

INTERACTIVE WORKSHOP BY HAREEM FAROOQ AT IAC



Hareem Farooq, a renowned Pakistani actress and Producer is very well known in the entertainment fraternity. Hareem was recently invited to IAC where she conducted an engaging workshop, titled, Commercial Opportunities in Digital Cinematic & Fine Art with IAC students who aspire to delve in the field of media. The workshop not merely engaged budding actors or artists but also gave them an insight about Pakistani industry which will be pivotal for their future.

The workshop provided a comprehensive platform as it enabled the students to understand how Digital Media has become commercialized and equally innovative over the span

of years. TV Anchor, Zainab Yousaf, hosted the workshop along with Hareem Farooq who shared valuable insights of her extensive career in the industry which involved both acting and production. Such insights gave aspiring media students an enhanced understanding of their professional journeys which lay ahead of them.

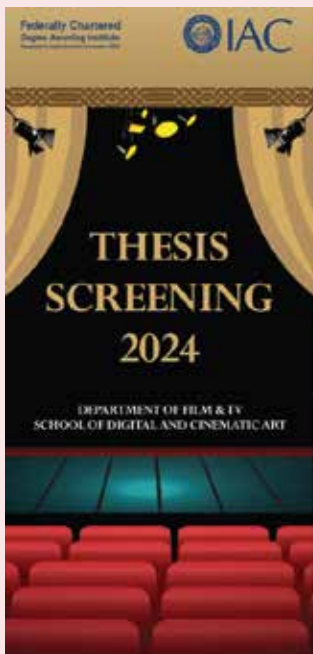
Influencer Culture, Media Literacy, to name a few. Mr. Samdani's position as the HOD at IAC reflects his multifaceted expertise in the field, making him an invaluable addition to this conference organized by the School of Media & Communication Studies at UMT in collaboration with PU Quaid-e-Azam Campus. Mr. Samdani offered his expert views as the Session Co-Chair at the conference.

ANIMATION DESIGN DEPARTMENT STUDENTS WORK - CONCEPT ART & 2D ANIMATION



This month's exclusive edition of our academic newsletter, we are pleased to bring forward the work of our incredibly talented 4th semester animation students. The vibrancy and imagination displayed in their work projected their own artistic prowess and creative ingenuity. From Immersive storyboards to characters design - the captivating artwork of each student reflected their hidden genius. Their work was their own self reflection of their sheer hard work and dedication which came to fruition in the final display of their work. The 4th-semester cohort has embraced diverse styles and themes, bringing forth a rich tapestry of visual storytelling. This display not only highlights their technical skills but also underscores their ability to translate ideas into compelling visuals. As we applaud their artistic achievements, we look forward to witnessing their continued evolution as animators, contributing to the dynamic and ever-evolving world of animation.

FTV THESIS FILMS SCREENING 2024



Thesis Films of the second graduating batch of IAC Film and TV Department (FTV) were screened at IAC which showcased the work of twelve graduating students who successfully displayed documentaries on different genres which involved drama, action, etc. While the projection did not only reflect the sheer hard work of IAC students but their creativity and aesthetics were greatly appreciated and lauded by people who were present at their display. Dean, School for Digital and Cinematic Art, Prof. Dr. Shabbar Atiq and HOD FTV Urooj Samdani along with renowned TV Drama Script Writer, Dr. Asghar Nadeem Syed, and Actor-Director Ali Tahir, who both are amongst the

esteemed visiting faculty at FTV, IAC also watched these films and appreciated the students' work.

UROOJ SAMDANI: LEADING THE DISCOURSE



Head of Film and TV Department at IAC - MR. Syed Urooj Samdani was given the honour to co-chair a session at the 2nd International Media and Communication Conference on 'Navigating the Digital Frontier: Unveiling Trends in Media and Communication'.

Conference themes included 'Sharing Perceptions in Digital Era, Social Media and

In order to fulfill the vision of our Honourable Chancellor Mr. Muhammad Faysal Janjua; Mr. Daniyal Shafiq took it upon the notch to make arrangements for an enriching Industrial visit at Hazel Mobile. The purpose of the Industrial visit were as follows:

The Purpose of the industrial visit was to discuss:

- Brief Overview
- IAC students to land a successful career / Internship
- Career/Job Fair and Alumni Engagement Events
- Industrial Tours
- Help final year students with their final thesis projects.
- To experience industry level professional sessions and workshops.
- To craft a proposal which can be mutually beneficial and befitting to both the organisations

This experience will further allow students to not only have a hands on understanding of their professional onsent but to also participate in real life projects while they continue to pursue their studies simultaneously.

PEDAGOGICAL APPROACHES AND METHODS OT SESSION WITH CHARLOTTE MARIE



Ms Sameeha Qadeer, Head of Animation Design is a lead in RUBIKA projects with IAC. Ms. Sameeha Qadeer demonstrated a great zeal as she seamlessly arranged a five day session, with the support rendered to her by the Admin of IAC as this session was scheduled exclusively for the faculty members of IAC.

IAC is a prestigious platform providing opportunities for faculty and students to learn and get hands on training from its affiliation with RUBIKA, School of Animation and Game Design. IAC invites French instructors on a regular basis to conduct onsite sessions based on Animation and Game Design objectives.

