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Teaching philosophy :

My teaching philosophy is grounded in the belief that effective education in media, new media, and visual communication should bridge the gap between theory and practice. With over two decades of industry experience in graphic design, advertising, and media design, I bring practical insights into the classroom to enrich my students' learning experiences.

Designing media with a multi-sensory user experience is not merely a theoretical concept but a practice that demands a deep understanding of human learning, memory, messaging, perception, and cognition. I am dedicated to imparting this knowledge to my students, enabling them to create multimedia that resonates with specific audiences and communicates messages effectively and aesthetically.

My professional background has been instrumental in shaping my teaching approach. When instructing in visual communications design and media design principles, I emphasize the fusion of creativity, critical thinking, and technical proficiency. By doing so, I encourage students to not only comprehend but also apply design principles in real-world contexts. I stress the importance of ethical considerations and the responsibility of designers in influencing culture.

Moreover, my extensive experience has taught me the value of collaboration, craftsmanship, adaptability, and lifelong learning. These qualities are instilled in my students, preparing them to excel in the ever-evolving field of media design.

My journey in academia has been equally impactful. I have had the privilege of teaching at esteemed universities across different regions of the Middle East for more than 25 years. My expertise in visual communication and media design has allowed me to shape the next generation of media professionals. I played a pivotal role in developing the graphic design track at Ajman University, a program that not only received local accreditation twice but also earned international accreditation from AQAS, showcasing the quality and rigor of the curriculum I have helped create.

My research and teaching interests have evolved as the industry shifted from traditional graphic design to a broader scope of visual media design, encompassing public relations, television,

journalism, and more. My academic pursuits have led me to explore topics such as visual identities, purchasing decisions, social media design, advertising campaigns, photojournalism, and newspaper and magazine layout design, as well as media production for public relations.

The main aspects of media design that I teach encompass a wide range of skills and knowledge, including visuals, digital media, print media, video and animation, interactive media, branding and identity, user experience (UX) and user interface (UI) design, typography, audio design, and content strategy. By imparting this comprehensive education, I aim to empower students to find their unique design voices and express themselves with confidence.

Thus, my teaching philosophy is a combination of practical industry experience and academic rigor, providing students with a holistic understanding of media, new media, and visual communication. This approach not only equips them with the skills needed for success in their careers but also nurtures their creativity, critical thinking, and ethical responsibility as designers and communicators.

Experience:
- Professor of Graphic Design and Media design - Faculty of Fine Arts - Assiut University. 2020
- Associate Professor of Graphic Design and Visual communication - College of Mass Communication - Ajman University - United Arab Emirates 2015
- Assistant Professor of Graphic Design and Visual communication - College of Media and Human Sciences - Ajman University - United Arab Emirates 2011
- Assistant Professor of Graphic Design - College of Arts - University of the Middle East - The Hashemite Kingdom of Jordan 2009-2010.
- Assistant Professor of Graphic Design and Media design - Faculty of Fine Arts - Assiut University 2014
- Lecturer - Faculty of Specific Education - Assiut University -2000-2010
- Assistant Lecturer, Department of Art Education - Faculty of Specific Education - Assiut University 1999
- Teaching Assistant, Department of Art Education - Faculty of Education - Assiut University 1996
- Teaching assistant Graphic Design and Media design at the Higher Institute of Applied Arts - Department of Advertising and Visual Communication - 6th of October.1994

1. **Education**

1.1Education

- Ph.D. of Philosophy in Fine Arts, Graphic Design , Faculty of Fine Arts, Minia University, 2009.
- Studied Graphic Design and Visual communication in Germany - University of Augsburg 2006-2008.
- MA in Graphic Design and Visual communication - Faculty of Fine Arts - Minia University 2001
- Bachelor of Fine Arts - Minia University - Graphic Department - 1993.

