA MENON
# ESRA ZAMIN PAIMA
# WAGD RABIE
# RAND RAHMANI
# MARIA SADIQ
# SUZANNE SAM
# KHUSHI SHAH
# HANEEN SHARAFELDEEN
# NADA WAJID

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## Design Build: CAAD Lounge

*IDE 401, Professor Ammar Kalo*

Our work environments are witnessing a revolution in terms of how they define space and production, and the ways in which they engage their users. Technological innovation, social change and economic stratification are some of the drivers behind such radical transformation, and continue to shape today's work culture. However, the same cannot be said about educational spaces, particularly design schools and studios, which tend to take longer to adapt new changes. A lot of current studios in design schools are a vestige of an era of paper drafting, physical model making and large desktop computers. Therefore, the aim is to tackle a tangential problem at CAAD, which is providing non-academic neutral spaces for students to recharge, socialize and perhaps work. The main goal is to create an inviting space that can serve multiple functions and provide a dedicated space where students can socialize without disrupting classes.
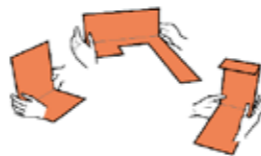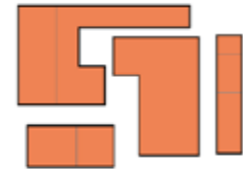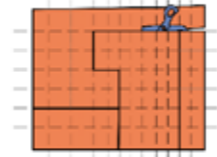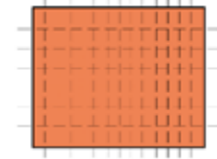

Series of Diagrams Showing Concept
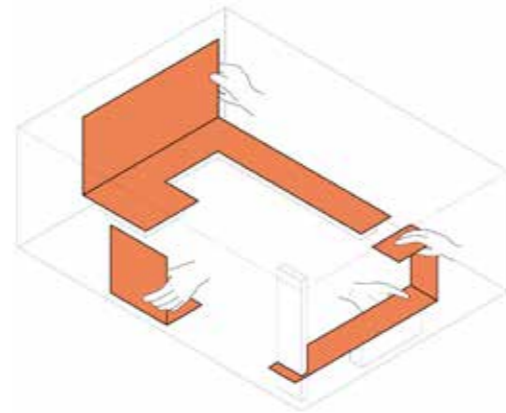

Diagrammatic Axonometric Showing Concept


Exterior View of CAAD Lounge


CAAD Lounge Engraving Detail

Sorting the Pieces



Laying out Sample Panel



View Showing Column Detail



Laying out a Pattern on the Panels



Sticking Pieces to the Panels



Interior View of CAAD Lounge Facing the Entrance



Making a Curved Corner



Adding Special Pieces



Detailed View of the Stained Wall Panels

# URBAN PLANNING

# FARAH ABDELLATIF

## Heritage Conservation in the Face of Future Urban Development: The Case of Luluyyah, Khorfakkan

*UPL 680, Professors Rafael Pizzarro and Roberto Castillo*

Heritage preservation is becoming more of a priority to the public as urbanization is rapidly wiping out historical sites in favor of modern developments to meet the current standard of urban life. As is the case with many historical sites in the gulf region, heritage preservation of Luluyyah, Khor Fakkan presents a challenge in maintaining the balance between preservation and future urban development. A decision was made to develop interface area between heritage structures and the future urban development with a policy to maintain the cultural identity and protect the heritage of Luluyyah, where physical character should be preserved and timeless solutions are proposed.

Regulations:
A. A form-based code will be regulated, which aims to facilitate the development of the site through concentrating on a particular urban form. It will enhance and emphasize on the physical character and sense of place within the site.
B. An adaptive reuse approach will be used with the aim of preserving any existing historical structures found at the site. The approach will open the path towards creating a variety of programs that cater to the heritage and cultural practices and adapt to modern forms that include recreational spaces such as educational facilities, restaurants, cafes, shops, etc.



Interface map and concept plan



Key plan illustrating scope of work



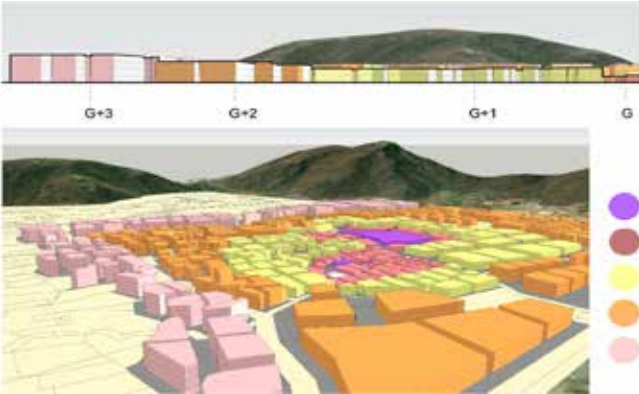3D study to imaging a "build form" regulation in a form-based code



Images from Sedra Heritage District, as an example of an "Architectural Standard" regulation in a form-based code



Images from Sedra Heritage District, as an example of an "Architectural Standard" regulation in a form-based code



An example of Adaptive Reuse where one of the rooms in Sedra houses was transformed into a library

# DESIGN MANAGEMENT

# SARA ABBAS

## Sixth Sense

*DES 300, Professor Kathryn Best*

Sixth Sense is a space designed for catering to deaf people and their needs while building a community by educating people on the invisible disability. Through UX maps I was able to visualize the user's end-to-end experience and demonstrate design solutions that focus on integrating deaf people into society. Sixth Sense is designed around the human senses which allows the user to fully immerse themselves in each touchpoint within their journey.

## Sharjah Museums Authority

*DES 480, Professor Amal Hmayed*
*Team members: Jana Bastouni, Virgin Attalla, Yasmin Mekky and Marianne Breidy*

This project explores the challenge Sharjah Museum Authority approached us with, which was how to increase engagement and participation in the different programs offered by the museums within the youth. Through employing design thinking practices and user-centered methodologies, we were able to draw the user's pains and gains within each touchpoint of their journeys and propose human-centric design solutions that preserve the culture, yet integrate immersive and modern experiences.
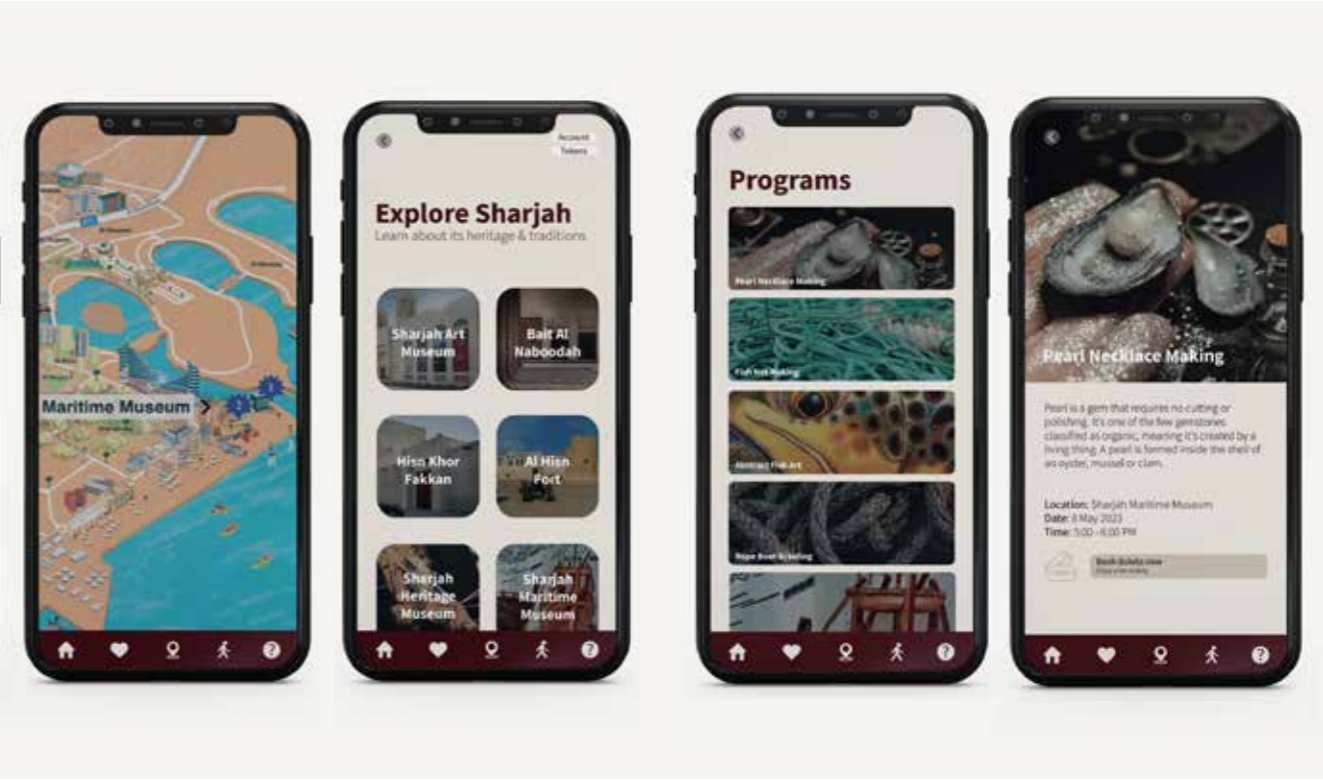

Logo


Mock Up
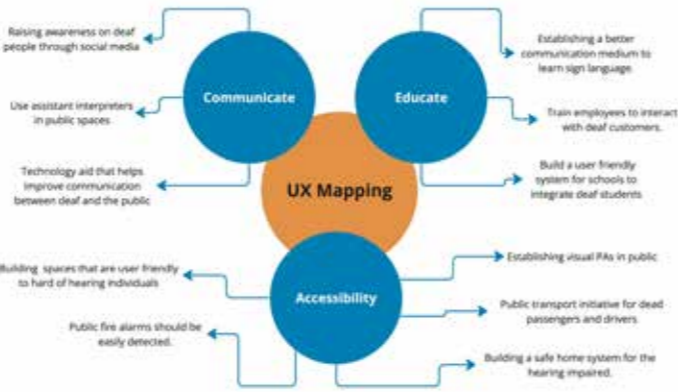

UX Mapping


User Interface Solution


Application Prototype

# ISRA
# AL HAMAD
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## Honor the Past, Preserve the Future

*DES 48O, Professor Lisa Harpalani*
*Team members: Maryam Al Falasi, Raoul Thomas*
*Shania Cardoz, Shams Al Khder*

TGC explores empowering the youth to be more sustainable, emphasizing sustainability as fun and seamless, which is why we collaborate with people and places the youth love to make it a natural part of their lifestyle. Our unique approach brings together experts and entities in the field, creating a bridge between everyone, connecting resources and sharing knowledge. Through promoting collaboration and resource-sharing, we also honor sustainable ideals of the past.

The Green Collective Logo
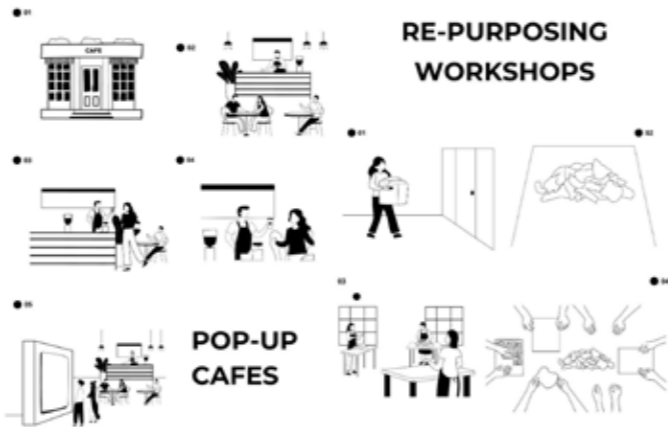
Concept Story Boards
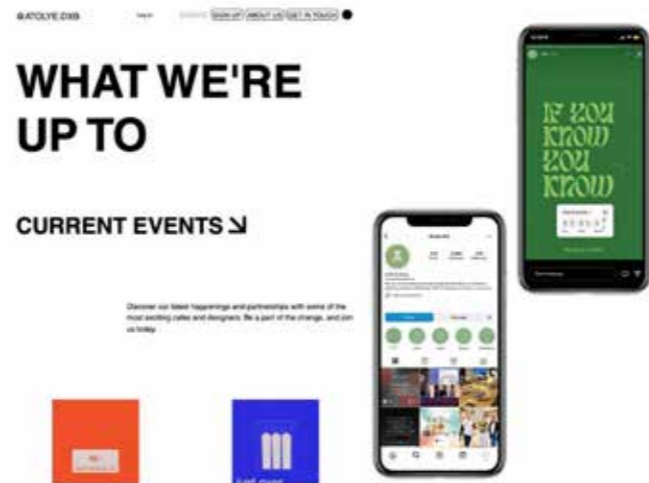
Website and Social Media

Bageri Form x Ardh Collective Pop Up Prototype

Sikka Art Platform x Hessa Archives Pop Up Prototype

NightJar x Nourie Flayhan Pop Up Prototype

# MARYAM ALFALASI

## Al Ghaf: A Product-Service Vending System

*DES 300, Professor Christopher Kaltenbach*

Al Ghaf emphasizes user experience by improving the working conditions of construction workers by developing 3D-printed ergonomically insulated water bottles on-site daily through a vending machine Tesla Semi. The project aims to reduce the waste of disposable products by re-dispensing the 3D printed bottle back into the vending machine to be re-used. This initiative would be funded by the community through an app as well as by corporates with a CSR. It focuses on a biomimicry application of product design to achieve an insulated effect, as the bottle construction imitates that of coconut husk. It is named after the UAE's national tree, often described as the "giving tree" that stands in the harsh environment of the desert.
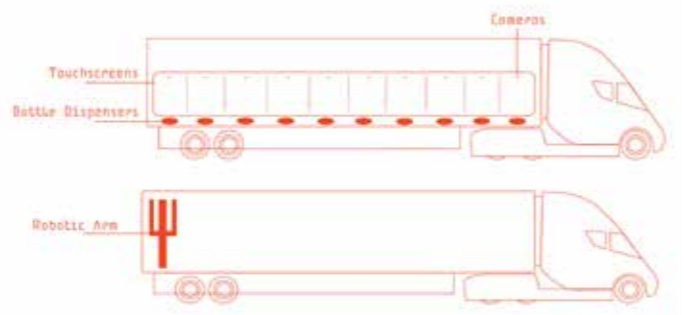


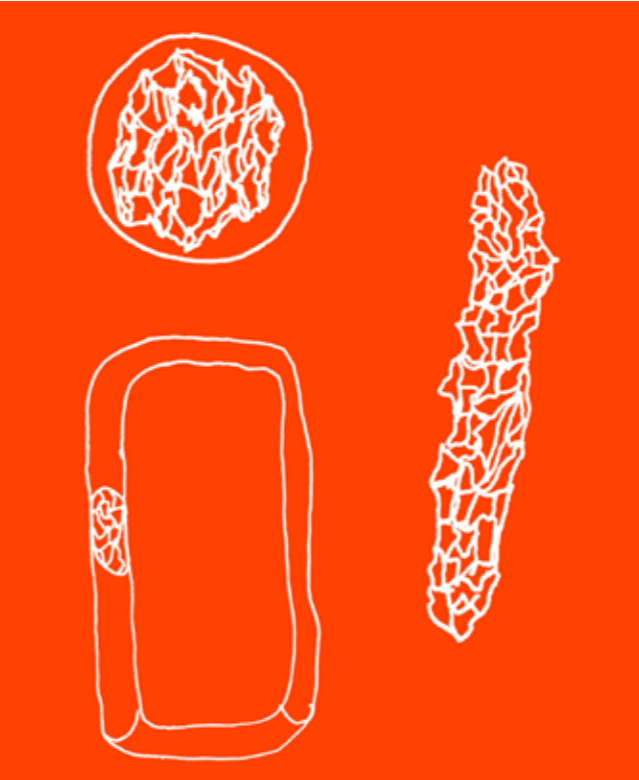Vending Machine Components



Vending Machine: Tesla Semi In Situ Rendering
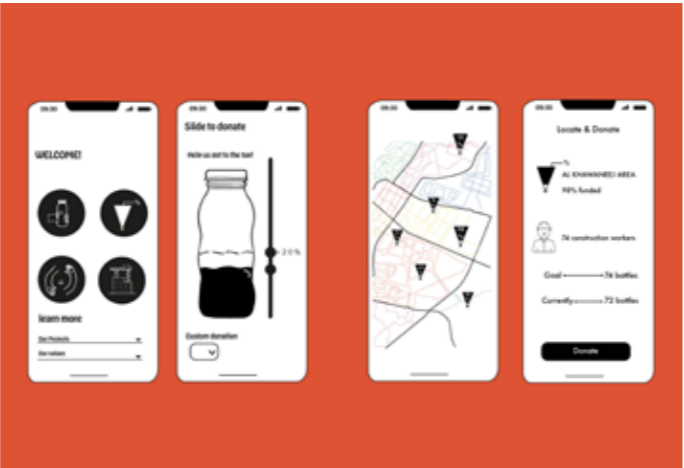


Al Ghaf App User Interface



الغاف

Custom designed app icons



Biomimcry layers of insulation



Al Ghafah, the product of Al Ghaf: 3D printed insulated water bottle.

