

Contents

Ser .	Research's Title	Researcher's Name	Nation- ality	Page No.
Research in the field of architecture				
1	The future vision of environmental guidance in the Design of Interior Architecture 2030	Dr. Aya Mohammed Fathi Abd el-Fattah Salem	Egypt	1 – 21
2	The Egyptian Architectural and Urban Heritage, and the UNESCO World Heritage List	Prof. Khaled Mahmoud Heba	Saudi	22 – 45
3	Positives of sustainable environment as a creative entrance in design architecture of Arabic cities	Prof. Rokkaia Abdo Mahmoud Alsaye Dr. Manal Abd Al-Hamid Shaltout	Egypt	46 – 64
4	Appearances of the influence and effect of the arts of dome architecture in different civilizations	Researcher. Safaa "Mohamed Ezzat" Abdul Salam Al-Sharif	Amman	65 – 90
5	The ancient Egyptian architecture and Pythagoras theory	Dr. Abdelsalam Ahmed	Egypt	91 – 101
6	The problematic of unifying the Architectural Character in new urban communities (Case Study - BEIT AL-WATAN in New Cairo)	Dr. Abdel Salam Ahmed	Egypt	102 – 121
7	The impact of the environment on the formation of the colonial architectural heritage how to benefit from it in modern Sudanese architecture in Khartoum	Researcher. Mowfaq Mahmoud Musa	Sudan	122 – 137
8	Aesthetic Values of Modern Buildings Design with Islamic Features in Sharjah	Prof. Noha F. Ibrahim Ismail	Egypt	138 – 161

Contents

9	Green design and its role on administrative design shipping containers	Dr. Maryhan Mohamed yehia Mahmoud	Egypt	162 – 183
Research in the field of arts				
10	Intellectual freedom from the constraints of production burdens during the design process is the way to progress	Dr. Esraa Osama Ali	Egypt	184 – 193
11	The Role of Graphic Design in Enhancing The Visual Identity of Advertising breaks on TV Channels	Assist.Lec. Esraa Wagih Ahmed Ahmed Abd Elkawy	Egypt	194 – 215
12	The effect of using the flipped jigsaw strategy on developing some skills for palm stockings and Gourds for middle school students	Prof. Amal Mohamed Mahmoud Mohamed Abu Zeid Researcher. Sandy Samir Fahmy their master	Egypt	216 – 247
13	The importance of mixed media in illustrations The researcher's experience in teaching mixed media through an implementation media1	Assist.prof.Dr. Entissar Saad Mohamed Ahmed	Egypt	248 – 266
14	Colleges and practical institutes Waste as one of the small projects sources to preserve the environment	Assist. Prof. Dr. Eman Mohamed ahmed Hashem	Egypt	267 – 284
15	An innovative strategy for interior design between biophilic concept and materials technology	Dr. Basant Mohamed Saied Aboushal	Egypt	285 – 304
16	Activate the Use of Smart Materials Technology in the Interior Design of Deaf and Dumb Centers	Prof. Hossam Elnahaas Dr. Dina Mohamed Said Aboshal	Egypt	305 – 322
17	Typographic Treatments and Their Impact on Visual Content of Digital Magazines	Prof. Hassan Mohamed Mohamed Abo El-Naga Prof. Maha Mohamed Khalil El-Boksomaty Assist. Lect. Sherin Mohamed Ali Mahmoud Radwan	Egypt	323 – 363

Contents

18	The strategy of expressing the content in the visual advertisement between the sound and the image	Dr. Doaa Ahmed Mohamed El Mantawy	Egypt	364 – 383
19	Achieving the economic sustainability of women's clothing from genuine leather by combining the patchwork technique and the art of Kimi Cantrell	Lect. Doaa Mohammed Mahmoud Ahmed	Egypt	384 – 416
20	A vision inspired by the traditional embroidery motifs of the Sinai women's fashion for the design of metal jewelry	Assist. Prof. Dr. Rasha AbdAlla Mahmoud Gawish	Egypt	417 – 442
21	Activating the scientific and technical foundations in the installation of trademarks with glass facades	Prof. Rasha Mohamed Ali Hassan Prof. Nesrin Ezzat Gamal El-Din Researcher. Hadeer Taki Eldin Mahmoud	Egypt	443 – 461
22	The role of 3D printing technology in achieving sustainability by producing contemporary quantitative furniture that competes with traditional furniture An applied study of different models for designing a side table''	Dr. Sally Esmail Eraky	Egypt	462 – 475
23	Contemporary pottery; plastic (formative) approach to document national identity	Prof. Salwa Ahmed Mahmoud Roshdy Dr. Manal Abd Al-Hamid Shaltout	Egypt	476 – 492
24	Activating new technologies in glass mosaic In implementation of the second division training course, Department of Glass, Faculty of Applied Arts, Helwan University	Dr. Sammar Mahmoud Gomaa	Egypt	493 – 519
25	Developing a course syllabus on designing stationery to achieve the integrated visual identity of the associations considering digital transformation	Dr. Abir Aly Eldesouky Ibrahim Salem Dr. Mohamed Zakaria Soltan	Egypt	520 – 554