1.2 Undergraduate Courses taught:
- Advertising Design.
- Media Production for Public Relations .
- Design of Corporate Publication & Data .
- Graphic Design for TV .
- Graphics for print media .
- Brand and Visual Identity .
- Journalistic Layout and Design.
- Multimedia Production.
- Advanced Photojournalism.
- Graduation Project in Visual communication design .
- Magazine Design .
- Typography Design .
- Digital &Visual production for public relations.
- Interactive Multimedia Design.
- Virtual Reality Design .
- Social Websites & Smart Application .
- A special topic for Media design
- Infographic& layout .
- Digital Photography.
- Photojournalism .
- Principles of Drawing .
- Introduction in Graphic Design .
- Principles of Art.
- 3D Design .
- Two-dimensional design .
- Color theory and its applications.
- Computer design.
- The foundations of artistic printing.
- History of Visual communication design.

1.3 PHD Thesis supervision
- Supervising five PhD theses at the Faculty of Specific Education - Art Education Department - Design Specialization - Assiut University - Egypt

1.4 Graduate Courses taught:
- Design for the first year of the Master's degree, Faculty of Specific Education, Assiut University.
- Analysis of artistic expression for children's art for diploma students - Faculty of Specific Education, Assiut University.

1.5 Courses and Workshops Participated in:
- Social Media Marketing
- Moodle Teaching Next Level
- Moodle Admin Basics
- Curriculum Design
- The management of change
- Exam systems and student evaluation.
- Designing, Developing, and Delivering Engaging Online Courses
- Learning How to Increase Learner Engagement
- Measuring Learning Effectiveness
- Teaching Techniques: Developing Curriculum
- Online Class Attendance Automation system
- Attracting & Retaining Quality Adjunct Instructor
- Course Planning
- Online learning Assessment
- Preparing and Creating Lesson Plans
- Teaching Students With Learning Difficulties
- The Lecture :Purpose and strategies
- Quality standards in the teaching process.
- E-Learning.
- How to write a competitive research project.
- Credit hour system.
- Distance Learning.
- Strategic planning for education.
- The use of technology in education.
- Unified international standards for university education.
- Time and self-management.
- Effective presentation skills.
- University administration.
- International Publishing of Scientific Research.
- Communication skills in different types of education.
- Effective teaching skills.
- Modern trends in teaching.
- Effective presentation skills.

- offset printing techniques.
- Graphic design for visual media in After Effects
- Brand .
- Electronic magazine design.
- Packaging design rules .

1.6.Curriculum development
- Designing the study plan for the graphic design track internationally approved by AQAS - College of Mass Communication - Ajman University - United Arab Emirates.
- Develop the basic conception of the study plan and participate in the description of the graphic design courses approved by the Accreditation Commission 2020 - College of Mass Communication - Ajman University - United Arab Emirates
- Establishing a study plan of Digital Media and Design Program 2019. - College of Mass Communication - Ajman University - United Arab Emirates
- Develop the study plan for the graphic design track approved by the Accreditation Commission 2014 - College of Mass Communication - Ajman University - United Arab Emirates

1.7 Proficiency in the following software:
- Midjourney ai.
- Adobe photoshop.
- Adobe illustrator.
- Adobe InDesign.
- Adobe xd.
- Adobe after effects.
- Adobe lightroom.
- Adobe dimension.
- Adobe animate.
- Adobe fuse.
- Adobe Spark.
- Cinema 4d.
- Blender.
- Adobe captivate.
- Adobe aero.
- Macromedia Flash.
- Fontlab studio.
- Microsoft Office.

2. **Research**
   2.1Article

- **The effect of digital marketing and sales information systems on customer's purchase intention for increasing the sales rate of digital shopping**/ ECONOMIC ANNALS-XXI / ISSN 1728-6239 . http://ea21journal.world/index.php/ea-v200-02/#:~:text=In%20this%20research%2C%20rank%20regression,sales%20rate%20of%20digital%20shopping.

- **Visual and social semantics of the journalism photography of the Corona pandemic among university youth-** Journal of Umm AlQura Universityfor Social Sciences/2023.https://uqu.edu.sa/jss/129760

- **The Relationship between Gustatory- color synesthesia in juice packaging design and consumer perception of the product**." Procedia Environmental Science, Engineering and Management 9 (2022) (3) 275-287/ 2022 https://procedia-esem.eu/pdf/issues/2022/no3/25_96_Mohammed_22.pdf

- **Effect of design elements for social media ads On Consumer's purchasing decision**./ The Global Media Journal https://www.globalmediajournal.com/open-access/effect-of-design-elements-for-social-media-ads-on-consumers-purchasing-decision.php?aid=87915

