



Prof. Dr. Mustafa Yousry Matbouly

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EDUCATION

- PhD, 2007, in digital videography and television lighting design, supervised by both Faculty of Engineering and Advanced Technology and Faculty of Arts, Media and Design, Staffordshire University, England, United Kingdom.
- Mphil, 2002, in the techniques of preparing theatrical lighting design to televise different kinds of performances, Faculty of Applied Arts, Helwan University, Cairo, Egypt.
- BA (Excellent with honour), 1999, in photography, cinema and television, Faculty of Applied Arts, Helwan University, Cairo, Egypt.
- PgCRM, 2004, Postgraduate Certificate in Research Methods, Faculty of Arts, Media, and Design, Staffordshire University, England, United Kingdom. This postgraduate diploma must be taken by all PhD students at Staffordshire University in order to be able to go through a viva and defend their PhD theses.

TEACHING EXPERIENCE

- Professor at the Department of Photography, Cinema and Television, Faculty of Applied Arts, Helwan University, Egypt (Lecturer, 2007 – 2012 / Associate Professor, 2012 – 2017 / Professor, 2017 – 2019 and 2021 - 2023).

Responsibilities include:

- (A) Undergraduate: Responsibilities include 1) Managing and teaching a variety of undergraduate courses (e.g., videography, television lighting design, video technology, traditional photography, digital photography, and visual communication), and 2) Supervising students' training and projects.

(B) Postgraduate: Responsibilities include 1) Managing some Master and Diploma courses, 2) Giving lectures to postgraduate students, and 3) Participating in supervising MPhil and PhD theses and dissertations.

- Co-Founder & Professor at School of Cinematic Arts, Faculty of Architecture and Design, Effat University, KSA (2019 – 2021 and 2023 - until present):

Responsibilities include:

(A) Managing and teaching a variety of undergraduate courses (e.g., photography, cinematography, television production and editing).

(B) Supervising students' training and projects.

- Adjunct Professor at the Department of Printed Designs (i.e., Graphics), Faculty of Fine Arts, University of Alexandria, Egypt (2007 – 2018).

- Adjunct Professor, Consultant and Committee Member at the Egyptian Radio & Television Institute, Ministry of Media, Cairo, Egypt (2009 – until present).

- Adjunct Professor at the Higher Institute of Applied Arts, New Cairo Academy of Sciences and Arts, El Tagam El Ghams, New Cairo City, Egypt (2008 – 2012).

- Adjunct Professor at the Faculty of Media, Cairo University, Egypt (2014 – 2015).

- Adjunct Professor at the International Higher Institute of Media, El Shorouk City, Cairo, Egypt (2013 – 2019 and 2021 - 2023).

- Adjunct Professor at the Arab Academy for Science Technology and Maritime Transport, Arab League, Alexandria & Smart Village, Egypt (2018 – 2019 and 2021 - 2023).

RESEARCH EXPERIENCE

Current research interests:

- Filmmaking & Cinematography
- Photography
- Lighting Design
- Television Technology and Design
- Art & Design

