

DR. SUHAIR AL QURASHI

VisCom Senior Students' Exhibition Fall Semester 2018/ 2019.

Here comes the exciting time for the VisCom graduates to exhibit their works which are the fruitful rewarding results of long hours of hard work, sleepless nights, sense of purpose, and intrinsic motivation.

The VisCom exhibition is one of the major and most exciting public events on our academic calendar that everyone at the University and the public at large looks forward to. It is a very much celebrated showcasing of quality work which is the outcome of research, planning, preparation, and dedication.

This year's exhibition, "Hex Code Idea", displays a skillfully developed fusion of education, business, and community. It is a truthful expression of the students' love and passion for the field of Visual Communication not only as a career path, but also as a powerful tool to represent their emotions and address social issues, on both the local and the international levels.

On behalf of everyone at Dar Al-Hekma University, we wish our graduates successful and prosperous careers ahead of them, and we hope they remain an active part of the University and the nation as a whole.

Dr. Suhair H. Al Qurashi,

President

MS. NADA ZAIDAN

On behalf of Dar Al Hekma University's Visual Communication Department, we are happy to welcome you to the 23rd VisCom Senior Exhibition Fall 2018/2019.

Following up with the success of the 22nd VisCom Senior Exhibition Spring 2018, in collaboration with Lexus of Abdullatif Jameel, we are proud to announce a new collaboration with Vibes Office, who provided us the venue and all the support we needed to make this year's exhibition another success.

This year, the students are showcasing both Motion Graphics and Graphic Design, which celebrate the concept of developing collaborations on three different levels; the education, business and community.

Such collaborations continue to develop communication while reinforcing the sharing of knowledge, skills and expertise, with the objective of strengthening society for a fruitful outcome and economic growth.

This year we continued to the tradition of celebrating our Alumnae achievers and this year we are recognizing Ms. Rawan Khogeer, graduate of VisCom 2014 for her phenomenal achievement of establishing her long life dream Rawan Stationary @rawan_stationery. In less than a year Rawan Stationary has become one of the most successful stationery stores in Jeddah, selling products designed by her and local graphic designers many who are Viscom alumnae.

Dar Al Hekma University and the Visual Communication Department would like to express our deepest gratitude and appreciation to Vibes Offices, for hosting and facilitating the celebration of our young women leaders, pioneers and entrepreneurs.

Ms. Nada Zaidan,

Dean, Hekma School of Design and Architecture

MS. HIND TALAL

VisCom Senior Students' Exhibition, Fall Semester 2018-2019

I take great pleasure this year to introduce the VisCom graduates' work of the fall semester 2018-19. Our students have excelled and developed significantly over the past four years, and this exhibition is an opportunity to showcase their talents and expertise. Our students have gone above and beyond, to reflect their amazing efforts in a way that makes us all proud.

The exhibition is based on the Hex Code idea, which is clarified in the collaboration of the three sectors: education, business and community to build a sustainable developing economy.

This exhibition is a testimony of their personalities, skills, and passion. Their collaborative efforts and their ability to combine their vast skills and knowledge fit the title and idea of the exhibition.

The final outcome of this year's exhibition is hosted at VIBES offices as a reflection of a society undergoing powerful positive changes.

We urge to take a moment to reflect on the progress of our young students, and future of the country. We couldn't be more proud of them, and we are sure that what you will witness will exceed your expectations.

Let us not forget that our students know that this is not the finish line as they take the next steps to ensure that their efforts are reflected in the real world, for the advancement of society and develop our community.

Welcome to our exhibition, and we hope that you are as proud as we all are.

Ms. Hind Talal,
Program Director

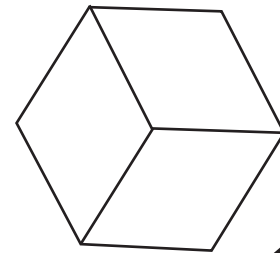
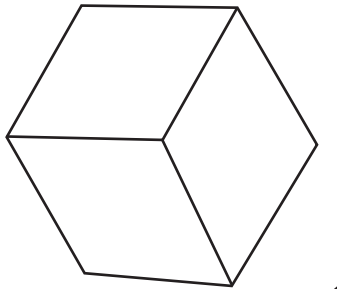
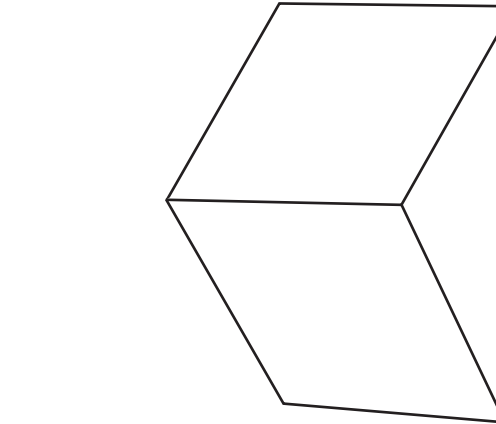
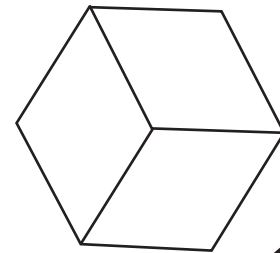
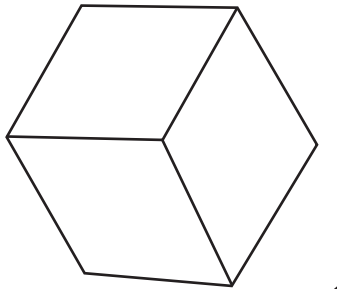
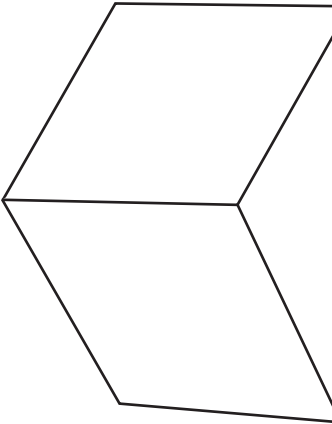
MAIN PARTNER

We would like to thank Vibes Office for helping us with the exhibition and for the endless support and partnership



www.vibesoffices.com

MOTION GRAPHICS



AMJAD BANDAH

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Faseeh

Many Saudi children do not learn their native language until later in life and this has proved to have many negative effects.

The purpose of the Project "Faseeh" is to enhance the Arabic language skills in Saudi children who are facing a decline in their native language for many reasons; including living abroad with their parents, by playing on mobile devices and interactive games. This interactive app is an edutainment app.

Faseeh Application hopes to solve this Arabic language problem in Saudi children and to save the next generations from losing our native language skills. This project is important for children to maintain their cultural connection and also because of their faith and religion since it is the language of the Qur'an. I created a motion graphics video that shows a child explaining how this problem impacts his life and how he managed to increase his Arabic language skills by using the Faseeh application. The app teaches children their native language skills by interacting and answering the questions. The application includes different levels. The target audience is children from ages 3 to 9 years old because it is easier to learn at a young age.



DOHA HESHAM

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Tabateek

The focus of this project is on the cultural identity of Hijazi culture and its influence on designers and artists in the region. This project places a spotlight on the richness of Hijazi culture from a visual perspective.

