

Seek Knowledge for Wisdom and Peace



PROFESSIONAL DIPLOMA & SHORT COURSES

Miniature Painting

Professional diploma and short course in Miniature Painting is planned with the objective of encouraging an awareness about the nature of miniature traditional art. This will be achieved by creating an insight into the skills and dedication that resulted in creation of master pieces recognized as part of our world heritage. This course will encourage the appreciation of values that are fundamental to the art of the great tradition of the world. The process of spreading this awareness in our students will be achieved through a series of contemplative exercises, to experience miniature art practically. They will gain knowledge of the materials used in miniature painting like pigments and brushes.

Textile Design

Professional diploma and short course in Textile design aims to train the learners about techniques in the field of textile that will lead them to identify and self-evaluate the capacity and ability of the technical skills through practices. They will be taught about how to adapt and reflect the traditional and modern patterns by adding materials, colours, trends, and visuals. This will lead them to create designs and develop surfaces through conventional and unconventional resources, allowing them to have the ability to analyse the conceptual skills by providing practical solutions to promote indigenous cultural techniques, while sensitizing students towards environmental and industrial needs.

Graphic Design

Professional diploma and short course in Graphic design will lead the students to develop different design and marketing strategies to analyse their outcomes, by applying appropriate design theories into practice for creative outcomes. This will be done through observation, evaluation, and application of different design problem solving principles and strategies. By creating an understanding and learning about the cultural, social, political, environmental, and historical aspects of design by applying them practically in their design process as ethically responsible designers towards community.

Fashion Design

Professional diploma and short course in Fashion design gives students an opportunity to reform their artistic abilities to support their future design careers. They will learn how to assess, propose, and apply various techniques related to drafting, draping, and constructing of garments by developing a systematic, critical approach to problem solving at all levels of the design process. This will be done by relating the design process to manufacturing by articulating design ideas verbally, visually, creatively and digitally.



1st Convocation at Institute for Art and Culture

Institute for Art and Culture marked a significant milestone with its First Convocation Ceremony held recently on campus. The event was graced by the presence of Chief Guest, Caretaker Prime Minister of Pakistan, Mr. Anwar-ul-Haq Kakar, and Mr. Rashid Abdul Rahman Al-Zamar Charge de Affairs at UAE Embassy in Islamabad. The top leadership from the academia and industry fraternity were also among the attendees who graced the first convocation ceremony with their presence. The newly graduate

students and their families celebrated this event that marked the academic achievements of our students at IAC as they received degrees and medals. The event culminated with the presentation of mementos to the distinguished guests in the recognition of their esteemed presence at this memorable event. A portrait painted by SOA faculty member Mr. Saeed Ghani was presented to the honourable Caretaker Prime Minister by the Dean SOA, Prof. Dr. Shahida Manzoor.



Procession of School of Art graduating Students at the IAC First Convocation



Procession of faculty members of School of Art along with graduating students

Congratulations To The School of Art Graduates, 2023

The First convocation ceremony proved to be a remarkable event for School of Art as students were awarded degrees upon the completion of their graduation. 26 students from School of Art belonging to textile design, graphic design and fine arts department were rewarded their degrees.

One student from each department was awarded gold medal, namely; Mina-hil Azhar from Graphic design department, Inshal Akram from Textile design department. Honorary Chancellor's award was also presented to students from each department in order to appreciate their exceptional performance.

DIPLOMA & SHORT COURSES



Drawing

Professional diploma and short course in Drawing aims to develop basic observational skills to study drawing by introduction to basic drawing, perspective, and sketching techniques using various media, to depict a variety of subjects. This will be achieved through a process of observation, experimentation, and creativity.

