



CURRICULUM VITAE

Ali M. Qudah
assistant professor

*Department of Fashion Design / Faculty of Architecture and Design
Al Zaytoonah University of Jordan, Amman, Jordan*

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1. Personal Data

Date of Birth: 5/12/1988

Nationality: Jordanian

2. Education

- Ph.D. degree in fine arts, Design and graphic communication 2016, Alexandria University, Egypt
- M.Sc. fine arts, Design and graphic communication 2014, Alexandria University, Egypt
- B.Sc. of fine art graphic design 2011, Irbid National University, Jordan

3. Ph.D. Dissertation

Jordanian cultural identity and its influence in the printed advertisement design, Alexandria University, Egypt.

4. Employment

Academic Positions

- **Assistant Professor**, Department of Fashion Design Al-Zaytoonah University of Jordan, Amman, Jordan
December 2020 – now
- **Assistant Professor**, Department of Graphic Design, Al-Zaytoonah University of Jordan, Amman, Jordan
February 2017 – November 2020



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Administrative Positions

- Head of Fashion Design Department, Faculty of Architecture and Design, Al-Zaytoonah University of Jordan, Amman, Jordan – 2020 - now
- Representative in the Council by candidacy and election, Faculty of Architecture and Design, Al-Zaytoonah University of Jordan, Amman, Jordan – 2018-2019

5. Research Interests

Visual communication and design, Advertising and media, Design software, Design as a contemporary lifestyle, Photography, Fashion Design and Drawing and composition techniques.

6. Membership in Scientific Societies and Associations

7. Honors and Awards

- 2018/2021 Certificates of thanks for holding various workshops in Graphic Design Department and Fashion Design Department.
- 2018 Shield of the Directorate General of the Gendarmerie – Article published entitled: Art of Graphic and Manufacture of Terrorism.
- 2014 Al Zaytoonah's University of Jordan Shield – follow up and coordination of the 4th International Scientific Conference of the Faculty of Literature Department of Graphic Design – Graphic Design between Professionalism and Mission

8. Fellowships and Scholarships

- 2014-2017 Scholarship award from “Al Zaytoonah University of Jordan, Amman, Jordan” PhD research: Jordanian cultural identity and its influence in the printed advertisement design.

9. Teaching Experience

- *Graduate Courses*
Computer-assisted visual processing
- *Undergraduate Courses*
Packaging design
Digital typographic design
Typography
Commercial Printing Techniques
Press design and electronic publishing
Digital Photography



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Photography and innovation marketing
 Web Design
 Advertising design
 History of Graphic Design
 World Art History
 Field training in graphic design
 Practical Training
 Graduation project
 Foundations of 2D and 3D design
 Graphic Design Technology
 Design software
 Design software (1)
 Graduation research and project
 Entrance to drilling and printing
 Design multimedia application interfaces
 Visual communication theories
 Aesthetics
 fashion design software (1)

10. Supervision of Graduate Research

11. Grants

12. Membership of Committees

University

- *Quality Assurance*
- *Equivalency, Guidance, Training and Follow-up of Graduates*
- *Study Plan and Educational Resources*
- *Examination and Evaluation*
- *Cultural, Social and Sports Activities*

13. Professional and Scientific Meetings

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| 2022 | Member in the International scientific committee for Med Green Forum (Mediterranean Architecture and Green-Digital Transition) conference, University of Florence / Florence- Italy, 20-22 July 2022. |
| 2022 | Art Exhibition (Department of Fashion Design) in the Exhibition Hall of the Faculty of Architecture and Design / Al-Zaytoonah University of Jordan – Amman – Jordan 7 June 2022. |
| 2022 | Workshop in Fashion Design Department / AL Zaytoonah University of Jordan hosted by experts from Yajodah Fashion House – 6 January 2022. |
| 2021 | Workshop in Fashion Design Department / AL Zaytoonah University of Jordan hosted by experts from Naj Fashion House – 15 July 2021. |



