

## CURRICULUM VITAE

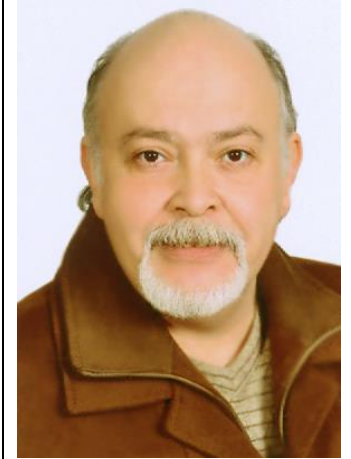


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**Full name:** Ihab Mohamed Sabry Al-Agamawy

*Department/Faculty,*

*Graphic Design - Architecture & Design*

*University, Al-Zaytoonah University of Jordan*

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### 1. Personal Data

Date of Birth: 1-1-1966

Nationality: Egyptian

### 2. Education

- Ph.D. (Advertising) 2004, Helwan University, Cairo, Egypt
- M.Sc. (Advertising) 1997, Helwan University, Cairo, Egypt
- B.Sc. (Advertising) 1989, Helwan University, Cairo, Egypt



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### 3. Ph.D. Dissertation

*Finding Approaches for Developing The Advertising Idea through The Natural Environment*, Helwan University, Cairo, Egypt

### 4. Employment

#### Academic Positions

- **Full Professor**, Dept. of Graphic Design, AL-Zaytoonah University of Jordan Amman Jordan, October 2022– now

Place	Year	Teaching Experience
• <b>Full Professor - Arab Open University</b>	2017-2021	Graphic and Multimedia Design
• <b>Full Professor - Helwan University</b> Faculty of Applied Arts, Advertising Department	2015-2017	Advertising, Technology & Painting
• <b>Full Professor - Sinai University –</b> Faculty of Media technology – Marketing Communications Department	2014-2015	Mass Communication
• <b>Associate Professor - CIC</b> (Canadian High Institute for Modern Media Technology) Public Relations Department	2013-2015	Mass Communication
• <b>Associate Professor - NCA</b> (New Cairo Academy) High Institute of Applied Arts – Dept. of Advertising	2010-2015	Advertising Design & Technology
• <b>Assistant Professor - 6th of October University</b> Faculty of Applied Arts, Advertising Department	2005-2009	Advertising Design & Technology
• <b>Assistant Professor - IAEMS</b> communication (International Academy for Engineering and Media Science -Advertising Production Department	2004-2010	Advertising Design & Mass
• <b>Graduate Assistant - Helwan University</b> Faculty of Applied Art Advertising Department	1997-2004	Advertising Design, & Technology
• <b>Instructor Helwan University</b> Faculty of Applied Arts, Advertising Department	1990-2014	Advertising Design, Technology



### Administrative Positions

- Program Coordinator of Graphic Design & Multimedia Technology Program - AOU-Amman-Jordan – 2017-2022

### 5. Research Interests

Graphic Design & Advertising

### 6. Membership in Scientific Societies and Associations

- The Syndicate of Applied Arts Designers - Member (Consultant) - Egypt
- The Syndicate of Plastic Arts - Member & Consultant - Egypt

### 7. Honors and Awards

### 8. Fellowships and Scholarships

### 9. Teaching Experience

### **Courses & Lectures Expertise:**

Extensive experience in lecturing the following courses:

1. Advertising Digital Design-Commercial Printing Techniques  
*(Post Graduate Studies-Faculty of Architecture 7Design -Department of Graphic Design-Al Zaytoonah University of Jordan)*  
Advertising Campaign- Advanced Critical and Aesthetic Studies in English Language.
2. Visual communication design –Typography II – Introduction to Advertising – Design Literacy - Packaging Design – Illustration – Visual Identity & Branding – Applied Media Aesthetics - Digital Foundations – Digital Photography- Sound Production for mixed Media-History of Graphic Design- IT Code of Ethics  
*(English Courses at Arab Open University – Jordan 2017-2021)*
3. Media Literacy - Public Relation Campaign - Public Opinion - Mass Communication & Society - Media Publicity (digital –Electronic- Photo Journalism)  
*(English Courses at CIC 2014-2015)*  
Out of home Advertising - Developing the Advertising Idea - Dramatic Advertising - 3D Advertising Design  
*(Post Graduate Studies-Faculty of Applied Arts- Helwan University)*



