

FACULTY

Achievements

BOOK

2016-2017



Dean's Word

It is my pleasure to inform you about some of our activities in various fields. Higher education in the field of Art and Design is no longer dependent solely on working in studios, libraries or laboratories, but is also dependent on overcoming the expected work environment for students and adapting to them before they graduate from University.

The academic work has become a network of interactions between research activities for students, faculty members, field trips and guest speakers who rely on the transfer of their practical experience to the students as well as the partnerships between the Academia and the industry to create training and employment opportunities for graduates to provide opportunities for employment.

I hope you will look at some of the activities related to our efforts in this area and I expect that there will be more according to ambitious plans to improve the skills of students and qualify them to the labor market to serve our beloved country.

Prof. Dr. Tarek Saleh Said

**Dean of the Faculty of Art and Design
October University for Modern sciences and Arts**

A close-up, grayscale photograph of a hand holding a pen, writing on a document. The document has some faint text visible. The background is blurred, showing more papers and a desk.

Research Publications

2016-2017

Staff Publications



Prof. Dr. Aleya Abdel-Hadi, PHD

Head of Interior Design Department

October University for Modern Science and Arts
Faculty of Arts & Design
Email Address: aabdelhadi@msa.edu.eg

Department:
Interior Design

1

Research Title:

Anticipating Possible Future Visions in Interior Architecture

Co- author: Ammer Harb

Field: Interior Architecture Education

Date of Publication: 2017

Place of Publication: Taylor and Francis

Abstract:

In depth analysis of today's design practices and discourse can help in forming a vision about the possible future of the city's identity. This paper focuses on the hypothesis that new visions for future trends of Interior Architecture could be anticipated through the choices of current concepts expressed in Interior Design students' graduation projects at October University for Modern Sciences and Arts (MSA). The interpretation of results shows a major tendency to-wards global design trends with some local cultural influences according to each student's contextual affiliation.

Prof. Dr. Aleya Abdel-Hadi

Head of Interior Design Department

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Research Title:

Place identity /place making in the built environment - towards a methodological perspective

Co- author: Prof. Dr. Eman Elnachar

Field: Behavioural Science and Design

Date of Publication: 2017

Place of Publication: Taylor and Francis

2

Abstract:

Most research cases on place making discuss aesthetic perspective of the built-environment. Beyond the instinctive approaches of aesthetic qualities, this research contends the question of how the identity of places could be examined in respect to design purposes. The research aims to introduce an integrative agenda to examine characteristics of spaces and buildings of the built-environment in accordance to place and residents' identity needs. Methodology is based on the analyses of theories explaining components relevant to the processes of place identity in order to develop a conceptual model in which characteristics of buildings and spaces together with identity aspects contribute to identity of places holistically perceived. The interpretation of results initiates an integrated agenda for housing policies, decision-making, and design implementation.



Dr. Karam Abdallah

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Department:
Interior Design

1

Research Title:

“The Mutual Influence between the Mamluk Interior Architecture and Urban Planning in Damascus”

Field: Interior Design

Date of Publication: Submitted on 5/6/2017, and it will be published during 9-12/2017

Place of Publication: Taylor and Francis

Abstract:

“Does urban planning of a city have an influence on the distribution of the interior spaces of religious buildings? Or does the interior distribution impose the choice of the construction site of the buildings? In the case of the impact of the site on the interior architecture and the distribution of the interior spaces, what is the influence of that impact, how much have the interior spaces changed according to the site and how did it change? We have seen in Damascus that the clear crosser design had spread widely in many examples of schools (madrasa) such as Al-Shathebkia, Al-Kamlia, and Al-Afridonia, which their plans congruent with each other’s. Each plan consists of a central courtyard with four iwans, the northern and the southern are larger than the eastern and the western iwans, and the main entrance is located in the eastern facade of the building with a mausoleum in one of the eastern corners of the building. Similarly, we can see other plans in Damascus which do not follow the traditional planning of the madrasa, or even the traditional planning of the mosques which consist of an open courtyard surrounded with arcades. The plans of these examples are different from any familiar design which spread in Syria and Egypt since the reign of Salah El-din who started to distribute the crosser design of the madrasa until the Mamluk reign who continues to use the same planning in the schools design. The urban planning in Damascus are transformed since the Mamluk reign until now, new informal buildings arisen, new streets appeared, who did these changing affect the interior architecture of the Mamluk building?”

Dr. Karam Abdallah

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Faculty of Arts & Design
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Research Title:

Article / “The Aesthetic Values of Al-Zaheria School in Damascus”

Field: History of Interior Design

Date of Publication: 5/5/2017

Place of Publication: Haramoon Center for Contemporary Studies
“Haramoon.org”

2

Abstract:

Al-Zahrya School (1277 AD / 676 AH)
The article is about a study of the interior architectural aesthetic principles and values in the Mamluk era in Al-Zahrya madrasa in Damascus. The study shows the flexibility of using the architectural elements in the interior spaces, to solve the problems of limited spaces, and to express the richness of the place and the influences that obtained from the original interior decoration style in the near Omayyad Mosque.



Dr. Tamer Assem Ali, PhD

October University for Modern Science and Arts
Faculty of Arts & Design
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Department:
**Graphics and
Media Art**

1

Research Title:
FACES A Tabletted Digital Experience.

Field: Graphic Art & Printmaking

Date of Publication: 2016

Place of Publication: Faculty of Fine Arts -
Luxor - Egypt

Abstract:

The Exhibition consists of 15 selected digital prints from a series of experimentations accomplished in different periods of year 2014 using a Digital Drawing Application uploaded on the Artist's Tablet. The importance of this project lies firstly in the contradiction and contrast between the expressionist and instinctive approach applied by the artist simply by using the index finger as a tool of doodling and sketching and the complex form of the digital drawing application acting as the surface of work throughout the screen of the tablet enabling the finger to replace diverse drawing tools and equipments and other more computerized/virtual ones. Secondly, was the attempt and trial to take this experiment one further step; from the basic digitally produced works remaining in virtual space, shared and exhibited virtually/online to a tangible reality in the form of seriated digital prints.

Dr. Tamer Assem Ali, PhD

October University for Modern Science and Arts
Faculty of Arts & Design
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Research Title:
The City and I: The Impact of the
Community on the City Identity - A Digital
Printmaking Approach

Field: Graphic Art & Printmaking

Date of Publication: 2017

Place of Publication: Faculty of Fine Arts -
IEREK - Cairo - Egypt

2

Abstract:

The research explores the impact and influence the community has on the city identity. The construction of the city follows certain standards acquired by the nation with the respect to its ideologies and ambitions while the essence of the city is shaped and formed by the communities. The community is based on a mix of tradition, culture and habits, creating the identity of the group. The individual as part of the larger group shapes the identity of his/her city. So the essence of the city reflects the identity of its community. The norm of a certain community along with its irregularities constructs the identity of their surrounding, hence the city. So, one can assume that: Citizen Identity = City Identity In a visual art project consisting of a series of digital prints (mixed media) the researcher explores the relation between man and his surrounding atmosphere; between man and his home; between man and his city. This visual project delves in proving how the surrounding atmosphere, is affected by the human identity living within it. The Community paints the city with its color, thus the city reflects its community.



Dr. Dalia Abdel Mohaiman

October University for Modern Science and Arts
Faculty of Arts & Design
Email Address: dmohaiman@msa.edu.eg

Department:
Foundation

1

Research Title:
The Effect of Using Ecological Art to Improve Teaching Design Basics

Field: Design Education

Date of Publication: 31 March 2017

Place of Publication: DAKAM (International conference on Design studies, fields and methods' 17)

Abstract:

Teaching is a complex, multifaceted activity, often requiring us as instructors to juggle multiple tasks and goals simultaneously and flexibly. We are looking to make teaching both more effective and more efficient, to help us to create the conditions that support student learning and minimize the need for revising materials, content, and policies. While implementing these principles requires a commitment in time and effort, it often saves time and energy later on. Part of our job as an art educator is to direct our students in the basic understanding of the fundamentals of art in order that their finished product is not only self-expressive, but also satisfying to their eye.

An ecological approach to art education explores the interdependency of individuals with all living organisms and ecosystems with environments that surround them. An ecological art curriculum employs art as a means for studying and promoting respect for the relationship and interaction of all living things.

Hence the research problem is to ground students in knowledge about design so they may effectively communicate their artistic visions.

Dr. Dalia Abdel Mohaiman

October University for Modern Science and Arts
Faculty of Arts & Design
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Research Title:
Montessori Education as a New Method for Teaching Colors in Design Basics (Case Study Foundation Level)

Field: Design Education

Date of Publication: 2 March 2017

Place of Publication: Eleventh International Conference on Design Principles & Practices (Institute without boundaries at George brown college, Toronto, Canada)

2

Abstract:

Montessori is a method of education that is based on self-directed activity, hands-on learning and collaborative play. This method based on observations and evaluations of student's development, which is a fundamental key of the Montessori method.

