



NEWSLETTER

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SCHOOL OF DIGITAL AND CINEMATIC ART



FILM FESTIVAL 2023

Department of Film and Television under the School of Digital and Cinematic Art hosted its first film festival with the aim to showcase the creative brilliance of emerging filmmakers. The Patron in Chiefs for this Film Festival were notably the Dean of the School of Digital and Cinematic Art, Prof. Dr. Muhammad Ashraf Khan, and the Head of the Department, Mr. Syed Urooj Samdani. The event was headed by Mr. Omer Saeed Qureshi and Mr. Nasir Malik, esteemed lecturers of the department.

The festival comprised five categories, each catering to different forms of visual storytelling. These comprised Short Films, Animated Films, Music Videos, Travelogues, and Documentaries. A total of 33 entries were selected for screening. Film enthusiasts, students, and industry professionals gathered with great anticipation at the institute's auditorium to witness this extraordinary cinematic event. Special screenings took place, the first one was the award-winning documentary film "Ravi Kinaray" directed by Mr. Kamran Butt, and the other screening featured an Action thriller film, "Abduction." Mr. Nasir Malik worked as a sound designer.

The Judge panel includes Chief Operating Officer, Alief TV Irfan Asghar, Director & Actor Ali Tahir, Writer, Actor & Producer Fasih Bari, Actor & Host Noor-ul-Hasan, International Award-winning Documentary

Filmmaker Kamran Butt, Host & stylist Farah Hashmi, Art Director Zayn, Actor Zunair Dar. Short Film, 'Admission Open' by Junaid Arif from UCP, Documentary 'Jo Guzar Gaye' by Shahzaib Shah from BNU, and Music Video 'Fareeha' by Saleena Khan from BNU won in their respective categories. It was a massive event, pulled together by students which was highly appreciated by the esteemed judges, Chief Guest Rukham Khan, Pro Vice-Chancellor IAC, Prof Dr. Ijaz A. Qureshi and Registrar Brig (R) Muhammad Safer Vaseer.



IAC SUMMER CAMP

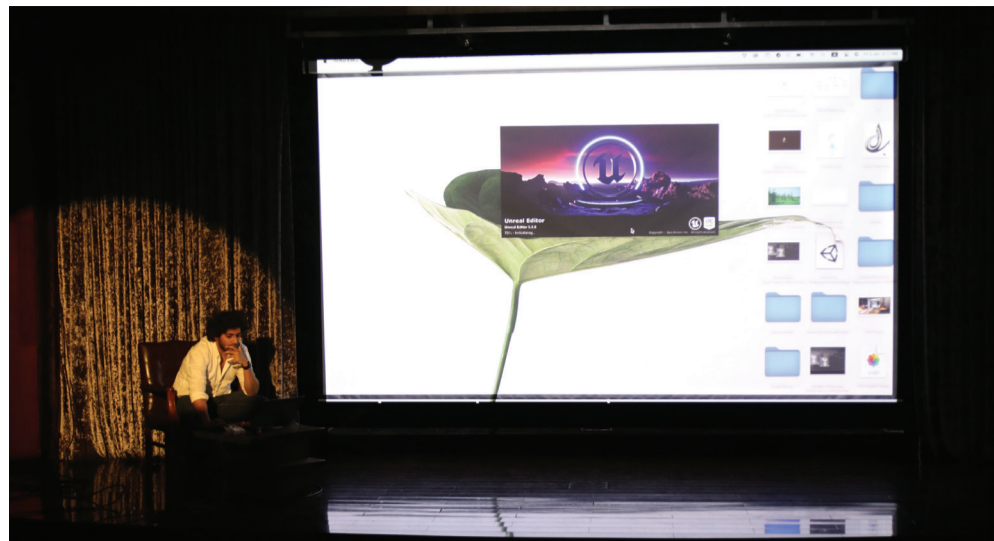


School of Digital and Cinematic Art has enthusiastically kicked off summer by offering enthralling short courses, including Digital Photography, Digital Filmmaking and Game Development. This four-week, summer camp was attended by college students where they had experienced hands-on training that includes handling the camera, lighting setup, editing, sound, etc. The event culminated with the graduation ceremony of these students where the student work was displayed. The effort of the faculty was appreciated by parents along with Chancellor of IAC, Mr. Muhammad Faisal Janjua, Pro Vice-Chancellor IAC, Prof. Dr. Ijaz A. Qureshi and the Deans of the school.