PUBLICATIONS

- Yousry Matbouly, M. (2022): 'Quantifying the unquantifiable: the color of cinematic lighting and its effect on audience's impressions towards the appearance of film characters.' *Current Psychology*. Volume 41 – Issue 6 – Pp: 3694-3715 – June 2022. <https://doi.org/10.1007/s12144-020-00900-3>.
- Yousry Matbouly, M. (2020): ' Knowledge Resources Informing Lighting Design Practice in Egyptian TV and Film Industry.' *J. Vis. Art & Des.* Vol. 12 No. 2, 2020, 99-108. ISSN: 2337-5795, DOI: 10.5614/j.vad.2020.12.2.x.
- Yousry Matbouly, M. (2020): 'The Effects of Film Illumination Hues – An Exploration Study.' *CINEJ Cinema Journal*. Volume 8.2 (2020). ISSN 2 158-8724 (online). DOI 10.5195/cinej.2020.278. <http://cinej.pitt.edu>.
- Yousry, M. M., Ali, S. A. and Abdel Latif, I. A. (2018): 'Studying the development of professional standards for the coverage of the news broadcast in the news bulletins on the TV of the Arab Republic of Egypt.' *Journal of Architecture, Arts and Humanistic Science*. Vol. 3, No. 12, Article 21, P.p. 317-330. DOI: 10.12816/0047878.
- Yousry, M. M. (2016): 'Internet Television in Egypt: Technological Requirements & Design Challenges.' *Proceedings of the 4th International Scientific Conference of Applied Arts – Applied Arts; innovation, design, production and competitiveness*. Faculty of Applied Arts, Helwan University, Cairo, Egypt. 28 – 29 February 2016.
- Yousry, M. M. (2016): 'Digital Terrestrial Television Broadcasting in Egypt... Characteristics - Application Requirements - Interactivity – Content Design.' *Science and Arts, Research & Studies*. Helwan University Press, Egypt. (28): 1, January 2016. Pp: 331 - 359.
- Yousry, M. M. (2015): 'Television Documentaries... Between Actuality of Content and Subjectivity of Design and Processing.' *Science and Arts, Research & Studies*. Helwan University Press, Egypt. (27): 2, April 2015. Pp: 105 - 121.
- Yousry, M. M. (2014): 'Widescreen televisions in the Egyptian living room... The influence of adopting widescreen televisions on Egyptian audience's viewing practice.' *KINEMA - A Journal for Film and Audiovisual Media*. Spring, 2014. (ISSN 1192-6252)
- Yousry, M. M. (2014): 'Design elements composing TV drama and the effects of considering audience's role during watching... An analytical descriptive study.' *Proceedings of the 4th International Scientific Conference "Culture of Liberty in Visual Arts and Architecture"*. Faculty of Fine Arts, Alexandria University, Egypt. 2 – 4 June 2014.
- Yousry, M. M. (2014): 'Television Art... Between elements' nature and artist's creative role.' *Proceedings of the 11th International Scientific Conference of Fine Arts – Creativity between Compulsion and Mutiny*. Faculty of Fine Arts, Minia University, Egypt. 27 – 29 April 2014.
- Yousry, M. M. (2013): 'Using Modern Video Technologies in Designing Effective Research Methodologies for Egyptian Studies.' *Proceedings of the 3rd International Scientific Conference of Applied Arts – Between Competitiveness and Boosting the Economy*. Faculty of Applied Arts, Helwan University, Cairo, Egypt. 11 – 12 December 2013.
- Yousry, M. M. (2013): 'Nature Impact on the Elements of Television Design... An Analytical Descriptive Study.' *Science and Arts, Research & Studies*. Helwan University Press, Egypt. (25): 4, October 2013. Pp: 309 – 330.



- Yousry, M. M. (2013): 'Effects of editing style on the perceived meaning... A comparative study between old and young Egyptian television audiences.' *International Journal of Art, Culture and Design Technologies (IJACDT)*. Volume 2 , 2013.
- Yousry, M. M. (2013): 'Exploring the Video Productions of Egyptian Applied Arts Students.' *KINEMA - A Journal for Film and Audiovisual Media*. Spring, 2013. (ISSN 1192-6252)
- Yousry, M. M. (2013): 'Using video and television communication technologies in designing Egyptian distance education programmes.' *Proceedings of the 1st International Scientific Conference, Faculty of Specific Education Menofia University: Contemporary Teacher in the Light of Quality Assurance of Education... Visions and Future Prospects*. Menofia University, Menofia, Egypt. 29 - 30 April 2013.
- Yousry, M. M. (2013): 'Using "YouTube" in Teaching Media to Egyptian Applied Arts Students.' *Proceedings of the 5th International Conference on the Future of Education in Egypt and Arab World...Post-Arab Spring's Visions and Strategies*. Mansoura University, Mansoura, Egypt. 10 - 11 April 2013.
- Yousry, M. M. (2013): 'Egyptian television in the digital age: Studying the transition from analogue to digital broadcasting in Egypt and its expected effects on designing and producing high quality interactive television programs.' *Proceedings of the 2nd International Conference of Chinese-Egyptian Research Center: The Future of Egyptian – Chinese & Arab- Chinese Relationships in the 21st Century*, Helwan University, Cairo, Egypt. 17 - 18 March 2013.
- Yousry, M. M. (2012): 'Educational TV in Egypt... Design Methodologies and Improvement Possibilities.' *Proceedings of the Seventh International Conference for Arab Center of Education and Development (ACED) - "Strategic planning" for the quality and Accreditation of Arab Academic and Educational Institutions (Toward for Excellence)*. Ain Shams University, Cairo, Egypt. 22 - 24 December 2012.
- Yousry, M. M. (2011): 'Modern digital transmission and display technologies and their impact on changing the form and concept of the television communication medium in the Arab Republic of Egypt.' *Science and Arts, Research & Studies*. Helwan University Press, Egypt. (23):4. October 2011.
- Yousry, M. M. (2010): 'Going to the Movies: an Investigation of the Factors which Influence the Egyptian Audiences' Choices of Motion Pictures.' *KINEMA - A Journal for Film and Audiovisual Media*. Spring, 2010. (ISSN 1192-6252)
- Yousry, M. M. (2010): 'Towards applying an HDTV system in the Arab Republic of Egypt.' *Proceedings of the 1st International Symposium of Chinese-Egyptian Research Centre, Helwan University – Trends of Chinese-Egyptian Cooperation in the Economical, Commercial and Technological Fields*. Helwan, Egypt. 5 - 7 April, 2010.
- Yousry, M. M. (2009): 'Standard conditions of television viewing environments and different methodologies for assessing the image quality.' *Proceedings of the 8th International Internet Education Conference & Exhibition ICT-Learn 2009 Conference Education and Technology: A Catalyst for knowledge Society*. Cairo, Egypt. 14 – 16 July, 2009.
- Yousry, M. M. (2009): 'Going to the movies... An investigation of factors influencing Egyptian audiences' movie choices.' *Offscreen Journal*. 13(6): June 2009. (Online Journal: Offscreen.com, ISSN 1717-9559)
- Yousry, M. M. (2009): ' Studying Egyptian tele-teaching... The effects of background style on students' comprehension of content and attitude towards programme.' *Proceedings of the 2009 College Teaching & Learning (TLC) Conference*. The island of Oahu, Hawaii, USA. 5 – 8 January, 2009. (Paper presented during the E-session)