# JASIM
# ALNAQBI

## Typeface Duo: Sushi and Filled Sushi Font

*VIS 328, Professor Hala Al-Ani*

This project aims to develop traditional Arabic typography into an experimental display font. "Sushi font" emphasizes its outlined shape, juxtaposing the filled connections to create a clear emphasis on the way that Arabic script connects letters. The "Filled Sushi Font" embraces boldness, which emphasizes the high contrast of display fonts. Meticulously crafted through digital and traditional techniques, this project showcases the captivating visual narrative inspired by traditional Kufic script.



Filled Sushi Font Poster



Mockup Display of Filled Sushi Font Poster



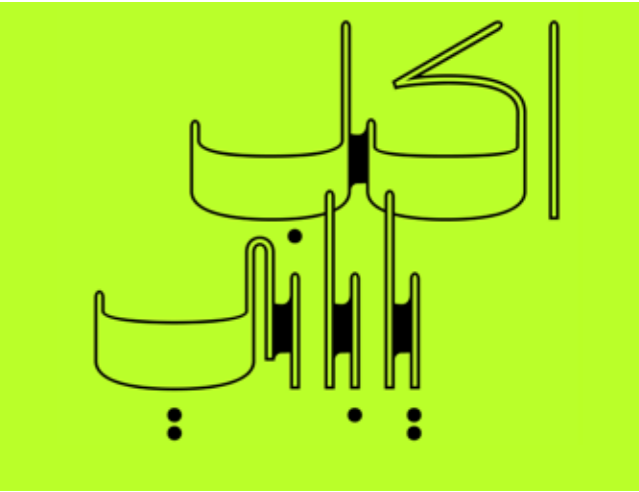Filled Sushi Font "Jeem" Letter in Different Positions



Filled Sushi Font "Jeem" Final for Instagram Post



Translated Japenese Quote in Sushi Font



"Japense Food" Translated in Sushi Font



"Filled Sushi Font" Instagram Post



"Sushi Font" Instagram Post

# AFRA ABDULLA ALQUBAISI

## Stool from Scrap Material

*CAAD Workshop, Professor Juan Roldan*

During the furniture workshop offered by CAAD, we had to design and build a stool from recycled material. This stool was inspired by the brutalist designs and intentionally designed to be disproportional in a symmetric way. The addition of the natural wood gives the rough look, a natural aspect of the overall design.

## Arab Design Organization

*DES 475, Professor Adnan Arif*
*Team members: Hind Khalid, Jasim AlNaqbi*

ADO is an organization that focuses on exposing designers in the industry and creating a community. The objectives of the organization is to expose the designers to opportunities, create a community, establish a platform with exclusive offers to the members and support their everyday work. The goals of ADO are to connect designers, identify and preserve the value of design to promote cooperation between all MENA designers.
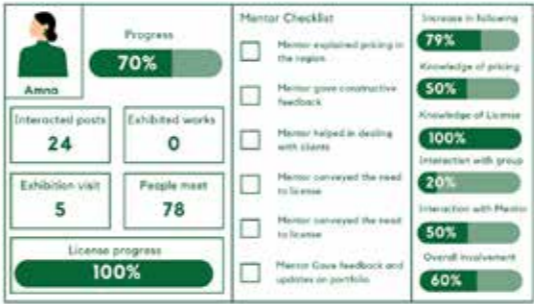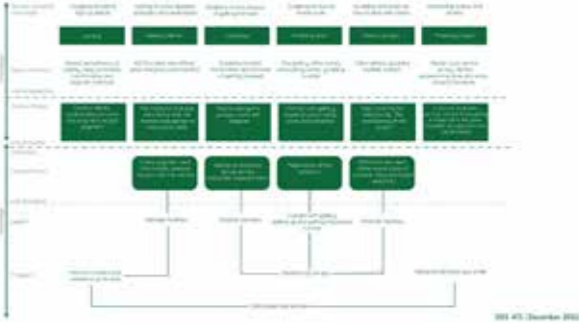


Front View



Side View



ADO Branding



Methods of Measuring



Service Blueprint



Playbook Mockup

# NOORA FAHAD ALSHIRAWI

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## Atolye on Wheels

*DES 480, Professor Lisa Harpalani*
*Team members: Afra AlQubaisi, Hind Khaled*
*and Jasim Al Naqbi*

Atolye on Wheels is an AI-driven mobile design studio, offering a solution to empower youth by catalyzing growth opportunities through learning communities. It aims to provide an adaptable, tech-driven environment for collaboration, cultural exchange and personal growth. The service vision is to enable individuals to learn, grow and collaborate within an innovative mobile learning community.
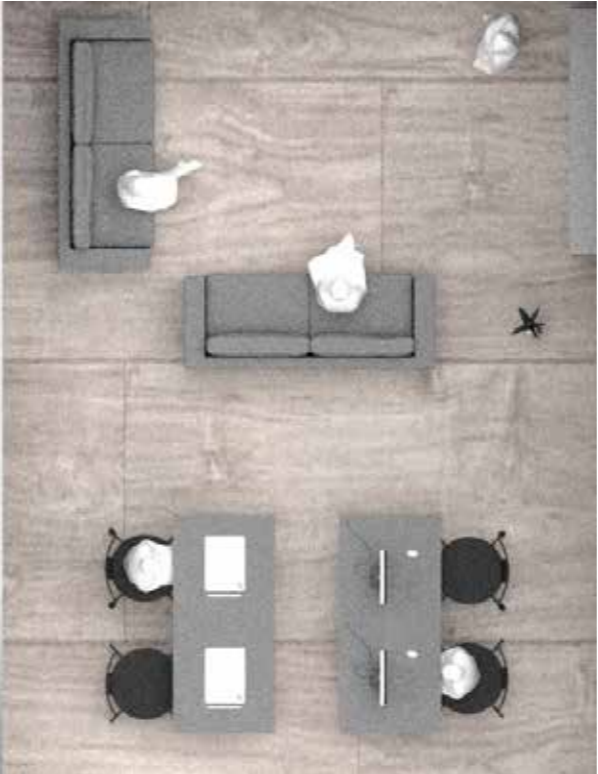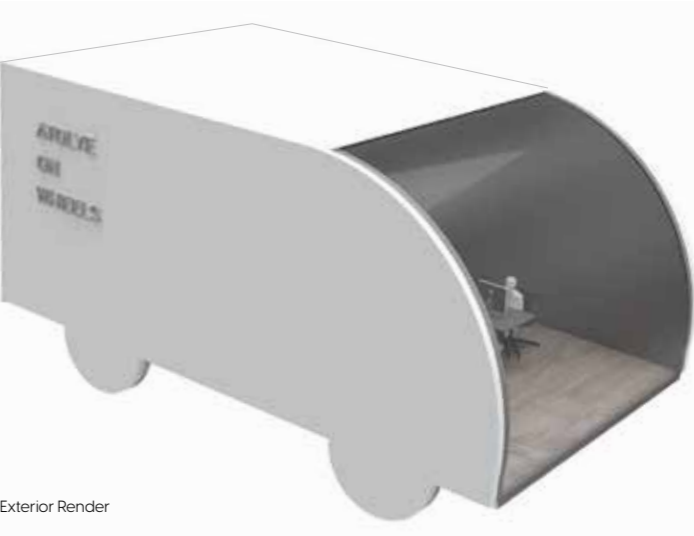


Atolye on Wheels branding
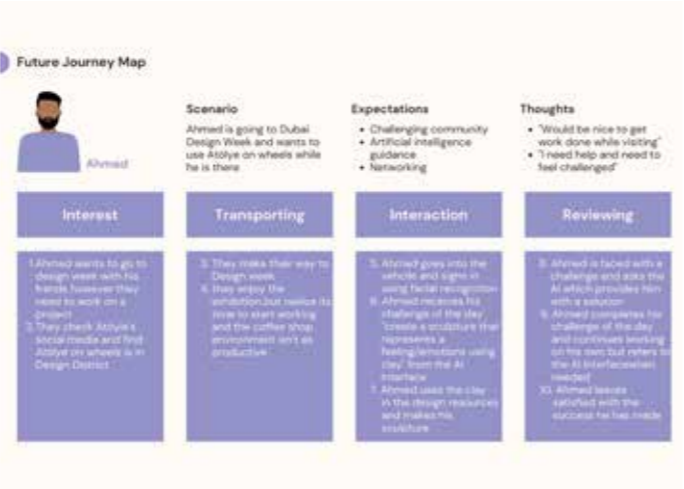


Future Journey Map



Presentation Mockup



Render



Interior Render



Exterior Render

# SALSABIL BOUMAR

## AutoExplore

*DES 300, Professor Kathryn Best*

This is a design for purpose project that demonstrates an understanding of user experience and user-centered design processes by addressing the problem of gender inequality in car safety design. Following extensive research and synthesis, the solution "AutoExplore" is proposed through the design of a detailed User Experience Manual.

## KAIZEN connect

*DES 475, Professor Gökçe Okandan*
*Team members: Aya Abdel Rahman, Muhammad Habib, Arshia Poorshojae*

The aim of this project is to address the research question of "How might we facilitate emotional connections in the new workplace?". Following the Double Diamond approach with extensive research, synthesis and testing, the solution "KAIZEN connect" is designed to bring together experts from interior design, organizational behavior, HRM, and technology to provide solutions for offices and co-working spaces.



AutoExplore Logo



AutoExplore UX Manual
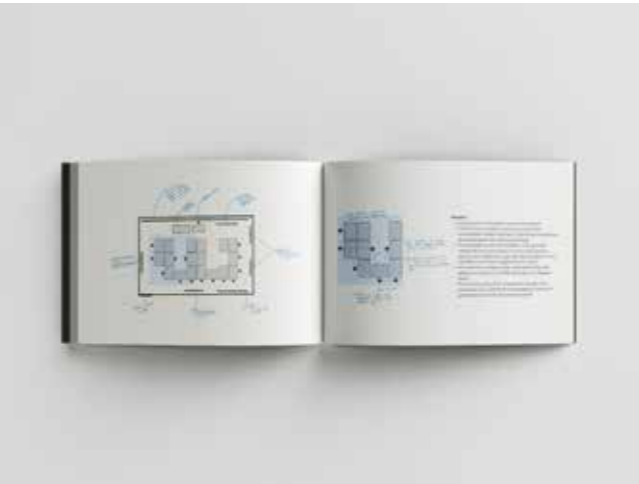


Website Offices Page



Website Home Page



Website Blog Page



Website Home Page



KAIZEN connect Research Book



KAIZEN connect Research Book

# MAI ELSAMAHY

## Tale Me

*DES 300, Professor Kathryn Best*

Tale Me is a design-led solution addressing the taboo around self-expression in the Middle East. This project explores various design thinking tools to analyze the problem. Tale Me takes the form of a card game where players draw cards representing emotions and touch-points. Participants then share situations where they experienced those emotions. This unique approach aims to foster deeper connections, encourage self-expression and promote healthier ways of coping with emotions.

## Six Degrees Visual Identity

*DES 497, Professor Vikram Divecha*

This composition was crafted for the annual Six Degrees exhibition, of which students showcase their exceptional work in the design industry. Its primary focus lies in exploring the use of dynamic elements to effectively convey the transformative nature of one's academic journey in shaping their identity. By incorporating a grid, a fundamental element in design practice, it captures the essence of design attributes. Notably, the composition incorporates the number 6, symbolizing the six degrees showcased in the exhibition.
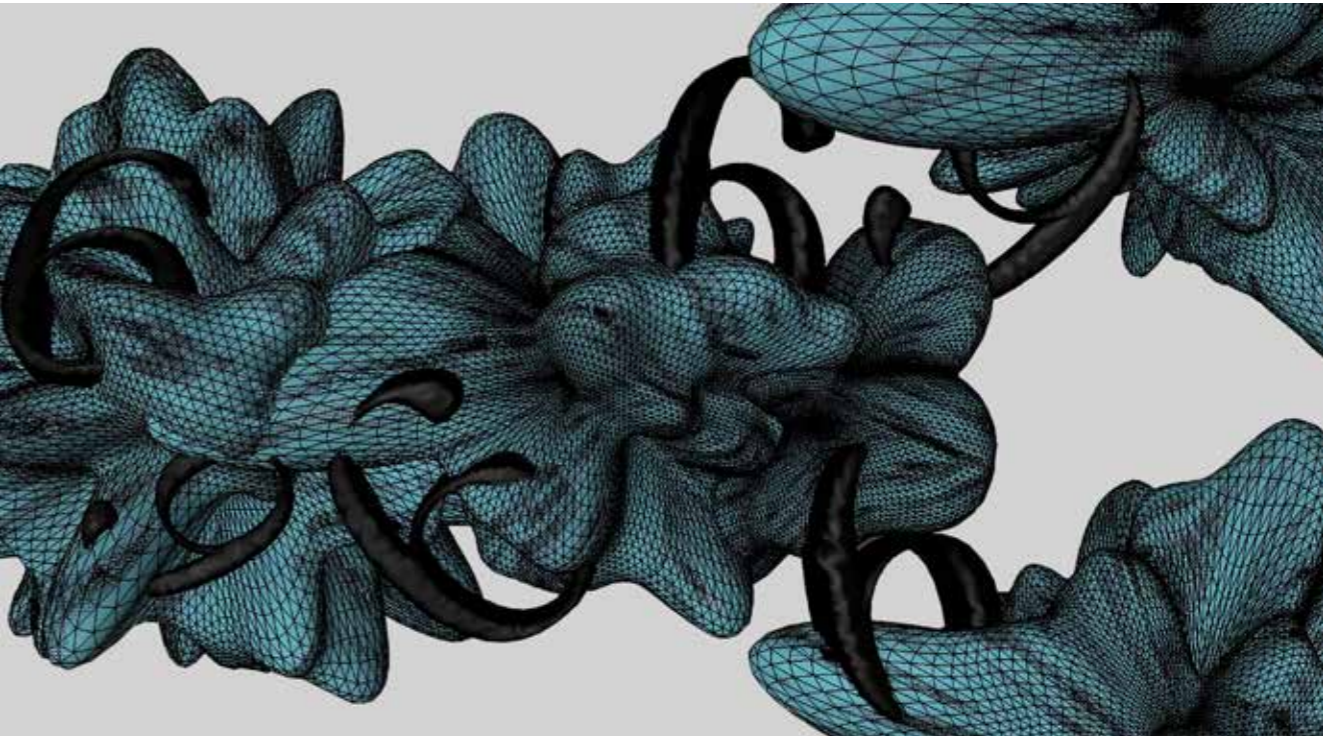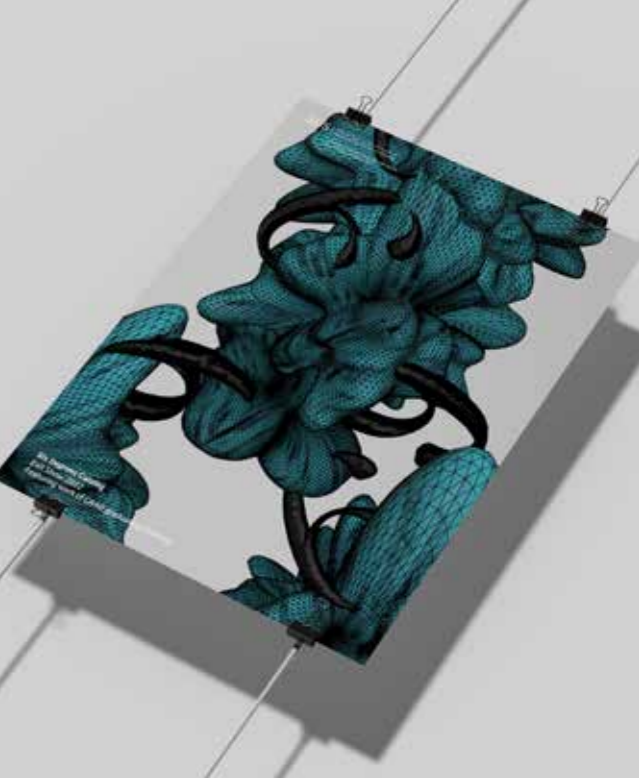


Playing Cards Mockup



Playing Cards Mockup



Playing Cards Mockup



Composition



Cover Mockup



Poster Mockup

# MUHAMMAD HABIB

## Added Time

*DES 300, Professor Christopher Kaltenbach*

Added Time explores the creation of a product-service vending system. This unique project includes the creation of a one-time use and recyclable 3D printed product that is available at a vending machine. The application completes the vending system by making it accessible for customers. Added Time provides immense value to the world by reducing waste created by products made from plastic.

