

PROFILE
Professor. Samya EL Shenawi



Personal & Academic Information

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| Current position: | Professor in Printing, Publishing & Packaging. |
| College/Department: | Faculty of Applied Arts/ Printing, Publishing & Packaging department |
| Academic Status: | Professor and Coordinator of cultural relation |
| Area of Specialisation: | Printing, Publishing & Packaging |
| Nationality: | Egyptian |
| Telephone number: | 01113115393 - 0792979315 |
| Email: | Samyashenawi@yahoo.com s.elshenawi@jadara.edu.jo |

Education:

| Academic Qualification | Educational Institution | Period |
|--|--|-------------|
| Education degree: | | |
| FHEA : (Fellowship of Higher Education Academy) | Higher Education Academy, United Kingdom | 15/8/2016 |
| Professor. Printing, publishing & Packaging | Faculty of Applied Arts, Helwan University | 28/11/2004 |
| Associate Prof. Printing, publishing & Packaging | Faculty of Applied Arts, Helwan University | 20/6/1999 |
| Lecturer. Printing, publishing & Packaging | Faculty of Applied Arts, Helwan University | 27/ 2 /1994 |
| Ass. Lecturer. Printing, publishing & Packaging | Faculty of Applied Arts, Helwan University | 17/11/1986 |
| Demonstrator. Printing, publishing & Packaging | Faculty of Applied Arts, Helwan University | 2 /2 /1982 |

Positions Held/Academic Experience

| Position | Institution | Period |
|---|--|---------------|
| Prof. Graphic design department. | Faculty of Arts & Languages, jadara University, Kingdom of Jordan. | 2022-2023 |
| Coordinator of cultural relation committee. | Faculty of Applied Arts, Helwan University, Cairo. | 2019-2020 |
| Coordinator of scientific research committee, College of Arts and Science | Applied Sciences University, Kingdom of Bahrain | 2018-2019 |
| Director of academic advising committee, College of Arts and Science | Applied Sciences University, Kingdom of Bahrain | 2018-2019 |
| Coordinator of university academic promotions committee. | Applied Sciences University, Kingdom of Bahrain | 2016-2018 |
| Director of QAA Unit- College of Arts and Science. | Applied Sciences University, Kingdom of Bahrain | 2014-2016 |
| Head of academic promotions committee, College of Arts and Science. | Applied Sciences University, Kingdom of Bahrain | 2014-2015 |
| Director of Training and Internship Unit, College of Arts and Science. | Applied Sciences University, Kingdom of Bahrain | 2013-2014 |
| Coordinator of QAA Unit, College of Arts and Science. | Applied Sciences University, Kingdom of Bahrain | 2011-2013 |
| Head of Printing, Publishing & Packaging dept. | Faculty of Applied Arts, Helwan University, Egypt | 2008-2009 |
| CO-PI of Quality Assurance & Accreditation Project (QAAP) | Faculty of Applied Arts, Helwan University, Egypt | 2006-2009 |
| Academic Experience: | Institute | Period |
| NQF Program/ Course Learning outcomes Development, College of Arts and Science. | Applied Science University, Kingdom of Bahrain. | 16/1/2019 |
| Expert in 3 rd National Skills Competition, (Be the best), in the Graphic Design Skills. | Applied Science University, Kingdom of Bahrain | 26-27/3/2017 |
| Expert in 2 nd National Skills Competition in the Graphic Design Skills. | SH.Khalifa Bin Salman Institute of Technology, Kingdom of Bahrain | 20-22/1/2015 |
| Information's & Layout Trainer for Graphic Design Department in Bahrain Defense Force. | Applied Sciences University, Kingdom of Bahrain. | 2-19/6/2014 |

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| Program/ Course Specification Development and Design, College of Arts and Science. | Applied Sciences University, Kingdom of Bahrain. | 2012-2013 |
| External Examiner for evaluating the final project of the students of BA Graphic Design. | Faculty of Arts& Design of Royal university for Woman, Kingdom of Bahrain | 6/5/2012 |