Color is one of the fundamental elements of art. It is important for art students to not only be exposed to color theory, but to understand it. By studying colors, students are able to embrace their own creativity and create their own masterpieces; one of the introductory art lessons is that of mixing colors and understanding the color wheel.

The researcher choice this method to help beginning students grasp the concepts of color theory and color schemes to help them advance through the curriculum with new skills.

Hence the research problem is to use general rules and concepts of Montessori to achieve a new method of color education to reframe student's knowledge, self-confidence, self-correction and their own abilities in using colors.



Dr. Weaam Elmasry

October University for Modern Science and Arts
Faculty of Arts & Design
URL: easelandcamera.com/artists/weaam-el-masry/

Department: Foundation

Research Title:
Research and inspiration as tools to enrich the artist's experience (An artistic experience of the researcher: Artworks inspired by the book "The Prophet" by Gibran Khalil Gibran)

Field: Fine Arts & Design

Date of Publication: 16-18 Feb. 2016

Place of Publication: The Plastic Arts and Community service, 2nd international conference, Luxor.

Abstract:

Since ancient times, the artist is investigating and looking for new resources of inspiration to enrich his artistic practice and gaining cognitive and sensual weight and depth into his artistic works. These resources, or, as we call it; sensory or psychological stimuli are varied; including but not limited to; the living conditions surrounding the creative person, such as the difficulties that may be encountered in order to secure food and drink, as we see it clearly identified in the drawings on the cave walls at the Ancient Stone Age. Or recalling stories from myths or Bible to produce works of art linked to the doctrine until conceptual art came during the late sixties and early seventies of the twentieth century to highlight the importance of ideas and concepts over the skills or aesthetic value. Till we reach to the modern era with the potentiality of digital and information technology, which enabled the contemporary artist to increase his resources and enabled him to discuss and deepen his knowledge in fields that may have become far away from his specialization and use this knowledge to .enrich his artistic production and move it to a new level

Hence, it came the need for the contemporary visual artist to be more profound in the stages that are related to his artistic production starting from the stimulus ending up with the final product taking in consideration the importance of all the stages in between



Dr. Hadeel Farahat

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Department: Foundation

Research Title:
The Effect Of Using Ecological Art to Improve Teaching Design Basics

Field: Basics Of Design

Date of Publication: March 2017

Place of Publication: Istanbul

Abstract:

Teaching is a complex, multifaceted activity, often requiring us as instructors to juggle multiple tasks and goals simultaneously and flexibly. We are looking to make teaching both more effective and more efficient, to help us to create the conditions that support student learning and minimize the need for revising materials, content, and policies. While implementing these principles requires a commitment in time and effort, it often saves time and energy later on. Part of our job as an art educator is to direct our students in the basic understanding of the fundamentals of art in order that their finished product is not only self-expressive, but also satisfying to their eye.

An ecological approach to art education explores the interdependency of individuals with all living organisms and ecosystems with environments that surround them. An ecological art curriculum employs art as a means for studying and promoting respect for the relationship and interaction of all living things.

Hence the research problem is to ground students in knowledge about design so they may effectively communicate their artistic visions.



Dr. Huda Othman

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Faculty of Arts & Design
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Department:
**Graphics and
Media Art**

Research Title:
The Role of Creative Thinking in Advertising
Design

Field: Graphic Design

Date of Publication: 15th April 2017

Place of Publication: The International
Design Journal IDJ
[http://www.journal.faa-design.com/pdf/7-2-
huda.pdf](http://www.journal.faa-design.com/pdf/7-2-huda.pdf)

Abstract:

Advertising industry is growing as a result of economic development; it has dynamic changes, and these changes good in terms of technology advancement, medium and more methods to attract consumers, while consumers are becoming savvier about the products and services. The qualitative differentiation of products has become minimal, so that companies look after alternative methods to highlight their offer and to attract the attention of consumers. One of the solutions is the creative communication strategies to achieve differentiation through promotion. Creativity is to create something new, unique, extremely attractive and appealing to the consumers. Creativity in advertising is usually linked to originality, flexibility, elaboration, synthesis, and artistic value. The role of creativity in the advertising industry is to pursuit the sellout of products or services as well as empowering brand awareness, thus being considered a targeted applied creativity. A creative advertising can put the brands on the right course. Great advertising builds the brands and some advertising sells brands. Creativity makes advertisement popular among the consumers and motivates them to purchase specific products

or services. Creative advertising allows companies to communicate a message to a large group of consumers faster than any traditional forms of communication, creative advertising will make a sense of urgency for the consumer, honest awareness and accurate that there are products, places, styles or sensibilities that cry out for attention or action. The objectives of this paper are to find out the role of creativity in advertising design, also to improve the understanding of how advertisers can create distinctive effects through creative dimensions especially in today's media landscape. The major results are: nothing is more efficient to motivate consumers to purchase specific products or services than creative advertising, creative advertising is more memorable and longer lasting, originality, flexibility, elaboration, synthesis, and artistic value are effective dimensions to assessment advertising creativity, creative advertising builds strong relationship between the consumer and the companies.



LA. Ammer Harb

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Department:
Interior Design

Research Title:
Anticipating Possible Future Visions in Interior Architecture (Co-Author with Dr. Aleya AbdelHadi)

Field: Architecture

Date of Publication: 2017

Place of Publication: Cairo

Abstract:

In depth analysis of today's design practices and discourse can help in forming a vision about the possible future of the city's identity. This paper focuses on the hypothesis that new visions for future trends of Interior Architecture could be anticipated through the choices of current concepts expressed in Interior Design students' graduation projects at October University for Modern Sciences and Arts (MSA). The interpretation of results shows a major tendency towards global design trends with some local cultural influences according to each student's contextual affiliation.



LA. Sarah Nabih Nasif

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Department:
Interior Design

Research Title:
The adaptive reuse of old public transport vehicles.

Field: Interior department

Date of Publication: 8\4\2017

Place of Publication: Alexandria Library.

Abstract:

The availability of a huge amount of old unused public transport vehicles became a phenomena that started increasing year after year in Egypt , This lead to start looking for solutions to use them instead of being stored in public transport graveyards with no use) being exposed to the atmosphere leading to structure damages in addition to people who start stealing parts from those vehicles and start selling them in an illegal way (, Meanwhile the concept of " Adaptive reuse " is nothing new to the world , due to the economical issues the world is facing , Everyone is going green, trying to use and recycle whatever they got from resources .In this regard , this research aims to finding solutions for the huge amount Egypt got from those old unused public transport , using them to solving a lot of challenges Egypt face in different fields .



LA. Sara Ali Sabahy

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Faculty of Arts & Design
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Department:
Interior Design

Research Title:
Drama as Conservation Tool for Architectural Heritage.

Field: Architecture

Date of Publication: 2017

Place of Publication: Faculty of Fine Arts,
Cairo International Conference «Cities’
Identity through Architecture and Arts “to be
published in the Journal of Taylor & Francis.

Abstract:

A lot of heritage buildings face many problems such as omission and the threat of being erased from the memory and concern of community. In this paper the researcher introduced drama as a conservation tool that helps documenting heritage buildings and heritage sites by showing them to large number of people, so that the image of these buildings will be kept for generations through these movies, also it would help increasing the number of people who know and care about their heritage, increase number of visitors and increase the income which can be used for conserving these buildings.



LA. Ingy El Zeini

October University for Modern Science and Arts
Faculty of Arts & Design
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Department:
Interior Design

Research Title:
The cities’ Identities between Critical Regionalism and Globalization.

Field: Interior Design

Date of Publication: 3/2017

Place of Publication: Ierek Press Journal

Abstract:

“The task of critical regionalism is to rethink architecture through the concept of region.” (Tzonis & Lefaivre, 2003) The term critical regionalism in its sense raises several arguments in the architectural field. Critical Regionalism could debate the essence of the utopian idea of international design, that every building can be placed anywhere and function with high compatibility. Critical Regionalism wonders the approaches used international design; it opens up the idea that each region could have a specific characteristic that could serve function, form, and efficiency. This could also mean that each region will be distinct in the means of materials and treatments. “Critical Regionalism self- consciously seeks to deconstruct universal modernism in terms of values and images which are locally cultivated, while at the same time adulterating these autochthonous elements with paradigms drawn from alien sources.” (Frarmpton ,1983) Critical Regionalism does not intend to revisit history or dwell in the past, but to find a middle ground between two extremes. The universal design that the modernists strive to achieve by spearing Louis Sullivan’s saying “Form follows function” wherever the building might exist, and the post modernists who celebrated ornamentation for its own sake. Globalization is definitely a benefit for designers as it expands the visual cultures; yet designers need to use this design exposure into a way that could benefit the environment and maximize the built environment’s efficiency.