## Sharjah Museum Authority

*DES 480, Professor Gökçe Okandan*
*Team members: Salsabil Boumar, Yasmin Alfanney, Muhammad Habib and Arshia Poorshojae*

This is a consulting project for a local client, Sharjah Museum Authority. Through collaboration, the group developed a solution for the client to improve youth engagement at their locations. The project emphasizes user-centered secondary research. The solution offers a cohesive user experience through an event program. The solution includes an application, potential events, workshops and promotional strategies.
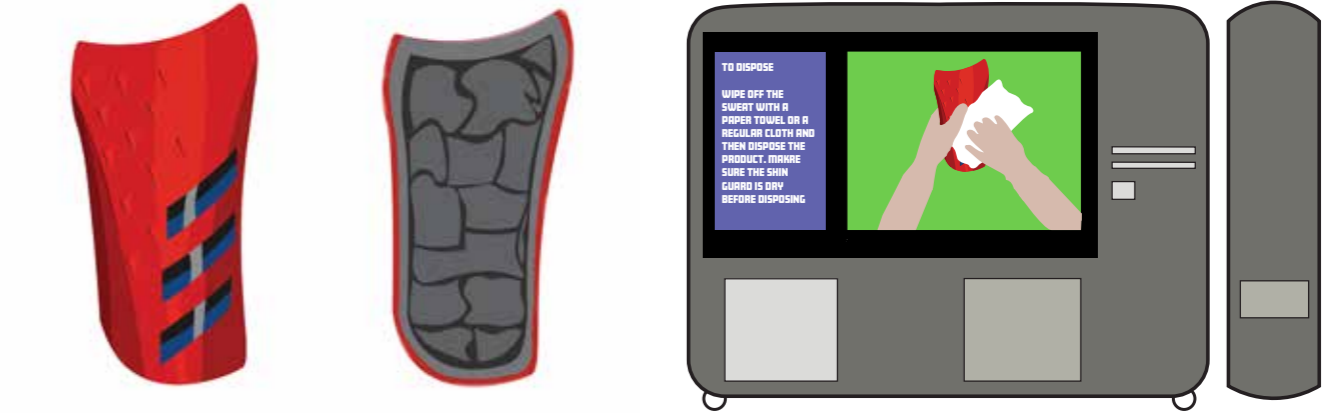

Added Time Cover Page


SMA: Research Book


SMA: Research Book


Added Time: Product


Added Time: Venfing Machine


SMA: Research Book

# AYA JARRAR

## Arabic Type Design

*VIS 328, Professor Hala Al-Ani*

Following extensive research and analysis of Kufic script and contemporary Arabic-type design, this project is based on developing a new display font. The process comprises studying the proportions and conventions of Kufic the script, then developing various sketches through analog and digital mediums. Next, a proportional system is developed before moving forward with creating a font using Glyphs software, where the design is iteratively edited and improved.

## Sharjah Museums Authority

*DES 480, Professor Gökçe Okandan*
*Team members: Salsabil Boumar, Yasmin Alfanney, Muhammad Habib and Arshia Poorshojae*

This project is a collaborative consulting project for a local client to increase youth engagement with their offerings. The project is based on extensive contextual and user-centered research, including interviews, focus groups and expert insights. The solution developed includes new social media and outreach tools and strategies, proposed events and programs, and a new touchpoint in the form of an application to facilitate community engagement.



Onyx Font Typography Poster
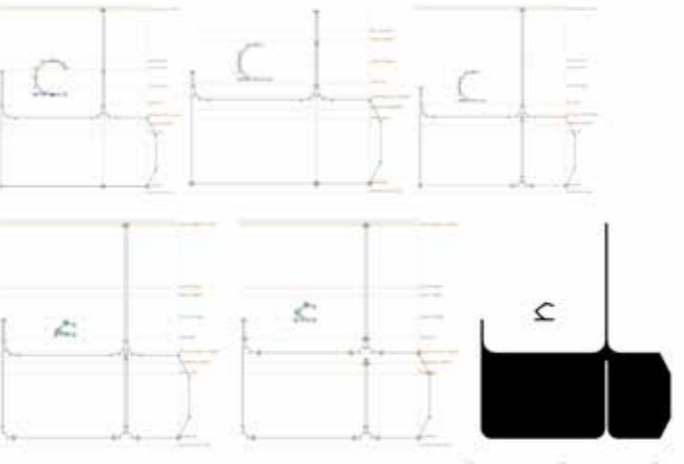


"Kaf" Design Process
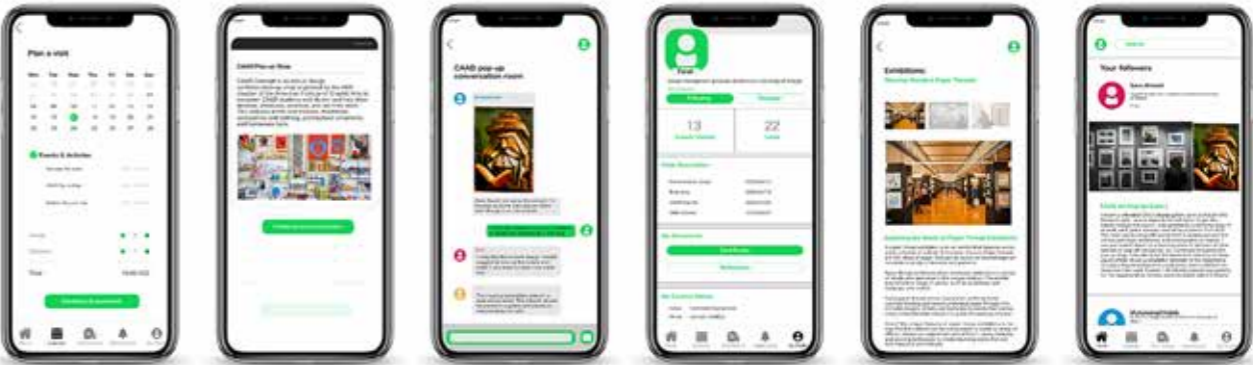


New Sharjah Museums Mobile Application



Research Book Cover



Research Book



Research Book

# HANIN KASSEM

## Fuqaa Font
*VIS 328, Professor Hala Al-Ani*

This project merges traditional Kufic script with contemporary Arabic type design to create a new display font. The font's high stroke contrast, thin baseline, rounded terminals, and seamless letter integration at the baseline produces a visually engaging design. The sketches and proportional system were created using analog and digital mediums, leading to the font's production using Glyphs software. The result is a modern display font suitable for various design applications.

## Packaging a Box of Grapes
*DES 374, Professor Christopher Kaltenbach*

Crafting a belly band for produce boxes requires consideration of product, dimensions and design. This project utilized analog and digital mediums to explore formal elements and develop a unique, visually appealing design that reflects the overall shape of a bunch of grapes. The iterative process of prototyping and redesigning was critical to achieving the final form, and the result adds an element of surprise and delight to the buyer.
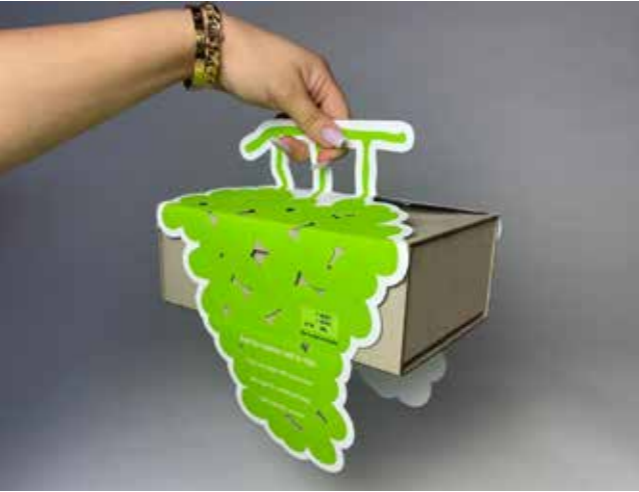


Poster of Translated Quote by Marshall McLuhan using Fuqaa Font
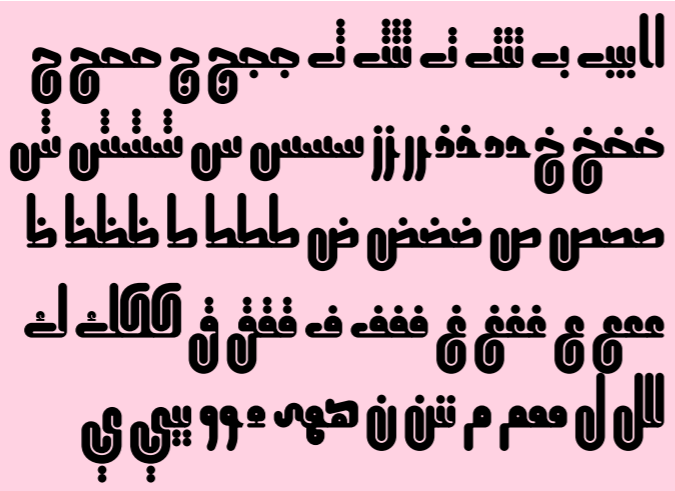


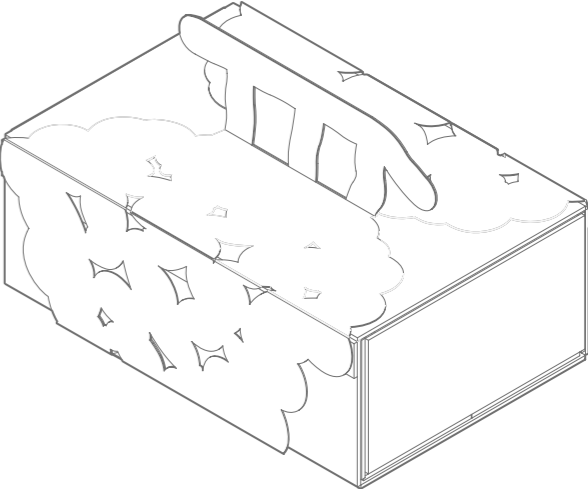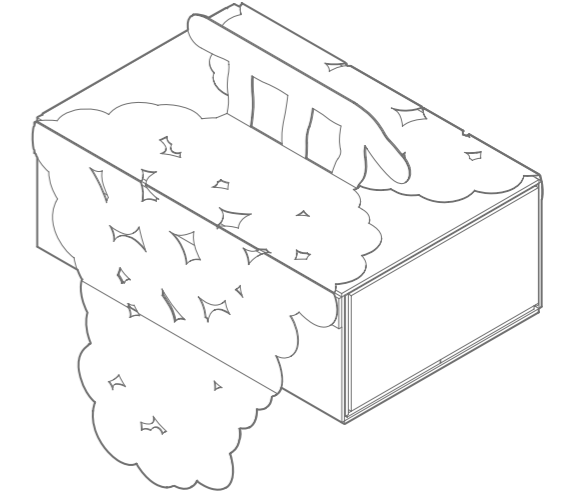Fuqa'a Font Letters



Package Closed in Store
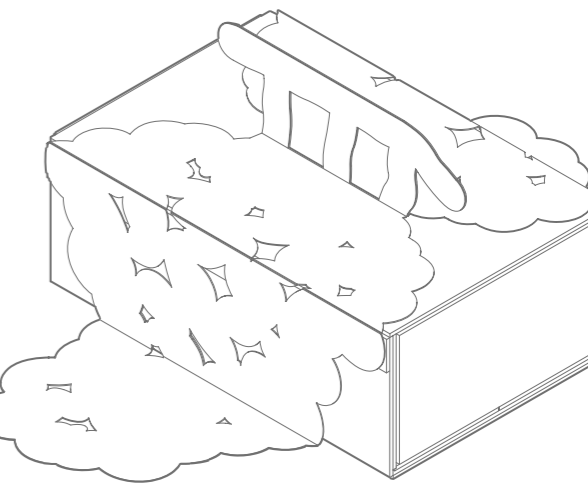


Package Carried



Package Closed at Home



Perspective View of Package Closed in Store



Perspective View of Package Carried



Perspective View of Package Closed at Home

# HIND KHALID

## Personal Branding

*VIS 361, Professor Hala Al-Ani*

This project included designing a logo, website, stationery and social media assets. The logo visually represented my unique identity. The website served as a central hub to showcase my skills. The stationery maintained consistent branding across printed materials. Social media platforms bolstered their online presence. This comprehensive project harmoniously combined visual elements and digital platforms to establish a cohesive and impactful personal brand.

## What Lies Ahead

*DES 380, Professor Gökçe Okandan*
*Team members: Jasim Alnaqbi, Afra AlQubaisi*

It is an innovative restaurant idea to be conducted at the Museum of the Future, featuring a fully automated system and robot management. With a focus on industry, innovation and infrastructure (SDG 9.1 and 9.4), it showcases how automation and advanced technology can enhance efficiency and sustainability in the restaurant sector. The restaurant's design and use of robots demonstrate a commitment to modernizing and creating a unique gastronomic experience.



Logo Development



Social Media Presecence and Website



Front Cover



Introduction and Overview



Design Thinking Tools



Manual

# YASMIN MEKKY

## Typeface Design

*VIS 328, Professor Hala Al-Ani*

The project aims to develop a typeface using Glyphs software. The typeface designed is designated as Katheef, which means "dense" or "bold" in Arabic. The dots are italic and resemble the slantiness of the font. Katheef has a thick baseline with contrasting thinner verticals which gives a high contrast, making an aesthetically pleasing and eye-catching display font.

