



FACULTY OF ARTS & DESIGN

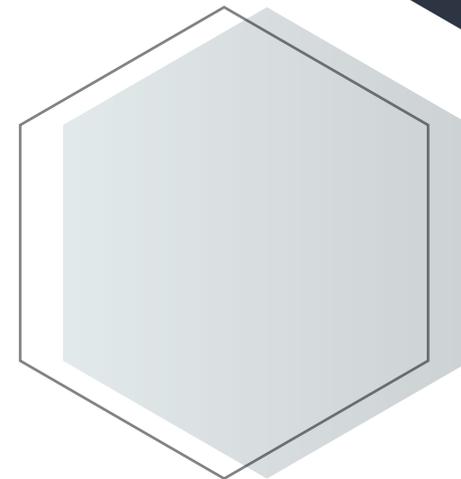
# 2017 / 2018 Achievements Book





# Dean's Word

2017  
2018



## A Word From the Dean

It is my pleasure to browse with you some of the Faculty of Arts & Design activities in various fields. Higher education in the field of Arts 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, summer schools 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 enjoy looking 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 of Modern sciences and Arts**

### **Vision:**

To graduate distinguished and progressive artists and designers for our local and international communities and instill in them the knowledge, skills and techniques that will make them excel in their careers

### **Mission:**

Our mission is to develop dedicated and gifted students to become outstanding designers, planners and managers in the fields of cinema & theatre, fashion, graphic & media art, interior design, product design and landscape.

We attain this by providing a strong context of professional education with emphasis on intellectual development and creative activity, based on liberal arts and sciences. We will support this by encouraging independent learning through studio based curricula and research oriented thesis programs.

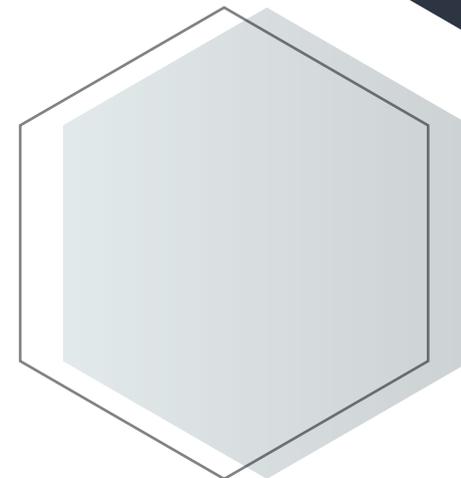


2018



# Staff Publications

2017  
2018





## Dr. Tamer Assem Ali, PhD

### Research Title:

ASPHALT ...  
A Mixed Media Printmaking.

### Abstract:

The Exhibition consists of 14 selected prints accomplished in a mixed media fashion by combining digital prints with woodcut relief printmaking in the same work.

This project is considered continuity to the researcher's visual general project through out following the usual approach of mixing contradictory media, elements and ideas reaching the final sought existence.

In this printmaking series, Assem's faces/ humans implemented in a nihilistic yet persistent expressionistic manner find comfort and seek refuge harmoniously on the surface of their digital background, the ASPHALT.

**Department:**  
Graphics and Media Art

**Date of Publication:**  
April 2018

**Place of Publication:**  
Faculty of Fine Arts  
(Main Gallery)  
Helwan University,  
Cairo – Egypt

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Poster of ASPHALT exhibition

The search is constant and the unrest prevails, the path is yet undetermined and vague. Awed and wounded these faces stand strong setting rigid land marks during the journey on & one with ASPHALT.



Samples of the prints displayed in the exhibition



**Project Field:**  
Graphic Art  
&  
Printmaking

2018

### Keywords:

Digital Art  
Artwork  
Mix Media  
Digital Manipulation



## Dr. Hisham Nagy Abdel Monem

### Research Title:

Designing color identity for global Brands between appropriateness and uniqueness

### Abstract:

Color considered one of the main aspects of visual communication. It has a remarkable impact on people's way to receive and interpret images. Color also has a functional role in attracting attention, conveying messages and evoking emotions. This explains why color is a significant element in brands visual identity.

A strong brand visual identity system depends on an attractive color to be visible and differentiated.

It also consistently uses the same color in all its visual communications to be able to be recognizable especially in increasingly competitive and saturated markets.

Cultural associations, visual and psychological effects are very important considerations in choosing a color for a brand. But building a strong brand identity needs to widen our view and think about the common in different countries.

It is important to understand the meanings of colors from one culture to another and how they differently interpret colors in the visual messages.

**Department:**  
Graphics and Media Art

**Date of Publication:**  
September 2017

**Place of Publication:**  
Atti XIII Conferenza  
del Colore, Napoli 2017,  
Italy

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A quick preview on global brands we can observe using almost the same colors, because they depend on the same references in choosing them. They aim to choose the appropriate colors that most of people will accept and understand globally. Avoiding risks and owing a suitable color are the reasons.

Therefore, blue, reds are the most global brand colors all over the world. On the other hand, aiming to build a distinguished visual identity that could stand for uniqueness and visibility needs to think differently when choosing 23 a global brand color. This raises a question about how can we build a strong color identity for a global brand and what is more important for a global brand' color, appropriateness or uniqueness.

This study aims to find an answer for the previous questions, through an analytical study of social media websites on mobile and tabs devices to explore what is more important for global brands when designing their color identity.



Figure (3) Examples of red global brands

Figure (4) Examples of blue global brands



**Project Field:**  
Branding

2017

### Keywords:

Color identity  
Global Brands  
Appropriateness  
Uniqueness



## Dr. Hoda Madkour

### Research Title:

Effect of distinct cultural patterns on the international language of contemporary furniture design

### Abstract:

Ethnic art forms of creativity to impose itself on the Western flair and became one of the phenomena of the twentieth century, striking the phenomenon of turnout arts and ethnic products tinged many shortcomings in understanding cultural and scientific side of that distinct cultures.

In addition, many expressive photos and plastic which were not previously familiar used by multiple and diverse forms and images in the same frame and venue, raising questions about the causes and motivations of crafting and shaping this momentum diverse architectural products.

These architectural products have no similarity or resemblance to the images of expression and the plastic vocabulary could consider a specific link or you can justify the reasons for diversity and change in regional architecture, which were marked by twentieth-century architecture in evolution and ongoing instability, which have become the main feature that characterized the architecture in this century.

**Department:**  
Interior Design

**Date of Publication:**  
December 2017

**Place of Publication:**  
The first scientific conference – public administration for inadequate specialized (art and craft heritage language communication between peoples) Central Department for studies and research, General Organization for cultural palaces - international design magazine

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Hence the importance of this study that tries to shed light on the cultural aspect inherent to these arts by identifying the science of Ethnology, which is one of the branches of anthropology which means studying the primitive peoples, cultures and civilizations to examine values.



The most famous symbols used in African culture



The most famous symbols used in American culture

**Project Field:**  
Furniture Design

2017

**Keywords:**  
Cultural Pattern  
International Language  
Contemporary  
Furniture Design



## Dr. Hoda Madkour

### Research Title:

Metaphysics as intellectual emitter in the formulation and forming architectural output

### Abstract:

Architecture has been in contact and integration has not been without its evolution in form and detail and architectural vocabulary recognized each period whether then where search confirms central role of metaphysics as intellectual emitter shape and form of thought, architectural, product formulation and forming phenomena and architectural studies unable Material analysis and detection of essence and interpreted so that physical explanations boil down phenomena in one dimension Maddy describes and explains the functional relations and plastic and reconstructive ratios causes without diving beyond ideas and philosophies form and motivations to the architect or the community, and structure metaphysical ( philosophy – mythology – Denny ) in this society.