Membership of Professional Bodies

| Professional Bodies | Location | Period |
|---|--|----------------|
| FHEA (Fellowship of Higher Education Academy) | London, United Kingdom | 2016 - present |
| World Packaging Organization | South of Africa | 2006 - present |
| Indian Institute of Packaging | Mumbai - India | 2006 - present |
| PIRA company | Cambridge, United Kingdom | 2001 - 2010 |
| SMURFIT companies for cardboard packaging | West Auckland, Durham, United Kingdom. | 2001 - 2010 |
| Egyptian Association of Packaging | Egypt | 1999 - present |

Publications:

- Semiotics of the advertising poster as a form of visual communication in Egypt and Jordan.
مجلة الدراسات والعلوم الإنسانية - الجامعة الأردنية Dirasat.ju.edu.jo (بحث مشترك- فى مرحلة التحكيم)
<https://dsr.ju.edu.jo/djournals>
- Paper packaging manufacture by using sunflower seed shells in enhancing sustainable future.
مجلة العمارة والفنون والعلوم الإنسانية - مجلة علمية محكمة - المجلد 7، العدد 6، ديسمبر 2022 ص 949-967 (بحث مشترك)
<https://mjaf.journals.ekb.eg/journal/editorial.board>
- "The impact of interactive learning and digital technology in supporting creativity and improving teaching methods".
مجلة العمارة والفنون والعلوم الإنسانية - مجلة علمية محكمة - المجلد 6، العدد 2، ابريل 2021 ص 2040-2056 (بحث مشترك)
<https://mjaf.journals.ekb.eg/journal/editorial.board>
- "The impact of Interaction between multimedia and animation in creation and development of visual arts to enhance teaching methods", International conference and strategic planning summit, the eighth World Alliance for Arts Education (WAAE), Luxor, Egypt. 27-30/3/2019.(بحث مشترك)
- "Teaching & Learning", Second Good Teaching Conference, Applied Science University, Kingdom of Bahrain, 21/1/2018.
- "Smart" Food Packaging", The Creative Process of Scientific Developments supporting, Safety and Innovation conference, Barcelona, Spain, 16-18/2016.(بحث مشترك)
- "Quality education and training: Sustainability and Employability" Third conference of National Authority for Qualifications & Quality Assurance of Education & Training, Kingdom of Bahrain, 18-19/2/ 2015.
- "The Effect of New Technology on Design & Printing" The First Jordanian International Conference on Architecture and Design-a research, Jordan, 29-31/5/2014.(بحث مشترك)
- "Opportunities and challenges of digital technology in Economic Marketing and Advertising", International First Scientific Conference of Design between Innovation and Sustainability, Faculty of Applied Arts, Egypt, 8-10/10/2012.(بحث مشترك)
- "Expectations and technological innovations in the cardboard products and its impact on the quality of packaging", Fifth Scientific Conference of (AHKBAR ELYOME) Academy, 23-24/12/2008.
- "Innovative strength packaging for consumer" Indian Institute of Packaging scientific Magazine, 3/2007.
- "Trends in Packaging, Designer Magazine, Helwan University, 23/3/2007.
- "The important of packaging materials", Development of packaging, Cairo festival, 7-29/11/2007.
- "Evolution in the packaging materials", Conference and Exhibition for the Arab International equipment machinery and accessories for packaging, 6-9/7/2006.
- "New Trends of packaging paper to rupture resistant ", The Egyptian Association for the development of packaging, Afro-Arab conference in Cairo X (Sibdik 10), 16-19/10/2003.
- "Determination of volatile organic materials and air pollution resulting from the stages of sheet fed offset printing" Scientific Conference VIII, "Applied Arts between development and innovation in product design in Arab nation - College of Applied Arts, 2-3/11/2002.
- "Modern technology in packaging products for small packages", First National Conference on the traditional industries and crafts Egyptian Environmental, Social Fund for Development, Egypt, 15-16/4/2002.
- " Volatile organic compounds in the printing, packaging and its impact on the environment", Cairo International Conference on Afro-Arab VIII (Sibdik 8) Egyptian Society for the development of packaging, 3-4/9/2001.
- "Avoiding the environmental pollution in printing and packaging system", Cairo International Conference on Afro-Arab VII (SIPDIC 7) Egyptian Society for the development of packaging, 8-10/4/2001.

