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### Photography:

Code	Name	Position	Title
IC-3001	Mohamed Galal Salama Khalid Mohammed Salah Abdou	Department of Photography, cinema and Television, College of Applied Arts - 6 October University	Study of high-speed cinematography technology And scientific applications
IC-3002	Hesham Ahmed Ahmed Marei	Photography, Cinema and Television Department Faculty of Applied Arts, Helwan University	The possibility of using Photoshop filters in giving artistic effects to Archaeological Images

### Textile Printing, Dyeing, and Finishing:

Code	Name	Position	Title
IC-3003	Dina Ahmed Nafady	High Institute of Applied Arts - 6 October University	Active Learning Strategies as an Input to Create Design for Printing Contemporary Hangings
IC-3004	Mohamed Ibrahim Mohamed Ibrahim	Textile printing design Faculty of applied arts Damietta University	Take advantage of the African masks fees in innovation of upholstery printed fabrics designs

### Advertisement:

Code	Name	Position	Title
IC-3005	Samar Hany El Said Abou Donia	Advertising Department – faculty of Applied Arts - Helwan University.	Effectiveness Of Marketing Social Ideas In The Design Of Public Services Ad And Their Role In Achieving Social Justice
IC-3006	Abeer Hassan Abdo Mostafa	Advertising Department - Faculty of Applied Arts Helwan University	Artistic Formulation of the Uncanny in 3D Out of Home advertising design
IC-3007	Galal Salam Wessam Ayada	Department of printing, publishing and packaging, Faculty of Applied Arts, Helwan University Advertising Department, Faculty of Applied Arts, Damietta University	Printing Criteria for Promotional Advertisings Products with Limited Use and Digitally Printed
IC-3008	Tamer Abdellatif Abdelrazek	Department of Advertising Faculty of Applied Arts - Helwan University	Globalization and Visual Identity of the Egyptian Newspaper Advertising
IC-3009	Mohamed Zakaria Abd El- Slam Ahmed Soltan	Advertising Consultant, EAA Member & Mandated Lecturer at the Advertising Department, Faculty of Applied Arts, Damietta University	Designing tourist advertising posters derived from development of the Egyptian folklore motifs to encourage the Egyptian tourism sector after the 25th January Revolution
IC-3010	Nesrin Ezzat Gamal El.din	Lecture at Advertising Branch- Faculty of Applied Arts- Helwan University	The identity of arabic islamic calligraphy in contemporary arabic advertising to face the challenges of globalization
IC-3011	Mohamed Zakaria Abd El- Slam Ahmed Soltan	Advertising Consultant, EAA Member & Mandated Lecturer at the Advertising Department, Faculty of Applied Arts, Damietta University	An Experimental Study of the Works of the Digital Art Pioneers

IC-3012	Mohammed Hussein Hagag	Advertising department Damietta University	<b>Freak between Style and Creating Image "Playing with Colures and Texture"</b>
IC-3013	Amal Mohamed Hassanein Siraj	Lecturer in Advertising department Damietta University	<b>Typography Considerations in Logo Design</b>
IC-3014	Nesreen Abdelwahab Elmelegy Wessam Ayada	Lecturer of Apparel Department Applied Arts Damietta University  Lecturer of Advertising Department Applied Arts Damietta University	<b>Studying Fashion Photo sessions and its role in Increasing the Advertising Effectiveness in specialized Newspapers and Magazines</b>

### Textiles:

Code	Name	Position	Title
IC-3015	Samer said radwan	Spinning and Weaving Department, Faculty of Applied Arts, Helwan University	<b>Moss Crepe "Theory and properties"</b>
IC-3016	Amany Mohammed Shaker	Faculty of Specific Education Kafer El Sheikh University	<b>Inventing a New Textile Style from Modern Industrial Material to Utilize in the Accessories of the Veiled Muslims' Dresses</b>
IC-3017	Ghada Mohamed El sayad Hossam el deen el sayed	Department of spinning and weaving, Faculty of Applied Arts – Damietta University Lecturer, Department of spinning and weaving, Faculty of Applied Arts – Damietta University	<b>The Effect of Altering Weave Structures and Fancy yarns on the Aesthetic Appearance of double weave Upholstery Fabrics</b>

