

Profile: UAE Human Capital

Visual Communication Design course

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Introduction

This booklet is an overview of the development of a component of a larger app design project, which is a prototype, scrollable directory featuring 32 entrepreneurs based in the UAE. It was created over a sixteen-week period, in a course titled “Visual Communication Design,” in the Bachelor of Science in Design Management degree program at the American University of Sharjah.

The name of this entrepreneur directory app is “Profile: UAE Human Capital.” It attempts to capture—both graphically and textually—the distinctive characteristics of the entrepreneurial landscape of the U.A.E. Each entrepreneur is represented with a digitally illustrated portrait, monogram and an animated icon representing the concepts of the entrepreneur’s company or organization. In addition, a short biography has been written on each entrepreneur, as well an overview of the company or organization with which they are involved.

As this booklet is centered on only one of the many entrepreneurs featured in the app, it provides an overview to the development of the assets for a single profile within the larger app directory.

Content

Art Development

01

Icon Animation

15

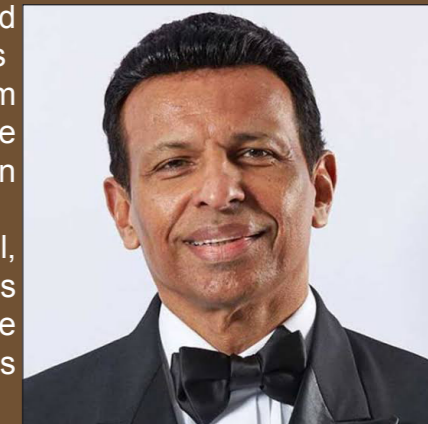
App Design

23

Artwork Development

Entrepreneur

Sunny Varkey, an Indian-born entrepreneur, has revolutionized global education through his leadership of GEMS Education and his philanthropic initiatives. Raised in Dubai after his family moved from Kerala, India, Varkey was deeply influenced by his parents, who were both teachers. Their small school for expatriates laid the foundation for what would become one of the world's largest private school networks. A turning point in Varkey's life came when his father fell ill, compelling him to take over the family business in the 1980s. With this responsibility, Varkey expanded GEMSEducation, creating a diverse portfolio of schools that serve various socioeconomic groups across continents. His innovative model has set new standards for private education in the Middle East, Africa, Asia, Europe, and North America.



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Beyond business, Varkey's philanthropic efforts, particularly through the Varkey Foundation, have made a lasting impact on global education reform. The foundation focuses on improving education quality in underserved regions by training teachers and advocating for inclusive policies. One of its signature initiatives is the Global Teacher Prize, which highlights the importance of the teaching profession and rewards outstanding educators. Varkey, inspired by his parents' dedication as teachers, believes in the transformative power of education and is committed to ensuring access to quality schooling for all, regardless of background. His vision aligns with global efforts like the United Nations' Sustainable Development Goals, and his contributions have earned him widespread recognition for blending business success with a deep sense of social responsibility.



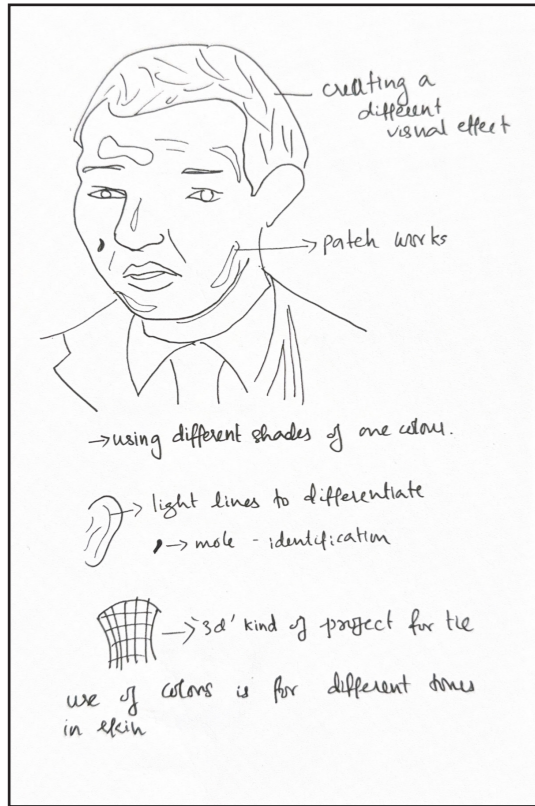
GEMS Education, established in 1959, is one of the world's largest private school operators, headquartered in Dubai, UAE. It manages a global network of over 60 schools across the Middle East, North America, Europe, and Asia, catering to more than 130,000 students from over 170 nationalities. GEMS offers a diverse range of curricula, including British, American, Indian, and the International Baccalaureate (IB), tailored to meet the needs of multicultural communities and varying academic preferences. Known for its emphasis on academic excellence and innovation, GEMS Education fosters a holistic learning environment. Its schools focus on nurturing creativity, critical thinking, and problem-solving skills, preparing students for global citizenship and leadership roles. Beyond academics, GEMS emphasizes extracurricular activities, encouraging students to explore their talents in sports, arts, and technology.