The Ionic model is a modification of the legendary punishment that took place on the atlas of the sky, and the legend of Hercules and the golden apple

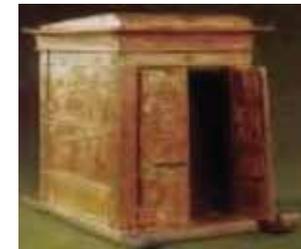
**Department:**  
Interior Design

**Date of Publication:**  
July 2018

**Place of Publication:**  
Arts and Sciences –  
Arabic Assembly of  
civilization and Islamic  
arts

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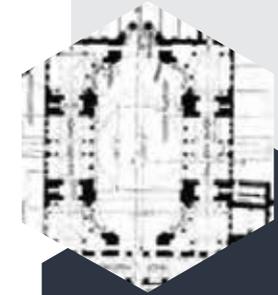
but must analyze these phenomena through full heritage components monitoring and philosophical symbolism accompanying the phenomenon in addition to the political, economic and social variables imposed by scientific progress and evolution, especially since Renaissance, which change and reshape the metaphysical structure of the individual, by imposing the beliefs and philosophies and intellectual visions replaced creeds and legends that shaped the intellectual and ideological heritage of the individual and the group in the past, and concentrated.



Ancient Greek religious shrine



The round square of the Amphi Theater and the Roman Theater Colosseum in Rome



**Project Field:**  
Interior Architecture

2018

**Keywords:**  
Metaphysics  
Intellectual emitter  
Formulation  
Architectural Output



## Dr. Esraa ElKhodary

### Research Title:

### Physical Properties of Stereocomplex Type Poly (lactic acid) Biaxially Drawn Films

### Abstract:

Equal amounts of PLLA and PDLA were melt-mixed in a mill type mixer at 190 C and further extruded at 250 C.

The blend obtained was compression molded into films and biaxially drawn and annealed.

The changes in various physical properties such as mechanical and thermal properties and the higher-order structure of the films in the biaxial drawing and annealing processes were investigated.

The biaxially drawn films showed a broad crystalline WAXD reflection similarly to the uniaxially drawn PLLA/PDLA blend fibers and the application of annealing at 190 C completely changed the reflections into those of SC.

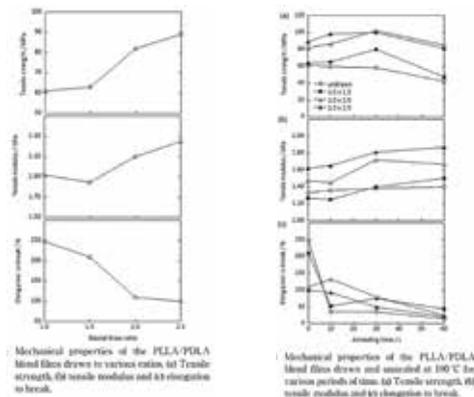
The higher order structure was completely transferred into SC after annealing at an elevated temperature.

**Department:**  
Fashion Design

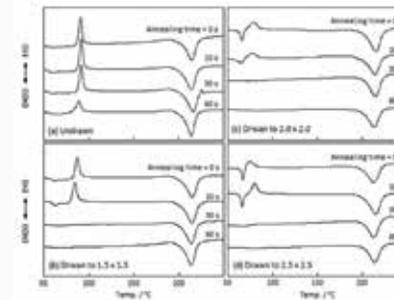
**Date of Publication:**  
July 2017

**Place of Publication:**  
Journal of Fiber Science and Technology

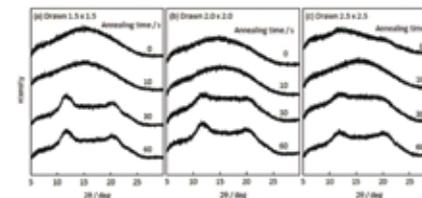
**Email Address:**  
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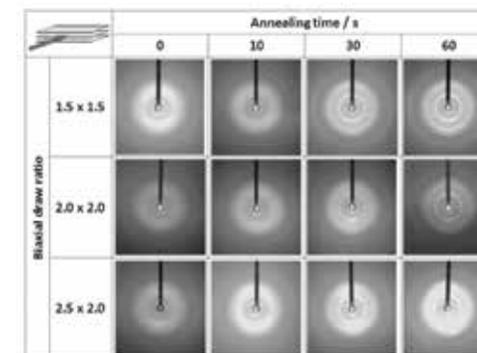
The mechanical property was improved by the biaxial drawing and the annealing for short period of time, and the films showed an excellent thermal resistance. However the annealing for a long period deteriorated the mechanical property.



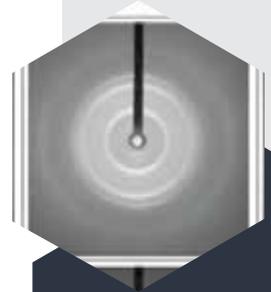
DSC curves of the PLLA/PDLA blend films drawn and annealed at 190 °C for various periods of time.



WAXD spectra of the PLLA/PDLA blend films drawn and annealed at 190 °C for various periods of time.



WAXD edge view pattern of the PLLA/PDLA blends films drawn and annealed at 190 °C for various periods of time.



**Project Field:**  
Fiber Science

2017

### Keywords:

- PLLA
- PDLA
- Blending
- Crystallinity
- Higher order structure



## Dr. Esraa ElKhodary

### Research Title:

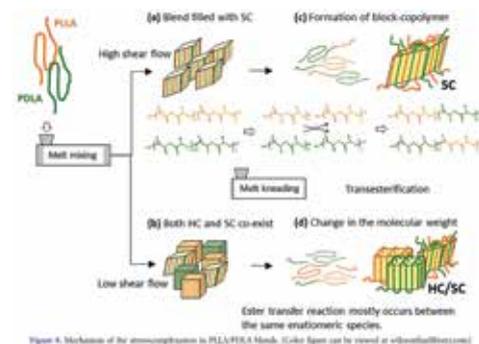
Effect of the melt-mixing condition on the physical property of poly(l-lactic acid)/poly(d-lactic acid) blends

### Abstract:

The effect of the mixing condition in a mill-type mixer on the thermal property and the crystal formation of the poly(l-lactide)/poly(d-lactide) blends is investigated.

The blends melt-mixed at 200 and 210°C under application of a high shear flow tend to show a single melting peak of the stereocomplex crystal (SC) in the differential scanning calorimetry first and second heating processes without indicating the trace of the melting of homo-chiral crystal.

The mixing at an elevated temperature causes a serious thermal degradation. Further kneading of the blends at an elevated temperature higher than  $T_m$  of SC causes the transesterification between the same enantiomeric chains forming block copolymers of l- and d-chains.



This block copolymer acts as a nucleating agent of SC and the compatibilizing agent between poly(l-lactide) and poly(d-lactide) and promotes the formation of SC. © 2017 Wiley Periodicals, Inc. J. Appl. Polym. Sci. 45489 ,134 ,2017.

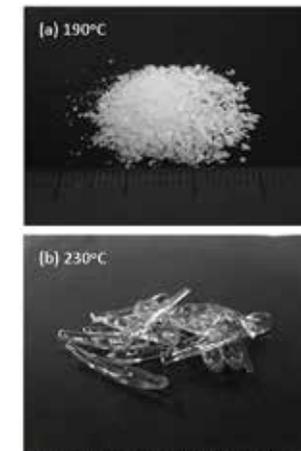


Figure 2. Appearance of the blends extruded at (a) 190 and (b) 230°C

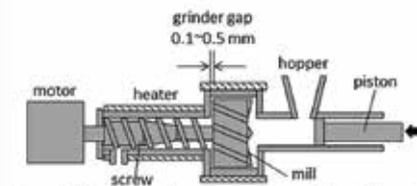


Figure 1. Photograph and a schematic diagram of the mill-type melt-mixer used in this study.



