

Dr. Zaidoun Ihsan Al-Rabbaei



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- Address: Al-Shajarah, Al-Ramtha, Jordan
- Nationality: Jordanian
- Marital Status: Married
- Current Position: Assistant Professor
- Affiliation: Irbid National University – Faculty of Arts & Fine Arts – Graphic Design Department

SUMMARY

Assistant Professor of Graphic Design with strong academic and practical expertise in visual communication, graphic design theory, Arabic typography, digital design, and contemporary design technologies. Holds a PhD in Graphic Design and Visual Communication with extensive experience in university teaching, academic research, curriculum development, and supervision of graduation projects. Actively engaged in scientific research, academic conferences, and peer review activities, with a strong focus on digital transformation, semiotics, Islamic art, and artificial intelligence applications in graphic design education. Demonstrates proven ability to integrate theory with practice, enhance students' creative and analytical skills, and contribute effectively to academic quality assurance and research development.

EDUCATION

PHD: GRAPHIC DESIGN & VISUAL COMMUNICATION 2025
Faculty of Fine Arts – Alexandria University, Egypt

MASTER: GRAPHIC DESIGN 2021
Faculty of Architecture and Design – Middle East University, Jordan

BACHELOR: GRAPHIC DESIGN 2016
Faculty of Applied Arts – Yarmouk University, Jordan

EXPERIENCE

ASSISTANT PROFESSOR OF GRAPHIC DESIGN 2025 - Present
Graphic Design Department – Irbid National University, Irbid, Jordan
Duties and responsibilities:

- Deliver undergraduate courses in graphic design theory and practice.
- Develop and update academic curricula in alignment with modern design trends.
- Apply innovative teaching strategies integrating digital and AI-based tools.
- Supervise students' graduation projects and guide creative research outcomes.
- Conduct academic research and publish in peer-reviewed journals.
- Participate in academic committees and quality assurance activities.
- Evaluate student performance using diverse assessment methods.
- Support academic accreditation and continuous improvement initiatives.

PART-TIME LECTURER – FACULTY OF FINE ARTS 2021 - 2022
Jadara University – Irbid, Jordan
Duties and responsibilities:

- Teach specialized courses in graphic design and visual communication.
- Prepare lecture materials aligned with academic learning outcomes.
- Guide students in practical design projects and assignments.
- Evaluate academic and practical performance using clear criteria.
- Support students' creative experimentation and design thinking.
- Participate in academic discussions and departmental activities.
- Contribute to enhancing students' professional readiness in design fields.

ART EDUCATION TEACHER

2016 - 2018

Ministry of Education – Jordan

Duties and responsibilities:

- Teach visual arts and art education curricula across assigned grade levels.
- Design creative lesson plans that enhance visual literacy and creativity.
- Integrate artistic concepts with cultural and aesthetic values.
- Assess students' artistic skills and provide constructive feedback.
- Organize art exhibitions and extracurricular artistic activities.
- Encourage critical thinking and visual expression among students.
- Maintain classroom management and supportive learning environments.

SCIENTIFIC RESEARCH & PUBLICATIONS

- The Visual Dimension of Arabic Typography: The Dome of the Rock as a Model, Scientific Journal, Tanta University, Faculty of Arts, Issue (61), 2025.
- Applications of Digital Tools in Marketing Islamic Arts: A Historical and Aesthetic Analytical Study, Second Author, International Journal of Islamic Marketing, Vol. 14, Issue 3, 2025, Jordan.
- The Role of the Jordanian Graphic Designer in Promoting Design Culture in Jordan, Single Author, Under Publication.
- The Problematic Use of Semiotics in Contemporary Arabic Digital Design: A Theoretical Study, First Author, Under Publication.
- Digital Transformation Among Graphic Design Students at Irbid National University and Jadara University: Reality and Aspirations, Second Author, Under Publication.
- Famous Graphic Designers: A Critical Historical Study – Arab and International, First Author, Under Publication.
- Art History: A Dialectical Relationship, Third Author, Under Publication.
- The Future of Graphic Design in Light of Developments in Artificial Intelligence Programs, Second Author, Under Publication.

SCIENTIFIC CONFERENCES

- Human and Applied Sciences Conference in the Context of Information Technology and Artificial Intelligence, Held on 7–8 October 2025, Arab Foundation for Human Sciences, Alexandria, With a research paper entitled: The Impact of Artistic Culture and Aesthetic Sensibility on Shaping Jordanian Individual Culture.
- Conference on Applications of Artificial Intelligence Technology in Humanities, Languages, and Education, Organized by Al-Noor University – Iraq, in cooperation with <https://journals.sagepub.com/home/ROE>, With a research paper entitled: Process: A Mixed-Methods Study at Jadara University – Impact of Digital Drawing Tools on Experimental Learning, 2024.
- The Ninth Conference on Issues of Literature, Language, Arts, Media, Surveying Sciences, and Contemporary Developments, 2023, With a research paper entitled: *The Degree of Effectiveness of Distance Teaching Methods Used*

for Applied Courses in Interior Design Departments at Jordanian Universities – Irbid National University as a Case Study, Special Issue, Jadara Journal for Research and Studies, 2023.

- The Ninth Conference on Issues of Literature, Language, Arts, Media, Surveying Sciences, and Contemporary Developments, 2023, With a research paper entitled: *Modern Trends in the Practice of Environmental Graphic Design for Developing Marketing Strategies for Global Companies* (Second Author), Special Issue, Jadara Journal for Research and Studies, 2023.

COMMITTEES & ACADEMIC CONTRIBUTIONS

- Member of the Scientific Committee, Contemporary Challenges Conference, Irbid National University, 2025.
- Member of the Paper Review Committee, Contemporary Challenges Conference, Irbid National University, 2025.
- External Examiner and Jury Member for graduation projects at multiple Jordanian universities.

SKILLS

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| ▪ Graphic Design | ▪ Project Supervision |
| ▪ Visual Communication | ▪ Student Assessment |
| ▪ Arabic Typography | ▪ Quality Assurance |
| ▪ Digital Illustration | ▪ Digital Transformation |
| ▪ Design Research | ▪ Flexibility |
| ▪ Academic Teaching | ▪ Organizational skills |
| ▪ Curriculum Development | ▪ Team work |
| ▪ AI Applications | ▪ Problem Solving |
| ▪ Design Theory | ▪ Time management |
| ▪ Creative Thinking | ▪ Presentation Skills |
| ▪ Research Writing | ▪ Time Management |
| ▪ Academic Publishing | ▪ Communication Skills |

LANGUAGES

- **Arabic:** Native (Mother Language)
- **English:** Very Good / Professional Working Proficiency

REFERENCES

Available upon request.