LA. Noha Essam El Din

October University for Modern Science and Arts
Faculty of Arts & Design
Email Address: nekhamis@msa.eun.eg

Department:
Interior Design

1

Research Title:

The formation of the cultural identity of Interior Architecture students in the light of globalising education

Field: Art and Identity Between Heritage and Contemporarity

Date of Publication: 20 March 2017

Place of Publication:

The Tird International Conference , Plastic Art and Serving Community, Art and Identity Between Heritage and Contemporarity ,Fine Art, Luxor University,PACSIII LUXOR

Abstract:

The education system is an open system that is influenced by the changes taking place in the world. This influence is reflected in all its elements. The state relies on improving the educational process and making the educational system adaptable to the requirements of the age. The educational globalization means the dominance of the strongest cultures on the cultures and curricula of other educational systems to eliminate the differences that govern Behavior and lead to vibration of the value system. Cultural identity is defined as a set of common features that represent the minimum common to individuals belonging to a nation that makes them distinguished from other nations. What the interior designer carries in his mental system are variables such as habits, traditions, inherited values and knowledge accumulation in his field of work that lead to the formulation of the final product of the internal environment. Therefore, there is a relationship between the identity and the design mechanisms adopted by the designer to express. The study explores the concept of cultural identity and its mechanisms for the design of internal architecture in the specialized colleges and the study of the impact of educational globalization on the generation of new designers, and thus educating them about the cultural identity stemming from the reference to belonging and non-interference.

LA. Noha Essam El Din

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Faculty of Arts & Design
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Research Title:

The Formulation of the cultural Identity of Interior architecture' students through the Educational globalization

Field: Cities' Identity Through Architecture and Arts (CITAA)

Date of Publication: 13 May 2017

Place of Publication: International Journal on: The Academic Research Community Publication / IEREK Press /The International Conference: Cities' Identity Through Architecture and Arts (CITAA)/ (archive/ academic research community)

2

Abstract:

Educational Globalization debilitates the identities, the origins and cultural, religious, etymological, racial, and ethnic foundations— challenge a country's feeling of solidarity. Incorporating cultural beliefs and the ensuing generations' patterns into the society is a essential test of globalization; neglecting to do so, however, will have long haul social ramification. The capacity to define a character that permits agreeable development between universes will be at the very heart of accomplishing a really "worldwide soul". This research provides insight into a critical question: How are identity and agency implicated in educational processes and outcomes? Thus, the paper discusses the role of educational institutions, led by the Fine Arts and Applied Arts, with its leading role in facing the educational globalization and the dominance of foreign countries on Arab societies in the way of clothing, food and even individual behaviors. Especially with the lack of awareness of the concept of identity among the vast majority of the age group of students at universities who are easily influenced by western cultures that reflect their effects on self-intellectual young designers as a result.



LA. Sara Sayed Ali

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Faculty of Arts & Design
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Department:
**Graphic and
Media Arts**

Research Title:
The role of Multimedia in enhancing the effectiveness of designing the digital curriculum

Field: Design and Visual Communications

Date of Publication: 23 March 2017

Place of Publication: The Fifth International Conference for Applied Arts (Damietta University)

Abstract:

Education is considered one of the most important issues that students or workers in the academic field are interested in, that's made this issue in a case of in the academic field are interested in, that's made this issue in a case of development to reach the ideal way that helps the educational process to be easier and funny toward the students. With the latest technological development in the field of design and information technology , Lots of concepts related to the field of education has been changed , Where the technology now has an important role in updating the traditional educational ways , So lots of new concepts has been revealed in the field of education, like electronic learning in which the traditional curriculum is turned into digital curriculum through integration between all the multimedia elements like sound , motion, video and all types of images in designing these curriculum, so the scientific information can be presented in a funny ways and the students can also interact with the content of the digital curriculum So this research will focus on studying the Multimedia elements to reach the ideal way to apply it in designing the digital curriculum to present the scientific information to the university students in a funny and attractive way.



Mohamed Ali Azmi

October University for Modern Science and Arts
Faculty of Arts & Design
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Department:
**Graphics &Media
Arts**

Research Title:
Smart Digital Technologies in the Interactive Advertising Environment
Field: Interactive Advertising

Date of Publication: 4/2017

Place of Publication: International Design Journal

Abstract:

The advertisement uses technological means and the development of these means, the advertisement develops directly and when the designer using these modern means allows him to access the messages and new design ideas to suit the nature of the recipient and meet the requirements of the era, and here The search problem appears Which can be summarized in how to benefit from the use of smart digital technology in activating aspects of communication process in the interactive advertising environment? The research aims To provide more expertise in smart digital technologies and to benefit by attracting the attention of the recipient effectively affect the effectiveness of advertising communication in the event of communication and using new advertising ideas suitable for the new era, followed the research method descriptive analysis



Exhibitions

2016-2017

Exhibitions

Annual Exhibition HARVEST 5

Event: Faculty of Arts & Design Annual Exhibition
(HARVEST 5)

Department: All Faculty Departments

Exhibition Title: HARVEST 5

Field: The Four Faculty Majors

Date of Event: March 2017

Place of Event: G Building – Faculty of Arts &
Design Exhibiting space

Exhibition Data

Title of the Exhibition: Harvest 5
(2017)

Opening Date: 8th March 2017

Exhibition Duration: 1 month

End Date: 8th April 2017

Location: The G Building – Faculty
of Arts & Design – MSA University

HARVEST 5 Exhibition Information

2017

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4. Exhibition Team
5. Departments Information



Dean's Opening Statement



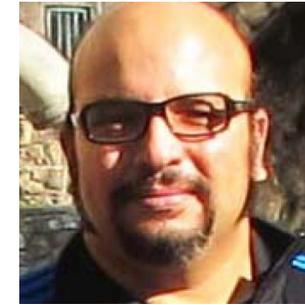
Welcome to the 5th annual exhibition by the students of the Faculty of Arts & Design, welcome to HARVEST 5.

I am proud to present the results of determination and hard work through displaying the distinguished works accomplished by our students during the previous year, HARVEST 5 exhibits the top latest production by our established students from different academic levels in the four departments of the Faculty of Arts & Design as well as the distinguished outcomes by our dear fresh students from the foundation level. My deepest regards to our Faculty members and our students wishing them further success and accomplishments in their different fields of creativity.

Dean of the Faculty of Arts & Design

Prof. Dr. / Tarek Saleh Said

Exhibition Curator's Statement



One is proud and honored to curate the 5th annual exhibition of the students of the Faculty of Arts & Design... HARVEST 5.

Indeed it has been an amazing and inspiring journey organizing the earlier HARVEST exhibitions where one continuously witnesses the evolution and advancement of our dearly beloved students throughout the years, recognizing their sincere will to set their mark in the Visual Art Scene and the Design Industry, HARVEST 5 exhibits the latest production of hard work and dedication accomplished by the fresh creative minds of our Arts & Design students.

Exhibition Curator

Dr. Tamer Assem Ali

Lecturer in Graphics & Media Art Department

Exhibition Team

Dean of the Faculty of Arts & Design

Professor Dr. Tarek Saleh Said

Curator

Dr. Tamer Assem Ali

Departments

Cinema & Theatre Department

Prof. Dr. Hassan Fedawy (Head of Department)

TA. Nada Sherif

TA. Marina Raef

TA. Shaimaa Yasser Farouk

Fashion Design Department

Dr. Noha Fawzy (**Head of Department**)

Dr. Shaimaa Eraqi (**ACD Unit**)

LA. Mohamed Khafagi (**ACD Unit**)

Graphics & Media Art Department

Dr. Tamer Assem (**Curator**)

TA. Manar Saad (**Assistant Curator**)

Interior Design Department

Professor Dr. Aleya Abdel Hadi

(**Head of Department**)

Dr. Hoda Madkour

(**Tech. Support of Harvest exhibitions**)

TA. Heba Eissa

TA. Nada Arisha

Foundation Level

Dr. Hadeel Farahat (**Head of**

Foundation Level)

TA. Basma Barakat

TA. Marwa Hassan

Graphic Design

Dr. Hisham Nagy

LA. Ola Suleiman

TA. Shaimaa Issa

TA. Mona Emam

Graphic Dept. Level 4 students

(**design team**)

Departments Information

Fashion Design Department

The Fashion Design Program prepares students for careers in fashion design for the apparel industry. The curriculum stimulates creative expression in all aspects of fashion design, including fashion sketching, creative design, computer applications, draping, and pattern drafting. Students will understand the importance of communication and critical reasoning and the effect they have on this diversified and global industry. The program is structured to challenge and inspire students by incorporating artistic, technical, and theoretical elements into a realistic approach to the fashion design industry. Students are introduced to textile and fabric development.

