

## ACADEMIC QUALIFICATIONS

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- 2022 Expected completion date: 2025  
Doctor of Education, Griffith University, Australia  
Research Topic: The Impact of Online Advertising on the Children of Arabia and Their Learning Trends
- 2021 Certificate  
The Online Classroom: Strategies for Higher Ed Teaching and Learning  
Harvard Graduate School of Education (Online Course)
- 2018 Certificate  
Teaching and Learning Strategies for Higher Education  
HarvardX Derek Bok Center for Teaching and Learning (Online Course)
- 2006 Master of Digital Design (Coursework)  
Queensland College of Art, Griffith University, Brisbane, Australia
- 1997 Bachelor of Graphic Design  
American University of Beirut, Beirut, Lebanon

## SKILLS

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### Specialized

Graphic Design, Layout, Typography, Photography, Branding, Book Design, Package Design, Poster Design, Way Finding Design, Infographics, IMC Planning, Development and Management, Creative Strategy and Conception, Art Direction, Copywriting (English and Arabic), Content Planning and Development, Event Curation and Management

### Academic

Institutional Effectiveness Documentation: Self Study, Program and Course Assessment and Review, Curriculum Development and Course Design, Evaluation Methods Design, Academic Advising, Lesson Design, Instruction and Delivery, Professional Engagement and Community Outreach

### Professional

Excellent skills in: Organization, Documentation, Communication, Negotiation, Team Work, Independent work, Project and Team Management

### Digital

Adobe CS: Illustrator, Photoshop and Indesign, Flash, Dreamweaver, Premier and AfterEffects  
Microsoft Excel, Word, PPT

### Language

Arabic, Native  
English, Excellent  
French, Moderate

## **CURRENT POSITIONS**

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Sep 2016 - Current     Professor of Advertising  
Sep 2012 - 2016       Associate Professor of Advertising  
Sep 2008 - 2012       Assistant Professor of Visual Communication

Department of Visual Communication, School of Architecture, Art and Design,  
American University in Dubai, Dubai, United Arab Emirates

### Courses Taught

Introduction to Visual Communication; Typography 1,2 and 3; Graphic Design 1,  
2 and 3; Poster Design; Packaging Design; Book Design; Campaign Management  
and Development; Survey of the Media Landscape; Capstone Project; Business  
Practices and Final Portfolio; Field Experience for Visual Communication

### Courses Designed and Taught

History of Advertising; Visualization for Advertising; Typography in Advertising;  
Layout in Advertising; Copywriting in Advertising; Arabic Copywriting; Creative  
Conception for the IMC; Execution, Production and Presentation for Advertising;

Aug 2013 - Current     Outreach Coordinator

Department of Visual Communication, School of Architecture, Art and Design,  
American University in Dubai, Dubai, United Arab Emirates

### Duties

Professional Engagement and Community Outreach

- Design and curate The Brandvertising Series that engages with leaders in the creative industries as well as brand owners, charities and entities working for social causes; TBS activities are almost bi-weekly and comprise guest lectures, fieldtrips, workshops, live briefs and external critiques.
- Curate capstone showcases and portfolio critiques for the graduating class.
- Plan and chair the department’s advisory board meetings, as well as assign the agenda/topics for these regular meetings.
- Work with other departments such as Marketing and Admissions to promote the VC department as well as recruit potential students.
- Conduct orientation sessions to guide newly joined freshmen.

Aug 2008 - Current     Academic Coordinator

Department of Visual Communication, School of Architecture, Art and Design,  
American University in Dubai, Dubai, United Arab Emirates

### Duties

- Design, review and assess the program’s curriculum: PLOs, degree requirements, course and credit hours, course sequencing, as well as the yearly assessment of the program performance.
- Design, review and assess the program’s courses: CLOs, textbooks, assessment methods, schedule etc.
- Provide academic advice for students
- Serve on the department curriculum committee as well as the university’s curriculum committee.