## Six Degrees Catalog Cover

*DES 497, Professor Vikram Divecha*

Six Degrees celebrates the work of students who step into a new journey. The students leave an impact, an imprint, an expression and influence of what they have achieved. It goes back to the idea of archives and how their work will never fade or be forgotten since it is being imprinted on Six Degrees and used as an inspiration to the generations below. Similarly, the use of blind embossing or debossing also imposes the idea of an imprint and a memorable statement.
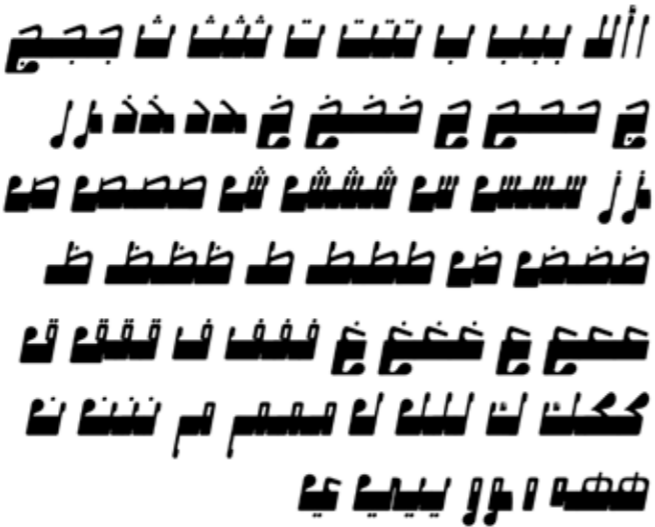
Postcards

Catalog Cover Mockup
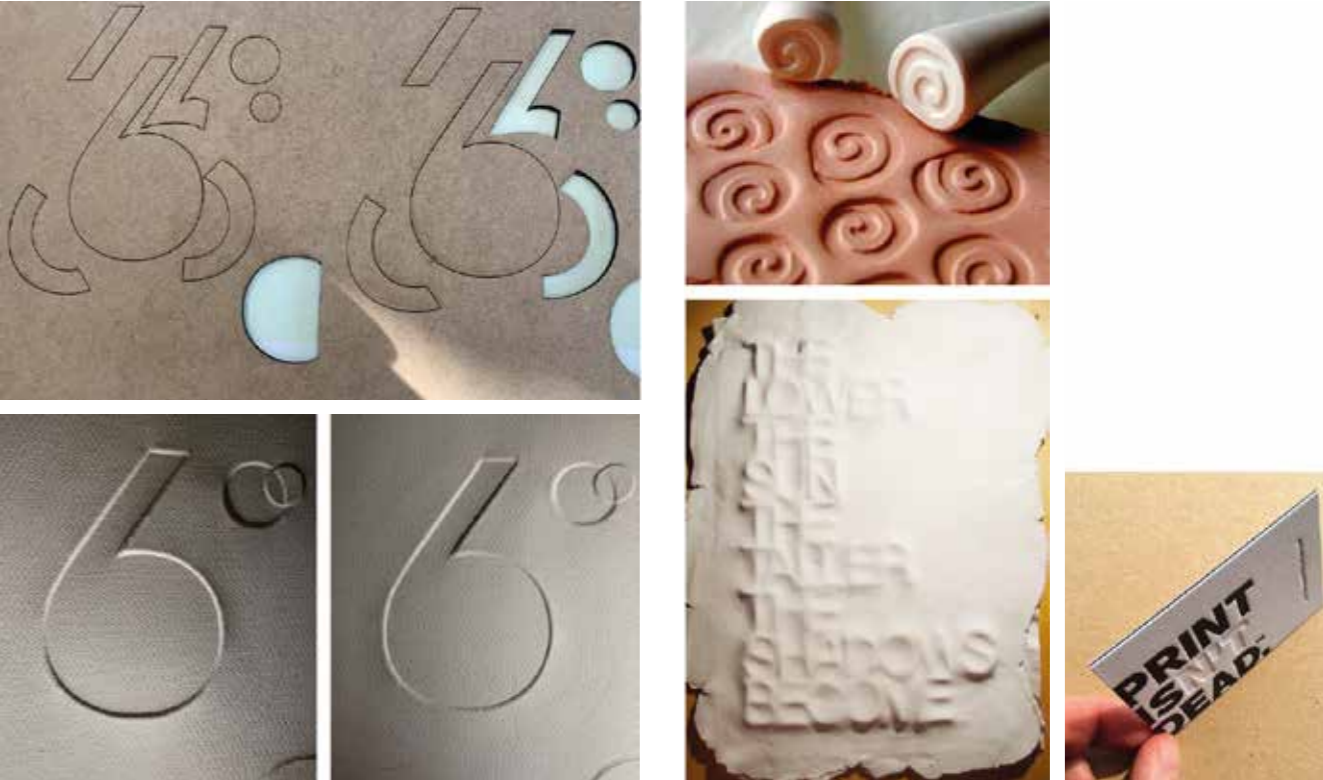
Catalog Cover Experimentations

# MULTIMEDIA DESIGN

# QAMAR AL-KIREMLI

## Epic of Gilgamesh

*MUM 406, Professor Ali Matay*

*The Epic of Gilgamesh* is a graphic novel inspired by the events of the ancient Mesopotamian poem of the same name. The ancient tablets tell the tale of the oldest recorded story in human history. It follows the legendary duo of Gilgamesh, the great king of Uruk, and Enkidu, his rival turned dear friend, as they embark on a journey challenging Gods, beasts and the universe in of itself.

## The Shabandar Cafe

*MUM 301, Professor Leah Manasseh*

*The Shabandar* Cafe is a documentary film featuring a real-life captivating story about an old man's journey of loss and healing in the walls of his century-old cafe in Baghdad, Iraq.
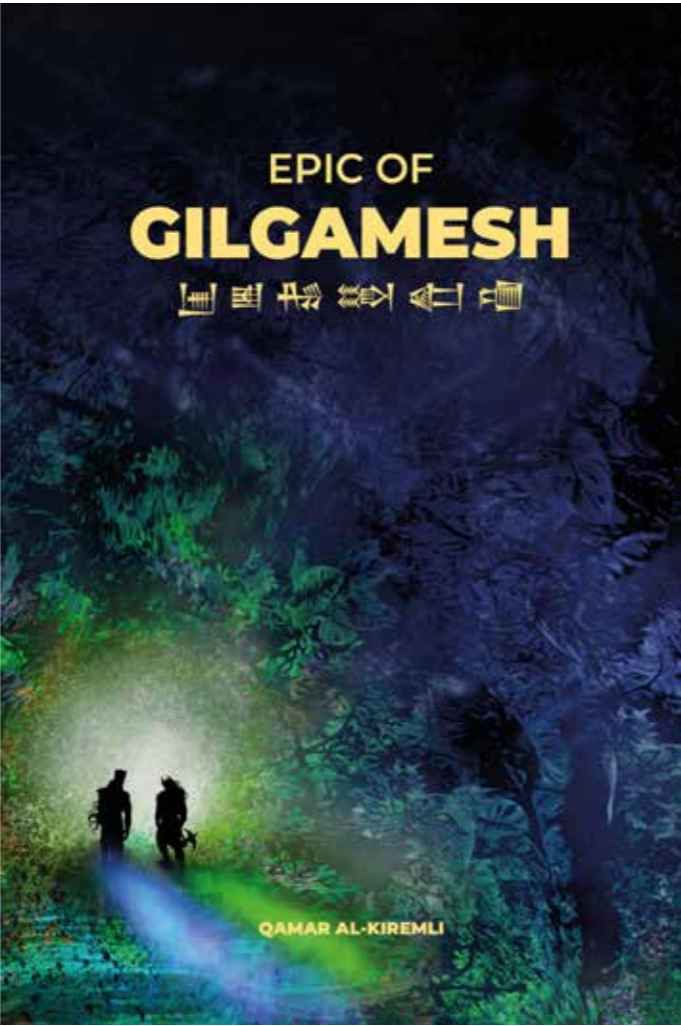


*The Epic of Gilgamesh* Comic Cover



*The Shabandar Cafe* Film Posters



*The Epic of Gilgamesh* – Spread 1



*The Epic of Gilgamesh* – Spread 2



*The Epic of Gilgamesh* – Spread 3



*The Shabandar Cafe* - Still 1



*The Shabandar Cafe* - Still 2



*The Shabandar Cafe* - Still 3

# JORY ALKHSHAN

## Dakat Hartna

*MUM 406, Professor Ali Matay*

Dakat Hartna is a creative and fun card game that merges art, communication and interpretation. Designed for Saudi children aged 10 and above, it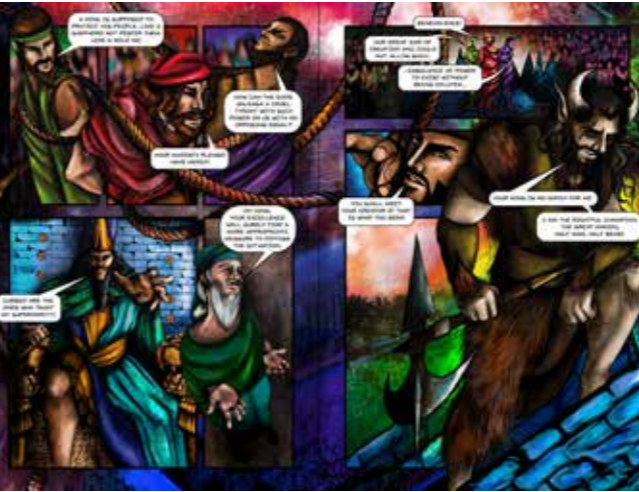 enriches their knowledge of their cultural heritage by encouraging imaginative and creative expression through interpreting cards. As they play, children will learn about their country's history, values and traditions, creating a stronger bond with their culture.

## Ted Talk Animation

*MUM 405, Professor Zinka Bejtic*

The Ted Talk animation explores the topic of Formula One, and it provides an easy-to-understand explanation of its workings. The animation uses a combination of typography, visual elements and sound to convey information effectively to the audience. Through the use of clear and concise language, the animation explains the key concepts, rules and regulations of the sport.


Dakat Hartna - Packaging


Dakat Hartna - Playing Cards


Dakat Hartna - Scoreboard


Formula One - Still 1


Formula One - Still 2


Formula One - Still 3


Formula One - Still 4


Formula One - Still 5


Formula One - Still 6

# OMNIA ALKOUNI

—

## Threads of Home

*MUM 406, Professor Ali Matay*

This project presents stories and art by Palestinian women, who employ needle and thread to express their feelings towards Palestine. Their powerful pieces reflect personal experiences and perspectives, providing unique insights into their lives and connection to their homeland. Celebrating cultural heritage, they creatively convey hopes, fears and dreams. The project amplifies Palestinian women's voices, fostering understanding and inspiring engagement with their community's struggles for justice and equality.



Threads of Home, Stories of Palestinian women, Attached
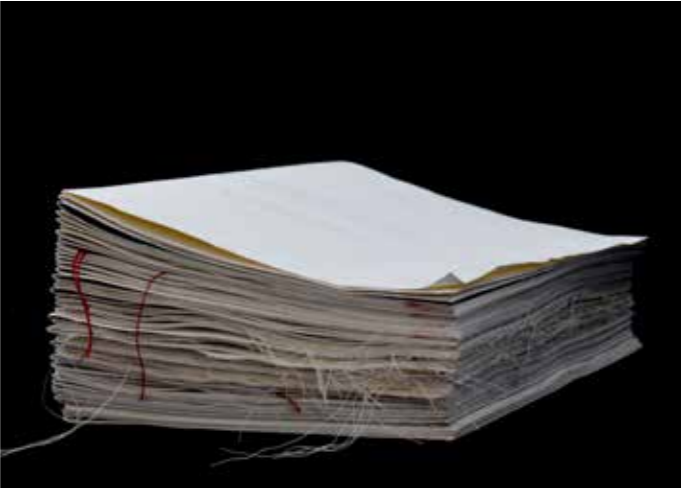


Threads of Home, Art Book



Threads of Home, History of Palestinian Women



Threads of Home, History of Palestinian Women



Threads of Home, Stories of Palestinian Women, Hope



Threads of Home, Stories of Palestinian Women, section page



Threads of Home, Stories of Palestinian Women, Home



Threads of Home, Stories of Palestinian Women, Fearless

# ZAHRAA ATTAI

—

## Dozé: Marketing Campaign

*MUM 304, Professor Mohammed Mamdouh*
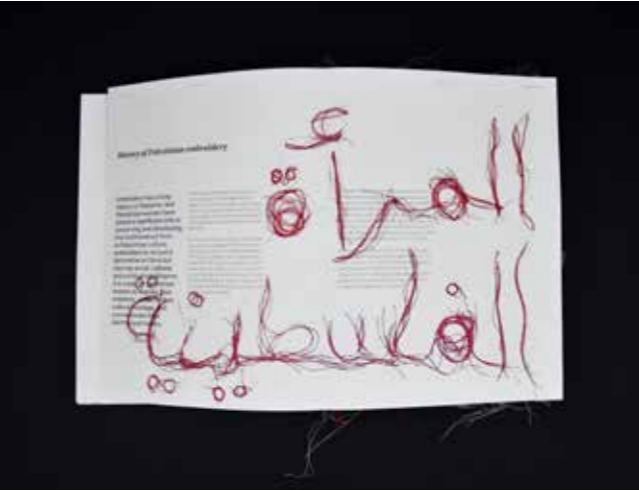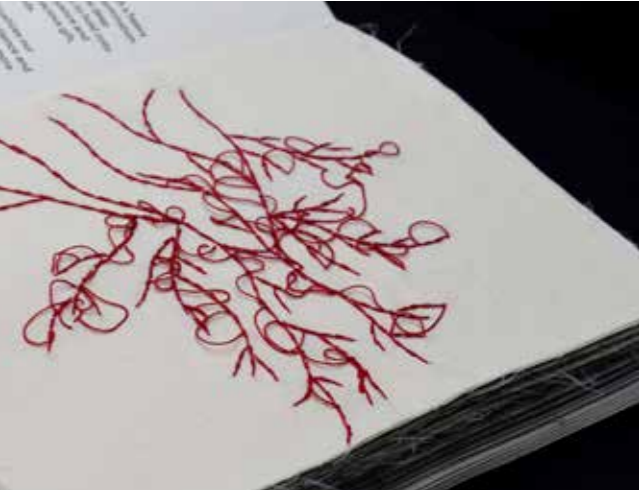
This project showcases a marketing campaign for Dozé, a brand that focuses on discovering the best sleeping routines for children aged six months to four years. The brand utilizes an all-in-one app with various features that synergize to create the most suitable sleep routine for each child. The campaign includes a promotional website, the brand's guidelines, an animated commercial, multimedia ads, an AR filter and a scented candle.

## Emirates Case Closed

*MUM 406, Professor Ali Matay*

Emirates Case Closed is an immersive virtual reality game prototype set in the early 1990s UAE. The project aims to pitch an educational detective simulator and series from all over the Emirates. Emirates Case Closed offers an engaging opportunity to explore the UAE's culture and police cases through the new lens of modern technology.



Dozé, TV commercial still 2



Dozé, Multimedia Ad



Dozé, TV commercial still 2



Emirates Case Closed still 1



Emirates Case Closed still 2



Emirates Case Closed still 3



Emirates Case Closed still 4



Emirates Case Closed still 5



Emirates Case Closed still 6



Emirates Case Closed still 7



Emirates Case Closed still 8

# DINA
# EL SEBAAI

## Webs and Paws

*MUM 406, Professor Ali Matay*

Webs and Paws is a 3D PC game that
follows a cat's journey to fight five spiders
in an abandoned house. The game
features colorful graphics and a strategic
gameplay. It will be released on Steam
next year. A promotional campaign has
been created to promote the game. As
the creator, my aim is to entertain, and I
am committed to delivering a top-quality
gaming experience.

## Our Beloved World

*MUM 39404, Professor Zlatan Filipovic*
*Team member: Hanin Kassem*

Our Beloved World is an immersive VR
experience. The main objective of this
project is to illustrate the consequences
of human activity on the environment,
and to show players what the future of
our planet could look like if we do not
take action to prevent it. Through this
experience and its visually represented
worlds, we encourage players to reflect
on their daily habits and consider how
small changes could help preserve the
health and well-being of our planet.