The students develop individual design sensibilities while using real-world design problems for content. The student then engages in individual and collaborative design work, which is fabricated in the apparel studio. They also explore apparel styles and garment construction through draping, sewing, and pattern drafting. This project works in tandem with Concept Development students learn to execute three-dimensional design concepts using draping and pattern drafting.

Graphics & Media Art Department

Graphic Design is creative communication. It is an interdisciplinary, problem-solving activity which combines visual sensitivity with skill and knowledge in areas of communications, technology and business. Graphic design practitioners specialize in the structuring and organizing of visual information to aid communication and orientation. The graphic design process is a problem solving process, one that requires substantial creativity, innovation and technical expertise. An understanding of a client's product or service and goals, their competitors and the target audience is translated into a visual solution created from the manipulation, combination and utilization of shape, color, imagery, typography and space.

The Graphics and Media Arts program at the MSA trains students in visual communication. Designers/Artists use creative combinations of ideas, art and technology to inform and influence specific audiences.

The field includes corporate identity, packaging, publishing, advertising, signage, exhibition design and design for television, film, video, the world-wide-web, visual art, media art and animation. It is the goal of the program to challenge students to achieve the highest level of excellence in their work and to prepare them to enter the profession immediately upon the students' graduation.

Courses in the program introduce students to an extensive professional vocabulary and instruct them in skills they need for the successful execution of creative ideas. The curriculum allows students to develop work in four main areas; graphic design, visual art, new media art and animation. The exhibition consists of a diverse stream of student's production starting from corporate identity projects, going through posters, printmaking production art works, mixed media art works, documentaries, stop-motion animations and ending with video art projects.

Interior Design Department

Interior Design is an interdisciplinary practice that is concerned with the creation of a range of interior environments that articulate identity and atmosphere through the manipulation of volume, the placement of specific elements such as furniture, and the treatment of both new and existing surfaces. In the Department of Interior Design at the Faculty of Arts and Design, University of Modern Sciences and Arts/ MSA, students are encouraged to work throughout the course on integrated design projects that vary in scale, scope, complexity and duration - a project-based approach that allows you to progressively develop your subject knowledge and a wide range of design, technical, communication and research skills.

The exhibited projects cover residential, commercial and office space design. The projects cover various subjects such as residential rooms' interior, shop design for toys, for jewellery, for musical instruments, for phone cellular, for chocolate; whilst the office space design was related to banking, real estate marketing, cultural centre tutorial, company advertising and, graphic and travel agency. Students of the Second and Third levels use multi-media in their display (manually, pencil architectural drawings and coloured renderings in gouache, watercolour and coloured pencils on paper, they also use digital CAD plans and sketch-ups of their designs on printed posters. The most important element in their design is the use of their knowledge from other courses related to interior design in their design studio projects such as ceiling and flooring details, plus their selection and display of materials.

Cinema and Theatre Department

The set design part of the program trains future set designers for professional theatre, dance, cinema, and television and life performance. It enables students to progress from the conceptual stage of design to the actual creation of accessories and scenic painting. The Production design part of the program goal is to form creative leaders in production management, technical direction, stage management, and sound or lighting design. In the Production classes the students learn their craft with up-to-date technology and professional equipment.

The exhibited projects cover set design for various plays such as, Shakespeare's "The Merchant of Venice", and Eugene Ionesco's "Maid to Marry", Production design of Cinema and TV project for Naguib Mahfouz's "Bedaya wa Nehaya", and set and costume design for a hotel. Students of the third level used various techniques in presenting their work, manually with pencils, watercolors, gouache colors, colored pencils on paper, or digitally using photo-shop or similar programs, or both. They also use digital CAD plans and sketch-ups of their designs on printed posters.

HARVEST 5 Design

Opening 8th March
2017

Exhibition



Faculty of Arts & Design

MSA Compus, G Building




October University For Modern Sciences & Arts (MSA)

Faculty Of Arts & Design
Cordially Invites You
to join the opening of
the 5th Students Exhibition

Opening 8th March
at 11:00 am



MSA Compus
G Building - Arts & Design Gallery

Opening 8th March
2017

Exhibition



Faculty of Arts & Design

MSA University of Bedfordshire

Cinema and Theatre

The Set design part of the program trains future set designers for professional theatre, dance, cinema, television and live performances. It enables students to progress from the conceptual stage of design to the actual creation of accessories and scenic painting. While the Production design part of the program aims to form creative leaders in production management, technical direction, stage management, and sound or lighting design.



In the Production classes the students learn their craft with up-to-date technology and professional equipment where students explore manual and digital techniques & approaches to reach the level of professionalism in presenting their work.

Fashion Design

The Fashion Design Program prepares students for careers in fashion design for the apparel industry. The curriculum stimulates creative expression in all aspects of fashion design, including fashion sketching, creative design, computer applications, draping, and pattern drafting. Students will understand the importance of communication and critical reasoning and the effect they have on this diversified and global industry. The program is structured to challenge and inspire students by incorporating artistic, technical, and theoretical elements into a realistic approach to the fashion design industry. Students are introduced to textile and fabric development. The students develop individual design sensibilities while using real-world design problems for content. The student then engages in individual and collaborative design work, which is fabricated in the apparel studio exploring apparel styles and garment construction through draping, sewing, and pattern drafting.



Dean's Statement

Welcome to the 5th annual exhibition by the students of the Faculty of Arts & Design, welcome to HARVEST 5. I am proud to present the results of determination and hard work through displaying the distinguished works accomplished by our students during the previous year. HARVEST 5 exhibits the top latest production by our established students from different academic levels in the four departments of the Faculty of Arts & Design as well as the distinguished outcomes by our dear fresh students from the foundation level. My deepest regards to our Faculty members and our students wishing them further success and accomplishments in their different fields of creativity.

Dean of the Faculty of Arts & Design
Prof. Dr. / Tarek Saleh Said

Curator's Statement

One is proud and honored to curate the 5th annual exhibition of the students of the Faculty of Arts & Design ... HARVEST 5. Indeed it has been an amazing and inspiring journey organizing the earlier HARVEST exhibitions where one continuously witnesses the evolution and advancement of our dearly beloved students throughout the years, recognizing their sincere will to set their mark in the Visual Art Scene and the Design Industry. HARVEST 5 exhibits the latest production of hard work and dedication accomplished by the fresh creative minds of our Arts & Design students.

Exhibition Curator
Dr. Tamer Assem Ali
Lecturer in Graphics & Media Art Department

Graphics & Media Art

The Graphics and Media Arts program prepares students to achieve progress and become professionals in visual communication. It is an interdisciplinary, problem-solving activity which combines visual sensitivity with skill and knowledge in areas of communications, technology and business. Designers/Artists use creative combinations of ideas, art and technology to inform and influence specific audiences. The field includes corporate identity, packaging, publishing, advertising, signage, exhibition design and design for television, film, video, the world-wide-web, visual art, media art and animation. The goal of the program is to challenge students to achieve the highest level of excellence in their work and prepare them to enter the profession immediately upon graduation. The program introduces students to an extensive professional vocabulary and instructs them in skills they need for the successful execution of creative ideas. The curriculum allows students to develop work in four main areas: graphic design, visual art, new media art and animation.



Interior Design

Interior Design is an interdisciplinary practice that is concerned with the creation of a range of interior environments that articulate identity and atmosphere through the manipulation of volume, and the treatment of both new and existing surfaces. In the Department of Interior Design at the Faculty of Arts and Design, University of Modern Sciences and Arts/MSA, students are encouraged to work throughout the course on integrated design projects that vary in scale, scope, complexity and duration - a project-based approach that allows you to progressively develop your subject knowledge and a wide range of design, technical, communication and research skills.



The projects cover residential, commercial and office space design, covering various subjects such as residential rooms' interior, shop design for toys, jewellery, musical instruments, cellular phones, chocolate; whilst the office space design relates to banking, real estate marketing, cultural centre tutorial, company advertising and graphic and travel agencies.

