

Reham Mohamed Fahim Mohamed Hassan El-Gindy

Advertising Design Professor in the Advertising Department - Faculty of Applied Arts - Benha University

University Website: www.bu.edu.eg

Faculty Website: www.fapa.bu.edu.eg

Contact Number: +20 01063157007

Email: r.elgindy@fapa.bu.edu.eg

Personal Website: <http://www.bu.edu.eg/staff/relgindy15>

Personal Information

- Egyptian - Born in Dakahlia on 15-9-1979: Date of Birth
- Member of the Applied Arts Designers Syndicate
- Member of the Fine Arts Syndicate, Graphics Division
- Member of the Arab Association for Civilization and Islamic Arts
- Member of the Arab Association for Measurement and Evaluation

Academic Degrees:

- Appointment and Promotion to Advertising Design Professor: Appointed by the Permanent Scientific Committee at the Faculty of Applied Arts, Benha University, Advertising Department, on 29-5-2019
- Appointment and Promotion to Assistant Professor: Appointed by the Permanent Scientific Committee at the Faculty of Applied Arts, Benha University, Advertising Department, on 29-5-2019.
- Ph.D. Degree: Benha University, Faculty of Specific Education, Benha, 2014. Ph.D. dissertation titled: "Egyptian Heritage as a Source of Inspiration for Wallpaper Design." Supervised by:
 - Prof. Dr. Abdel Aziz Gouda, Dean of the Faculty of Art and Design, Pharos University
 - Prof. Dr. Yasser Mohamed Sohail, Dean of the Faculty of Applied Arts, Benha University
 - Discussed by Prof. Dr. Sherif Sabry, Head of the Advertising Department, Faculty of Applied Arts, Helwan University
 - Prof. Dr. Magdy Abdel Aziz, former Vice Dean for Postgraduate Studies and Research, Faculty of Specific Education, Benha
- Master's Degree in Applied Arts: Helwan University, Faculty of Applied Arts, Giza, Egypt, 2006. Master's thesis titled: "Study of the Artistic and Scientific Foundations for Using Color in Television Advertising Design." Supervised by:
 - Prof. Dr. Atiyat El-Gabry, Professor of Design and Graphics, Advertising Department, Faculty of Applied Arts, Helwan University
 - Prof. Dr. Sherif Sabry, Professor of Design and Graphics, Advertising Department, Faculty of Applied Arts, Helwan University
 - Discussed by Prof. Dr. Mahmoud Sami, Professor of Design and Graphics, Advertising Department, Faculty of Applied Arts, Helwan University
 - Mr. Saeed Shimi, Technical Expert and Director of Photography and Lighting

- Bachelor's Degree in Applied Arts: Photography and Printing Division, Specialization: Advertising, with a grade of Very Good, 2001

Career Progression:

- Professor: Advertising Department, Faculty of Applied Arts, May 29, 2024
- Assistant Professor: Faculty of Applied Arts, May 29, 2019
- Lecturer: Faculty of Applied Arts, Advertising Department, Benha University, April 2014
- Assistant Lecturer: Faculty of Applied Arts, Advertising Department, Benha University, October 2013
- Seconded Assistant Lecturer: Faculty of Applied Arts, from 2012 until appointment in December 2013
- Printing Specialist: Benha University Printing Press, since graduation in 2001 until appointment as Assistant Lecturer in December 2013

Academic Courses and Teaching Experience at the Faculty of Applied Arts, Benha University:

Administrative Positions:

- Head of the Electronic Control at the Faculty: 2020 to present
- Member of the Awareness and Media Committee, Strategic Planning Unit, Benha University: 2020 to present
- Head of the First-Year Summer Term Control: August 2020
- Director of the Measurement and Evaluation Unit, Faculty of Applied Arts, Benha University: December 2019 to present
- Coordinator of the Children's University at Benha University: December 2019 to present
- Director of the Information Technology Unit, Faculty of Applied Arts: January 2014 to 2016
- Responsible for the Faculty of Applied Arts' Web Portal: December 2013 to 2016

Courses Taught:

First Term 2012-2013: Foundations of Preparatory Design

Second Term 2012-2013: Specialized Technology for the Advertising Department, Photography, Computer Basics for Textile Printing and Ready-Made Garments Departments, First-Year Foundations of Preparatory Design

First Term 2013-2014: Specialized Technology for Preparatory Year, Color Systems in Advertising, Advertising Production Technology, Design of Typeface Styles and Scripts for Advertising

Second Term 2013-2014: Semiotics, Printing Systems, Photography Lab, Computer Basics for First-Year Students, Preparatory Photography

First Term 2014-2015: Color Systems in Advertising, Advertising Production Technology for First-Year, Design of Visual Media Advertisements, Color Systems in Advertising, Fixed Advertising Production Technology for Second-Year Advertising

Second Term 2014-2015: Graphic Treatments, Design of Visual Media Advertisements, Advertising Technology, Color Photography Lab for First-Year Advertising, Computer Basics for Preparatory Photography

