



IAC

NEWSLETTER

Federally Chartered
Degree Awarding Institute
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SCHOOL OF DIGITAL AND CINEMATIC ART

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EID SHOW 2024 PRODUCED BY FILM AND TV STUDENTS

By Sikandar Javed



A special Eid-ul-Fitr Show was produced and directed by Film and TV (FTV) students under the supervision of faculty member Mr. Sikandar Javed. HOD, FTV Syed Urooj Zafar was the Executive Producer of the show. The esteemed guests included Sardar Nabeel, renowned for his roles in Pakistani feature films and television dramas, such as Gunjal, Mohni Mansion, Idiot etc., and Humza Jawaid Subzwari, host of OLX and

Public Bolti Hai TV show and TV and TVC actor for Sprite, Jazz, McDonalds apart from drama serials with ARY Digital and HUM TV.

The show was hosted by young FTV students Shazil Kafeel and Rabia Arshad who belied their age and experience to carry the show in the most impressive and professional manner. The content was engaging and crispy. The Eid show provided a platform for FTV students to uncover their talent in the field of production and direction.

Students of the Film and TV Department regularly produce TV shows, short films and music videos as part of their studies.

RECORDING OF HUM NEWS EID SHOW KHABAR AND TAJZIA AT IAC

By Syed Urooj Samdani

HUM NEWS popular show Khabar and Tajzia special show for Eid-ul-Fitr was recorded at IAC. The auditorium was jam packed with over flowing enthusiastic IAC students. The show was hosted by the versatile TV anchor and analyst Mr. Muzammil Soharwardi. Guests included Prof. Dr. Shabbar Atiq, Pro Vice Chancellor IAC, renowned TV actor and director Mr. Ali Tahir and well known anchor person Farwa Waheed.



The show also included artistic mesmerizing performances by the students of IAC. Amongst a vast array of performers which involved a SKIT dedicated to the special occasion of Eid Festivities by the Drama Society of IAC known as Tamashgeer, a cultural dance performance by students from Gilgit Baltistan, Rap Song by Film and TV students, a beautifully choreographed dance performance by the IAC dance society and a melodious singing performance by Asad Ali Murtaza was also a part of the event.



All the event performances were warmly applauded by members of audience. Being one of the leading Art and Culture universities in the country. Such events are an active part & practice of IAC,

PHOTOGRAPHY EXHIBITION BY DEPARTMENT OF FILM & TV STUDENTS

By Mian Umar Farooq



Department of Film & TV (FTV) at the Institute for Art & Culture (IAC) organized a photography exhibition centered around the theme of the Walled City, inspired by a photo walk led by FTV faculty members Mr. Sikandar Javed and Mr. Umar Farooq, Showcasing over 100 evocative images, the exhibition was inaugurated by the esteemed Pro Vice Chancellor IAC, Prof. Dr. Shabbar Atiq, alongside renowned playwright Dr. Asghar Nadeem Syed (visiting faculty member at FTV) and HOD FTV Syed Urooj Samdani. Prof. Dr. Shabbar Atiq, Dr. Asghar Nadeem Syed and other attendees highly appreciated the students' work and gave them valuable tips for the future.

RECORDING OF HUM NEWS MORNING SHOW EID SPECIAL WITH DAGHABAZ DIL STAR CAST AT IAC

By Sikandar Javed



Recording of the popular Hum News Morning Show 'Subah Sey Agay' was recently held at IAC in its huge auditorium. It was a special Eid show which was telecast on Eid-ul-Fitr day one on Hum News with the star cast

and director of Hum Entertainments's Eid release film Daghabaz Dil. The guests included the Director Wajahat Rauf and leading cast members Momin Saqib, Ali Rahman and Shazia Wajahat Rauf.

The morning show hosts Muhammad Shoaib and Sabeen conducted the show in a most entertaining manner and engaged both the star cast and the students of IAC to create a typical Eid like festive atmosphere. The show was recorded in front a packed auditorium and the hosts applauded the students for their energy and participation in making the show a huge success. Students were invited to ask questions from their favourite stars and perform on the stage as well.

It was an honour for IAC to have the star studded cast of Hum Films Eid release Daghabaz Dil. IAC is moving in the right direction by holding and attracting film stars.



STUDENTS ORIENTATION SESSION SPRING 2024 BY SCHOOL OF DIGITAL AND CINEMATIC ART

By Syed Urooj Samdani



School of Digital and Cinematic Art held a successful Orientation Session to welcome the new students for Spring 2024. The session was conducted by HOD Film & TV Syed Urooj Samdani in an engaging kick-off to the new semester. The students were given briefing about all the departments of the School by their respective HODS, Syed Urooj Samdani (Film and TV), Sameeha Qadeer (Animation Design), Uroob Rubbani (Game Design) and Dr. Asim Manzoor, senior faculty member (Media and Communication Studies) who also answered questions by the students. Faculty members of all the departments were present at the occasion. Introductory videos about the departments were also played during the orientation session.

The session also included visit to the two latest FTV studios and Animation/Game Design laboratories and students were briefed

about the equipment and resources available at the school, providing a glimpse into the exciting and vibrant world of Digital and Cinematic Arts. With such a dynamic start, students are poised to embark on an exciting journey in the realm of visual storytelling.