- **The effectiveness of graphic design technology and visual rhetoric on comprehension of the novel A graphical vision of a "maktub" novel by Paulo Coelho** / International Journal of Advanced Science and Technology . http://sersc.org/journals/index.php/IJAST/index

- **The effect of visual rhetoric and visual thinking on the perception of outdoor advertising** / International Design Journal / Volume 10 / Issue 2 April 2020 . https://www.faa-design.com/files/10/34/367-373-10-2-khalid-abs.pdf

- **Employing design anthropology to enhance the effectiveness of Ajman University's guiding systems.** International Design Journal / Volume 9 / Issue 2 April 2019. https://www.faa-design.com/files/9/30/73-9-2-khalid-abs.pdf

- **"Branding Culture for Multinational Companies Between Arabization and Westernization"** / International Design Journal / Volume 8 / Issue 2 April 2018. https://www.faa-design.com/files/8/26/389%208-2-khalid-abs.pdf

   2.2 Conferences

- **Adapt deep learning to recognize Z-generation consumer behavior to Strengthen the effectiveness of social media advertisement**- The 2022 8th International Conference on E-Business and Applications (ICEBA 2022) is co-organized by Sejong Institute of Management, Korea University, South Korea and Sensors and Systems Society of

Singapore (SSS), technically supported by Waseda University, Japan and Bina Nusantara University, Indonesia. It will be held during February 12-14, 2022 in Singapore. / scopus indexed . http://www.iceeg.org/iceeg2022.html

- **Working Towards an optimized framework for visual communication with digital natives based on the Design Thinking approach**. Universidad de Monterrey- the Fifteenth International Conference on Design Principles & Practices -Mar 2021. https://designprinciplesandpractices.com/about/history/2021-conference

- **Interactive data design to enhance the effectiveness of language learning, a proposed experimental model for applied languages and language teaching** - Zayed University March 8/10, 2018.

- **"Graphic design of TV Channels identities "branding" between creativity and a culture of chaos"** – the second international conference – Faculty of Specific Education – Assiut University 2011

- **"Symoticia of the advertisement image between identity and globalization"** for the International Conference "The Image: Its Manifestations, Framing, Interpretation" / Faculty of Arts and Languages / Laboratory of Interpretation and Comparative Cultural Studies / People's Democratic Republic of Algeria / Abbas Lagour Khenchela University / 11/16/2016.

- **Infographics as a tool for visual education and its role in upgrading visual culture** / the second international scientific conference "Qualitative studies and their role in building the new Egypt" Tanta University / Faculty of Specific Education 1-2 April 2015.

- **Graphic foundations for perceiving visually oriented information systems and their role in upgrading the visual culture of the public"** - The Eighth International Conference on Contemporary Arab Art, Yarmouk University 2013.

- **"Graphic Considerations for Realizing E-Learning Programs in the Age of Image"** - International Art Conference - Faculty of Fine Arts, Minia University 2012.

- A research funded by Ajman University under the title "**Employing visual design in enhancing students' awareness of the electronic educational content of Ajman University students"** an experimental study.

2.3 Books Published:
- Graphic dialogues in infographics.
- Digital Photography.
- Trademark.

2.4 Personal exhibitions:

- A Surreal Vision of Rubaiat of Salah Jahin 2023.
- Signs and Symbols / October 2019.
- Accra Exhibition 1099, which is inspired by a manuscript book found in Accra by the international novelist "Paulo Coelho" / Faculty of Fine Arts / Assiut University April 18, 2019.
- Graphic vision of a book Maktub by the international novelist "Paulo Coelho" Faculty of Fine Arts / Assiut University March 1, 2018.
- Visual institutional identity between beauty and function / The Fourth International Conference on Plastic Arts and Community Service / Visual Arts between the Problem of Modernity and Identity / South Valley University / College of Fine Arts in Luxor / 22-24 January 2018.
- On newspaper/Art Education Department/Faculty of Specific Education/Assiut University December 29, 2015.
- Colors and written elements 2013.
- Arabic between calligraphy and color 2012.
- Paper currency Design between history and leadership 2011.