HARVEST 5
The Opening



Salon 20

Event: Salon 20 – First Session – Ministry of Culture

Exhibition Title: Salon 20

Field: Visual Arts

Date of Event: 2017

Place of Event: Mahmoud Mokhtar Cultural Center – Sector of Fine Arts - Ministry of Culture

Salon 20 Exhibition Information

Contents

1. Exhibition Data
2. Exhibition Curator's Statement
3. Exhibition Team
4. Exhibition Theme
5. Introduction

2017

Exhibition Data

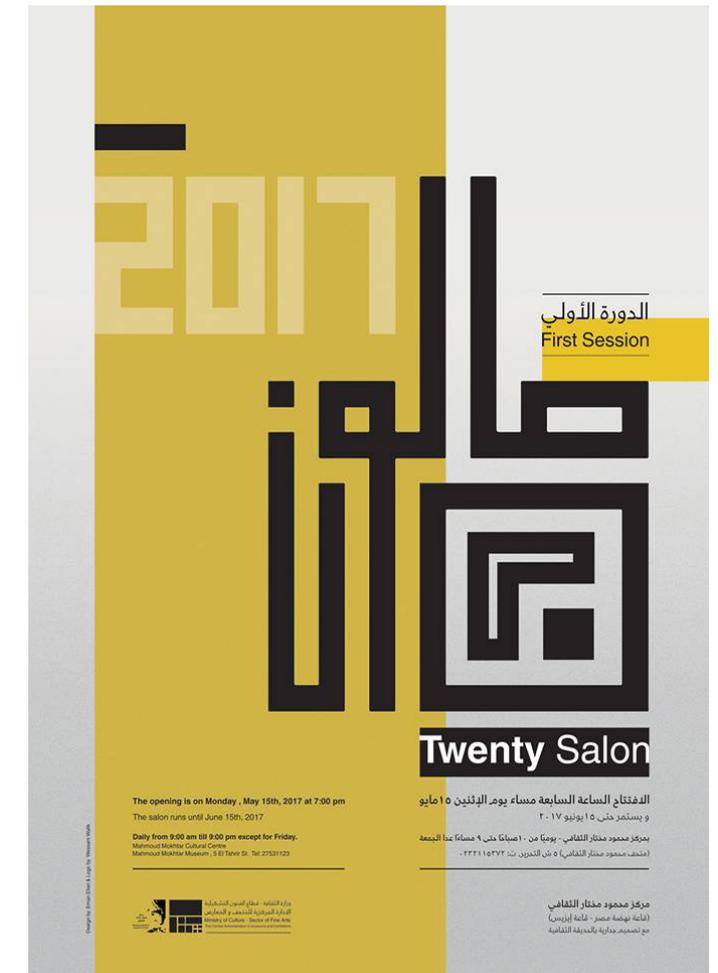
Title of the Exhibition: Salon 20

Opening Date: 15th May 2017

Exhibition Duration: 1 month

End Date: 15th June 2017

Location: Mahmoud Mokhtar Cultural Center – Sector of Fine Arts - Ministry of Culture



Exhibition Curator's Statement



SALON 20, is a bold approach from the Sector of Fine Arts targeting a new demographic of young promising artists. It's definitely time to shed light on the primary experiences of distinguished students from all around and bring them out to the light outside the Academic premises. These students need to become part of the Visual Art scene rather than just observers, spectators and searchers waiting to exhibit one day in major events such as The Youth Salon. This event targets the distinguished students studying art and enables them to set foot in the visual circles and become familiar with the sector of Fine Arts premises and administration as well as getting exposed to audience, critics and above all peers from different backgrounds and faculties. A new platform of young dedicated students working hard to set foot in the Art scene will rise.

Another age level has been successfully targeted by the Sector of Fine Arts to encourage consistency, continuity and deepen the link between young artists from diverse backgrounds and the Sector of Fine Arts.

Exhibition Curator

Dr. Tamer Assem Ali

Lecturer in Graphics & Media Art Department

Exhibition Team

Curator

Dr. Tamer Assem Ali

Assistant Curators

Clara Samir

Eman Elian

Natalie AlSharkawy

Wessam Wafik

Jury Members

Dr. Nagla Samir (Jury Head)

Dr. Nisreen Yousef (Jury Member)

Dr. Dareen Wahba (Jury Member)

Dr. Shady Salama (Jury Member)

SELECTED ARTISTS for the WALL project

Abdel Aziz El Wassify

Aly Galal

Bishoy Laurence

Habiba Shalaany

Mahmoud El Gebaly

Mai El Sawy

Nour Shoukry

Rewan Elagamy

Shams El Oraby

Wessam Wafik (assistant curator)

Theme

Multitasking

In this new age we live; the digital age, it seems that multitasking is taking over and becoming a necessity. The new generations are raised to handle a number of acts or chores on parallel basis at the same time, while the earlier generations are excelling to reach that level of multitasked lives. It's the necessity of the new fast and digital age, where one discovers the urge to do a number of errands at the same level, from the simplest examples to the more complex ones. The digital world has opened new possibilities of communication that hasn't been preceded and has broken boundaries and limits between individuals all around the globe as well as boundaries and limits between a task and the other.

Visual expression has always been innovative and future looking, so it's no surprise that art practice in the recent years has taken bold steps of interdisciplinary approaches in the creative process. Even the norm in labeling fields of the visual arts has been long crossed under the terms of "mixed media" and "mixed practice". Nowadays one becomes familiar with encountering interdisciplinary visual approaches side by side with more traditional ones restricted to a certain field of creativity or perceiving a conceptual artwork being an amalgam of painting, printmaking and digital media beside a painting or sculpture. We live in the age where boundaries have been ripped apart and all the tools, fields and media are available in favor of the personal view and approach of the artist.

Back to multitasking in our daily lives, does multitasking affect the quality of the result? Here's the question for the new generation.

Introduction

Salon 20
The MULTITASKED Entity
A WALL project - MMCC

INTRODUCTION

The Multitasked Entity project is part of the major event "SALON 20 – First Session" that will be held in Mahmoud Mokhtar Cultural Center. The project will be accomplished on MMCC's WALL, which is famous for holding Graffiti events (2006-2008), scribbles and conceptual interactive projects.

The Multitasked Entity project is influenced by the major theme of SALON 20 – Multitasking, where each selected artist is required to create an entity/being related to his/her understanding and vision towards this issue. Finally these entities will be accomplished side by side on the 52 meters WALL of MMCC throughout suitable and preferred techniques and will be linked together through vessels and paths agreed upon by the artists themselves.

Students are introduced to textile and fabric development. The students develop individual design sensibilities while using real-world design problems for content. The student then engages in individual and collaborative design work, which is fabricated in the apparel studio.

They also explore apparel styles and garment construction through draping, sewing, and pattern drafting. This project works in tandem with Concept Development students learn to execute three-dimensional design concepts using draping and pattern drafting.

Salon 20



The WALL



The Exhibition



The Concert





Field Trips

2016-2017

Field Trips

Department:
**Graphic and
Media Arts**

Akhbar Al-Youm Printing House

Realted Unit:

GRPH451 – Packaging Design

Level: 4

No of Students attended : 50

Brief About Field Trip:

About 50 students and 3 faculty members moved from MSA Saturday 6th May 2017 to Akhbar Al-Youm printing house in 6 th October Campus - Industrial Area, we arrived the printing house after 30 minutes.

The printing house includes different huge sections which are printing area, die cut area, rigging and finalizing area. There are different supervisors from public relation department guided us, they accompanied us throughout all sections, we began in printing area where students saw the different types of papers, the preparation for printing process including color separation, CTPs, and inks, then they saw the Offset printing processes and asked a lot of questions that be answered from the technicians and Dr. Huda.



Students learning about printing machines and tecniques

Department:
**Graphic and
Media Arts**

The Palace of Arts at Cairo Opera House

Level: 4

No of Students attended : 15

Brief About Field Trip:

Students and staff members visited The Palace of Arts at Cairo Opera House when art become liberty - The Egyptian Surrealists (1938-1965) Gallery.

An insight to the Egyptian Surreal Movement, history and artists view different art approaches from different Egyptian surreal artists of the 20th century.

Analyze art works with the student and discuss their opinion about them after a tour in the gallery, supervisors gathered the students to share their impression about the artworks and the theme of the gallery and shared their opinions about the artworks.



Students OF Graphic and Media Arts Department

The 27th Youth Salon Competition

Level: 3 & 4

No of Students attended : 12

Brief About Field Trip:

- 1.An insight to the works/production of the competent evolving young artists in the Visual Art field.
- 2.Understanding the importance of collaboration and competing in the Egyptian Visual Art scene.
- 3.Viewing diverse visual approaches through different media by young Egyptian artists.
- 4.Analyze and discuss art works with the students encouraging their critical observatory skills, conceptual and technical awareness throughout sharing their opinions and observations.

After a guided tour in the 27th Youth Salon exhibition, supervisors gathered the students to share their impression on the diverse approaches displayed by their generation of young evolving Egyptian artists discussing the conceptual and technical accomplishments at hand and encouraging and challenging them to understand the importance of competency and excellence in the visual art field.



