



BADYA  
UNIVERSITY

19195  
badyauni.edu.eg  
Southern Wahat Rd. Badya City,  
6th of October City



# SCHOOL OF FINE ARTS

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LEARN TO LIVE  
LIVE TO LEARN



# 01

## SCHOOL OVERVIEW





## VISION

To be a distinguished beacon of arts, education, and culture—locally, regionally, and globally—through academic excellence, creative innovation, and impactful research.

## MISSION

To educate and empower creative, critically engaged artists and designers prepared to meet the evolving demands of the arts industry, while fostering ethical practice, cultural identity, and sustainability.



An architectural rendering of a modern campus. In the foreground, a paved plaza with a circular pattern is populated with several people walking. To the left, a modern building with a curved glass facade is visible. In the background, more modern buildings with large windows and glass facades are situated under a clear blue sky. A white bus is parked on the right side. A large orange semi-transparent overlay with rounded corners is positioned on the left side of the image, containing the text '02 PROGRAM OVERVIEW' and a decorative horizontal line with a diamond shape in the center.

02

## PROGRAM OVERVIEW

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## Department of Décor

- **Interior Architecture**  
Design human-centered interior spaces that merge function, form, and identity.
- **Scenography**  
Master scenography for theatre, cinema, and television from set design to visual storytelling.

## Visual Communication Department

- **Graphic Design**  
Craft compelling visual identities, branding, and communication in print and digital media.
- **Animated Films**  
Bring stories to life through 2D, 3D, and experimental animation techniques.
- **Media Art Program**  
Explore contemporary art forms that merge technology, culture, and creativity.

## Visual Communication Department

- **Illustration**
- **Photography**
- **Multimedia Art**
- **Art Theory**

## Study Details

Degree: Bachelor's

Duration: 4 Years

Credit Hours: 160



03

DEPARTMENT  
OF DÉCOR



## THE INTERIOR ARCHITECTURE PROGRAM

Prepares students to design aesthetically and functionally effective interior spaces with a focus on human-centered design. It covers various space types—residential, commercial, and institutional while teaching materials, construction details, and technical drawing. Students gain skills in advanced design software, visualization, and production methods.

## THE SCENOGRAPHY PROGRAM

Trains students in scenographic design for theatre, film, and television, combining artistic creativity with technical skills in lighting, costume, set design, and spatial planning. It offers a hands-on, practice-oriented education that includes scenographic history, theory, and modern applications. Students work with both traditional and experimental spaces, using model-making, technical drawing, and digital tools to create immersive visual environments.

04

# DEPARTMENT OF VISUAL COMMUNICATION

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## GRAPHIC DESIGN PROGRAM

Trains students to create impactful visual communication across various media, focusing on areas like typography, branding, and user experience. It combines design theory, cultural context, and hands-on practice with digital tools to prepare students for careers in advertising, publishing, and digital content creation.

## THE ANIMATED FILMS PROGRAM

Teaches the creative and technical basics of animation in both traditional and digital formats. Students learn storyboarding, 2D/3D animation, character design, and sound editing while developing original content. The program emphasizes artistic expression, visual storytelling, and narrative structure within contemporary visual culture.

## THE MEDIA ART PROGRAM

Explores contemporary artistic practices using digital technology and experimental media, including video art, sound art, and interactive installations. Students develop concepts, experiment visually, and use digital tools to create innovative works that reflect cultural context and address current societal themes.

05

VISUAL ART  
DEPARTMENT



The Visual Art program educates students to develop creative visual expressions across diverse platforms, emphasizing areas such as illustration, photography, multimedia art, and art theory. It integrates artistic concepts, historical context, and practical engagement with various artistic techniques to equip students for careers in fine art, commercial art, and creative industries. Students participate in collaborative projects and exhibitions, offering valuable hands-on experience and opportunities for portfolio enhancement.



# 06

## WHY CHOOSE US?



## WHY CHOOSE US?

- **Advanced Curriculum**  
Programs designed with real-world application, market relevance, and creative partnerships.
- **State-of-the-Art Facilities**  
Studios, labs, and workshops that empower students to produce professional-level work.
- **Global Exposure**  
Workshops, exhibitions, and exchange programs connect students to international art scenes.
- **Research Opportunities**  
Explore art and technology, heritage, AI, and sustainability in context-rich environments.
- **Career-Ready Graduates**  
From freelancing to top agencies, graduates thrive in interior architecture, design, animation, and

## OUR CORE GOALS

- Creative & professional integration
- Cultural identity & community impact
- Embracing technology & AI
- Multidisciplinary practice
- Environmental & social responsibility
- Entrepreneurial mindset



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