

Prof. Ahmed Gamaleldin Bilal, Ph.D.

Teaching Visual Communication is my life; passion and creativity emerge from my central role, changing my students' minds.

After following Adobe education exchange courses, I switched my mind roles to developing my students' minds; now, I am a facilitator rather than an instructor. To empower my students and peers to have a creative way to tell their stories and be themselves.



Ahmed Bilal

• PERSONAL CONTACTS

- SCD's email: a.belal@scd.edu.om
- Helwan Uni. email: ahmed_belal@a-arts.helwan.edu.eg
- Personal Email: drahmedbelalphd@gmail.com
- Mobile (Oman): +968 94198020
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- <https://www.facebook.com/drahmedBelal>
- <https://www.behance.net/drahmedBelal>
- <https://www.instagram.com/drahmedBelal>
- <https://youtu.be/aHTRz9R5KDo>
- <https://express.adobe.com/page/NDTSJ70mdCIZA/>
- <https://orcid.org/0000-0002-3854-6039>
- <https://www.linkedin.com/in/drahmedBelal/>
- <https://scholar.google.com/eg/citations?hl=en&user=D6tWk-0AAAAJ>
- FIAP membership: FP-8422057, No. 0512.50004
- Web of Science ResearcherID AAP-3420-2020
- Union of Arab Photographer Member No. 1717

• PROFILE

- A Professor of visual communication at the Scientific College of Design, Visual Arts department, Photography Program Coordinator, Muscat, Oman. From 2017 till now (secondment)
- A Professor at the Faculty of Applied Arts, Helwan University, with 26 years of experience. 1997 till now
- Teaching Digital Video Basics, Optics, History of Photography, Photojournalism, Multi Format Photography, Digital Dark Room, Advanced Digital Photography, Portrait Photography, Commercial Photography I, Photometry & Colorimetry, Intro to Contemporary Photography, Landscape & Architecture Photography, Scientific Photography, Digital Photography Printing, Digital Video Basic, Senior Study
- Master's degree in Fine Art Photography (2003)
- PhD degree in semiotic photojournalism in 2008.
- Supervise 4 Masters and 3 PhD in photography, video art, and photojournalism.
- A Commercial Photographer at www.gearbox-studios.com from 2008 till 2017

• OBJECTIVES

As a professor of photography & visual communication, the main objective is to provide your students with the knowledge and skills they need to succeed in the field:

1. Developing engaging courses covering the critical theories, techniques, and tools used in photography and visual communication.

2. Encouraging and supporting students in developing their artistic voice and style through creative assignments, feedback, and critique.
3. Providing opportunities for students to engage with industry professionals and real-world clients through internships, networking events, and portfolio reviews.
4. Conducting photography and visual communication research, publishing papers and articles in academic journals, and presenting your findings at conferences and exhibitions.
5. Mentoring and advising students throughout their academic and professional careers, providing guidance and support as they pursue internships, jobs, or further education.
6. Building relationships with other faculty members, industry professionals, and other stakeholders in visual communication to create a strong and supportive academic community.

To achieve these objectives, it's essential to have a deep understanding of the latest trends, techniques, and tools used in photography and visual communication. This may require ongoing education, training, and professional development to stay up-to-date with the latest advances in the field.

In addition, you'll need to be an effective communicator, both in presenting information to students and in writing and presenting research papers. You'll also need patience, empathy, and support to help students navigate the challenges and opportunities of pursuing a photography and visual communication career.

As a visual communication professor, I aim to help students become successful professionals with the knowledge, skills, and confidence they need to create compelling visual content and communicate effectively through images.