First Term 2015-2016: Color Systems in Advertising for First-Year, Design of Advertising Posters for Second-Year, Design of Advertising Posters, Color Applications for Guidance, Color Psychology for Third-Year, Computer Basics for Preparatory Technology Specializations

Second Term 2015-2016: Design of Advertising Posters, Design of Visual Media Advertisements, Photography Lab for Second-Year Advertising, Design of Advertising Posters for Third-Year Advertising

First Term 2016-2017: Color Theory for First-Year Advertising, Color Theory and Applications for First-Year Interior Design, Design of Signage for Second-Year, Design of Advertising Posters, Graphic Treatments for Guidance Systems for Third-Year Advertising, Computer Basics for Second and Fourth-Year Sculpture and Architectural Formation, Computer Basics for Preparatory Technology Specializations

Second Term 2016-2017: Design of Calendars, Brochures, and Advertising Leaflets for Second-Year Advertising, Design of Advertising Posters, Production Technology of Animated Advertisements for Third-Year Advertising, Production Technology of Animated Advertisements, Graduation Project for Fourth-Year Advertising, Typeface Design and Basics of Design (2) for Preparatory

First Term 2017-2018: Color Theory, Printed Advertising Technology for First-Year Advertising, Packaging Design for Second-Year, Design of Newspaper Advertisements (2), Multimedia and Advertising for Third-Year Advertising, Graphic Treatments for Typefaces and Signs, Photographic Systems Technology for Fourth-Year, Technology Specializations for Preparatory

Second Term 2017-2018: Ergonomics of Advertising for First-Year Advertising, Production Technology of Road Advertisements for Second-Year Advertising, Design of Display Windows, Production Technology of Animated Advertisements for Third-Year Advertising, Production Technology of Animated Advertisements, Graduation Project for Fourth-Year Advertising

First Term 2018-2019: Color Theory for First-Year Advertising, Design of Signage for Second-Year Advertising, Design of Trademarks for Third-Year Advertising, Color Psychology and Advertising for Fourth-Year Advertising

Second Term 2018-2019: Nature Drawing (1), Design of Newspaper Advertisements (1) for First-Year Advertising, Nature Drawing (2) for Second-Year Advertising, Design of Animated Advertisements with Multimedia (1), Design of Display

Windows (1) for Third-Year Advertising, Design of Animated Advertisements with Multimedia (2) for Fourth-Year, Summer Term Photography for Preparatory

First Term 2019-2020: Color Theory for First-Year Advertising, Design of Trademarks (2), Design of Newspaper Advertisements (2) for Third-Year Advertising, Color Psychology and Advertising for Fourth-Year Advertising, Elements of Nature and Color for Preparatory

Second Term 2019-2020: Design of Newspaper Advertisements (1) for First-Year Advertising, Design of Animated Advertisements with Multimedia (2), Graduation Project for Fourth-Year, Elements of Nature and Color, Typeface Design (Summer Term) for Preparatory

First Term 2020-2021: Color Theory for First-Year Advertising, Design of Newspaper Advertisements (2) for Third-Year Advertising, Color Psychology and Advertising for Fourth-Year Advertising

Second Term 2020-2021: Design of Newspaper Advertisements (1) for First-Year Advertising, Nature Drawing (2) for Second-Year Advertising, Design of Animated Advertisements with Multimedia (2), Graduation Project for Fourth-Year

First Term 2021-2022: Color Theory for First-Year Advertising, Design of Newspaper Advertisements (2) for Third-Year Advertising, Color Psychology and Advertising for Fourth-Year Advertising

Second Term 2021-2022: Design of Newspaper Advertisements (1) for First-Year Advertising, Nature Drawing (2) for Second-Year Advertising, Design of Animated Advertisements with Multimedia (2), Graduation Project for Fourth-Year

First Term 2022-2023: Color Theory for First-Year Advertising, Design of Newspaper Advertisements (2) for Third-Year Advertising, Color Psychology and Advertising for Fourth-Year Advertising, Computer Skills for Preparatory

Second Term 2022-2023: Design of Newspaper Advertisements (1) for First-Year Advertising, Design of Animated Advertisements with Multimedia (2), Graduation Project for Fourth-Year, Computer Skills for Third-Year Sculpture

First Term 2023-2024: Color Theory for First-Year Advertising, Design of Websites for Second-Year Advertising, Design of Newspaper Advertisements (2) for Third-Year Advertising, Color Psychology and Advertising for Fourth-Year Advertising, Computer Skills for Preparatory

Second Term 2023-2024: Design of Newspaper Advertisements (1) for First-Year Advertising, Design of Animated Advertisements with Multimedia (2), Graduation Project for Fourth-Year, Color Theory for First-Year Textiles

Postgraduate Courses at the Faculty of Applied Arts, Benha University:

- First Term 2022-2023: Advertising Design Problems - Pre-Master's Degree
- Second Term 2022-2023: Advertising Fields and Technologies - Pre-Master's Degree

