

## Contents

Ser .	Research's Title	Researcher's Name	Nationality	Page No.
<b>Research in the field of architecture</b>				
1	The effect of solar energy on interior design leading to zero energy buildings	Assist. Prof.Dr. Asmaa Hamed Abdel Maksoud	Egypt	1 – 21
2	Interior design standards for some innovative materials	Dr. Dalia Fouad Mahmoud Attieh	Egypt	22 – 37
3	The Basics of Landscape Design and Its Impact on the Environmental Comfort System of Interior Design	Prof. Doaa Abdel Rahman Mohamed Assist. Prof. Dr. Ali Saleh Al-Najadi Researcher. Inaam Abdul Ghani Abdul Karim	Kuwait	38 – 53
4	Activation of the repetition feature in the design of glass spaces for the architecture	Assist. Prof. Dr. Rasha Mohamed Ali Hassan Assist. Prof. Dr. Ola Abd Ellattif Sabbah Assist.lecturer. Ibraheam Mohamed Taha Elkhateb	Egypt	54 – 69
5	Interior space in accommodation areas of cruising hotels according to international security and safety standards	Prof. Said Hassan Abel-Rahman Prof. Maha Mahmoud Ibrahim Researcher. Sameh Kamal Al-Said Atia	Egypt	70 – 91
6	An analytical study of the interior architecture of post-modern churches	Prof. Mahmoud H. El Mallah Assist. Prof. Dr. Marwa Khaled Mahfouz Assist. Lecturer. George Isaac Guindy	Egypt	92 – 108
7	The Effect of Islamic Art on Modern Architectural cladding in Arab Countries (Study case to UAE))	Dr. Awatef Salah Abd Elaal Hassan	Egypt	109 – 130
8	Environment Influence on Architecture and Interior Design in Islamic Civilization	Dr. Sanagik Ibrahim Mostafa Dr. Mai Ahmad Shaaban El-Basel	Egypt UAE	131 – 162

## Contents

<b>Research in the arts</b>				
<b>9</b>	<b>Introducing New Decorative Designs from African Art to Enrich the Field of Computer Furnishings</b>	<b>Dr.OM Mohamed Gabir Elsayed Lect. Afnan Bassam Ibrahim albusaymi</b>	<b>Saudi</b>	<b>163 – 188</b>
<b>10</b>	<b>The role of science fiction films in technological development</b>	<b>Assist. Prof. Dr. Eman Hashem</b>	<b>Egypt</b>	<b>189 – 208</b>
<b>11</b>	<b>Achieving the most appropriate scientific standards for using compact spinning technique and its effect on the properties of the yarns produce</b>	<b>Dr. Ayman El said Ibrahim</b>	<b>Egypt</b>	<b>209 – 220</b>
<b>12</b>	<b>The role of inserted printed advertising design and production in the daily newspaper to improve the quality of advertising message concept</b>	<b>Prof. Galal Ali Sallam Assist. Prof. Dr. Heba Abdel Mohaimen Awad Researcher. Ahmad Abdelhameed Ahmad El Gharbawai</b>	<b>Egypt</b>	<b>221 – 236</b>
<b>13</b>	<b>Industrial Design Strategies Knowledge Engineering in View of Fractal Geometry</b>	<b>Prof. Ragab Helal Abdul Gawad Assist. Prof. Dr. Hitham Mohamed Galal Researcher. Ahmed Mostafa Mohamed Lotfy</b>	<b>Egypt</b>	<b>237 – 252</b>
<b>14</b>	<b>Wood materials are adopted as a strategic component of project-based learning for interior design students (Applied experiment)</b>	<b>Assit. Prof. Dr. Zakaria Sayed Saeed Ibraheem</b>	<b>Saudi</b>	<b>253 – 275</b>
<b>15</b>	<b>Advertising as a Persuasion Unconscious Process</b>	<b>Dr. Sara Mohamed Abd el naser Gaber</b>	<b>Egypt</b>	<b>276 – 294</b>
<b>16</b>	<b>The Effectiveness of Artistic Formation of Hand Knitted Samples in Enriching the Aesthetic and Functional Values of Some furnishing and accommodation supplements</b>	<b>Assist. Prof. Dr. Samar Ahmed Mesbah Kanona Assist. Prof. Dr. Amani Shaban Ali Mohamed Assist. Prof. Dr. Abeer Abdo Mohamed Ali</b>	<b>Saudi</b>	<b>295 – 307</b>
<b>17</b>	<b>Innovative treatments for the design of women's clothing by incorporating decorative techniques inspired by Deconstruction trend of modern architecture</b>	<b>Assist. Prof. Dr. Shereen Said Mohamed</b>	<b>Egypt</b>	<b>308 – 335</b>