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1. Outdoor Advertising - Advertising Production - Basics of Design - Color Psychology - Color systems in Advertising - Logo Design - Guidance Sign Design - Colors systems in directives and guidance - Graphic Handling directives and Guidance systems - Advertising technology - Design economics - Poster Design - Pictograms Design & sign systems - International advertising - Electronic advertising - Using software in ad design - Environmental studies and sciences - Still life - Portrait - Advertising administration - Advertising technology - The Art of Presentation - Principles of Graphic Design - Advertising Creativity - Administration of Advertising Campaigns - Promotional Activities - Production of Printed Materials - Special Subject in Advertising – Photography

*(Faculty of Applied Arts- Helwan University - 6<sup>th</sup> of October University – IAEMS – New Cairo Academy – Sinai University)*

#### 10. Supervision of Graduate Research

##### Ph.D. & Master Degrees Supervision & Discussion

- 1- The Scenography of Interactive Advertising in Egypt, A Futuristic Vision  
Ph.D. Degree Dissertation by Researcher: Hager Sayed Abo Al-Hassan  
Faculty of Applied Arts, Helwan University -2017 (Discussed & awarded)
- 2- The Advertising Idea and Marketing Positive Values  
Master Degree Dissertation by Researcher: Rowaa Yahia Marzouk  
Faculty of Applied Arts, Helwan University -2017 (Supervised & awarded)
- 3- Developing of Interactive Relationship between Audience and Concept through Modern Technologies in Electronic Advertising Designing  
Ph.D. Degree Dissertation by Researcher: Inas Mohamed Al-Asafy  
Faculty of Applied Arts, Helwan University -2017 (Supervised & awarded)
- 4- Activating Institutional Advertising Values in Integrated Brand Promotion  
Master Degree Dissertation by Researcher: Ahmed Zakaria Al-Sharkawy  
Faculty of Applied Arts, Helwan University - 2016 (Under supervision)
- 5- Creative Imagination in Designing Logos that contain Subliminal Messages  
Master Degree Dissertation by Researcher: Mirette Gamal Kamil  
Faculty of Applied Arts, Helwan University -2016 (Supervised & awarded)
- 6- Movement and Drama of Advertising Idea  
Master Degree Dissertation by Researcher: Shereen Lotfy  
Faculty of Applied Arts, Helwan University -2016 (Supervised & awarded)
- 7- Finding Approaches for Designing Political Parties Advertising Campaigns in Egypt through Creative Thinking  
Ph.D. Degree Dissertation by Researcher: Mohanad Gandour  
Faculty of Applied Arts, Helwan University - 2016 (Under supervision)
- 8- Merging The Audience as an active element in the Creative Advertising Idea  
Master Degree Dissertation by Researcher: Nahla Hassan Kamel  
Faculty of Applied Arts, Helwan University - 2016 (Under supervision)



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- 9- Quick Response Codes Technology as Interactive tools in Advertising Marketing  
Master Degree Dissertation by Researcher: Nagwa Abdel Moniem Nady  
Faculty of Applied Arts, Helwan University -2016 (Under supervision)
- 10- Modern Technologies for Optical Illusion and its role to enrich the Advertising Idea  
Master Degree Dissertation by Researcher: Mohamed Hosny  
Faculty of Applied Arts, Helwan University -2016 (Under supervision)
- 12- Rebranding The Visual Identity for The Cairo International Film Festival  
Master Degree Dissertation by Researcher: Hanzada Abdel Halim El-Bedewy  
Faculty of Applied Arts, Helwan University -2016 (Supervised & awarded)
- 13- Nontraditional Media for Out of Home Advertising and its role in Public Awareness Messages  
Master Degree Dissertation by Researcher: Rana Mohamed Fawzy  
Faculty of Applied Arts, Helwan University -2016 (Discussed & Awarded)
- 14- Developing the Advertising Ideology by the Eco-Tec integration  
Master Degree Dissertation by Researcher: Walaa Ali Soliman  
Faculty of Applied Arts, Helwan University - 2015 (Supervised & awarded)
- 15- Interactive Advertising in Children's Magazine and its role in primary child's creative abilities development  
Master Degree Dissertation by Researcher: Wissam Mohassab Amer  
Faculty of Applied Arts, Helwan University - 2013 (Discussed & awarded)
- 16- Image in Modernism & Postmodernism, as a Visual Strategy in Poster Design  
Ph.D. Degree Dissertation by Researcher: Marwa Abdel Fattah  
Faculty of Applied Arts, Helwan University -2013 (Under supervision)
- 17- Form in Trademark Design between Surrealism Philosophy and Abstract Treatment  
Master Degree Dissertation by Researcher: Marwa Abdel Fattah  
Faculty of Applied Arts, Helwan University - 2011 (Discussed & awarded)
- 18- Artistic fundamentals of planning advertising campaigns in Egypt in light of open market policies  
Master Degree Dissertation by Researcher: Yasser Mohsen Mohamed  
Faculty of Applied Arts, Helwan University - 2011 (Supervised & awarded)
- 19- The Art of Advertising in the Egyptian Society: Practical Approaches Vs. Academic Studies  
Master Degree Dissertation by Researcher: Nesma Mohamed Nabil  
Faculty of Applied Arts, Helwan University - 2011 (Supervised & awarded)
- 20- New Strategy for TV Advertising Design in light of Cultural Changes in the Egyptian Society  
Ph.D. Degree Dissertation by Researcher: Hesham Nagy  
Faculty of Applied Arts, Helwan University -2010 (Supervised & awarded)