- First Term 2023-2024: Advertising and Interactive Media - Pre-Master's Degree

Scientific Research Published in Scientific Journals and Used for Promotion to Assistant Professor by the Supreme Council of Universities (The Permanent Scientific Committee for Professors and Assistant Professors with a Rating of 94%):

Research 1:

Title: Infographics & Data

Published by: The First International Conference (Plastic Arts and Community Service), South Valley University

Publication Date and Issue: The First International Conference (Plastic Arts and Community Service), South Valley University, February 17-19, 2015

Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Research 2:

Title: The Importance of Establishing the Visual Identity of Governmental Organizations and Its Role in Creating an Interactive Creative Society

Published by: The First International Conference of the Arab Association of Civilization and Islamic Arts (Cultural Heritage and Civilization between Authenticity and Contemporary Issues), Sharm El-Sheikh, October 22-24, 2015

Journal: Architecture, Arts, and Humanities Journal, issued by the Arab Association of Civilization & Islamic Arts (AACIA)

Publication Date and Issue: April 2016, Issue No. 2

Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Research 3:

Title: Suggestions to Improve the System for Management of Trademarks & Logos and Protection of Intellectual Property

Published by: The Second International Conference (Plastic Arts and Community Service), South Valley University

Publication Date and Issue: The Second International Conference (Plastic Arts and Community Service), South Valley University, February 16-18, 2016, Luxor

Participants: Joint research by Dr. Reham Mohamed Fahim and Prof. Yasser Sohail

Research 4:

Title: Plastic and Aesthetic Values in Advertising and Its Impact on the Environment and Society

Published by: The Second International Conference of the Arab Association of Civilization and Islamic Arts (Mutual Influences between Human Civilizations), Luxor, October 26-29, 2016

Journal: Architecture, Arts, and Humanities Journal, issued by the Arab Association of Civilization & Islamic Arts (AACIA)

Publication Date and Issue: January 2017, Issue No. 5

Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Research 5:

Title: Arabic Calligraphy Approaches Derived from Folklore Designed to Revive the Contemporary Egyptian Identity
Published by: The First International Conference of the Higher Institute of Applied Arts, Fifth Settlement
Journal: Architecture, Arts, and Humanities Journal, issued by the Arab Association of Civilization & Islamic Arts (AACIA)
Publication Date and Issue: October 2018, Issue No. 12 (Part 2)
Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Research 6:

Title: Hologram as a Presentation Technique for Creative Advertising Ideas
Published by: The Fifth International Conference of the Faculty of Applied Arts, Helwan University
Journal: The International Design Journal devoted to the 5th International Conference of the Faculty of Applied Arts
Publication Date and Issue: April 23, 2018, online on May 15, 2018
Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Research 7:

Title: Investment of the Art of Animated Infographics in Advertising on Social Media Sites
Published by: The Fourth International Conference of the Arab Association of Civilization and Islamic Arts (Heritage and Identity), Dahab
Journal: Architecture, Arts, and Humanities Journal, issued by the Arab Association of Civilization & Islamic Arts (AACIA)
Publication Date and Issue: To be published in Issue No. 15, March 2019
Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Scientific Research Published in Scientific Journals and Used for Promotion to Advertising Design Professor by the Supreme Council of Universities (The Permanent Scientific Committee for Professors and Assistant Professors with a Rating of 99%):

Research 8:

Title: A Proposed Design Plan for Clothes and Their Accessories as Advertising Media
Published by: International Design Journal
Publication Date and Issue: July 2020
Participants: Joint research by Dr. Reham Mohamed Fahim El-Gindy and Dr. Iman Yousry Mustafa El-Mihy (Assistant Professor of Fashion Design, Department of Clothing Technology and Fashion, Faculty of Applied Arts, Benha University)

Research 9:

Title: The Effectiveness of Designing Advertising Methods in Spreading a Health Awareness Culture in Light of the Pandemics That Threaten Society

Published by: Architecture, Arts, and Humanities Journal
Special Issue: The Seventh International Conference "Civilizations and the Fourth Industrial Revolution in Light of E-Learning"
Publication Date and Issue: October 2020
Participants: Individual research by Dr. Reham Mohamed Fahim El-Gindy

Research 10:

Title: Interactive Graphics as a Digital Advertising Product to Enrich Identity and Heritage (Analytical Study on Google Search Platform)
Published by: Architecture, Arts, and Humanities Journal
Publication Date and Issue: January 2021
Participants: Individual research by Dr. Reham Mohamed Fahim El-Gindy

Research 11:

Title: The Impact of Social Changes on Digital Advertising
Published by: Architecture, Arts, and Humanities Journal
Special Issue: The Seventh International Conference "Heritage, Tourism, and Arts between Reality and Hope"
Publication Date and Issue: April 2021
Participants: Individual research by Dr. Reham Mohamed Fahim El-Gindy

Research 12:

Title: Benefiting from Infographics in the Stage of Presenting Ideas in the Industrial Product Design Program
Published by: Architecture, Arts, and Humanities Journal
Publication Date and Issue: March 2022
Participants: Joint research by Dr. Reham Mohamed Fahim El-Gindy and Dr. Mahmoud Ahmed El-Gazzar (Lecturer, Department of Industrial Design, Faculty of Applied Arts, Benha University)