• **EXPERIENCE:**

- Juror at The AdForum PHNX 2022.
- Juror at Read 2022, an international photography Contest. Muscat. Oman
 - Photography Program Coordinator, SCD, Visual Arts Department, Photography Program. 2017 till now
 - Member of College Council Committee at Scientific College of Design. The academic year 2018/2019, 2019/2020, 2020/2021.
 - Member of the Research and Development committee at the Scientific College of Design. The academic year 2017 till now
 - Final project committee for Photography, cinema, and Television Department, Faculty of applied arts, 6 of October University, the year 2016-2017
 - Collaboration with contemporary image Collective (CIC) in late 2016 and early 2017 in the fields of analogue photography and studio practice in April 2017
 - photojournalism com200 - part-timer at the faculty of mass communication, English section, Cairo University, Giza, Egypt 2014-2015
 - 1997-present Commercial photographer at gearbox-studios, Cairo, Egypt 2007-present, (car photography, food, product, ext.) at www.gearbox-studios.com Firm.
 - Photojournalism instructor at MAS University, Cairo, Egypt, 2003-2006 (Teaching photojournalism for mass communication students, including the history of photojournalism, techniques and equipment, and ethics).
 - photojournalism instructor at Miu University, Cairo, Egypt 2006-2008 (Teaching beginning and advanced photojournalism for mass communication students)
 - Cameraman at NileTV Egyptian Channel from 1997 to 2003.
 - 2017 Faculty of Applied Arts, Helwan University, PhD, Mohamed Emmara Lighting requirements corresponding with types of digital processing and their evaluation to solve colour and texture problems (with the practical application in the usage of portraits in advertising photography), Faculty of applied arts, Helwan University, PhD, Mohamed Ossama
 - Faculty of applied arts, Helwan University, MA. Mostafa Hassan 2015
 - The photojournalism criteria in the Egyptian society within the modern techniques, Master Degree, Faculty of applied arts, Helwan University, MA Mai Samir.
 - Fine Art Digital Photography Styles and its Manipulation in the first decade of the 21st Century, Master Degree, Faculty of applied arts, Helwan University, MA Saira Amin. March 2017
 - COMPARATIVE AND ANALYTICAL STUDIES ON GELATIN AND ALBUMIN (AND COLLODION) PHOTOGRAPHS, joint master between Helwan and Catania Univesity in Italy, MA, Nahid Zarif Khalil March 2017.

• **EDUCATION**

- Photography, Cinema, and Television Department, Faculty of applied arts, Helwan University, Egypt BA, 1997.
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- Photography, Cinema and Television Department, Faculty of applied arts, Helwan University, Egypt - MA, 2003, under the title of (Photography: A Form of Plastic Art, and its Relation to the Modern Plastic Movements)
- Photography, Cinema, and Television Department, Faculty of applied arts, Helwan University, Egypt - PhD, 2008, under the title of (The Usage Impact, of the Digital Photojournalism Image, in Emphasizing the Semiotics of Egyptian Journalism Media)
- Link : Ph.D.'s Link: http://srv1.eulc.edu.eg/eulc_v5/Libraries/Thesis/BrowseThesisPages.aspx?fn=PublicDrawThesis&BibID=7213504
- Link: <http://eds.b.ebscohost.com/eds/detail/detail?vid=17&sid=6bf05b06-6b4e-4276-b914-7c52c770b498%40sessionmgr104&bdata=JnNpdGU9ZWRzLWxpdmU%3d#AN=bac.vtls000380091&db=cat04035a>
- http://srv2.eulc.edu.eg/eulc_v5/Libraries/Thesis/BrowseThesisPages.aspx?fn=PublicDrawThesis&BibID=7213504