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| 2021 | -Member of the Quality Assurance Committee - College of Architecture and Design - Al-Zaytoonah University of Jordan. |
| 2022 | Head of the Equivalency Committee, Guidance, Training and Follow-up of Graduates - Department of Fashion Design -Al-Zaytoonah University of Jordan - Decision in the Study Plan and Educational Resources Committee - Fashion Design Department -Al-Zaytoonah University of Jordan - Rapporteur of the Examination and Evaluation Committee - Department of Fashion Design. - Member of the Cultural, Social and Sports Activities Committee - Fashion Design Department- Al-Zaytoonah University of Jordan |
| 2020 | - Member of the Quality Assurance Committee - College of Architecture and Design - Al-Zaytoonah University of Jordan |
| 2021 | - Rapporteur of the Equivalency, Guidance, Training and Follow-up Committee for Graduates - Fashion Design Department -Al-Zaytoonah University of Jordan - Member of the Study Plan and Educational Resources Committee - Fashion Design Department - Al-Zaytoonah University of Jordan - Member of the Examinations and Evaluation Committee - Fashion Design Department - AlZaytoonah University of Jordan - Member of the Cultural, Social and Sports Activities Committee - Fashion Design Department- Al-Zaytoonah University of Jordan. |
| 2017 | Chair, rapporteur and member of various committees in the Graphic Design Department - AlZaytoonah University of Jordan |
| 2020 | |

14. Participation in or organization of curricular and/or extra-curricular activities

Key Note Speaker

- **Cultural Seminar on monuments in Jordan and talking about climb visit of the Himalayas**

Al Zaytoonah University of Jordan, 18 December 2022.

- **Art gallery entitled "The Aesthetics of The Art of Quilling" in Graphic Design Department**

Al Zaytoonah University of Jordan, 2018-2019

- **Art workshops and student exhibitions in Graphic and Fashion Design**

Department-Al Zaytoonah University of Jordan, 2018 / 2021 / 2022

15. Publications

- 1- *Qudah, ali. The art of optical illusion is a contemporary plastic vision. Publishing a graphic design conference between the professional and the message. Vol: 2. 2014.*



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- 2- **Qudah, Ali.** *The importance of perception in the promotion and interfaces printed advertisement design. International multilingual academic journal- IMAJ - ISSN 2330-6440, vol: 4, number 1. 2017.*
- 3- **Qudah, Ali and Shara, Alaa.** *The effect of using modern technology on graphic designers' skills in JordanArts in the shadow of cultural and political transformations and technology--Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(7), 14211-14233. ISSN 1567-214x.*
- 4- **Omar Adel, Qudah Ali and Shara, Alaa.** *Visual Media Arts between Reality and Deception Arts in the shadow of cultural and political transformations and technology--Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(7), 14234-14251. ISSN 1567-214x.*
- 5- **Qudah, Ali and dawood, wadi'.** *The Foundations of Designing Indicative Signs in Ports and Marine Waterways as an Introduction to Enriching Contemporary Graphic Design. Yarmouk University. ISSN 2076-8958. Vol. 15 (4), 669-685, 2022.*
- 6- **Khawalda, Issa and Qudah, Ali.** *The fine and aesthetic values of the digital image and its use in educational media. (Pending arbitration). Dirasat: Human and Social Sciences, The University of Jordan. ISSN: 1026-3713 Online ISSN: 2663-6212 / Accepted for publishing 21/2/2022.*
- 7- **Qudah, Ali, Sayed, Hasan and Ismail, Rehab.** *Designing innovation costumes within the framework of the popular heritage for Iraq country. Jordanian Journal of Art. Yarmouk University. ISSN 2076-8958. Accepted for publishing 5/6/2022.*
- 8- **Qudah, Ali.** *Data Analysis of Digital Interactive Art through Information Technology. GROWING SCIENCE, CANADA. 2561-8156 (Online) – 2561-8148 (Print). Vol. 7 (1), 399-404. 2023.*
- 9- **Alqudah Derar, Qudah Ali, Abukeshek Mohammad, Jadallah Ruba, Bin Bidin Azman, Mahmoud Mosab, Daoud Mohammad.** *Experimental Application of Educational Infographic Based on Assure Model in Higher Education. Science Direct, The Netherlands. ISSN: 0168874X. Accepted for publishing 21/12/2022. Upcoming Volume.218 of (June 2023).*