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NEWSLETTER

SCHOOL OF DIGITAL AND CINEMATIC ART

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BRIDGING ACADEMIA AND INDUSTRY



In order to fulfill the vision of our Honorable Chancellor Mr. Faisal Janjua, Assistant Professor Mr. Daniyal Shafiq took the initiative to manage industrial visits of students to Mind Storm Studios / M labs. The IAC team was led by Head of the Animation Design Department, Ms. Sameeha Qadeer Ahmad, along with Head of the Game Design Department, Ms. Uroob Rabani, and Assistant Professor Ms. Umaima Mohsin. The purpose of the visit was to meet the industry leaders and provide industry exposure to IAC students.

TV SHOWS PRODUCTION BY FTV STUDENTS

Students of fifth semester, from the department of Film & Television, have successfully produced two television shows as part of the curriculum for the course "TV Program Production". This commendable achievement was made possible under the guidance and supervision of the course instructor Mr. Syed Urooj Zafar.

Amongst the distinguished guests for these productions, were the renowned Classical Singer Mr. Rustam Fateh Ali Khan and emerging artists from the field of rap music. The students, through their dedicated efforts, delved into various facets of television production, gaining experience in Hosting, Set Design, Art Direction, Camera Handling, Sound Recording, and Switching. Both of these noteworthy shows can be seen on the IAC Production YouTube channel, serving as a testament to the students' acquired skills and commitment to excellence in the field of film and television.



MEDIA AND COMMUNICATION STUDIES STUDENTS VISIT EXPRESS NEWS TV CHANNEL



Students from the Department of Media and Communication Studies visited Express News TV channel where they were briefed about the workings of the channel. They explained how the different departments such as PCR, MCR, archives, transmission, newsroom, graphics and animation, editing, packages, news, and program studios work. It was a great learning curve for the students.

FTV STUDENTS AND SILHOUETTE PHOTOGRAPHY



Under the guidance of the instructor Mr. Sikandar Javed, students from the Department of Film & Television were engaged in hands-on training focused on silhouette photography for the course "Fundamentals of Photography". Throughout this comprehensive practice, students acquired a nuanced understanding of the application of backlighting in both indoor and outdoor settings, adeptly utilizing artificial lights, the tones of the sky, and the illumination provided by the sun. Despite being in the early stages of their academic journey, specifically in semester 2, these students displayed a remarkable enthusiasm for blending artistic expression with experimental photographic techniques.

TV NEWS PROGRAM PRODUCTION BY MEDIA AND COMMUNICATION STUDIES STUDENTS



Students of Media and Communication Studies are stepping into the limelight with their innovative TV news program productions. With a finger on the pulse of current affairs and a creative edge, these budding professionals are reshaping the landscape of news broadcasting. Embracing cutting-edge technology and storytelling prowess, these students craft programs that blend journalistic integrity with engaging narratives. Their productions showcase diverse perspectives on global events, social issues, and cultural phenomena, thus challenging traditional norms of news reporting. This commendable achievement was made possible under the guidance and supervision of the course instructor Mr. Syed Ali Sultan.

LEARNING CHROMA KEYING TECHNOLOGY



Department of FTV is scaling new heights day by day. Its students are now able to work and experiment with the art of Chroma keying technology. The PCR and Studio at IAC is equipped with the required equipment for Chroma keying. It is a technique that comes from using a green screen. Two points of interest are filmed together: the green screen in the background, and the 'real' actors and objects in the foreground. The contrast in color allows you to isolate these things from each other.

It is not just the students of FTV department, but also from Game Design and Development, who are learning this most important technology under the guidance and supervision of experienced industry professional instructors, that will help them in their future endeavors in the field.

CINEMATOGRAPHY PRACTICAL CLASS ON FILM NOIR LIGHTING



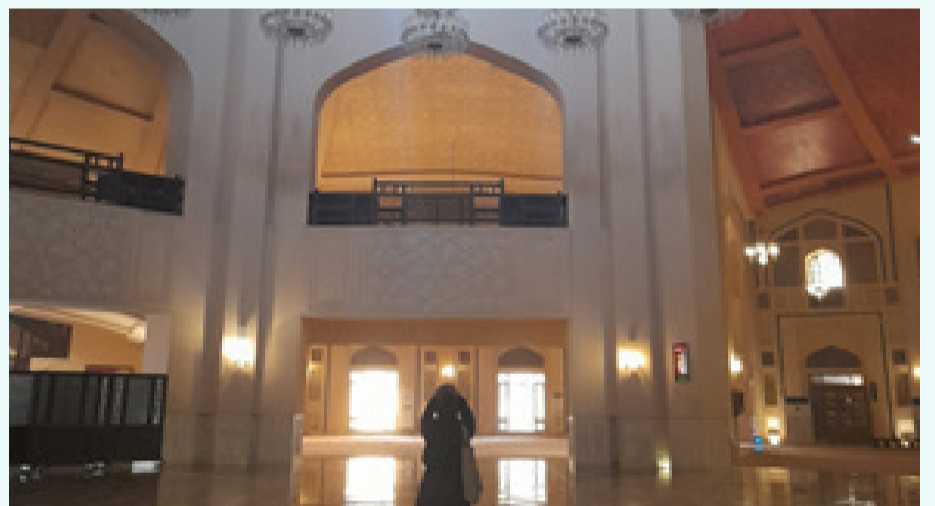
Students of semester three, enrolled in the Department of Film & Television took practical training in Film Noir Lighting in the course "Cinematography" taught by Mr. Sikandar Javed. This experience involved the acquisition of skills essential for creating shadows and employing cookies and gobos to achieve low-key lighting, characteristic of the film noir genre. The students' eagerness to amalgamate artistic expression with experimental techniques was evident throughout the training. Moreover, they gained a comprehensive understanding of cinematographic elements such as Chiaroscuro, high contrast, and specific camera settings tailored for film noir lighting. This endeavor not only showcases the students' dedication but also highlights the effectiveness of Mr. Sikandar Javed's pedagogical approach in imparting the intricate nuances of cinematography within the context of film noir aesthetics.