Students OF Graphic and Media Arts Department

Department:
Graphic and
Media Arts

Mahmoud Mokhtar Museum Modern Art Museum Islamic Art Museum

Level: 3
No of Students attended : 50

Brief About Field Trip:

About 50 students and 7 faculty members moved from MSA Sunday 7th May 2017 to Mahmoud Mokhtar Museum, Modern Art Museum and Islamic Art Museum

This trip takes students through a comprehensive look at the entire museum and environmental designs processes in relation to contemporary practices. This trip gives the student skills and knowledge about Museum design and environmental graphic design.

Filed Trip Aims :

o Demonstrate an awareness of the contemporary debates related to graphic design, and the level of knowledge relevant to related disciplines.

o Display clarity of thinking and articulation of ideas, and evaluate conceptual and contextual frameworks that give an individual and informed perspective.

Filed Trip reflection to the learning outcome :

The effects of this field trip to students meet the following ILOs:

- 1- Research and report on contemporary issues related to graphic design.
- 2-Involve in group discussions illustrating own stand.
- 3- Analyse data coming up with individual and informed perspective.
- 4- Create a final practical works
- 5- Develop ideas reflecting individual and informed perspective



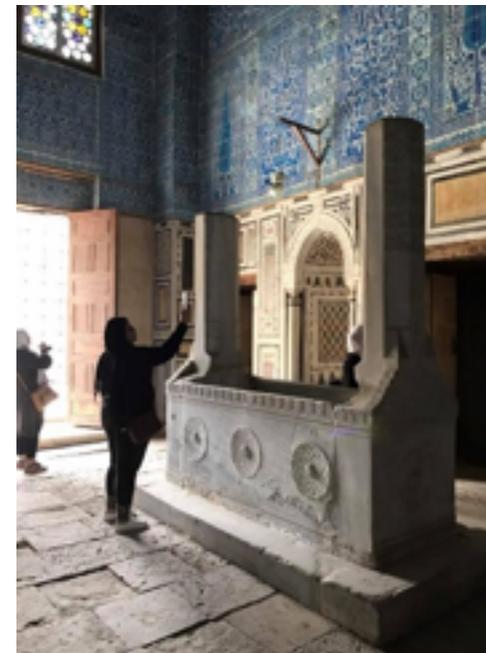
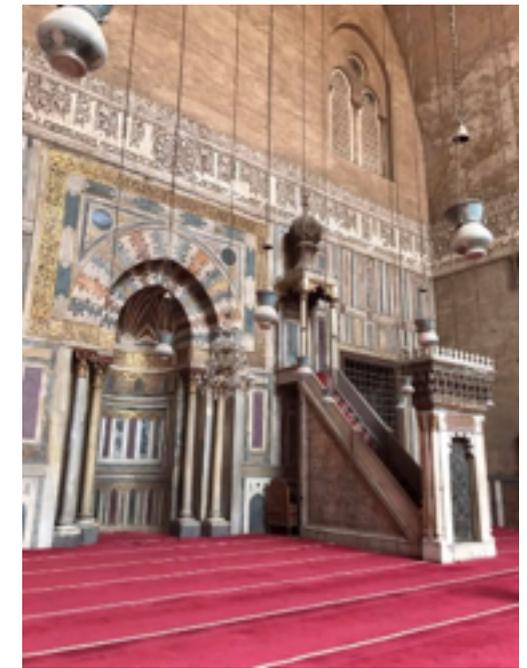
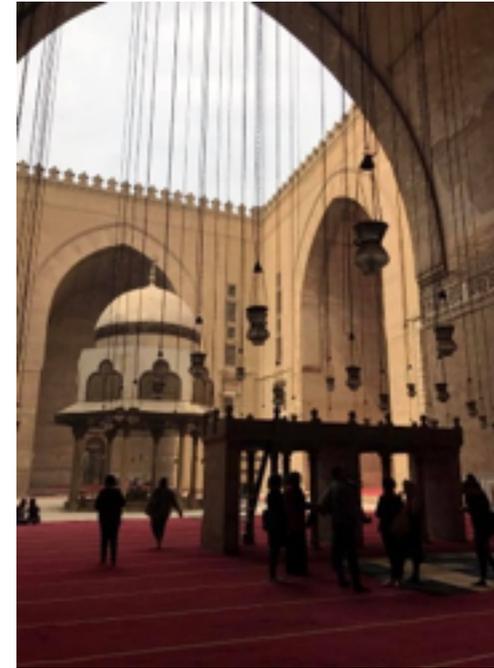
Department:
**Interior
Design**

Various Mosques in Cairo

**Related Unit: ARCH202 – Basic
Architecture Design
Level: 2
No of Students attended : 75**

Brief About Field Trip:

Students visited Sultan Hassan Mosque, Refaee Mosque, Beit Al-Me'mar, Khayer Beik, The Blue Mosque .
Students were divided into groups, each group went with one of the Teaching Assistants visiting the sites in order, taking photographs and notes about the history, design and construction of each site.



Shots from the visited mosques

MOBICA Factories

Level: 4

No of Students attended : 47

Brief About Field Trip:

The visit targeted the factories and design office so that the students can observe and learn how the design process is done in such factories. The trip went through 4 different factories with guides from the factory explaining the industry process for the students, then a visit to the design office with explanation from the training manger in MOBICA for the design process.



Level 4 Interior Design students at MOBICA factory

Fatimia Historical Cairo

Level: 2
No of Students attended : 100

Brief About Field Trip:

The trip will take place on Friday March 18th (For all groups), this trip will compensate the classes of Tuesday 15, March 15, 2016.

Trip route: Bab Elnasr, Bab Elfotouh, Fatimid walls and El-Moez St., El-Hakeem mosque and El- Akmar Mosque, Qalawun Complex, Beit El-Sehimy, Amir Beshtaq palace and Sabil Abdelrahman Qatkhuda, and finally wekalet Bazaraa (see the following map).

Field Trip Aims:

The field trip is necessary to develop the student analytical and visual skills and introduce them to real and historical examples. The field trip assignment is an application for the theoretical course materials.



The Egyptian House of Architecture "Beit ELMemar"

Level: 3
No of Students attended : 28

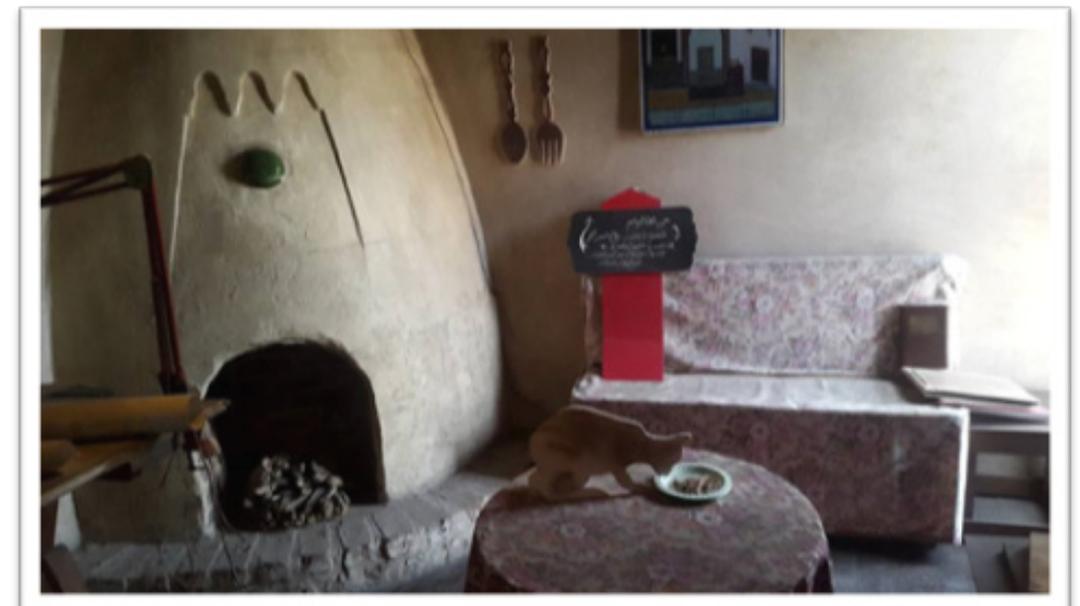
Brief About Field Trip:

Filed Trip Aims :

- 1-To recognize the difference between the phases of the Egyptian architecture styles.
- 2-To be able to describe the house and to know about it's history.
- 3-To understand the history of the two Egyptian architects (Hassan Fathy & Ibrahim wesa wasef).