The organization also prioritizes inclusivity and accessibility, offering various tuition assistance programs. GEMS Education extends its impact through philanthropic initiatives, such as the Varkey Foundation, which promotes access to quality education for underprivileged communities. With state-of-the-art facilities, experienced educators, and a commitment to shaping well-rounded individuals, GEMS Education continues to be a leader in private schooling, delivering transformative learning experiences to students worldwide.

Portrait

Development work

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Sketchbook



Reference image

https://upload.wikimedia.org/wikipedia/commons/4/4e/Sunny_Varkey_2015.jpg

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Final work

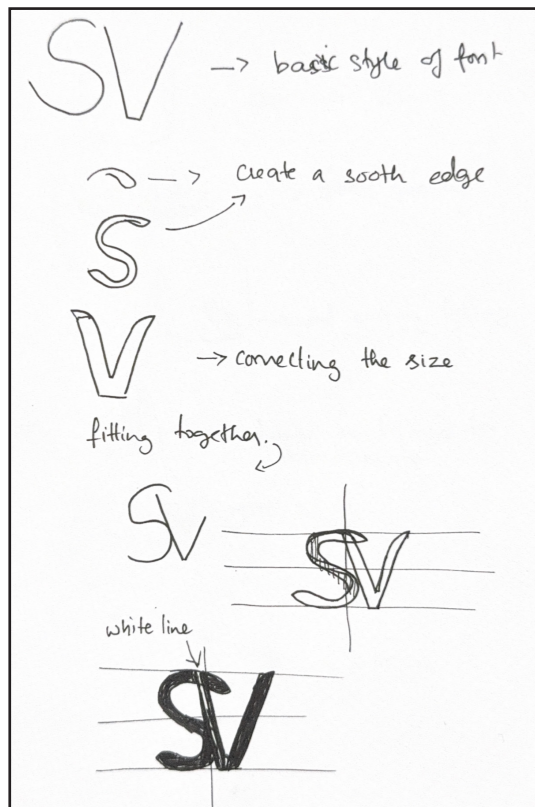


Monogram

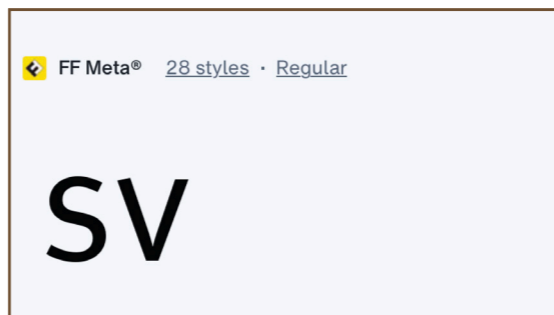
Development work

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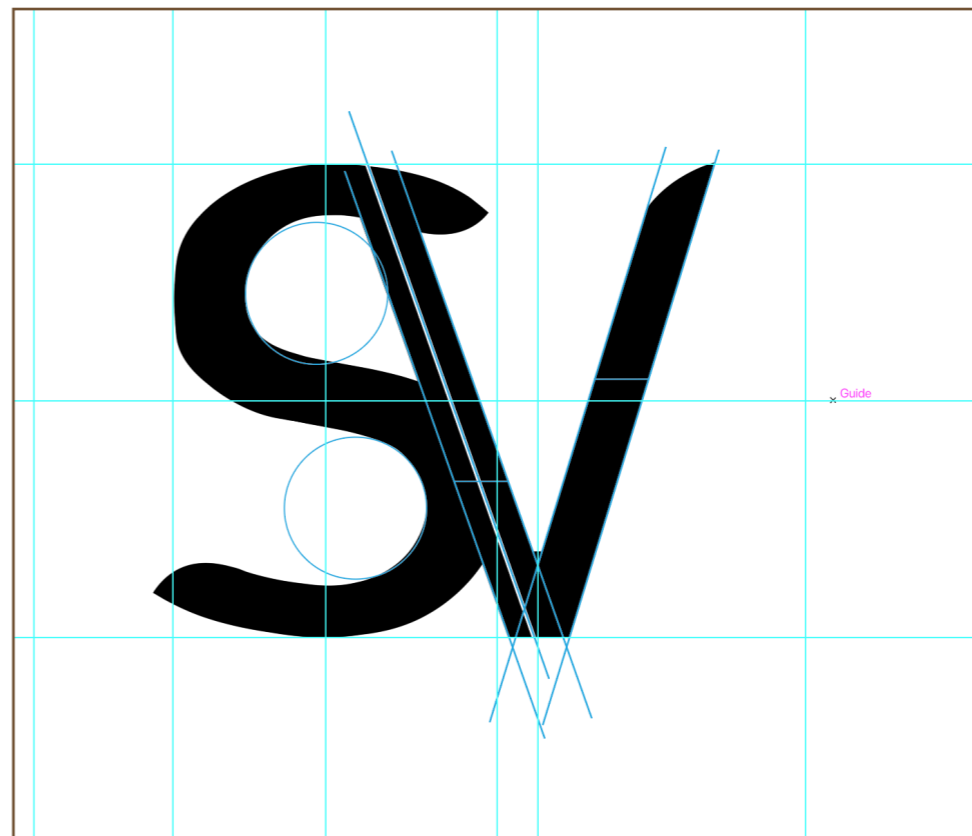


