



RANEEM ALSULAIM

LECTURER

Personal Data

Nationality | Saudi

Date of Birth | 12/7/1990

Department | Industrial Design

Official IAU Email | rsalsulaim@iau.edu.sa

Office Phone No. |

Language Proficiency

Language	Read	Write	Speak
Arabic	✓	✓	✓
English	✓	✓	✓
Others			

Academic Qualifications (Beginning with the most recent)

Date	Academic Degree	Place of Issue	Address
20/ 2/ 2020	MA Design Products	London	United Kingdom
29/ 8/ 2020	Bachelor of Interior Design Engineering	Dammam	Saudi Arabia
2008	High school certificate on a science	Khobar	Saudi Arabia

PhD, Master or Fellowship Research Title: (Academic Honors or Distinctions)

PhD	
Master	Urban framing as a Tool to Re-engage with Abandoned Areas in Current Modern Cities – King Khaled Street in Khobar as a Case Study
Fellowship	



Professional Record: (Beginning with the most recent)

Job Rank	Place and Address of Work		Date
Lecturer		Industrial design department, College of Design, IAU – Saudi Arabia	2020-present
Demonstrator		Product design department, College of Design, IAU – Saudi Arabia	2015-2017
Spatial Interior Designer		Branding Management Department, IAU – Saudi Arabia	2014 -2015

Administrative Positions Held: (Beginning with the most recent)

Administrative Position	Office	Date

Scientific Achievements

Published Refereed Scientific Researches

(In Chronological Order Beginning with the Most Recent)

#	Name of Investigator(s)	Research Title	Publisher and Date of Publication
1	Dr. Lena Darweesh Fallata, Raneem Alsulaim	Visualizers - Verbalizers	The International Journal of Technology, Knowledge and Society. Date: 1/4/2017
1	Raneem Alsulaim, Hind Alessa, Hind Algahtani, Semah Alabduljabbar	Urban Framing Utilization to Re-engage Local Communities with Abandoned Areas in Current Modern Gulf Cities	Interdisciplinary Discourses. Date: 1/8/2021

Refereed Scientific Research Papers Accepted for Publication

#	Name of Investigator(s)	Research Title	Journal	Acceptance Date
1				



Scientific Research Papers Presented to Refereed Specialized Scientific Conferences

#	Name of Investigator(s)	Research Title	Conference and Publication Date
1	Raneem Alsulaim, Hind Alessa, Semah Alabduljabbar, Hind Algahtani	Urban Framing Utilization to Re-engage Local Communities with Abandoned Areas in Current Modern Gulf Cities	Memory Studies Conference, 20 th June, 2020

Completed Research Projects

#	Name of Investigator(s) (Supported by)	Research Title	Report Date

Current Researches

#	Research Title	Name of Investigator(s)
1	Re-examining the Creative Process as a Placemaking Approach: An Analytical Study of Artistic Areas in Saudi Arabia	Raneem Alsulaim Hind Alessa, Semah Alabduljabbar

Contribution to Scientific Conferences and Symposia

#	Conference Title	Place and Date of the Conference	Extent of Contribution
1	The memory of place and the place of memory conference	Online 20 th June, 2020	Presentation

Membership of Scientific and Professional Societies and Organizations

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Teaching Activities

Undergraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1	Industrial Design Studio 3	PRDSG 201	Coordinator



2	User Centered Design 1	PRDSG 203	Coordinator
3	Industrial Design Studio 4	PRDSG 206	Coordinator
4	Drawing and Digital Sketching 2	PRDSG 207	Coordinator
5	User Centered Design 2	PRDSG 208	Coordinator
6	3D Digital Design 1	PRDSG 209	Teaching Assistant
7	Theory of Industrial Design	PRDSG 205	Teaching Assistant
8	Drawing and Sketching 1	PRDSG 202	Teaching Assistant
9	2D Digital Design	PRDSG 204	Coordinator
10	3D Digital Design I	PRDSG 209	Teaching Assistant
11	Models & Prototypes 1	PRDSG 210	Co- coordinator
12	Industrial Design Studio 5	PRDSG 301	Teaching Assistant
13	Industrial Engineering Basics	PRDSG 305	Coordinator
14	Eco Design and Sustainability	PRDSG 308	Teaching Assistant
15	Industrial Design Studio 6	PRDSG 307	Co- coordinator