The visual aspect of a culture is as important as building the identity of that culture and carrying it to the future. This project is trying to do that by maintaining the cultural connection. Art and visual identity are one of the fundamental assets of any culture. For me personally a resource like this would have helped me to observe the Hijaz region developing and seeking to meet international standards without forgetting in the process to preserve our cultural identity.

With the use of motion graphic design skills, I created this animation using design elements that were inspired completely from Hijaz visual identity. This animation inspires us to observe the richness and the beauty of the culture. This project is targeting creative designers and artist who live in Hijaz region or interested in the culture of Hijazi people.



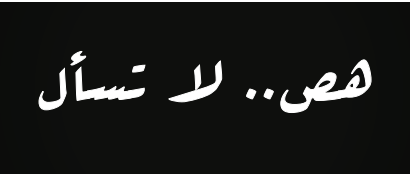
HANEEN AL-HORAIBI

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Hush Don't Ask "Hush don't ask" Is a short film that talks about how important critical thinking is for children and its importance for their future ability to think with a questioning mind. Critical thinking is being able to think of and see any subject, problem, or content from different aspects that improves the quality of thinking skills that makes the thinker analyze all information.

Critical thinking is all about asking questions that help you to assess the meaning and significance of arguments. This work shows one of the main problems that cause children to start to lose their curiosity in thinking laterally. Children continue asking questions because this is their way of discovering the world; they need to find the right answers to understand connect things together. However, many of their questions go unanswered or they are given incorrect answers. Adults might not answer because they think that children ask hard questions that they not able to understand it or sometimes they ask about religion. Therefore, they ignore their questions or give them a wrong answer.

This is one of the main reason that makes children lose their passion for learning and thinking. This project is to create awareness for parents about this problem and to encourage them to do the right thing.



LARA RAJEB

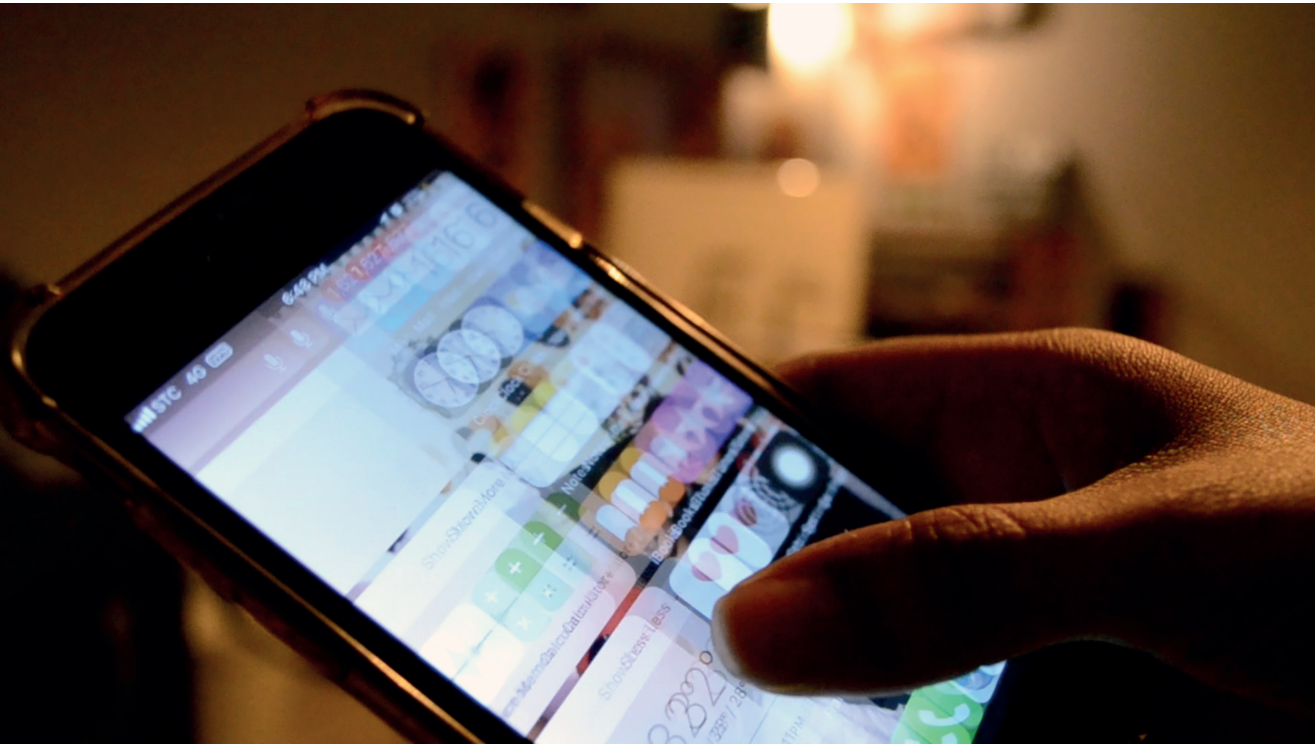
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Versatility of Motion Graphics

Motion Graphics are pieces of digital forms that include almost everything that creates the illusion of motion and which involves any graphic element.

Despite the massive influence of Motion Graphics around the world, little is known about its versatility in Jeddah's society. 72.4% of recent high school graduates and their parents, who have the most influence on their career directions, do not acknowledge the true meaning of Motion Graphics; which leads to common misconceptions about the field not being a valuable career choice.

Accordingly, there is a need for better understanding of what it offers in terms of its versatility. The major objective of this documentary is to measure the misconceptions about the field, in order to bring awareness to people by discussing how useful Motion Graphics can be within various career sectors inside and outside the creative fields. This will give people a better idea of how Motion Graphics can be a worthwhile pursuit.



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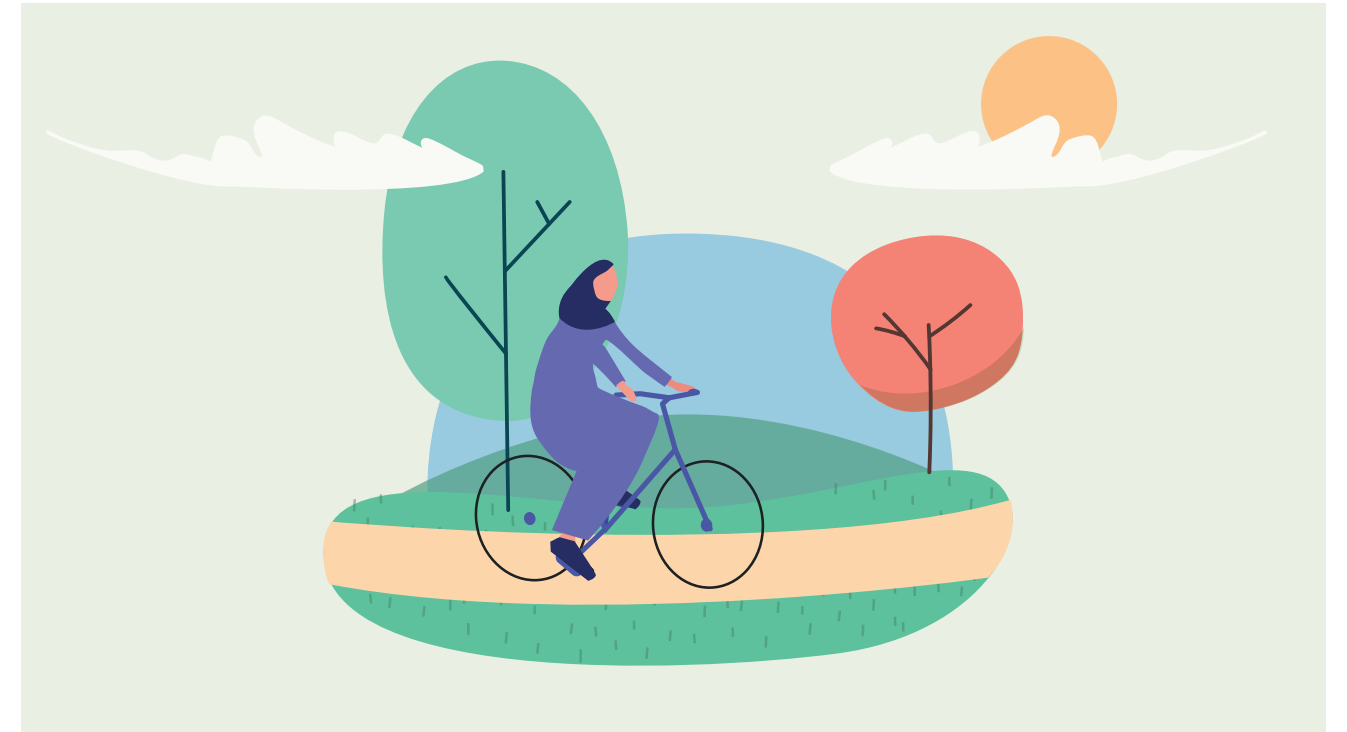
The District Garden