20. "The importance of the use of varnishes coverage to raise the quality of the appearance of the printing product layout", Seventh Scientific Conference of Applied Arts, "Towards a Clean Environment", College of Applied Arts, 11-12/11/2000.
21. "The effect of paper food packaging on hygiene and environment" Seventh International Conference on Energy and Environment", Academy of Scientific Research, Egypt, 11-13/3/2000.
22. "Print Graphic Design for packaging by inks fluorescent", Second Scientific Conference (Art and cultural development) Faculty of Fine Arts, Alexandria University, 17-19/10/1998.
23. "The effect of packaging and printing process on environment pollution Cairo International Conference on Energy and Environment - Academy of Scientific Research, 18-21/5/1998.
24. "Raising the quality of the screen images directly on corrugated cardboard using method flexography method" Third International Conference for the development of packaging, 13-15/10/1997.
25. "Improving the quality of the appearance of the package by adding the explosive materials have advantages, especially during the manufacturing stages of severity of cardboard", First international conference for the development of industries feeding systems packaging, 23-25/10/1995.
26. "Developing and improving the appearance of the packaging printing through the use of varnishes water base", Fifth International Conference of printing and packaging, 22-26/9/1994.

Additional activities:

| Workshops & Training Certificates: | Institute | Period |
|---|--|---------------|
| "Good teaching Practices" Forum. | Applied Science University, Kingdom of Bahrain. | 16/5/2019 |
| Educational Professional Presentation Conference. | Applied Science University, Kingdom of Bahrain. | 21/1/2018 |
| Following Modules in the Research Connect Course. | Britch Council, Kingdom of Bahrain. | 8-9/11/2018 |
| National Skills Competition, (Be the best), in Graphic Design Skills. | Applied Science University, Kingdom of Bahrain. | 26-27/3/2017 |
| Professional Certificate in academic Practice (FHEA) | Higher Education Academy, United Kingdom. | 15/8/2016 |
| Using Text Reconstruction to Consolidate Seminar. | Applied Science University, Kingdom of Bahrain. | 24/3/2016 |
| Program Mapping To The NQF workshop. | Applied Science University, Kingdom of Bahrain. | 25-27/2/2016 |
| Improving Your Questions' Skills Workshop. | Applied Science University, Kingdom of Bahrain. | 3/2/2016 |
| Excellence, Quality Assurance& Students Engagement | Applied Science University, Kingdom of Bahrain. | 2/12/2015 |
| The Body Language and Methods of Presentation | Applied Science University, Kingdom of Bahrain. | 18-23/11/2015 |
| Research Development at ASU Seminar. | Applied Science University, Kingdom of Bahrain. | 19/11/2015 |
| Sustainable Buildings & Infrastructure Forum. | Bahrain Society of Engineers, Kingdom of Bahrain. | 13/5/2015 |
| Mapping Qualifications to the NQF Workshop. | Applied Science University, Kingdom of Bahrain. | 25/3/2015 |
| Mapping Qualifications to the NQF Course. | Ta'seel Company, Kingdom of Bahrain. | 7-8/3/2015 |
| Quality education and training: Sustainability and Employability Conference. | Authority for Qualifications & Quality Assurance of Education& Training, Kingdom of Bahrain. | 18-19/2/ 2015 |
| Green Capital Project. | Ministry of Interior, Kingdom of Bahrain. | 17/2/2015 |
| Community Engagement | Applied Science University, Kingdom of Bahrain. | 5/2/2015 |
| National Skills Competition in the Graphic Design Skills, | SH.Khalifa Bin Salman Institute of Technology, Kingdom of Bahrain | 20-22/1/2015 |
| Arts & Science of Doing Research Seminar. | Applied Science University, Kingdom of Bahrain. | 6/1/2015 |
| Multilevel Models of Creativity Workshop. | Applied Science University, Kingdom of Bahrain. | 15/12/2014 |
| Mastering Creativity: Principles& Practice Workshop. | Applied Science University, Kingdom of Bahrain. | 14/12/2014 |
| Academic Advising Seminar. | Applied Science University, Kingdom of Bahrain. | 20/11/2014 |
| Moodle Workshop. | Applied Science University, Kingdom of Bahrain. | 23/10/2014 |
| Bloom Taxonomy Workshop. | Applied Science University, Kingdom of Bahrain. | 2/10/2014 |
| Trainer in Foundation course in media and layout design for Bahrain Defense Authority (Designer dep.) | Bahrain Defense Authority, Kingdom of Bahrain | 2-19/6/1014 |
| Handling Difficult people Training. | IMPACT Training Institute, Kingdom of Bahrain. | 10-11/6/1014 |
| Evaluating the final project of the students of BA Graphic Design. | Faculty of Arts& Design of Royal university for Woman, Kingdom of Bahrain | 6/5/2012 |
| Educational courses & programs Workshop. | Applied Science University, Kingdom of Bahrain. | 28/9/2011 |
| Academic standers | Applied Sciences University, Kingdom of Bahrain. | 27/9/2011 |
| E- Learning and teaching methods. | Applied Sciences University, Kingdom of Bahrain. | 7-9/ 2/ 2011 |
| General English course at the level of Intermediate. | Applied Sciences University, Kingdom of Bahrain. | 9-12/2010 |
| Internal & External Review for The Program Offered | Applied Sciences University, Kingdom of Bahrain. | 21/6/2010 |
| Moodle Workshop. | Applied Sciences University, Kingdom of Bahrain. | 7-10/6/2010 |