## Contents

18	<b>A comparative study between five methods for the construction of men's shirt basic pattern</b>	<b>Dr. Shima Al Monem Al Sakhawy</b>	<b>Egypt</b>	<b>336 – 372</b>
19	<b>Interactivity through internet as a tool in apparel consumers studying</b>	<b>Prof. Doha Mohamed El Demerdash Dr. Ghada Abd El salam Barakat Lect. Dina Fawzy Mohamed</b>	<b>Egypt</b>	<b>373 – 390</b>
20	<b>The mythological time dimension as a constant in the formulation and formation of elements of interior design " the Egyptian and Chinese Civilization"</b>	<b>Prof. Ola Hashem Prof. Ashraf Hussin Assist. Lect. Marwa Zenhom</b>	<b>Egypt</b>	<b>391 – 412</b>
21	<b>Aerial photography and Satellite imaging of the Earth's surface as a source of inspiration for the textile Hanging design by using computer graphic applications</b>	<b>Assist. Prof. Dr. Mohammed Mahmoud Mohammed Afify</b>	<b>Egypt</b>	<b>413 – 433</b>
22	<b>(Visual Experience and Its Role to Achieve the Perception in the Interactive Press Advertisement)</b>	<b>Prof. Mustafa Hussein Kamal Prof. Tamer Abdel Latif Abdel Razek Researcher. Amina Hussien Abd elwahab</b>	<b>Egypt</b>	<b>434 – 453</b>
23	<b>The Dynamic of War Battles Painting in Iranian Manuscripts as A Source of Innovation Design of Hangings Fabrics</b>	<b>Prof. Najla Ibrahim Mohamed El-Wakil Prof. Sahar ahmed Ibrahim Researcher. Nairouz Mohey eddin Abdel Azim awad</b>	<b>Egypt</b>	<b>454 – 473</b>
24	<b>Benefiting structural anatomy of Latin writing in deriving synonym design in Arabic writing</b>	<b>Assist. Prof. Dr. Nesrin Ezzat Gamal El din</b>	<b>Egypt</b>	<b>474 – 492</b>
25	<b>The concept of simulacra as an aesthetic value for new media arts</b>	<b>Assist. Prof. Dr. Heba Abdelmohsen Ali Mohamed Nagy</b>	<b>Egypt</b>	<b>493 – 517</b>
26	<b>Innovative Vision for Augmented Reality (RA) in the Printed Advertising</b>	<b>Assist. Prof. Dr. Heba Mohamed Awad</b>	<b>Egypt</b>	<b>518 – 535</b>
27	<b>Making Use Of The Egyptian Craft Identity As A Requirement For Sustainable Development In The Garment Industry</b>	<b>Dr. Ahmed Fahem Elbarbary</b>	<b>Egypt</b>	<b>536 – 556</b>

## Contents

28	<b>Exploring the Usage of User-Generated Content Advertising to Build Brand Equity</b>	<b>Assoc. Prof. Dr. Dina G. Abboud</b>	<b>Egypt</b>	<b>557 – 573</b>
29	<b>Enhancement of dye-ability and antibacterial properties of cotton fabrics via modification with chitosan</b>	<b>Dr. Heba Abd El Mohsen Ghazal</b>	<b>Egypt</b>	<b>574 – 583</b>
30	<b>The digital marking tools and its reflection on furniture industry.</b>	<b>Prof. Hussein Kamel Al-Nabawi Assist. Prof. Dr. Diaa Eldin Tantawy Researcher. Ahmed Abdel-azim Abdel-Rahman</b>	<b>Egypt</b>	<b>584 – 591</b>
31	<b>Innovative interactive ideology to enforcement Hologram technologies to promote tourism activities in Egypt.</b>	<b>Prof. Hussam Elden farouk elnahass Dr. klood el-abd</b>	<b>Egypt</b>	<b>592 – 604</b>
32	<b>Creating sustainable designs for women inspired by Mondrian paintings</b>	<b>Prof. Olfat Shawki Mohamed Mansour Assist. Prof. Dr. Rasha Wagdi Khalil Ibrahim Researcher. Sabrin Abd El-Zaher</b>	<b>Saudi Egypt</b>	<b>605 – 619</b>
33	<b>Impact of surprise strategy on the avoidance of digital advertising</b>	<b>Assist. Prof. Dr. Rania Farouk Abdelazim – Assist. Prof. Dr. Dina Gamal Abboud – Researcher. Mona Emam Amin Aly Mohamed</b>	<b>Egypt</b>	<b>620 – 629</b>
34	<b>Islamic geometric decorations as a source of modern ceramic jewelry design</b>	<b>Dr. Riham Omran</b>	<b>Egypt</b>	<b>630 – 642</b>
<b>Research in the field of humanities</b>				
35	<b>The design of spa resorts and baths in Roman and Islamic times (A comparative study)</b>	<b>Prof. Said Hassan Assist. Prof. dr. Noha Fakry Assist. Lect. Rana Ibrahim</b>	<b>Egypt</b>	<b>643 – 663</b>
36	<b>Military Architecture in far Morocco (the kasabh model)</b>	<b>Prof. Abdel-Aziz Salah Salem Prof. Osama Talaat Abdel-Naeem Assist.Prof. Dr. Souad Mohamed Hassan Researcher. Mohamed roshdy</b>	<b>Egypt</b>	<b>664 – 686</b>

## Contents

<b>37</b>	<b>Negative Practices of Advertisers between Deception and Misinformation ... Influences and Regulations</b>	<b>Prof. Mohamed Mokhtar Mitwaly Satour</b>	<b>Egypt</b>	<b>687 – 720</b>
<b>38</b>	<b>Descriptive Study for Ottoman Age Women's wear "Case Study:"The Great Century TV Series "</b>	<b>Prof. Naglaa Teama Prof. Doha El Demerdash Researcher. Alaa Eldaly</b>	<b>Egypt</b>	<b>721 – 737</b>
<b>39</b>	<b>An analytical study of the elements of interior design in the era of Khedive Ismail</b>	<b>Prof. Wael Mahmoud Dr. Rafik nour el dine</b>	<b>Egypt</b>	<b>738 – 766</b>
<b>40</b>	<b>Attempts to preserve the Andalusian Islamic identity following the fall of Granada Mousse ibn Abi al-Ghassan and Mohammed bin Ummayya, a model.</b>	<b>Assist. Prof. Dr. Rawya AbdElHamed Shafea</b>	<b>Egypt</b>	<b>767 - 781</b>