The project focuses on creating a community garden that provides a place that has benefits not only for recreation but also health, environment and educational benefits.

I want to provide a solution to the lack of public gardens that serves the neighborhood and the shortage of a possibility for everyone to meet that is suitable for people of all ages. Thanks to my research findings, I also want to highlight the absence of a gardening culture in Saudi Arabia and offer a creative solution that will appeal to many people in the city.

I created a video after observing the community's needs for a place to gather and entertain, for instance some people picnic in planted pathways in the roads, some go to busy places for walking, that is neither suitable for young people nor safe for children.

The video is about the community garden, its objectives, contents, target group and the types of services it provides to the community. And the solution is to provide "The District Garden", which is the first community garden in Saudi Arabia, a convenient place in terms of health services, recreation and environment that serves the neighborhoods. The target group is the various members of the community from the senior citizens to young people, women and men.



ROWALA ALBARTI

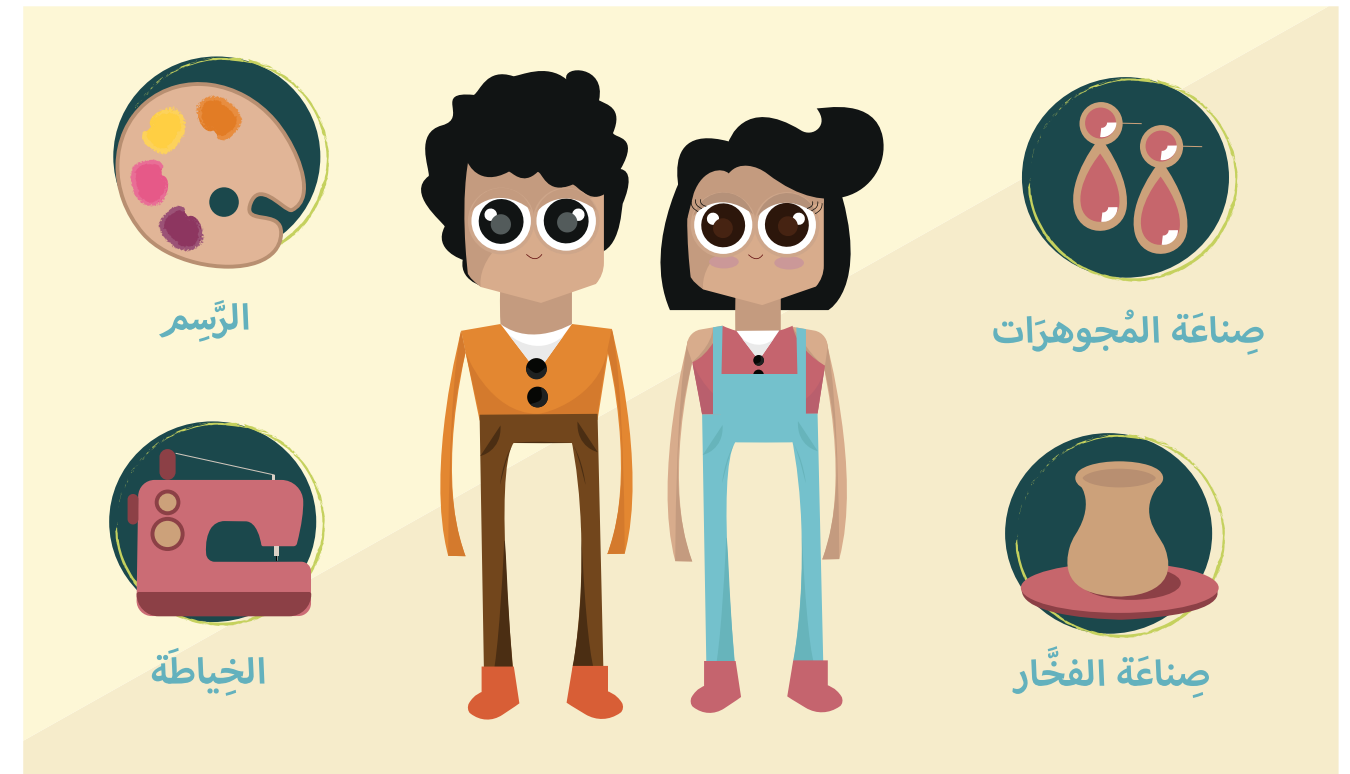
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Rowala art center

"Rowala art center" is a unique, comfortable and enjoyable portable art truck that will go wherever customers want including parks, homes, schools, with all the supplies needed. It is for people who are interested in learning and experimenting with art at the time and place they wish with all the art supplies needed in the chosen art class.

The center will offer classes for painting and drawing conducted by professional local artists. The classes are for a minimum of 4 participants and maximum of 12, from 9 am to 10 pm depending on the workshop. Customers have to book the truck 2 days in advance and a certificate will be given to all participants after completing the workshop. The art center will offer classes for schools, government organisations and, private organisations.

This art center will educate and make society appreciate art by learning and practicing it in a comfortable and enjoyable way. This project is important to me as an artist, to practice and develop my art skills.



