BEGINNING OF A MAGNIFICENT JOURNEY BETWEEN IAC AND HUM NETWORK LTD, THE LEADER IN THE MEDIA INDUSTRY

A historic MoU was signed between HUM NETWORK LIMITED and IAC in a grand ceremony unlocking a realm of opportunities for IAC students, particularly in the School of Digital & Cinematic Art (SDCA). Ms. Sultana Siddiqui, President HUM NETWORK and Mr. Duraid Qureshi, Chief Executive Officer, HUM NETWORK LIMITED were the chief guest and guest of honour at the occasion. From IAC side, honourable Chancellor IAC Mr. Muhammad Faisal Janjua signed the MOU. Pro VC Dr. Ijaz A. Qureshi, Registrar Brig ® Safeer Vaseer, Dean SDCA Prof Dr. Shabbar Atiq, HOD Film & TV Syed Urooj Samdani, Mr. Asim Awan, Group Head Marketing & Mr. Rukham Khan, Executive Director, IAC Centre for Creative Arts. were also present at the occasion.

Ms. Sultana Siddiqui, President HUM NETWORK answered questions which were asked by FTV students. She shared her experiences and challenges when she started HUM Network Limited. Honourable Chancellor IAC Mr. Muhammad Faisal Janjua termed the MOU as a historic event and reiterated the fact that IAC will keep on working for the betterment of its students and providing them with such opportunities.

This collaboration promises a unique blend of academic learning, research initiatives, case studies, and joint productions, sparking excitement and appreciation. The air was further charged with a captivating performance by Ustad Rustam Fateh Ali Khan (Tamgha-e-Imtiaz), Head of the Music Department, IAC.

INAUGRATION OF IAC CENTRE FOR CREATIVE ARTS BY MS. SULTANA SIDDIQUI, PRESIDENT HUM NETWORK LTD.

Chancellor IAC Mr. Muhammad Faisal Janjua, alongside Ms. Sultana Siddiqui, President Hum Network, inaugurated the Centre for Creative Arts, marking a proud milestone for the IAC community. Joined by Guest of Honour Mr. Duraid Qureshi, Chief Executive Officer. HUM NETWORK LIMITED and senior management from both HUM NETWORK and IAC, the Centre, which will work with the School of Digital and Cinematic Art (SDCA), under ambit of ORIC will provide opportunities for IAC students in the field of film and drama production, script writing, direction, cinematography, editing, animation, graphic designing, set and art designing, acting, music and many other fields to IAC students. The Centre is a brain child of the visionary Chancellor IAC Mr. Muhammad Faisal Janjua, and would be led by the Executive Director Mr. Rukham Khan, the renowned industry leader.

MOMENT OF HONOUR FOR FTV

Head of Department for Film and Television (FTV) at IAC, Mr. Syed Urooj Samdani was recently invited as a judge at the BISC Film Festival organized by Beaconhouse School System. This prestigious invitation recognizes Mr. Samdani's remarkable expertise and contributions to the world of drama and film. Speaking at the occasion, Mr. Samdani said, "It was truly inspiring to witness the passion and creativity displayed by the students at the festival.''

UNLEASHING THE WORLD OF GAME DEVELOPMENT: BILAL HAIDER'S WORKSHOP ON GAME ARCHITECTURE

We are thrilled to share the exciting highlights of a recent workshop conducted by the esteemed Bilal Haider, a thriving expert in the field of Game Development. The workshop, centered on "Game Design Architecture," provided students with a captivating journey into the core dynamics of game design.

Bilal Haider's engaging session delved into the fundamental aspects of game development, offering first year students, a comprehensive understanding of game dynamics. The workshop was specifically tailored to introduce students to the basics of game development, focusing on the intricate variables that define the rules and mechanics of creating immersive gaming experiences.

Through insightful discussion and practical sessions conducted in class, Bilal haider guided the students in unraveling the basics of game. This workshop not only served as an informative introduction to the basics of game architecture but was also an insightful interactive session.

TRIUMPH IN THE ARENA: STUDENTS OF GAME DESIGN DEPARTMENT EXCEL AT OOTA GAME JAM 2023

Students of Game Design participated in Voice and Vulnerability Game Jam, organized by M-Labs in collaboration with WWF-Pak and the British Council. The theme of this game jam revolved around climate change, a pressing issue affecting the world today. These students led by Miss Uroob Rubbani secured an impressive 5th position and were highly appreciated by their mentors including industry experts- Muhammad Arslan from Level 9 Studios, Mohsin Mehmood Program Manager M Labs, Maham Game Designer Mindstorm Studios and Yaser Awan Director M Labs.

This experience not only allowed our students to put their theoretical knowledge into practice but also provided valuable insights into the dynamics of real-world game design competitions.

