


Academic Activity Faculty of Art & Design 2016 Book



Academic Activity

Faculty of Art & Design

2016 Book



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Table of Content

Graphics & Media Art

Field Trip pages 2-7

Interior Design

Field Trip 1 pages 8-15

Field Trip 2 pages 16-19

Field Trip 3 pages 20-25

Work Shop pages 26-27

Cinema & Theatre

Field Trip 1 pages 28-31

Field Trip 2 pages 32-33

Fashion Design

Field Trip 1 pages 34-37

Guest Speaker For All Departments

Guest Speaker 1 pages 38-41

Guest Speaker 2 pages 42-43

Graphics & Media Arts



Field Trip





Destination & Address :

- **El- Hamd Printing House.**
- Mubarak Industrial Area, Qesna, Menofia



Field trip Duration&Date :

6 Hours

Tuesday 26th of April 2016



Number of Students&Level :

- Number of Students : 17
- Level : 4



Supervision :

Supervision : Dr. Huda Othman
TAs: Eman Nabil, Heba Hashem & Sama Medhat



Related Unit or Units

- GRPH451 – Packaging Design
- Relation to the Unit/Units :
GRPH271 Graphic Reproduction Technology & GRPH372 Materials and Structures



Relation to The course :

Graphics & Media Arts



Field Trip Aims :

- Understand the package development and making processes.
- To be familiar with packaging printing process and packaging implementation.
- Gain practical knowledge about packaging materials and different types of papers.
- To be proficiency in finalizing the design for printing.
- Investigate the packaging design, printing and finishing problems.



Field Trip reflection to the learning outcome :

The effects of this field trip to students meet the following ILOs:

- 1- Demonstrate an awareness of the development of packaging and key packaging materials.
- 2- Understand the package development process and evaluate contemporary packaging.
- 3- Analyse package development process, select techniques and processes to take the packaging design to realization.



Trip in details :

About 17 students and 4 faculty members moved from MSA Tuesday 26th April 2016, we arrived the printing house after 1.30 hours. The printing house includes different sections which are printing area, die cut area, rigging and finalizing area.

The printing house owner was our guide, he accompanied us throughout all sections, we began in printing area where students saw the different types of papers, the preparation for printing process including color separation, CTPs, and inks, then

es and asked a lot of questions that be answered from the technicians and Dr. Huda.

We went to the die cut area, students saw how the designers prepare die cut tracing using Adobe Illustrator, this process already explained in details in the lectures they have a good idea about it, we saw the machine that making die cut knives by

explains most of die cut probable problems, students asked a lot of questions that be answered from the technicians and Dr. Huda.

Finally we went to the rigging and finalizing area, the technicians explained in details the different stages of packaging finalizing and the probable problems.



Students Feedback :

Students said "It's really different to see the packaging industry and how to apply the die cut system, it will help us a lot to more understanding in die cut stages, more understanding in offset printing, and finalizing techniques"



Photos of The Field Trip :





Interior Design



Field Trip



Work Shop



Destination & Address :

- **Fatimia Historical Cairo**
- The main entrance of Bab elfotouh.



Field trip Duration&Date :

5Hours

Friday 18th of Mars 2016



Number of Students&Level :

- Number of Students : 100
- Level : 2



Supervision :

Supervision : Dr.Doaa A. S. Abouel-magd, L.A Heba Eissa

TAs: Laila gamil, Rasha Elshaity, Sara Sabahy , Nada Erisha, Nariman Samy



Related Unit or Units

INTR282 (Studio II), INTR241 (Building Construction & Material).

Relation to the Unit/Units :

Students are obliged to attend this field trip. An assignment will be given and it will be part of the mid-term exam presentation. In case any student cannot attend the field trip with an accepted reason another assignment will be given to him/ her.



Relation to The course :

Throughout the accumulative, progressive lectures of the course, they will be prepared to make an analysis of one of the historical buildings visited during the fieldtrip in Cairo.

After the visit they will be able to develop their visual skills and analysis, also learn to appreciate basic Architectural principles, such as order, proportion, balance, unity, etc. Aspects that result from form generation such as enclosure, openness and continuity are also discussed.



Field Trip Aims :

The field trip is necessary to develop the student analytical and visual skills and introduce them to real and historical examples. The field trip assignment is an application for the theoretical course materials.



Field Trip reflection to the learning outcome :

- Differentiate, observe and Analyze related visual information.



