



IAC

NEWSLETTER

Federally Chartered
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SCHOOL OF DIGITAL AND CINEMATIC ART

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HOLDING OF FRENCH CLASSES FOR RUBIKA-LOUVRE PROJECT ON MUGHAL ART



Faculty and students of Animation Design are very enthusiastic about taking French classes. We have good number of students who are learning and practicing all four components of French language. The faculty and students will visit Rubika, School of Animation and Game design in France, in July 2024 to complete le Louvre Project on Mughal Art.

A very well-thought project from Jean Baptiste CLAIS based on culture, tradition, and history of Mughal Empire, was given to the students of IAC to preserve Mughal era in digital medium. Faculty and students visited Lahore Fort several times for study and references for the project.

FILM & TV AND MEDIA COMMUNICATION STUDIES STUDENTS VISIT EXPRESS NEWS TV CHANNEL



Students from the dept. of Film, TV and media visited Express news TV channel where they were briefed about the working of a TV channel. They were explained how the different depts., of a channel work including PCR, MCR, archives, transmission, news room, graphics and animation, editing, packages, news and program studios. It was a great learning experience for the students from the dept. of Film, TV and media.

ROOKIE GAME JAM PRIZE DISTRIBUTION CEREMONY 2023



The vision of our Honorable Chancellor Mr. Faisal Jangua and respected Dean Prof. Dr Shahida Manzoor is "to create a strong bridge between the academia and industry." To fulfill the vision, Mr. Daniyal Shafiq Assistant Professor took initiative for the revival of collaboration with the fascinating world of Animation, Games and Graphic industry of

Pakistan for the countless opportunities of teamwork to IAC students.

M lab invited IAC animation design faculty for Rooks game jam distribution ceremony 2023 in the collaboration with Pakistan Software Houses Association, and the launch of 1st animation, game, and graphic report of industry. The IAC team was led by Ms. Sameeha Qadeer Ahmad, Head of Animation Design, Ms. Noreen Arshad, Lecturer. The visit's purpose was to meet industry leaders and appreciate the efforts for organizing and compiling the useful first insight report of Animation, Games and Graphics industry report.

Students of Game Design and Development attended TEN18CON



Students of Game Design and Development attended TEN18CON organized by Epiphany on 18 May, 2023. In this event, the students had the opportunity to connect with the biggest names in gaming technology and gain valuable insights into the latest trends, innovations, and breakthroughs in the industry.

FILM & TV STUDIO FULLY OPERATIONAL AT IAC



The state-of-the-art Film and TV Studio is fully operational and being used for recording different types of programs. Students learn the art and techniques of TV program production on multiple cameras with the latest studio equipment.

Classes of acting, lighting, cinematography, photography, set designing are held in the studio in addition to various student project shoots including short films. IAC YouTube channel shows are also recorded in the studio.

Without a studio, no TV and Film Dept. can flourish and IAC has provided its students with this platform, where they are learning the latest types of productions from industry professionals.

FILM AND TV DEPT. THESIS JURY



Film and TV Dept. second Thesis Jury was held at IAC. The jurors included Ali Tahir, renowned Pakistani actor, director and producer along with Faseeh Bari Khan, acclaimed writer and producer. Ten students appeared in the jury. The jurors highly appreciated the students' works and gave them valuable tips for the future. The thesis students were very encouraged by their feedback. Both the jurors appreciated the efforts of Dept. of FTV and IAC in supporting the students in their endeavours.

ANALYTICAL DRAWING BY 3RD SEMESTER ANIMATION DESIGN



Students of 3rd semester are engaged in crafting lines on drawing sheets to get 3D shapes and forms on 2D surfaces by using the basic elements and principles of drawing. This assignment was a fantastic opportunity for the students to explore the power of perspective and sharpen their analytical drawing skills. As animation students, understanding perspective is essential for creating dynamic and realistic scenes in artwork. Teachers encourage them to approach this assignment with enthusiasm and an open mind, as it is a significant step towards mastering the art of Animation.

