Duration: Four Years
Medium of instruction: English
Degree awarding body: SCD
Institutionally Accredited by Oman Academic Accreditation Authority & Overseen by the Ministry of Higher Education, Research & Innovation in the Sultanate of Oman

Program Mission
The mission of the Animation Program is to provide students with the fundamental knowledge of animation design and visual storytelling through theoretical and practical skills in an imaginative environment to pursue a professional career.

Description
Animation is frequently associated with web and entertainment industries such as film, television, and game design. Animation are also used as instructive and informative medium particularly to facilitate communication through visualization than through the written or spoken word. Two and three dimensional computer animation today uses a variety of different techniques and technologies ranging from flash to motion capture. When compared to stop-motion or traditional hand drawn cell animation, these modern techniques have the ability to simulate highly complex and far more realistic movement sequences

Program Objectives
1. Recognize general educational knowledge such as research skills, business and psychological principles to apply them in their respective profession.
2. Enhance English proficiency level to communicate effectively using art and design terminology.
3. Apply art and design elements and principles to create artworks.
4. Develop creative, intellectual and practical skills to grow aesthetically & professionally.
5. Develop an advanced broad base of theoretical knowledge and necessary practical skills to create the illusion of life and motion.
6. Provide a platform to develop design solutions and contribute to the ongoing development of the discipline.
7. Enhance the student's sense of imagination, creative personal expression and their pursuit for excellence.

Program Learning Outcomes
1. Recognize general educational knowledge such as research skills, business and psychological principles to apply them in their respective profession.
2. Enhance English proficiency level to communicate effectively using art and design terminology.
3. Apply art and design elements and principles to create artworks.
4. Acquire professional skills and methodologies to address various animation design projects
5. Be conversant and critical in contemporary and historical issues in the discipline.
6. Provide a platform for graduate studies in animation and visual communication
7. Be competitive in numerous career opportunities in local, regional, and international markets.

Admission Criteria
Entry Standard for Animation Design Program
-       Success in General Education Diploma or its Equivalent.
-       The student should get a minimum grade of C- in Design Studio I & Design Studio II courses.
-       The student should get C- at least in Introduction to Computer Graphics course.

Career Opportunities
The degree in Graphic Design-Animation Design program opens the door to a range of creative careers in Animation such as movie, television and video game studios and software publishers; character animation, and simulations; interactive educational material ; entertainment sector

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Program Mission

The mission of the Graphic Design Program is to equip students with innovative design thinking approaches to effectively communicate using theoretical knowledge and practical exposure to pursue a professional career.

Description

Graphic design-digital is the process of visually communicating ideas and information through the use of typography, footages and interactive design in digital environment format such as cinema, television, computers and mobile phones. Digital design is a multifaceted discipline that encompasses a variety of contents materials and tools. Products of the digital graphic designer include animation, motion design, information graphics, visual identity,and web design in addition to digital graphic solutions for all media types. The Scientific College of Design provides a comprehensive education within this wide discipline.

Program Objectives

1. Foster an environment of creativity and enquiry in which students can acquire skills and develop artistic direction.
2. Prepare students as future design leaders who have the ability to inform, guide, clarify, promote, and empower through visual dynamic form.
3. Promote a multidisciplinary vision, which facilitates the ability to translate ideas into visual messages that inform, persuade, and incite individuals and audiences to action.

Program Learning Outcomes

1. Recognize general educational knowledge such as research skills, business and psychological principles to apply them in their respective profession.
2. Enhance English proficiency level to communicate effectively using art and design terminology.
3. Apply art and design elements and principles to create artworks
4. Employ the visual design ideas professionally to communicate with their target audience using visual communication principles.
5. Design and generate visual communication projects for different media using appropriate technology for producing specific media through visual communication principles.
6. Recognize the influence of significant cultural and aesthetic trends, both historical and contemporary, on art and visual communication applications.
7. Build the professional skills and behaviors necessary to compete in the global marketplace for art and design.
8. Demonstrate creative thinking and apply visual communication design concepts, principles, and problem-solving techniques to projects in a variety of media..

Admission Criteria

Entry Standard for Animation Design Program

- Success in General Education Diploma or its Equivalent.
- The student should get a minimum grade of C- in Design Studio I & Design Studio II courses.
- The student should get C- at least in Introduction to Computer Graphics course.

Career Opportunities

The degree in Graphic Design-Digital program opens the door to a range of creative careers such as Advertising Art Director, Animator, Concept Artists, Creative Director, Graphic Designer, Illustrator.

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Program Mission

The mission of the Graphic Design Program is to equip students with innovative design thinking approaches to effectively communicate using theoretical knowledge and practical exposure to pursue a professional career.

Description

Graphic Design-Printing is one of the oldest forms of visual communication throughout ages. It aims to disseminate different kinds of information through an artistic mold that suits the designed product it is a newspaper, a book or any other type of printed visual communication. This program focus on printed material such as posters, brochures, packaging labels, book covers, book design and layout, banners etc.

Program Objectives

1. Prepare students to create their graphic designs with technical, aesthetic, and conceptual ideas based on reproducing their knowledge of art and design principles.
2. Demonstrate the ability to create and develop graphic design projects for different media using appropriate technology for producing specific media, in response to communication problems.
3. Acquire the ability to critique visual designs according to professional criteria.
4. Provide a learning environment in which innovation, invention, and originality can develop with the influence of recognize significant cultural and aesthetic trends, both historical and contemporary precedencies.
5. Qualify students to master critical technical and practical aspects of graphic design with the professional skills and behaviors necessary to compete in the global marketplace for art and design.

Program Learning Outcomes

1. Recognize general educational knowledge such as research skills, business and psychological principles to apply them in their respective profession.
2. Enhance English proficiency level to communicate effectively using art and design terminology.
3. Apply art and design elements and principles to create artworks.
4. Employ visual design ideas professionally to communicate with their target audience using visual communication principles.
5. Explore generate visual communication projects using appropriate technology for producing specific media.
6. Recognize the influence of significant cultural and aesthetic trends, both historical and contemporary, on art and visual communication applications.
7. Acquire professional skills and methodology necessary to compete in local,regional and international markets.
8. Demonstrate creative thinking and problem-solving techniques to projects in a variety of media.

Admission Criteria

Entry Standard for Graphic Design Printing

- Success in General Education Diploma or its Equivalent.
- The student should get a minimum grade of C- in Design Studio I & Design Studio II courses.
- The student should get C- at least in Introduction to Computer Graphics course.

Career Opportunities

The degree in graphic design-printing program opens the door to a range of creative careers

• Advertising art director, Animator, Concept artists, Creative director, graphic designer, Illustrator.