SUNDUS MAGHRABI

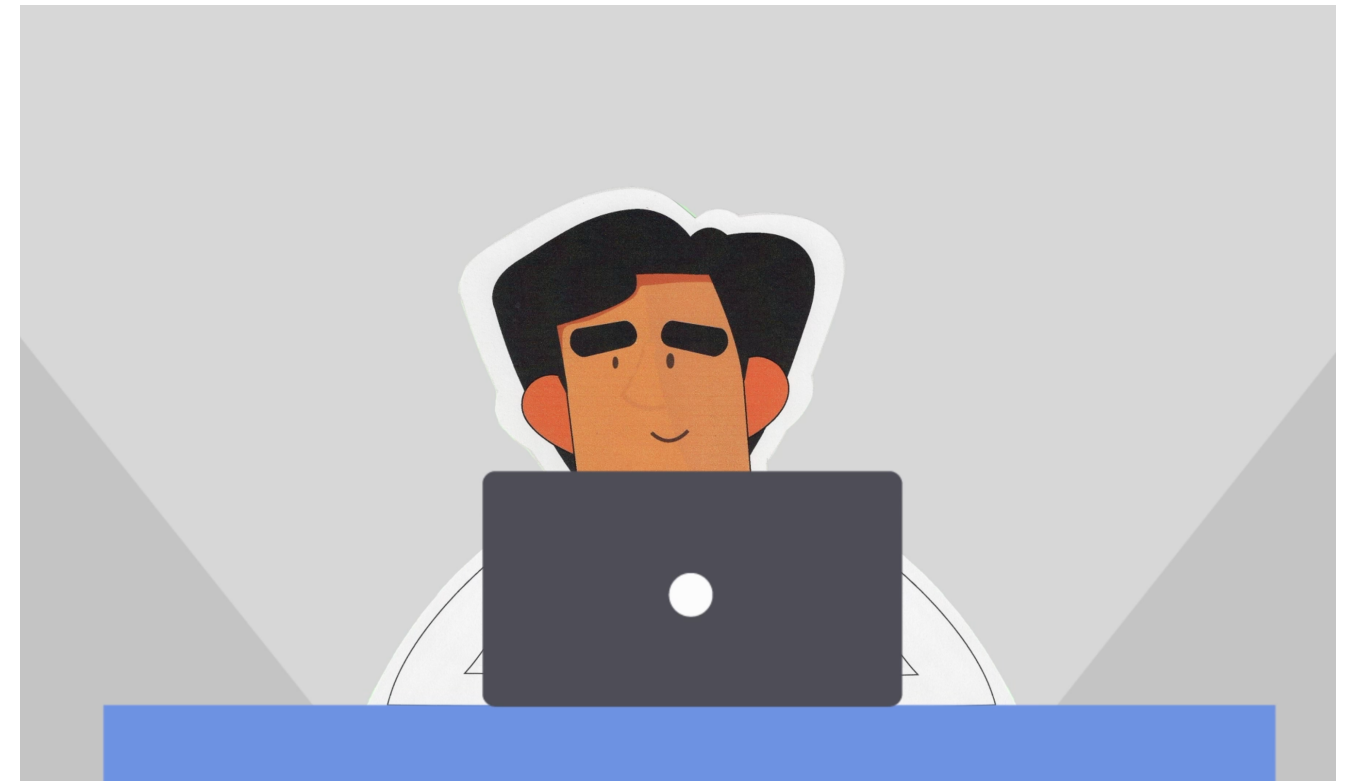
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In Motion

In Motion is the first online store in Saudi Arabia that provides ready made and customized props and sets that are used to create stop motion animation. Stop motion is one of the earliest techniques of animation that personally I find to be useful and unique in creating animation. Unfortunately, there is the problem of a lack of stop motion works in Saudi Arabia – making it a very complicated and long process.

I wanted to create something that solves this problem and makes the learning experience less difficult for motion graphics students in Saudi Arabia.

In Motion aims to make the stop motion technique easier, more accessible and used among designers in Saudi Arabia. By using my motion graphics design skills I created a video that promotes the idea and the services of the store. In Motion targets motion graphics designers and students as well as animators and animation students in Saudi Arabia.