Research 13:

Title: The Psychological Impact of the Formal Vocabulary of Egyptian Heritage Elements for Promoting Cultural Tourism Advertising
Published by: Journal of Arts and Applied Sciences
Publication Date and Issue: July 2022
Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Research 14:

Title: The Power of Visual Elements as an Expression of Trends in Digital Advertisement Designs
Published by: Journal of Heritage and Design
Publication Date and Issue: Accepted for publication February 2023, to be published in April 2024
Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Research 15:

Title: The Role of Digital Advertising in Raising Awareness of Cultural Heritage for Egyptian Governorates

Published by: Architecture, Arts, and Humanities Journal

Special Issue: The Fourteenth International Conference "Cultural Heritage Between Theory and Practice"

Publication Date and Issue: Accepted for publication December 2023, to be published in April 2024

Participants: Individual research by Dr. Reham Mohamed Fahim Mohamed El-Gindy

Scientific Publications and Training:

- Scientific Publications:
 - Program Descriptions and Curriculum Maps, February 10-11, 2014, by the National Authority for Quality Assurance and Accreditation of Education (NAQAAE).
- Effective Presentation:
 - Concepts of IT, 2010.
- Self-Evaluation for Higher Education Institutions:
 - Self-Evaluation for Higher Education Faculties and Institutes, October 12-14, 2020, by NAQAAE.
 - Self-Evaluation for Educational Programs in Higher Education Faculties and Institutes, May 27-29, 2021, by NAQAAE.
 - Strategic Planning for Higher Education Faculties and Institutes, February 10-11, 2020, by NAQAAE.
 - Self-Evaluation and External Review, 2013.
 - External Review for Higher Education Faculties and Institutes, February 17-19, 2020, by NAQAAE.
- Professional Ethics and Conduct:
 - Ethics and Professional Conduct.
 - Website Management.
- Research Marketing and Scientific Conference Organization:
 - Marketing Scientific Research.
 - Organizing Scientific Conferences.
- University Teacher Preparation:
 - University Teacher Preparation Course.
 - Meeting Accreditation Standards for Higher Education Faculties and Institutes.
- Training and Development Courses:
 - Scientific Publishing.
 - Self-Evaluation and External Review, 2018.
 - Course on (Measurement and Evaluation Methods and Preparing Test Items) from the Measurement and Evaluation Center, Higher Education Development Projects Management Unit, as part of the plan to activate the hybrid education system in Egyptian universities, November 28-29, 2020.
 - Course on (Specification Table) from the Measurement and Evaluation Center, Higher Education Development Projects Management Unit, as part of the plan to activate the hybrid education system in Egyptian universities, March 10, 2021.

- Course on (Electronic Tests) from the Measurement and Evaluation Center, Higher Education Development Projects Management Unit, as part of the plan to activate the hybrid education system in Egyptian universities, March 11, 2021.

Community Activities, Appreciation Certificates, and Scientific Conferences:

Certificate of Appreciation for significant contribution to the educational activities at the college, 2013/2014.

Certificate of Attendance for a training course (Program Description and Curriculum Maps) from the National Authority for Quality Assurance and Accreditation of Education, 2014.

Certificate of Appreciation for contribution to the preparation and coordination of the first Father's Day celebration, April 21, 2015, at the Faculty of Applied Arts.

Certificate of Thanks and Appreciation for participation in the training workshop on global data sources, 2015.

Certificates from the British Council in Agouza up to the level of Upper Intermediate 1 for studying the General English Programme.

Certificate of Appreciation for efforts in the e-learning project at Benha University, 2017.

Certificate of Appreciation for efforts in the electronic portal project at Benha University, 2017.

Certificate of Appreciation for efforts in the digital information network project at Benha University, 2017.

Certificate of Appreciation for efforts in the digital library project at Benha University, 2017.

Certificate of Appreciation for efforts in the IT training project at Benha University, 2017.

Certificate of Appreciation for efforts in the administrative information systems project at Benha University, 2017.

Certificate of Appreciation from the Faculty of Agriculture, Benha University, for contributing to the success of the 39th Agricultural Course for students of agricultural faculties in Egyptian universities, February 2017.

Certificate of Appreciation from Benha University for positive participation in designing the logo and publications for the First Forum for Egyptian Universities Dialogue (Towards Better Education), 2018.

Certificate for designing the logo of the Strategic Planning Unit at Benha University, 2017/2018.

Certificate of Appreciation for contributing to the organization of Benha University's participation in the Third International Higher Education Exhibition, July 2018, at the Exhibition Grounds in Nasr City.

Participation in the First International Scientific Conference of the Applied Arts Institute – Fifth Settlement, April 10-11, 2018.

Participation in the Fifth International Scientific Conference of the Faculty of Applied Arts – Helwan University, April 23-24, 2018.