Webs and Paws
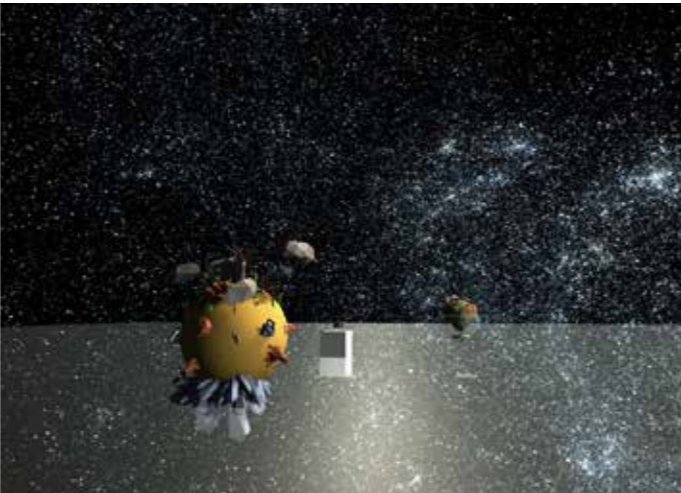


Our Beloved World



Webs and Paws 2



Webs and Paws 3



Webs and Paws 4



Our Beloved World 2



Our Beloved World 3



Our Beloved World 4

# FATMA ELTARHUNI

## Jewels of The Sands
*MUM 406, Professor Ali Matay*

*Jewels of The Sands* is a poetic film that aims to promote the cultural heritage of Libya by exploring the traditional designs and significance of Libyan ethnic jewelry. Through the docum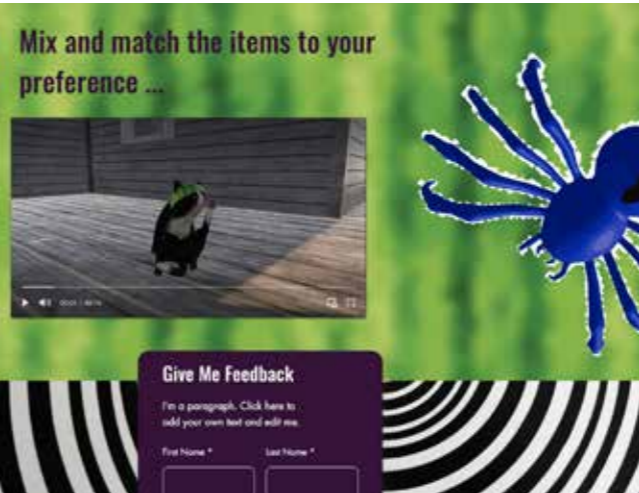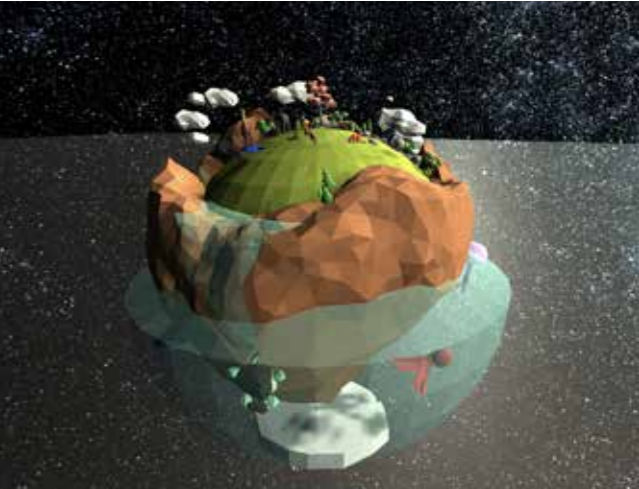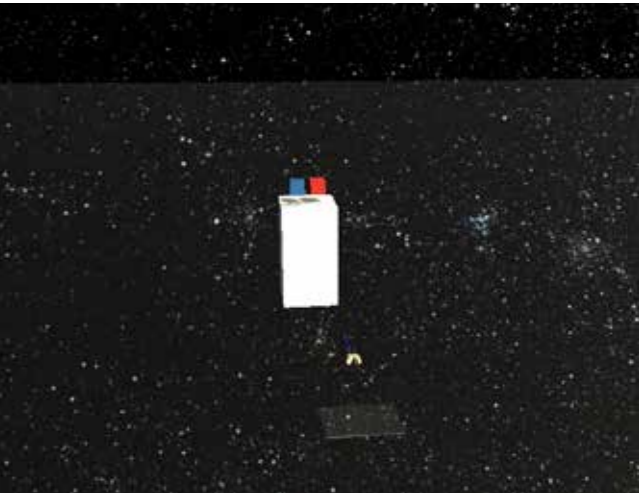entary, I showcase the beauty of this jewelry and the stories behind it while preserving this knowledge for future generations.

## Culture Couture
*VIS 221, Professor Hala Al-Ani*

Culture Couture: The Intersection of Tradition and Modernity is a photography series showcasing the beauty of blending traditional clothing with contemporary fashion. Through this series, women express their individuality and challenge narrow beauty standards. The photographs capture the vibrant colors and intricate designs of traditional Libyan clothing juxtaposed with modern fashion icons and settings. The series was inspired by the concept of Hassan Hajjaj, a Moroccan artist who also aims to challenge cultural stereotypes about the Middle East and North Africa through his photography series.


Jewels of The Sands
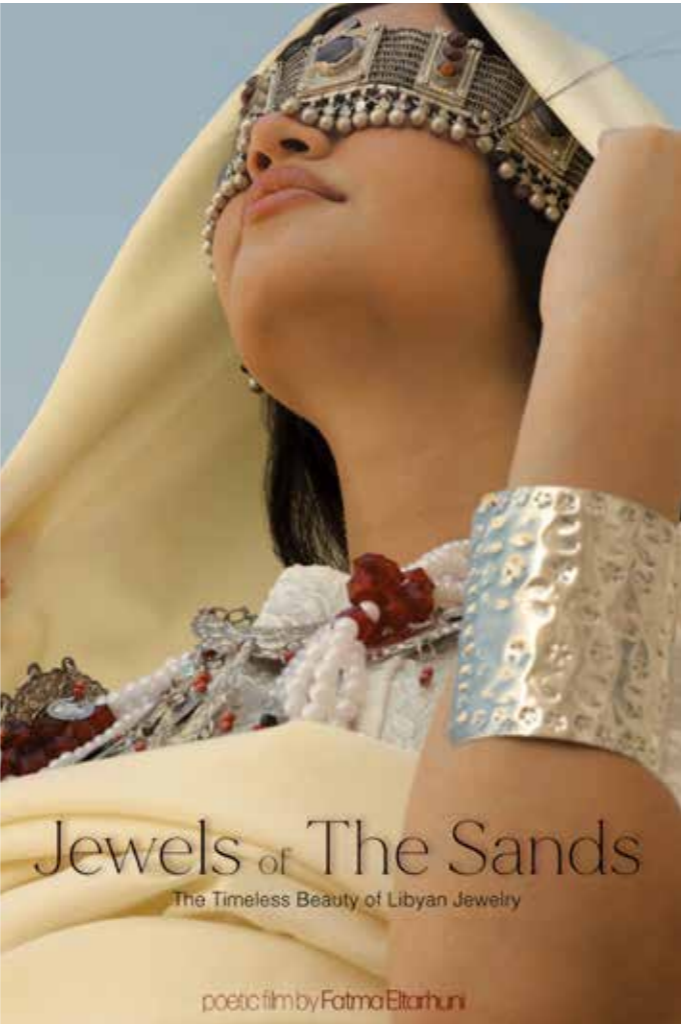

Culture Couture


Jewels of The Sands


Culture Couture


Jewels of The Sands


Jewels of The Sands


Culture Couture


Culture Couture

# HANA HAFEZ

## Tell Me, Show Me

*MUM 406, Professor Ali Matay*

The interactive cross-platform aims to provide a fun and educational experience for Egyptian children living abroad. The website features short narrated storybooks that combine Egyptian motifs with modern themes, and aims to help children retain their Egyptian dialect and culture. This website/app serves as a virtual space that compiles a set of animated stories from their homeland of no specific time period in the future.

## Jade

*MUM 405, Professor Zinka Bejtic*

The frame-by-frame animation explores the origins of the jade gemstone. It is an educational project that relies on a sketchy style, sound effects and simple narration. So, with each new piece of information, shapes and colors blend and transform into each other. In addition, "Additive" and "Subtractive" color techniques build up and erase scenes, giving the viewer a sense of excitement and mystery as the animation continues.



Tell Me, Show Me  -  App Homepage Screen



Tell Me, Show Me  -  App Mascot



Tell Me, Show Me  -  App Books Page Screen



Tell Me, Show Me  - First Page Spread



*Jade*  - Animation Still 1



*Jade*  - Animation Still 2

# ANN JACOB

## MANDALA

*MUM 406, Professor Ali Matay*

*Mandala* is an interactive short film that explores a young South Indian Malayalee character's "third-culture" struggle of not fitting into a collectivistic society with an individualist mindset. The film incorporates 10 actors and 8 dancers in 4 locations for 13 scenes. The software Klynt was used to make it interactive. The interactive lets us choose between watching her reality or witnessing her raw inner feelings through Indian Classical Dance. Through the final option, we decide her fate.


Mandala (Interactive) Film Still 1


Mandala (Interactive) Film Still 2


Mandala (Interactive) Film Still 3


Mandala (Interactive) Still - Option Buttons


Mandala (Interactive) Still - Home Page


Mandala (Interactive) Film Still 4

# LORY KRAJEKIAN

## The Foolish Man

*MUM 406, Professor Ali Matay*

The project aims to reintroduce Hovhannes Tumanyan's children's story "The Foolish Man" to a new generation of readers, encompassing both Armenian and non-Armenian audiences. Augmented Reality (AR) technology is also utilized to enable readers to immerse themselves in the story's world, bringing it to life. The project not only celebrates the esteemed tradition of Armenian literature but also embraces the advancements of modern technology.

## Billionaire Cover Music Video

*MUM 405, Professor Zinka Bejtic*

This project is a film and animation music video cover of Bruno Mars' song "Billionaire." The video presents a literal interpretation of the song, with the visuals closely aligning with the lyrics. Special emphasis is placed on the transitions between live-action film scenes, representing the man's reality, and animated sequences, depicting his imagined world as a billionaire.
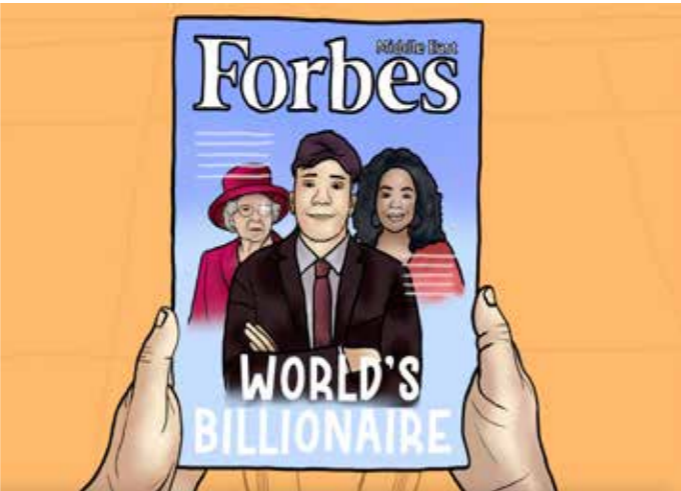
Billionaire Cover Music Video - Still 1

Billionaire Cover Music Video - Still 2

Billionaire Cover Music Video - Still 3

The Foolish Man - Printed Books

The Foolish Man - Sample Page 1

On his way, he saw a hungry wolf.
"Where are you going?" asked the wolf.
He answered, "I am going to meet God".

The Foolish Man - Sample Page 2

# SHAMS RAMAHI

## Khefo A`aleyna

*MUM 406, Professor Ali Matay*

The project showcases how the woman is viewed in Arab society in a comedic way through a short episode that discusses the standards in a marriage proposal. Moreover, it specifically discusses the differences between men and women in the Arab culture and how the woman has to fulfill a checklist in order to get married.

## Underneath

*MUM 405, Professor Zinka Bejtic*

This project is an experimental film that explores the idea of anxiety through a red cloth and how an individual struggles to escape from it. It showcases the mental disturbance an individual goes through during that stage. After giving up, the character realizes that everyone struggles with anxiety and they are not alone.



*Khaleha A'alyena - Film Still 1*



*Khaleha A'alyena - Film Still 1*



*Underneath - Film Still 1*



*Khaleha A'alyena - Film Still 2*



*Underneath - Film Still 2*



*Underneath - Film Still 1*



*Khaleha A'alyena - Film Still 3*



*Underneath - Film Still 3*

# NABEEHA SAJJAD

## Pretty Lie's Ugly Truth

*MUM 406, Professor Ali Matay*
*Team Member Qamar Al-Kiremli*

*The Pretty Lie's Ugly Truth* is a three-part series that delves into the deceptive nature of attractive facades and the uncomfortable realities they hide. Drawing from mockumentaries, it uses playful yet unsettling imagery to challenge traditional narratives. The work explores themes of suffering, personal accountability, and consciousness. This prompts introspection regarding one's perception of reality and the repercussions of disregarding the truth.

## Glimmer

*MUM 405, Professor Zinka Bejtic*
*Team Member Makki Rashid*

*Glimmer* is a short-film that delves into the inevitable experience of loneliness and its profound impact on it has on individuals. It explores the natural consciousness of humans, leading them to confront their loneliest moments and seek solace within their dreams. Inspired by trance films, the film employs a dual-tone setting, providing viewers with a glimpse into the unique comfort that can be found amidst loneliness.



*The Pretty Lie's Ugly Truth* (2023) Stills



*Glimmer* (2022) Still 1



*The Pretty Lie's Ugly Truth* EP 1 Still



*The Pretty Lie's Ugly Truth* EP 2 Still

The Pretty Lie's Ugly Truth EP 3 Still



*Glimmer* (2022) Still 2



*Glimmer* (2022) Still 3



*Glimmer* (2022) Still 4

# HANIYA SHOAIB

## Kaid Panchi

*MUM 406, Professor Ali Matay*

This stop-motion animation portrays Namrah, a 14-year-old girl forced into an arranged marriage with a man twice her age, reflecting societal norms in Pakistan. The animation balances emotional depth with storytelling to raise awareness of the issue. It aims to empower young girls to stand up for themselves and explore their identities, contributing to the ongoing dialogue about childhood marriages.

## Forsaken

*MUM 405, Professor Zinka Bejtic*

The experimental film takes a non-narrative, abstract approach to exploring the concept of loneliness and abandonment. The film portrays a female character expressing loneliness in various settings. The cinematography is a key focus, with the filmmaker experimenting with lighting and juxtaposing unusual elements. The result is a unique and thought-provoking exploration of a universal emotion. Through the use of abstract visuals and minimal dialogue, the film invites the audience to interpret and connect with the emotions portrayed.

*Kaid Panchi - Stopmotion Still 1*

*Kaid Panchi - Stopmotion Still 2*

*Kaid Panchi - Stopmotion Still 3*

*Forsaken - Film Still 1*

*Forsaken - Film Still 2*

*Forsaken - Film Still 3*

# DUNIA TARAHI

## In Her Golden Footsteps

*MUM 406, Professor Ali Matay*

The project In Her Golden Footsteps celebrates the achievements of inspiring Muslim women scholars and leaders, leaving an indelible mark on history. It showcases the contributions of Fatima Al-Fihri, Arwa Al Sulaihi, Zubayda Al Mansur and Mariam Al-Ijliya through 3D holographic stories. By combining traditional storytelling with modern technology, the installation bridges the past and present, emphasizing the timeless relevance of these womens stories. The multimedia installation incorporates scents, visuals and sounds, immersing visitors in the world of these exceptional women. Through holography, scent and sound, it aims to inspire young women to follow their dreams.

## Holoscape

*DES 374, Professor Paula Curran*

The Holoscape project aims to revolutionize hologram technology, providing easy access to mesmerizing holograms that redefine message delivery and learning. It represents an innovative approach that has the potential to transform the way messages are delivered and learning takes place. The carefully designed and constructed Holoscape package showcases the advancements in hologram technology and embodies a passion for innovation.  Holoscape seamlessly integrates with mobile devices, offering an immersive educational experience that unlocks endless possibilities in holographic exploration.



In Her Golden Footsteps Installation



Holobox: Five Packages



In Her Golden Footsteps: Animation of Zubaidah Al Mansusr story



In Her Golden Footsteps: Mariam Al Asturlabis story



Holoscape: Close up view



INSTRUCTIONS

1. SCAN THE QR CODE BELOW.
2. OPEN THE VIDEO AND ENLARGE THE SCREEN.
3. PULL THE DRAWER ABOVE.
4. PLACE YOUR PHONE FACING DOWNWARDS.
5. CLOSE THE DRAWER.
6. TURN OFF THE LIGHTS.
7. ENJOY THE SHOW!

SCAN ME!