Brief Description of Undergraduate Courses Taught: (Course Title – Code: Description)

Industrial Design Studio 4 - PRDSG 201

This course is based on several learning situations (via assignments and design projects) involving design analysis and synthesis of simple hand-held tools and utilitarian objects that are used in day-to-day activities in a variety of social and cultural settings. The overall educational aim is to systematically investigate the interrelated, syntactic, pragmatic and semantic attributes of a range of new and existing products, with reference to use and esteem functions, in order to gain knowledge about how they are designed and constructed, how they are used and how they may be improved by further design and development, bearing in mind socially and environmentally worthwhile evaluation criteria. Students will learn to use problem-solving methods to analyze existing and develop new design concepts based on the redesign of existing low technology products.

User Centered Design 1 - PRDSG 203

This course is an introduction to the fundamental concepts of ergonomics, anthropometrics and the application of a user-centered approach to the design of products, systems and services. There is an emphasis on human attributes and on the traditional strengths of ergonomics in setting the 'envelope' of human operations.

Industrial Design Studio 4 - PRDSG 206

This course is based in the context of small, low complexity wearable items, such as eyewear (glasses), jewelry and watches, or possibly even helmets (for sports). It deals with basic ergonomics, has a strong focus on aesthetics, and builds on the analysis and synthesis methods covered in Design Studio 3 by focusing on design synthesis and the



development and communication of original ideas as product solutions.

User Centered Design 2 - PRDSG 208

This course continues the theoretical exploration of user populations and develops the knowledge and cognitive skills acquired in User Centered Design 1. It concentrates on the principles and practice of Inclusive Design including its development and its alternative nomenclatures. Case studies and examples will be used to illustrate principles and methods, and design project/s will be undertaken to give students the opportunity to demonstrate their understanding of the topic. Different methods of user trialing are addressed, and exercises undertaken to demonstrate the applicability of the methods in different contexts. The value of sampling, focus groups, questionnaires etc. is explored and the research processes are evaluated. Stress is placed on the importance of dual or triple mode feedback and the limits of single source data. A major project is included that involves an 'immersion' process.

Drawing and Digital Sketching 2 - PRDSG 207

This course is designed to develop the concepts and skills necessary for the use and application of two-dimensional digital software for sketching and rendering to communicate design solutions.

3D Digital Design 1- PRDSG 209

This course is designed to enable students to gain an understanding of three dimensional virtual CAD modeling and develop skills to construct basic concept models. Students will use basic CAD software to construct simple three dimensional digital models that communicate design concept solutions.

Theory of Industrial Design - PRDSG 205

This course explores the definitions, development and contemporary understanding of Industrial Design. It is intended as a companion course to Design Studio and provides a theoretical base for the hands on activities in that course. Design process models are examined in some detail and the models of human/product interaction are acknowledged.

Drawing and Sketching 1 - PRDSG 202

This course explores the different modes of visual communication used in illustrating design ideas. It introduces students to the key techniques in visual representation, technical drawing, sketching in perspective and colour application. Students will undertake an intensive series of exercises to develop their drawing and sketching skills and techniques, by using traditional tools such as pencils, pens, colour pencils, and markers, among others.



2D Digital Design - PRDSG 204

This course develops the concepts and skills necessary for the use and application of two-dimensional digital software to visualize and communicate design work. It explores and applies methodologies related to the communication and presentation of design solutions in two dimensions. Skills will include the ability to select, manipulate, organize and create images, line work, shapes, colors and text and proficiency in preparing art work layouts for publication.

3D Digital Design I - PRDSG 209

This course is an introduction to the basic concepts and skills necessary for three-dimensional virtual modelling and digital visualization as components of the design process. It explores and applies methodologies related to the communication of three-dimensional object design. It introduces the various types of CADD software and provides students with the fundamentals for modelling in a virtual three-dimensional environment such as planes, lines, surfaces etc. It includes hands-on modelling exercises, to apply the above learnt knowledge.

