

**DINA FAOUR**  
CREATIVE / ACADEMIC

LinkedIn: dinafaour  
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E: hello@dinafaour.com  
www.dinafaour.com

## BIOGRAPHY

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**M.Digital.Des. (2006), Queensland College of Art, Australia**  
**B.G.D., American University of Beirut, Lebanon**

Dina is an accomplished academic with over a decade of experience in the advertising industry. After almost a decade in the industry, in 2008, she transitioned to academia as an Assistant Professor of Advertising at the American University in Dubai. Dina was swiftly appointed as the Academic Coordinator for the entire advertising major, where she demonstrated her leadership and visionary approach.

As the Coordinator, Dina's in-depth research and innovative thinking led to the complete redesign of the advertising curriculum and the development of over 10 new courses, all accredited by the UAE's Ministry of Higher Education and esteemed American and international academic accreditation bodies including SACSCOC, NASAD, and the International Advertising Association.

While pursuing her passion for academia, Dina remained deeply connected to the advertising industry. She firmly believes in bridging the gap between academia and the professional world to provide students with an engaging, up-to-date education that prepares them for successful careers.

Complementing her coursework, Dina curates The Brandvertising Series, a range of extracurricular activities that offer exclusive, direct engagement with award-winning industry professionals. Through these initiatives, she ensures her students receive a comprehensive education that extends beyond the classroom and equips them with real-world skills.

Today, Dina holds the position of a full Professor of Advertising, where she not only imparts knowledge through the courses she personally developed but also mentors and guides her students to achieve remarkable success. Her students consistently receive awards and recognition from the industry, a testament to Dina's dedication and commitment to nurturing creative talent.

Dina's influence extends beyond her academic role. She actively contributes to the advertising community as a member of the IAA UAE (International Advertising Association, UAE chapter). She also holds the position of Chapter Lead for the SheSays.Dubai group and President of the MEDEA (Middle East Design Educators Association).

Recognized for her exceptional contributions, Dina played a pivotal role in securing the prestigious title of University of the Year for AUD at the Dubai Lynx Festival of Creativity (a Cannes Lions Festival) in 2015, 2017, and 2018. The effective student campaigns developed under her guidance were instrumental in achieving this remarkable feat. Additionally, for the last 7 years, she has been preparing, nominating and mentoring her students to represent the whole of the UAE at the Roger Hatchuel academy, Cannes Lions Festival. Dina's dedication to teaching excellence has earned her the Excellence in Teaching award in 2014, presented by the university's President. She has also been recognized for her outstanding professional engagement in 2015 and 2016 by the Provost.

Today, Dina's ongoing commitment to fostering award-winning design and advertising professionals is evident in her students, affectionately named #adbeasts, and their work. Her research interests revolve around the role of advertising in society and the use of semiotics in advertising and how this guides self image, gender roles, social norms and stereotyping.

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## ACADEMIC QUALIFICATIONS

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- 2006 Master of Digital Design  
Queensland College of Art, Griffith University, Brisbane, Australia
- 1997 Bachelor of Graphic Design  
American University of Beirut, Beirut, Lebanon

## ADDED QUALIFICATIONS

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- 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)

## SKILLS

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### Specialized

Graphic Design, Layout, Typography, Photography, Branding, Book Design, Package Design, Poster Design, Way Finding Design, Infographics, IMC Planning, Campaign 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: 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, Arabic Typography, Packaging Design, Special Topics in VC: Designing your own fashion brand

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 the annual 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.
- Design, organize and curate interdisciplinary creative projects with external entities or other academic units.

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, assessments, etc.
- Provide academic advice for students
- Serve on the department curriculum committee as well as the university’s curriculum committee.

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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

## **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

Leading Online: workshop for maintaining a competitive professional online profiles.

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  
Dina Faour

The Wolff Olins Month  
Live Briefs and Presentations  
Senior Creatives, Wolff Olins

The Branding Challenge  
Senior Creatives, Landor

AI Imagery Workshop  
Create Agency

## CURATED EVENTS

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2011 - Current The Brandvertising Series - Continued

### EXHIBITIONS

#### Portfolio Critique Nights

2023 Compas  
2022 Portfolio  
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

2022 Heroism  
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 2022

On Repeat. Pattern Design Activated.  
Graphic Design Workshop  
Participating in the Dubai Design Week  
Dubai Design District

Nov 2022

Now What. Career Advice and Portfolio Critiques  
Graphic Design Workshop  
Participating in the Dubai Design Week  
Dubai Design District