**Project Field:**  
Fiber Science

2017

### Keywords:

PLLA  
PDLA  
Blending  
Stereo complex  
 $T_g$   
 $T_c$   
 $T_m$   
Crystallinity  
Amorphous  
Glass transition

**Department:**  
Fashion Design

**Date of Publication:**  
July 2017

**Place of Publication:**  
Journal of Applied  
Polymer Science

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**Dr. Hadeel Farahat**  
**Dr. Dalia Abd Elmohaiman**

**Research Title:**

Montessori Education as a New Method  
for Teaching Colors in Design Basics  
(Case Study Foundation Level)



**Department:**  
Foundation

**Date of Publication:**  
January 2018

**Place of Publication:**  
The Arab Association of  
Civilization and Islamic  
Arts

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**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 a student's development, which is a fundamental key of the Montessori method.

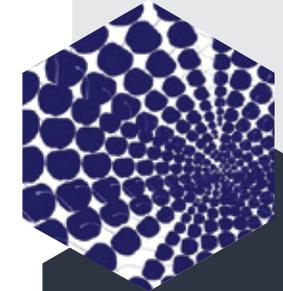
Color is one of the fundamental elements of art. It is important for art students to not only be exposed to color theory, but to understand it. By studying colors, students are able to embrace their own creativity and create their own masterpieces: one of the introductory art lessons is that of mixing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

The researcher chose 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 reform student's knowledge, self-confidence, self-correction and their own abilities in using colors.



Students experiments using different approaches of color in art work to create illusion of forms, contrast and pattern



**Project Field:**  
Colors Education  
&  
Design Basics

2018

**Keywords:**

Montessori  
Teaching  
Colors  
Education  
Design Basics



**Dr. Hadeel Farahat**  
**Dr.Dalia Abd Elmohaiman**

**Research Title:**

The Customer Favorite Color as an Effective Element in Designing Living Rooms



Design Samples

**Abstract:**

We all need to create a healing and peaceful atmosphere around ourselves. The colors in the homes and surroundings affect our physical, emotional, and mental health. By carefully choosing the colors that surround us we are indirectly caring for ourselves.

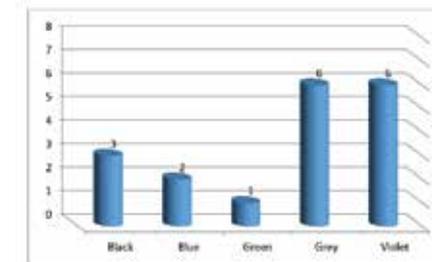
If we look at the colors we choose, we can understand many clues to our personalities and inner feelings.

The colors we are attracted to over long periods of time are linked to our personality type, our strengths and weaknesses, as well as indicating our potential in life. These colors preferences, which often remain unchanged for our whole live, are known as "soul color".

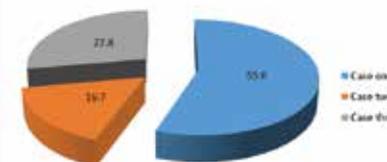
In this research we are going to focus on the relation between choosing colors from the psychological point of view and their uses in the living rooms.



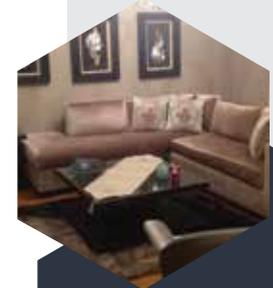
Design Samples



This table shows the percentage of samples who choose different colors in their living room



This figure shows the 3 different cases that the researcher faced



**Project Field:**  
 Colors  
 &  
 Interior Design

2018

**Keywords:**

Colors  
 Interior Design  
 Effective element  
 Living rooms  
 Psychology  
 Soul Color

**Department:**  
 Foundation

**Date of Publication:**  
 June 2018

**Place of Publication:**  
 The Arab Association of  
 Civilization and Islamic  
 Arts

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## LA. Sara Ahmed Sayed

### Research Title:

The Impact Of Interactive Educational Environment On The Students Of Arts & Design

### Abstract:

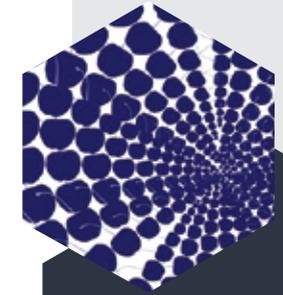
Educational Environment is one of the most important mediators to finalize the educational process, because It contribute to make the students coexist with the content of the curriculum and with the staff members, Educational Environment faces some problems related to transfer scientific information to the students of arts and design, because there is no developed ways in interaction between students and information, in addition to some insufficiency in getting the benefits from new technological devices to create attractive interactive educational environment that can help in eliminating the feeling of boring that students can feel during lectures which can cause inattention toward the content of the lecture.

So it becomes very important to find new ways in interaction between students and presented scientific information to add some kind of entertainment and joy to educational process in a way that can guarantee memorizing the presented scientific information.

That can be achieved by getting the benefits from new technological devices to build interactive educational environment for the Curricula of arts and design.

From that point the problem of the research appeared and we can summarize it in the following questions: what is the role of interactive educational environment facing traditional educational environment?, what are the characteristics of the new technological devices that can be applied to create interactive educational environment and what its role as an educational mediator to learn the curriculum of arts and design. The aim of the research was to study the characteristics and the advantages of some new educational devices that can be applied to build interactive educational environment to teach the curricula of arts and design, and suggest a design of interactive digital curriculum and apply it on different interactive devices to create attractive interactive educational environment to the students, A measurement of the impact of the interactive curriculum on the students of arts and design was done through a questionnaire to get a successful interactive digital curriculum that depends on the opinion and suggestions of the students to achieve the functional value of the interactive educational environment.

The results of the research was when corrective design principles are applied to interactive digital curricula, the students will be more attracted to the presented scientific information and the interactivity will increase with this information , So students can remember it easily, In addition to that the usage of new technological devices to build interactive educational environment will contribute to create a new interactive experience that helps students to coexist with the presented scientific information in a way that can add some kind of entertainment and joy during studying.



**Project Field:**  
Design between  
education & application

2018

### Department:

Graphics and Media Art

### Date of Publication:

April 2017

### Place of Publication:

The fifth international conference of the faculty applied arts

### Email Address:

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### Keywords:

Interactive educational  
Environment  
Digital curriculum  
Hologram  
Smart board  
Smart paper



## LA. Noha Essam El Din

### Research Title:

Formulating Analogous Solutions  
As A Concept Tool In Innovative  
Interior Design Applications

### Abstract:

Design-by-analogy and Metaphor is a powerful part of the design process across the wide variety of modalities used by designers such as linguistic descriptions, sketches and diagrams. Many tools are needed to support people's ability to find and use analogies, and a deeper understanding of the cognitive mechanisms underlying design and analogy is a crucial step in developing these tools.

This paper explores the effects of representation within the modality of sketching, the effects of functional models, and the retrieval and use of analogies. The level of abstraction for the representation of prior knowledge and the representation of a current design problem both affect people's ability to retrieve and use analogous solutions. A general semantic description in memory facilitates retrieval of that prior knowledge. The ability to find and use an analogy is also facilitated by having an appropriate functional model of the problem. This paper approaches analogy and metaphor from design aspects and its application in design quality in fields related to creativity and the conceptual content of signs and symbols within the various design contexts.

To achieve its objectives, the paper covers theoretical background which is related to existing studies with specific reference to analogy and metaphor. The second step, covers a number of studies from which a hypothesis to build up a framework that addresses the research problem with some emphasis on symbols.

These studies have a number of implications for the development of tools to support design-by-analogy and metaphor solutions.