Trip in details :

The trip will take place on Friday March 18th (For all groups), this trip will compensate the classes of Tuesday 15, March 15, 2016.

Trip route :

Bab Elnasr, Bab Elfotouh, Fatimid walls and El-Moez St., El- Hakeem mosque and El- Akmar Mosque, Qalawun Complex, Beit El-Sehimy,



Trip Route:



Amir Beshtaq palace and Sabil Abdelrahman Qatkhuda, and finally wekalet Bazaraa (see the following map).

Each group has to complete the assignment by using references, architectural drawings, and make a research to answer the following questions:

- Give a brief historical explanation about your site/ building.
- What are the physical and functional components of your example?
- Analyze and give examples for the vertical and horizontal circulation systems in your building /site (analyze the entrance, the movement, staircases and other vertical circulation systems if applicable).
- Give examples for the primary elements in the architectural space (Point, Line, Volume and Plane).
- How can you define 'the shape' of the architecture in your site?
- Find examples for regular and/or irregular forms and shapes in your site.
- How can a form be transformed? Find examples for transformed forms, if applicable.
- How can you define the spaces in your site?
- Find examples for openings and views through these openings.
- Find examples for the light and shadow? Find examples for the relationship between the light and



Trip Route:

Shadow? Find examples for the relationship between the light and shadow and the (North, South, East, West) directions.

- Find examples of how can the light reveals the shape, color and form.
- How can openings help in providing different views?
- Find examples for interlocking spatial relationships if applicable.
- Define the spatial relationships in your building or site.
- Define the spatial organizations in your building or site.
- Explain the relationship between the human scale and the scale of the indoor and outdoor space in your building or site.
- How can the Islamic architecture inspire you in your study?



Presentation Process and output :

Group work:

- 1- You are required with your group (the same field trip group) to answer all the questions of the fieldtrip assignment and prepare a 15 min PowerPoint presentation of your analysis. You have to present several examples for each question and analyze them using computer software (for example Photoshop).
- 2- Beside the PowerPoint presentation each group is required to prepare a poster to present their analysis and work. The Poster is 120

Assessment criteria total grade :

3- cm * 80cm and (landscape view).
Any other dimensions or view will not be accepted. (Submission of the poster in hardcopy and softcopy).
4- A CD for the photos that record the fieldtrip.

Creativity and analysis 20%
Clarity and presentation (Group) 20%
Clarity and presentation (personal) 20%
Requirements 40%



Students Feedback :

154661: It was very organized Should have been during the normal week days.

154177: It was very interesting experience for me and I would love to repeat it again.

153873: It was very nice day and we have learnt more information but we need to have more trips like this day to collect more information and have more experience.

152955: It was good but we wanted to be provided with buses to take us to and from the place.

For Full feedback (Please check the attached sheets).



Photos of The Field Trip :







Field Trip 2



Destination & Address :

SODIC real estate development company.

Cairo-Alexandria Desert Road
Sales Centre
Km 38 Cairo-Alexandria Desert
Road Sheikh Zayed City, Giza,
Egypt.



Field trip Duration&Date :

4Hours  from 10 am to 2 pm
Thursday 31th of Mars 2016



Number of Students&Level :

- Number of Students : 46
- Level : 2



Supervision :

Supervision :
Prof. Dr. Aleya Abdelhady
Dr. Rasha El-zeiny
TA/ Yomna Hamdy
TA/ Nada Arisha



Related Unit or Units

Interior Design Studio Two (IN-
TR282)



Relation to The course :

To help students to see more about Real filed and get exposed to professional comunites .



Field Trip Aims :

- Provide an inquiry field experience for students so that they can explore the new and different forms of residential spaces.
- Enable the students to visualize and comprehend what they have learnt in the classroom.
- Update students with some of the new residential projects in Egypt.



Field Trip reflection to the learning outcome :

- Acquire useful application of the “inquiry based learning approach” where data and information are converted into useful knowledge and applications in the design process.
- Develop analytical and critical capabilities
- Identify and learn the use of materials, fabrics, color, lighting, other elements and subjects involved in designing and furnishing the space
- Possess and practice necessary skills and traits for successful interaction with interior design professionals in their future career environment.
- Integrate various design project elements to conclude and assess design related tasks simulating professional practice environment.



