Mervat Medhat

Associate Professor-Graphic Design & Advertisement

An innovative mindset in pioneering teaching of interactive and animation in digital media.

Highly-Qualified Associate Professor with 18+ years of diverse experience successfully contributing to Advertising & Graphic Art curriculum development and delivery. Driven to contribute to program outcomes by facilitating engagement and supporting learning objectives. Enthusiastic professional with a background in academic advisement. Intelligent and charismatic educator committed to helping students accomplish academic goals. Skilled at explaining material and concepts to address varied learning levels and modalities. Bringing proven success in implementing technology-based curriculum delivery and assessment tools. Passionate about fostering academic development and success for every student.

- ➢ Student Counseling
- ➢ Student Records Management
- ➢ Academic Advisement
- ➢ Classroom Presentation
- ➢ Assessment & Evaluation
- ➢ Curriculum Development
- ➢ Digital Graphic Design & Visual Media
- ➢ Performance Improvement
- ➢ Lesson Planning & Lecturing
- ➢ Student Advocacy

INFO

Phone
+971 50 8362928

Address
Mira Oasis II, Dubai, UAE

E-mail
dr.mervatmedhat@yahoo.com

website
https://drmervatmedhat.wixsite.com/mygraphicworkprofile

SOCIAL

YouTube
https://www.youtube.com/channel/UC92JTLRFh5rAzZ4Nufui0Hg/featured

LinkedIn
https://www.linkedin.com/in/mervat-youssef-phd-86a48083/

REFERENCES

Dr. Hossam Salama
Dean od Mass communication,
Ajman University
Phone: +971 504735326
Email: h.salama@ajman.ac.ae

Dr. Abeer Hassan Abdo
Assistant Prof, Vice Dean,
Helwan University
Phone: +20123489104
Email: profabeer@yahoo.com

Prof. Khaled Mostafa
Prof. of graphic design
program coordinator
mass communication college
Ajman University
Mob.:0501794289
E-mail: K.Mohamed@ajman.ac.ae

Dr. Nizar Mansour
Assistant Professor of HRM,
Emirates College of Technology
Phone: +971503171446
Email: nizar.mansour@ect.ac.ae

EXPERIENCE

2000 - 2010 — **Lecturer, Art & Design Academy, High Institute of Applied Art, Cairo, Egypt**

2010 - 2015 — **Assistant Professor, Emirates Colleagues of Technology ECT, Abu Dhabi, UAE**

2017 - present — **Assistant Professor, College of Mass Communications, Ajman University, Ajman, UAE**

EDUCATION

2000 — **BSC. Of Applied Art, Major in Advertising, Helwan University, Cairo, EGYPT.**

2005 — **MSC. Of Applied Art, Major in Advertising, Helwan University, Cairo, EGYPT.**

2010 — **PhD. Of Applied Art, Major in Advertising and Graphic Arts, Helwan University, Cairo, EGYPT.**

2018 — **Associate Professor, Major in Advertising and Graphic Arts, Helwan University, Cairo, EGYPT.**

Languages

Arabic — Native

English — Professional

Classes Delivered

- History of design.
- Freehand drawing.
- Storyboarding for animation.
- Traditional animation techniques.
- Graphic design & illustration.
- Illustration art.
- Visual communication.
- Sign system design way-finding.
- Typography.
- Typeface design.
- Image manipulation.
- Pre-press and animation.
- Web design.
- Interactive computer graphics.
- Audio &video for multimedia.
- Visual media design.
- Graduation project in graphic design.
- Interactive Graphic design.
- Multimedia
- Website and smart application.
- Principles of drawing.
- Interactive1.
- Interactive 2.
- Printing Techniques and materials.
- Introduction to graphic design.
- Newspaper design and layout.
- Typography design.
- Animation.
- 3D Animation
- Graphic Design Internship Course.

