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.

02
PROGRAM OVERVIEW

FINE ARTS PROGRAMS

- The Interior Architecture program
- The Scenography program
- Graphic and Visual Communication program
- Animation program
- Media and Game Art program
- Visual Arts program

03

OUR PROGRAMS

INTERIOR ARCHITECTURE PROGRAM

The Interior Architecture program equips students to design aesthetically compelling and functionally responsive spaces. Emphasizing human-centered design, it introduces diverse interior typologies. Through practical training and integration of advanced technologies and AI tools, students are encouraged to innovate and think critically, providing them with the skills and knowledge to create spaces that meet both local and global market demands.

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.

GRAPHIC AND VISUAL COMMUNICATION PROGRAM

The Graphic Design program trains students to create impactful visual communications across various media, focusing on areas like brand strategy, user experience, packaging design, and digital content creation. 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. Students work on real-world projects or internships, providing practical experience and portfolio development.

ANIMATION PROGRAM

The Animated Films program offers comprehensive training in traditional and digital animation techniques. Students explore storyboarding, 2D/3D animation, character design, and sound editing, fostering original content creation. Emphasizing artistic expression and visual storytelling, the curriculum prepares students for careers in film, television, gaming, and digital media by developing proficiency in industry-standard software and tools.

MEDIA AND GAME ART PROGRAM

The Media and Game Art Program introduces students to contemporary digital art through experimental media and emerging technologies. Students gain hands-on experience in video art, sound art, interactive installations, and game design, using industry-standard tools such as 2D/3D modeling and game engines. The program encourages critical thinking, narrative development, and visual innovation, preparing graduates for careers in media arts, immersive storytelling, and the digital entertainment industry.

VISUAL ARTS PROGRAM

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.

04

DURATION OF THE STUDY

144 CREDITS HOURS

You're just 4 academic years, 8 semesters plus a specialized summer internship, away from launching your professional journey in the fine arts. Your journey begins with a foundation year that introduces you to all disciplines, before choosing your specialization from the second year onward. Explore theory, practice, and innovation, all leading to your graduation project and a promising future in the arts.

05

CAREER OPPORTUNITIES

Graduates of the School of Fine Arts at Badya University are equipped with the creative, technical, and critical skills to pursue diverse careers across the creative and cultural industries. Whether working as freelancers, launching their own studios, or joining leading institutions, they are prepared to thrive in fields such as:

- Interior and Architectural Design
- Film, theatre, and television production
- Animation and digital game development
- Advertising, publishing, and visual identity design

Our programs train students to merge theory with practice, adopt emerging digital tools, uphold professional ethics, and respond to cultural and societal needs. With a focus on innovation, sustainability, and artistic relevance, graduates help shape the future of visual and spatial environments both locally and globally.

06

WHY CHOOSE US?

WHY CHOOSE US?

Advanced Curriculum and Innovative Programs

- We combine theory with real-world design experience. Students gain practical skills for today's creative industries.

Creative Spaces and Technological Resources

- Our studios and labs offer top tools for design and production. Students create high-quality work in professional settings.

Impactful Research Opportunities

- We support research at the crossroads of art, tech, and society. Students explore topics like AI, heritage, and sustainability.

Creative Engagement and Cultural Exchange

- We encourage diverse expression and global dialogue. Students connect through events, workshops, and exchanges.

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