### Interior Design and Furniture:

Code	Name	Position	Title
IC-3018	Abeer Swedan Doaa Goda Heba Awad	Faculty of Applied Arts – new delta -University Faculty of Applied Arts – Damietta University Faculty of Applied Arts – Damietta University	<b>Development of higher education through the virtual reality technique</b>
IC-3019	AHMED MOHAMED SAFY EL-DEEN	High Institute of Applied Arts - 6 October University	<b>The Usage of Advanced Technology and Interior Designing Elements in Supporting Public Buildings " Signage System "</b>
IC-3020	Mohamed Hassan Ahmed Mohammed Imam	Department of Interior Design and Furniture, Faculty of Applied Arts-Helwan University.	<b>Flexibility of Configuration as a Value of The Design in Furniture</b>
IC-3021	Ashraf Hussein Ibrahim	Department of Interior design and furniture Faculty of Applied Arts - Helwan University	<b>Design of Interior space according to the Formative principle for environmental formations</b>
IC-3022	Amany Ahmed Mashhour Hendy	Interior Design, Furniture department, faculty of applied arts, Damietta University	<b>The role of interior design to prevent noise pollution in order to stay within the healthy house</b>
IC-3023	Bassem Hassan Abdou	Department of Interior Design & Furniture, Faculty of Applied Arts, Helwan University.	<b>Interior Design &amp; Furniture – Spotted Historical Preview</b>

IC-3024	Alamir ahmed shawky Gehan fouad mohammed	Interior Design, Furniture department, faculty of applied arts, Damietta University, Industrial Design Dept., faculty of applied arts, Damietta University	<b>Effective (Activating) multifunctional design as a way to Develop the Egyptian furniture</b>
IC-3025	Fathi Hassan Abd El Qader	Internal Design Department - Faculty of Applied Arts	<b>Standards design of Internal in the architecture of the ground</b>
IC-3026	Dalia samy georgy	Phd in Internal Design Department - Faculty of Applied Arts	<b>Philosophy of interior design and furniture for hall from complementary areas in administrative buildings</b>
IC-3027	Noha Fakhry Ibrahim	the Higher Institute of Applied Arts Fifth District, Cairo, Egypt Interior Design & Furniture Department	<b>THE AESTHETIC VALUES OF THE HOLLY MOSQUE AS A UNIQUE ISLAMIC ARCHITETURAL DESIGN</b>

### Glass:

Code	Name	Position	Title
IC-3028	Ahmed Mohamed Hammad	Assistant Professor Faculty of Applied Arts – Helwan	<b>A study comparing between various types of glass engraving to increase the efficiency of application</b>
IC-3029	Hossam elnahass Aza Othman	Assistant Professor Dr, Faculty of Applied Arts, Helwan Designer	<b>Engineering and structural Systems for glass domes of massive proportions between the application and beauty</b>

### Readymade Garments:

Code	Name	Position	Title
IC-3030	Ernan J. Ghozy	Associate professor of clothing and Textiles, Port - Saied University	<b>Increasing The Ergonomic Efficiency of Egyptian Outer - Wear By using Fabric Structural Geometry</b>
IC-3031	Ahmed M. A. Elsheikh Nesreen N. H. Ahmed	Lecturer of Apparel Department Applied Arts, Helwan University Lecturer of Apparel Department Applied Arts, Helwan University	<b>Effect of different washing methods on Technical properties of work requirements of knitted garments</b>
IC-3032	Eman Bhnacy Khodair Nehal Abd El Gawad Abo El Khair	Assistant Professor, Faculty of Design & Home Economics - Al Taief University Assistant Professor, Faculty of Design & Home Economics - Al Taief University	<b>Benefit From Flat Glass Waste In The Production Of Colored Glass Beads &amp; Using It As a Mobile Supplement In Women's Clothing Accessories</b>
IC-3033	Zeinab Shehata Mohamed Amar Mona Abd hady Mohamed Shahin	Assistant professor of clothes and textiles, Faculty of Education at Ismaelia Suez Canal University Teacher of clothes and textiles Faculty of Specific Education Banha University	<b>The functional now visual influences and their impact on the properties of the product (collars of men shirt)</b>
IC-3034	Ghada A. Fatah A. Rahman Elsayed	Faculty of Specific Education, Zagazig University	<b>Effect of difference sewing process variables on quality sewing of cellulosic and blended fabrics</b>
IC-3035	Ahmad Bahaa E. Moustafa	faculty of applied Arts, Helwan university, Cairo, Egypt	<b>Studying performance quality and environmental comfort for children's clothing</b>

IC-3036	Ahmad Bahaa E. Moustafa	faculty of applied Arts, Helwan university, Cairo, Egypt	EFFECT OF ECO FRIENDLY TECHNOLOGICAL TRETMENTS ON THE PROPERTIES OF EGYPTIAN COTTON FABRICS
IC-3037	Hosam Eldin Hosny Hikal	Assoc. Prof., Readymade Garments Department, Applied Arts, Damietta Universi	Developing Classic Shirts Pattern for Male Endomorph Body Type and Its Effect on Achieving Perfect Fitting Parameters
IC-3038	Nashwa Mohamed Nabil ElShafey	Lecturer, Readymade Garments Department, Applied Arts, Damietta University	The Theory of form and color in the Methodology of baw House school and using it in designing contemporary Costume