Participation in organizing the college exhibition as part of the visit for "Best College at the University" on October 17, 2018.

Participation in the scientific activities of Taiba Academy's International Scientific Conference titled (Administrative Effectiveness Requirements to Support Sustainable Development), August 24, 2019.

Participation and presentation at the Sixth International Conference of the Arab Society for Civilization and Islamic Arts "Mutual Influences Between Islamic and Western Civilizations," held in Münster, Germany, October 10, 2019, under the auspices of ISESCO and Al Maktoum Foundation, in collaboration with the Institute of Islamic Studies at Münster University, Germany.

Certificate of Thanks and Appreciation for holding a workshop titled (Production of 3D Advertising Models) in collaboration with the Sculpture and Architectural Formation Department, December 9, 2019.

Certificate of Thanks from the college administration for organizing the college exhibition during the visit of the Chinese delegation, 2019.

Certificate for coordinating the Arts and Literature Wing at the Cairo Innovates Exhibition, Sixth Cairo International Innovation Exhibition, October 23-26, 2019.

Certificate of Participation and Presentation at the Fourth International Conference titled "Modern Trends in Architecture, Arts, Heritage, and Literature and Development Strategies and Education in the Mediterranean Countries (New Horizons in Creativity, Innovation, and Technology)," Alexandria, November 7-8, 2019.

Certificate for participating in the exhibition of products from the departments of the Faculty of Applied Arts and coordinating its wing at the First Innovation Exhibition of Benha University at the Grand Hall of Celebrations, Faculty Complex, November 11, 2019.

Certificate from the college administration for coordinating a workshop for faculty members titled (Exam Paper Standards and Question Banks), December 9, 2019, at the college.

Certificate of Participation in the "Portraits" exhibition of the Arab Society for Civilization and Islamic Arts at Bayt Al-Sinnari, January 5-12, 2020.

Certificate for participating in the activities of the Children's University on February 22-29, 2020, at the Faculty of Applied Arts, Benha University, for first and second-year students.

Participation with a working paper at the Faculty of Education – Ain Shams University (Integrating Visual Arts into the Education Development System), the Thirteenth International Conference titled "The Global Perspective for Developing the General and Technical University Education System and Its Benefit in Egypt," October 10-11, 2020.

Certificate of Thanks from the college for participating in the second edition of the "Our Heritage" exhibition for handicrafts and heritage, inaugurated by President Abdel Fattah El-

Sisi, organized by the Micro, Small, and Medium Enterprises Development Agency, at the Egypt International Exhibitions Center in the Fifth Settlement, October 10, 2020.

Participation and presentation at the Eighth International Conference of the Arab Society for Civilization and Islamic Arts "Civilizations and the Fourth Industrial Revolution" in the context of online education, virtual conference, July 23, 2020, in collaboration with the Institute of Islamic Studies at Münster University, Germany, and the Laboratory of Cultural and Linguistic Heritage at the University of Ghardaia, Algeria.

Participation and presentation at the Seventh International Conference of the Arab Society for Civilization and Islamic Arts "Heritage, Tourism, and Arts Between Reality and Aspiration," held in Sharm El-Sheikh, October 28, 2020, in partnership with Abu Bakr Belkaid University and the Faculty of Arts and Languages and the Laboratory of Arts and Cultural Studies - Tlemcen - Algeria, Münster University and the Institute of Islamic Studies at the University of Germany, APTEES French Foundation, the Association of Islamic Universities, under the auspices of ISESCO and Al Maktoum Foundation.

Certificate from the college administration for coordinating a workshop for faculty members titled (Standards for Preparing and Formulating Questions), November 16, 2020, at the college.

Certificate from the college administration for coordinating a workshop for faculty members titled (Electronic Correction), November 24, 2020, at the college.

Participation in attending a scientific workshop (Secularism and Religious Freedom) at the Faculty of Education, Misan University, November 26, 2020, in collaboration with the Association of Islamic Universities, online.

Certificate for participating in organizing an exhibition during the visit of the Russian delegation to the college on July 19, 2020.

Certificate of Attendance and Participation in a workshop (How to Write Scientific Research and International Publishing) by the Arab Society for Civilization and Islamic Arts and APTEES Foundation, December 19, 2020, online.

Certificate of Participation in the "Hen" exhibition of the Arab Society for Civilization and Islamic Arts and the Prince Mohamed Ali Palace Museum in Manial and the Ministry of Tourism and Antiquities, March 21-27, 2021, at the Prince Mohamed Ali Palace in Manial.

Certificate of Attendance for participating in the Conference on Measurement and Evaluation in the Era of Digital Transformation at Benha University, February 20, 2021, held online on the MICROSOFT TEAMS platform.

Certificate of Appreciation from the college administration for outstanding efforts in the electronic control for the academic year 2021-2022.

Certificate from Nasser Military Academy for completing the educational course on strategic studies and national security at the National Defense College, August 8-12, 2021.