Trip in details :

- Students arrived at SODIC (11:00 am).
- Introduction by the sales manager to SODIC's Developments by seeing the mass plan model (maquette) of the project and took photos (11:00am- 11:00 am).
- Heading to WESTOWN RESIDENTIAL NEIGHBOURHOOD , They visited two different apartments with two different styles (Islamic and natural zen) and know the difference between both of them (11:30am - 12:30
- Heading to FORTYWEST VIP RESIDENTIAL NEIGHBOURHOOD and visiting two different duplexes (warm and cold) colors ,materials and furnishing . (12:30 pm- 1:30 pm).
- Students arrived at MSA University Campus (2:00 pm)



Students Feedback :

It was very nice day and we have learnt more information but we need to have more trips like this day to collect more information and have more experience.



Photos of The Field Trip :





Field Trip 3



Destination & Address :

Bayt Al Memar.

Address: Behind Al Sultan Hassan Mosque- Old Cairo.



Field trip Duration&Date :

6Hours  from 9 am to 3 pm
Tuesday 10th of May 2016



Number of Students&Level :

- Number of Students : 67
- Level : 3



Supervision :

Supervision :
L.A: Karam Abdullah.
T.A: Nada Arisha
T.A: Israa Alaa



Related Unit or Units

INTR361 - Contemporary Design in housing and Interiors.

Relation to the Unit/Units :
INTR382 -Studio 4.



Relation to The course :

It helps the students to know about Bayt Al Memar as an Islamic House related to the Ottoman era, and how it was opened later on by the Architect “Essam Safi El Deen” as a museum in 2014.



Field Trip Aims :

To recognize the different Egyptian styles such as Ancient Egyptians- Nubian-Coptic Styles - Islamic Architecture in Paintings, Photographs and 3d Models, Also it shows contemporary architects who lived in Bayt Al Memar such as (Hassan Fathy- Ramses Wesa Wassef).



Field Trip reflection to the learning outcome :

Make the students able to know about the architects Hassan Fathy and Ramses Wesa Wassef as Egyptian Contemporary architects, also to know their different works in Interior design and architecture.



Trip in details :

- Meeting point is in the University at 8:30 am.
 - Bus will leave on 9:00 am.
 - Arriving to Bayt Al Memar on 10:00 am.
- They will visit:
- Bayt Al Memar. (It includes different Rooms arranged in chronological order)
 - The bus will leave Bayt Al Memar on 1:00 pm.
 - Return to the University on 3:00 pm.



Students Feedback :

1 – The students will take photos of the house, the architecture elements and also the different designs of the contemporary architects who lived there.

2 - They will submit a field trip report and a Power Point presentation which shows the different works of the contemporary architects (Hassan Fathy and Ramese Wesa Wassef).



Photos of The Field Trip :







Photos of The Field Trip :

Model of Ahmed Ebn Toloun Mosque -
Made By The Architect :Essam Safy El
Deen



Picture shows the students taking a photo at the top of Bayt Al Memar. It shows the great Islamic heritage of Al Sultan Hassan Mosque in the background.

Model of Al Sultan Hassan Mosque – Made By
The Architect :Essam Safy El Deen



The Staff Taking a photo for the field trip memories.



work Shop

Supervision Name :

Eng. Moukid Badie

Position :

Instructor In MSA

Work Shop Title :

3D Max usage in Interior Design practice and progress

Topics : How to build object




Place :

Building G Lab G 105
In MSA



**Lecture
Duration & Date :**

3 Days  **(21 Hours)**
8,9,10th of Feb 2016



**Number of
Students&Level :**

25 student
Levels 2,3,4

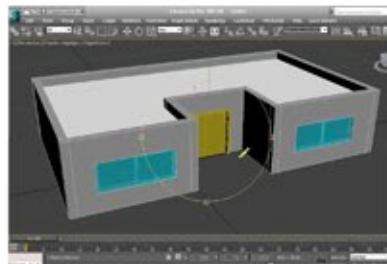


Attended Staff :

Attended Staff: LA. Heba Eissa , LA.Ammer Harb - TA.Rasha El Shiaty



Workshop pic :





Related Unit or Units

ARCH201 Technical Drawing II – Introduction to CAD

INTR351 “Concept and representation I”

Relation to the Unit/Units :

It is very useful for the students as they can use it to present their work in different design units



Relation to The course :

It is considered as advanced level for the unit ARCH201 (Technical Drawing II – Introduction to CAD)



workshop Aims :

