

## Contents

<b>Ser .</b>	<b>Research's Title</b>	<b>Researcher's Name</b>	<b>Nation -ality</b>	<b>Page No.</b>
<b>1</b>	<b>Field research to save the textile heritage from extinction Through the development of handmade shawls In the village of Naqada Qena Governorate – Egypt</b>	<b>Assist. Prof. Dr. Ahmed Amin Matar</b>	<b>Egypt</b>	<b>1 – 12</b>
<b>2</b>	<b>The use of Manual printing techniques to highlight the Aesthetic values of the Elements of Islamic Art and Furnishing Fabrics- suspensions</b>	<b>Assist. Dr. Eman Salah Hamid</b>	<b>Egypt</b>	<b>13 – 28</b>
<b>3</b>	<b>Philosophy of the Sufi Impact on the Features of Design (Selecting the thought of Jalal alddin Al-Romy as exampl)</b>	<b>Assist. Prof. Dr. Eman Mohamed Anees Assist. Dr. Sanagik Ibrahim Mustafa</b>	<b>Egypt</b>	<b>29 – 60</b>
<b>4</b>	<b>Child Arts as a Source of Designing of printed Furniture Fabrics</b>	<b>Prof .Dr. Gehan Mohamed Elgamal Eng. Mai Maher Mahmoud ElAshri</b>	<b>Egypt</b>	<b>61 – 85</b>
<b>5</b>	<b>The Artistic and technical effect of design self-installed glass accessories for interior architecture</b>	<b>Prof. Dr. Hossam Nazmy Hosny Assist. Prof. Dr. Yasser Saeed Mohamed Bendary Designer. Yasmin El Desouky Mohamed</b>	<b>Egypt</b>	<b>86 – 110</b>
<b>6</b>	<b>A survey of influential personalities in magazines, films and cartoons in the Arab world</b>	<b>Assist. Prof. Dr. Khaled Abdel Razek Abdel Tawab</b>	<b>Saudi</b>	<b>111 – 130</b>
<b>7</b>	<b>Design and production ceramic jewelry using the chromatic and formal effect of fruits, seeds and their chemical composition</b>	<b>Prof. Dr. Zahira Tawfik Zaki Designer Dr. Riham Omran</b>	<b>Egypt</b>	<b>131 – 144</b>
<b>8</b>	<b>Deconstruction School As a Source For inspiration of designing treatments for obese child clothes</b>	<b>Assist. Prof. Dr. Sahar ali zaghoul ali Lect. Reem Saad Ali Aldughim</b>	<b>Saudi</b>	<b>145 – 181</b>
<b>9</b>	<b>The design of the advertising message using the Franco Arab and its impact on the Arab identity</b>	<b>Assist. Prof. Dr. Samar Hany Al Saeed Abo Donia</b>	<b>Egypt</b>	<b>182 – 204</b>

## Contents

10	<b>The Role of Textile Printing Design in Theatrical Costumes Design</b> A case study on Opera "Aida" Performance	<b>Prof. Dr. Sohair Mahmoud Osman</b> <b>Prof. Dr. Islam Omar El Nagdi</b> <b>Eng. Manar Wagdi Abd El Motalib</b>	Egypt	205 – 229
11	<b>The psychology of preparing the leading teacher as one of the most important axes of advancing the development wheel in Egypt.</b>	<b>Assist. Dr. Sherif Hussein Hosni Ali Abu Saadat</b> <b>Assist. Dr. Omnia Magdy Abd Elaziz Mohamed</b>	Egypt	230 – 243
12	<b>A new approach for the application techniques of quality tools and systems for the textile products and some industrial institutions</b>	<b>Assist. Dr. Shereen Sayed Osman</b>	Egypt	244 – 266
13	<b>Adapting the typography art in advertising design to enhance the touristic advertising visual identity</b>	<b>Assist. Dr. Shimaa Salah Sadek Sedek</b>	Egypt	267 – 287
14	<b>"Utilization of Human Energy Field " The aura "in the development of a color system serving the aesthetic value of the products "</b>	<b>Safaa Ebrahim Abd Al fatah Hanfy .Dr Prof.</b>	Egypt	288 – 306
15	<b>Employment the Aesthetics of Al Musannaf Costume in Design On the Dress Form</b>	<b>Dr. Abir Ibrahim Abdelhamid Ibrahim</b>	Egypt	307 – 324
16	<b>Contemporary Arab Architectural Trends and Heritage: Iraq as a Case Study</b>	<b>Prof. Dr. Awad Saad Hassan</b> <b>Prof. Dr. Khalid Ali Elkhazen</b> <b>Eng. Jeanan Moayad Abdullah</b>	Iraq	325 – 345
17	<b>Design of online material for teaching Geography: Case study in secondary school</b>	<b>Assist. Prof. Dr. Ghada Atta Yousseff</b> <b>Researcher. Rania Elsayed Ibrahim</b>	Egypt	346 – 355
18	<b>Skills required for technical education students of printing and packaging department to keeping up with the Egyptian labor market</b>	<b>Prof. Dr. Mohamed Attia Mohamed El-Farhati</b> <b>Prof. Dr. Nasr Mostafa Mohamed Mostafa</b> <b>Eng. Eman Khalil Ibrahim Mohamed</b>	Egypt	356 – 372
19	<b>Software Engineering and Its Role in the Study of Office Space</b>	<b>Assist. Prof. Dr. Muhammad Faisal Al kazee</b>	Oman	373 – 386
20	<b>Newfangled Joining systems for Furniture Manufactured from Sheet Metal</b>	<b>Assist. Prof. Dr. Mohammed Mohammed Helal</b>	Egypt	387 – 405