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CREATIVE / ACADEMIC

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## PREVIOUS POSITIONS

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Sep 2016 - Current    Academic Program Reviewer

Directorate of Higher Education Reviews of the National Authority for Qualifications and Quality Assurance of Education & Training (DHR/QQA), Manama, Bahrain

### Duties

– Serve within the reviews committee and study, evaluate and recommend improvements for programs and curricula in assigned universities within Bahrain.

Aug 2010 - Jan 2011    Acting Department Chair

Department of Visual Communication, School of Architecture, Art and Design, American University in Dubai, Dubai, United Arab Emirates

### Duties

- Manage the department and supervise all components: faculty, students, facilities and programs.
- Provide academic advice to VC students, for the 4 majors.
- Organize and curate student shows.
- Recruit new faculty members.
- Supervise VC curricula revisions.

2004 - 2008    Freelance Designer  
Brisbane Trading Directories, Brisbane, Australia

2003 - 2004    Creative Director  
Hakuhodo, Dubai, United Arab Emirates

1999 - 2003    Senior Art Director  
Fortune Promo Seven (MCN), Dubai, United Arab Emirates

1997 - 1999    Computer Graphics Instructor  
Annual Arts and Crafts Event, College Protestant, Beirut, Lebanon

1996 - 1999    Graphic Designer  
The Daily Star, Lebanese newspaper in English, Beirut, Lebanon

1997 - 1998    Project Art Director  
Time Zero, Beirut, Lebanon

1996    Animation Assistant/Intern  
Future TV, Lebanese television, Beirut, Lebanon

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## AFFILIATIONS

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- 2016 - Current IAAUAE Member  
International Advertising Association, UAE Chapter, Dubai, United Arab Emirates
- 2016 - Current ABG Jury Member  
Advertising Business Group, Dubai, United Arab Emirates
- 2016 - 2019 IAAUAE Board of Directors Member  
International Advertising Association, UAE Chapter, Dubai, United Arab Emirates
- 2016 - Current SheSays.dxb  
Lead of Chapter and Mentorship Program, Dubai, United Arab Emirates
- 2014 - Current MEDEA, Middle East Design Educators Association  
President and Founding Committee Member, Amman, Jordan
- 2008 - Current Griffith Postgraduate Alumni Association Member  
Griffith University, Brisbane, QLD, Australia
- 1997 - Current AUB Alumni Club Member  
American University of Beirut, Beirut, Lebanon
- 1993 - Current IC Alumni Club Member  
International College, Beirut, Lebanon

## AWARDS

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- 2016 Provost's Award for Professional Engagement and Community Outreach  
American University in Dubai, Dubai, United Arab Emirates
- 2015 Provost's Award for Professional Engagement and Community Outreach  
American University in Dubai, Dubai, United Arab Emirates
- 2014 President's Award for Excellence in Teaching  
American University in Dubai, Dubai, United Arab Emirates
- 2015, University of the Year  
2017, Awarded to AUD for excellent supervised student work  
2018 Dubai Lynx Festival (Cannes Lions Festival), Dubai, United Arab Emirates
- 2013 The Young Trophy  
Awarded by the agency for supporting young talent  
The Living Room, Dubai, United Arab Emirates
- 2002 Employee of the year  
Fortune Promo Seven, Dubai, United Arab Emirates

## **CURATED EVENTS**

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### 2011 - Current The Brandvertising Series

Plan and curate this series of activities comprising: guest lectures, showcases, workshops, live briefs, field trips, critiques and more, designed to:

- support academic course offering with active learning opportunities outside the classroom
- engage with leaders in the creative industries and put theory into practice
- share the latest insights into industry practice
- offer exposure to the students

#### YEARLY ACTIVITIES

The Digital Bootcamp: What the industry expects you to do at entry level.  
Dina Faour

Intellectual Property: protecting your work  
Clyde & Co, Solicitors, guest lecture

Offset Printing  
Al Masar Printing, field trip

Radio: Recording Radio Ads  
Creativa / Montage, field trip

Art Direction for TV and Video  
Leo Burnett, guest lecture

Campaigns for Social Media  
Guest lecture and live brief,  
different agencies e.g. Socialize, FP7 etc.