Trip in details :

- Meeting point at 9:30 am.
- Bus will leave on 9:45 am.
- Arriving "Beit El Memar" at 11 am.
- They were divided into 3 groups each of them toke a tore in the house with the Dr.Karam &The Assistants.
- The bus will leave "Beit El Memar" at 2:00 pm.
- Return to the university will be at 2:45 pm.



Cairo Opera House

Level: 3

No of Students attended : 13

Brief About Field Trip:

Practical overlook on the Opera's workshop and the main hall, to recognize the difference between reading a live performance and a recorded one.

Trip in details:

- 1- Overlook on the main opera's performance under the supervision of the production designer Mohamed Elgharbawy and his team.
- 2- Learning more about the theatre lighting and theatrical set design through watching photos of different performances.
- 3- Overlook on the opera's workshop and figuring the different techniques and materials used on stage.
- 4- Overlook on the main opera's hall and back stage.
- 5- Learning the on stage techniques between (lighting, changing set design, widen and narrowing the stage).



Images from Opera visit

Department:
Cinema and
Theatre

Le Marquee Theatre

Related Unit: ARCH202 – Basic
Architecture Design

Level: 4

No of Students attended : 13

Brief About Field Trip:

Students visiting the theatre set helped them in knowing exactly how the backstage works, how the set is made, what materials are used, how the entire design process is managed until it is finally done on stage. The relations between the team and how they are working together. Knowing the budget.

Students visited “Le Marquee” theatre, Eng. Hazem Shebl took them through a tour around the theatre from the outside to the inside, the backstage, the stage area, the control room. They knew all about the staged set is build, how it would be lit, the working details and how the set is changed during the show. Then he introduced them to the whole process, how they started, till the show day and what problems they faced and how they were solved.



Department:
**Fashion
Design**

Textile Laboratory- Faculty of Applied Arts- Helwan University

Related Unit: FSHN406

Level: 4

No of Students attended : 19

Brief About Field Trip:

As a part of their Graduation Project process, Students were asked to perform various fabric tests in order to make sure of the quality of the chosen fabrics to move forward with their final outfits, so a field trip took place to the textile lab at the faculty of applied arts, and they performed the tests by themselves with the help of the academic specialists there, many fabric tests were available such as: Tensile strength test, Seam slippage test, Abrasion test, drape ability test, Air permeability, Wettability test and also the basic fabric tests such as: fabric weight, thickness, yarn count, Burn test...,etc.





Workshops

2016-2017

Workshops

Department:
**Graphic and
Media Arts**

3D MAX Workshop

No of Students attended : 47

Brief About Field Trip:

- The first part from 9:12 A modelling of a car took place using the - poly Editor option
- The second part of the workshop from 12.30: 15.00 was an application on an animal character



Students that attended the 3D MAX workshop

Department:
Graphic and
Media Arts

Augmented Reality and Game Jam workshop

No of Students attended : 12 Participants

Workshop Duration : 3 days

Workshop Date : 9-11-12 March from 3-7 pm

Supervision Name & Position:

Masasuke Yasumoto

a Japanese media artist, assistant professor in Kanagawa Institution for Technology in Japan and recipient of the Jury prize at the Japan Media Art Festival 2015

Attended Staff: Dr. Weaam El Masry

Related Unit or Units : Game Design

Workshop Aims:

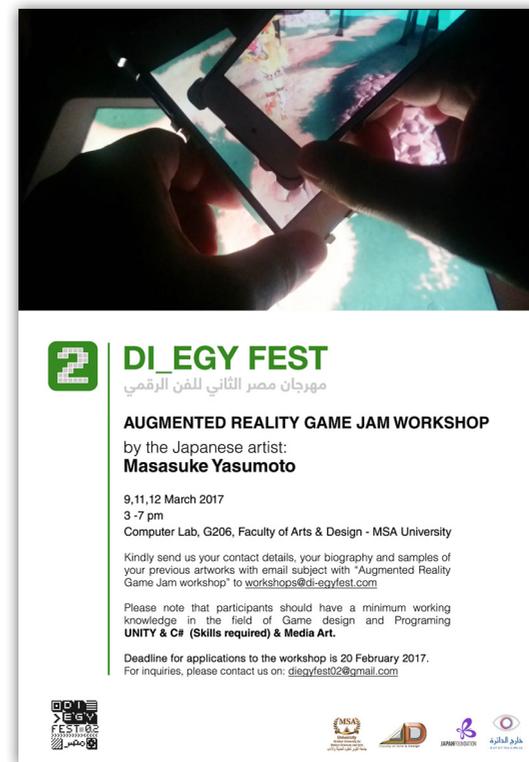
Introducing participants to the most common program (UNITY) used to create Augmented reality Game on Mobil devices

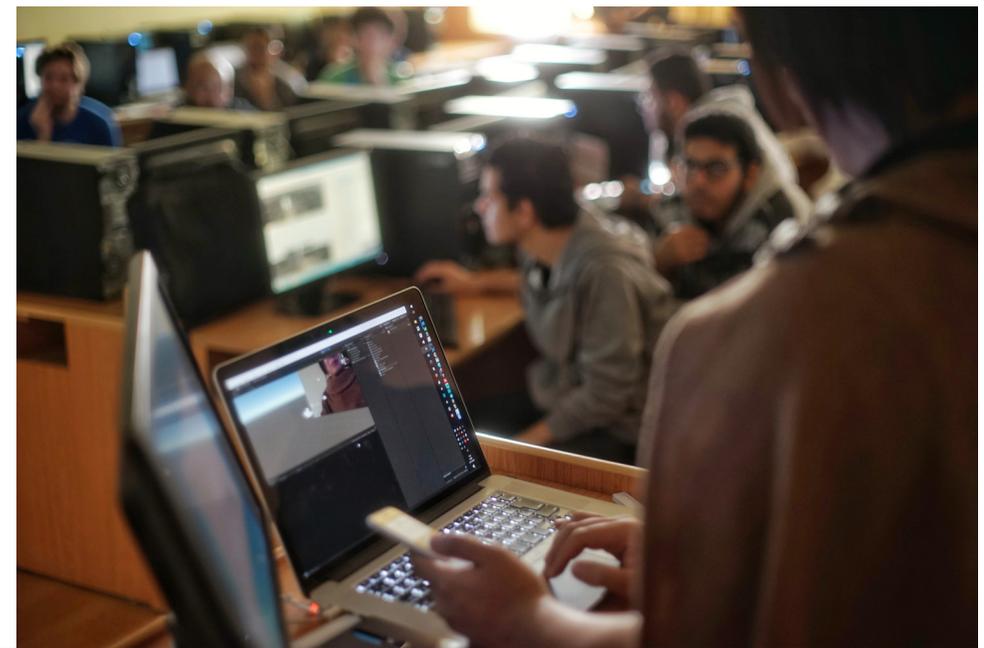
Workshop Activities:

This workshop was conducted as one of the activities of the second edition of the International Digital Arts festival _ DI_EGY Fest 0.2

The Second edition of the International Digital Art Festival - DI_EGY Fest 0.2 with the theme of "Coding & Identify" run from 7-14 March 2017 at Darb 1718, Contemporary Art & Culture Center in Old Cairo

DI_EGY Fest 0.2 is an intensive 7 days festival for an international group of professional artists which will include an Exhibition, Workshops, Art talks & Panel discussions, live performances and Kids digital art activities. Its mission is to create an environment designed to maximize exchanges, stimulate new ideas, encourage experimentation and produce different activities





Department:
Graphic and
Media Arts

MadMapper Video and LED mapping workshop

No of Students attended : 14 Participants

Workshop Duration : 3 days

Workshop Date : 9-11-12 March from 3-7 pm

Supervision Name & Position:

Masasuke Yasumoto

Swiss artists: Boris Edelstein and Walid Van Boetzelaer, with the cooperation of Mapping festival in Geneva

Attended Staff: Dr. Weam El Masry

Related Unit or Units : Media Art

Workshop Aims:

Over the course of 3 days, participants had been introduced to the world of video mapping, in particular using game changer softwares MadMapper and Modul8. A showcase of the different tools and techniques commonly used by artists will be made to give an overview of ways to create media, and prepare for an installation. In addition to this; the participants had been shown how to plug interactive devices to .control the installation

During the workshop, participants actively have been doing exercises, which nourish the content of the course. More importantly, the participants worked together on a .larger piece which presented as a result of their learnings at the end of the 3 days The workshop focused on the use of Modul8, MadMapper, MadLight, live controls, and interactive Controls. Video mapping, with an introduction to LEDs.:Workshop Activities .This workshop was conducted as one of the activities of the second edition of the International Digital Arts festival _ DI_EGY Fest 0.2