3.**Community and University services:**
3.1 University Service
Academic management positions
- Coordinator of the Graphic Design Track - College of Mass Communication - Ajman University - United Arab Emirates.2016-2023
- Member of the Advisory Committee for the Chancellor of Ajman University 2021
- Chair of Innovation and Creativity Scholarship 2023
- Vice Chair of Events Management Committee.
- Director of Digital Photography Studios - College of Mass Communication - Ajman University - United Arab Emirates.
- Chair of the Programs and Education Technology Committee (preparing for the establishment of the Ajman University educational channel and working on converting some educational courses into educational videos / preparing a laboratory for virtual reality).
- Chair of the Examination Committee, College of Mass Communication - Ajman University.
- Member of the Faculty Accountability Committee. Ajman University.

Contributions to the equipment of the educational process:
- Establishing a virtual reality and hologram labs.
- Establishing two digital photography studios.
- Establishing two Drawing studios.
- Developing Macintosh labs (software and hardware) at the College of Mass Communication .
- Conclusion of a partnership agreement between the College of Mass Communication - Ajman University and Nikon Digital Imaging Equipment Company.
- Providing the student library with many books specialized in graphic design in its various branches.
- Establishing gallery to display the work of graphic design students.
- Developing the educational environment for Macintosh studios for male and female students.

3.2 Community Services

- Chairing the Accreditation and Quality Follow-up Committee for the Graphic Design Program - University of Applied Sciences - Kingdom of Bahrain. 2018
- Reviewer in many scientific journals, for example: Journal of Art, Social Science and Humanities. , Issues in Business Management and Economics, Hewar magazine (Faculty of Specific Education - Assiut University).
- External discussion for a master's thesis entitled "The Effects of Visual Elements in News Sites on Understanding and Remembering" by Manar Daher - College of Communication - University of Sharjah May 2020
- Member of judging committee for graduation projects of graphic design students at the University of Sharjah.

- Member of judging committee for graduation projects of graphic design students Yarmouk University - the Hashemite Kingdom of Jordan.
- An external auditor for the Graphic Design Program exams - Gulf University - Kingdom of Bahrain.
- Research Judge for the Rashid bin Humaid Prize for Culture and Science.
- Judging the digital photography competition at the Middle East Motor Show – Sharjah

Student workshops taught at:
- Virtual and augmented reality technology in advertising.
- Design and press production - Middle East University - Hashemite Kingdom of Jordan.
- Selection and preparation of a graduation project - College of Information, Media and Human Sciences - Ajman University of Science and Technology - 2012, 2013.
- Brand design workshop with the Ajman University Training Center.
- Poster design with the Ajman University Training Center.
- Artistic design workshop with the Ajman University Training Center.
- Photoshop workshop for Ajman University of Science and Technology students.
- Knowledge investment project (word and image) at Ajman University.
- Visual Communication Arts for a New Recipient Forum, two in Abu Dhabi and two in Sharjah, which deal with modern methods of teaching visual communication arts in ways compatible with the modern generation, the so-called digital generation.
- A graphic design, past and present workshop for graphic design students at the Faculty of Fine Arts, Assiut University.
- Resume and portfolio design at Ajman University.
- Infographic design workshop - the Supreme Council for Family Affairs - Sharjah - United Arab Emirates.

Committee membership:
- Dean Selection Committee of the College of Sciences and Humanities 2018
- Dean Selection Committee for the College of Architecture and Design 2019
- Accreditation and Quality Committee, College of Media and Human Sciences - Ajman University.
- Development Committee, College of Media and Human Sciences - Ajman University.
- Scientific Research Committee, College of Media and Human Sciences - Ajman University.
- Academic Programs Committee at the College of Media and Human Sciences - Ajman University.
- Marketing Committee - Ajman University.
- University's Activities Committee (until November 2017) - Ajman University.
- Grievance Committee, College of Media and Human Sciences - Ajman University.
- Training Committee, College of Mass Communication - Ajman University.
- Curriculum and Study Plans Committee, College of Mass Communication - Ajman University.
- Jury for the University Creativity Festival for Fine Arts 2019.
- Clubs fare Competition at Ajman University.