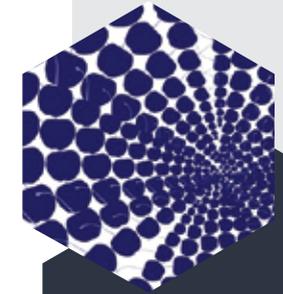
The paper aims to present an adopted design model of analogy in the design process and presents a set of conclusions, primly, related to this topic and its impact on design and designers.

**Department:**  
Interior

**Date of Publication:**  
March 2018

**Place of Publication:**  
International Design  
Journal on: The Academic  
Research Community  
Publication /The 5th  
International Applied Arts  
Helwan University  
Conference: AAHU'18

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**Project Field:**  
Interior Architecture

2018

### Keywords:

Analogy  
Innovation  
Psychology of design  
Idea generation  
Cognitive models



## TA. Ghada Osama Ammar

### Research Title:

Basics of developing the shelter in refugee camps

### Abstract:

Today our world is facing many conflicts which transferred many countries into battle land where no place for a normal life, that is why people left their countries seeking a safe place to live. This place could be in another country and that is how the terminology of refugee comes from. In this situation people leave their home land forcibly to go to another place trying to find peace.

policies of refugee hosting differs from country to another, as some countries allow them to contribute in the community and author countries supply them with the essential needs for living but in isolated location away from the local community which called refugee camps. With this sufferance refugees become in a disbarred need for help to adjust with this new life. In this situation many carriers could help according to their participant in serving the human life, and the interior design carrier is one of these carriers, as the interior designer could adjust the space where the refugee lives in ,and this space is the shelter which used as a residence in the refugee camps.

Although the technological development nowadays, the shelter in the refugee camps still constructed with primitives techniques which makes the refugees crisis more complicated.

And that is how the problem of the research appeared which could be summarized in answering the following questions, is the shelter in the refugee camps meet the basic needs of the refugees? And is it durable enough to be used as a residence for many years? And is the interior designer could participate in developing this shelter? And what are the basics of developing this shelter?

The main aim of the research is to clarify the disadvantages of the shelter which used now in the refugee camps as a residence for refugees through focusing on how much the refugee is suffering, and also through observing the condition of this shelter in a few refugee camps, and according to this study we were able to achieve the methods of developing the shelter. This developing will be through the prefabrication concept as the capability of transferring the prefabricated shelter easily to the location and install it where there is no source of power. The results of the research showed that it is necessary to develop the shelter to improve the life condition in the refugee camps.



IKEA flat pack refugee shelter



Prefabricated modular container unit



**Project Field:**  
Interior Architecture

2018

### Keywords:

refugee  
shelter  
prefabricated unites  
interior design

**Department:**  
Interior

**Date of Publication:**  
April 2018

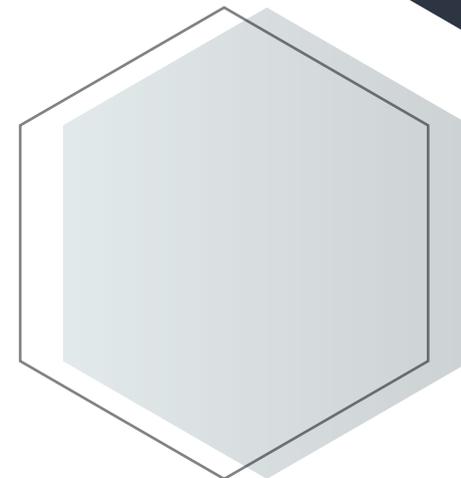
**Place of Publication:**  
international design journal on: the academic research community publication, the 5th international conference of faculty of applied arts

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# Exhibitions

2017  
2018



## Annual Exhibition **HARVEST 6**

**Event:** Faculty of Arts & Design  
Annual Exhibition (HARVEST 6)  
**Department:** All Faculty Departments  
**Exhibition Title:** HARVEST 6  
**Field:** The four faculty majors  
**Date of Event:** April 2018  
**Place of Event:** G Building, Faculty of  
Arts & Design Exhibiting Space

### Exhibition Information

#### Contents:

1. Exhibition Data
2. Dean's Opening Statement
3. Exhibition Curator's Statement
4. Exhibition Team
5. Departments Information
6. Exhibition Design

### Exhibition Data:

**Title of the Exhibition:** Harvest 6  
**Opening Date:** 30th of April 2018  
**Exhibition Duration:** 1 month  
**End Date:** 30th May 2018  
**Location:** The G Building – Faculty  
of Arts & Design – MSA University



Poster of Harvest 6 exhibition

2018



## Dean's Opening Statement

I proudly present to you the harvest of hard work, precision and creativity, I present to you HARVEST 6.

Welcome to the annual exhibition of our dearly students from the four majors of the Faculty of Arts & Design as well as the Foundation Level. HARVEST 6 stands out this year following the strong path of its predecessors exhibiting the fresh distinguished attempts and experiments of our top students in all fields of the Faculty. Starting with the Foundation Level HARVEST 6 highlights the serious and the creative visual outcomes accomplished by our students going through the more advanced projects produced in different units and levels in the four major departments.

My sincere regards to our Faculty members and our students wishing them further success and great future accomplishments in their fields of creativity.

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

*Prof. Dr. / Tarek Saleh Said*



## Exhibition Curator's Statement

Once again we meet in the Faculty of Arts & Design students work annual exhibition, HARVEST 6. It's always an honour and privilege to curate the Faculty's HARVEST exhibitions, as one gets to witness closely the development of our beloved students work in all majors along with the significant foundation level, and one gets to work side by side with the staff members from the different Departments of the Faculty starting from the selection process of the exhibition works all the way to the launching of the event.

HARVEST 6 exhibits the sincere experiments and distinguished projects of our promising students; the young creative designers and artists of the future from the four majors of the Faculty of Arts and Design, MSA University.

**Exhibition Curator  
Dr. Tamer Assem Ali**  
Graphics & Media Arts Department

## 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.

## 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 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.

## Cinema & 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.

## 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.

# Exhibition Design



Poster of Harvest 6 exhibition



Brochure of Harvest 6 exhibition



Invitation of Harvest 6 exhibition

2018

# Harvest 6 Opening



Harvest 6  
Opening



## Harvest 6 Opening



### Exhibition Data:

#### Dean of the Faculty of Arts & Design

Professor Dr. Tarek Saleh Said

#### Curator

Dr. Tamer Assem Ali

#### Departments

##### Cinema & Theatre Department

TA. Nada Sherif

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)

LA. Basma Barakat

TA. Manar Saad (Assistant Curator)

##### Interior Design Department

Professor Dr. Rasha El Zeiny (Head of Department)

Dr. Hoda Madkour (Tech. Support of Harvest exhibitions)

TA. Heba Eissa

TA. Nada Arisha

##### Foundation Level

TA. Basma Barakat

TA. Marwa Hassan

##### Graphic Design

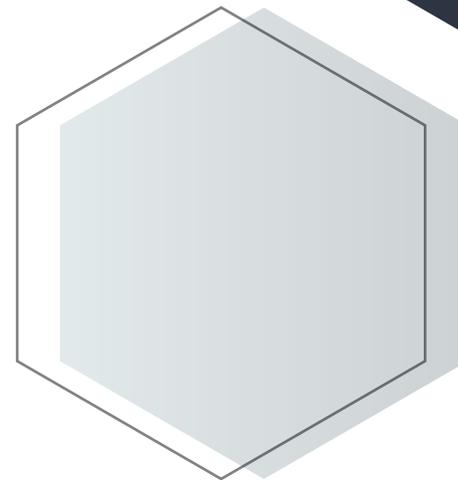
Dr. Hisham Nagy

2018



# Summer Schools

2017  
2018



# Kyoto Summer School



## Fiber and Textile Summer School

According to a mutual agreement between the Faculty of Arts and Design and the Kyoto Institute of Technology, students from the Fashion department from the Faculty of Arts and Design got the opportunity to participate in one of the summer schools held at the Kyoto Institute of Technology in Japan. The summer school took place from the 23rd of July 2018 till the 1st of August 2018. Our students got the opportunity to attend classes, labs and workshops from which they have gained new knowledge and experience. They were also exposed to a new culture and a different lifestyle. The main target of this program was for students to be introduced to different aspects and procedures of weaving, dyeing and fiber making. The summer school has enabled them to have a better understanding, more knowledge and a wider perspective regarding fibers which may contribute in their future studies and work.