HUMZA JAWAID SUBZWARI HOLDS WORKSHOP ON HOSTING

Department of Film & TV (FTV) organized a workshop on Hosting by Humza Jawaid Subzwari, a prominent TV host, currently hosting Alief TV's popular road show "Public Bolti Hai". He is also a former host of OLX. Humza Jawaid guided the students about how to be a professional and successful host. He shared valuable information about the role of vocal sound, use of expressions, gestures, body language etc. while hosting. He also gave interactive trainings on hosting techniques to the students.

FORMATION OF FILM & TV SOCIETY

Department of Film & TV has founded a new society "FTV SOCIETY". The Film & TV Society aims to create a dynamic and enriching cinematic environment within the institute, fostering a community of film students, enthusiasts and professionals. This initiative aligns with the FTV department to promote artistic expression, cultural understanding, and academic excellence.

The society will work on organizing Film Festival, Screenings, Workshops and Master classes, Networking Events and Collaborations with film and media departments from other universities amongst other things.

UNVEILING THE ART OF CHARACTER EXPLORATION IN OUR CLASSROOM!

Following is a glimpse into our recent assignment that brought the magic of film, animation, and gaming right into our classroom! Our students embarked on a fascinating journey as they delved into the intricate world of character analysis, dissecting their chosen characters from various media forms.

The core objective of this assignment was to encourage students to go beyond the surface and truly understand the essence of their selected characters. From iconic figures in film to animated personalities and game protagonists, our students embraced the challenge of unravelling the layers that shape these protagonists.

What made this assignment truly unique was the immersive approach our students took. They not only dived deep into the character's backstory, motivations, and personality traits, but they also stepped into the shoes of their chosen characters by dressing as their characters, bringing to life every nuance of their gestures, actions, clothing, and looks.

This assignment helped developed their analytical skills. By immersing themselves in the characters' worlds, our students gained insights into the steps required to craft a charismatic character.

SDCA RECREATIONAL TRIP TO RANA RESORT 2023

Animation Design, Institute for Art & Culture, Lahore recently organized an enriching field trip for the students, immersing them in a dynamic learning experience at Rana Resort. The excursion aimed to blend academia with real-world applications, fostering a holistic understanding of their coursework. This trip was arranged by students under the supervision of Mr. Danyal Shafiq, along with Ms. Sameeha Qadeer Ahmad, Head of Animation Design, Ms. Noreen Arshad and Ms. Umaima Mohsin.

Amidst the lush greenery and recreational facilities of Rana Resort, students engaged in interactive sessions, team-building activities, and practical demonstrations relevant to their academic disciplines. The trip not only provided a refreshing break from traditional classroom settings but also encouraged social interaction and networking among students. IAC's commitment to experiential learning was evident as the excursion at Rana Resort became a memorable and educational adventure for the students.

ANIMATION STUDENTS DIVES INTO THE REALM OF ANIMATION
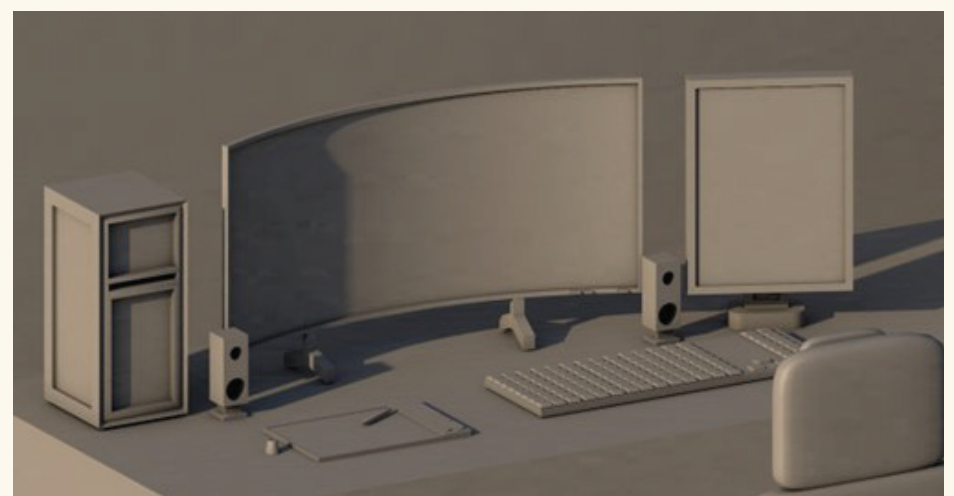

As a part of their exposure into the digital realm, the talented Students of 5th Semester of Animation Design Department, Waleed Iqbal, Muhammad Saad Hassan, Laiba Tahir and Mian Muhammad Saeed have showcased their potential to achieve the extraordinary. They have stepped for the very first time in the digital world and proved that they can do wonders. Students with their skills of creativity were asked to create an imaginary world for the given character.

An effort of a student named Muhammad Mahin, showed his dedication in completing a scene of aesthetic value and feel. The concept narrates the bond of a man with his memories and past that he relives every day.

Sahaib Ahmed's efforts on the assignment to design a 3D animated studio were marked by a meticulous fusion of creativity and technical precision, resulting in a captivating virtual environment that seamlessly integrated innovative aesthetics with functional design.