• **SKILLS**

- Communications and Publishing Committee at the 4th international conference for Faculty of applied arts (innovation - design - production- competitiveness, 28:29th feb.2016
- Participate in Photojournalism courses committees for photojournalism (Com302) in the mass communication department, Modern Science and Art University (MSA), Cairo, Egypt.
- Fall 2003 till Spring 2006 / Fall 2006 till Spring 2008
- Participate in Photojournalism courses committees for Beginning Photojournalism classes (Com213) and Advanced Photojournalism (JOR 323 / com 323) in the mass communication department, Misr International University (MIU), Cairo, Egypt. Full 2006
- Cameraman In Nile TV Channel, Cairo, Egypt 1997 till 2004
- Professional Commercial Photographer on a freelance basis for most local and multinational advertising agencies such as IMPACT and Batgraphic. 1997 – till present
- jury member of Egyptian photojournalism awards 2015, Syndicate of Journalists, a branch of photojournalists.
- Professional Commercial Photographer at Gearbox Studios www.gearbox-studios.com, 2007 till now, Supervising faculty of applied arts Website: <http://www.helwan.edu.eg/applied-arts/>
- Supervising Faculty of applied arts Facebook groups: <https://www.facebook.com/groups/179510305441690/>
- <https://www.facebook.com/groups/facultyofappliedarts/>
- [HTTPS:// www.facebook.com/groups/fineartphotographystudenteg/](https://www.facebook.com/groups/fineartphotographystudenteg/) <https://www.facebook.com/groups/381206761976564/> <https://www.facebook.com/groups/393531184097636/>
- [HTTPS:// www.facebook.com/groups/430083250405926/](https://www.facebook.com/groups/430083250405926/)
- <https://www.facebook.com/groups/532639563462659/> <https://www.facebook.com/groups/378644955608844/> 7-3-2016
- Supervising Faculty of applied arts youtube channel: <https://www.youtube.com/channel/UC86rr3ESC7Holz2zOaiRSBw> <https://www.facebook.com/groups/EICAPAPP/>

• **EXHIBITIONS :**

- Participate at SCD 2nd instructor exhibition 25.4.2022
- Exhibit in Egyptian Embassy at Oman, muscat, Plastic Art Exhibition, January 25: February 7, 2019.
- Exhibit on Oman's Affordable Art Show 2019, December 7:8, 2018.
- Exhibit on Egyptian Art Exhibition (Egyptian Day 2), April 5th, 2019.
- Helwan Professor's exhibition at El Bahrain youth club, in Cairo, Egypt, 8 November 2016
- Managing Student's exhibition at Cairo University Library 27 September 2016
- Managing Graduation Final Exhibition in Cairo Library Gallery at Zamalek from 15-8-2016 till 25-8-2016
- Supervising Final Graduation Exhibition in the Faculty of applied arts 2016

- Faculty of applied arts Professors exhibition at Mahmoud Mokhtar Museum March 3:7, 2016
- May 21-24th, 2009 PhotoEgypt exhibition June 11-13,2009
- June 6:13, 2014
- Feb. 22 -2005 final project for the fourth-year student, in the Art exhibition at the faculty of applied arts, Helwan University 1997 - 1996 - 1995.