Media Planning  
OMD, guest lecture

The Super Bowl Commercials  
Screening and analysis with a guest

The Ramadan Commercials  
Screening and analysis with a guest

Presenting Persuasive Work  
FP7, field trip / guest lecture

#### LIVE BRIEFS

McCafé, Marwan Chahine, ECD, Leo Burnett

Nike, Planning team, JWT

Pinar, Planning team, DDB

NBD, Planning team, FP7

TV.AE, Marwan Saab, MD, Advance

The Little Majlis, Little Majlis Founders

Camel Milk Soap Factory, CMSF Founders

Water in the UAE, Shereen Fotouh,  
UN Marketing Consultant, student work  
presented at The United Nations Climate Change  
Conference, Durban 2011

McDonald's, Marwan Chahine, Creative Director,  
Leo Burnett

Breast Cancer Campaign, Burjuman Mall and  
Hug Digital, student work displayed at the mall  
for the whole month of October 2017

Mentos, Ramzi Moutran, Creative Director,  
Mamac Ogilvy

Building Brands, interdisciplinary Project  
Architecture and Design, Dr. George Kachaamy  
and Prof. Dina Faour

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## **CURATED EVENTS**

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2011 - Current [The Brandvertising Series](#) - Continued

### **GUEST LECTURES**

Building Iconic Brands, Christina Stanfield,  
Strategist, Seigel+Gale

Marketing Vs. Advertising, Mohanad Al Wadiya,  
Founder, Harbor Real Estate

Journey of a Designer: The Iconic Brand of the  
UAE, Sheikh Salem Al Qassimi  
Fikra Design, Founder

Iconic Brands, Scott Feasey  
CEO, Expression

Branding The Dubai Airports, David Kirkland  
Creative Director, Start JG

Making Brands That Matter, Ali Amarsy,  
Leo Burnett, Planning Director

Digital Illustration, Sky News Arabia, Head  
Creative, Habib Feghali

Intuitive: Innovative, a closer look at insight  
Shereen Fotouh, Marketer

The Red Submarine: Making Brands,  
Abjad design

The Sweet Spot: Finding Insights  
Omar El Gammal, Planning Director, JWT

Lion on Campus! Special talk  
Terry Savage, Chairman, Cannes Lions Festivals

Creating Work That Wins  
Ramzi Moutran, ECD, Mamac Ogilvy

The Journey of an Idea  
Ali Azarmi, Co-Founder, Joy Films

The Role of Graphic Design and  
Advertising in making Brands Iconic,  
Panel Discussion, Landor, Leo Burnett, Alumni  
and Senior Students

### **WORKSHOPS**

Arabic Calligraphy Workshop  
by KHALID AL JALLAF, offered by Doctors  
without Borders

Ashekman  
Caligraphy/Graffiti

Digital You: your profile online  
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The Wolff Olins Month  
Live Briefs and Presentations  
Senior Creatives, Wolff Olins

The Branding Challenge  
Senior Creatives, Landor

## **CURATED EVENTS**

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2011 - Current The Brandvertising Series - Continued

