

Contents

Ser .	Research's Title	Researcher's Name	Nation -ality	Page No.
1	Al – Kaaki palace in Salama district of Taif Historical and Cultural “ ”Study	Prof. Dr/ Ahmed bin Mohamed Al-Saadi Al-Zahrani	Egypt	1 – 18
2	Aesthetics of Najd Doors Between the Rooting of Arab Identity and Creative Thinking	Dr/ Asmaa Mohammed Nabawy	Egypt	19 – 34
3	The role of sustainable environmental architecture in the interior design of tourist resorts	Designer/ Eman Mohammed Mohammed El Hoti	Egypt	35 – 47
4	Animation impact in guiding public opinion (The Arab world as a model for study)	Assist. Prof. Dr/ Tohamy Mahmoud Tohamy Said	Egypt	48 – 64
5	Visual arts and their role in preserving culture and identity	Dr/ Gamal Abd El-hay	Egypt	65 – 74
6	The Ibrahimi Mosque in Hebron - Palestine "Architectural Architectural Study" Arts and Architecture in Haram Ibrahimi (Hebron - Palestine) In the twentieth century	Researcher/ Hassan Abdullah Hassan Mahanna	Egypt	75 – 102
7	Develop interactive learning content to increase educational effectiveness by using augmented reality (With the application of a technology of security printing Course)	Prof. Dr/ Khaled Talaat Youssif Assist. Lect/ Mostafa Amen Sofy	Egypt	103 – 117
8	Symbolic in folklore as a creative source in ceramic murals	Assist. Dr/ Dalia Ali Abd El-Moniem Abd El-Aziz	Egypt	118 – 129
9	Traditional handicrafts as a field of creativity for the Egyptian child	Assist. Dr/ Dalia Fouad Mahmoud Attia	Egypt	130 – 142
10	The symbolic significance of the design and its role in rooting the Egyptian identity	Assist. Dr/ Dalia Mahmoud Ibrahim Assist. Dr/ Amany Hamdy Fahim	Egypt	143 – 161
11	The Role Of Art In the behavior modification in children through interactive drawings	Assist. Dr/ Rania Essmat Mohammed El Said El Korba	Egypt	162 – 179

Contents

12	Light`s effect on the appearance of the structural design in the lighting units with multi parts	Prof. Dr/ Ragab Abdel Rahman Amish Prof. Dr/ Gamal El Said El Ahwal Assist. Lect/ Hala Mahdy Ali Ali	Egypt	180 – 192
13	The Alternate Relation Between The 3D Geometrical Matrix and The Arabic Letter to Print Designs Textile Hanging	Designer/ Rasha Shawky Abdel Salam Prof. Dr/ Maisa Fekry Ahmed El Said Assist. Prof. Dr/ Douha El Demerdash	Egypt	193 – 213
14	Processors of Arabic fonts from the folklore in contemporary Egyptian identity	Assist. Dr/ Reham Mohammed Fahem El Gendi	Egypt	214 – 229
15	Sustainability standards for interior design for the contemporary home Yemeni	Prof. Dr/ Somaia Mahmoud Hassan Assist. Prof. Dr/ Asmaa Hamed Abdel Maksoud Lecturer/ Mona Khoudier Hussein	Yemen	230 – 245
16	The psychology of preparing the leading teacher as one of the most important axes of advancing the development wheel in Egypt	Assist. Dr/ Sherief Hussein Hossny Ali Abu El Saadat Assist. Dr/ Omina Magdy Abdel Aziz Mohammed	Egypt	246 – 258
17	Maximizing the Rule of Augmented Reality Technology for Interactive Advertising in commercial malls	Assist. Dr/ Shaimaa Salah Sadek Sediek	Egypt	259 – 278
18	Design methods in the application of fractal geometry in design of women printed fabrics	Assist. Dr/ Shaima Abdel Aziz Hamed Shaker	Egypt	279 – 298
19	Performance evaluation systems and their role in raising the human resources efficiency in printing, publishing, and packaging firms	Prof. Dr/ Abeer Said Mahmoud Assist. Prof. Dr/ Abdel Rahman Ragab Hassan	Egypt	299 – 311
20	Modern techniques to treatment of ceramic surfaces	Prof. Dr/ Amr Abdel Aziz Assist. Prof. Dr/ Ola Hamdy El said Researcher/ Moustafa Mohmmaed Gamil Abdel Moniem	Egypt	312 – 325
21	The quality of the digital image produced in the Egyptian television between reality and hope	Assist. Dr/ Lamiaa Fathy Saber Abo El naga	Egypt	326 – 345