Teach the students how to build a simple 3D model



Workshop reflection to The learning outcome :

Students learned how to transfer a 2D Plan to a 3D model



Workshop Activities :

Each student in the workshop build his own 3D model



Students feedback :

- Found it very useful and Handy
- Looking forward for More

Cinema & Theatre



Field Trip



Destination & Address :

Cairo Opera House (Workshops – Backstage)

Address : Cairo Opera House – Zamalek



Field trip Duration&Date :

2Days

Friday - Sunday / 25-27 th of March 2016



Number of Students&Level :

- Number of Students : 10

- Level : 3-4



Supervision :

Supervision : Dr. Taher Abdelazim
Dr. Moustafa Shakweer
Eng. Nada Abdelmagied



Related Unit or Units

THTR371 – THTR381 – THTR352 – THTR406

Relation to the course : THTR371 – THTR381 – THTR352 – THTR406



Relation to The course :

THTR371 – THTR381 – THTR352 – THTR406



Field Trip Aims :

Know the process of the Play, and the Dimensions of the Stage and how can we put our design from Sketches to Stage

Know the Different departments (Painting – Props team – Carpenter's workshop – Costumes – Sculpture)

Know how different teams are working on the same line and vision



Field Trip reflection to the learning outcome :

- Properties of proscenium theatre: parts of the theatre, lighting positions and equipment.

- Theatrical rigging :counterweight system

- Constructing flats: hinges, braces, casters

- Building steps

- Doors windows and portals

- Trees , foliage and latticework

-Multi-set productions :moving floors



Trip in details :

- Visited the workshops (Painting – Props team – Carpenter's workshop – Costumes – Sculpture)

- Visited the Big Theater Main hall, Where they were settling down Opera Aida Set design

- There was a Big conversation with the Director of the Play & the assistant Director, where they learnt the different between the dramatically Theatre and the musical one, and specially the Opera

- Saw the rehearsal of Opera Aida



Students Feedback :

- “That was our 1st Practical Visit to know the process of Set design, We loved the day as there was a lot of new information and we gained a practical experience.”
Bassel Ayman

- “ I was astonished by seeing the paintings of the backdrops while they were painting it infront of us, and also visiting other work-shops that made me realize the real scale of the set design.”
Omar Seoudi



Photos of The Field Trip :





Field Trip 2



Destination & Address :

Ataba
Address : Rewaai street



Field trip Duration&Date :

One day 
Tuesday 8th of March 2016



Number of Students&Level :

- Number of Students : 5
- Level : 4



Supervision :

Supervision :
Eng, hend Haider
Ta :Nada Abdel Megeed



Related Unit or Units

THTR442



Relation to The course :

- Understand the theater cost by exploring materials cost in Market
- How to build the budget according to design and to know more about the materials in the market



Field Trip Aims :

- Know the Prices
- The showrooms and places for the different materials



Field Trip reflection to the learning outcome :

- Be able to Calculate the budget for the Director
- Know the Market prices.



Trip in details :

- Visited Al- Ataba square, Where there's Electricity street, stamps, Vinyl, Paper, Curtians, Wood and Fabrics
- They knew the prices, and got samples from different materials
- Visited Al rewaai Street, where they found a lot of fabrics and know how to be treated like a designer, and how to get what they need specially in Theater Set Design.

Fashion Design



Field Trip



Destination & Address :

Ancient Egyptian Museum

Address: located in Tahrir Square, Egypt.



Field trip Duration&Date :

2Days 

Tuesday 19th of April 2016



Number of Students&Level :

- Number of Students : 10
- Level : 2



Supervision :

Supervision :

- LA. Wala Salem
- TA. Mohamed Salah.



Related Unit or Units

FHN 261 , Fashion design history I

Relation to the Unit/Units :

Practical training for the students



Relation to The course :

Relation to the course :

Knowing the history of fabrics and costumes .

The ancient process of sewing a garment .

The accessories used in old Egypt.



Field Trip Aims :

Increasing the practical experience for the students

The students will get the knowledge about the basic materials used for making garment

The environment reflection on the character of the ancient Egyptians



Field Trip reflection to the learning outcome :

Students will achieve practical experience rather than intellectual practicing



Trip in details :

- We started our tour by seeing sculptured status for kings and queens made from granite.

