

### 1ST RESEARCH COMMITTEE MEETING - DEPARTMENT OF FILM & TELEVISION

By Sikandar Javed

The School of Digital & Cinematic Art is pleased to announce the 1st Research Committee Meeting of the Department of Film & Television at IAC.

Mr. Tausif Zain-ul-Abedin (HoD, Film & TV, NCA) and Mr. Umar Amin (Content & Programming Head, ARY Network) were invited as external members.

Esteemed attendees include Dr. Asim Manzoor (Associate Dean, SDCA), Mr. Sikandar Javed (HOD, Film & TV), Mr. Syed Ali Sultan (Assistant Professor, FTV), Mr. Mian Umar Farooq (Assistant Professor, FTV), Mr. Basit Zain (HOD, Animation Design), and Ms. Sundas Rashid (Academic Coordinator, SDCA).

The agenda included the approval of thesis topics, finalization of timelines, and discussion on thesis duration for Batch Fall 2021 students. This meeting marked a key step in advancing academic progress and aligning student projects with industry and departmental goals.



### MR. AYAZ KHAN VISITS THE INSTITUTE FOR ART & CULTURE

By Sikandar Javed

Mr. Ayaz Khan is a renowned Pakistani artist, comedian, and actor whose incredible work has made him one of the most celebrated figures in the industry. Known for his extempore comedy, mimicry, and impressive acting skills, he stands out as a unique and versatile artist.

Recently, he visited the Institute for Art & Culture and was warmly welcomed by the Pro Vice Chancellor, Dr. Najma Najam, Ms. Samina Hafeez, Director of Student Affairs, and the Dean of the School of Digital & Cinematic Art & School of Architecture, Design & Urbanism.

In the workshop Marketing Yourself as an Artist he participated in an interactive session with the Film & TV students, where he was truly blown away by their acting abilities and expressed his admiration for their talent. Mr. Ayaz also visited the FTV studio and praised the well-equipped facilities. We look forward to more exciting workshops in the future!



### AKHTAR NAZIR DISCUSSES THE REVIVAL OF PAKISTANI CINEMA ON FTV PODCAST!

By Sikandar Javed

Mr. Akhtar Nazir, son of the renowned filmmaker Nazir Ahmed Khan, recently participated as a guest in the FTV podcast The Behind. Mr. Akhtar Nazir, has an extensive background as a filmmaker, army officer, and corporate professional, shared his insights in a special episode dedicated to the revival of Pakistani cinema.

The podcast was hosted by FTV Assistant Professors Mr. Syed Ali Sultan and Mr. Mian Umar Farooq, under the direction of Mr. Sikandar Javed, Head of the Department of Film and TV. Throughout the discussion, Mr. Akhtar Nazir reflected on his family's contributions to the Pakistani film industry and highlighted his continued efforts in filmmaking, particularly through his short films addressing social issues.

This insightful conversation shed light on the challenges and opportunities in the industry, emphasizing the importance of creative storytelling and innovation in cinema.