MEMBERSHIPS

Chair of Academic Advising Committee
Ajman University   2020-2022

Evaluation Committee and Continuous Improvement Committee
Ajman University   2018-2021

Activity Committee
Ajman University   2019-2020

Community Service Committee
Ajman University   2018- 2019

Training Committee
Ajman University   2018-2019

The Polarization Committee
Ajman University   2017-2019

Chair of Mass. Communication Research Group
Ajman University   2017-2019

Media Committee
Ajman University   2017-2018

Committee for The Preparation of The academic file "Master of Public Relations and Institutional Communication
Ajman University   2017-2018

Member of Academic Board Committee
Emirates College of Technology 2010-2015

Member of the Program Review Committee
Emirates College of Technology 2012-2015

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effect

Adobe Animate

Adobe Muse

Adobe XD

Adobe Premiere

Dream Weaver

Adobe Dimension

Blender

Adobe Figma

Teaching

Internet & Research

E-Learning

Public Speaking

Strategic Planning

Team Management

Team Leadership

Mind Mapping & Creative Thinking

Coaching

Microsoft Word

Microsoft PowerPoint

Training

Digital marketing fundamental
April 2022

Engaging All Learners with Universal Design for Learning
Ajman University   Feb 2022

Prepare and creates lesson plan
Qedex   Jan 2022

Teachers and Students: Becoming Partners in Education
Ajman University   Jan 2022

Developing Life-long Learning Competencies in Undergraduate Students through Visual Thinking Strategies
Ajman University   Nov 2021

Designing, Developing, and Delivering Engaging Online Courses
Ajman University   Nov 2021

Best Practices for Moodle Quizzes and Online Exams
Ajman University   Oct 2021

Introduction to Augmented Reality & AR Core course
Coursera course   Aug 2021

"Students Online Assessment, Purposes, Strategies, and Tools
Ajman University   Feb 2021

Using Digital Portfolios to Foster Better Student Learning"
May 2021

Employment History

Associate Professor, College of Mass Communication, Ajman University, 2017 to Present

- Develop and deliver courses to students in Advertising & Art (Graphic Design), considering and aiming to achieve the three fundamental standards of the University, those are: Teaching, Research, and Services
- Evaluate and monitor individual student progress and provide feedback to sustain student success.
- Research, organize and manage instructional resources, courses outlines, and common seek out methods, procedures, and resources to best achieve course objectives.
- Chair of Academic Advising Committee.
- Member of AU Committee for Good Practices
- Support and participate in accreditation initiatives.
- Actively Perform miscellaneous job-related duties as assigned.
- Supervised the thesis, capstone, and internship assignments of students.
- Prepare course file and provide learning resources including E-learning resources.
- Actively contributed to the preparation of conferences and public events.
- Participated in a number of college committees.
- Actively seeking to develop curriculum with directors and faculty.
- Arrange and Participate in departmental functions exhibitions and college-wide committees.
- Organizing different exhibitions for all students' works.
- Advise graduate students, mentor undergraduate students and participate in faculty governance at the program, department, college, and university levels.

Training

Effective Online Teaching, Learning, and Assessment
Ajman University   Oct 2020

Scientific Documentation
Ajman University   Oct 2019

Digital Media Research Methods
Ajman University   Apr 2019

Banner workshop
Ajman University   Sep 2018

Research Committee workshop
Ajman University   Sep 2018

International Publication of Scientific Research – Practical Colleges
Faculty and Leadership Development Center, Cairo University   Aug 2018

Effective Presentation Skills Course
Faculty and Leadership Development Center, Cairo University   Aug 2018

Exam Systems and Evaluation of Students
Faculty and Leadership Development Center, Cairo University   Jul 2018

Advising Committee Workshop
Ajman University   Sep 2017

Engineering in Media
Ajman University   Sep 2017

Standards for Improving and Developing Curriculum
Ajman University   Feb 2018

Assistant Professor, Emirates Colleges of Technology (ECT), 2010 to 2015

Computer Graphic Design & Animation Program Coordinator

➢ Developing and designing a new program curriculum in both Arabic and English programs for Graphic design and animation based on Emirati Qualification Framework EQF.

➢ Design a pilot eLearning blended course in graphic design 2015

➢ Presenting research and practice-driven teaching.

➢ Adapt to the latest pedagogical techniques that stimulate students to inquiry and to encompass a broad and coherent body of knowledge, attaining the skills and competencies through engaging delivery techniques and development of appropriate assessments.

➢ Actively engage in scholarly activities and publish peer-reviewed articles in the area of specialization thus contributing to the Mission of the College.

➢ Provide academic advising and guidance to the students in the program learning outcomes, curriculum planning, and career planning.

➢ Evaluating students' performance and grading.

➢ Providing clear assessment criteria that reflect course content and its learning outcomes, setting expectations for students, avoiding cognitive biases.

➢ Contributing to regular curriculum reviewing and improving the existing curriculum or developing new specialization or program.

