**CURRICULUM VITAE**

***Full name: Alaa Jamil Hassan al Shari***

***Graphic Design Department / Faculty of Architecture and design***

***University of Al Zaytoonah University, Amman, Jordan***

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1. **Personal Data**

Date of Birth: 1978

Nationality: Jordanian

1. **Education**

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| * Ph.D.(Advertising design) 2018, Advertising Department, Faculty of Applied Art ,Helwan University - Egypt |
| * M.Sc. (Advertising design) 2007, Advertising Department, Faculty of Applied Art ,Helwan University – Egypt |
| * B.Sc. (design and Applied Art) 2000, Faculty of fine Art, Al Yarmouk University,   Jordan   * High School Science section, Jordan, 1996 |

1. **Ph.D. Dissertation**

Ideology Vision in Advertising Design, Helwan University – Egypt

1. **Employment**

* Assistant Professor, Graphic Design Department, Al Zaytoonah University, Amman, Jordan, 2018 – 2023
* Teacher, Graphic Design Department, Al Zaytoonah University, Amman, Jordan, 2007 - 2018

***Academic Positions***

* Assistant Professor, Graphic Design Department, Al Zaytoonah University, Amman, Jordan, 2018 – 2023.
* Teacher, Graphic Design Department, Al Zaytoonah University, Amman, Jordan, 2007 – 2018.
* Teacher – Al gad School, Al Ryad - Saudi Arabia , 2000 -2003.

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| ***Administrative Positions*** |
| * Chairman of Graphic Design Department, Faculty of Architecture and design, Al Zaytoonah University, Amman, Jordan, 2018 – 2023. |

1. **Research Interests**

* Advertising Design, information design, visual communication theories, Meaning management and big idea.

1. **Teaching Experience**

* ***Undergraduate Courses***

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| Advertising design – design basics and elements – animation 3d 2d – visual communication theories – design methods – digital graphic design software |

1. **Publications**

* Advertising design between visual rhetoric and visual knowledge, Journal of Architecture, Arts and Humanistic Science , 2018 July , Vol 11 no 2
* The idea of ​​advertising between the social meaning and the behavior of the recipient, Journal of Architecture, Arts and Humanistic Science , 2018 October, Vol 12 no 1, p 618 -632
* Visual media Arts between Truth and Deception palarch's journal of archaeology of egypt/ egyptology Vol.17 no.7)2020(P14251-14234
* The effect of using modern technology on graphic designers skills in Jordan/ International journal of arts and technology Vol.17 no.7)2020(P14233-14211
* The Impact of Predictive Analytics and AI on Digital Marketing Strategy and ROI, Conference SICB 2023, Studies in Big Data” the Springer book series indexed in Scopus.