Sketchbook



Iteration

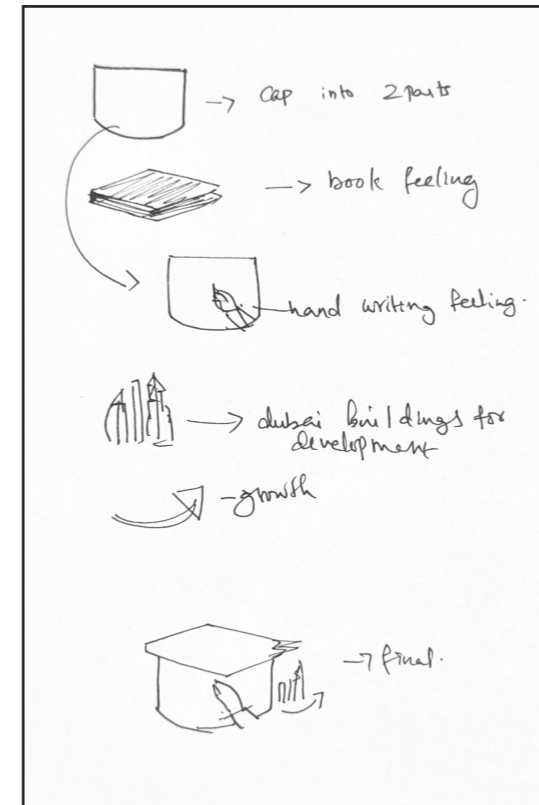
Monogram with guidelines





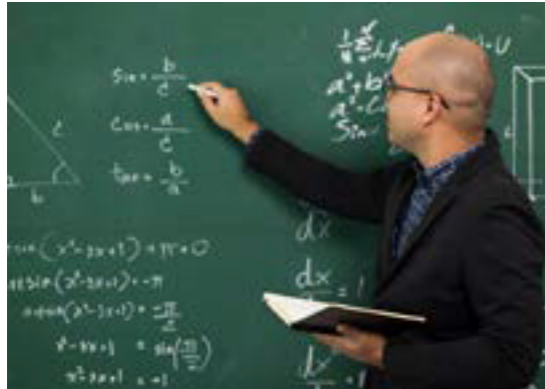
Icon

Development and inspirations



Sketchbook

Photo inspiration



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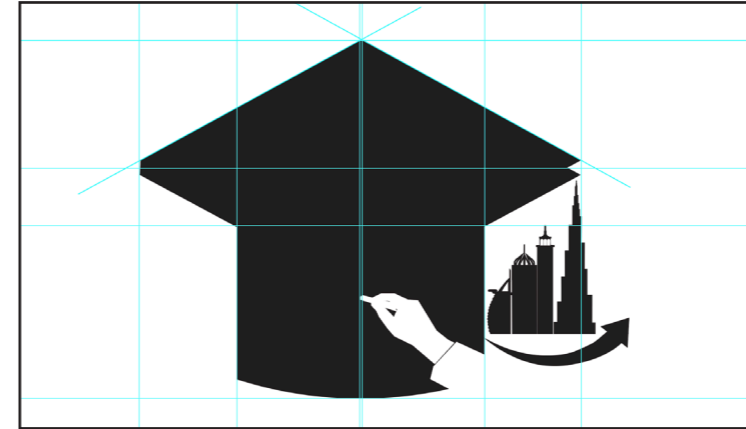
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Icon with guidelines



Final icon



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Icon Animation



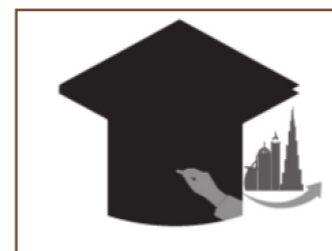
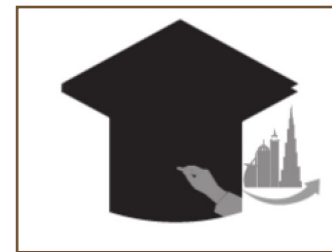