INTRODUCING THE GAMING SOCIETY: WHERE FUN MEETS LEARNING!



With a mission to impart inter-departmental interaction, our Gaming Society offers a platform which seeks to focus on both important aspects of

having fun and learning. Thus, our one of its kind Gaming Society- a new initiative tends to establish itself as a vibrant hub for all gaming related activities within the university's ambit.

At the core of the Gaming Society is the belief that gaming is not only about entertainment but also about exploration, creativity, and

learning. Through a variety of activities and events, we aim to provide opportunities for students from all departments to come together, share their passion for gaming, and stay updated on the latest trends and developments in the industry.

One of the highlights of the Gaming Society will be our series of guest speaker sessions featuring industry experts. These sessions will offer invaluable insights into various aspects of game design, development, and industry trends. From game designers and programmers to artists and entrepreneurs, we will bring in professionals from diverse backgrounds to share their experiences and expertise with our members.

UNVEILING THE ART OF CHARACTER EXPLORATION IN OUR CLASSROOM!



We are pleased to highlight our exceptionally talented second year students who are worthy of admiration and recognition. With a distinct taste in their artistic styles and expression, every individual demonstrated their own unique aesthetics which reflected their unique personalities in their methods of story telling.

As our Second Year Game design students were asked to make Comics for their final term exam; out of all our brilliant students, our student Hussain stood out. Hussain's unique method of story telling and artistic originality not only appeared distinct but also reflected his individual self and personality.

In his work, Hussain explored themes of identity, belonging, self-discovery and vulnerability. All these sensitive themes were set to allow readers to reflect their own personal experiences and help them to understand their own true selves. What sets Hussain apart was not merely his remarkable set of artistic skills but it was mainly his ability to develop a sense of depth and an emotional sensitivity and authenticity. Therefore, Hussain's unique style was sensitive yet bold, dynamic yet personal as it successfully drew viewers into a vibrant world populated by intriguing characters.

Hussain's incredible comic design work, truly reflected his talent which has now set an example for other students.

We believe that diversification in art is essential to the vitality and progression of our creative community. Therefore, in this months edition, Hussain has epitomised incredible demonstration of converting his vision into visual.

EXCITING NEWS: COLLABORATION WITH EXTERNAL JUROR MA'AM ZARMEEN FROM FRAG GAMES!



We are thrilled to announce an incredible opportunity for our thesis students as they embark on the production phase of their projects in the upcoming semester. students' educational journey but also prepares them for the real-world challenges of game development. The insights gained from these sessions will undoubtedly elevate the quality of our students' projects and better equip them for future endeavours in the gaming industry.

We look forward to fostering a dynamic learning environment where innovation thrives and excellence is achieved.

Ma'am Zarmeen brings a wealth of experience and expertise from the 3D modelling department at Frag Games. Her insights into the intricacies of game development, particularly in the realm of 3D modelling, promise to be invaluable for our budding game designers.

One of the most exciting aspect of this collaboration was the opportunity for a one on one session with Mam Zarmeen. This session allowed our thesis students to receive personalized feedback, guidance, and mentorship tailored to their specific projects, whether it was refining character designs, optimizing asset pipelines, or tackling technical challenges.

We believe that exposure to industry professionals like Ma'am Zarmeen will not only enrich students educational journey but will also prepare them for the real-world challenges of game development. The insights gained from these sessions will undoubtedly elevate the quality of our students' projects and better equip them for future endeavours in the gaming industry.

We look forward to fostering a dynamic learning environment where innovation thrives and excellence is achieved.

INFLUENCE OF SOCIAL MEDIA ON MODERN DAY POLITICAL CULTURE AND POLICY BUILDING - BY SYED ALI SULTAN



In this modern era of technological advancements, Internet undoubtedly has emerged to be one of the most influential source of connecting people. With the innovation and advancement in technology, Social Networking Sites (SNS) are progressing and they appear to be the most powerful and modern tools for connecting individuals across the globe. The usage of social sites is expanding at a swift pace and this century can be construed as an era in which social networking has begun to thrive. The concerns for privacy on social media have soared high in recent years. Incidents concerning data breaches have agitated many users and prompted them to reconsider their personal relationships to social media and about the security of their personal data. Moreover, it has been noted that attack or issue against any online social site usually spread rapidly than other kinds of online attacks

the reason being the trust that exist between the users of these network. There are several methods that could be done to contemplate or grasp the concept of social media and its impact. The major portion of this research is written on the basis of information taken from secondary qualitative sources such as reports, books, websites, press articles and analyses based on political researches, therefore using a qualitative methodology. This study will help understand and extract the online privacy concerns of the users (from the published literature) to get a better idea of domains, questions, and issues around which to anchor the intended objectives of the study. This has been achieved by performing an in-depth literature review

FTV- NEW HIRING- MIAN UMAR FAROOQ



Mian Umar Farooq, a Director and Producer has recently joined Dept. of Film and TV, IAC as Lecturer. He is a Gold Medallist having done his MPhil in Mass Communication (Film and TV) from University of Central Punjab (UCP) recently with distinction. Umar has produced and directed a number of projects such as TV shows, Documentaries, Public Service Messages, Promotional items etc. amongst other things. He is yet another welcome addition to the dept. of Film & TV.

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