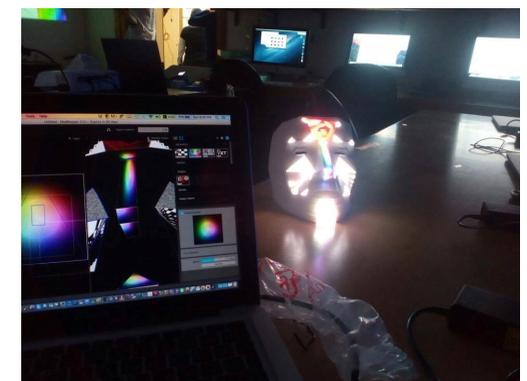
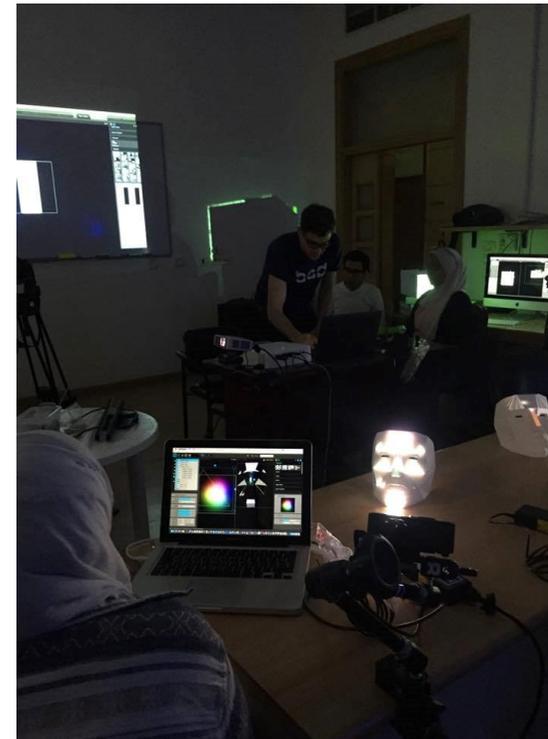
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Workshop reflection to the learning outcome: Workshop Activities:

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Department:
**Graphic and
Media Arts**

Teamwork workshop

No of Students attended : 14 Participants

Workshop Duration : 8 hours
Workshop Date : 5/1/2017

Supervision Name & Position:

Dr.Hisham Nagy

Attended Staff:

LA\ Ola Hussam
TA\Shaimaa Issa
TA\ Mona Emam

Related Unit or Units : GRPH405

Workshop Aims:

Understand the importance of working as team specially when to comes working in the market and the impact of team spirit on achieving goals
.Enhance participant's skills when practicing teamwork concepts
.Be able to use techniques for handling team interpersonal problems

Gain greater insight into:

-Why teams succeed and fail
-Team norms, role and stages

Workshop Activities:

.Working with people of different ages, gender, race, religion or political persuasion
.Working as an individual and as a member of a team
.Knowing how to define a role as part of a team
.Applying teamwork to a range of situations
Time management of creating with the team a communication channels e.g., poster
.design/ Radio copy under certain time frame

Workshop Activities:

Building Teams-
Self Branding-
Design a Poster-
Create a radio advertising-



Department:
**Graphic and
Media Arts**

Teamwork workshop

No of Students attended : 14 Participants

Workshop Duration : 5 hours
Workshop Date : 28 / 08 / 2016

Supervision Name & Position:

Dr.Tamer Assem

Attended Staff:

TA\Shaimaa Issa

Related Unit or Units :CDS214

Workshop Aims:

workshop with the photographer Ahmed Samir (the photographer of Shweppis Gold drink advertisement) to help some selected students in using digital camera in photographing their own photos so as to use in different medias , it included

- How to professionally use the digital camera

The difference between each type of photo according to their use in different social media

-How to adjust lighting to suit the photographed subject

Workshop Activities:

- Make experiment depending on shooting in different kind of lightining

-Trying to use different camera lenses



Department:
**Graphic and
Media Arts**

Children University

No of Students attended : 42 Participants

Workshop Duration : 5 hours
Workshop Date : 5 / 08 / 2016

Supervision Name & Position:

Dr.Tarek Saleh

Attended Staff:

LA\Sara Ahmed
TA\Shaimaa Issa
TA\Heba Hashim

Related Unit or Units :CDS214

Workshop Aims:

Representing faculty of arts and design in teaching some kids from different schools about the field of art and design according to MSA programme named children university

Workshop Activities:

.Tools: some different pictures including faces, mouth, nose, butterflies...etc-
.Photoshop program

Requirements: the children were asked to make artistic different compositions using the previous tools and suitable colors coping with their design

After telling the activity we started to help the children each in separate to choose the elements and make a color palette to use demonstrating the tools they need in the program enables them to make some edits

And finally the third part of the visit which was collecting the children's artworks,-telling them some comments and showing our appreciation to their primitive trials





Seminar

2016-2017

Seminars

Seminar

Title : Experience and role model

Guest speaker : Architect Essam Safieldin

Address :MSA October campus

Seminar duration :2 hours

Date : 8/5/2017

Department : Interior Design

Seminar Aims :

Give our students and staff the opportunity to learn from the great experience of the Architect Essam Safieldin.and get inspired from his presence in the university talking about the story behind his accomplishments and success.



MSA
University
October University for
Modern Sciences and Arts

المعماري عصام صفى الدين
Architect Essam Safieldin

خبيرة وفرة

Experience & Role Model

ندوة للمعماري عصام صفى الدين بقسم التصميم الداخلي
A talk For the architect Safieldin in Interio design dep.

Monday 8/5/2017 From 10:00 AM to 12:00PM
Room/ G302



Prof. Dr Tarek Saleh -Dean of the faculty of Arts and Design and Prof.Dr Aleya Abdel Hady -Head of Interior Design Department- are giving Architect Essam Safieldin Certificate of appreciation and Shield from MSA University for his great achievements.



A close-up, grayscale photograph of a hand holding a pen, writing on a document. The document has some faint, illegible text. The hand is in the foreground, and the pen is pointing towards the right. The background is blurred, showing more papers and a desk.

Staff Promotions

2016-2017

Staff Promotions

Department:
**Graphics and
Media Art**

Dr. Mohamed Hamdi Al Hamahmy

Degree: PHD

Degree Title:

Visual documentation between mural painting & Environmental design

Major: Decoration Department - Faculty of Applied Arts - Helwan University

Year: 2015

Department:
**Graphics and
Media Art**

AL. Sara Mohammed Mamdouh

Degree: Master

Degree Title:

Institutional Advertising Campaigns and their role to enhance the image

Major: Advertising Department - Faculty of Applied Arts - Helwan University

Year: 2015

Department:
**Interior
Design**

Dr. Karam Ahmad Abdallah

Degree: PHD

Degree Title:

Aesthetic Values of the Mamluk Interior Architecture in Egypt and Syria, Comparative Study

Major: Faculty of Fine Arts - Helwan University

Year: 2016

Department:
**Graphics and
Media Art**

Ass.Prof. Hadeel Farahat

Degree: Assistant Professor

Major: Textile printing, dyeing and finishing department – Faculty of Applied Arts – Helwan University

Year: 2016

Department:
**Interior
Design**

AL. Rasha Moustafa El Shiaty

Degree: Master

Degree Title:

Evaluating the performance of the outdoor spaces in Healing Eco.tourism in Egypt

Major: Architecture Department - Faculty of Fine Art - Helwan University

Year: 2016

Department:
**Graphics and
Media Art**

AL. Basma Barkat Abu Bakr

Degree: Master

Degree Title:

The Photorealism in artworks of graphic artists

Major: Graphic Department - Faculty of Fine Art - Helwan University

Year: 2017

Department:
**Interior
Design**

AL. Nada Ahmed Ibrahim Ahmed

Degree: Master

Degree Title:

The Intellectual Yield for Rhythmic Movement and its effect in Interior Designing of Space

Major: Interior Design Department - Faculty of Applied Arts - Helwan University

Year: 2017

Department:
**Interior
Design**

AL. Sarah Nabih Nasif Farag

Degree: Master

Degree Title:

The adaptive reuse of old public transport vehicles

Major: Interior Department - Faculty of Fine Art - Helwan University

Year: 2017

Department:
Graphics and
Media Art

AL. Mohamed Abd El-Wahed Sobaih

Degree: Master

Major: Animation - Academy of Arts - Higher
Institute of Cinema

Year: 2017

Design Team

TA\ Shaimaa Issa
LA\ Ola suliman
LA\ Sara Ahmed
TA\ Heba Hashim
TA\ Marwa Shahbour

Under the Supervision of:
Prof.Dr/ Tarek Saleh



2016-2017