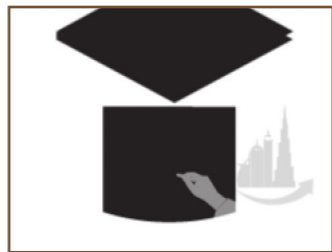
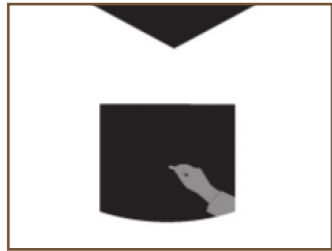
The graduation cap represents the educational wellbeing of the entrepreneurs business. The top portion of the cap represents a book.



The hand here represents a teachers hand as both parents of the entrepreneur were teachers and that's where he got the inspiration to get into this field.

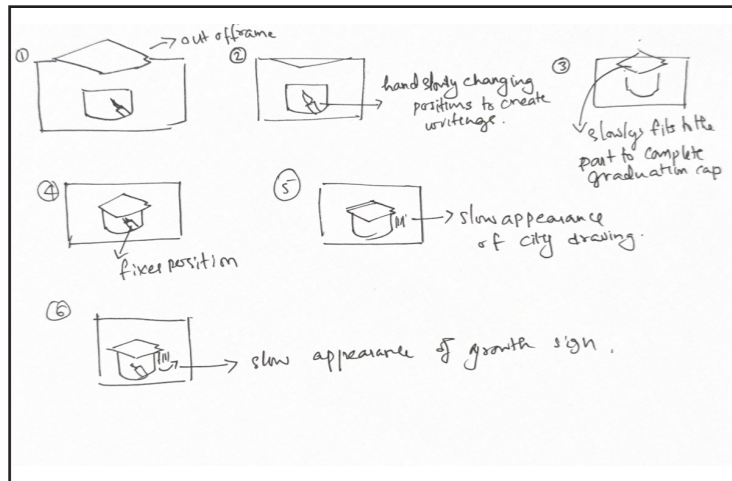


This represents the growth the business had as he entered the business during UAE's peak development time.