YARA ARDAWI

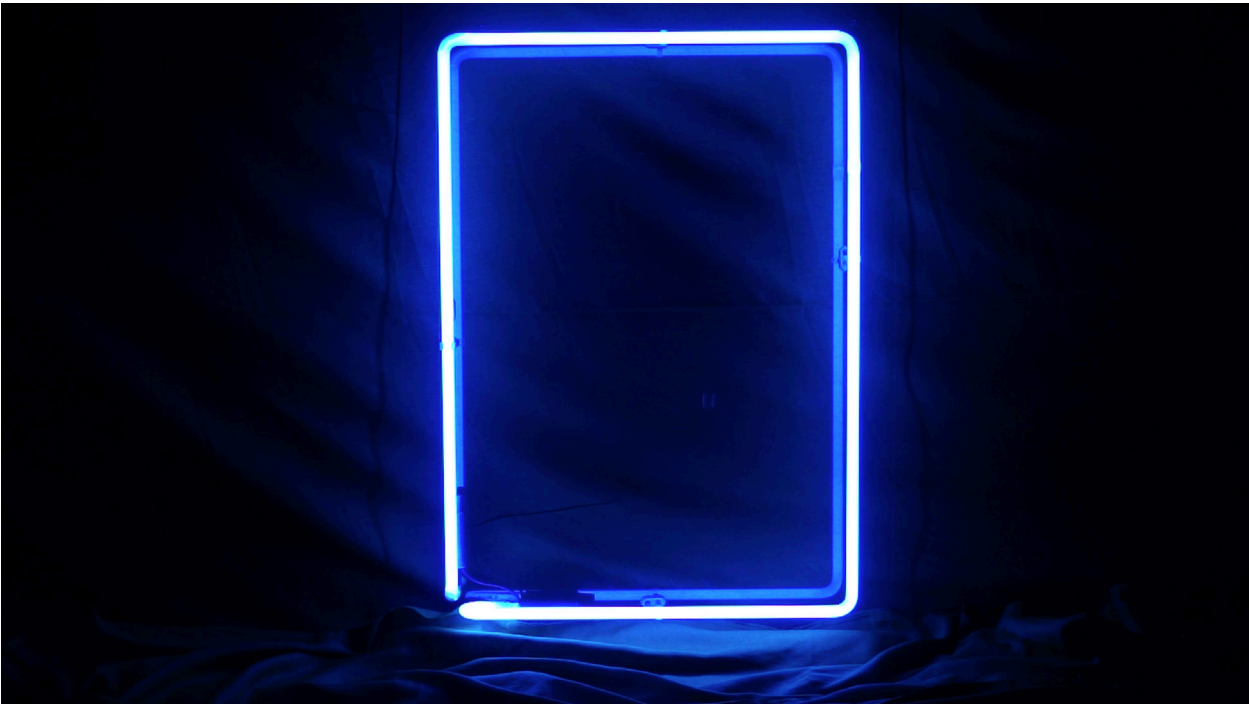
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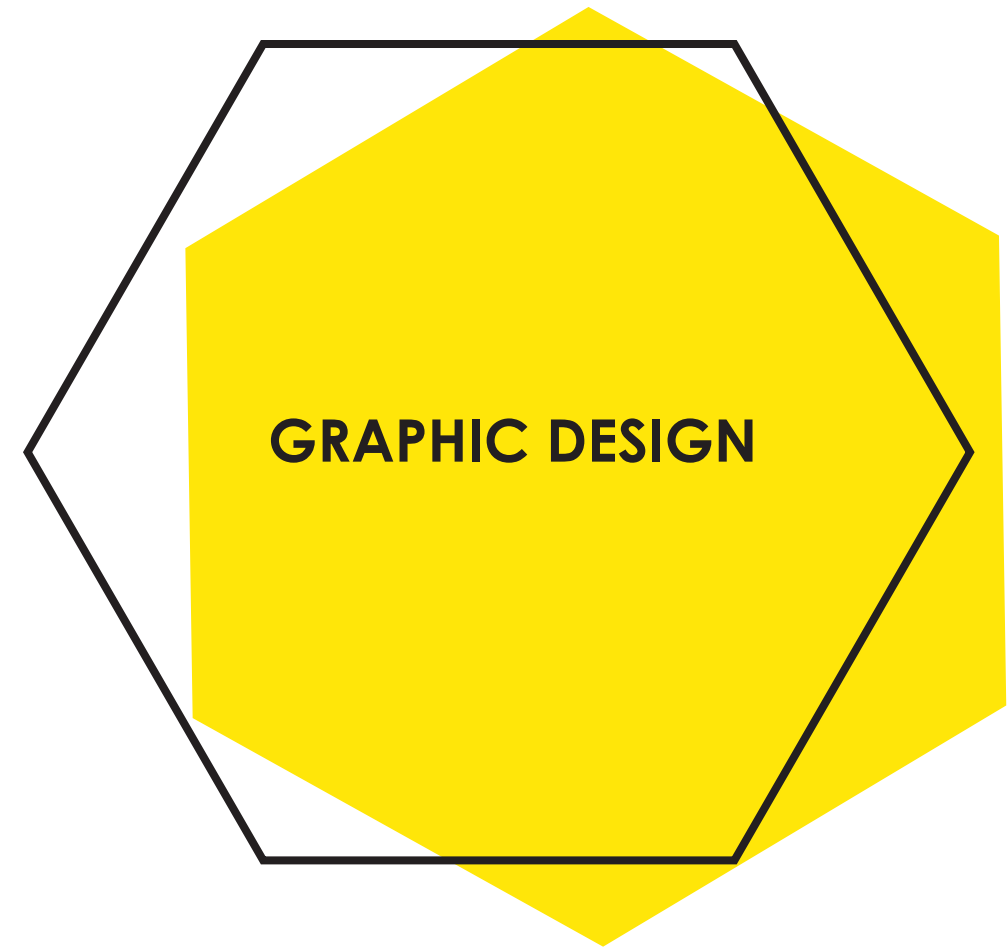
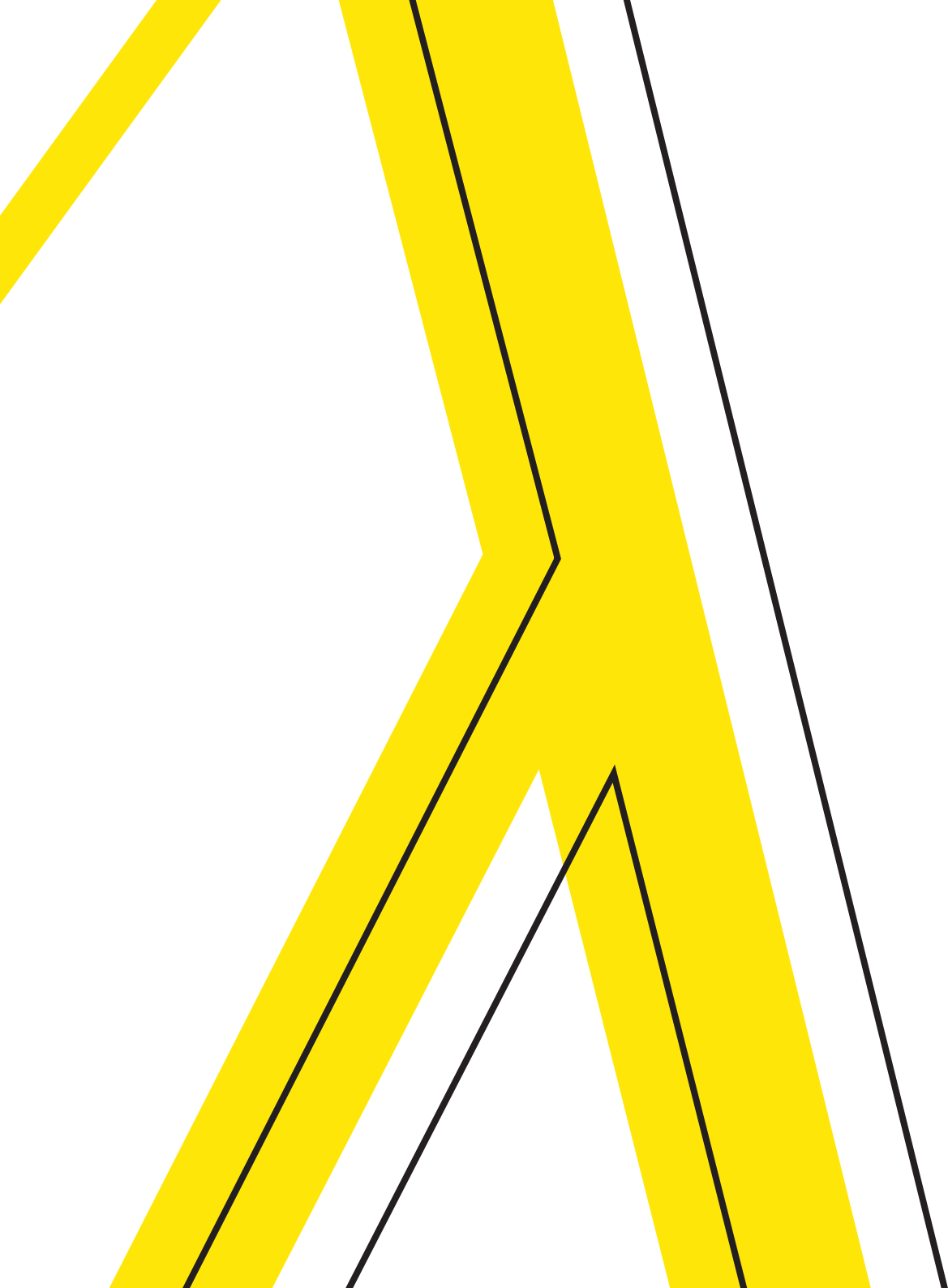
Ramotional

Emotional intelligence is the ability to balance between the rational and emotional side within you. The results I got during my research showed how much lack of information Saudi society has about emotional intelligence.

Due to the information gathered, I decided to create a documentary that is visually creative with an effective narrative to give a brief background about emotional intelligence and how important it is.

My main target is the youth of today's society because they are the ones who will be the change of tomorrow's society. The documentary's content will briefly explain the points that needs to be understood and achieved in order to be emotionally intelligent which are: knowing is the key, law of attraction, the power of having control over your emotions, and how to balance between the emotional and the rational side. Also, the documentary will include interviews with Nouf Hakeem and Noor Azzouny, Fatima and Rozana Albanawi, and Sarah Taibah; the interviews show the perspective of each one of them, how they view emotional intelligence, why do we need to shed more attention on it for our society, and how being emotionally intelligent will change your life for the better.





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Etsaaq

Etssaq in Arabic means, "the perfect harmony without exaggeration in some parts of an idea". Etsaaq Campaign is a social project that aims to break social barriers between special needs children and their able bodies peers alongside with each group's families.