Contents

26	Duality of Shadow and Light and Its Influence on Aesthetics of Architectural Void	Assist. Prof. Dr. Azza Osman Bakr Dr. Ibrahim BADAWEY Prof. Rasha Mohamed Ali Hassan	Egypt	555 – 572
27	New visions of costume design in TV dramas	Prof. Amr Hassouna Assist.prof. mona Mohamed sayed nasr Dr. Sherine Salah Researcher. Tuqaa mustaffa abas hussein	Egypt	573 – 596
28	Eco-sustainable design of Information and orientation system In archaeological sites and public buildings	Dr. Ghada Dessoky Elmeadawy	Egypt	597 – 624
29	The resulting visual development for employing various graphic processors in the design of the Arab Oriental Character in Animation	Assist. Lect. Fatima El-Zahraa Abd-El Rahim Arafat Baghdadi	Egypt	625 – 642
30	A Contemporary Vision of Environmental Interior Design in Egypt (Proposal for the interior design of a cultural center in Luxor as a model)	Dr. Karam Abdallah	Egypt	643 – 669
31	The Effectiveness of Interactive Museum Illustration in Developing Children's Cognitive Mental Images	Researcher. Lubna Ahmed Mohammed Abd Elhafez	Egypt	670 – 686
32	Considerations for The Development and Design of Lighting Units in Accordance with The Customers' Needs	Prof. Mohamed Hasan El-Khashab Assist. Prof.Dr. Ola Abd El-Latif Sabbah Dr. Sammar Mahmoud Gomaa Researcher. Osama Mohamed Abd El-Fattah Zaghoul	Egypt	687 – 706

Contents

33	Visual literacy approaches to develop the innovative capabilities of industrial design students (Application in Product presentation design course)	Associ.Prof.Dr. Mohamed Mohamed Ryead	Egypt	707 – 732
34	Effect of the parametric system on designing methods of 3D sculptures.	Prof. Manal helal ayoub Assist.Lect. Eman mohammed habib	Egypt	733 – 744
35	Designing more sustainable packaging for textile clothing packaging	Prof. Mona Moustafa Abo tabl Dr.Asmaa Abdel-Monem Hussien	Egypt	745 – 774
36	The Khyamya an Authentic Folk Art Heritage to Enrich the Design of Single piece printing for Ladies Fabrics	Dr. Maha Esmat Ali Hamouda	Egypt	775 – 803
37	The role of industrial design in reducing traffic accidents in light of the digital revolution	Dr. Maha ali shawky ali salem	Egypt	804 – 814
38	Criteria of online contextual advertising design in view of the problem of advertising saturation	Dr. Nahla Gamil Saeed Mohamed	Egypt	815 – 831
39	The possibility of using ancient Egyptian paste in ceramic 3D printing	Dr. Nahla Mohamed Hamed Rashwan	Egypt	832 – 846
40	The aesthetic values of glass sculpture and its impact on contemporary artistic glass design " A comparative analytical study"	Assist. Prof. Dr. Hajar Saeed Ahmed Hefnawy	Egypt	847 – 859
41	Environmental materials in the Sultanate of Oman as an introduction to the development of contemporary ceramic forms Using the synthesis technique for art education students	Associ. Prof. Dr. Hany Farouk Ibrahim Ahmed Amer	Amman	860 – 886

Contents

42	Historical Jeddah (Being and Time) an artistic and philosophical vision	Prof. Wadea Abd Allah Boker	Saudi	887 – 904
43	Participatory Ergonomics Design intervention in an Iron factory: Ergonomic workstation design to Decrease musculoskeletal disorders.	Dr. Aziza Maher Ahmed Abouelsoud Dr. Tamer Mohamed Yousif	Egypt	905 – 920
44	The Usability of Ceramic Sculpture and Augmented Reality in designing an Indoor PSA (A comparative study among the impressions of Egyptians, Koreans, and Chinese).	Dr. Mohamed Zakaria Soltan Dr. Marwa Yousri Zaki	Egypt	921 – 948
45	Paper packaging manufacture by using sunflower seed shells in enhancing sustainable future	Prof. Mona Abu Table Prof. Samya Elshnawi	Egypt	949 – 967
46	The Role of Textile Printing in Designing Visual Identity for City Branding	Associ. Prof. Dr. Mona Mohamed Adel El-Nahas	Egypt	968 – 987
47	A modern vision of textile designs of William Morris (1834 –1896) and Arabic calligraphy aesthetics as a source of inspiration for fashionable textile printing designs	Associ. Prof. Dr. Noha Ali Radwan Mohamed Sulttan	Egypt	988 – 1006
Research in the field of human sciences				
48	Eco-Islam: A new path of Islamic thought in the West	Dr. Ahmed M. F. Abd-El salam	Egypt	1007 – 1019
49	Inscriptions on civil buildings in Taif- KSA “A study of form and content”	Researcher. Ahmed Mohammed Al-Saadi Al-Zahrani	Saudi	1020 – 1041

Contents

50	Evaluation the Calcium hydroxide Nanoparticles for the Consolidation of Alabaster on Karnak Temples Luxor – Egypt	Assist. Prof. Dr. Ahmed Mohamed Sallam Hassan Dr. Mona Mahmoud EL Sayed Khalil	Egypt	1042 – 1055
51	Two Unpublished Aromatic Diffusers of Gold Inlaid with Diamond from the 19th Century A.D in the Museum of Islamic Art at Cairo an Archaeological and Artistic Study"	Assist. Prof. Dr. Ghadeer Dardier Afify Khalifa	Egypt	1056 – 1079
52	Employing social networking sites to achieve human brotherhood	Researcher. Maiada Tharwat Mohammad Al-Saghir	Egypt	1080 – 1102
53	Tolerance dialogue the way to world civilization	prof. Hoda Mahmoud Darwish	Egypt	1103 – 1118
54	The role of social media in tourism promotion "The National Museum of Egyptian Civilization and the Road of Rams in Egypt as a Model"	Dr. Yasmine Hussein Al Muslim	Egypt	1119 – 1133
55	Heliopolis as a Heritage area, The Revitalization case study	Dr. Ali Taha Omar Dr. Heidi A. Shalaby	Egypt	1134 - 1149