- The students were interested in the used garments and the way the ancient Egyptians wore it

- The draw sketches for the costumes and take photos

- Then we visited the royal mummy's room.

- The students saw garments for the kings and queens and also for workers.

- The students saw the army clothes and their tools.

- The students saw the materials and the dyed fabrics and weaving tools.

- Then we visited the tut ankh amon room

- Then we visited the jewelry room

- And finally we passed through the warehouse that includes the final packages that are ready for dispatching.



Students Feedback :

- This trip was a great opportunity for the students to see the real ancient garments and the tools they used And the steps of the ancient Egyptian revolution in textiles.

Recommendations:

- Visit museums showing different ancient eras



Photos of The Field Trip :



**For All
Departments**



Guest Speaker

Speaker Name :

Arch. Hamdy El-Setouhy

Position :

**Founder of "Abu Simbel 50"
campaign**

Lecture Title :

- Seminar titled " Abu Simbel - Civilization that United the World"
- Art gallery titled "Abu Simbel through the eyes of artists"

Topic :

Salvage project of Abu Simbel Temples



Place :

**Students services building (SSB)
In MSA**



**Lecture
Duration & Date :**

3 Hours 
Tuesday 24th of May 2016



**Number of
Students&Level :**

**44 student
All Levels**



Attended Staff :

Arts & Design :
Prof.Dvr Tarek Saleh
Prof.Dr.Aleya Abdel-Hadi
Prof.Dr. Hassan Fedawy
Prof.Dr.Mostafa Shaqwir
LA .Heba Eissa
TA. Sara Sabahy
TA. Nada Ahmed Arisha

Faculty of Engineering :
LA. Ahmed Fawzy
TA. Ahmed Hatem



Related Unit or Units

Related Unit or Units :

ARCH202 : Architectural design basics

Relation to the Unit/Units :

Studying the architectural composition of the Great temples of Abu Simbel



Relation to The course :

The Students of this course submitted a report about the salvage project after the seminar.



Lecture Aims :

Raise the awareness of the value of historical sites.



Lecture reflection to The learning outcome :

Shaping the General concepts and fundamentals knowledge for Students



Lecture in points :

- Abu Simbel Great Temples
- The Salvage Project
- Abu Simbel 50 campaign aims



Students feedback :

- Found it very useful and encouraging.
- Looking forward for More Sessions



Photos of The Lecture :





**For All
Departments**



Guest Speaker

Speaker Name :

Ahmed El Shaer

Position :

Multi-disciplinary artist

Lecture Title :

Video Game ART - Game as an art form

Topic :

Brief history about Gamer Art – Game as an art form – famous Game artists (Cory Arcangel, Joseph Delappe, Feng Meng Bu, Jason Rohrer) - Machinima.



Place :


Students services building (SSB)

In MSA



Lecture

Duration & Date :

1.5 Hours  **x 3 Lectures**
15-16 th of May 2016



Number of

Students&Level :

70-80 student

Foundation



Attended Staff :

Dr. Weaam A. El Masry



Related Unit or Units

CDS102

Relation to the Unit/Units : Theoretical and analytical approach to Game Art



Relation to The course :

Theoretical and analytical approach to Game Art



Lecture Aims :

To give the students an opportunity to discuss the concepts of game art practices and to understand and use game as an art form with a well experienced creative artist working in the field.



Lecture reflection to The learning outcome :

Understanding different aspects of visual perception & the evolution of gaming and game art



Lecture in points :

- Brief about the evolution of game art.
- Museum of the Moving Image's, Hot Circuits: A Video Arcade (1989).
- Selected works by Game artists: Cory Arcangel, Joseph Delappe, Feng Meng Bu, and Jason Rohrer.



Students feedback :

- Found it Found it very useful and encouraging.
- Engaged in multiple fruitful discussions with the lecturer to understand more about using Game as an art form.
- Looking forward for a practical workshop with the lecturer useful and encouraging.
- Looking forward for More Sessions

Since its launch in 2011, the Faculty of Arts & Design, MSA University has acknowledged the necessity and importance of extracurricular activities understanding the deep impact and broad reflection it has upon students during their course of study in the Faculty as well as in their future careers after graduation.

The Faculty of Arts and Design established an activities program directly related to each department in the Faculty consisting of 3 major parts; workshops, field trips and guest speakers. This program is crucial for the development of the student both on the intellectual and practical level allowing further understanding and practice in the field of specification.



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