Initiating such a campaign manifests the 2030 vision as a vibrant society where all individuals in the society are effective regardless of their different abilities and contributions. The ultimate goal is increasing both groups' awareness of how to communicate easily; in other words, children from both groups explore the opportunity of interacting with each other on different levels. The campaign plans not only to increase special needs and able bodied children's awareness about the crucial role of reaching out to each other, but also their parent's awareness of the same concept.

The campaign outcome supports the initiation of more similar campaign in order to reform the special needs group involvement in the Saudi society's view.

ا-تساق



ALAA TABBAA

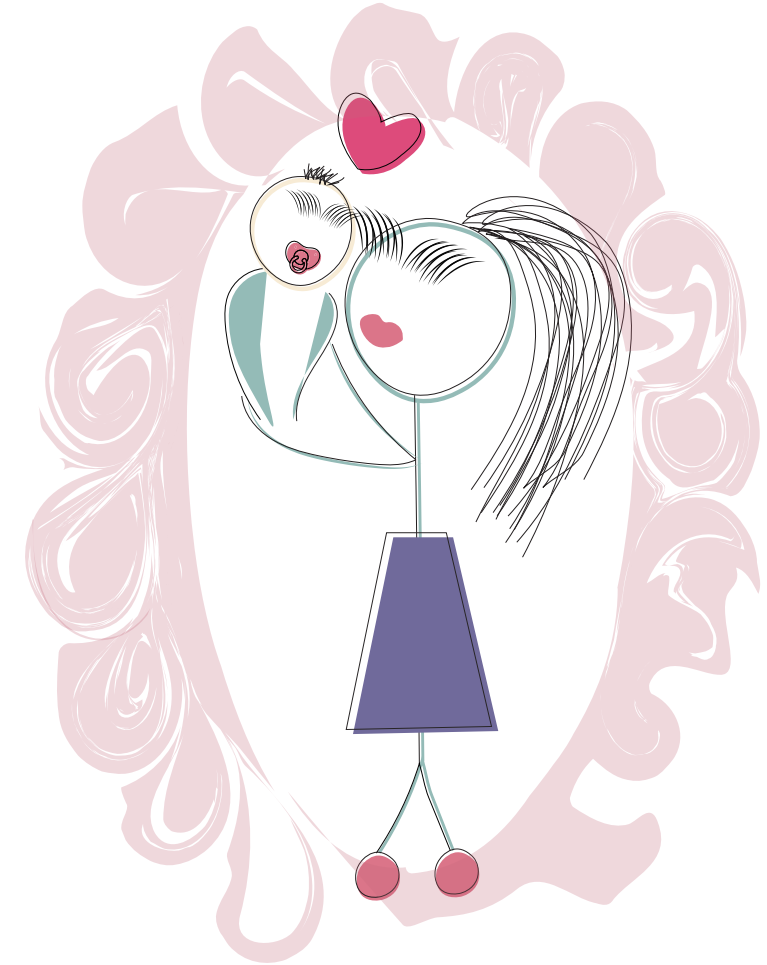
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Wed

Wed is an educational center for the first time Arab mothers in Jeddah, that supports new mothers with newborn's care from the age 0 to 2 years.

Wed center provides many services that educate new Arab mothers to be self reliant and less dependent on their own mothers. It is important to educate first time Arab mothers about newborn care, and raise educational support due to insufficient support in Saudi Arabia.

Wed center provides a solution App that lends support through a website that has all the necessary information about newborn care from trusted sources and agency. It provides different services that are available 24/7 for new mothers in Jeddah. Wed center focuses on first time Arab mothers from the age 18 to 35, and those who do not have support from their mothers or family.



DANIA ABBAS

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261

261 is a charitable legalized virtual platform, where trackable donations are made from the comfort of your home through trustworthy charities. The aim of the project is to ease the process of donations, legalize donations, as well as to increase the rate of donations to help in need people as much as possible.

The aim of the project is to solve the following problems; lack of online donation platforms in Saudi Arabia, lack of trust in charitable organizations, and the inconvenience of going to a charity to donate.

To solve these problems; the project has been implemented on various forms such as a website, an app, and an ad. campaign. This platform is different from any other charitable platforms because each cause has a specific flower that represents it through its meaning, and each donor has his own virtual garden that would be filled with flowers from their donations. The target audience of the project are female young adults ages from 18 to 35.



FATMA RAMBO

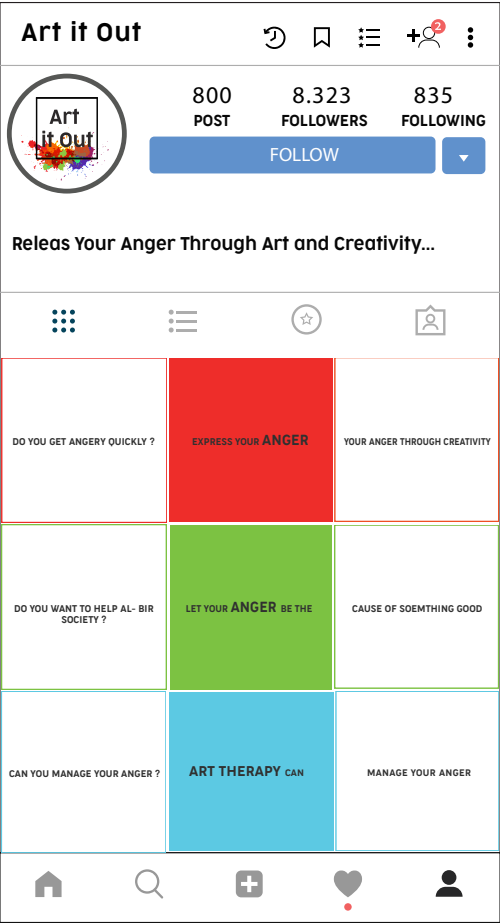
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Art it Out

The focus of the project Art it Out is to find techniques to control anger and aggressive behavior by adopting methods that promote healthy anger management. The research investigates methods to control anger and pressure in young adult Saudi females, and how aggressive behavior affect their lives and those of people around them.

Our purpose is to release negative energy through art therapy. Moreover, the project helps to learn about what makes people behave aggressively and to find creative outlets for more productive expression.

The center has four different creative activities where people can release negative energy using colour to create art pieces. The deliverables for the project include an infographic video, social media ads and the target audience are 13-35 year old females with a history of aggressive behavior.



GHADIR AL-ARIEFY

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....Mn 99

The aim of this project is to demystify the topic of death and help people more accepting of the subject.

This project is focused on the relationship between the individual and Allah, which will help solve the problem. Designing an interactive book about the meaning of the glorious names of Allah will strengthen the relationship between the individual and their creator.

This book will help the individual not only understand the meaning but also feel the meaning through the tactile nature of the book.