Jun 2022

4th International Conference on Semiotics and  
Visual Communication, Limassol, Cyprus  
Keynote Speaker:  
"Females of Arabia, an Identity Lost Between  
the Mythical and the Real: Stereotypical Identity  
Myths in Arabic Advertising"

Nov 2021

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

Nov 2020

Copywriting Campaign and Showcase  
"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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2021

Project Asas  
Showcase

This project was part of the Dubai Design Week for 2021. 50 abstract compositions created using the one single component: the diacritic dot. Compositions delivered different meanings interpreting 50 sayings by the rulers of the UAE, commemorating the 50th anniversary of the UAE. Dubai Design District, Dubai, UAE

2020

Taa al Taaneeth - The gender of language in Arabic Advertising,  
Showcase and Campaign

This project was part of the Dubai Design Week for 2020. Identifying stereotypical messages in Arabic advertising with a proposed solution. AUD, Dubai, UAE

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

## TEACHING PHILOSOPHY

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Creativity is a story I seek to tell with every communication program, every course, every lesson and every project I design. In every student, I see a hidden wealth of untold narratives, waiting to unfold. My task is humble: I facilitate; I deliver knowledge and the tools; I guide the process and assess only some of the chapters. The real author remains to be the student, building their knowledge, course after course as they blaze trails for their own journeys.

I aim to generate creatives who are able to:

- Identify, comprehend and value creativity as a whole lifestyle, a survival mechanism and as the ultimate solution.
- Envision the 'bigger picture' and comprehend the roles and duties of their creative disciplines within communities, the society and the entire world.
- Embrace the dynamic nature of creativity and thus commit to a lifetime of continuous learning.

As professor of graphic design and advertising, my main role is to deliver the knowledge needed in every stage of the creative process: research, analysis, ideation, conception, experimentation, execution, production and presentation; However, with ever-changing disciplines such as ours, the challenge becomes how to help students learn to keep learning, as the rules of the game evolve and current knowledge quickly becomes dated.

Through my teaching, I prepare the students to:

- Analyze problems and measure challenges, realistically and accurately.
- Evaluate the approaches, assess the variables and investigate the possible directions, adequately.
- Experiment deliberately, consistently and effectively to acquire, develop and improve their skill sets.
- Create effective, innovative and ethical solutions, efficiently.

To achieve the above, I must first build a strong rapport with each student, based on mutual respect and a shared passion for problem solving and creativity. This rapport helps me push the student and help them identify their own passion and grit in order to excel in their search for creativity.

I work on providing a safe, learning environment for my students, where ideas are exchanged freely, and where no threats are tolerated.

In my lessons, I work on offering explicit, varied forms of teaching methods, designed based on clearly set and shared objectives; I provide widely accessible course material, diversified across platforms and formats to reach all students.

One prominent teaching method I employ is instigating active learning, where students are actively engaged in learning, specifically with realistic simulations, working with leading professionals in their disciplines. This offers an insight more impactful than any experienced within the classroom dynamic.

I also encourage and invite different forms of expression and communication for maximum engagement with different types of learners.

When it comes to assessment, rubrics and criteria for grading are also clearly explained within the syllabus and with every assignment brief. I offer feedback

## **TEACHING PHILOSOPHY**

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that is constructive, clear, justified, explicit and fair, at all stages of progress. At key points within the course, I invite external examiners or jurors, who also offer their feedback as well. That 'real' experience gives an extra motivation for the student to go beyond expectations but also offers a wider perspective on the solution at hand.

To relate the material to my students further, I often give them power; For example, I engage my students in the design of certain components within their own assessment methods, this helps them develop critical skills beyond the expected. This power also instills a sense of choice, responsibility and commitment.

To evaluate my own teaching and the student learning process, I test often and I test early to monitor the student knowledge, the learning methods and the overall class performance. Accordingly, my lesson design remains flexible enough to be amended for optimal results.

Finally, my philosophy is to be a creative teacher; creative teachers must be continuous learners themselves.

I plan to continuously:

- Build my own knowledge in my discipline.
- Explore new teaching tactics and methods and improve my own.
- Relate to students and help identify and maintain their passion.
- Update and flexibly modify course content and delivery to better meet my learning objectives.
- Measure my own performance critically and work to improve my performance consistently, through both formative and summative stages.

In conclusion, I aim to facilitate knowledge that is accessible, current and structured for students to build upon and apply in methods that are memorable, effective, and certainly creative.

Creativity remains the hero in every narrative my students write, and, in every story I get to tell.