Contents

Ser	Research's Title	Researcher's Name	Nation- ality	Page No.
1	Practice of therapeutic splinting as a folk cultural heritage	Dr. Eslam Ali Ezz EL-Arab	Egypt	1 – 14
2	Happiness theory as a mission to design interior space for Senior Subjective Well Being in elderly care homes	Prof. Ismail Ahmed Awwad Prof. Salwa Youssef Abdel Bari Assist. Lect. Dalia Sherif Kamel	Egypt	15 – 34
3	The Influence of the Bantoue Philosophy on African American Contemporary Mural Painting	Dr. Dina Yousri Soliman Dorgham	Egypt	35 – 53
4	The effect of using lighting design and color correction in highlighting the dramatic meaning	Prof. Safwat Ali Abd- Elhalim Prof. Wael Mohamed Anany Researcher. Mohamed Hussien Ahmed	Egypt	54 - 86
5	Aesthetic formation between sculpture and ceramics in achieving three-dimensional shapes	Assist. Prof. Dr. Taha Hassan Massad alghabashi Dr. Osama Abdel-Ghani Al- Mandrawi	Egypt	87 – 104
6	Employing the aesthetics of folklore in creating print designs that support Egyptian tourism	Dr. Abeer Abdallah Hussanien	Saudi	105 – 133
7	The Sustainable interior design for design halls in art faculties to face climate change in the twenty-first century	Prof. Ali Abdel Moneim Shams Prof. Ashraf Hussein Ibrahim Researcher. Noha Mohamed Reda Elsayed Ibrahim	Egypt	134 – 160
8	Applying the Methodology of Kinetic Art on Contemporary Dynamic Architecture	Prof. Dr. Emad Shafeeq Abdurahman Prof. Dr. Rasha Mohammed Ali Dr. Sara Amr Lect. Amira Ibrahim Mohammed	Egypt	161 – 179

Contents

9	The connection of arts with multiple cultures and its role in building society	Dr. Feby Saiid Fahmy Andraws	Egypt	180 – 199
10	Aesthetics of Kufic calligraphy in Islamic architecture as a source for digital design of metal jewelry	Assist. Prof. Dr. Karam Massad Ahmed Mohamed Farag	Egypt	200 – 220
11	The Industrial Designer Role in Reducing the Economic & Environmental Damage Resulting from the Rapid Replacement of Products	Dr. Magdoline El-Sayed Hassaneen	Egypt	221 – 239
12	Advertising Activity Dimensions for Influencers on Social Media Platforms	Prof. Mohamed Mokhtar Metwaly Satour	Sultanate of Oman	240 - 268
13	Archaeology Support the Industrial Design History	Prof. Mohamed Ezzat Saad Mahmoud Prof. Mofeda Sadek Al Ekyaby Rresearcher. Mai Mamdouh Esmail	Egypt	269 – 279
14	Developing creative designs strategy for social media campaign (A Case Study in Egypt)	Dr. Hanan Atef	Egypt	280 – 292
15	Egyptian rural heritage as an entry point to decorative design	Dr. Jihan Elsayed Hussein Ali	Egypt	293 - 314
16	Preferring ''Art & Design'' Education Candidates	Dr. Marwa Metwally	Egypt	315 – 325

Contents

17	A visual guideline of designing info-graphic)case study on social media during the Pandemic lockdown)	Dr. Mohanad Ghandour Dr. Hanan Atef	Egypt	326 - 351
18	The Role of Museum's Dynamic Identities in Enhancing Receiver 's loyalty	Dr. Nermin El Sayed Ali Ahmed Abd El Halim	Egypt	352 - 365
19	Application of Gamification on Remote Teaching for Theoretical Specialization Subjects in Faculties of Engineering and Arts Applied on technological subjects (Materials – Floors – Walls – Roofs)	Shaimaa Samir Fahmy Mohamed	Egypt	366 - 398