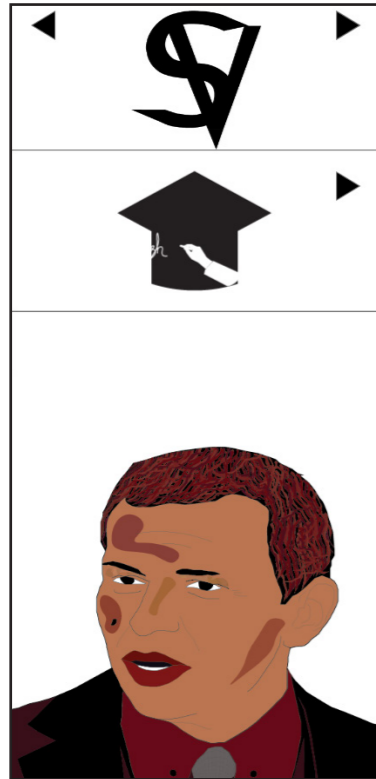




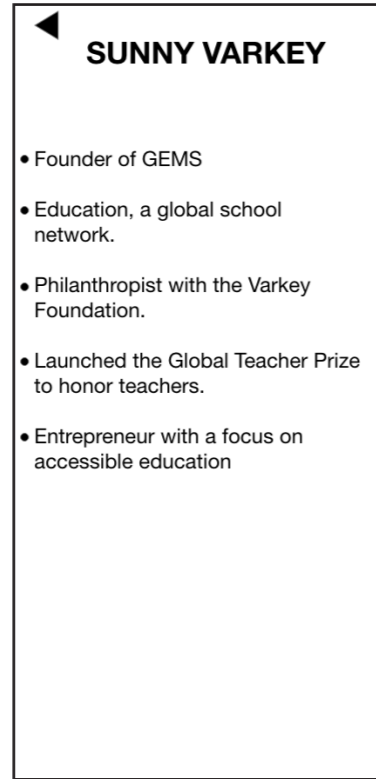
Animation process work



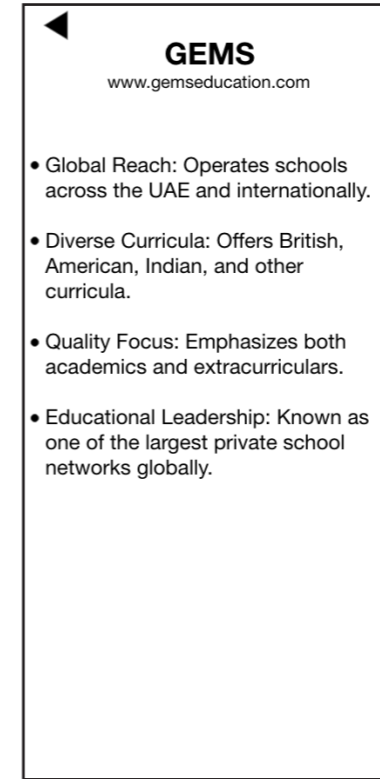
App Design



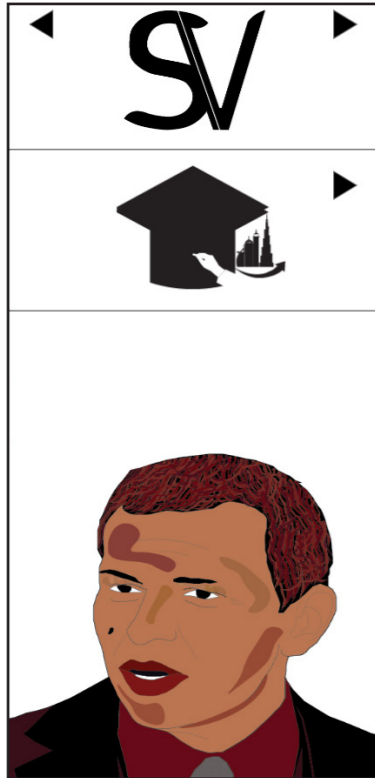
Entrepreneur Home Screen



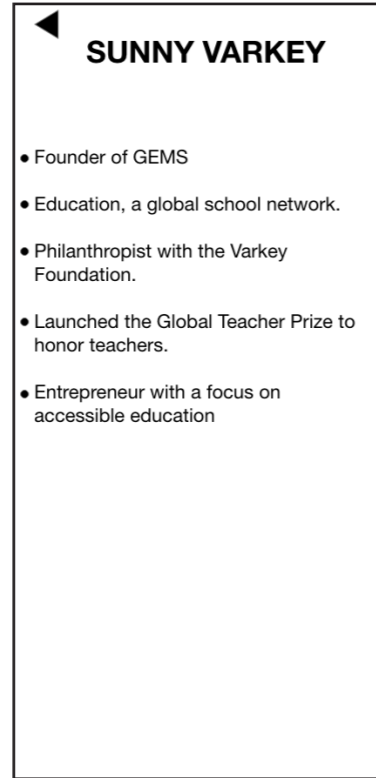
Biography Screen



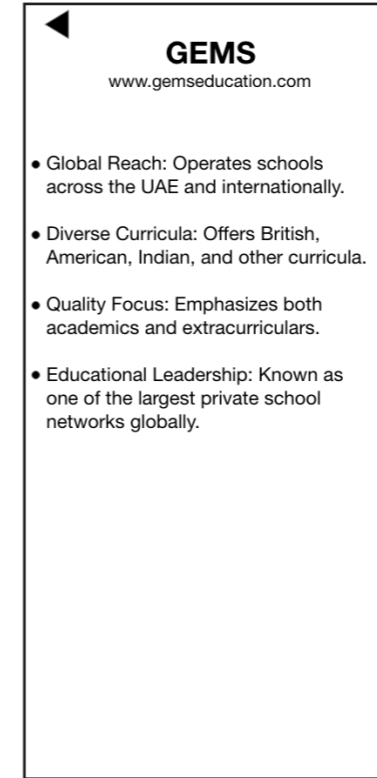
Company Screen



Entrepreneur Home Screen