➢ Participate by working in a task force or workgroup to accomplish assignments or projects such as accreditation, recruitment, research administration, consultation, and service to university, discipline, and to the community.

➢ Acquire latest academic techniques, discipline and professional certification, technology-related development, and leadership development through attending in-campus and out-campus workshops, seminars, and training.

➢ Preparing need assessment report for Emirates college of Technology to explore the feasibility of offering a Bachelor's degree program in graphic design for media. The study presents an overview of students' and employers' demand preparation.

➢ Coordinate and oversee curriculum, instruction, and student activities, overseeing labs, scheduling of courses, hire train and overseeing adjunct instructors and coordinate the program budget.
➢ Preparing program identification template PIT, program Annual report PAR, and advising schedules, conducting research seminars in the college.

Training

Creativity Innovation and Performance Improvement

Ajman University   Feb 2018

Assessing students learning: How do you know your students are achieving their programs and courses learning outcomes

ECT   Mar 2015

Qualitative Research Training

ECT   Feb 2015

Developing in-house market research with Edu-Alliance

ECT   Dec 2014

Assessment Methods Workshop

ECT   Dec 2013

Research Methods Workshop 5 sessions 15 hours

ECT   Nov 2013

Professional Ethics Workshop

ECT   Sep 2013

Tertiary Teaching Principles Workshop

ECT   Mar 2013

Effectiveness Approach of Teaching & Learning Workshop   ECT
        Dec 2012

Critical Thinking Training

ECT   Nov 2012

Introduction to Quality

ECT   Mar 2011

Lecturer, Art & Design Academy, The High Institute of Applied Art. EGYPT 2000 to 2005

➤ Instructed students using lectures, discussions, and demonstrations in Arts & Design.

➤ Plan and manage the development of standards-based curriculum, instruction, and assessment plans and strategies.

➤ Developed and proctored exams to properly gauge information retention and student performance.

➤ Developed semester outlines and instructional plans for each class session to comply with stated course objectives.

➤ Taught a diverse student population by employing various learning styles and abilities.

➤ Planned lectures based on targeted learning outcomes as assigned by organizational leadership.

➤ Advised students regarding academic coursework and degree options.

➤ Maintained interdisciplinary study as guiding principle, establishing partnerships with faculty in other departments to draw parallels with other subjects.

Journal Publication & Conferences

1. Mervat Medhat , The Third International Conference of the Faculty of Applied Arts (Applied Arts between competitiveness and boost the economy). paper title (**The Effect of programmatic buying studies on the future of interactive digital branding)** in Cairo- Egypt   11/13- December-2013, Scientific Journal of Research conferences Volume III p:571-549, Faculty of Applied Art.

2. Hanan Atef and Mervat Medhat, Virtual presentation at INTED2015 9th international Technology, Education and development conference. : titled by**: "promoting active learning through the use of case studies: experiments in interactive teaching in graphic design courses"** Madrid- Spain 2/4 March 2015 INTED2015 Proceedings ISBN: 978-84-606-5763-7 and   INTED 2015 Abstracts   ISBN: 978-84-606-5761-3

3. Hanan Atef and Mervat Medhat, The International Design Journal IDJ. paper titled **"Developing Assessment Rubric in Graphic Design Studio-Based learning: Experiments in Active Teaching in a Case Study"** volume (5) issue (3) July 2015. international design journal issued by designer's scientific society, ISSN: print 2090-9632- online 9090-9640.

4. Hanan Atef and Mervat Medhat, book chapter, the book title (Ethical and Social Perspectives on Global Business Interaction in Emerging Markets,) chapter #15 **(Rise of Experiential Marketing in Emerging Markets: An Analysis of Advertising in Experiential Markets)** published by IGI Global Discriminator of knowledge. November 2015.

5. Mervat Medhat and Hanan Atef, ICERI2015, the 8th annual International Conference of Education, Research and Innovation "**DESIGNING AND BUILDING UNDERGRADUATE PROGRAMME IN BACHELOR OF GRAPHIC DESIGN & ANIMATION (A case study in the UAE)** in Seville (Spain), on the 16th, 17th and 18th of November, 2015.