GUEST SPEAKER NAUMAN ENLIGHTENS GAME DESIGN STUDENTS ON INDUSTRY PIPELINES AND PITCHING GAME IDEAS

By Uroob Rubbani



Game design and development department had the pleasure of hosting a special guest, Nauman, a graduate of IAC who graciously shared his invaluable insights into the intricate world of game design processes and industry pipelines. The session was not only informative but also incredibly engaging, offering our students a glimpse into the real-world challenges and opportunities that await them in the field of game development.

Nauman with his expertise guided us through the labyrinthine pathways of game design pipelines, shedding light on the various stages and methodologies involved in bringing a game from conception to completion. His deep understanding of the industry dynamics and trends provided our students with a comprehensive understanding of what it takes to succeed in the ever-evolving landscape of game development.

LAUNCHING OUR GAME SOCIETY: A CELEBRATION OF CREATIVITY AND COLLABORATION

By Ushna Imran



We are thrilled to announce the inauguration of our Game Society, a vibrant hub where creativity thrives and collaboration knows no bounds. With a mission to unite industry professionals, academics, and students, our society aims to foster innovation, and learning within our game development department.

The election event for this society was spontaneous and simple but spectacular. What started as a small and spontaneous gathering turned into an elaborate affair, filled with excitement and anticipation. From inspiring speeches to organized voting, our students had a fun time participating in a valuable academic-oriented discussion.

CELEBRATING THE SUCCESS STORY OF OUR DISTINGUISHED ALUMNUS: FROM HYPER-CASUALS TO INDIE STARDOM

By Ushna Imran



It is with great pride and excitement that we share the remarkable success story of one of our esteemed alumni, who has been making waves in the dynamic world of game development since graduating from our department. His journey from humble beginnings to industry stardom is a testament to the boundless possibilities that await those who dare to dream and work tirelessly to turn their visions into reality.

Our alumni, Nouman embarked on his professional journey by diving headfirst into the fast-paced realm of hyper-casual games, where he honed his skills and unleashed his creative prowess. With a keen eye for innovation and a relentless drive for excellence, he designed four captivating games for Crazy Labs, one of which achieved outstanding Key Performance Indicators (KPIs), catapulting him into the spotlight as a rising star in the industry.

MASTER CLASS ON ANIMATION AND GAME DESIGN

LE LOUVRE PROJECT ON MUGHAL ART PARTNERSHIP IAC – RUBIKA – LE LOUVRE MUSEUM

By Ms. Sameeha Qadeer Ahmad



Ian Thecleric, a French Instructor of Animation and Game Design at Rubika, visiting IAC for an extensive masterclass brought a wealth of experience in animation and game design, greatly benefiting students who are working on the Louvre project.

Sameeha Qadeer Ahmad, HOD Animation Design, is leading the project and partnership with Rubika and Louvre Museum encouraged students to work on the project to avail such opportunity. With a background steeped in the intricacies of game design and game development, animations and concept art, Ian provided invaluable insights and practical advice to guide students through the complex process of creating a game centered on Mughal Art.

Ian Thecleric and the students examined the game's progress, scrutinizing its overview. Ian shared invaluable opinions and suggestions,

enriching the project's trajectory. Together, they meticulously crafted a game design document, detailing mechanics, aesthetics, and narrative elements, setting a solid foundation for their collaborative endeavor.

VISIT TO HAZEL MOBILES FOR MOU DISCUSSION

By Mr. Daniyal Shafiq



To fulfill the vision of our Honorable Chancellor, Mr. Daniyal Shafiq takes the initiative along with animation design faculty to manage industrial visit to The Game Strom Studio.

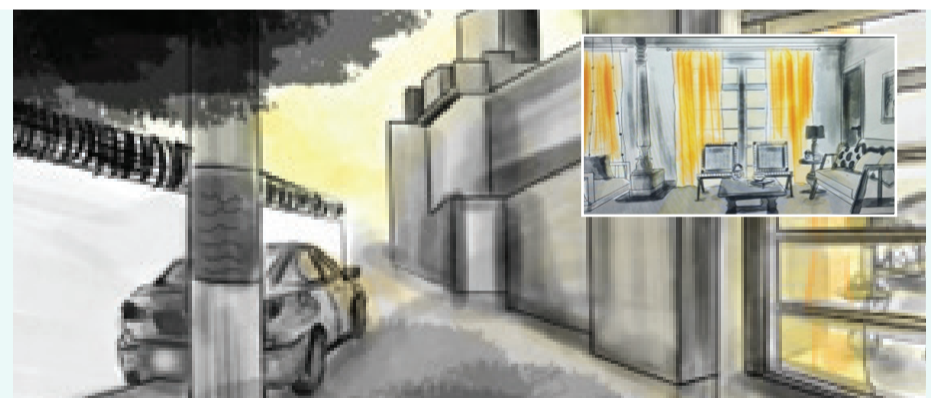
The Purpose of the industrial visit is to discuss:

- IAC students to land a successful career / Internship
- Career/Job Fair and Alumni Engagement Events
- Industrial Tours
- Students Final Year Project
- For the industry professional sessions and workshops.
- Any other proposal on the mutual benefits of both organizations.

The purpose of the visit was to meet the industry leaders and make a path for IAC students and the Pakistan industry. Also, encourage the students to participate in real-time projects during their studies

STORYBOARDING BY AREEBA NISAR AHMAD

By Ms. Umaima Mohsin



Creating effective storyboards involves Awaiz and Areeba skillfully integrating visual elements and narrative structure, ensuring seamless storytelling and clear communication of ideas. Their meticulous attention to detail and artistic flair bring characters and scenes to life, captivating audiences and enhancing the overall storytelling experience

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