Biography Screen



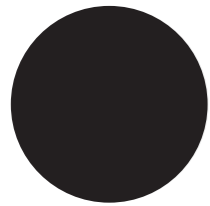
Company Screen

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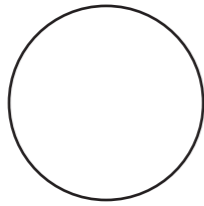
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Helvetica Neue
Regular
Max Miedinger
1957



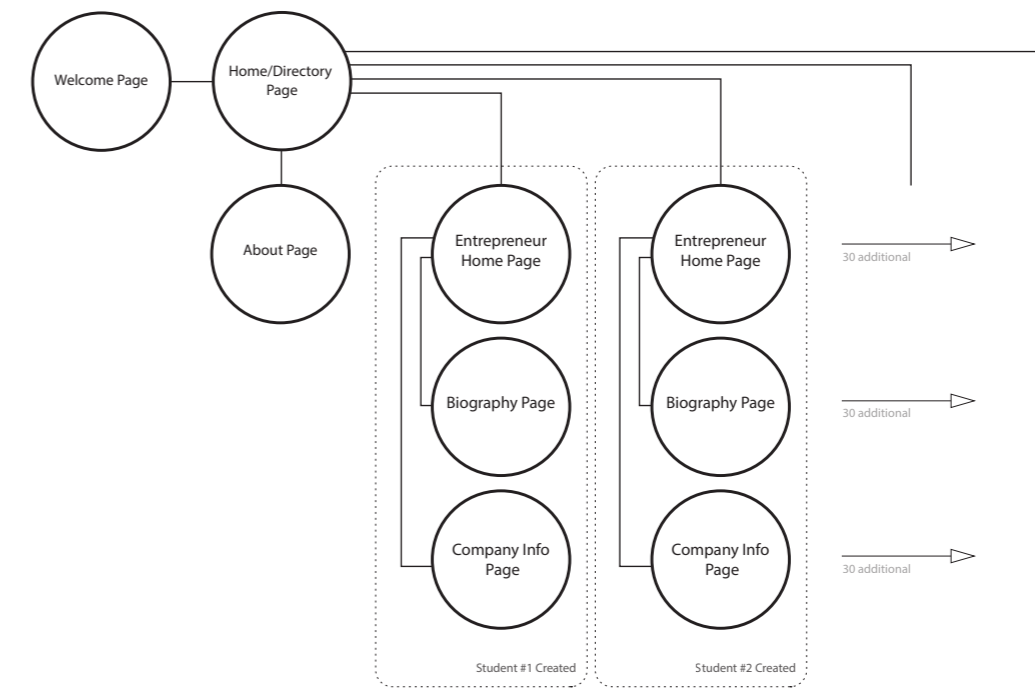
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App Navigational Diagram