• **RESEARCH PAPER:**

1. Mervat ABDALLAH, Mona Ali, Ahmed Bilal, Filippo STANCO, Francis MOHAREB, Maha ALI, (CONSERVATION OF THE HEINZ AND GEORGES LEICHTER DRY PLATE COLLECTION, EGYPT: CASE STUDY), INTERNATIONAL JOURNAL OF CONSERVATION SCIENCE, ISSN: 2067-533X Volume 11, Issue 2, April-June 2020: 463-484 www.ijcs.ro
2. Rationing Multi-shot techniques to maximise depth of field, Authors: Prof. Mohamed Osama Sakr | Dr Ahmed Bilal | Mohamed Hamdy Emara, edition: Volume 9 Issue 3 July 2019, International design journal.
3. Hermeneutics and contemporary criticism of photograph (in apply to commercial photography), Sciences and Arts, Helwan University Journal, 2nd edition, 22nd volume, November 21st, 2009.
4. Technical study of high dynamic range Photograph, Sciences, and Arts, Helwan University Journal, 1st edition, 24th volume, August 14th, 2011.
5. Study the reality of Citizen-photojournalism and its role during the January 25th revolution in Egypt, Cairo International Conference co-organized by the Communication Research Center, University of Westminster Arab Media Center, UNESCO Cairo Office, and Sinai University, which is held in Cairo from 13-15, December 2011
6. Digital Surreal Photography & Contemporary Digital Arts classification, Sciences, and Arts, Helwan University Journal, April 1st, 2013.
7. Architectural outdoor photography basics and its technique, Sciences, and Arts, Helwan University Journal May 2nd, 2013.
8. iPhoneography art as a global contemporary art form, International Design Journal, Volume (3) Issue (4) October 2013 HTTP:// www.journal.faa-design.com/pdf/3-4-Bilal.pdf
9. The Impact of the Fotoform avant-garde group (1949-1958) in Germany, On the Concepts of Modern Photography Art, International Design Journal, Volume (4) Issue (1) January 2014, <http://www.journal.faa-design.com/pdf/4-1-Bilal2.pdf>.
10. Digital video journalism study within new mass-media effect, 1st international on exceptional education faculty, PortSaid University, 11:15 Nov. 2015 with Dr Wael Anany and Dr Iman Abo el Azem
11. The interactive 360-degree stereoscopic panoramic video technique and its usages in various fields, international Design Journal, Feb. 2016, the 4th international conference for faculty of applied arts(innovation- design - production- competitiveness, 28-29 the feb. 2016 With Dr Amr Galal HTTP:// www.conf.faa-design.com/pdf/15f.pdf, <http://www.conf.faa-design.com/themes.htm>
12. Documentation and conservation of the royal albumen photography collection of Kong Farouk, dating from the 19th century, with Rash Ahmed Shaheen, Mona Fouad Ali, and Polti Giuseppe.
13. Investigation of the photochemical degradation of silk albumen photographs due to exposure to UV-A radiation, with Rash Ahmed Shaheen, Mona Fouad Ali, Politi Giuseppe.
14. Creative Photography Between Art and Application, The 5th International Applied Arts, Helwan Univesity Conference. 23-24 April 2018.
15. Composition Aspect Ratio related to different image sensor's size, Journal of Architecture and Arts & Humanistic Science, Volume: 16 July 2019
16. "Eric Johansson's Photography Impact on Surrealism and Photographic Arts," Journal of Architecture and Arts & Humanistic Science, Volume: 17 September 2019.
17. Fundamentals of Analysis Structural For visual fine-art photograph, International Design journal, volume 9 issue 3 2019
18. The impact of Image design and quality in the development of major industries in the Arab Republic of Egypt" International Design journal, volume 9, issue 3 2019.
19. The impact of Gestalt theory on the photographic art image Composition, Journal of Architecture and Arts & Humanistic Science, 2019, https://mjaf.journals.ekb.eg/article_48728.html, https://mjaf.journals.ekb.eg/article_37593_b29feac628fc777d7831904725bf8f48.pdf

20. Investigation And Analysis Of Vintage Hand-Colored Photographs From Francis Amin's Private Collection, Egypt / Journal: International Journal of Conservation Science (IJCS) - IJCS-R-857 - / ISSN: 2067-533X Approval Date: 11.05.2018 Issue: 3 Volume: 10 2019 Link: http://ijcs.uaic.ro/public/IJCS-19-23_Henin.pdf Authors: Emil HENIN, Maha ALI, Enrico CILIBERTO, Anna Maria GUELI, Ahmed Bilal, Stefania PASQUALE.
21. Requirements of digital lighting and processing to produce photographic Jill Greenberg style and its role in enhancing the aesthetic level of the image, Authors: Prof. Item Monday, Prof. Ahmed Bilal, Mr Mohamed Ossama., International design journal, ISSN print 2090-9632, online 2090-9640, the peer-reviewed journal issued by the Designers Scientific Society, October 1st, 2019.