Participation and presentation at the Second International Conference of the APTEES French Institute "Civilizational Challenges in the Third Millennium" (Heritage – Technology – Design) in partnership with the Arab Society for Civilization and Islamic Arts, Faculty of

Applied Arts, Damietta University - Egypt, Space and Society Observatory - Canada, Higher Institute of Arts and Crafts in Sidi Bouzid – Tunisia, under the auspices of the Association of Islamic Universities, held from September 21 to 25, 2021, in Strasbourg, France.

Certificate for activating the electronic course on Color Theories in Advertising for the academic year 2020-2021 with a 90% completion rate.

Certificate for coordinating a strategic planning workshop (Meeting Performance Indicators on the Electronic Follow-Up System) on November 15, 2021.

Certificate of Participation in the "**Egyptian Alley**" exhibition by the Arab Society for Civilization and Arts at the Higher Institute of Applied Arts, December 25-30, 2021.

Certificate of Appreciation and Presentation from the Faculty of Applied Arts, Damietta University, for participating in the Seventh International Conference of Applied Arts, December 15-17, 2021, titled "Applied Arts and Supporting Industry with Egypt's 2030 Vision" in Ras El-Bar.

Shield of Research Excellence at the Faculty of Applied Arts, Damietta University, for participating in the Seventh International Conference of Applied Arts, December 15-17, 2021, titled "Applied Arts and Supporting Industry with Egypt's 2030 Vision" in Ras El-Bar.

Certificate of Thanks and Appreciation from the Faculty of Physical Therapy, Benha University, for participating as the head of the judging committee for the (Plastic Arts and Photography Competition) 2022-2023.

Certificate of Attendance and Presentation at the International Scientific Conference titled: "International Partnership of Islamic Universities to Reduce Climate Change" from October 17 to 19, 2022, at the Knowledge City Conference Center in Kerala, India.

Certificate of Participation in the "Poetic Tones" exhibition by the Arab Society for Civilization and Arts and the Bibliotheca Alexandrina, February 12-17, 2022.

Certificate for participating in the activities of the Children's University on March 5, 2022, at the Faculty of Applied Arts, Benha University.

Certificate of Thanks for participating in the preparation of the First Annual Conference for Postgraduate Studies in Applied Sciences at Benha University from May 7-8, 2022.

Certificate of Participation in the "He and She" exhibition by the Arab Society for Civilization and Islamic Arts in collaboration with Karma Ibn Hani at the Ahmed Shawqi Museum, August 10-20, 2022.

Certificate of Participation and Presentation at the Twelfth International Conference of the Arab Society in partnership with the French Aptees Institute, the Faculty of Applied Arts, Damietta University, the Faculty of Fine Arts, Luxor University, and the Higher Institute of Applied Arts in the Fifth Settlement, titled "Arts and Citizenship – Dialogues of History, Practice, and Education" from December 14-20, 2022, in Luxor and Aswan.

Certificate for the Best Participating Research at the Twelfth International Conference of the Arab Society (Arts and Citizenship – Dialogues of History, Practice, and Education) from December 14-20, 2022, in Luxor and Aswan.

Certificate of Appreciation and Thanks for monitoring the implementation of the strategic plan for the Faculty of Applied Arts from 2019 to 2022.

Certificate for activating the electronic course on Color Theories in Advertising for the academic year 2021-2022 with a 93% completion rate.

Participation and Presentation at the Thirteenth International Conference of the Arab Society for Civilization and Islamic Arts and the French Aptees Institute "Civilizational Challenges in the Third Millennium" (Heritage – Technology – Design) in partnership, held from April 26 to 30, 2023, in Strasbourg, France.

Participated Exhibitions:

Participation in the "Golden Wings" exhibition at the Plastic Artists Syndicate Hall, August 3, 2019.

Participation in the "Portraits" exhibition of the Arab Society for Civilization and Islamic Arts at Bayt Al-Sinnari, January 5-12, 2020.

Exhibition for third-year students (Advertising Posters course) for the academic year 2019-2020 at the exhibition hall of the Faculty of Applied Arts, Benha University.

Participation in the second edition of the "Our Heritage" exhibition for handicrafts and heritage, organized by the Micro, Small, and Medium Enterprises Development Agency at the Egypt International Exhibitions Center in the Fifth Settlement, October 10, 2020.

Exhibition for fourth-year students (Multimedia 2 course) on June 27, 2021, at the exhibition hall of the Faculty of Applied Arts, Benha University.

Participation in the "Hen" exhibition of the Arab Society for Civilization and Islamic Arts and the Prince Mohamed Ali Palace Museum in Manial and the Ministry of Tourism and Antiquities, March 21-27, 2021, at the Prince Mohamed Ali Palace in Manial.

Exhibition for first-year students (Advertising Posters course) on June 28, 2021, at the exhibition hall of the Faculty of Applied Arts, Benha University.

Exhibition for third-year students (Advertising Posters course) on June 30, 2021, at the exhibition hall of the Faculty of Applied Arts, Benha University.

Participation in the "Egyptian Alley" exhibition of the Arab Society for Civilization and Islamic Arts at the Higher Institute of Applied Arts, December 25-30, 2021.