Since researchers and scientists are working on projects and are more interested in protecting the environment and maintain sustainability I.e. ecofriendly, the students were introduced to such technology through the classes that were provided. Then they got to attend and received an opportunity to work in these projects for one day. One of these projects was to dye fabrics without the need to use water. This approach would be life changing since you would save water. The R&D team of this project are Egyptians and Japanese.



As a conclusion, this is considered to be an opportunity for students to learn and experience new approaches that may contribute in their future work and experience.

2018

## Background

### KIT Fiber & Textile Summer School / Japan 2018 July 24 -31 2018

We arrived to Tokyo on Sunday 22 of July then moved to Kyoto city by bus arrived on 23 of July.

1. Summer school started on 24th.
2. 25th Lectures with Kyoto professors.
3. 26th Company Visits : TOYOBO & KAWASHIMA SELKON
4. 27th 1 lab day experience
5. 28th Kyo- Shibori Dyeing class
6. 29th Furoshiki class
7. 30th WACAOL Company Visit
8. 31st Final presentation

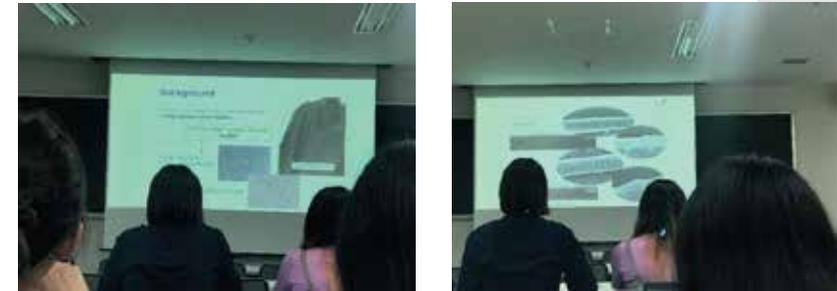
#### • Day 1:

Summer school started with orientation for all students from different countries and universities beside an introduction of Textile & fiber Science.



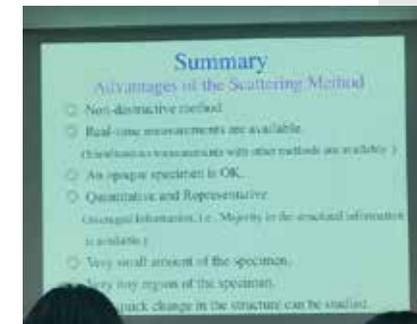
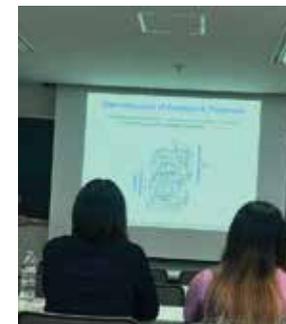
Orientation

Then a lecture in "Measurement of Skin touch feel for the creation of the fabric" which includes a study examined how surface hairs are related to light reflection from cashmere fabrics so the study objected finding a unique light reflection properties of cashmere coat fabrics related to surface hairiness.



The second lecture was "How to analyse Nanostructure? - Microscopy and scattering"

During the lecture, the professor was presenting a comparison between the two methods of analysing the nanostructure of the fiber and showed that the scattering method is more useful and has many advantages rather than the microscopy.



The day was ended with a welcome party:

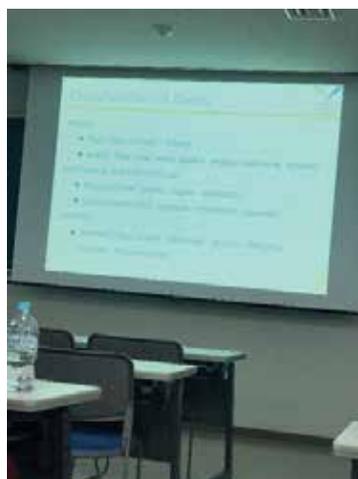


• Day 2:

Professor Hidekazu Yasunaga presented a lecture "What is hair dyeing?"



Professor Kazushi YAMADA presented a lecture "What is Polymer?"



After lectures, they took us in a tour to all Labs in the university and explained each lab in what it is specialized and what are the experiments that could be done there.

• Day 3:

We visited two Companies the first one called TOYOBO, is one of Japan's top makers of fibers and textiles, including synthetic fibers and natural fibers, such as cotton and wool. The company products includes many sectors such as; films and functional polymers: food packaging, Industrial materials: airbags materials, healthcare: bio products &Textile: sportswear and uniforms.



Then we moved to KAWASHIMA SELKON Company: Manufactures textile products. The Company designs, produces, and sells traditional Japanese clothes accessories and artistic fabrics products. Kawashima Selkon Textiles provides kimono accessories, satins, carpets, curtains, seat covers, and other interior accessories.

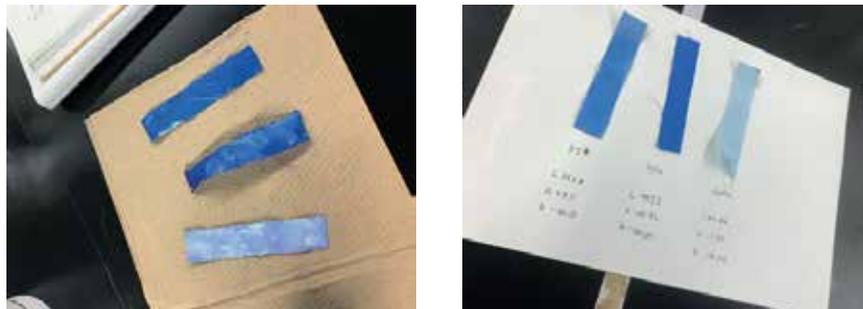


• Day 4:

It was a full day of lab experience: on this day, I got a great chance to see the difference between the water dyeing and dry dyeing using SCCo2. In addition, we were introduced to the advantages of dyeing fabrics by using the dry dyeing that can reduce water consuming about more than 75% comparing to the traditional ways.

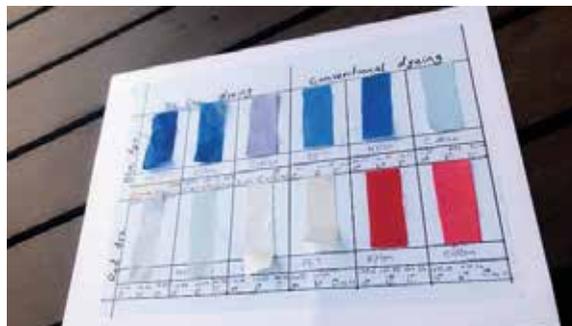


Preparing Samples and dyes for the dyeing processes



After applying the blue dry dyeing

measuring the colours



Result of the experiments

• Day 5:

Kyo-Shibori Dyeing class: Shibori is one of the tie-dye techniques that create patterns by tying the textile before dyeing so that the tied parts remain white. This particular Shibori resembles fawn spots and naturally enough it came to be named Kanoko (fawn spots) Shibori.

We really enjoyed this class because the process is very easy but the result is fantastic scarfs for each student.