## 11. Grants

None



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**12. Patents**

None.

**13. Membership of Committees**

The Syndicate of Applied Arts Designers - Member (Consultant) - Egypt

The Syndicate of Plastic Arts - Member &amp; Consultant - Egypt

**14. Professional and Scientific Meetings***Scientific Meetings Organized***Courses and Workshops**

	Course/Workshop Title	Year	Venue
1	<b>Organizing scientific conferences</b>	<b>2010</b>	<b>Helwan University</b>
2	<b>Strategic Planning</b>	<b>2010</b>	<b>Center of Developing</b>
3	<b>University Administration</b>	<b>2010</b>	<b>Faculty Capabilities and</b>
4	<b>Time Management and Meetings</b>	<b>2010</b>	<b>Continuing Training</b>
5	<b>Exam systems and student evaluation</b>	<b>2010</b>	
6	<b>Ethics of Scientific Research</b>	<b>2010</b>	
7	<b>Communication skills in different teaching styles</b>	<b>2008</b>	
8	<b>Credit Hours</b>	<b>2008</b>	
9	<b>Quality Standards in the Educational Process</b>	<b>2008</b>	
10	<b>Effective Presentation Skills</b>	<b>2008</b>	
11	<b>Scientific Publishing</b>	<b>2008</b>	
12	<b>Decision-making and problem solving</b>	<b>2006</b>	
13	<b>Design of the university course</b>	<b>2006</b>	

*Participation in Scientific meetings***15. Participation in or organization of curricular and/or extra-curricular activities**



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## Courses and Workshops

	Course/Workshop Title	Year	Venue
1	Organizing scientific conferences	2010	Helwan University
2	Strategic Planning	2010	Center of Developing Faculty Capabilities and Continuing Training
3	University Administration	2010	
4	Time Management and Meetings	2010	
5	Exam systems and student evaluation	2010	
6	Ethics of Scientific Research	2010	
7	Communication skills in different teaching styles	2008	
8	Credit Hours	2008	
9	Quality Standards in the Educational Process	2008	
10	Effective Presentation Skills	2008	
11	Scientific Publishing	2008	
12	Decision-making and problem solving	2006	
13	Design of the university course	2006	

## Individual and Collective Exhibitions & Design Activities

Exhibition	Year	Individual /Collective
Poster Design for The Arab Innovation Forum on Sustainable Development Goals	2021-2022	Supervision
Preparations for the AOU Exhibition at the Jordanian University Festival	2021-2022	
Leading the creative team and coordinating between AOU branches for The Virtual Graduation Ceremony	2019-2020	
Works of Advertising Production Students IAEMS (Two Exhibitions)	2009-2010	Collective
Posters Exhibition, Faculty of Applied Arts, Helwan University	2009	Collective





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The First IAEMS Scientific Conference – Marginal Exhibition	2004	Collective
Helwan University & Faculties Booth Exhibition accompanying the First National Conference On University Services Marketing	1998, Faculty of Mass Communication, Cairo University	-
Visual Arts Exhibition, Egypt Booth, 8 <sup>th</sup> Arab Youth Festival	1993- Lebanon	Collective
The Second Youth Salon	1991	Collective
Palestinian Intifada & Sacred Lands Protection Exhibition	1990, Opera House	Collective

### Academic Expertise

Expertise	Year
Member of Applied Arts Council - Faculty of Applied Arts -Helwan University	2017
Member of Advertising Department Council - Faculty of Applied Arts - Helwan University	2008 - 2017
Participation at Seminars held for applicants to register proposals to obtain Ph.D. or Master Degree - Advertising Department Faculty of Applied Arts - Helwan University	2017 - 2007
Member of the Hearing Committee for Applicants for the position of Lecturer at the Department of Advertising, Printing & Publishing at Faculty of Applied Arts, Banha University	2017
Presenting lectures on air on Nile TV High Education Channel	2011-2012
Design of posters, letterhead, and catalog of the 11 <sup>th</sup> International Conference On Child Mental and Neurological Diseases, Egypt	2010
Membership in Commissions on Curricula, Quality, Examinations, Exhibitions, Environment, and Society at the Scientific Section.	2010
Design of the Egyptian Association for Child Mental and Neurological Disease Logo	2009
Design of the Annual Scientific Journal of the Egyptian Pediatrics Association	2008-2009