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| Program, Course Specification & Intended Learning Outcomes. | Applied Sciences University, Kingdom of Bahrain. | 3/6/2010 |
| Presentation & Lecturing Skills of Faculty Members. | Applied Sciences University, Kingdom of Bahrain. | 4/2/2010 |
| Program, courses specification and intended learning outcomes | Applied Sciences University, Kingdom of Bahrain. | 3/6/2010 |
| The quality of academic advising and registration requirements | Applied Sciences University, Kingdom of Bahrain. | 1/4/2010 |
| Presentation & lecturing skills of faculty members | Applied Sciences University, Kingdom of Bahrain. | 4/2/2010 |
| Computer skills. | Microsoft Center, Cairo | 6-9/2008 |
| University curriculum specification | Helwan University, Egypt. | 3-5/9/2006 |
| Credit hours | Helwan University, Egypt. | 10-11/5/2006 |
| Legal Affairs | Helwan University, Egypt. | 10-13/9/2005 |
| Training course in packaging. | Indian Institute of Packaging, India. | 2006 |

| Scientific mission: | Institute | Period |
|---------------------------------|---------------------------|---------------|
| Matthew Bolton College | Birmingham -UK | 2000 - 2001 |
| PIRA packaging company | Cambridge, United Kingdom | 2000 - 2006 |
| SMURFIT companies for packaging | West Auckland, Durham | 2000 - 2006 |
| Indian Institute of Packaging | Mumbai - India | 2006 |

Courses that have been taught

Packaging Design & technology
 Outdoor Design & Symbols
 Advertising & Branding Design
 Magazine & books layout
 Computer Graphic 1, 2, 3 (Photoshop, Illustrator & In Design)
 Web design & multimedia
 Graduation Project 1, 2
 Specification and Design Management
 Marketing & Design
 Laws and regulation of printing & packaging
 Ethics & Practice of Profession
 Portfolio Design
 Industry & Art
 Design in Islamic Arts
 Communication Theory
 Printing Technique
 History of Graphic Design
 Internship

Language Skills:

Language
 English
 German