Tools



Folding



Dyeing process



Result

• Day 6:

Furoshiki class

Furoshiki are a type of Japanese wrapping cloth traditionally used to transport clothes and gifts, even water bottles. Combine practicality and style!



• Day 7:



Last day before the final presentation, we went to visit a company called WACOAL: was the first and is the leading lingerie maker in Japan. The multinational public company is headquartered in Kyoto, Japan, and manufactures and sells women's intimate apparel and outerwear (such as slips, bra-slips, and briefs) and children's nightwear, sportswear, underwear, outerwear, and other products under a variety of brand names, including the top-priced "Wacoal" line of innerwear, the licensed "Donna"



Karan Intimates" line of innerwear, and mid-price label "Parfage"



• Day 8:

Last day at Kyoto University, they asked us to prepare a presentation to show how we are going to utilize what we have learned on this summer school on our countries. Therefore, on my presentation, I focused on the water availability problems in Egypt, and I suggested replacing the traditional fabric dyeing that consumes a lot of water with the dry dyeing method. In order to save water and then I went more deeper on my research and found that 95% of the co2 that comes from the dyeing process could be used in several fields such as Cosmetics which is growing industry in Egypt.

**Application: Egypt**

**Water Filters**

**Application of Polymer Submicron Fibers**

Certainly, water is the basis of life. Most citizens of Egypt depend on the Nile as it forms the primary daily source of water. It's our source of drinking water for humans and animals. However, one of the problems that we are facing nowadays in Egypt is polluted water.




Lab 1 Introduction | Topics | Poly-Submicron | Conclusion

**Application: Egypt**

**The Nile River**

**Application of Polymer Submicron Fibers**

- The Nile River is the longest river in the world (4,258 miles) flows from the Lakes of Central Africa to the Mediterranean Sea.
- Pollution of the Nile river water is caused because factories and manufacturers in Egypt are throwing industrial and animal waste into streams.
- Therefore, it leads to environmental and health problems.




Lab 1 Introduction | Topics | Poly-Submicron | Conclusion

**Application: Egypt**

**The Solution**

- As a result, using "Polymer Submicron fiber" would be the solution to manufacture water filters to treat polluted water to be clean and safe enough for drinking.
- Last but not least, PVMA and the chemical solvent Chloroform are both eco-friendly so the process of spinning the fibers won't pollute our environment too.




Lab 1 Introduction | Topics | Poly-Submicron | Conclusion

**Application: Egypt**

**Effects of Polluted Water**

- Reports indicate that 38 million Egyptians drink from sewage polluted water which lead to the spread of many diseases as cholera, typhoid and hepatitis.
- Moreover, it is pointed out that the high rates of poisoning cases are mostly caused by polluted water.



Lab 1 Introduction | Topics | Poly-Submicron | Conclusion

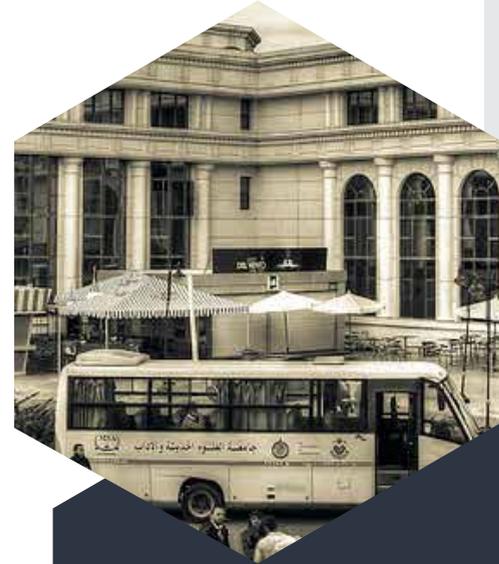
• Students Reviews:

"Summer school was really a great experience for us; we have learned so many things. First, it opened our eyes to new fields of textile and fiber technologies that we may use in our future projects. Using these technologies will add a great value to our fashionable products. Secondly, we experienced how studying abroad will change our characters and make us more aware and responsible students. Finally, we made global friendships with students from different universities."

"Finally I think that this summer school was fruitful because I have met new people with different backgrounds & cultures and gained more information and experienced new things but I think that this summer school is a little bit far from my major and my study and sometimes it was difficult for me to understand what we were studying in KIT but overall I really liked the whole experience."

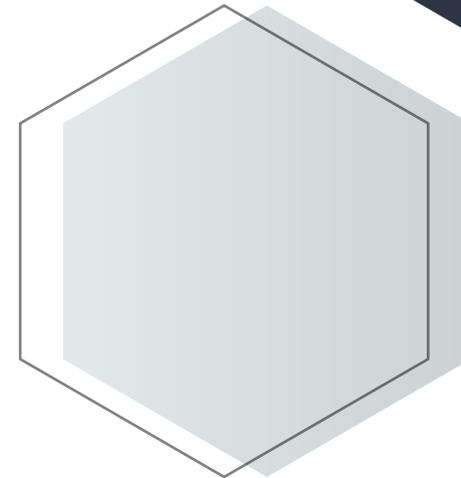
"Last but not least, it was my lifetime experience to travel to such a developed and wonderful country. I have enjoyed making new friends and dealing with people from other countries and have enjoyed staying with the welcoming Japanese people. Furthermore, it was great for me to learn about the fibers and its technology in order to understand the story behind the fabrics and textiles rather than the sketching, pattern making and sewing processes which I have already studied at MSA. I would highly recommend that other students would have the chance to travel next year to Japan to attend KIT summer school."





# Field Trips

2017  
2018



## Related Unit:

Interior Design  
Studio III/ INTR381

Department:  
**Interior Design**

Supervision:  
**Dr. Hoda Madkour**  
**Dr. Ahmed Ibrahim**  
**Assoc. Prof. Diao Tantawy**

**Level 3**

No. of students attended: **76**  
Place: **Egypt Mall**  
Date: **Saturday**  
**30th of September 2017**

### Brief of the trip :

The purpose of this trip was helping students to get a full vision on retail, merchandising and display, Understand and Analyse Retail Types, Brands, and Corporate Identity.

Professors and Assistants were helping students to Apply their chosen brands stores on locations which is already existed in Egypt Mall. Explaining Lighting, colours and Materials impact on Retail Design.



Interior design of retail stores



Ceiling Designs of retail stores that describe the relation between the stores design and the outlook theme of the shopping centre.

Source: Photos are taken by students.

2017

## Related Unit:

**INTR481 –Interior  
Design Studio 5**

## Department: **Interior Design**

Supervision:

**Assoc. Prof.Dr: Rasha Al Zeiny**

**Dr. Ahmed Abdel Halim**

**Dr. Hoda Madkour**

**LA: Nada Ahmed Arisha**

**LA: Ingy EL Zeimy**

**T.A: Israa Alaa**

**T.A: Ghada Ammar**

### **Level 4**

No. of students attended: **60**

Place: **Hilton Pyramids Golf  
and MOVENPICK Hotel**

Date: **11th of October 2017**

### **Brief of the trip :**

The aim of this trip is helping the students know about the Hospitality Industry which included the Hotels and to recognize the different spaces inside the Hotels: Main Entrance, Lobby, Restaurants (Main and Private) and also the Guest Rooms.

Trip in details :

- Meeting point is in the University at 10:00 am.
- Bus will leave on 10:15 am.
- Arriving to: Hilton Pyramids Golf and MOVENPICK Hotels at 10:30.

They will visit:

- Hilton Dreamland and MOVENPICK Hotels.
- The bus will leave on 3:00 pm.
- Return to the University on 3:15 pm.