Calligraphy

Professional diploma and short course in Calligraphy will introduce students to various calligraphy tools such as pens, nibs, inks, papers, and other materials, explaining their uses and how to handle them. Students will be instructed on correct posture, hand positioning, pen grip, and stroke techniques to achieve consistent dynamic calligraphic characters. Students will get an opportunity to demonstrate creativity in composing calligraphy pieces, incorporating appropriate layout, alignment, spacing, and design to create visually appealing and balanced artwork. This will help them showcase expertise in ink mixing and colour application, to create captivating designs.

Glass Painting

Professional diploma and short course in Glass painting will introduce students to the essential tools, brushes, paints, mediums, and other materials used in glass painting, emphasizing their proper use and handling. It will teach students the principles of colour theory, colour mixing, and the behaviour of colours on glass surfaces to create vibrant and appealing designs using various glass painting techniques such as outlining, shading, stippling, sponging, and layering to create different textures. Students will gain knowledge of different types of glass and surfaces, understanding their properties and how to choose appropriate and suitable materials.

Oil Painting

Professional diploma and short course in Oil painting aims to familiarize students with the materials used in oil painting, including types of paints, brushes, canvases, and other essential tools. It will teach students the principles of colour theory, colour mixing, and how to create various shades, tones, and hues using oil paints. This will be achieved by instructing students on different brushwork techniques, strokes, and methods to create different textures and effects in their paintings. Students will develop a strong understanding of oil painting techniques, including brushwork, colour mixing, layering, glazing, and other essential skills required for creating a well-executed oil painting.

Participation of School of Art in 6th International Conference on Sustainable Textile, 2023



The students from School of Art Textile design department from 5th and 8th semester visited University of Engineering and Technology (UET) Lahore, Faisalabad Campus, along with faculty members Ms. Sania Mubarak and Ms. Nimra Sajjad and attended the 6th International Sustainable Conference. A number of national and international scholars were part of the conference who presented their research papers related to the field of textile engineering. Attending this conference helped students of textile design department in gaining knowledge and experience on how textile engineering works, and the impact of sustainability in developing innovative solutions. Students also participated in the competition by displaying their sustainable projects.



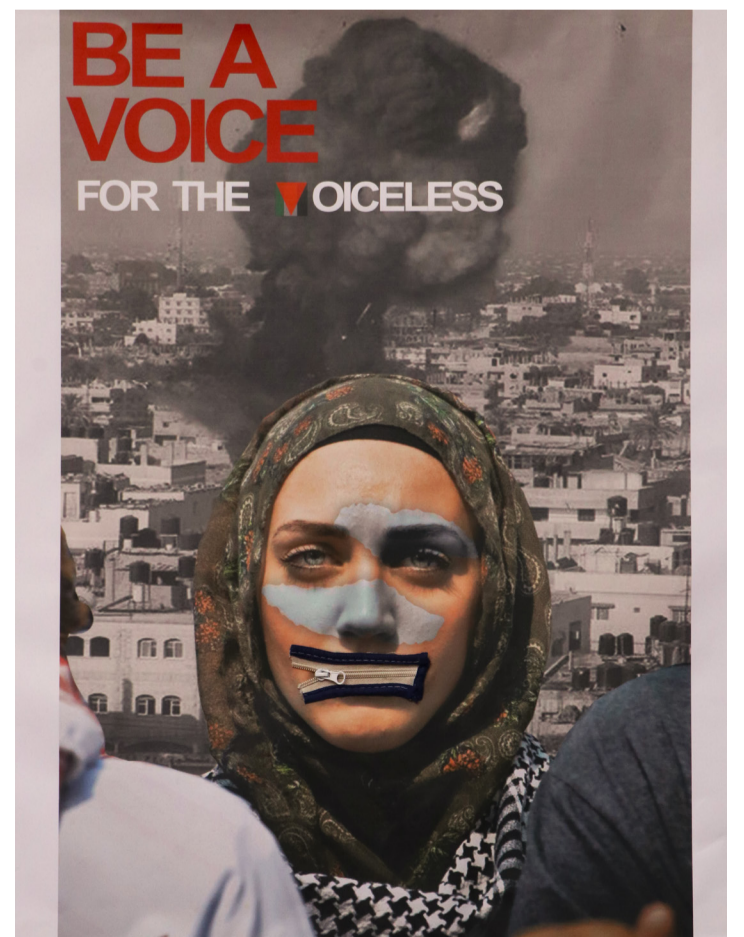
School of Art participated in 'All Pakistan Textile Sustainability Student Competition, 2023' arranged by Department of Textile Engineering, UET Lahore at Faisalabad Campus. Our student from Textile Design Department, Ms. Maham Zafar won 10th position on her project "Katran" selected from among 700 projects selected by a panel of judges. As a part of her project, she had created fabric tiles from post-consumer textile waste, which were further developed into textile interior products. Ms. Maham Zafar created this product under the supervision of textile design instructors Ms. Sania Mubarak and Mr. Zafar Shakeel. The event was collaborated by Achroma and Innotex, hosted by the Department of Textile Engineering, University of Engineering and Technology (UET) Lahore, Faisalabad Campus as a component of "6th International Conference on Sustainable Textile 2023" that took place on November 8, 2023. The Chancellor of IAC Mr. Muhamamd Faisal Janjua and the Dean School of Art, Prof. Dr. Shahida Manzoor congratulated the student and faculty on this achievement, and appreciated the efforts of the department.



