

DINA FAOUR
CREATIVE / ACADEMIC

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www.dinafaour.com

BIOGRAPHY

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

Dina is an accomplished professional with over a decade of experience in the advertising industry. In 2008, she transitioned to academia as an Assistant Professor of Advertising at the American University in Dubai. Recognizing her expertise, Dina was swiftly appointed as the Academic Coordinator for the entire advertising major, where she demonstrated her exceptional 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 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 profession to provide students with an engaging, up-to-date education that prepares them for successful careers.

Today, Dina holds the prestigious 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.

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.

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) and holds the position of Chapter Lead for the SheSays. Dubai group and President of the MEDEA (Middle East Design Educators Association). Dina is a sought-after speaker and writer, regularly sharing her insights on creativity, branding, advertising, academia, and more in public seminars and on various public platforms.

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, Dina's dedication to teaching excellence 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

- 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

- 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

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

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.

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.

PREVIOUS POSITIONS

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

- 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

- 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

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

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, Memac 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

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

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

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

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

2008 to Current

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

Nov 2017

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

Nov 2022

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

Mar 2017, Mar 2016

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

Nov 2022

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

Mar 2015

Dubai Lynx Festival
Dubai, United Arab Emirates

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 2014

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

Nov 2021

Project: ASAS
Part of Dubai Design Week 2021
Dubai Design District,
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

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

Oct 2011

IDA Design Congress
Icograda General Assembly 24
Taipei, Taiwan

Jun 2017 & Jun 2018

Cannes Lions Festival
Cannes, France

Oct 2010

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

Mar 2017

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

Oct 2009

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

PROJECTS

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

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 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 my 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

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.