Lobby of "Hilton Pyramids Golf" Hotel



Main Restaurant of "MOVENPICK" Hotel



Pool of "Hilton Pyramids Golf" Hotel



Moroccan Restaurant "MOVENPICK" Hotel



Lobby of "MOVENPICK" Hotel

## Related Unit:

Heritage of Interior  
Design /INTR351

Department:  
**Interior Design**

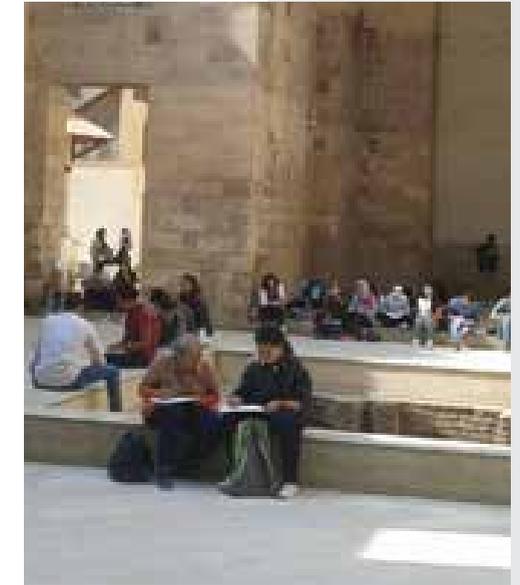
Supervision:  
**Dr. Karam Abdallah**  
**TA. Israa Alaa**  
**TA. Ghada Ammar**  
**TA. Miar Gabr**

**Level 3**

No. of students attended: **43**  
Place: **El Moez Street**  
Date: **26th of October 2017**

### Brief of the trip :

The trip arrived at El-moez street at around 11.00 am on Sunday 26th of October, 2017. We entered the street from El-Fotouh gate passing by all the historical sites in the street, we started with Beit El-Sehemy where the instructor explained the history of the house and showed the students each zone in the house explaining its design and the reason behind it. Then the students were taken The Complex of Sultan Qalawun, where the design and architecture were explained to them and then they picked a spot and sat down to start drawing an elevation of one part of the complex. Finally, the students were taken to Al-Hakim Mosque and they started taking pictures to sketch them at home for the assignment.



## Related Unit:

ARCH202 "Basic  
Architecture Design"

Department:  
**Interior Design**

Supervision:  
**Dr. Doaa Essmat**  
**LA. Tarek Mohamed**  
**TA. Hanan Ashraf**  
**TA. Esraa Hamdy**  
**TA. Nawris Mohamed**

**Level 2**

No. of students attended: **105**  
Place: **Down Town Cairo**  
Date: **14th of March 2018**

### Brief of the trip :

The students in this unit work on an introduction to the vast definitions of Architecture as well as its major principles and elements, visiting buildings in Downtown in Cairo can help them to learn more about the building architectural analysis.

The visit targeted the buildings & the environment in the downtown, so that the students can observe and analyze the buildings through the points provided in the course.

- The students were asked individually to submit a paper with the analysis of the buildings they saw in the field trip, as they learnt from the lectures of this course.
- Make a group poster, to present what they observed and analyzed through the trip.



## Related Unit:

**INTR361 –  
Contemporary Design  
in Housing and  
Interior**

Department:  
**Interior Design**

Supervision:  
**Dr.Karam Abdallah  
T.A.Salma Hesham  
T.A.Israa Alaa  
T.A.Nada Sherif**

**Level 3**

No. of students attended: **62**  
Place: **Alexandria Library**  
Date: **2nd of May 2018**

### **Brief of the trip :**

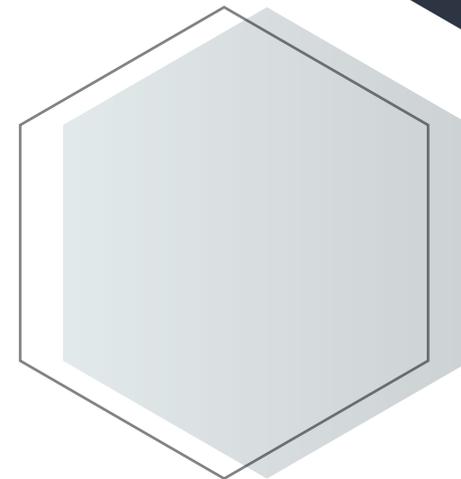
We arrived to the library at 11:30 am, we started our trip by going to the museum of manuscripts where they had a tour around the different types of manuscripts through different eras in Egypt, and then we took them through a journey inside the planetarium of alex. Library to watch an animation film, after that we had a tour guide to identify the different zones of the library to the students, she sorted out a brief about the history of the library, the architectural and interior design concepts, the map of circulation inside the library, and the library website, so they can go through it and take advantage of the valued references on the website. The next destination was a quick tour through the artists' exhibitions inside the library, like that of Shady Abdel-salam, Adham and Seif Wanly and other artists.





# Workshops

2017  
2018



# Edhak w Dahkhom

“Orphan Day Event”

Department:  
**Foundation**

Instructor:  
**Dr. Dalia Mohamed  
Abdel Mohaiman**

**Level 1**

No. of students attended: **14**  
Place: **Under Five Nursery**  
Date: **7th of April 2018**

## Workshop aims and brief:

The workshop aims to encourage students to interact with the community, especially children with special needs and orphans.

The group laughed and laughed celebrating the Orphan Day with a group of children in order to bring the joy and joy on their faces by doing a collection of simple works of art using the method of (recycling) through their paper and technical tools.



2018

# Edhak w Dahkhom

"Recycling & Montessori"

Department:  
**Foundation**

Instructor:  
**Dr. Dalia Mohamed  
Abdel Mohaiman**

**Level 1**

No. of students attended:  
**1st gp: 12 - 12nd gp: 14**  
Place: **57357 Hospital**

## Workshop aims and brief:

Montessori is an educational curriculum that is practiced all over the world and serves the pilgrims from the age of 3 to 18 years.

The Montessori approach is one of the best practices that is used with recreational activities which will help to provide the concept of recycling.

The group "Laugh and Laughter" serves the children in all their situations and helps them to care for them by introducing Joy and laughter on their faces with the aim of improving their mental health.

The students have done a collection of artworks that are delightful and simple, which are based on the concepts of recycling and montessori to emphasize the simplicity and independence of the children in carrying out the work.



Montessori developed best practice to use it with fun activities, that will help to present the concept of recycling.

Zad7ak wa Da7khom was created for sick children with the single aim of helping children in their care by introducing joy, pleasure and laughter on their faces.



In short, the group "ENSEMBLE" aims to achieve the highest quality of child care and also focus to improve their psychological health.

# Identity

"Alone we are smart  
ENSEMBLE We are brilliant"

Department:  
**Foundation**

Instructor:  
**Dr. Dalia Mohamed  
Abdel Mohaiman**

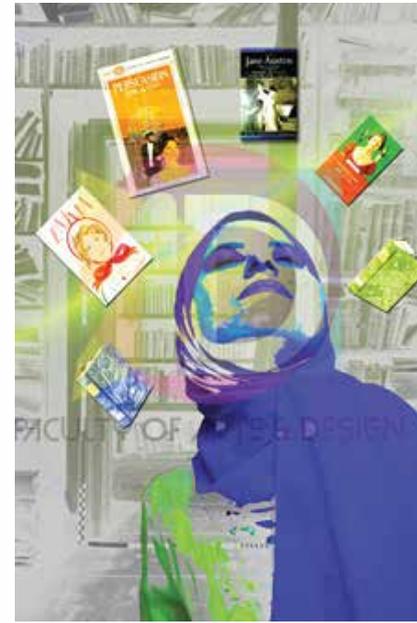
**Level 1**

No. of students attended: **12**  
Place: **Studio H401**  
Date: **July 2017**  
Duration: **5 days**

## Workshop aims and brief:

Identity is an important term for both social and human psychology, it also relates to our basic values that dictate the choices we make.