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Contribution to the Preparation of Permanent Students' Product Exhibition, Helwan University & The First Conference on Students' Future Visions, Helwan University	2007
Contribution to & Participation in the Faculty of Applied Arts' Environment Week Exhibition	2006
Contribution to & Participation in the Design Labs & Drawing Workshops Development Project of the Advertising Department as well as Contribution to the Innovation and Excellence Center	2006
Contribution to the Faculty of Applied Arts Students' Union Elections	2004-2005
Design of the National Center for Planning State Land Uses Logo	2004
Contribution to Designing Catalogs and Posters for Helwan University & Faculties Booth Exhibition accompanying the First National Conference On University Services Marketing	1998
Participation in Egypt's Fine Arts Representation, the 8 <sup>th</sup> Arab Youth Festival	1993, Lebanon

## 16. Publications

### Research and Publications

Research / Article Title	Publisher	Date of Publication
Electoral Brand as an intellectual input into political communication processes.	The First International Scientific Conference of the Higher Institute of Applied Arts - Cairo-Egypt. Issue.13	2019
The visual deception of An a Morphosis Art and its role in enriching advertising concepts.	Architecture and Arts Magazine-Arab Society for Islamic Arts and culture-Egypt - Issue.13 Part 2	2019



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The interactive role of quick response codes in increasing the effectiveness of advertising marketing.	The 5th International Conference of Applied Arts – Helwan University	2018	
Effectiveness of Subliminal Messages in Print Advertising	Asian Academic Research Journal of Social Sciences & Humanities-AARJSH	2015 - Individual	
The Drama Impact on Design of The Out of Home Advertising (OOH)	Asian Academic Research Journal of Social Sciences & Humanities-AARJSH	2014 - Individual	
Digital Technological Development as a global competitive value in Advertising	Faculty of Applied Arts, Helwan University	2013 - Individual	
The role of a community partnership between design education institutions and advertising institutions in the development of advertising design education and raise its competitive ability	Faculty of Applied Arts, Helwan University	2013 - Individual	
Advertising applications for QR codes in mobile ads	Faculty of Applied Arts, Helwan University	2012 - Individual	
Effectiveness Of Using Anaglyph 3D Imaging Technology In Designing A Printed Ad “Applied Study”	International Scientists Association	2010 - Individual	
Mechanisms Of Building A Distinguished Identity Of Egyptian Institutions Under Cultural And Media Globalization	Faculty of Applied Arts, Mansoura University, Damietta Branch	2010 - Individual	
Contemporary Advertising Trends And Its Impact On Developing The Visual Culture In Egyptian Society.	Yarmouk University, Jordan	2010 - Individual	
Horizons Of Developing Academic Research In Advertising In Light Of The Information Revolution	Irbid University, Jordan	2010- Individual	
Utilization Of Ethnographic Studies In Designing Advertising Pictogram Systems	Arts and Science Journal	2009 - Collective	
Recent Approaches Of Environmental Design In Advertising	International Scientists Association	2009 - Individual	
A Color Strategy Proposed For Designing A Printed Ad And Its Role In Developing The Audience’s Sensuous And Visual Perception.	Faculty of Fine Arts, Minia University	2008 - Individual	



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Effectiveness Of Integrating Recent Digital Media With Traditional Techniques of Directing Drawings And Images In Internal Posters.	Faculty of Fine Arts, Helwan University	2008 - Individual
Political Advertising Culture And Its Role In Facing Negativities Of Egypt's Parliamentary Elections	IAEMS	2008 - Individual
Creativity Process In Designing Outdoor Advertisements And Its Role In Controlling The Visual Pollution Phenomenon.	International Scientists Association	2008 - Individual
The Role Of Creative Advertising Design In Directing Human Behavior Among The Egyptian Society	Faculty of Fine Arts, Helwan University	2008 - Individual
A Proposed Designing Approach Targeting The Development of Creative And The Educational Skills Of Advertising Design Students In Light Of Education Quality System - An Applied Study On Design Fundamentals	Journal of the Faculty of Education, Al- Azhar University	2007 - Individual
Advertising As a Public Means of Communication and Its relation with Ecology	Al Journal Newspaper, Issue 94	13/05/2001
Advertising As a Public Means of Communication	Al Journal Newspaper, Issue 94	27/05/2001