6. Mervat Medhat and Hanan Atef, Tem Journal. paper titled "**Blended Learning Possibilities in Enhancing Education, Training and Development in Developing Countries: A Case Study in Graphic Design Courses "***published* and printed in Tem Journal Vol.4, No.4, 2016.   p:358-365. www.temjournal.com

7. Mervat Medhat, The International Design Journal IDJ. paper titled **"Feasibility Study and methodologies Applied for the Introduction of a Graphic Design for Media Bachelor Program on the basis of Academic Accreditation Criteria"** the international design journal issued by designer's scientific society, volume (6) issue (1) January 2016

8. Hanan Atef and Mervat Medhat, Innovation Arabia 10 annual congress 2017 conference. Dubai March 2017 "**DESIGNING AND BUILDING BLENDED COURSE IN GRAPHIC DESIGN & ANIMATION (A CASE STUDY IN THE UAE)"**

9. Mervat Medhat and Hanan Atef, INTERNATIONAL JOURNAL OF DEVELOPMENT RESEARCH, 2019 (Perspectives of Blended course design approach in Graphic Design (a case study in UAE), Volume 09, Issue 01 in January issue. (ISSN: 2230-9926)

10. Mervat Medhat, The International Design Journal IDJ" "**Interactivity best practices for effective packaging design "multiple case studies,** 2019 the international design journal issued by designer's scientific society, volume (9) issue (3) July 2019

Journal Publication & Conferences

11. Mervat Medhat Youssef, Sheren Ali Mousa, Mohamed Osman Baloola, Basma Mortada Fouda 2020 **"The Impact of Mobile Augmented Reality design implementation on user engagement"** in Communications in Computer and Information Science (Springer) (CCIS).
https://www.springer.com/series/7899

12　Dina Elkhattat and Mervat Medhat, **"Using technology in smart and intelligent food package as a communication tool with consumers"**　2021 published IEEE XPLOR, 9/6/2021.

13. Ahmed Farouk Radwan, Sheren Ali Mousa, Mervat Medhat Mohamed, & Enaam Youssef Mohammed Youssef "**Impact of Social Media Influencer Marketing On Youth Purchase Intentions in UAE"** Media Watch ,4th August 2021. ISSN 0976-0911 | E-ISSN 2249-8818
DOI: 10.15655/mw/2021/v12i3/165405
https://www.mediawatchjournal.in/

14. Mervat Medhat , Hanan Atef **"the relationship between the short situation drama "Vignette" in TV commercials and the emotional response of the consumer (analytical study)"** Arabian journal of media and communication king Soud university accepted for publication will published on 28 volume 12/2021

15. Dina Elkhattat and Mervat Medhat **"Creativity in Packaging Design as a Competitive promotional Tool"** Information Sciences Letters, Natural science. Received: 19 Jun. 2021, Revised: 2 Aug. 2021; Accepted: 29 Sep. 2021 , Published online: 1 Jan. 2022.

16. Mervat Medhat, Walid Abdel Moniem Bayomy **"Big Data Analytics impact on Marketing Digital Transformation"** Information Sciences Letters, Natural science. Received: 19 Jun. 2021, Accepted, published in a forthcoming issue Vol. 12 No. 4, 1901-1911 (2023).

17. Mohammed Habs, Mohammed Alshamari, Enam youssef, Mervat Medhat. **Factors Influencing IGTV Usage & Adoption among Generation Z: A Case Study from the Instagram Perspective,** International Journal of Instruction, Acceptance 02/09/2023