Contents

22	The Evolution of the Sculptural Forming Of the Acanthus Plant and Its Role in Applied Sculpture	Assist. Dr/ Maisa Ahmed El Far	Egypt	346 – 364
23	Effect of Different Filling Ratio of Multi-Layers Jacquard Weft Knitted Fabrics on Its Performance Properties	Prof. Dr/ Mohammed Gamal Abdel Ghafour Assist. Prof. Dr/ Nahla Abdel Mohsien Hassan Assist. Lect/ Maiada Magdy Mohammed Khalil	Egypt	365 – 378
24	The impact of the use of the design criteria of printed advertising in achieving aesthetic and expressive values	Assist. Prof. Dr/ Mohammed Gamal Mohamed Abdel Maksoud	Egypt	379 – 403
25	The role of digital techniques in Stop Motion Puppet features	Assist. Dr/ Mahmoud Attia El Mahdy Hussein	Egypt	404 – 423
26	Contemporary vision of furniture unit design through the philosophy of Islamic thinkers (An applied study of a library unit for a living room)	Assist. Dr/ Mahmoud Mohammed El Shahat Abdel Mutwali	Egypt	424 – 442
27	The impact of using digital management systems on following up the consumption in Al-Ahram newspaper press	Prof. Dr/ Mahmoud Youssri Ahmed Prof. Dr/ Ramadan Abdel Rahman Ramadan	Egypt	443 – 459
28	Design of applications Augmented Reality using digital media in order to way finding the path and its inclusion on the Electronic devices and its effects on the recipient	Assist. Dr/ Marwa Abdel Moniem Mohammed Ahmed Qansua	Egypt	460 – 476
29	The Role of astronomy in Islamic Painting of stars and their artistic symbols "A study to enrich the design field"	Dr/ Marwa Mohie El Dien Hassan Ahmed Afify	Egypt	477 – 496
30	The evolution of Ottoman carpet decoration From the eighth to the twelfth century (Fourteenth to eighteenth century)	Researcher/ Nasser Ali Osman Osman	Egypt	497 – 512

Contents

31	Role of E-Loyalty in Enhancing Brand Value and Position	Assist. Dr/ Nermin El Said Ali Ahmed Abdel Halim	Egypt	513 – 532
32	The foundations of design between theory and application and finding different solutions to the space in the design by some Arabic alphabet to obtain modern textile designs	Assist. Dr/ Nashwa Moustafa Nagy	Egypt	533 – 549
33	The Role of Smart and Intelligent Packaging Techniques in Increasing Pharmaceutical Packaging Efficiency in the Egyptian Market	Assist. Prof. Dr/ Noha Abdullah Abdel Mohssien	Egypt	550 – 562
34	Design Of Exhibition Units In Egyptian Features Within Exhibition Suites at International Exhibition For Developing The Economy in Egypt	Assist. Prof. Dr/ Noha Fakhry Abdel Salam Ibrahim Dr/ Ibrahim Badawy Ibrahim	Egypt	563 – 595
35	Benefiting from the popular heritage, to create print designs for the fabrics of youth hostel hangers	Assist. Dr/ Neveen Farouk Hussein	Egypt	596 – 619
36	The aesthetic and functional values of Islamic art and its role in enriching the visual fabric of society in the modern era	Assist. Dr/ Hala Saber Abdel Maksoud Mahdy	Egypt	620 – 633
37	Impact of Interactive Design on Display Techniques in Commercial Units	Assist. Prof. Dr/ Hala Mohammed Hassanen	Egypt	634 – 660
38	Animation Ads Between Modernity and Identity	Assist. Dr/ Heba Ahmed Abbas Moustafa	Egypt	661 – 676
39	Digital Technology in the Design of Virtual Cinematography Sites (Analytical Study)	Dr/ Heba Ibrahim Said Ali	Egypt	677 – 691
40	Features of Egyptian Personality in OMAR AL NAGDI'S Works that was affected by the aesthetics of Folklore to enrich the field of Designing & Printing Textile Hangs	Prof. Dr/ Hoda Abdel Rahman Mohammed El Hady Prof. Dr/ Raafat Hassan Mourci Azzam Eng/ Amal El Said Mohammed Radwan	Egypt	692 – 714

Contents

41	The Impact of Technological Development of the Cameras on the Final Form of the Motion Picture in Visual Content	Researcher/ Hadeer Mohammed Hany Ahmed Ghaly Prof. Dr/ Khaled Ali Aweys Prof. Dr/ Waleed Ahmed Mohammed	Egypt	715 – 726
42	Collage as a Digital Technique in Innovating of Printing Designs for One-Printer Furnishing Fabrics	Designer/ Hend Saeed Moustafa Hussein Prof. Dr/ Maisa Fekry Ahmed El Said Prof. Dr/ Heba Moustafa Mohammed Hussein	Egypt	727 – 751
43	Role of Interior Designer in Developing Office Performance through Integrated Acoustic Planning and Noise Reduction Strategies	Assist. Prof. Dr/ Hayaa Ahmed Al-Qandi Assist. Prof. Dr/ Mohammed Abdel Latif Samak	Kuwait	752 – 767
44	Abstract and painting creation of Ancient Egyptian calligraphy and spread the culture of identity	Eng/ Yasmin Adel Mohammed Shendy Prof. Dr/ Hoda Abdel Rahman Mohammed El Hady Dr/ Ehab Yehia Gamal El Dein	Egypt	768 – 794
45	Evaluation study of water-based polyurethane composite as a coating for various textile fabrics	Assist. Prof. Dr/ Amr Emad Eldin Allam Researcher/ Aya Gamal Afifi Byomi	Egypt	1 – 19
46	The Theory of Fashion In between Social Studies and Cultural Studies (analytical research).	Assist. Dr/ Laila Abd Al Rahim Al Maghreby	Egypt	20 – 31
47	Inspired printed designs on textile pendants by the formless mono-type method and its application by direct digital printing technology	Assist. Prof. Dr/ Marwa Mamdouh Hamoud Assist. Prof. Dr/ Maysa Mohamed Reda Researcher/ Beishoy Nashaat Abd-elmalak	Egypt	32 – 50
48	Solutions of Environmental Graphic Design in building Spaces	Dr/ Nahla Mohamed Elgeneady	Egypt	51 – 60
49	Fashion Design and the Glamorous Of Polka Dot	Assist. Prof. Dr/ Nashwa El Shafei	Egypt	61 – 77
50	Challenges Facing Soft White Gradients in Flexography Printing	Assist. Dr/ Tamer Ali Abdelmageed	Egypt	78 – 89