Holoscape: Instructions

# AGASSI TORRES

## Eight

*MUM 406, Professor Ali Matay*

In *Eight*, the filmmaker Agassi Torres explores the potential of different mediums working together to create a powerful and emotional experience for viewers. The film draws inspiration from the transformative power of dance and the idea of losing the ability to hear and feel music. Through this project, Torres aims to examine how this loss would affect a dancer's sense of self and how she would respond to this new reality. Sound design plays a significant role in the film, as Torres aims to create a sense of unease and disorientation for the audience. By using distorted soundscapes and abrasive frequencies, Torres is able to effectively convey the frustration and desperation that accompanies the loss of a fundamental sense like hearing.

## Orange Avenue

*MUM 405, Professor Zinka Bejtic*

The rotoscope animation focuses on the euphoric and melancholic ride that life often takes us through. The protagonist accepts that life is unchainable impermanent and continuously fleeting, but he reminisces down the patch which made it worth living for.

Fig. 1. *Eight*, directed by Agassi Torres

Fig. 2. *Orange Avenue*, directed by Agassi Torres

Fig. 3. *Orange Avenue*, directed by Agassi Torres

Fig. 4. *Eight*, directed by Agassi Torres

Fig. 5. *Eight*, directed by Agassi Torres
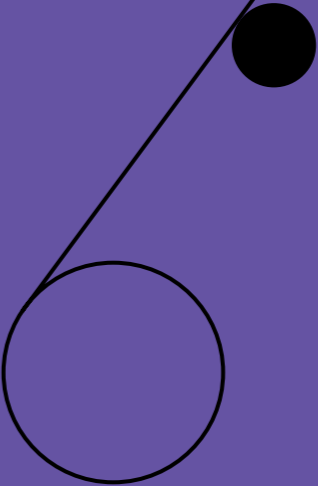
Fig. 6. *Eight*, directed by Agassi Torres

Fig. 7. *Orange Avenue*, directed by Agassi Torres

# VISUAL COMMUNICATION

# LINA ABUZIAD

## Baby Powder
*VIS 406, Professor Hala Al-Ani*

The project aims to debunk myths about the use of baby powder as a feminine hygiene product. The installation features 175 kg of baby powder and when people interact with the installation it slowly loses legibility. While the stop motion highlights the negative effects of baby powder, the poster showcases the gradual fading away of baby powder through visuals. The main focus is sparking a movement toward understanding and eliminating these myths.

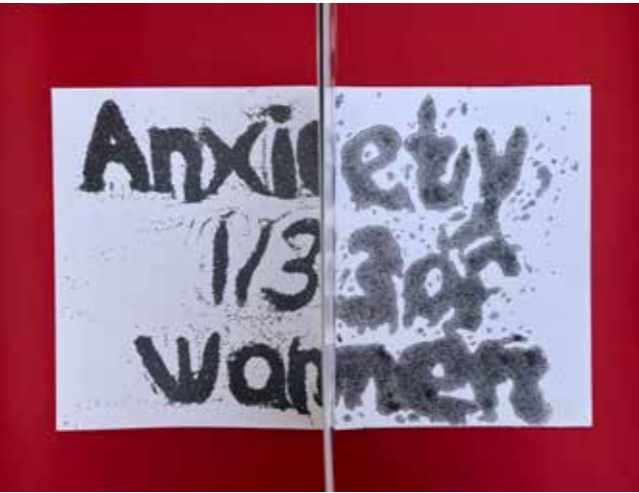## Polycystic Ovarian Syndrome
*VIS 301, Professor Hadeyeh Badri*

Expressive typography is a craft where text is highly visual, or type becomes an image. This publication uses type as a metaphor to address what polycystic ovarian syndrome is and the psychological effect that it has on women. The materials used to convey the act of swelling as associated with the condition are chia seeds and tampons.
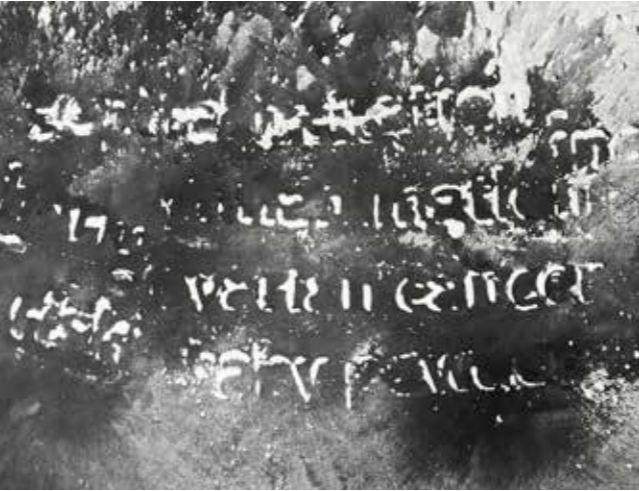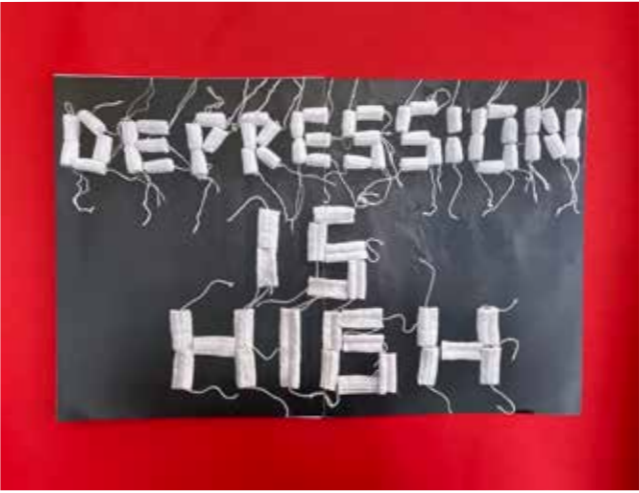

Baby Powder, Installation Up Close 1


Baby Powder, Poster


Polycystic Ovarian Syndrome Publication, Chia Seeds 1


Baby Powder, Stop Motion Frame


Polycystic Ovarian Syndrome Publication, Tampons


Baby Powder, Full Installation


Polycystic Ovarian Syndrome Publication, Chia Seeds 2


Baby Powder, Installation Up Close 2

# HURIA AHMAD

## Arab Rap

*VIS 406, Professor Hala Al-Ani*

The objective of this project is to highlight the significance of Arabic rap as it emerges as the predominant music genre played throughout the Middle East in the year 2000. The project involves designing the branding for a hypothetical Arab rap festival that aims to celebrate this art form and its talented artists.
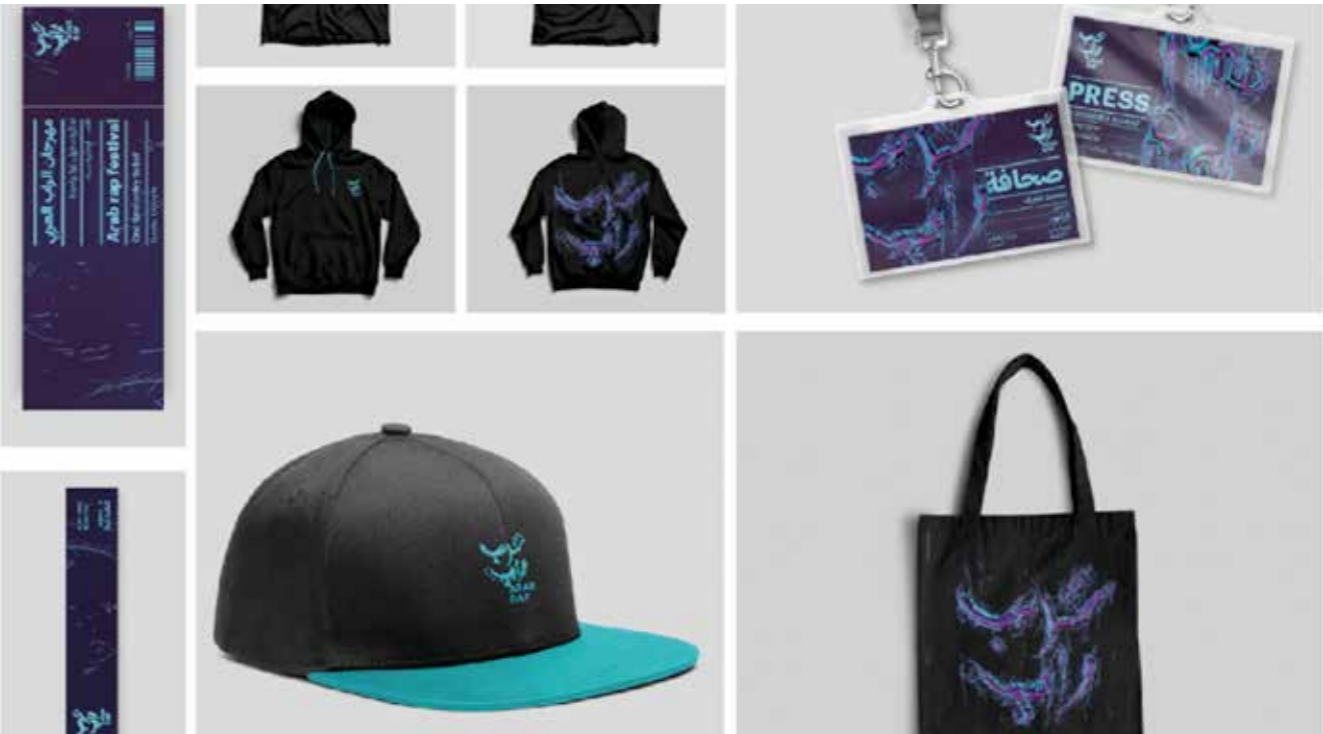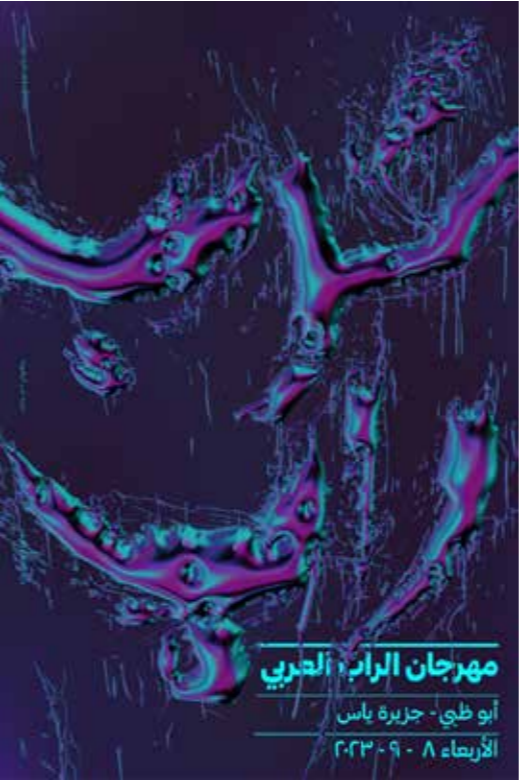

Stickers


Arab rap display


Logo


Arab rap merchandise


Arabic Poster


English poster

# MUNA
# AL JUNDI

## Boble

*VIS 302, Professor Riem Ibrahim*

This project explores rebranding an online company based in the UAE called Boble, which sells kits to make bubble tea at home. It involves revitalizing the company's image, packaging, and online presence to attract a wider audience. Through strategic branding, she aims to elevate the brand and position it as a trendy choice for bubble tea enthusiasts.


Refined color logo

## Reviving Bread Stamp Traditions

*VIS 406, Professor Hala Al-Ani*

This project aims to revive bread stamps and explore their branding potential. She seeks to rekindle appreciation for this ancient tradition's heritage and community-building aspects. Therefore, she aims to introduce it to the Arab region to differentiate Arabic breads and establish a branding system for UAE bakeries. By doing so, she celebrates the region's diverse culture and hopes to strengthen cultural connections to preserve this practice for future generations.


Initial bread experiments


Three final bread stamps


The exhibition setup showcasing the bread stamps and experiments


Reviving Bread Stamp Traditions research book

# ABDALLA ALALI

## A²

*VIS 406, Professor Hala Rabeea*

Amidst the global crisis, I address the need for action through my work. I explore biomaterials as fabrics, sparking conversations on environmental concerns. By showcasing biodegradable garments and tote bags with diverse material experiments, I raise awareness about fashion's excessive use of water and energy. Through unique and sustainable designs, I inspire viewers to engage in urgent dialogue and foster positive change.


Look book


Material book


Tote Bags


Garment collection


Close up Shirt 1


Close up Shirt 2

# MAHRA ALBLOOSHI

## Preserving UAE's Neglected Folklore Dances

*VIS 406, Professor Hala Al-Ani*

One of the key components of the UAE's heritage is its folklore dances. With UAE's rapid modernization and globalization, the practice of some dances is being lost and are gradually being forgotten. This project aims to explore the history, cultural significance, and preserve the different types of folklore dances in the UAE. By shedding light on the forgotten traditional dances and their importance, we hope to raise awareness and inspire efforts to preserve them for future generations.

## Truck Art

*VIS 331, Professor Hala Al-Ani*

This project required me to explore collecting as a design practice. I developed a collection of forty-five different truck art examples from Lebanon, Egypt, India and Pakistan to celebrate and preserve the uniqueness of the trucks and their value. Within each spread, I illustrated the truck and emphasized on the symbolism on the adjacent page. The trucks are drawn using a rough textured pencil to signify the roughness of the trucks themselves. The different colored sections of the book correspond to the bright decorated trucks themselves.


Preserving UAE's Neglected Folklore Dances, Poster Design


Preserving UAE's Neglected Folklore Dances, Jar Almashwa Lost Dance


Preserving UAE's Neglected Folklore Dances, Altaqseera Lost Dance


Preserving UAE's Neglected Folklore Dances, Almakwara Lost Dance


Preserving UAE's Neglected Folklore Dances, Alfujari Lost Dance


Truck Art Publication, Front Cover


Truck Art Publication, Truck Art from India


Truck Art Publication, Truck Art from Lebanon

# AYA
# ALI

## Yallayoyo

*VIS 406, Professor Hala Al-Ani*

Yallayoyo seeks to restore the practice of yo-yoing in the GCC region. Despite being perceived as a children's toy, yo-yoing has the potential to transcend this label and be recognized as a professional sport. My objective is to reignite interest in yo-yoing among the youth by highlighting its diverse and exciting possibilities. I am designing a hypothetical event campaign that will promote the sport of yo-yoing in the GCC region.

## Moments of Others: Louis Armstrong

*VIS 202, Professor Paula Curran*

The Moments of Other initiative is aimed at promoting an event dedicated to the jazz artist Louis Armstrong. This project aims to create a memorable experience for jazz enthusiasts by bringing people to celebrate the life and music of Louis Armstrong. To achieve this, I have developed a promotional campaign that includes designing a variety of materials such as a brochure, poster and tickets, which will promote the event.

Yallayoyo: poster

Yalla yoyo: Collaterals

Yallayoyo: Research book

Yallayoyo: tickets

Louis Armstrong: Poster

Louis Armstrong: Catalog

Louis Armstrong: Catalog

Louis Armstrong: Tickets

# MARIAM ALMUHEIRI

## Dardish

*VIS 406, Professor Hala Al-Ani*

Dardish is a bilingual system of communication tools made to help children that have selective mutism or communication issues, particularly in classroom settings. It aims to raise awareness on the issue, give the children a voice, and encourage communication in a way that feels comfortable, whatever form it may take.

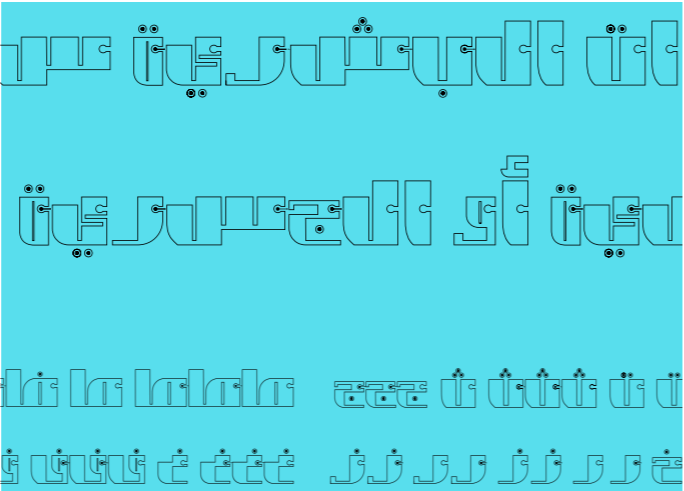## Robo Font

*VIS 328, Professor Hala Al-Ani*

Robo Font is an Arabic Kufi-inspired typeface composed of modular shapes for each letter. The connections of the font change depending on the letter's position within a word. This behavior resembles that of the Latin script, in which each letter is constructed with a single module.