Student academic activity
Activities outside the university

- Ajman 24 Digital Photography Competition in cooperation with the Department of Economic Development in Ajman.
- Exhibition for students' designs in the Marami Forum for National Media 2016
- Students Exhibition graphic at the Sharjah Forum for Culture and People, under the auspices of the Cultural Office of the Supreme Council for Family Affairs in Sharjah.
- Photography exhibition in Sharjah Heritage Days and people under the auspices of the Cultural Office of the Supreme Council for Family Affairs in Sharjah.
- Exhibition for graphic design students at Ajman Bank.
- Exhibition of the female students' work at the Future Media Forum under the auspices of the Cultural Office of the Supreme Council for Family Affairs in Sharjah.
- Scientific trip for the graphic design students to the Masar Press 2015
- Scientific trip for graphic design students to Dubai Design Days 2016
- Scientific trip for students of the digital photography course to the heritage area in Dubai for outdoor photography 2017
- Exhibition of digital photography students 2016 Snapshots of life sponsored by Nikon.

Activities inside the university

- Member of the organizing committee the Fifth Asian Conference on Translation Standards, organized by the College of Information, Media and Human Sciences - Ajman University of Science and Technology - 2012.
- Member of the organizing committee the Media Partners Forum organized by the College of Information, Media and Human Sciences - Ajman University of Science and Technology - 2013.
- Member of the organizing committee the Second International Forum for Fine Arts at Assiut University (South-South Dialogue) 2010.
- Member of the organizing committee the eleventh conference entitled "Challenges of Education and Creative Thinking" 17-18/10/2012 in cooperation with the Umm Al-Momineen Association.
- Member of the organizing committee a graduation ceremony for students - Ajman University of Science and Technology - 2012.
- Participation in the exhibition of the Supreme Council for Family Affairs (Marami magazine) - 2012 and 2013.
- Exhibitions of the works of students of the graphic design track in celebrations of the Union Day for several years.
- Exhibition infographic course at the College of Media and Human Sciences 2017
- Annual exhibition to display students' work for the graduation project 2011-2022
- Digital photography exhibition (presenting 40 photographic works for students of the digital photography course whose topics vary between portraying people and life situations, advertising photography...etc).
- Exhibition for the logo and branding design course.
- Exhibition in a digital photography exhibition for the National Day celebrations (presenting a group of students' work in the digital photography course related to heritage and National Day celebrations).

- Exhibition of the students' work in the graphic design track at the Sharjah Forum for Culture and People, under the auspices of the Cultural Office of the Supreme Council for Family Affairs in Sharjah.

Membership of associations
- Design Principles & Practices Research Network
- Syndicate of fine Arts. Egypt

Honoring
- Best faculty member at the Faculty of Mass Communication for the academic year 2019-2020 in the field of teaching.
- Best faculty member at the Faculty of Mass Communication for the academic year 2018-2019 in the field of teaching.
- Best faculty member at the College of Media and Human Sciences for the academic year 2017-2018 in the field of teaching.
- Supervision Award for the best graduation project in graphic design for the years 2014/2015/2016.
- Distinguished performance certificate from the College of Media and Human Sciences for the year 2012.

Experience in Graphic Design Agencies
Design projects : led 50+ designing and management projects for advertising agencies.

- Art director and designer for many advertising companies 1994-2010
- Art Director of Juman Children's Newspaper 2004-2006 .
- Graphic designer at Marco Americana Advertising Agency.
- Graphic Designer at Promo Sound Advertising Agency.
- Graphic Designer at Touch Advertising.
- Art director of Imprint Agency for Advertising and Publishing.
- Art director of Fajen Advertising and Publishing.
- Designer for Mobile Guide magazine.
- Designed by Qirnas .
- Artistic Director of Joman Children's Newspaper.
- Design and implementation of Al-Majd channel publications.
- Artistic Director of Sarah magazine.

Clients partnered with:
- Pizza Hut .
- Mercedes Benz .
- Juhayna Foodstuff.
- Eva products.
- Volvo cars.
- Dano milk.
- Shams Safaga village.

- Minaville Village, Hurghada.
- Nile sector for specialized channels.
- HENNEN hotels.
- Pediatric Orthopedic Center at Nasser Institute.
- Yes campaign for life in the UAE.