- Yousry, M. M. (2008): 'The role of television in response to climate and environmental changes.' Proceedings of the *International Conference on "Standards in Response to Global Challenges: Climate Change, Energy, Water and Nutrition"*. Egyptian Conferences Centre, Cairo, Egypt. 24 – 25 November 2008.
- Yousry, M. M. (2008): ' Lighting design in computer animation and similarity aspects with cinema and television.' Proceedings of the *International Scientific Conference held by the Faculty of Fine Arts on occasion of its Centennial "Fine Arts in Egypt – 100 years of creativity"*. Egyptian Opera House, Cairo, Egypt. 19 – 22 October 2008.
- Yousry, M. M. (2008): 'Television language... An analytical study of the viewer's interpretative process.' *Science and Arts, Research & Studies*. Helwan University Press, Egypt. (20):4. October 2008.
- Yousry, M. M. (2008): 'Formal features of the television image... Many years of experimental studies and an attempt to name some new work.' *Science and Arts, Research & Studies*. Helwan University Press, Egypt. (20):3. July 2008.
- Yousry, M. M. (2008): 'Investigating lighting designers' knowledge resources during their design processes.' Proceedings of the *6th International Symposium Communication in the Millennium*. Faculty of Communication, Istanbul University, Istanbul, Turkey. 14 – 16 May 2008.
- Yousry, M. M. (2006): 'Could lighting convey moods and emotions?' Proceedings of the design advanced research training workshop (DART). 15th September 2006, School of Arts, Middlesex University, Hertfordshire, England, UK.
- Yousry, M. M. (2006): 'Testing the role of lighting design in conveying moods and emotions within television images.' Proceedings of the *International Conference on the Arts in Society*, 15 – 18 August 2006, University of Edinburgh, Scotland, UK.
- Yousry, M. M., and Durling, D. (2005): 'Lighting design as an element of the television alphabet: Could lighting convey concepts?' Proceedings of the Multimodal Texts Conference, Multimodal Texts: Engaging Sign Systems, 22 – 23 October 2005, University of Portsmouth, UK.

PATENTS

PRESENTATIONS

- ❖ **The 4th International Scientific Conference of Applied Arts – Applied Arts; innovation, design, production and competitiveness.** Faculty of Applied Arts, Helwan University, Cairo, Egypt. 28 – 29 February 2016.
- ❖ **The 4th International Scientific Conference "Culture of Liberty in Visual Arts and Architecture".** Faculty of Fine Arts, Alexandria University, Egypt. 2 – 4 June 2014.
- ❖ **The 11th International Scientific Conference of Fine Arts – Creativity between Compulsion and Mutiny.** Faculty of Fine Arts, Minia University, Egypt. 27 – 29 April 2014.