WORKSHOPS:

- Attending workshop (Nature research academic workshop systematic review and meta-analyses) 17.1.2022
- Participated in Street photography contest 27.1.2022
- Participated in Rashid al Maktoum international photography award (Nature) 7.2.2022
- Attended workshop (Blockchain techniques: concept and future application for Educational and literary institutions), 23.2.2022
- Attended conference (innovation Arabia 15) 24.2.2022
- Attended (Media and sustainable development) workshop, 25.2.2022
- Attending Time management skills workshop 19.3.2022
- Attended Creative thinking workshop, 2.3.2022
- Attended (Providing constructive feedback to students) workshop, 3.3.2022
- Attended (institutional program accreditation – implications for HEIs) webinar, 3.3.2022
- Conducting a workshop (Smartphone photography) for Egyptian School at Muscat, 19.3.2022
- Attended (Ethics of social, behavioural and educational research) Webinar, 19.3.2022
- Attended World education summit, higher education powered by Adobe, 24-26.3.2022
- Attended (Improve student's learning outcomes) webinar, 26.3.2022
- Attended (What to expect at Gulf Print & Pack 2022) webinar, 29.3.2022
- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of, Certifying Adobe Skills in the classroom, Course URL: https://om.indeed.com/viewjob?alid=5c5334bbb7b79d5b9a2ab38f&from=ja%2CiaBackPress&jk=39f0a26ee4f798e0&l=Oman&q=Photography&rgtk=1denebahc3hkm807&tk=1denebahc3hkm807&utm_campaign=job_alerts&utm_medium=email&utm_source=jobseeker_emails Tool used Adobe creative cloud, March 8, 2019.
- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of, Get Started with Video, Course URL: <https://edex.adobe.com/pd/course/get-started-with-video/>, Tool used Adobe Premiere Rush, February 15, 2019.
- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of, Get Started with Digital Storytelling, Course URL: <https://edex.adobe.com/pd/course/get-started-with-digital-storytelling/>, Tool used Adobe Spark, February 15, 2019.
- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of, Get Started with Adobe, Course URL: <https://edex.adobe.com/pd/course/get-started-with-adobe/>, Tool used Adobe Creative Cloud, February 15, 2019.
- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of Creative Imaging for Educators, Course URL: <https://edex.adobe.com/pd/course/creative-imaging-for-educators>, Tool used Adobe Photoshop / Spark, March 29, 2019.
- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of Digital Photography For Educators on the Adobe Education Exchange, Course URL: <https://edex.adobe.com/pd/course/5digitalphotography18>, Tool used Adobe Lightroom CC / Lightroom Classic CC / Spark Page, November 16, 2018.
- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of, Train the Train Level 1, Course URL: <https://edex.adobe.com/pd/course/train-the-trainer/>, Tool used Adobe Creative Cloud, May 3, 2019.

