

AMERICAN UNIVERSITY OF BEIRUT

DANA EL BAHRI
MOUSSAMEM/A

Bachelor of Fine Arts (**BFA**) Department of Architecture and Design (**ArD**)
Maroun Semaan Faculty of Engineering and Architecture (**MSFEA**)

Beirut 28/05/20

AMERICAN UNIVERSITY OF BEIRUT

**UNDERGRADUATE SENIOR PROJECT
IN
GRAPHIC DESIGN**

Submittal Form

**MOUSSAMEM/A:
AN ONLINE PLATFORM ABOUT DESIGN IN LEBANON**

by
DANA EL BAHRI

**GRDS 407 – FINAL PROJECT DESIGN RESEARCH
[SPRING 2020]**

ADVISOR: MAYA SAIKALI

Approved by Thesis Advisor:



**MAYA SAIKALI - Senior Lecturer
Department of Architecture and Design**

Date of design project final presentation: 14/05/2020

AMERICAN UNIVERSITY OF BEIRUT

Thesis, Dissertation, Project Release Form

Student Name: Last: **El Bahri**
First: **Dana**
Middle: **Youssef**

- ArDT Project (Architecture Design Thesis)
 GDRP Project (Graphic Design Research Project)

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 Two years from the date of submission of my capstone project.
 Three years from the date of submission of my capstone project.



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28/05/20

Date

ABSTRACT

Moussamem/a is an **online design platform** that brings together four design disciplines: graphic, product, interior, and fashion design.

The platform **compiles the works** of prominent designers in the country, **promotes the activities** of the design industries, and **builds a community** of designers. Moussamem/a aims to **educate** a large audience about Design in Lebanon.

A digital platform responds most to today's circumstances, giving **online access** to everyone, everywhere. Users can interact freely with the website, and find what they are looking for in the most efficient way.

Moussamem/a as a name gives **agency to the designer** first and foremost. To integrate female designers, both nouns can be used as a title for the platform.

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DESIGN TECHNICALITIES

The colors of the website seem to alter in the recorded videos. The actual colors of Moussamem/a are close to the following:

The next slides show screenshots of the website (colors are not optimal)



The typefaces used in the website are the following:

Termina for Latin

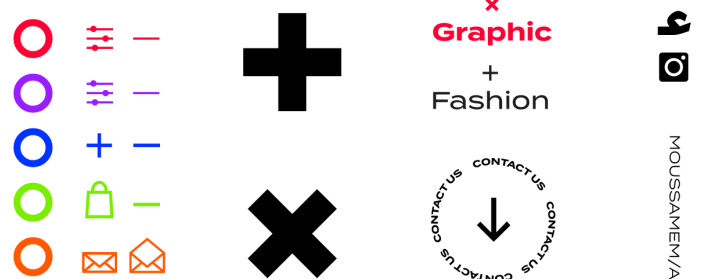
05.01.20
Commercial Type foundry releases Graphik

Designed to be a blank slate; Graphik is a "vanilla-flavored" typeface that is perfectly suited... [More>](#)

IBM Plex Sans for Arabic

عالم التصميم يجمعنا، ونحن نقدمه لك/لكي.
تجمع منصتنا أعمال المصممين والمصمات.
نحن ناشطون، ونود أن نبقىك/نبقىك
على اطلاع على أحدث أخبار التصميم.


Iconography:



Branded Products:



WEBSITE DOCUMENTATION



blog

DESIGN +

- art
- culture
- education
- environment
- lifestyle
- mental health
- money
- music
- politics
- sexuality
- social
- wellbeing

BY TYPE

- awards
- case studies
- competitions
- collaborations
- design initiatives
- new projects

BY DATE

MOUSSAVEM/A

- x All
- x Graphic
- x Product
- x Interior
- x Fashion
-

Culture, Visual Identity



14.08.19

Studio Safar re-designs Gandour's Arabic logo

In 2014, Gandour, one of the largest confectioners in the Middle East, hired Mash Creative... [More>](#)