## Contents

21	<b>Optical Vision of microscopic living tissue as a Source for innovative Design in Printed Textile Hangings</b>	<b>Assist. Prof. Dr. Marwa Mamdouh Mustafa Hamoud</b>	Egypt	406 – 428
22	<b>Designing a gauge to help People with visual disabilities to identify the denominations of Egyptian banknotes</b>	<b>Assist. Prof. Dr. Mostafa Mahmoud Mohamed Khalil</b>	Egypt	429 – 438
23	<b>A semiotic study of the Kalila wa Demna manuscripts (Semiological and artistic view comparing)</b>	<b>Assist. Dr. Mamdouh Mohamed Al Said Hasanen</b>	Egypt	439 – 484
24	<b>Vision of tourism advertising prints to confirm Egyptian identity</b>	<b>Assist. Dr. Mona Ibrahim Abdel Rahim</b>	Egypt	485 – 503
25	<b>Creative printed designs of line and color elements by Pait Mondrian for contemporary ladies' morning fabrics</b>	<b>Dr. Mona Mohamed Adel Al Nahas</b>	Egypt	504 – 528
26	<b>“The Impact of Applying Visual Management Policies and 5S's on Improving Productivity within Garment Factories”</b>	<b>Assist. Prof. Dr. Nesreen Nasr Eldeen Hassan Assist. Prof. Dr. Ghada Ismail M. Elgamal Assist. Dr. Ibrahim Saber M. Abdelaziz</b>	Egypt	529 – 544
27	<b>Textile products between design, marketing and development to reach local and global competitiveness</b>	<b>Assist. Dr. Nashwa M. Nagy</b>	Egypt	545 – 569
28	<b>Visual Identity of Global Fashion Brands and its Impact in Building the Mental Image of Consumer</b>	<b>Dr. Nehal Afify Mohamed</b>	Egypt	570 – 591
29	<b>The Aesthetic values in the entrances of the Mamluk Bahri And Burgi period (648-923AH/1250- 1517AD) in the cities of Tripoli al-sham and Cairo "A comparative study"</b>	<b>Assist. Dr. Heba Hamed Abdel-Hamied</b>	Egypt	592 – 621
30	<b>The role of textile printing in government strategy for supporting enterprernership and small enterprise (SMEs)</b>	<b>Assist. Dr. Heba Mohamed Okasha Abu Elkamal Mohamed Elsayegh</b>	Egypt	622 – 641
31	<b>The aesthetic values of the Iranian Islamic decoration and the benefit thereof in the design and embroidery of wedding scarves</b>	<b>Assist. Dr. Heba Abdullah Basiony Slama</b>	Egypt	642 – 674

## Contents

<b>32</b>	<b>Combining the art of textile printing and applique art to produce designs suitable for children's clothing</b>	<b>Prof. Dr. Gehan Mohamed Elgamal Eng. Heba Mohamed Mansour Mohamed</b>	<b>Egypt</b>	<b>675 – 686</b>
<b>33</b>	<b>Abstract in Islamic Painting between Heritage and Contemporary</b>	<b>Assist. Dr. Hisham Abdelaziz Khalil</b>	<b>Egypt</b>	<b>687 – 703</b>
<b>34</b>	<b>Mashrabiya in Islamic architecture between idea authenticity and applying novelty</b>	<b>Assist. Prof. Dr. Hayam Mahdy Salama</b>	<b>Egypt</b>	<b>704 – 731</b>
<b>35</b>	<b>Spacetime and interactive product design</b>	<b>Assist. Dr. Haytham Mohammed Jalal Mohammed</b>	<b>Egypt</b>	<b>732 – 752</b>
<b>36</b>	<b>Prof. Dr. Abdel Moniem Moawad Assist. Dr. Nahla Elgeneady Designer. Nesma Hesham Al-Attar</b>	<b>Review of Sustainable: Living Walls</b>	<b>Egypt</b>	<b>1 – 13</b>
<b>37</b>	<b>Abd-El Raheem Ramadan Khaled El Nagar Eman Raafat Saad Eman Mohamed Ghanem</b>	<b>Developing swimsuit Fabric using Nano-technology and screen photochemical method</b>	<b>Egypt</b>	<b>14 – 26</b>
<b>38</b>	<b>Assist. Dr. Ahmed Mohammed M. Abdelrazik</b>	<b>A Strategy to Preserve and Promote the Egyptian Traditional Handicrafts</b>	<b>Egypt</b>	<b>27 – 36</b>
<b>39</b>	<b>Prof. Dr. Ahmed T El-Aref Assist. Prof. Dr. Hassan M. Ibrahim Assist. Prof. Dr. Maysa M. Reda Assist. Dr. Abdel Moneim A. Mahmoud</b>	<b>Silver nanoparticles: preparation, characterization, cytotoxicity, and its impact on cotton fabrics</b>	<b>Egypt</b>	<b>37 – 45</b>
<b>40</b>	<b>Assist. Prof. Dr. Ali S. Alnajadah</b>	<b>Bait-al-Sha'ar: A Kuwaiti Traditional Bedouin Mobile Home at Risk</b>	<b>Kuwait</b>	<b>46 – 59</b>