Participation in the "Poetic Tones" exhibition of the Arab Society for Civilization and Arts and the Bibliotheca Alexandrina, February 12-17, 2022.

Participation in the "He and She" exhibition of the Arab Society for Civilization and Islamic Arts in collaboration with Karma Ibn Hani at the Ahmed Shawqi Museum, August 10-20, 2022.

Development Works at the College:

- Contributing to studies related to the academic structures at the college.
- Contributing to the description of the Advertising Program and establishing its matrices.
- Contributing to the development of the research plan for the Advertising Department.
- Contributing to the establishment of the credit hours regulations for the undergraduate stage.
- Contributing to the establishment of the credit hours regulations for the postgraduate stage in the Advertising Department.
- Contributing to the preparation of the draft of research ethics at the college.

TOT Certificates for Training of Trainers:

- TOT certificate for training of trainers from the Digital Library of the Supreme Council of Universities, Ministry of Higher Education, April 2016, on information sources available in the Egyptian Knowledge Bank.
- TOT certificate from the Academy of Scientific Research and Technology for the Children's University 2018.
- TOT program on innovative methods for delivering education materials for children.
- Certified International Professional Trainer (CIPT) from the University of Missouri, USA, Professional Trainer Course.
- Certificate of producing an electronic course on color systems in advertising for first-year students.

Workshops Participated in:

- Workshop on the Egyptian Knowledge Bank and e-learning 2016 at the Faculty of Applied Arts.
- Workshop on the Egyptian Knowledge Bank at the Faculty of Physical Education 2016.
- Workshop on the Egyptian Knowledge Bank 2016 at the Faculty of Agriculture.
- Workshop on the Digital Library and training on the use of the Egyptian Knowledge Bank sources at the conference hall, Benha University, October 2018.
- Workshop and participation as a trainer on the use of the Egyptian Knowledge Bank sources at the Faculty of Nursing, Benha, February 2016.
- Workshop on launching the third phase of the project for establishing IT service units in the faculties of Egyptian universities, March 5, 2015.
- Workshop on educational applications (QR) at the Faculty of Applied Arts, November 15, 2016.
- International publishing of scientific research for the Center for the Development of Faculty Members and Leaders at Cairo University, March 2017.

Certificates for Participation in International and Local Conferences:

- Participation and presentation at the Third International Conference of the Faculty of Applied Arts, December 2013, with a research titled "Egyptian Heritage to Inspire Wallpaper Design," Helwan University.
- Participation and presentation at the First International Conference "Plastic Arts and Community Service" in Luxor, February 2015.

- Participation and presentation at the First International Conference of the Arab Society for Civilization and Islamic Arts in Sharm El-Sheikh, October 2015.
- Participation and presentation at the Second International Conference "Plastic Arts and Community Service" in Luxor, February 2016.
- Participation in the Second Conference of the Arab Society for Civilization and Islamic Arts titled "Mutual Influences Between Human Civilizations," October 26-29, 2016, in Luxor.
- Participation and presentation at the First International Conference of the Higher Institute of Applied Arts in the Fifth Settlement, April 2018.
- Participation and presentation at the Fifth International Conference of the Faculty of Applied Arts, Helwan University, April 2018.
- Seminar titled "Dialogue on Education Development at Taiba Academy in Maadi," September 2018.
- Fifth Conference and the Second International Conference of the Arab Association for Measurement and Evaluation, August 2018.
- Participation and presentation at the Fourth International Conference of the Arab Society for Civilization and Islamic Arts in Dahab, October 2018.
- Participation and presentation at the Fourth International Conference titled "Modern Trends in Architecture, Arts, Heritage, and Literature and Development and Education Strategies in Mediterranean Countries: New Horizons in Creativity, Innovation, and Technology," Alexandria, November 7-8, 2019.
- Participation and presentation at the Sixth International Conference of the Arab Society for Civilization and Islamic Arts "Mutual Influences Between Islamic and Western Civilizations," held in Münster, Germany, October 10, 2019, under the auspices of ISESCO and Al Maktoum Foundation in collaboration with the Institute of Islamic Studies at the University of Münster, Germany.
- The Eighth International Conference of the Arab Society for Civilization and Islamic Arts "Civilizations and the Fourth Industrial Revolution" in the context of online education, virtual conference, July 23, 2020, with participation from the Institute of Islamic Studies at the University of Münster, Germany, and the Laboratory of Cultural and Linguistic Heritage at the University of Ghardaia, Algeria.
- Participation and presentation of a working paper at the Faculty of Education, Ain Shams University (Integrating Visual Arts into the Education Development System), the Thirteenth International Conference titled "The Global Perspective on Developing the General and Technical University Education System and Its Benefit in Egypt," October 10-11, 2020.
- Participation and presentation at the Seventh International Conference of the Arab Society for Civilization and Islamic Arts "Heritage, Tourism, and Arts Between Reality and Aspiration," held in Sharm El-Sheikh, October 28-31, 2020, in partnership with Abu Bakr Belkaid University and the Faculty of Arts and Languages and the Laboratory of Arts and Cultural Studies - Tlemcen - Algeria, University of Münster and the Institute of Islamic Studies at the University of Germany, APTEES French Foundation, the Association of Islamic Universities, under the auspices of ISESCO and Al Maktoum Foundation.
- Participation and presentation at the Second International Conference of the APTEES French Institute "Civilizational Challenges in the Third Millennium" (Heritage - Technology - Design), in partnership with the Arab Society for Civilization and Islamic Arts, Faculty of Applied Arts, Damietta University - Egypt, Space and Society Observatory - Canada, Higher Institute of Arts and Crafts in Sidi Bouzid -