- ❖ **The 3rd International Scientific Conference of Applied Arts – Between Competitiveness and Boosting the Economy.** Faculty of Applied Arts, Helwan University, Cairo, Egypt. 11 – 12 December 2013.
- ❖ **The 1st International Scientific Conference, Faculty of Specific Education Menofia University: Contemporary Teacher in the Light of Quality Assurance of Education... Visions and Future Prospects.** Menofia University, Menofia, Egypt. 29 - 30 April 2013.
- ❖ **The 5th International Conference on the Future of Education in Egypt and Arab World...Post-Arab Spring's Visions and Strategies.** Mansoura University, Mansoura, Egypt. 10 - 11 April 2013.
- ❖ **The 2nd International Conference of Chinese-Egyptian Research Center: The Future of Egyptian – Chinese & Arab- Chinese Relationships in the 21st Century,** Helwan University, Cairo, Egypt. 17 - 18 March 2013.
- ❖ **The Seventh International Conference for Arab Center of Education and Development (ACED) - "Strategic planning" for the quality and Accreditation of Arab Academic and Educational Institutions (Toward for Excellence).** Ain Shams University, Cairo, Egypt. 22 - 24 December 2012.
- ❖ **The 1st International Symposium of Chinese-Egyptian Research Centre, Helwan University – Trends of Chinese-Egyptian Cooperation in the Economical, Commercial and Technological Fields.** Helwan, Egypt. 5 - 7 April, 2010.
- ❖ **The 8th International Internet Education Conference & Exhibition ICT-Learn 2009 Conference Education and Technology: A Catalyst for knowledge Society.** Cairo, Egypt. 14 – 16 July, 2009.
- ❖ **The 2009 College Teaching & Learning (TLC) Conference.** The island of Oahu, Hawaii, USA. 5 – 8 January 2009. (Participation through E-session)
- ❖ **The International Conference on "Standards in Response to Global Challenges: Climate Change, Energy, Water and Nutrition".** Egyptian Conferences Centre, Cairo, Egypt. 24 – 25 November 2008.
- ❖ **The International Scientific Conference held by the Faculty of Fine Arts on occasion of its Centennial "Fine Arts in Egypt – 100 years of creativity."** Egyptian Opera House, Cairo, Egypt. 19 – 22 October 2008.
- ❖ **The 6th International Symposium Communication in the Millennium.** Faculty of Communication, Istanbul University, Istanbul, Turkey. 14 – 16 May 2008. (Participation through E-session)
- ❖ **First International conference of Applied Arts – Design issues in the third Millennium.** Faculty of Applied Arts, Helwan University, Cairo, Egypt. 24 – 25 March 2008.
- ❖ **Faculty and Leadership Development Project,** Ministry of Higher Education, organised and conducted at Helwan University, Cairo, Egypt, many sessions and lectures, since August 2007 – until present.
- ❖ **Design Advanced Research Training (DART).** School of Arts, Middlesex University, Hertfordshire, England, UK, 15th September 2006.



- ❖ **The CVMP 2005, 2nd IEE European Conference on Visual Media Production** organised by the IEE Multimedia Communications Professional Network, in London, UK, from 30th November to 1st December 2005.
- ❖ **Multimodal Texts Conference, Multimodal Texts: Engaging Sign Systems**, 22 – 23 October 2005, University of Portsmouth, UK.
- ❖ **15th International Screen Studies Conference 2005**, organised by Screen Journal, University of Glasgow, Scotland, UK, 1 – 3 July 2005.
- ❖ Many presentations and research seminars during the period from March 2004 to April 2007, Staffordshire University, England, UK.
- ❖ Many research seminars (i.e., MPhil, and PhD), Helwan University, Cairo, Egypt.

GRANTS AND FELLOWSHIPS

- A full scholarship from the Egyptian Government to study the PhD at Staffordshire University, England, UK (March 2004 – April 2007). Please note that a 4-year full PhD scholarship was granted from the Egyptian Government, however, and due to the active work and enthusiastic attitude, only 3 years and 1 month were needed to finish the PhD requirements and awarding its title.

AWARDS AND HONORS

- Many awards in photography from Egyptian organizations and private corporations based in Egypt and abroad.

THESIS SUPERVISIONS

Participating in supervising and examining MPhil and PhD theses and dissertations in different faculties and universities.



PROFESSIONAL MEMBERSHIPS

- 2000, Egyptian Syndicate of Designers and Fine Artists
 - 1999, Egyptian Syndicate of Cinematic Professions
 - 1996, Egyptian National Directory of Active Fine Artists (photographers section)
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RELEVANT SKILLS

- Dr. Mustafa is one of the Juries of National Geographic's International Photography Competition held every year in Egypt under the supervision of the Egyptian Ministry of Culture and the sponsorship of Nadet Misr Corporation.
- As a director of photography and a lighting designer, Dr. Mustafa Yousry creates unique art. His ability to see the usual in unusual ways translates beautifully to the photographic medium. Through his creations, Dr. Mustafa brings genuine enthusiasm, a trained eye and his own decisive vision to his work.

Summary of previous work and activities (in short):

- Videography and lighting design training at the Egyptian Public Television. Working mainly in drama, news programs, and interviews.
 - Videography and lighting design training, British Broadcasting Cooperation (BBC), BBC Midland Studios, Manchester City, England-UK.
 - Participating in creating the lighting design of some stage performances and shows.
 - Dr. Mustafa has been a freelance photographer since joining the Faculty of Applied Arts, Cairo in 1994. After graduation, and besides being a tutor within the faculty of Applied Arts, he worked with many national and international advertising agencies operating locally and overseas. Since 1994, he has worked in most areas of photography including three years in the UK, where he was conducting his PhD into television lighting design and digital videography.
 - Owing and directing an advertising photography studio in Cairo, Egypt.
 - Working with some newspapers in Egypt.
 - Participating in many photography competitions and exhibitions inside and outside Egypt.
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REFERENCES