WORKSHOP ON UNREAL ENGINE BASICS

Mr. Bilal Haider, a distinction holder from Institute for Art and Culture, a Senior Game Artist and Designer at EuphoriaXR conducted a workshop. The focus of the workshop was to make students familiar with the exciting world of Unreal Engine along with unraveling its intuitive tools and features. In this session, each detail was discussed from navigation to project creation. Mr. Bilal demonstrated hands-on experience for a better understanding of students with this cutting-edge game development platform.



FACULTY TRAINING SESSION WITH MS. JADE GARDAIS

The Institute for Art and Culture in collaboration with the world-renowned institute Rubika, held a teacher training session under the supervision of an experienced educationist, and pedagogist Ms. Jade Gardais. The purpose of the training session was to provide faculty with professional development opportunities and enhance their teaching skills. The objective was on exploring innovative training aids & methodologies with idea conception, along with discussing effective pedagogical strategies. The session covered the latest trends in animation that comprise differentiated instructions in the animation field, technology integration, and student assessment. Speaking on occasion, Rubika's Ms. Jade Gardais said: "I am thrilled about this collaboration and believe we can create a positive and transformative impact on our student learning experiences and contribute to the global pedagogy community." Interactive sessions are fruitful and enable our faculty to stay up-to-date

with international animation trends and research. Head of the Department, Mr. Zafar Khokhar said: "TOT sessions have encouraged interactive discussions and provided practical examples, to make the learning experience more enriching."

ALI TAHIR ELABORATES ON 'DIFFERENT GENRES OF ACTING'

IAC aims to escalate students' skills along with academia according to the standards of the media industry.

The highly esteemed personality of Pakistan's entertainment industry, actor, director, and producer Ali Tahir was invited to IAC for sharing his acting techniques and experiences. He explained three different genres of acting which includes acting for stage, screen, and cinema. He demonstrated different ways to deliver the same dialogue for each platform. Moreover, he emphasized the importance of facial expressions and body gestures for an actor. These enlightening learning experiences for students are helpful in their professional careers. Several initiatives have been taken in the past for grooming students where national and international musicians and filmmakers have often visited IAC. Syed Noor, Shehzad Rafique, Fasi Bari, Noor ul Hasan, Ustad Rustam Fateh Ali Khan, Jahir Riveria, Sunny Jain, Jawad Ahmed and a few others have been conducting workshops at regular intervals.



ANIMATION DESIGN

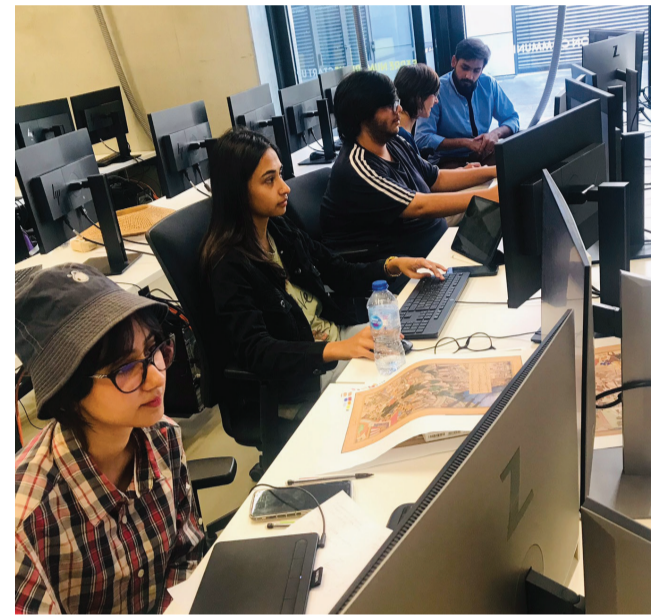
VISIT TO LAHORE FORT – PARTNERSHIP WITH LE LOUVRE AND RUBIKA

A visit to Lahore Fort was arranged for animation students who have been selected for Rubika Summer Camp in France in July 2023. Students have to learn the architectural structure and decorative tile work of Lahore Fort which they will use in the animated movie at Rubika. Students have studied the illustrated stories on picture wall which reflects the culture and tradition of Mughal Empire and their personal life stories as well. Students learnt the figure drawing, their costumes, daily life stories of working class in comparison to the royal ones in illustrations on wall.