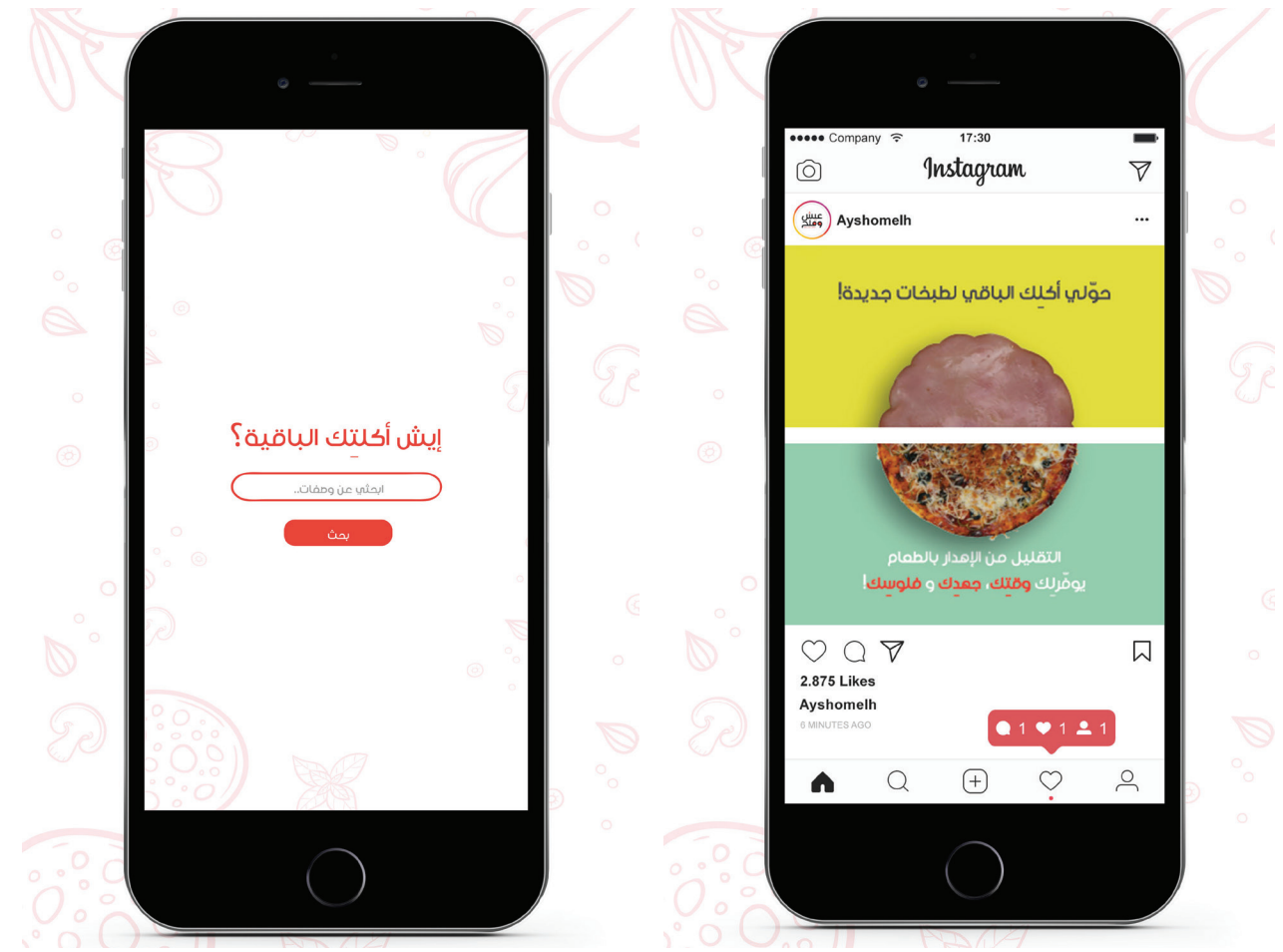
HANEEN BADRAH

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Aysh o Melh

As in Qur'an Allah said: "Eat and drink and do not be distracted that he does not love the extravagant". Households in Saudi Arabia have an incredible amount of food wastage although people feel guilty about it. To follow our religion "Islam", Aysh o Melh is a project that motivates people to reduce food wastage by using food leftovers to make new delicious meals.

Website, application, and social media campaign are the most suitable platforms to solve the problem of food waste since the target audience is females between the ages of 18 to 35. The application and website have a variety of leftover recipes that will appear by simply entering in the kind of leftover someone has. Also, they help the user to make shopping list and weekly meal preparations to limit them not to buy more than their needs or throw out food because of expiration dates.



MIAR AL-NAJJAR

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Wa AlHal?

The project focuses on women living in Saudi Arabia by helping them to be more independent and capable of handling circumstances of daily living thereby reducing their reliance on male guardians. The project also highlights the importance of risk taking by making their own decisions and understanding how to deal with life's many challenges.

The project does not aim to ignore the male guardianship system, instead it encourages women aged between the ages of 18 and 40 to have the knowledge and being self-dependent and share the responsibilities with their male guardians.

Living alone as a woman in Saudi Arabia can be a struggle and it is these experiences that motivated me to come up with the project idea. I solved the problem using a website and an App with social media campaigns accessible all the time and in one place.



RAGHAD KAAKI

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Ana Amantkm

The focus of the project “Ana Amantkm” is to understand the side effects of verbal bullying on children. The research investigates the impact of verbal bullying among children and the reasons behind it. It is important to make children learn what the religion and prophet Mohammad (Peace upon him) taught to make a cooperative society.

The project aims to make parents more aware of their language in front of their children. In fact, children get influenced by the lifestyle of their surroundings and they try to imitate adult's language. The studies show that 70% of students got violated by abusing language. Since the primary target audience is parents and the secondary are children.

The focus of the deliverable is making an awareness campaign for moms and dads to touch their hearts and feelings about their role as a parent in front of their children.



SARA BADRI

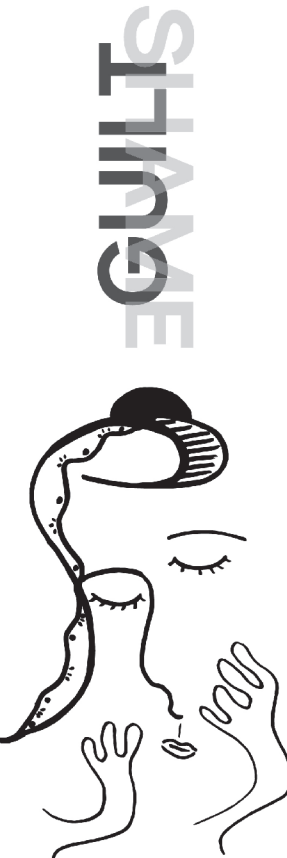
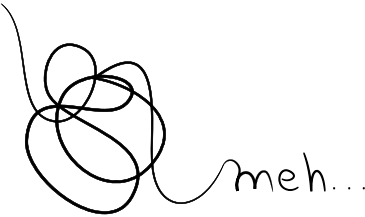
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Meh

Depression is a critical mental illness that affects the person's mood, feelings, behaviors, and thoughts; this causes negative and distorted ways of thinking. The project explains the fundamental symptoms and emotions of depression that can be noticed and managed.

As one of the 300 million people worldwide currently suffering from depression, it is important to generate better awareness of mental health in a society where speaking openly about it is still regarded as taboo.

Ignorance and lack of education about a widespread of the disorder fosters a defective environment for the depressed individual. This project delivers as a resource for people dealing with a close depressed individual. The medium used to convey the message is an Editorial Design Book. The book allows the viewer to comprehend the symptoms from a depressed individual's point of view. The symptoms are explained through illustrations, and typography, along with tips and quotes. The project targets family members, close friends, and other people interested in psychology or this very personal interpretation of depression.