### Printing, Publishing and Packing:

Code	Name	Position	Title
IC-3039	Sameh Moustafa Zaki Hassaan	Department of printing, publishing and packaging, Faculty of Applied Arts, Helwan University	A Comparative Study Between The Egyptian Newspaper "El-Masry El-youm" and The American Newspaper "USA TODAY From the perspective of web design
IC-3040	Marwa Ibrahim	Department of printing, publishing and packaging, Faculty of Applied Arts, Helwan University	Evaluate the use of color in the Egyptian Independent Daily Newspaper Layout
IC-3041	Fathi ElHefnawy	Ex leader of the main Army Print Workshops.	Historical and Technical development of Printing Industry Locally and Nationally, and its Connection to Humanity Development
IC-3042	Nasr Mostafa Mohamed Magdy Ezzat Abd El Kader	Printing, Publishing and Packaging Department, Faculty of Applied Arts - Helwan University	Using Simulator system for training to solve sheet-fed litho-offset printing problems "with Appling to solve uneven ink density problem"

### Decoration:

Code	Name	Position	Title
IC-3043	Fathy gouda	Professor at Decoration department, faculty of applied arts, helwan university	Arabic calligraphy between the old beautiful and the modern useful

### Industrial Design:

Code	Name	Position	Title
IC-3044	Magdy Hossny	Assistant Professor Faculty of applied arts – helwan university	new renewable energy sources and economies of product design In the field of industrial designing
IC-3045	Mohamed Mohamed abdelsalam	Lecturer at Faculty of applied arts – helwan university	Guidelines for Designing High-Technology Products as Approach to Human-Technology Interaction (HTI) Design
IC-3046	Khaled Farouk El Sendiony	National, Institute of Laser Enhanced Science, The Higher Institute of Engineering, El Shorouk Academy	IMPLEMENTATION OF A GUIDE PROGRAM TO REDUCE THE DANGERS OF USING MEDICAL INSTRUMENTS AND DEVICES

## Ceramics:

Code	Name	Position	Title
IC-3047	Reham omran	Graphic designer of the Radio and Television Union	USE CERAMIC IN THE DESIGN OF ADVERTISING AND VISUAL COMMUNICATION
IC-3048	Mahdia Mohammed Ibrahim Najjar	Assistant Professor at Faculty of Applied Arts- Damietta University	THE ROLE AND MEANS OF VISUAL COMMUNICATION IN THE DEVELOPMENT OF AESTHETIC SENSE AND TECHNICAL AWARENESS CERAMIC ART

## Invited Speakers:

Code	Name	Position	Title
IC-3049	Jirí Militký, Dana Křemenáková and Sayed Ibrahim	Textile Faculty, Technical University of Liberec, Halkova street No 6, 461 17 Liberec, Czech Republic	RECENT DEVELOPEMENT IN THE FIELD OF TECHNICAL TEXTILES
IC-3050	Vien Cheung	School of Design, University of Leeds, Leeds, UK, LS2 9JT	COLOUR (BLINDNESS) AND DESIGN
IC-3051	Jiří Militký1, Arun Aneja, Dana Křemenáková	<i>Textile Faculty, TU Liberec Czech Republic, Noeton Policy Innovation, Greenville, North Carolina, USA</i>	POTENTIAL FOR BIO-FIBERS APPLICATION
IC-3052	Veronika Šafářová & Jiří Militký	Faculty of Textile Engineering; Technical University of Liberec, Studentská 2, Liberec 46117, Czech Republic	EVALUATING THE ELECTROMAGNETIC SHIELDING OF TEXTILES
IC-3053	Suchitra Sueeprasan and Suranutcha Larpphoonthana-anan	Department of Imaging and Printing Technology, Faculty of Science, Chulalongkorn University, Thailand	CAN COLOUR ENHANCE MEMORISATION? - COLOUR TEXTS AND THEIR EFFECTIVENESS
IC-3054	Tetsuya Sato Hyojin Jung Saori Kitaguchi	Kyoto Institute of Technology, Japan	COLOURS: CULTURE, FASHION AND SUSTAINABILITY
IC-3055	Kazuko Sakamoto	Kyoto Institute of Technology - Japan	INTERNATIONAL COMPARISON RESEARCH OF THE PRESENCE OF DESIGN