Services Contribution

#	Services Contribution	Year
1	contribution international accreditation activities and meetings" Mass communication college , Ajman university 2021	2021 – 2022
2	Supervise Ajman University VFX studio prepration team	
3	Effectively head of Mass communication Ajman university Research group and submit an annual report summarizing the activities and accomplishments of the unit team.	2019-2022
4	supervisor of graphic design club. We participate in different Ajman university student live activates.	2019-2022
5	Designing the advertisements camping of Demo Day 2022 event in AU innovation center	Fub 2022
6	Effectively chairing a task force coordinate Mass communication college Committee for QS Elearning. AU later got QS 5 stares in E-learning.	2021-2022
7	Internal Mentor AUIC for Ajman university innovation center my responsibility	2018-2022
8	Mass communication Member in Teaching and learning TLC council.	2020-2022
9	Volunteer to design social media plan for Humaid bin Rashid Alnuaimi foundation Ajman during the holy month of Ramadan.	2022
10	Session chair of 2022 World Conference on Computing and Communication Technologies (WCCCT 2021) (WCCCT 2022)	
11	Power-user of mass communication college for distant learning classes.	2019-2021
12	Supervising students' participation in the Al Qasimia University Award for Community Service	2020-2021
13	Advising several graduated student for training and interviews in Social Media Pioneers Association رابطة رواد التواصل الاجتماعي	2020-2021
14	Sopuervise students participate in coustmers happiness week, designing a cartoon character and socila media vedios for the campign.	2020-2021
15	sopervising students' participation in Dubai lynix students compitation.	2020-2022
16	Participate in Ajman university UAE national day celebration under Mass communication college and graphic design club with filter design for a national day	2018-2022
17	Hosted an Experimental Journey to (Dubai Canvas Exhibition of 3D Drawing 2018) Course: Principles of Drawing	2017 – 2018
18	Supervised students' participation in visual identity competition for designing "Logo"	2016 – 2017
19	Managed the Participation of Graphic Design Students' in the (Dubai Lynx Competition) "Creative Student Award"	2017 – 2018
20	Oversaw the Participation of Graphic Design Department Students' in MBC Student Hack on the sidelines of (Dubai Lynx)	2017 – 2018
21	Successfully Organized a competition in the love of "Zayed" under the supervision of (The Mass Communication College) and The Deanship of Student Affairs within "Ajman University" Celebration of UAE National Day 46	2017 – 2018
22	Organized & Supervised a Project Exhibition for students of the graduation project in (Graphic Design) –	2016 – 2022
23	Designed a booklet to present graduate students' projects "College of Media & Humanities"	Second Semester2016 – 2017
24	Conducted practical training in "After-Effect Course" (Ajman University of Science & Technology Students)	Second Semester 2016 – 2017

Services Contribution

#	Services Contribution	Year
25	Presented a training course in designing a Logo under the title "How to Reach Professionalism in Logo Design" (Ajman University of Science and Technology Students)	Second Semester 2017 – 2018
26	Appointed as "President of The Research Team of Mass Communication College – Ajman University"	2017 – 2019
27	Hosted an Experimental Journey to (Dubai Canvas Exhibition of 3D Drawing 2018) Course: Principles of Drawing	2017 – 2018
28	Supervised students' participation in visual identity competition for designing "Logo"	2016 – 2017
29	Arbitration to the contest of the secure competition of "Ajman Smart Government" & The Creative Center – Ajman University	2017
30	Graphic Design & Animation Program Coordinator	2012 – 2015
31	Planning and Delivering GDA Bachelor Curriculum in both (Arabic – English) Lounge, Prepare PIT According to EQF	2014 – 2015
32	Collaborate with the department faculty on GDA Diploma curriculum development for the renewal accreditation	2015
33	Prepared the assessment need study for bachelor degree program for accreditation committee	2015
34	Photoshop Training Workshop to (Future Center for Special Needs)	2012
35	Contribution with ECT Students' works in "The Annual Environment Competition – 3 Years"	2012 – 2013 – 2014
36	Designed "Graduation Ceremony Video – Emirates College of Technology"	2011 – 2012
37	Contribution with ECT Students' work in "Dubai Lynx Masar Student Creative Award for Print in Dubai Lynx International Festival of Creativity"	Feb-13
38	Participated in the "Art for All Community Week (17-23 Oct) – Khalifa Parke Abu-Dhabi" by some of the GDA Students & Instructors, Attended & Participated in different workshops like (Art Cinema – 3D Calligraphy – Creative Lab – Cartoon Network workshop) & (Story Creation – Gesture Drawing – Stop motion workshop)	Oct-12
39	Participated in "OLC Organizational Learning Center Conference" by preparing the graphic presentation video for the ceremony	
40	Organized "Graphic Design & Animation Department" Open Day Gallery	2012 – 2015
41	Participated In "Breast Cancer Awareness Event" by arranging a competition for the GDA Students' on poster and Animation Ideas	Oct-12
42	Participated on yearly basis in the "Nation Day Ceremony" in both colleges branches Male & Female by arranging a competition for the perfect poster and animation video on this event	29 Nov 2012 – 2015
43	Present the ECT with GDA students in "Creative Emirati Exhibition & Forum held in the Armed Forces Officers Club from 23rd – 25th Feb" The exhibition was held under the patronage of his excellency (Sheikh Nahyan Bin Mubarak Al Nahyan – Minister of Higher Education and Scientific Research"	
44	Created a group on Facebook for "Emirates College of Technology Graphic Student" GDA for presenting student work online.	
45	Participated in several workshops in "ECT"	