Raising A Voice For The People of Palestine



Students of 6th semester Graphic design department were given the task of creating a visually compelling and thought-provoking poster that delves into the interconnected themes of humanity, politics, and injustice. The goal is to stimulate reflection and inspire awareness about the complexities and challenges inherent in these areas. Students selected the plight of the people of Gaza as a central theme for their poster designs and created compelling artworks that delve deep into the issue being faced by them in order to show solidarity with the people of Palestine.





Workshop Conducted on AI

Empowering graphic design students with knowledge of artificial intelligence (AI) is pivotal in today's digital landscape. Understanding AI's role in design tools, automation, and creative augmentation is essential for fostering innovation. Through workshops and lectures, students can grasp how AI streamlines processes, from conceptualization to execution, enhancing efficiency. A workshop was recently organized by the Graphic Design Department in which SOA graduate Ahmed Bin Shakeel was invited as a guest speaker. The workshop talked about how bridging the gap between creativity and AI proficiency ensures that the next generation of graphic designers are able to embrace the transformative potential of this cutting-edge technology, shaping a dynamic and informed future.

Success Story of The Month

Ahmed Bin Shakeel is a graduate of the School of Art who completed his bachelor's degree in 2022, specializing in Graphic Design. He has worked as a creative manager at Gym Armour, Lahore for 1 year, and as a senior graphic designer for 4 years at Syntax Technologies, USA. In the past 3 years, Ahmed bin Shakeel has worked on multiple branding projects, social media marketing campaign designs, and design collaterals for 40 - 50 different local and international clients. Ahmed was also the panellist at Beaconhouse college program's literary entrepreneur contest. Apart from that, he was part of the team that designed the Pakistan football federation official kits chosen for the 23-24 season. He describes his strength to be his creative freedom that he gained as a result of the guidance given by his teachers, allowing him to learn different skillsets that led to his early exposure to client work in the market since his student life. Doing multiple internships and in-house work at IAC enhanced his capabilities and boosted his confidence levels that led him to believe in his own capabilities. Ahmed Bin Shakeel describes the biggest contribution to his success to being the people that he has surrounded himself with, and how being constantly in discussion with them about the work happening in his field has



contributed to his learning process every passing day. Ahmed recounts his fondest memory from his time at IAC being the final year and last semester of his studies where he got the opportunity to bond with his class fellows through the highs and the lows of the time they were working on their thesis projects. School of Art wishes Ahmed Bin Shakeel all the best for his future endeavors.

A Look into School of Art Studios



School of Art offers a unique studio experience and space to their students in which they can unleash their imagination to their utmost desire and execute their creative ideas with success creating remarkable projects.

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