ONLINE EDUCATION: TEACHING IN A TIME OF CHANGE

• Paper / Proposal Title:
Design Pedagogy during & post-Covid; a case study of an approach to design teaching in Abu Dhabi

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• Abstract (300 words):
2020 has proven a tempestuous period for humanity. The COVID-19 pandemic has pushed, norms and habits fracturing and uniting societies. Global communication adapted and embraced existing technology pushing platforms and inventing new ones. Before the pandemic, design education using the studio system, has hardly changed in the last 150 years. Design studio tutoring requires a great deal of face to face interaction, sketching over yellow tracing rolls, lifting models up to eye level, how is made, affected by light, and look on its side or even upside down. Suddenly design educators were faced with challenges sometimes beyond their skills and knowledge. There was an urgent need to embrace these challenges and adapt to new methodologies rather than try to fit and accommodate old pedagogy techniques to a new medium.

As progressive designers and educators, we not just find solutions, but also seek opportunities to enhance design education. The proposed presentation is a journey of self-discovery by an Interior Design studio through a dramatic semester at Zayed
University, Abu Dhabi campus, in the United Arab Emirates in the Gulf region of the Middle East.

Historically, at the end of every semester, the College of Arts and Creative Enterprises, hosts their traditional end of year graduation exhibitions to celebrate their students’ graduating work. Physical gatherings were not possible during the pandemic in the UAE. In an attempt to celebrate the achievements of our students, faculty developed an online viewer experience to highlight the work of their students - Virtual showCACE: Interior Design. This platform became a vehicle for discovery, development, realization and expression for young Emirati designers in the making, to be adopted for future education in a Post-COVID age.

• Author(s) Biography (200 words each):

Karim Musfy is a seasoned executive with a strong educational background and over 20 years of international professional experience in real estate development, consultancy and academia. His strengths include project management, design and planning, operations, business development and client relationship management. Musfy holds a Master of Architecture degree from Columbia University. His work was cited in numerous publications including A+U and El Croquis and he is mentioned in Eisenman Architect’s publications Diagram Diaries and Selected and Current Works. Musfy is currently an Assistant Professor of Interior Design at Zayed University’s College of Arts and Creative Enterprises.

Marco Sosa is an Architect and Associate Professor of Interior Design at the College of Arts and Creative Enterprises (CACE), Zayed University, Abu Dhabi. Sosa has over 10 years working in the building industry as an architect in the UK. He is a member of the UK’s Architect’s Registration Board and the Royal Institute of British Architects (RIBA) since 2002. Sosa has published various academic papers and presented at various conferences around the world about his architectural photography and his passionate interests; Modern Heritage in the UAE and the development of Design education in the UAE. In 2014 Sosa was appointed as part of the curatorial team for the National Pavilion UAE for the 14th Venice Architecture Biennale.

Lina Ahmad is a graduate from the Architectural Association School of Architecture and has over 10 years of UAE professional experience. Ahmad works at Zayed University at the capacity of Associate Professor and also holds the position of Assistant Chair of Design. Her work has been awarded and exhibited, including contributions for the National Pavilion UAE at the 14th Venice Architecture Biennale. Her work has been published and presented at various international conference. She is passionate about Modern Heritage and is an advocate of digital fabrication technology and its impact in regional higher education and UAE Creative Industry.