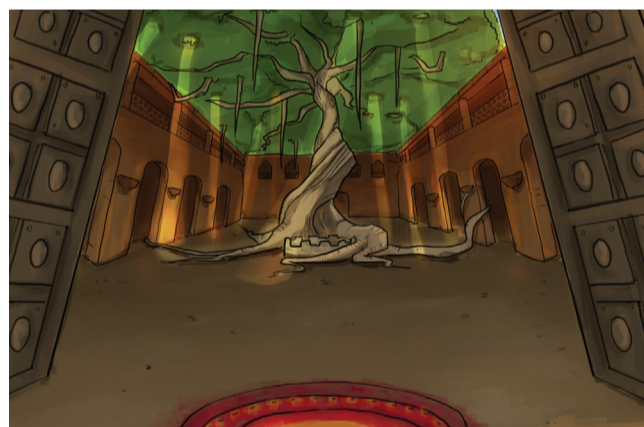


RUBIKA SUMMER CAMP 2023

IAC students got an amazing opportunity to take part in summer camp at Rubika this summer in July. They have learnt the detailed pipeline of 2D animation by professional faculty of Rubika who are working in French digital art industry, animation and game design studios, and work as book illustrators. They have well equipped computer labs with latest equipment, they have worked and enjoyed the company of competent animators of France. IAC is working on a big project to start Rubika animation program on bachelor level with foreign faculty where Pakistani students will be able to compete on international surface.



STUDENTS WORK



Students of 4th Semester got interacted with the 3D world for the very first time. They attempted to model 3D model of Institute for Art and Culture (IAC) The students did a good job in proving their skills and executed the project professionally.



A beautiful concept art is created by the students of 4th semester on characters from Greek and Roman mythology. Through deep research for inspiration and many creative steps, they produce quality artwork that meets industry standards. We look forward to witnessing their continued artistic development and the exciting projects they will undertake in the future.

These students are the driving force behind groundbreaking research, innovation, and academic excellence. Students of animation design of semester 8th produced their thesis in their expertise in 2D and 3D animation. Their dedication, commitment, and intellectual curiosity continue to shape the landscape of world of animation.

GAME TRAIN VISITS

The IAC team, led by Ms. Sameeha Qadeer Ahmad, Head of Animation Design, Together, we investigated the fascinating world of Game Train and the countless opportunities for teamwork to motivate IAC students.

Assistant Professor Umaima Mohsin, Head of Department Hina Malik, and Assistant Professor Daniyal Shafiq, all joined along and contributed their distinct insights. We're on a mission to create a truly remarkable bond by fusing art, culture, and gaming together!



TEN 18 CONFERENCE

Students of Game Design and Development from the School of Digital and Cinematic Art attended TEN18CON organized by Epiphany, under the mentorship of our esteemed faculty members Mr. Imran Gul, Miss Aroob Rabbani and Mr. Saleemullah Khan. The event was all about various games, art and animation to Web 3.0, metaverses, AR, VR, MR and XR, to e-sports. The interactive session was conducted by Director of M-LABS at Mindstorm Yaser Awan, CEO of Frag Games Ali Ihsan, Founder Epiphany and Co-Founder of TEN18CON and other industry-renowned game experts. Students gained valuable insights, the latest trends, innovations, and breakthroughs in the industry. It is essential for students to interact in the gaming community for building skillset and zestful learning.



SEMESTER 8 JURY

The Midterm Jury for the graduating students of the Game Design department, session Spring 2023 was a pivotal event that marked the culmination of their four years of hard work and dedication in the world of game development. Students articulated their vision, explained the mechanics, gameplay, story and artistic direction of their game. The jurors included esteemed industry professionals and experienced faculty members. Miss Anooshay's project namely NEU was one of the best and original idea with stunning visuals. Constructive feedback from the jurors encouraged students to refine and enhance their work, ensuring they were well-prepared for the challenges that lie ahead.

EID IAC KE SUNG' GOES ON AIR ON IAC PRODUCTION

Under the auspices of the esteemed Head of the Department, Syed Urooj Samdani, and the production team our zestful students Laiba Mustafa and Syed Shazil, semester 1, Film and Television department stepped forward to grasp the seats of the studio. 'Eid Iac Ke Sang' the first Eid show was recorded and was on aired on IAC production. Honorable Pro-VC IAC, Prof. Dr. Ijaz A. Qureshi, Registrar IAC Bridg (R) Muhammad Safeer Vaseer, Dean IAC Dr. Muhammad Ashraf Khan were the guest of the show. The entire production process which evolves around research, script-writing, set-designing, hosting, photography, and camerawork was conducted by students. The diligent work of students and teachers was acknowledged and appreciated by the management. This endeavor has fostered students' confidence and enhanced their vision as future media enthusiasts. Students are thrilled to work on forthcoming projects of IAC production.



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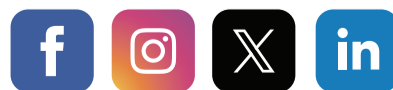
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