In short the group " ENSEMBLE " presents themselves through group of art works with artistic touches to reflect their personality.



# Meraki

"Alone we are smart  
ENSEMBLE We are brilliant"

Department:  
**Foundation**

Instructor:  
**Dr. Dalia Mohamed  
Abdel Mohaiman**

**Level 1**

No. of students attended: **14**  
Place: **Outdoor Camp**  
Date: **7th December 2017**

## Workshop aims and brief:

Meraki means doing something with full love and pure spirit in order to produce creative work.

The workshop "Meraki" is a workshop for students of the first stage whose aim is to produce distinctive works that combine the mental, environmental and social interaction with the creativity that combines modernity and originality through the use of collage, which is based on the collection of different forms to form a new work of art as a abstract art.

The group met on a day outside the university in the middle of nature, taking a number of plastic works through the spirit of cooperation and exchange, which resulted in the production and presentation of new innovative ideas characterized by fluency

And the flexibility, in which many techniques were used to cut and paste different materials in one plate, use newspaper clippings, parts of colored paper, parts of other works of art and photographs.



# Gouache Coloring Techniques

Department:  
**Interior Design**

Instructor:  
**Nawris El-Feky (TA)**  
**Arwa Mohamed (TA)**

**Level 2**

No. of students attended: **42-8-8-3**  
Place: **G004 - H401 - H403**  
Date: **24/3/2018, To 30/4/2018**  
Duration: **4 weeks**

## Workshop aims and brief:

Enhancing Level 2 Students' gouache hand-coloring skills, to help them in creating proper light and shadow techniques for both organic and geometric shapes, illustrating realistic textures and materials such as glass, wood, marble, etc., and finally, improving their ability to produce neat and well-colored sections.

Workshop reflection to the learning outcome :  
Students should be able to illustrate the materials and colors they want in their Villa design in their Studio II course as well as shadowing and reflections techniques for both curved and geometric shapes.



# "LIGHTING FIXTURE DESIGN"

Department:  
**Interior Design**

Instructor:  
**Dr. RashaEl-Zeiny**  
**Dr. Ahmed Ibraheem**  
**TA. Yomna Mahmoud**  
**TA. Arwa Ali**

**Level 3**

No. of students attended: **30**  
Place: **Workshop**  
Date: **from 19-4-2018**  
**till 24-4-2018**

## **Workshop aims and brief:**

The Interior Design Department in Faculty of Arts And Design was delighted to Make A Creative workshop for Our Students about" LIGHTING FIXTURE DESIGN "In which they have limitless creativity of Designing a sustainable Lighting Fixture unit.

30 Students of Interior Design at the faculty applied and the Staff Team Working on this workshop was their to guide and help them.



# World Interiors Day

Department:  
**Interior Design**

Speakers Name:  
**Arch. Hany Saad, CEO of HIS.**  
**Arch. Mohamed Yassin, CEO of lab59 Architect.**  
**LA. Ammer Harb, Co-founder of Studio Paradigm.**  
**Researcher. Ali Magdy, CEO of AM research Studio.**

**Level 2,3,4**

No. of students attended: **200**

Place: **G203**

Date: **5th of May 2018**

## Workshop brief:

Exhibitors:

- El Fostat Traditional Crafts Center
- Furniture Technology Center
- Boho Spirit for Handicrafts

## Workshop aims:

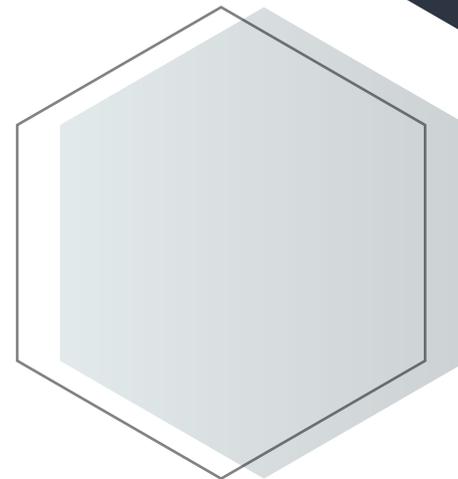
- Celebrating the International Interiors Day
- Discovering many meaningful connections between academia and marketplace, and giving the interior design students the chance to benefit from the experience of the professionals.
- Training reflection to the learning outcome.
- Enhance the professional learning outcomes through industry professionals speeches.





# Guest Speakers

2017  
2018



# Film My Design

## Introductory Session

INTR406 – INTR405

Department:  
**Interior Design**

Guest Speakers:  
**Nada Ahmed Salem**  
**Israa Mahmoud Ibrahim**  
(Film My Design Co-founders)

**Level 4**

Duration: : **1 Hour (1pm2-pm)**  
Place: **Hall G104B**  
Date: **7th of March, 2018**  
Number of Students: **15**

### Lecture aims:

To Introduce the Fourth Level students of Interior Design to the Design Festival that will be held in December 2018 to link their academic courses with the professional practices through Documentary Film Making.

### Future Plans:

FMD Launching Event: 13th April 2018 at the Greek Campus.

FMD Annual Event: 13th, 14th, 15th of December 2018 at Darb 1718.

**Attended Staff:** L.A. Nada Ahmed Arisha  
L.A. Ammer Harb  
T.A. Salma Hesham  
T.A. Arwa Abdou

**Topics : Film My Design-FMD Festival**



**Relation to the course:** It helps the students understand how to make a documentary Film that express their own work in the field of Interior

# Blue Gold in the Fashion Industry

FSHN382

Department:  
**Fashion Design**

Guest Speaker:  
**Thom Olson**

**Level 4**

Duration: : **2 Hours**  
Place: **G001 \ fashion studio**  
Date: **2nd of May 2018**  
Number of Students: **25**

## Lecture aims:

Gaining experience from an international fashion designer.

Relation to the Unit/Units :

- Fashion Brands strategies
- Fashion marketing
- Fashion Trends
- Customer Profile & behavior importance

Topics : **Jeans – A staple in all closets**



**Relation to the course:** Gaining experience from an international fashion designerDesign.

2018

## Design Your Future

Interior Design  
Studio I,III,V

Department:  
**Interior Design**

Guest Speaker:

**Archtiect Dalia Sadany**  
(President of the International  
Association of Designers (IAD)  
Chairman of ASDA Sustainable  
Development Association  
Interior Designer  
Public Speaker)

Level **2,3,4**

Duration: **11:00 a.m–2:00 p.m**

Place: **SSB**

Date: **28th of November 2017**

Number of Students: **150**

### Lecture aims:

It was intended to motivate, encourage, convince or inspire the students and audiences to take action for change or improvement. Motivational speeches aim to change the perspective of the audience toward a certain issue or idea, usually in a positive way. And to increase their productivity and efficiency, How to design their future after graduation.

### Design your Future by:

1. Skills and Attitude
2. Do what you love.
3. Capabilities.
4. Goals and Tracks
5. Remember, Rethink and Respond.
6. Market needs.
7. Professional working and attitude.

### Attended Staff:

Dean of Faculty of Arts & Design:

**Prof. Tarek Saleh Bahkiem**

Assoc. Prof. Dr. Rasha El Zieny, Dr. Hoda Madkor,

Dr. Karam AbdAllah, Dr. Ahmed Ibrahim,

Dr. Muhamed Hamahmy

LA: Rasha El Shaity, LA: Injy El Zieny,

LA: Sarah Nabih, TA: Asmaa Awad,

TA: Hana El- Ashmawy, TA: Youmna Hamdy,

TA: Omnia Ibrahim, TA: Arwa Abdo, TA: Ghada Ammar



**Design Team:**

Marwa Abdel Hakim El Masry  
Clara Samir Beshay

**Under The SuperVision of:**

Prof. Dr. / Tarek Saleh Said



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2017 / 2018