INDUCTION OF PROFESSIONAL VISITING FACULTY AT SCHOOL OF DIGITAL AND CINEMATIC ARTS

The School of Digital and Cinematic Art at IAC hired the services of Esteemed professionals of TV and Film as a part of its continued efforts of imparting world class education. The faculty includes:

ALI TAHIR



The esteemed TV and Theatre actor, director and writer have joined the Institution as a visiting faculty member in the

Department of Film and TV. Bringing a wealth of industry experience, their presence is set to enrich the learning environment, offering students valuable insights into the realms of acting, directing and writing for both television and theatre. This notable addition underscores our commitment to providing students with exposure to seasoned professionals fostering a dynamic and immersive educational experience.

DR. ASGHAR NADEEM SYED



Dr Asghar Nadeem Syed, a prominent figure in Pakistani literature and entertainment, has recently joined IAC as visiting faculty in Department of FTV. Renowned for this contributions as a playwright, drama serial writer and poet, Dr. Syed,s appointment adds significant expertise to the college.

Dr. Syed,s presence is anticipated to inspire and guide aspiring filmmakers and television professionals, further solidifying our reputation as a hub for creative education in Pakistan.

SIKANDAR JAVED (LECTURER)



Sikandar Javed is a Film and Documentary Director and Writer. He completed his M.A Filmmaking from University of Bradford, UK in 2022. He has done his MS in Film and TV from BNU (2019).

Sikandar's Thesis film 'The Café' won distinction at BNU. He won awards for best film, best director and best screenplay writer at the thesis screening held at BNU.

He won awards for best film, best director and best screenplay writer at the thesis screening held at BNU. He has practical experience spanning around five years apart from three years of teaching at various universities in Lahore. He has also done a short course 'Directing the Documentary' from NFTS (National Film & TV School, UK)



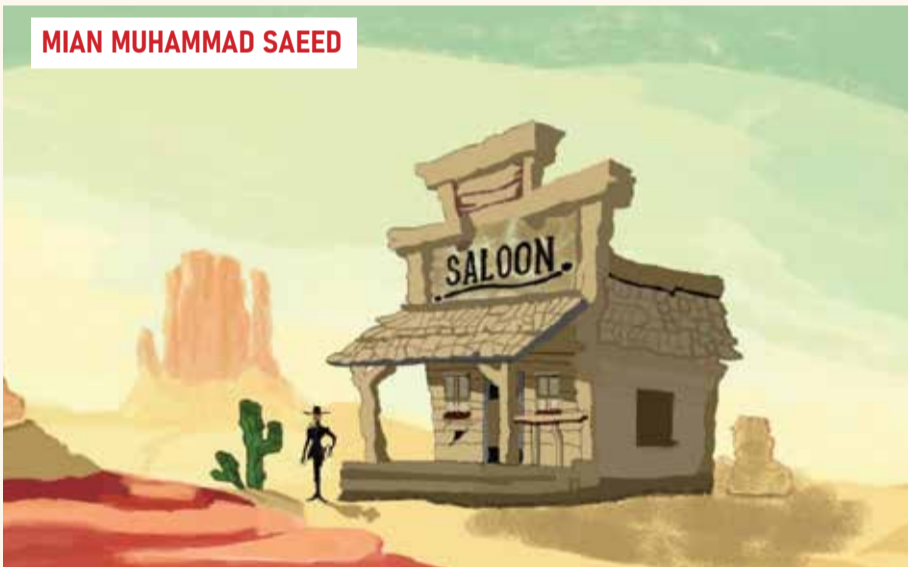
USHNA IMRAN COORDINATOR/LECTURER

Ms. Ushna, a designer during the day and an inquisitive mind at night, has joined IAC as a regular faculty member. With a profound passion for all things related to art, she embarked on her educational journey, earning a bachelor's degree in architecture and a master's in multimedia. Her academic pursuits are driven by the desire to foster meaningful dialogue with her students, acting as a catalyst for their growth as well as her own.

WORK OF ART BY STUDENTS

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.

MIAN MUHAMMAD SAEED



LAIBA TAHIR



WALEED IQBAL



MUHAMMAD SAAD HASSAN



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