

Contents

Ser .	Research's Title	Researcher's Name	Nation-ality	Page No.
1.	Influence of modern digital arts on plastic folk icons	Prof.Dr. Ahmed Mohey Hamza Dr.Mahmoud Mostafa Allam Researcher.Yara Mahmoud Sayed Ali Elbehairy	Egypt	1-20
2.	The Egyptian heritage and the extent to which it is used in designing performance theater costumes	Dr. Amany Hosny Mostafa Amin Mohamed	Egypt	21- 41
3.	A proposed marketing plan to market clothing products with high design and quality through electronic marketing and various influencers	Assist. Prof. Dr. Eman Yousry Elmehy Researcher. Tasnim Ibrahim Salem Elbery	Egypt	42-77
4.	Artistic vision on the stylistic formation of artistic strains the role of	Researcher. Enas Badr El-Din Abdel Salam Saqr	Egypt	78 – 94
5.	Aesthetic and functional values in the personal artistic experience “Aberon” (Descriptive-analytical study)	Dr .Gehad Ahmed Mohamed Abdou	Egypt	95-112
6.	The role of hand weaving techniques in preserving heritage and confirming Egyptian Identity For university students	Dr.Rania Ragab Abdel Maboud	Egypt	113 – 136
7.	Protection of the archaeological mud monuments in Algeria Leshana buildings in Biskra	Dr. rekia abdessemed	Algeria	137-147
8.	Augmented Reality murals and their impact on the recipient	Assist.Prof.Dr. Reham Shalabi	Egypt	148-160
9.	Iraqi TV studio From the analogue inception until the digital innovations Historical study	Prof. Dr. Safwat Abdel Halim Prof. Dr. Wael Mohamed Anani Researcher: Abdul Rahman Mustafa Adnan	Egypt	161- 181

Contents

10	Reduction between philosophy and application proposals in the field of teaching ceramics	Assist.Prof. Dr. Afef Rady Abdo Khader	Egypt	182 – 202
11	Use of Natural Lighting Methods in sustainable Architecture in Ancient Egyptian Civilization	Dr. Ghada Ibrahim Researcher.Ghada Ibrahim	Egypt	203 – 218
12	The effect of climate changes on the corrosion of iron windows in Qaitbay Citadel in Alexandria	Lect. Al-Quds Mukhtar Hamid Al-Adgham	Egypt	219-236
13	The role of scenography in enhancing the learner's experience in the field of industrial design	Prof.Dr. Muhammad Mahmoud Prof.Dr.Narmin Al-Jadawi Dr. Sarah Saeed	Egypt	237 – 247
14	The Relation between Psychological Needs for Enhance Quality of Life and Interior Design of Social Housing	Prof. Dr. Mohamed Hassan Emam Prof. Dr. Dina Fikry Gamal Assist.Lect. Hasnaa Mohamed Shamma	Egypt	248-276
15	Using CHATGPT robot as a new competitive artificial intelligence tool in the field of map production	Prof. Mohamed Attia Elfarhaty Prof. George Nubar Simonian Researcher. Hebat-Ullah Mansour Amer	Egypt	277-291
16	Islamic Pottery Source of Inspiration for Printed Children Upholstery	Prof. Manal Youssef Nagib Assist.Prof. Dr. Heba Mohamed Okasha Researcher. Aya Moustafa Mohammady Senna	Egypt	292 – 313
17	Formative formulation of textile print design from Far Eastern landscape photography	Prof. Dr. Naglaa Ibrahim Muhammad Al-Wakeel Prof. Dalia Mamoun Abdel Hamid Asst. Prof. Dr. Amani Hamdy Fahim Researcher/ Hanan Mahmoud Al-Sayed	Egypt	314– 335

Contents

18	Visual Readings Of Posters Of The Cairo International Festival For Experimental Theater	Dr. Noha Saeed Mofti Radwan	Egypt	236-257
19	Creating Modern Design Standards for Contemporary Sustainable Furniture	Dr. Hadeer Sayed Mohamed Mohamed Ismail	Egypt	258- 273
20	Utilization of physical ergonomics factors in the design of interactive systems inside commercial establishments	Prof.Dr.Wael Jalil Prof.Dr. Walid Abdel Fattah Researcher: Duaa Adel Mohamed Suleiman	Egypt	274– 288
21	A New Methodological Approach for Creating and Visualizing Brand Personalities	Assist.Prof.Dr .Mai Ali Mohamed Nada	Egypt	289- 322
22	Implementation of Computerized Maintenance Management System (CMMS) in Ready-made Garments Factories by Using Odoo Maintenance Module	Prof. Hatem M. F. Idrees Dr. Mostafa A. A. Badawy	Egypt	323-345