"INTERACTIVE SESSION ON VISUAL LANGUAGE WITH SEMESTER 4 STUDENTS"



The students of the Animation Design Department, 4th semester, recently presented the intriguing subject of "Shape Language" in character concept art as a class assignment. The presentation delved into how the use of different shapes can profoundly impact the visual and emotional aspects of characters. This presentation was a valuable opportunity for the students to gain fresh perspectives on character development in animation.

UNLEASHING CREATIVITY BEYOND CLASSROOM WALLS: A UNIQUE DRAWING ASSIGNMENT AT GRAND BAHRIA MOSQUE



We're thrilled to share an exciting highlight from our recent academic endeavor which was a trip to the magnificent Grand Bahria Mosque for a distinctive drawing assignment of first-year students.

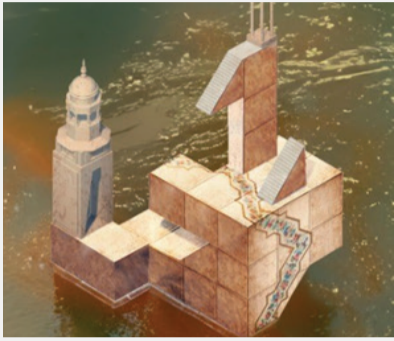
The primary objective of the assignment wasn't just to capture the awe-inspiring architecture of the mosque on paper; it was a deliberate effort to break free from the conventional classroom environment and provide students with an environment conducive to creativity and inspiration. By immersing ourselves in the grandeur of the Grand Bahria Mosque, our students were encouraged to think beyond the ordinary, letting the surroundings influence their artistic expression.

What made this experience truly special was the collaboration with our third-year students, creating a unique dynamic of cross-year interaction. Dialogues among like-minded individuals, across different stages of their academic journey, are integral to professional growth.

As we reflect on this fun-filled yet productive outing, we see it as a testament to our commitment to nurturing creativity, breaking down

barriers, and fostering a sense of community within our academic family. We believe that experiences like these go a long way in shaping well-rounded individuals ready to face the challenges of the professional world.

STUDENTS IN THE FIELD OF GAME DESIGN ENGAGE WITH STEM



A fusion of Science, Technology, Engineering, and Mathematics. Going beyond the boundaries of STEM, Kaleem Ullah Tayyab embarks on a journey to create a game that captivates not only through its artwork but also its logical intricacies. He has skillfully incorporated architectural elements into illusions, crafting puzzles that not only challenge users' cognitive abilities but also enhance their strategic thinking. Channelling the genius of M.C. Escher, these aspiring game designers challenge players to analyze environments from diverse perspectives

SEMINAR AND PROJECT BRIEFING ON ANIMATION AND GAME DESIGN FOR THE RUBIKA-LOUVRE PROJECT ON MUGHAL ART



The project of Animation and Game Design with Rubika gives students the energy to prove themselves on a global level. Most of the students of the Animation Design program are joining animation studios in Germany and France. IAC is promoting its students and faculty to go abroad for International exposure and bring the knowledge here at IAC for educating others, and to establish a big industry of Animation and Game Design in Pakistan.

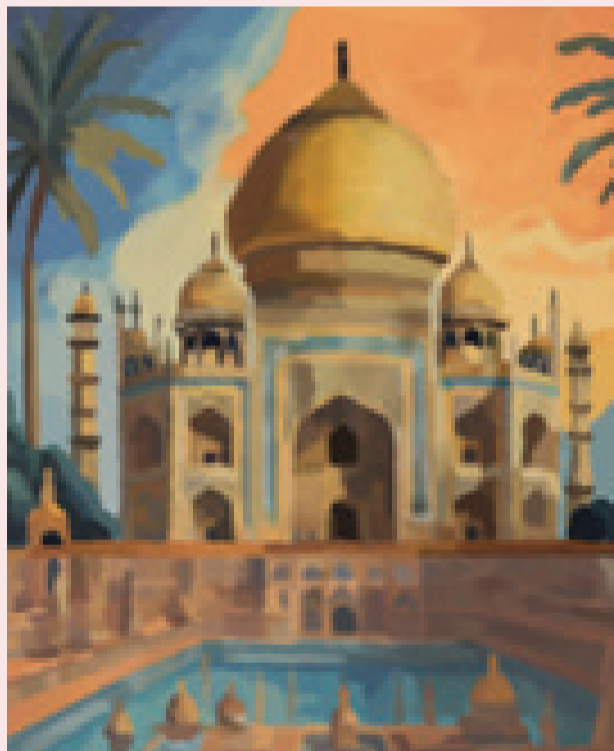
PAINTING THE HERITAGE DIGITALLY

Continuing the technique of Digital Art, Mian Muhammad Saeed, Saad Hassan, and Areeba Nisar from Semester 5, focused on the heritage including the miniature techniques and well-known structures of our culture.

Their proficiency in software tools, paired with a keen eye for detail, sets them apart as accomplished digital artists.



Areeba Nisar
Semester 5th – Animation Design



Muhammad Saad Hassan
Semester 5th – Animation Design



Mian Muhammad Saeed
Semester 5th – Animation Design

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