Models & Prototypes 1- PRDSG 210

This course introduces students to the basic workshop techniques and skills required to make form studies, ergonomic studies and functional or aesthetic prototypes used in the design process. The course includes appreciation of materials properties, tool and machine handling skills, construction and fabrication techniques and understanding of fundamental safety requirements and safe workshop practices. The course supports the learning and prototyping requirements of the Design Studio courses.

Industrial Design Studio 5 - PRDSG 301

This course builds on the design theory and practice covered in Industrial Design Studio 4: the underlying theme is designing for context. Students will respond to more open ended and complex, user-centred design issues as set out in a Product Design brief that applies to a variety of design contexts. Special attention is given to the design of a product and its relationship to the space in which it operates.

Industrial Engineering Basics - PRDSG 305

This course provides a comprehensive review of Industrial Engineering activities and techniques relevant to different production modes in the context of design, including



service design. These include plant layout and design, production planning, and Total Quality Management to complements the design project work covered in Design Studio.

Eco Design and Sustainability - PRDSG 308

This course is designed to stimulate an ethical and responsible view of design within society and the environment through introduction of different approaches to environmentally friendly and sustainable design.

Industrial Design Studio 6 - PRDSG 302

This course is designed to enable students to gain further experience, construct meaning and develop self confidence in designing for context, including exploring the relevant functional characteristics of medium scale products such as those suitable for a given leisure consumer market and cultural environment to apply design for sustainability concepts, and to investigate eco design operations in this context.

Postgraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)

Brief Description of Postgraduate Courses Taught: (Course Title – Code: Description)

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Course Coordination

#	Course Title and Code	Coordinati on	Co-coordination	Undergr ad.	Postgrad .	From	To
1	Industrial Design Studio 3	✓		✓		Sep 2021	Dec 2021
2	User Centered Design 1	✓		✓		Sep 2021	Dec 2021
3	Industrial Design Studio 4	✓		✓		Jan 2021	May 2021
4	User Centered Design 2	✓		✓		Jan 2021	May 2021
5	Industrial Design Studio 3	✓		✓		Sep 2020	Dec 2020
6	User Centered Design 1	✓		✓		Sep 2020	Dec 2020



7	Drawing and Digital Sketching 2	✓		✓		Jan 2020	May 2020
8	Industrial Engineering Basics	✓		✓		Jan 2020	May 2020

Guest/Invited Lectures for Undergraduate Students

#	Activity/Course Title and Code	Subject	College and University or Program	Date
1	Lecture	User Centered Design	Interior Design Department, Bahrain	September 2021
2	Lecture	The blue balcony	Interior Design Department, IAU	March 2020

Student Academic Supervision and Mentoring

#	Level	Number of Students	From	To
1	10	27	7/12/2022	Present

Supervision of Master and/or PhD Thesis

#	Degree Type	Title	Institution	Date

Ongoing Research Supervision

#	Degree Type	Title	Institution	Date



Administrative Responsibilities, Committee and Community Service (Beginning with the most recent)

Administrative Responsibilities

#	From	To	Position	Organization

Committee Membership

#	From	To	Position	Organization
1	1/9/2020	Present	Member	IAU – Curriculum Committee
2	1/9/2020	Present	Member	IAU – Master Program Committee
3	6/5/2020	2021	Member	IAU – Employment Committee
4	6/4/2020	6/4/2021	Coordinator of Industrial Design	IAU – Risk Management Unit
5	29/1/2020	30/12/2021	Coordinator of Industrial Design	IAU – E-Learning Unit
6	21/2/2016	21/5/2016	Coordinator of Industrial Design	IAU - Program Quality Committee – standard 11 (Community service)
7	20/9/2023	Present	Unit Member	IAU - Program development unit
8	7/12/2022	Present	Unit Member	IAU - Academic Advising and Counseling Unit
9	10/10/2023	Present	Unit Member	IAU – Scholarship Committee

Scientific Consultations

#	From	To	Institute	Full-time or Part-time

Volunteer Work

#	From	To	Type of Volunteer	Organization

Personal Key Competencies and Skills: (Computer, Information technology, technical, etc.)

1	Computer Skills: 3D Max AutoCAD Office programs [Word- PowerPoint- Excel] Photoshop			
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	Illustrator Movie maker Adobe premier
2	Social and Cultural Research Studies

Last Update

7/8/2022