Tunisia, under the auspices of the Association of Islamic Universities, held from September 21 to 25, 2021, in Strasbourg, France.

- Participation in the Seventh International Conference of Applied Arts from December 15 to 17, 2021, (Applied Arts and Supporting Industry with Egypt's 2030 Vision), Damietta University Conference in Ras El-Bar (Best Participating Research) in sessions.
- The International Conference titled "International Partnership of Islamic Universities to Reduce Climate Change," held October 17-19, 2022, at the Knowledge City Conference Center in Kerala, India.
- Participation and presentation at the Twelfth International Conference of the Arab Society in partnership with the French APTEES Institute and the Faculty of Applied Arts, Damietta University, and the Faculty of Fine Arts, Luxor University, and the Higher Institute of Applied Arts in the Fifth Settlement under the title (Arts and Citizenship - Dialogues of History, Practice, and Education) from December 14 to 20, 2022, in Luxor and Aswan.
- Participation and presentation at the Thirteenth International Conference of the Arab Society for Civilization and Islamic Arts and the French APTEES Institute "Civilizational Challenges in the Third Millennium" (Heritage - Technology - Design), in partnership, held from April 26 to 30, 2023, in Strasbourg, France.
- Participation and presentation at the Fourteenth International Conference of the Arab Society for Civilization and Islamic Arts under the title (Civilizational Heritage Between Theory and Practice), in partnership with the Italian-Egyptian Center for Restoration and Antiquities, the Egyptology Archives Project, and the Faculty of Applied Arts, Damietta University, the International Cultural and Arts Foundation, under the auspices of the Association of Islamic Universities, from October 24 to 29, 2023, in Marsa Alam, Red Sea, Egypt (Best Participating Research) in sessions.

Courses from the Faculty and Leadership Development Center at Benha University:

1. Qualification for Appointment as Professor - Financial and Legal Aspects, June 7-8, 2023
2. Qualification for Appointment as Professor - Total Quality Management, July 24-25, 2023
3. Qualification for Appointment as Professor - Research Team Management, August 16-17, 2023
4. Qualification for Appointment as Professor - Website Management, November 16-17, 2022
5. Qualification for Appointment as Professor - Self-Evaluation and External Review, November 14-15, 2022
6. Qualification for Appointment as Professor - Question Banks and Electronic Tests, October 4-5, 2022
7. Qualification for Appointment as Professor - Web Editing, July 6, 2022
8. Qualification for Appointment as Professor - Credit Hour System, September 17-19, 2019
9. Qualification for Appointment as Professor - University Administration, September 17-19, 2019
10. Qualification for Appointment as Assistant Professor - Website Management, September 23-25, 2014
11. Qualification for Appointment as Assistant Professor - Effective Presentation Skills, May 24-26, 2016

12. Qualification for Appointment as Assistant Professor - University Administration, May 29-31, 2016
13. Qualification for Appointment as Assistant Professor - Self-Evaluation and External Review, June 7-9, 2016
14. Qualification for Appointment as Assistant Professor - Statistical Analysis Using SPSS, July 25, 2016
15. Qualification for Appointment as Assistant Professor - International Scientific Publication, June 14-16, 2016
16. Qualification for Appointment as Professor - University Lecturer Preparation Course, February 15-20, 2014
17. Qualification for Appointment as Lecturer - Spreadsheets, January 23, 2014
18. Qualification for Appointment as Lecturer - .NET, January 23, 2014
19. Qualification for Appointment as Lecturer - International Scientific Publication, April 6-8, 2014
20. Qualification for Appointment as Lecturer - Strategic Planning, April 13-15, 2014
21. Qualification for Appointment as Lecturer - Communication Skills in Different Education Styles, April 22-24, 2014
22. Qualification for Appointment as Lecturer - Self-Evaluation and External Review, April 22-24, 2014
23. Qualification for Appointment as Assistant Lecturer - Self-Evaluation and External Review, December 24-25, 2013
24. Qualification for Appointment as Assistant Lecturer - Advanced Word, December 25, 2013
25. Qualification for Appointment as Assistant Lecturer - Advanced PowerPoint, December 25, 2013
26. Qualification for Appointment as Assistant Lecturer - International Scientific Publication, December 16-18, 2013
27. Qualification for Appointment as Assistant Lecturer - Effective Presentation, December 16-18, 2013