Dardish


Dardish's Visual Identity


Robo Font, Close Up
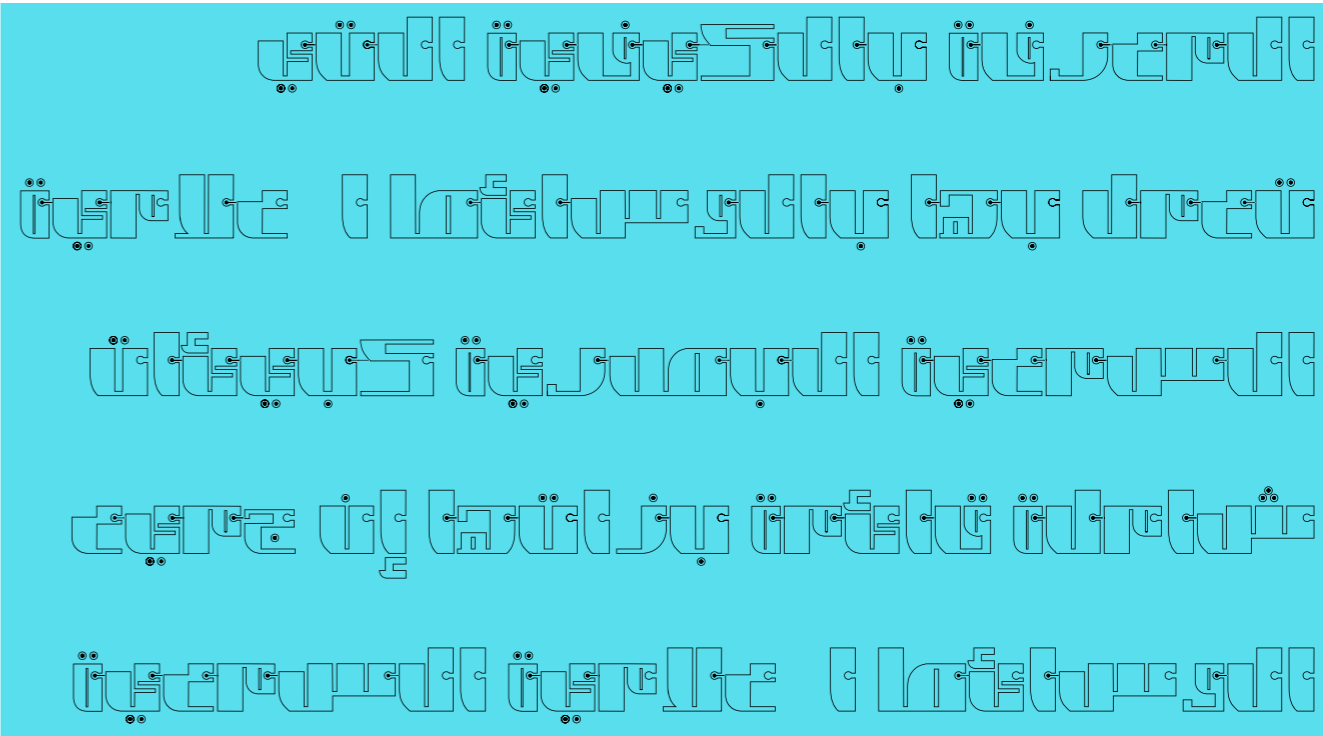

Robo Font


Dardish Tool Set


Dardish Tool Set & Informative Folded Poster

# DALIA ALRASHID

## The Decline of Kuwaiti Theatre

*VIS 406, Professor Hala Al-Ani*

The aim of this project is to highlight the theatrical legacy of Kuwait, which stands as the only theatrical tradition in the Gulf region. During the 70s, 80s, and 90s, Kuwaiti theatre gained fame for its portrayal of a wide range of social and cultural subjects, providing a reflection of Kuwaiti life. However, towards the end of the 90s, Kuwaiti theatre experienced a decline in popularity. This project seeks to investigate the factors that contributed to this downturn, including monetization, censorship and the ascent of mass media.


Hatha Saifo poster


Accordion timeline of Kuwaiti theatre


Posters


Research book
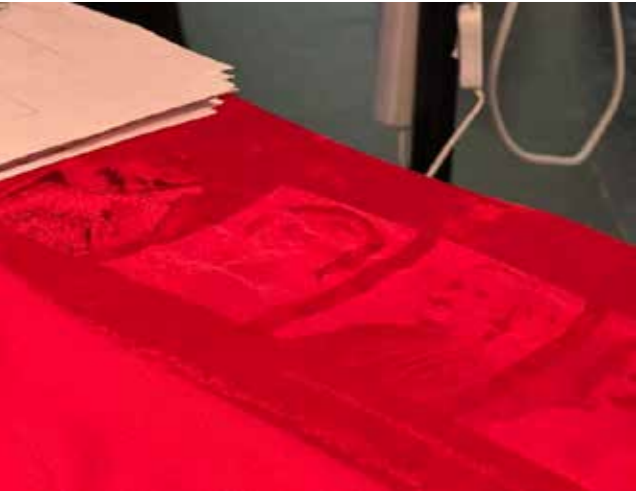

Fabric experiments


Exhibition

# DEEMA ALSALEH

## A Guide to: Binding, Papermaking and Printmaking

*VIS 331, Professor Hala Al-Ani*

This publication is about creating a guide for new designers who do not know much about the different binding, papermaking and printmaking places in the UAE. The information included in the guides is the history, the different types they have, DIY, and the different vendors located in Sharjah and Dubai. The three publications is then combined with a removable bookbinder to complete the guide.

## Ghost Town

*VIS 221, Professor Hala Al-Ani*

Ghost Town is a photography project about a half-abandoned fishing park. Things started to unfold, when there was a combination of abandonment and people. Fishermen have added old couches, chairs and a tent to stay there whenever they wanted to maintain the fishing park. The series showcases how it looks abandoned, but with a human touch to it, from the couches, chairs, boats, to the fishermen.


Student carrying all three publications with bookbinder


Three publications seperated from bookbinder


Closeup of publications


Closeup of inside the publication


Ghost Town 1


Ghost Town 2


Ghost Town 3


Ghost Town 4

# AZZA ALSHAIKH

## Ruus Al Jibal

*VIS 406, Professor Hala Al-Ani*

This project aims to shed light on the history of the Shehhi tribe, a tribe that resides between Ras Al Khaimah and Oman. The tribe has its own unique identity and dialect that has been obscured by today's borders. Ras Al Khaimah's location made it a vulnerable target for invading powers and its forts, castles and towers serve as evidence of the history in which Ras Al Khaimah was challenged by the Portuguese, Dutch and British forces.

## Minarets in the UAE

*VIS 331, Professor Hala Al-Ani*

This project explores collecting as a design practice. I selected 45 mosques in the UAE and developed a collection of minarets, the towers built into mosques. The publication acts as an archive of the information regarding the architect, architectural style, the year it was built, coordinates, and the capacity.
The printed publication emphasizes the verticality of the minarets and the white space highlights the holiness of these structures.
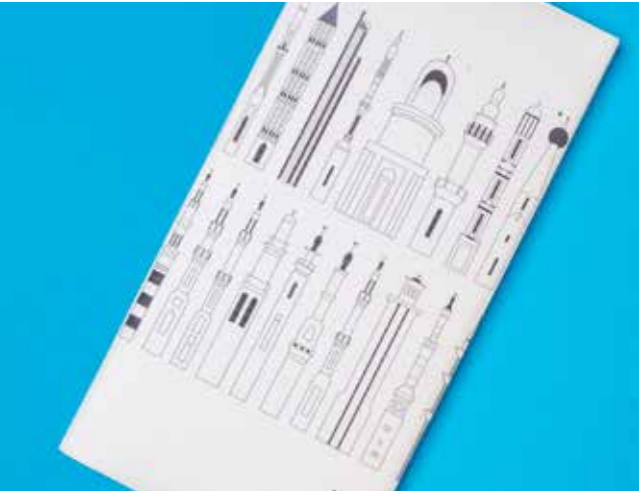


Ruus Al Jibal, Timeline Scroll



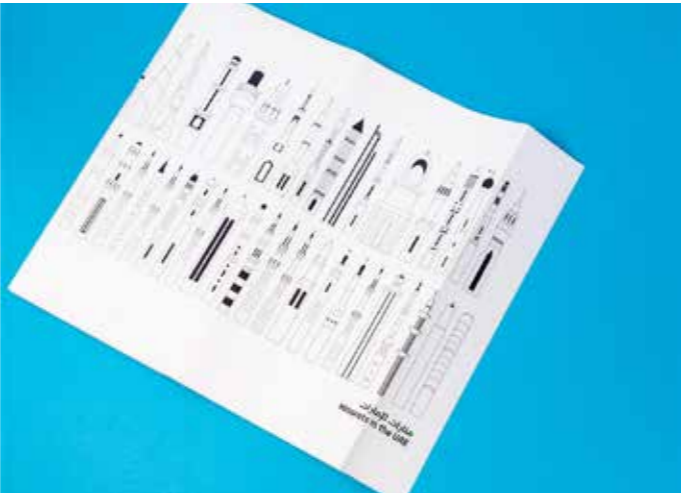Minarets in the UAE, Folded Poster Cover



Ruus Al Jibal, Postcards
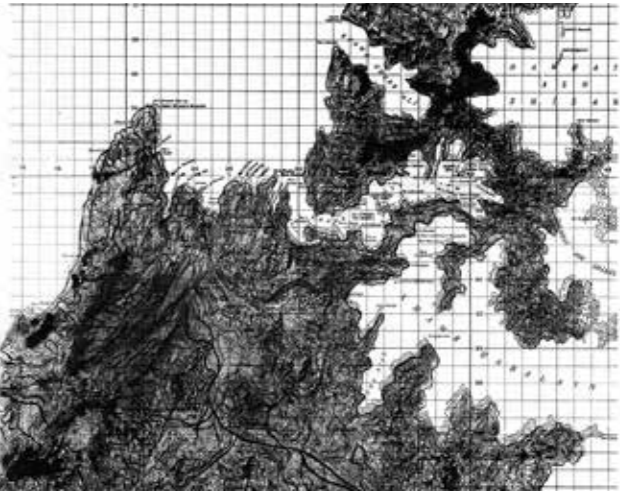


Ruus Al Jibal, Illustration



Minarets in the UAE, Spread



Ruus Al Jibal, Map



Minarets in the UAE, Cover



Minarets in the UAE, Spread

# NADIA ALTAF

## Kashmiri Language: Preserving a Culture

*VIS 405, Professor Riem Ibrhahim*

The Kashmiri language is a niche one, and its use is declining among youth. This publication emphasizes the uniqueness of Kashmiri and why its preservation is urgent. What makes it special is the use of traditional Kashmiri motifs, colors and techniques. It takes inspiration from paper mâché painting. Gold is a recurring color used to adorn the visuals. The spreads use vellum to layer text and the unique Kashmiri glyphs.

## Resurrecting Kashmiri: Celebrating Kashmiri Through Poetry

*VIS 406, Professor Hala Rabeea*

This project proposes a campaign for a hypothetical Kashmiri poetry night event to appreciate the Kashmiri language in a contemporary context. The visual identity of this project is poetic, flowy and humanistic. It uses gluing thread into patterns as a design process to create the Kashmiri type. Using thread connects to the campaign thematically as its delicate, connected nature mimics that of poetry, yet its color creates a striking visual.


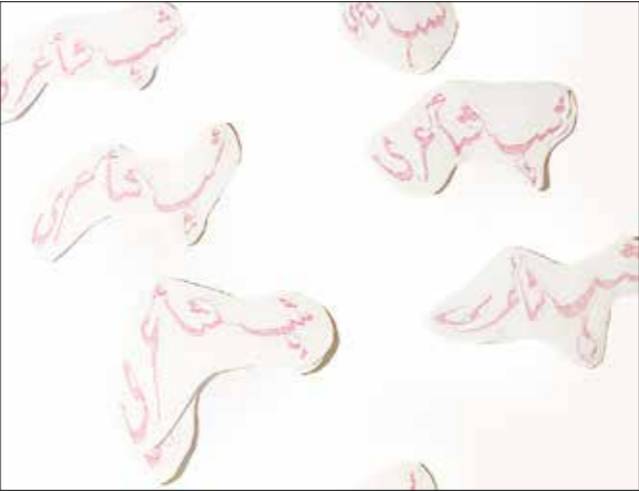Kashmiri Language, Publication, 29.7 x 39.7 cm
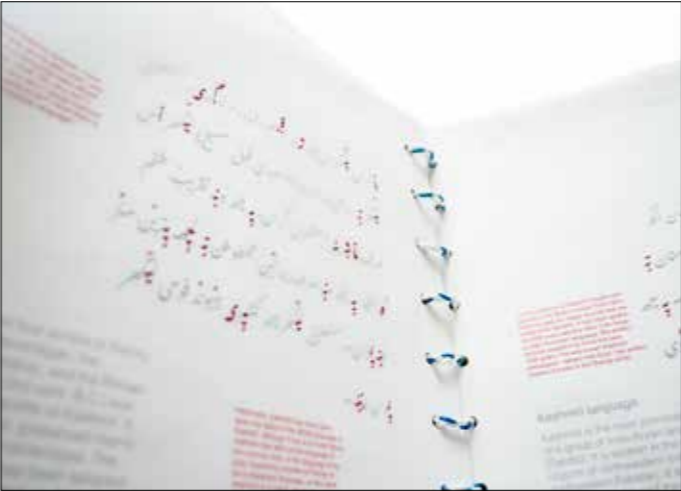

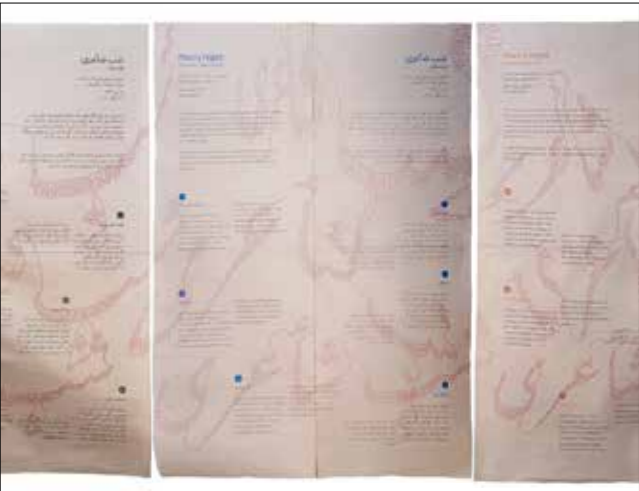Kashmiri Language, Publication spread


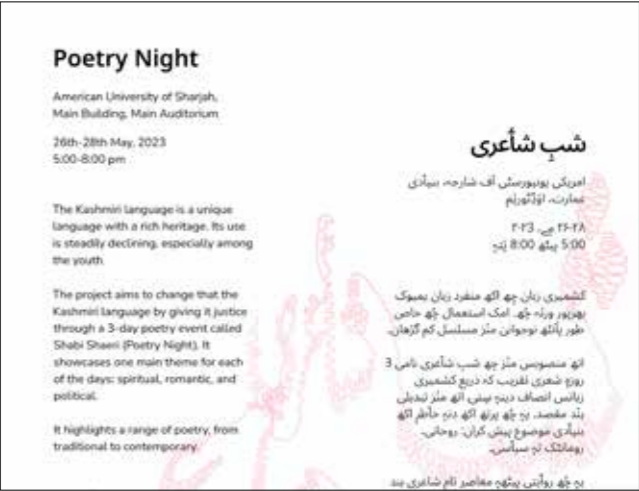Resurrecting Kashmiri, Research book


Tickets, 7.4 x 10.5 cm


Stickers


Resurrecting Kashmiri, Poster series, 59.4 x 84.1 cm


Bookmarks, 5 x 18 cm


Website

# AREEN EID

## Lahfa

*VIS 406, Professor Hala Al-Ani*

Unfortunately, the scarf has been subject to controversial portrayals in the western world, contributing to a skewed perception of its cultural significance. In response, the brand Lahfa aims to honor and celebrate the beauty and versatility of scarves in the Arab world, illuminating its history. It is a unisex scarf brand that challenges the western narrative and honors the unique cultural significance of this important piece of clothing.