Graphic design activity inside and outside the university
- Project Manager of a signage (Design and Supervision of Implementation) for Ajman University.
- Logo design for the Faculty of Fine Arts, Assiut University, Arab Republic of Egypt.
- Logo design for the 2016 Year of Reading class graduation ceremony.
- Advertising Design the 2016 Reading Year Graduation Ceremony Publications.
- Poster design and invitation for the Media Partners Forum at the College of Media and Human Sciences.
- Posters for the female students' work exhibition for the Informatics course at the College of Media and Human Sciences.
- Poster design for the student conference of the College of Media and Humanities.
- logo and advertising for the 4th media forum "Media and the Values of Tolerance" 3-17-2019.
- logo and advertising for the Conference on Problems of Social Studies in a Changing World 4-25-2018.
- Advertising Forum for Public Studies in the Media 19-4-2019.
- Logo and advertising for the media forum 3 experiments and communication 21-1-2018 Designing the logo of the Second International Forum for Fine Arts at Assiut University (South-South dialogue) Designing the logo of the College of Information, Media and Human Sciences - Ajman University of Science and Technology - 2011.
- logo of the Third International Forum for Fine Arts at Assiut University (Hawar Janoubia-South 2012.)
- Logo of the Fourth International Forum for Fine Arts at Assiut University (Hewar South - South 2014.)
- Poster and invitation for an exhibition of graduation projects for graphic design students at the College of Information, Media and Human Sciences - Ajman University of Science and Technology - 2013.
- Logo of the Scientific Research Committee at the College of Information, Media and Human Sciences - Ajman University of Science and Technology 2013.
- Designing a study plan booklet for students of the College of Information, Media and Human Sciences - Ajman University of Science and Technology.
- Advertising of the first scientific forum for students of the Faculty of Mass Communication 2013 - (poster - book - brochure).
- Poster for the Female Students League competition (the Distinguished Student Team Cup) - College of Information, Media and Human Sciences - Ajman University of Science and Technology - 2013.
- Poster for the safe use of the Internet at the College of Media - Ajman University - 2012.
- Poster design for the short story writing competition at the College of Mass Communication - Ajman University - 2012.

- Logo, poster, brochure and correspondence of the media harvest at the College of Mass Communication - Ajman University - 2012.
- Student Handbook, College of Information, Media and Human Sciences - Ajman University of Science and Technology - 2011.
- Poster and invitation for the Media Partners Forum at the College of Media - Ajman University - 2013.
- Posters for the female students' work exhibition for the Informatics course at the College of Media - Ajman University 2013.
- Student conference poster at the College of Information, Media and Human Sciences - Ajman University 2013.
- Poster for the talent discovery website of the College of Information, Media and Human Sciences - Ajman University 2013.
- Poster and invitation for an exhibition of graduation projects for female graphic design students at the College of Media and Humanities.
- Logo design for the Scientific Research Committee of the College of Information, Media and Human Sciences - Ajman University of Science and Technology 2013
- Advertising of the first scientific forum for students of the College of Information, Media and Human Sciences.
- Poster for the Women's League competition (the Distinguished Student Team Cup) - College of Media and Human Sciences.
- Poster for the safe use of the Internet at the College of Media and Human Sciences - Ajman University of Science and Technology.
- Poster for the short story writing competition at the College of Media and Human Sciences - Ajman University of Science and Technology.
- Logo, poster, brochure and correspondence of the media harvest at the College of Information, Media and Human Sciences.
- Logo design for the College of Media and Human Sciences - Ajman University of Science and Technology.
- Poster design and invitation for the Media Partners Forum at the College of Media and Human Sciences.
- Advertising for the female students' work exhibition for the Informatics course at the College of Media and Human Sciences.
- Poster for the student conference at the College of Media and Human Sciences.
- Poster for the talent discovery site of the College of Media and Humanities.
- Poster for the short story writing competition at the College of Media and Human Sciences.
- Logo, poster, brochure and correspondence of the media harvest at the College of Mass Communication and Humanities.
- Student guide for the College of Media and Humanities.
- Fourth Media Forum designs (logo/invitation/background/program/screens/pupup…etc)
- Designs of the Forum for Public Studies in the Media (logo/invitation/program/screens...etc).