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The integration of 3D modelling & 3D printing in the graphic design education sector in Lebanon and its consequent benefits

Serene Srouji

Rafik Hariri University, Lebanon

The rapid advancement of technology and the rise of both 3D modeling and 3D printing have inevitably affected the graphic design field and altered its meaning and purpose. Rafik Hariri University is one of the first universities in Lebanon to integrate such new technologies in its design curriculum in order to experiment with its new unlimited possibilities. The 3D printing and prototyping class was added two years ago into the curriculum to equip students with the needed abilities to digitally model and print 3D characters and objects. This class opened up opportunities for students to unleash their creativity and imagination and implement modelling; as well as prototyping in other classes especially in packaging design. Teaching effectiveness, conceptual processing and student engagement in class has been drastically increased due to those technologies. The results observed through the past couple of years have been exemplary and far exceeded expectations. Students were better able to translate their ideas and unleash their creativity through creating actual models/prototypes. 3D printing is a time and cost-effective method to test the designs and fix any imperfections before mass production. It gives students the unbridled freedom to experiment, as well as, the capacity to design more complex pieces. Creating a prototype also familiarizes them with the feel of their design, emboldens them to explore uncharted territory and helps them get a more comprehensive feedback on their work. When the students later join the workforce, 3D modeling and printing opens up new, previously unfathomable opportunities. Future plans include the integration of 3D modeling and 3D printing in the Type II course were students will work on creating innovative jewelry and furniture designs based on Arabic Typography. Students then will be able to personalize their work and quickly tweak parts of their design to fit various needs. As design students get more comfortable with this technology, more interdisciplinary opportunities will open up. They will be able to cooperate with engineers and architects to produce groundbreaking advancements in the respective fields. This is just a glimpse of what this technology can offer design students.



Biography

Serene Srouji, Chair of the Design Department in the College of Sciences and Information Systems at Rafik Hariri University, Beirut – Lebanon. She graduated from the University of Texas at Austin (UT) where she completed her MFA in Design (Terminal Degree) with high recognition from Who's Who Among Students in American Universities & Colleges. She received her BS in Graphic Design from the Lebanese American University (LAU) where she had extensive international exposure from workshops to seminars spanning the globe. She has also gained experience in the industry as an Art Director at various firms such as Blink, Dimpill and Colorcode and is still a freelancer continuously engaging in projects that fall within the advancement of the communication world through visuals and computer-aided designs. She has been teaching courses in Graphic Design (advertising, design, design thinking, typography, computer graphics, digital media) for the past 10 years. Her current interest lies in design education environments that transcend traditional teaching techniques and grant insight into required skills indispensable for the influential workforce. Her research interest includes: Graphic Design Education Advancements, Technologies & Methodologies, Arabic Typography Innovation, Digital media Literacy and its Rapid Effect on our Society.

sroujiss@rhu.edu.lb