App Site Map

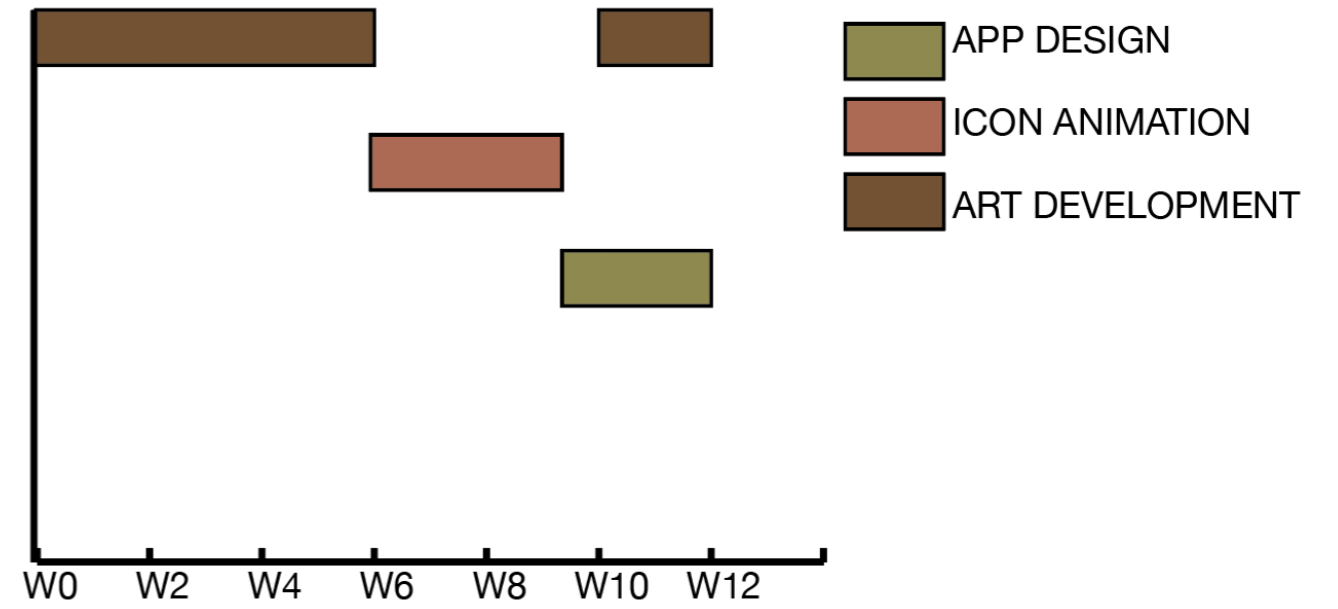
Project Management

The first phase, Artwork Development, took six weeks to complete. During this phase, an illustrated portrait of the selected entrepreneur was created, capturing detailed features and incorporating descriptive elements to enhance the design. Additionally, a monogram was designed by manipulating the entrepreneur's initials into a graphic, iconic form. The creation of the monogram was the most challenging part of this phase, as it required careful manipulation of the font to form a cohesive and visually appealing graphic. A company icon was also created, drawing from the entrepreneur's journey to reflect their personal and professional story. Adobe Illustrator was the primary tool used for all design work in this phase.

The second phase, Icon Animation, lasted three weeks. The static company icon was transformed into an animated element using Adobe After Effects. Initially, using After Effects was challenging, and the software took some time to master. However, after grasping the basic techniques, the animation was developed to ensure it complemented the visual style of the icon. The animation process required careful attention to detail to create a dynamic, cohesive result that aligned with the overall project aesthetic and functional requirements.

The final phase, App Design, was completed within two weeks. The previously created elements—the portrait, monogram, and animated icon—were integrated into a cohesive app design using Adobe XD. Compared to the other software used in this project, Adobe XD was easier to navigate and allowed for a more streamlined design process. The app design adhered to specific format standards and was structured across three artboards. The first artboard displayed the portrait, monogram, and animated icon together; the second focused on key points about the entrepreneur; and the third provided details about the company.

The project demonstrated effective time management and the ability to integrate multiple design elements into a functional, professional product within the specified timeline.



App QR Code