## Untitled (Pali Series)

*VIS 221, Professor Hala Al-Ani*

This photography series was inspired by the artist Shadi Ghadirian. Her work focuses on female identity and the stereotypes others have on women. Within her series, she applies modern elements to traditional Iranian scenes. Thus, for this series, they chose to focus on their own culture and shine light on Palestinian women who are overlooked and stereotyped due to history and the way they are portrayed in the media.


Lahfa, Logo


Lahfa, photograph 1


Lahfa, photograph 2


Untitled (Pali series), photograph 1


Untitled (Pali series), photograph 2


Untitled (Pali series), photograph 3

# NIDHI JOSEPH

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## The More You Know: AUS Edition

*VIS 405, Professor Riem Ibrahim*

This project is aimed at students from American University of Sharjah, to create a sense of belonging in the community regardless of their upbringing, through a board game. As many students come from different countries and cultural backgrounds, it is likely that these individuals may not feel a sense of belonging being new to an environment, resulting in many negative effects. It can be adapted to other university campuses as well.

## Carlsbad Caverns

*VIS 301, Professor Hadeyeh Badri*

This project aims to explore the use of expressive type with a scientific article. To create a catalog of the formations of the Carlsbad Caverns, materials like plaster, soap and wax were used to depict the word "cave." The visuals had excerpts of the text carved into them and were also used in making the diagrams. This was to ensure the viewers would see the connections between the visuals and the article.



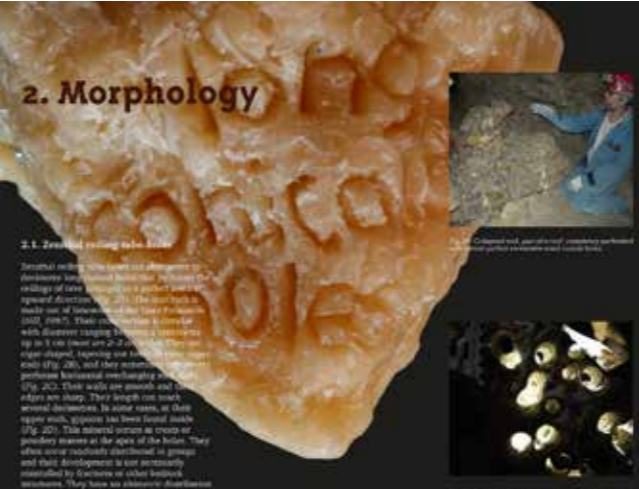The More You Know: AUS Edition, Box and Game Board



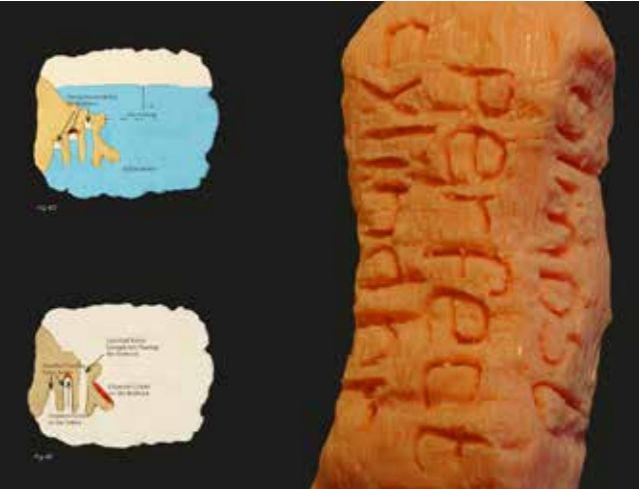The More You Know: AUS Edition, Board Game Points and Pawns



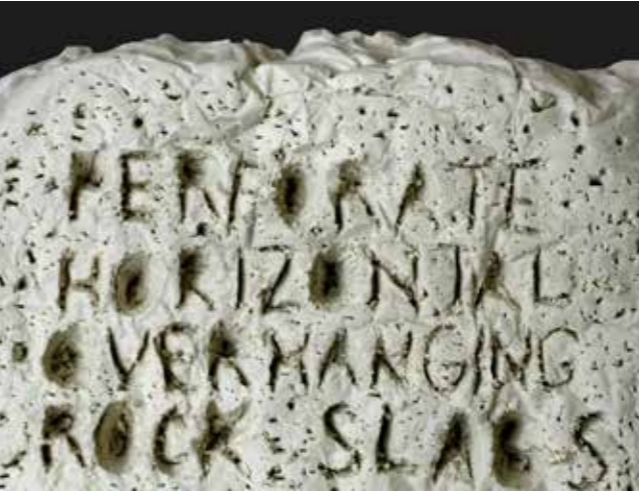The More You Know: AUS Edition, Board Game Playing Cards



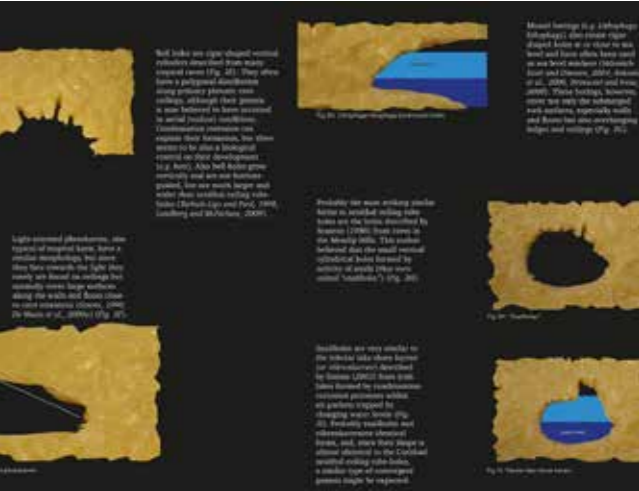The More You Know: AUS Edition, Board Game Wild Cards



Carlsbad Caverns, Expressive Type Through Wax



Carlsbad Caverns, Expressive Type Through Soap and Diagrams Through Plaster



Carlsbad Caverns, Expressive Type Through Plaster



Carlsbad Caverns, Diagrams Through Wax

# RANA KASSEM

## Twisted Tongues عوجة اللسان

*VIS 406, Professor Hala Al-Ani*

This project explores bilingualism from a self-portrait perspective, and aims to capture the experience that bilinguals encounter. the essence of having a personality that exists manifests differently in two different languages, and the nature of having access to two languages creating knots in the tongue due to the difficulty of translation.
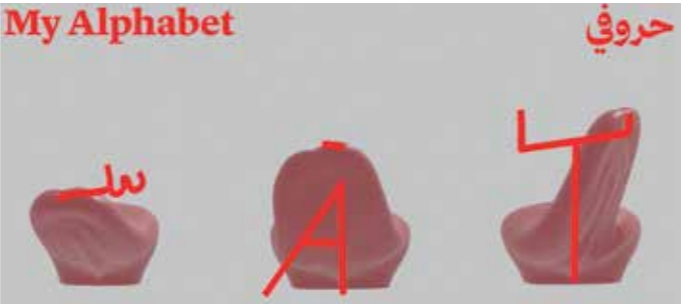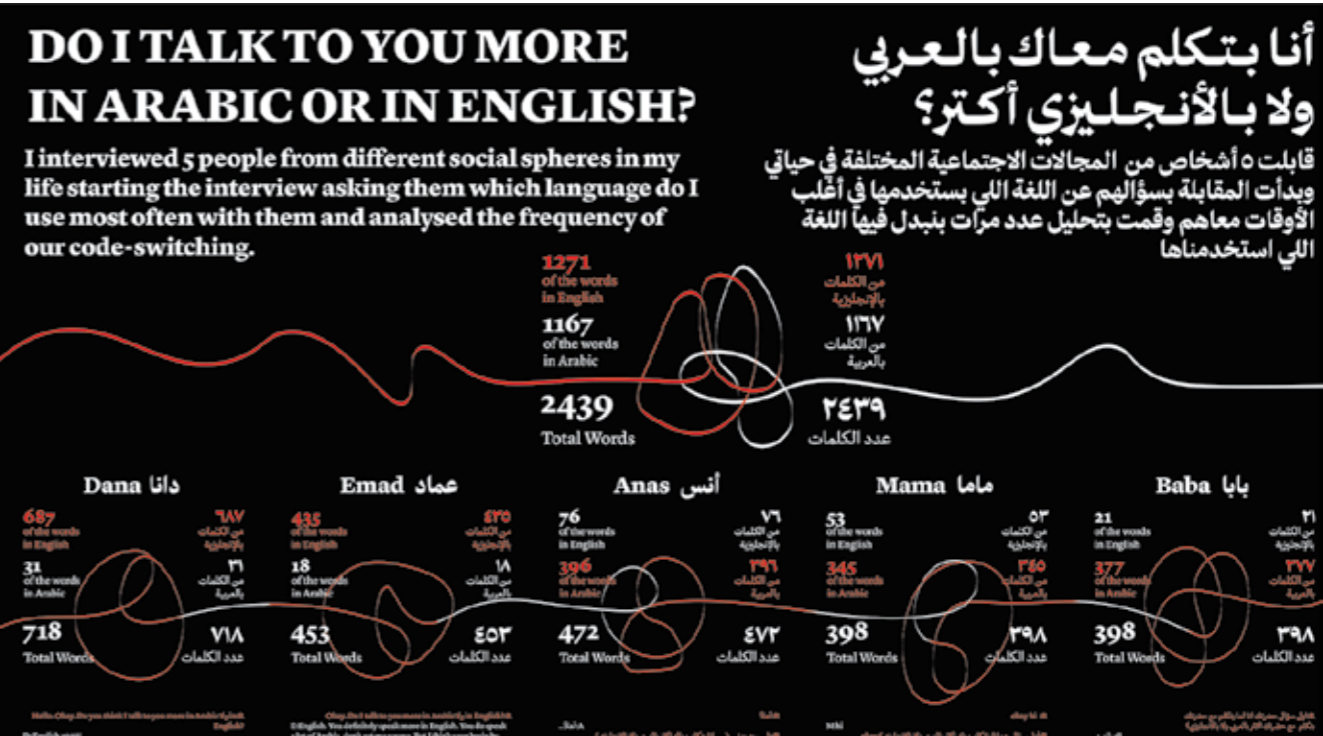


Still from 3D animation depicting a tongue drawing out letters created by merging Arabic and English letters
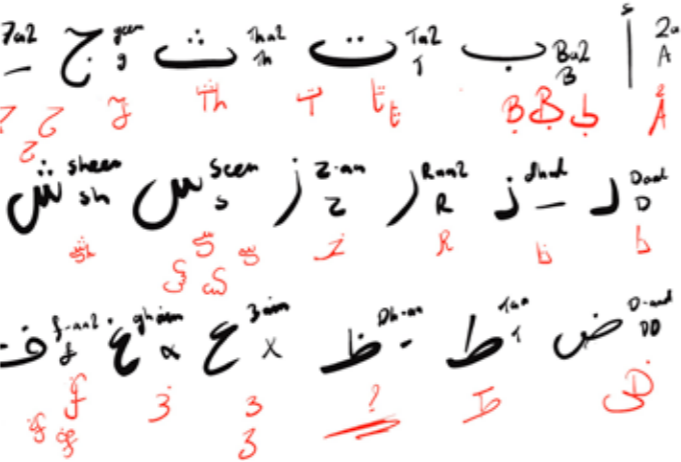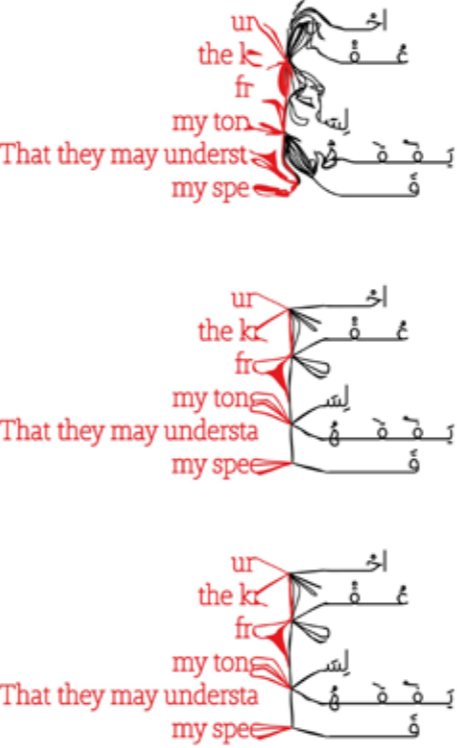


Creating my Own Alphabet my mixing Arabic and English letters



The Egyptian National Anthem in Arabic and English morphing into one



Snippet of an infograph installation analyzing interviews I carried out



Prayer Knots, a famous dua which translates to "untie the knot from my tongue so that they may understand my speech"



Warped tongue, A still from A 3D Animation

# ANNA NDIAYE

## From the Sea to the Pot

*VIS 406, Professor Hala Al-Ani*

The objective of the project is to delve into the historical and cultural significance of thieboudienne, a popular Senegalese dish which has been acknowledged by UNESCO as an intangible heritage of humanity. This is accomplished through an interactive publication that employs handmade paper that features the ingredients of the dish. The illustration style is influenced by the distinct line quality observed in garlic peel, which served as an inspiration in the project's initial stages.

## From the Sea to the Pot

*VIS 406, Professor Hala Al-Ani*

The objective of this project is to convey the ingredients, making and related traditions of the dish in the form of an table cloth. The interactive experience aims to showcase the dish through a series of illustrations featured on the cloth. The layout is inspired by the batik method used in Senegal.


Handmade paper created using parsley and onion


Illustration of baby naming ceremony featured on tablecloth


Spread of publications


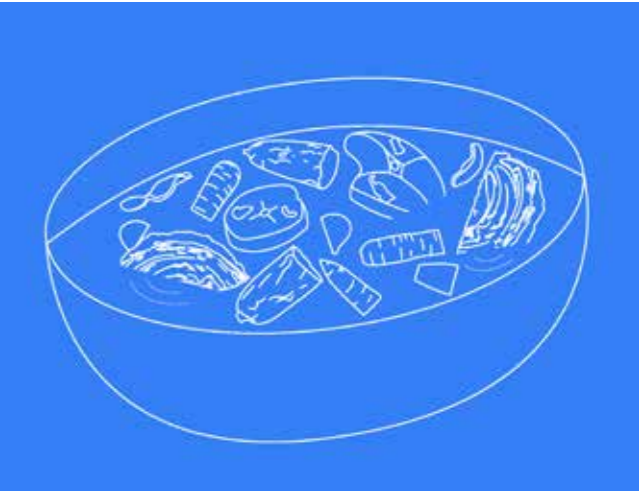Handmade paper created using tomatoes, showcasing the variety of the dish


Illustration of fish and vegetables in pot, featured on the tablecloth


Tablecloth depicting the ingredients, making and associated traditions of thieboudienne

# COLOPHON

## Faculty Administrators

**Dr. Zinka Bejtic** · *Head of Art and Design Department*
**George Katodrytis** · *Head of Architecture Department*
**Faysal Tabbarah** · *Associate Dean*

## Staff Coordinators

**Savio Creado** · *Assistant to the Dean*
**Nada Khalaf** · *Communications and Event Coordinator*

## Student Coordinators

**Sara Abbas** · *Design Management Coordinator*
**Dalia Alrashid** · *Visual Communication/Multimedia Design Coordinator*
**Azza Alshaikh** · *Visual Communication/Multimedia Design Coordinator*
**Racha Amari** · *Student Council Representative*
**Marianne Breidy** · *Design Management Coordinator*
**Jude Maharmah** · *Architecture Coordinator*
**Maria Sadiq** · *Interior Design Coordinator*
**Dua Syed** · *Architecture Coordinator*
**Nada Wajid** · *Interior Design Coordinator*

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