- 2019 series course on the Adobe Education Exchange, Certificate in recognition of participation in and completion of, Train the Train Level 2, Course URL: <https://edex.adobe.com/pd/course/train-the-trainer-level-2>, Tool used Adobe Creative Cloud, May 3, 2019.
 - Participation in an “Open Educational Resource” workshop at the Scientific College of Design on June 7th, 2018.
 - Participation in a workshop “Internal Auditor Training Workshop” at the Scientific College of Design, which was on January 25th, and February 1st, 2018
 - Workshop “ Creatives on Photography,” with Edlal, Certificate no: 351242, URL link: <https://edlal.org/certificate/3hpnqedq>, February 19th, 2018
 - Guide on using APA style Referencing workshop by Dr Osama Ismail at SCD on September, Scientific College of Design, Oman, December 27, 2018
 - ‘Using Mendeley Software to Manage APA Citation and Bibliography’ workshop by Dr Tarek Bahaa El Deen at Scientific College of Design, Oman, on December 24, 2018.
 - ‘Academic Ethics’ by workshop Dr Sylvia D’mello at Scientific College of Design, Oman, on 4th October 2018
 - Research Team management, workshop, FLCDCentre, Helwan Univesity, 5:6 August 2018.
 - Higher Education Internationalization, workshop, FLCDCenter, Helwan University, 29: 30 July 2018
 - “Internal Auditor Training Workshop” at the scientific college of Design, which was held on the 25th of January and 1st of February 2018
 - Question banking, workshop FLCDCentre, Helwan Univesity. 20:21 August 2017.
 - (Quality Assurance of Joint Degree and Double Degree programs between Egyptian and German Universities), DAAD Kairo Akademie workshop by Mrs. Devis Gerrwann on 09 April 2017
 - Consultant at hospital 57357 Mother-day contest March 2017
 - Judging committee member at Mother-day Hospital 57375 photography contest on 21 March 2017.
 - Decision Committee member at EICAP’s Master Degree oral exam 16:17 March 2017
 - 3: 7 March 2017
 - Workshop on Virtual Heritage Cairo’s 1st International Conference (VHC 2017): “Sustaining Heritage in the Digital Age: Towards Virtual Environments for Middle East’s Cultural Heritage,” in Cairo. February 2017
 - Feb 2017
 - Committee member at Journalism Syndicate photojournalism contest 2017
 - Applied Arts presentation talk about(Design and Manufacturing in Egypt) at Alexandria Library 6 November 2016
 - 20:30 September 2016
 - workshop on Examination and Evaluation of Students’ Systems, FLCDCentre, Helwan Univesity, 11: 12 May 2016
 - 22: 23 February 2015
 - workshop on University administration, FLCDCentre, Helwan Univesity, 15: 16 March 2015
 - 25: 26 March 2015
 - Workshop on the documentation and conservation of photographs, Cairo University, Faculty of Archaeology Conservation department, Egypt, 20: 21 May 2014
 - 12: 13 March 2014
 - workshop on Scientific Publishing, FLCDCentre, Helwan Univesity 16:17 March 2013
 - Workshop on Organizing scientific conferences, FLCDCentre, Helwan Univesity. 23: 24 March 2013
 - 30:31 March 2013
 - Attended the training program“ The modern methods of Teaching” prepared by the Faculty and Leadership Development Project (FLDP). July 16-18, 2009
 - Participated in the training program “Using Technology in Teaching” made by Faculty and Leadership Development Project (FLDP) July 30-31, 2009
 - Advanced Adobe Photoshop CC, Lightroom, Spark, and Premier Rush user.
- **MEMBER OF:**
 - PSA Photographic Society of America, ID: 993303 2019
 - Scientific College of Design college console - Muscat - Oman 2018 till now
 - Scientific Board member at EICAP Center from March 2016 till 2017

- Syndicate of applied arts designers 1998 till now
- A syndicate of Cinematic careers. 1999 till now
- A syndicate of plastic arts. 2008 till now
- foto-forums <http://www.foto-forums.com/index.php>
- " Photography, a tent gathering Arab photographers magazine" [HTTP:// www.foto-master.com/Friends of light](http://www.foto-master.com/Friends of light) <http://www.friendsoflight.com/ forum/index.php>
- Arab gallery net <http://www.arab-gallery.net/vb/index.php>
- ILO's Center on Faculty of applied arts 2013 till now
- credibility and ethics committee in the Faculty of applied arts 2014 - 2015

• REFERENCES:

- Mr Mohamed El Rawahi, HR at Scientific College of Design, Muscat. Oman. Mob. 00 968 9616 1500 Email: m.alrawahi@scd.edu.om
- Dr Reem El Swify, HOD Fine arts department, Scientific College of Design, Muscat, Oman. Mob. 009689916 0166 Email: reem@scd.edu.om
- Dr Mona Ismael, Scientific College of Design's Dean, Oman, Dean@scd.edu.om
- Prof. Dr George Nubar Simonian, Faculty of applied arts former Dean, Helwan University mob 00201222152592, email george@nubar.net
- Prof. Dr Khaled Ewis, Photography, Cinema, and Television ex-chairman, faculty of Applied, Helwan University, Mob 00201093920570
- Prof Dr Safwat Abd El Halim, Cinema, and Television chairman, Faculty of Applied Arts, Helwan University, Mob. 0100 1462869, email safwat3haliem@hotmail.com
- Prof. Dr Mokhtar Bakr, Prof. of Robotics, Helwan University's Chancellor for International Agreements and Projects, +202 25481141, +202 25481154, +2 0122088255, mokhtarbakr@yahoo.com, prof_mbakr@hq.helwan.edu.eg