### EXHIBITIONS

#### Portfolio Critique Nights

2021 Wanted

2020 Portfolio

2019 Glimpse

2018 Noise

2017 Portfolio

2016 Demolition

2015 Wanted

2014 Guidelines

2013 WYSIWYG

2012 Pro.voked

2011 Banter

2010 Exposed

American University in Dubai  
Dubai, United Arab Emirates

#### Student Capstone Show

2021 Resolve

2020 Online Reviews

2019 Resilience

2018 Optimisim:Activism

2017 Beyond

2016 Happiness

2015 Demolition

American University in Dubai  
Dubai, United Arab Emirates

2014 Perpendicular  
Ductac Gallery  
Dubai, United Arab Emirates

2013 Spectrum  
Café Italiano, Media City  
Dubai, United Arab Emirates

2012 Passion  
Ductac Gallery, MOE  
Dubai, United Arab Emirates

2011 Identity  
American University in Dubai  
Dubai, United Arab Emirates

2010 Brave New World  
The Ara Gallery, Downtown  
Dubai, United Arab Emirates

2009 Sustainable City  
Ductac Gallery  
Dubai, United Arab Emirates

#### Other Showcases

2019 Unseen Potential  
Al Tayer Automotive  
Maintenance Team

2015-  
2019 Dubai Lynx Work  
Student Campaigns

2015 Breast Cancer  
Burjuman Campaign

2011 Shubbak  
Mixed student work

2010 Schmixer  
Mixed student work

2009 Corners  
Mixed student work

2009 What is GD?  
Poster Design  
  
American University in Dubai  
Dubai, United Arab Emirates

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## SHOWS, WORKSHOPS & CONFERENCES

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2008 to Current

Faculty Development Workshop  
American University in Dubai  
Dubai, United Arab Emirates

Nov 2021

Project: ASAS  
Part of Dubai Design Week 2021  
Dubai Design District,  
Dubai, United Arab Emirates

Nov 2020

Taa al Taaneeth Campaign  
Gender Bias in the Arabic Persuasive Message  
Part of Dubai Design Week 2020,  
Rotunda Gallery, AUD  
Dubai, United Arab Emirates

Jun 2017 & Jun 2018

Cannes Lions Festival  
Cannes, France

Mar 2017

Dubai Lynx Festival  
Speaker, "How to Start"  
Dubai, United Arab Emirates

Nov 2017

AIFOR Education Conference  
Speaker, "Curriculum Design"  
Dubai, United Arab Emirates

Mar 2017, Mar 2016

Leo Burnett Lynx Academy  
Dean of Academy, Dubai Lynx and Leo Burnett  
Dubai, United Arab Emirates

Mar 2015

Dubai Lynx Festival  
Dubai, United Arab Emirates

Nov 2014

Brownbook 'Professor' issue launch  
Speaker, The Magazine Shop,  
Dubai, United Arab Emirates

Apr 2014

Year Zero x AUD  
Curator and Lead Artist  
American University in Dubai  
Dubai, United Arab Emirates

Dec 2013

Year Zero: Recall. Reset. Renew  
Curator and Lead Artist  
Ductac Gallery, Mall of the Emirates  
Dubai, United Arab Emirates

Oct 2011

IDA Design Congress  
Icograda General Assembly 24  
Taipei, Taiwan

Oct 2010

MediAsia Conference, Paper,  
"Brave New Lebanon: political branding",  
presented. Osaka, Japan

Oct 2009

Institutional Effectiveness Workshop  
American University in Dubai  
Dubai, United Arab Emirates



## **PROJECTS**

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2011 - 2013

Advertising Curriculum Design

Redesigned the curriculum after extensive comparative studies.

Complete new program: learning goals, learning objectives, degree requirements, course structure and sequencing, program assessment, course planning, course evaluation, syllabus design, student evaluation methods and academic advising

This program helped generate award winning creatives and earned accreditation from the Ministry of Higher Education, the SACSCOC, NASAD as well as IAA global. AUD, Dubai, UAE

2013 - 2019

Original Narrative, Annual Student Short Film Festival

Event branding and promotion

AUD, Dubai, UAE

2011

AMIC Communication Conference

Event branding and promotion

AUD, Dubai, UAE

2010

Shasha Production House

Branding

Dubai, UAE

2008

Fatima Lootah, fine artist

Branding and website design

Dubai, UAE

2007

Amal Haliq, jewelry designer

Brand identity and website design

Dubai, UAE

2006

Kalimat Agency

Branding and promotion

Dubai, United Arab Emirates