

Ruaa jaafar saeed Yaseen

Department of Design

Master of Graphic Design (coordinator of Design Department)

Email: asst.lec.ruaa.jaafar@alfarabiuc.edu.iq



Education:

Master's degree, University of Baghdad / College of Fine Arts, year 2016

Bachelor's degree, University of Baghdad / College of Fine Arts, year 2013

Profile:

- 1) I worked in the Iraq Health Aid Organization 2010
- 2) Teaching at Al-Farabi University College - Design Department (2019-2020)
- 3) Supervisor of students' work in annual exhibitions - Al-Farabi University College (2020-2021)
- 4) Decision of the Design Department at Al-Farabi University College (2020-2021)

Teaching

- 1) Publication's design / second stage of printing: the concept of printing design, its definition and the connotations of color in the design of publications, such as the design of the poster and its types, advertising and various applications about it, the design of the logo and trademarks (brands) and the design of labels for various products.
- 2) Packaging design / a third stage of printing: How to design product packaging and how this is related to the shape and design of the product itself, and the main task of packaging design is to promote the product and the marketing method for it to attract the largest number of consumers.
- 3) Advanced Typographic Design / Fourth Phase Typographical: It talks about the basics of typographic design and the structural elements of any work or design and the

organizational foundations for the designer to reach a creative idea that he translates through shapes. profile.

Research Focus

- 1) Disclosure of global brands and how each company has become distinct from its competitors in the market through its advertising campaigns.
- 2) How these companies have succeeded and continued to do so over the years, such as Apple.
- 3) Attract consumers to commercial advertisements in design.

Publications

- 1) Ruaa Jafar Saeed, Simplicity and Complexity in the Structure of Branding Design, Master's Thesis, Graphic design, College of Fine Arts, University of Baghdad, 2016.
- 2) 2) published research. Technical processors of the image and its role in graphic design. 2015.

Affiliations/Activities

Member of the website development committee for Al-Farabi University College.