SHAHAD AL-DURAYJAN

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Isham

Isham is a training center for young adults under supervisions of retirees who have unique and special majors. Their cvs contain all of achievements and successes spanning over 20 years of experiences in different fields such as aviation and technical engineering, specialized education, medical and technology.

Moreover, training adds value and offers opportunities for retirees to expand their knowledge and experiences through improving and supporting young adults' minds and skills. Improving and developing Saudi young adult talents will raise the quality standards and productivity of the center in order to reach the vision of 2030 of Saudi Arabia. Furthermore, it will create new career chances in different fields, and it will increase the levels of education and economy in Saudi Arabia for young adults. In the end, the goal of the center is to invest the qualifications of retirees and prepare young Saudi adults in order to gain essential skills.



تخيل الانعكاس الذي بي
ما هو إلا انعكاس لخبراتك



SHADAA ALQURASHI

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Floos

With the economic growth of Vision 2030 and the current changes taking place, the "Floos" board game was created to aid young Saudi adults towards improving their understanding of the value of money.

The Floos board game focuses on raising awareness on the effects of real-life financial decisions by playing the game. Instead of direct and basic teaching methods, an interactive concept was created where Floos allows the players to make decisions that would affect their financial status in the game, therefore raising awareness and financial literacy.

The game pathway brings real-life financial situations creating an emphasis on the three main concepts: spending, investing or saving by facing potential gains or losses. Iconography and color schemes are applied as graphic design solutions, to enhance the learning experience, thus, a memorable and long-term effect is left on the players. Therefore, general financial habits and skills of young male and female Saudis are improved.



WEJDAN BASONDOWAH

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Kaynona

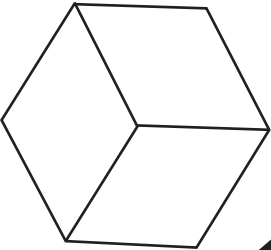
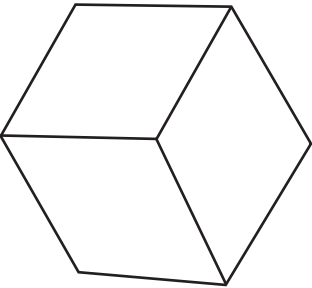
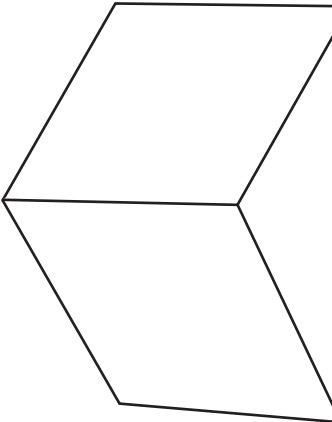
Kaynona aims to inculcate some existential values and moral in a person's mind indirectly.

The project aims to address the problem of vandalism of public facilities to reduce opportunities for vandalism and instead provide better options for members of the community to participate in the city building to enhance the sense of belonging through the effectiveness and activity that occurs in public places.

This activity will help individuals to create a decoration of public facilities through the formation and embodiment of aesthetic images aimed at beautifying and then photographing the work in the public places and then put them in the realms of social media linked through the hashtag #Kynonti. The most beautiful character and work will be selected and will come a landmark. A number of topics will be addressed different issues for different purposes using the Hologram optical technology to benefit from light in discussion of social issues.



LIST OF JOBS



JOBS

Visual communication is a versatile major where the graduates can secure jobs in different sectors. Moreover, with vision 2030, new job opportunities will be generated for the graduates. The following list only provides a sample of potential opportunities:

Jobs in Visual Communication

- Graphic Designer
- Corporate In-House designer
- Advertising Art Director
- Advertising Artist
- Advertising Designer
- Advertising Illustrator
- Advertising Layout Designer
- Biological Illustrator
- Brand Development Designer
- Cartoonist
- Catalog Illustrator
- Commercial Artist
- Computer Animator
- Computer Graphics Specialist
- Commercial Artist
- Computer Animator
- Computer Graphics Specialist
- Digital Image Artist
- Digital Production Artist
- Electronic Games Designer
- Interactive Designer
- Packaging Designer
- Packaging Production Artist
- Photo Editor

Jobs in Motion Graphics

- Motion Graphics Designer
- Character Designer
- Video Editor
- 2d Animator/2d Character Animator
- Audio/Sound Editor
- Visual Effect Artist
- Stop Motion Artist
- Documentary Filmmaker
- Animation Illustrator
- Storyboard artist
- Filmmaker
- Copy writer
- Concept developer
- Compositor
- Production designer
- Scriptwriter
- Interactive multimedia designer
- Website designer
- Application designer



**2ND VISCOM ALUMNI
ACHIEVERS AWARD**

MS. RAWAN KHOGEER

They say when there's a will there's a way, and I truly believe that if there's passion there's a way.

Ever since I was a little girl, I collected pretty and unique greeting cards in town or whenever I travelled. I always dreamed of having my own gift-wrapping shop and a great wide wall, full of greeting cards for different occasions.

As time passed, I knew greeting cards and stationary was the area in which I wanted to specialise in.

Dar Al Hekma University is the cornerstone of my dream that coming true where I graduated with a Bachelor of Arts in Graphic Design in 2014.

Since then, my eagerness towards achieving my goal was growing day by day, finally after three years of hard work in the graphic design industry, I felt the time was right to create my own opportunity rather than waiting for it, so after deliberate and careful consideration, I quit my job to chase my dream and to live the life I really wanted.

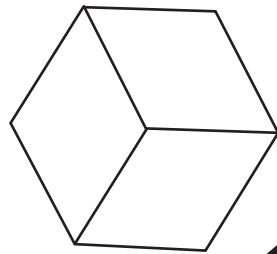
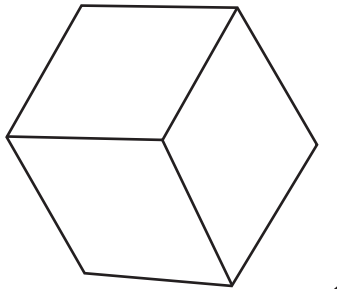
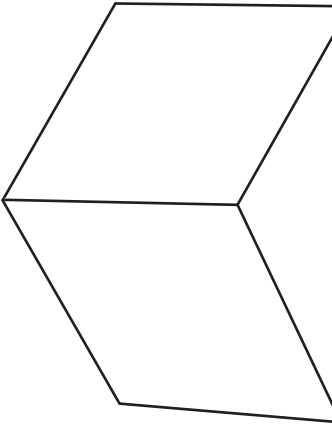
I founded Rawan Stationery in January 10th, 2018. The store aims to promote the Arabic language by attracting the products of Arab artists and designers from all over the Arab countries. The store also aims to carry a carefully curated selection of greeting cards from multiple designers to provide the customer with a unique, high-end solution.

Additionally, it provides a gift-wrapping service, as well as different stationery products, and some local and international gift items.

Follow your passion; it will never let you down.

Ms. Rawan Khogeer,
Founder of Rawan Stationery

CREDITS



SPONSORS

We would like to thank all the collaborators who helped us with exhibition:



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مقهى ومحصة
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And a special thanks to the tremendous effort of the exhibition committee:

Chair

Ms. Lama Ajeena

Members:

- Ms. Ayhan Neyaz
- Ms. Sara Al Badii
- Ms. Somayah Al Sowayigh
- Ms. Zaynab Odunsi

