Lebanese American University
Continuing Education Program

Beirut Campus
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GRAPHIC AND WEBSITE DESIGN

Open for:
. Working professionals
. Fresh graduates in graphic design
. Fresh graduates with professional degrees
  (Lawyers, Engineers, Doctors, Pharmacists, and other Professionals)

http://cep.lau.edu.lb
The Continuing Education Program (CEP) Beirut Campus offers Graphic and Web Site Design Program. The program consists of four Core Courses and Three Modules.

Program Overview
Conveying a specific message to a targeted audience requires a professional with creative skills who is referred to as a «graphic designer». This designation requires a number of prerequisite courses that focuses on visual communication covered over three main modules.

Program Benefits
At the end of the program the student will be able to:
- Work well with GRAPHIC DESIGN (PRINT / DESIGN) and WEB DESIGN courses
- Understand the functions of graphic design
- Learn to manage projects.

Course Offering
To be eligible for a certificate, the candidate should complete the Core Courses in addition to One of the three Orientations.

Core Courses
- Adobe Photoshop
- Adobe Acrobat Professional
- Microsoft Windows
- Internet Explorer

Three Modules
- Module 1: Graphic Print and Design (Adobe Illustrator, QuarkXPress, Adobe InDesign)
- Module 2: Web Design (HTML, Adobe Dreamweaver, Adobe Flash)
- Module 3: Design and Drafting: Architecture and Designing (3D Studio Max, AutoCAD 2D, AutoCAD 3D, Adobe Illustrator)

Course Description

Adobe Photoshop (50 hrs)
A bitmap graphic editor published by Adobe Systems. It is useful for composing and editing pictures. Photoshop is the best program of its kind for any graphic managing job.

Adobe Acrobat Professional (12 hrs)
Designed to view, create, manipulate and manage files in Adobe’s Portable Document Format (PDF) where it is used as a way to present information with a fixed layout similar to a paper publication.

Microsoft Windows (12 hrs)
A well known operating system that 90% of personal computers use.

Internet Explorer (12 hrs)
The most widely used World Wide Web browser.

Adobe Illustrator (30 hrs)
A vector-based drawing program for designing and illustrating for unique graphics.

QuarkXpress (30 hrs)
A desktop publishing (page layout) application that provides the required tools to create, design, and deliver high-impact publications in both print and electronic media.

Adobe InDesign (36 hrs)
It is a tool for making a creative layout for posters, newspapers, flyers, brochures, magazines and books.

HTML (36 hrs)
A Hypertext Markup Language (HTML) which is a coded format language used for creating hypertext documents on the World Wide Web. It is a set of markup symbols that tells the web browser how to display a Web page.

Adobe Dreamweaver (40 hrs)
A web development application which empowers designers and developers to build standards-based websites with confidence.

Adobe Flash (40 hrs)
It’s used to create vector graphics-based animation programs with full-screen navigation interfaces and illustrations. Flash helps you build dynamic Web applications, welcome pages, video games, and advertisements.

3D Studio MAX (72 hrs)
A modeling, animation, and rendering package developed by Autodesk Media and Entertainment. It is widely used by artists, animators, and film makers. It has powerful editing capabilities for helping create models and animate characters to produce higher-quality images.

AutoCAD, ACAD (2D -60 hrs - 3D 30 hrs)
It is a CAD (Computer Aided Design or Computer Aided Drafting) software application for 2D and 3D design and drafting. It is used for creating blueprints buildings, bridges and computer chips, products, or public spaces.

Refund Policy
After enrollment, if a student withdraws for a valid reason, the money will be refunded according to the following procedure:
100% Refund prior to course delivery.
70% Refund for any drop during the first week of classes.
0% Refund thereafter.

* Program courses can be taken individually without the need to register for the whole program.