Lifestyle, Furniture



02.12.19

Nada Debs launches a new line of products

An established design name in Beirut, Nada Debs was born in Lebanon, raised in Japan, and educated... [More>](#)

Lifestyle, Ready to wear



16.08.19

Why you should own a Sarah's Bag in your closet

Lebanese designer Sarah Beydoun produces handbags worn by hundreds of women today... [More>](#)



blog

DESIGN +

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-

Social, Prototype



07.06.19

Security infrastructures turned into public installations

Architecture and design studio T Sakhi has transformed security barriers into seating as part of a series... [More>](#)

Culture, Visual Identity



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WEBSITE DOCUMENTATION



x All

x Graphic

x Product

x Interior

x Fashion



x All

x Graphic

x Product

x Interior

x Fashion



Date
Designer
Industry
Studio
Theme
Color
Type

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WEBSITE DOCUMENTATION



- x All
- x Graphic
- x Product
- x Interior
- x Fashion
-

JOB OPENINGS

22.04.20 [Apply>](#)
Design Intern
 Kite Creative is looking for a Design intern with a minimum of one year experience in the Graphic Design industry in Lebanon.
 Posted By [Kite Creative](#)

02.04.20 [Apply>](#)
Art Director
 Jdeed Magazine is looking for an Art Director with a minimum of four year experience in the creative industry.
 Posted By [Jdeed Magazine](#)

20.03.20 [Apply>](#)
Fashion Stylist
 Salim Azzam is looking for a Fashion Stylist with a minimum experience of four years in the field.
 Posted By [Salim Azzam](#)

18.03.20 [Apply>](#)
Creative Director
 Brandmint is looking for a Creative Director with a minimum of four year experience in the Graphic Design industry in Lebanon.
 Posted By [Brandmint](#)

COLLABORATIONS

10.04.20
 Studio Safar is looking for a [photographer](#) to collaborate with on a branding project. Must be experienced in [food photography](#).
[Reply to Studio Safar](#)

03.04.20
 Andrea Wazen is looking for a [fashion designer](#) to collaborate with for [FW21](#). Must have a minimum of five year experience in womens shoe design.
[Reply to Andrea Wazen](#)

27.03.20
 Selim Mouzzannar is looking for a [product designer](#) based in Beirut to collaborate with for a jewelry collection. Must be experienced in [arabesque design](#).
[Reply to Selim Mouzzannar](#)

20.03.20
 Dori Hitti is looking for [visual arts](#) students to collaborate with for his next Beirut Marathon [sculpture installation](#).
[Reply to Dorri Hitti](#)



- x All
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20.03.20
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[Reply to Dorri Hitti](#)

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Become a member of our community and get access to the latest design jobs and collaborations. You can also post your own announcements, and connect with other designers.

CONTACT

WEBSITE DOCUMENTATION



x All

x Graphic

x Product

x Interior

x Fashion



PAST

ONGOING

UPCOMING

Form Meets Function: F
Salim Azzam: The Art of
Graphics in times of Tha
Remodeling Interiors in



x All

x Graphic

x Product

x Interior

x Fashion



Shop

Search



New

For the Home

Office

Tech

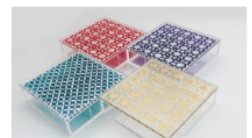
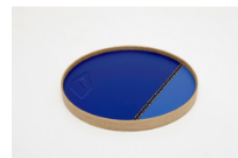
Accessories

Featured Designers

Only at Moussamem/a

Gifts

Sale





x
All

x
Graphic

x
Product

x
Interior

x
Fashion



Design **brings people together**,
and we are bringing it to you.
Our platform gathers the **works
of designers** in Lebanon. We are
proactive, and love to keep you
updated on the latest **design news**.



SCROLL DOWN



+
All

+
Graphic

+
Product

+
Interior

+
Fashion



INFO@MOUSSAMEMA.COM

CONTACT FORM



SIMULATIONS



REFERENCES

www.nadadebs.com
www.gandour.com
www.dezeen.com
www.designboom.com
www.margheritajewelry.com
www.andreawazen.com
www.bokja.com
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www.studiosafar.com
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www.zuhairmurad.com
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