### INTRODUCTION TO ACTING BY MARYUM YOUSAF | FINAL EXAMINATION

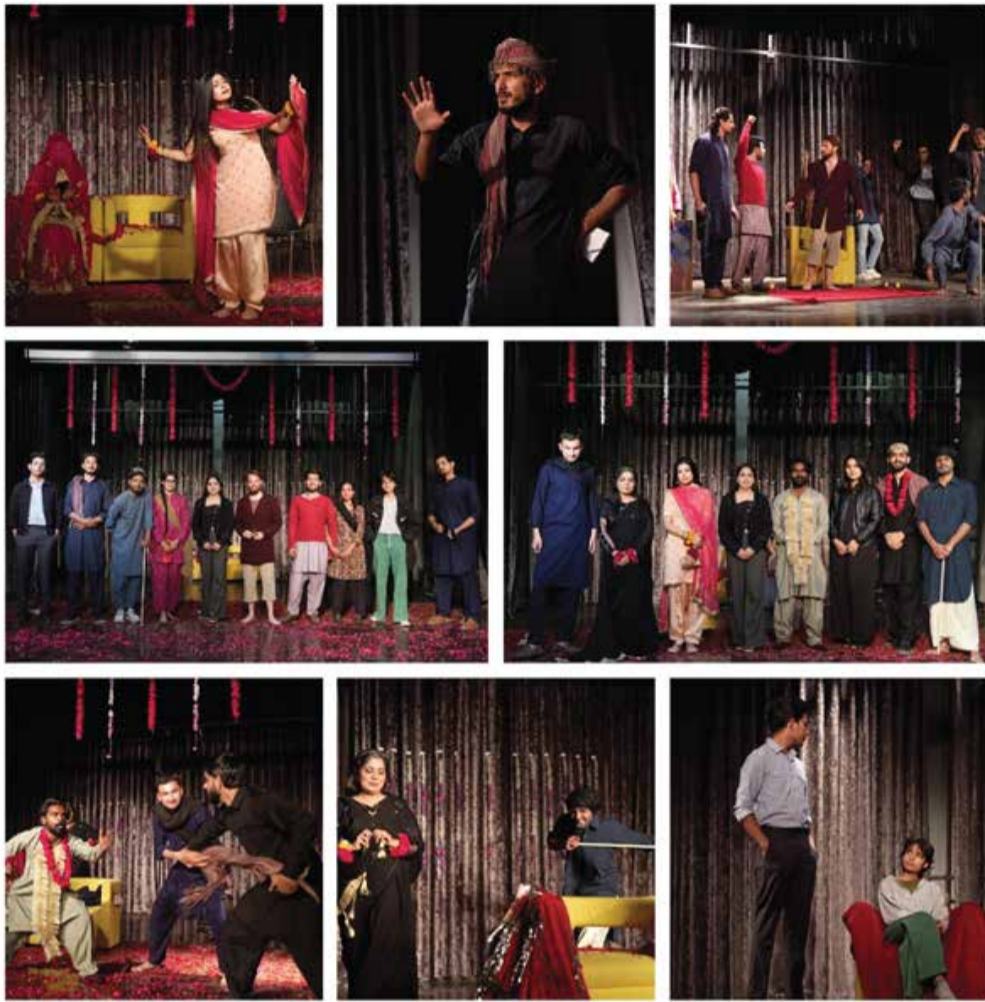
By Sikandar Javed

Film & TV students at IAC showcased their theatrical talent in the final examination of the course "Introduction to Acting", instructed by Ms. Maryum Yousaf. The performances included a family drama and a situational comedy, demonstrating the students' diverse acting skills.

As an institute that actively promotes the arts, IAC provided students with a fully equipped auditorium for a month-long rehearsal period, along with necessary props and set design support within the university. Throughout the rehearsals, students dedicated themselves to refining their performances, experiencing growth in their emotional, vocal, and physical acting abilities.



Beyond acting, the students also gained valuable hands-on technical experience in backstage management and operating lights and sound for a theatre production. This immersive learning experience proved to be enriching for the students and the department.



## FTV STUDENTS SHOWCASE CINEMATIC EXCELLENCE IN MUSIC VIDEO SUBMISSIONS

By Sikandar Javed

The students of the 3rd semester Film and Television (FTV) program successfully submitted their music video projects as part of their Cinematography course, under the guidance of Mr. Sikandar Javed, Head of the FTV Department. This creative endeavour provided students with an opportunity to demonstrate their proficiency in visual storytelling and cinematographic techniques.

Each music video reflected the students' ability to translate narrative elements into compelling visual compositions, showcasing their understanding of framing, lighting, camera movement, and aesthetics. The projects not only highlighted their technical skills but also emphasized their creative storytelling abilities through the medium of music videos.

The submission marks a significant milestone in the academic journey of the students, as they continue to refine their skills in the art of filmmaking.



## SHOWCASING CULTURAL NARRATIVES: STUDENTS' FINAL TERM PROJECTS

By Zubair Zafar



Our Animation students at the Institute for Art and Culture have excelled in their final term projects, creating short animated films that showcase both 2D and 3D animation. With a focus on cultural themes, these projects highlight their technical expertise and storytelling skills.

From hand-drawn animations to immersive 3D sequences, students have beautifully depicted traditional and contemporary narratives. Their work reflects creative experimentation, industry-standard techniques, and a deep understanding of visual storytelling.

## ANIMATION DESIGN FINAL JURY! BACKGROUND AND LAYOUT DESIGN 5TH SEMESTER

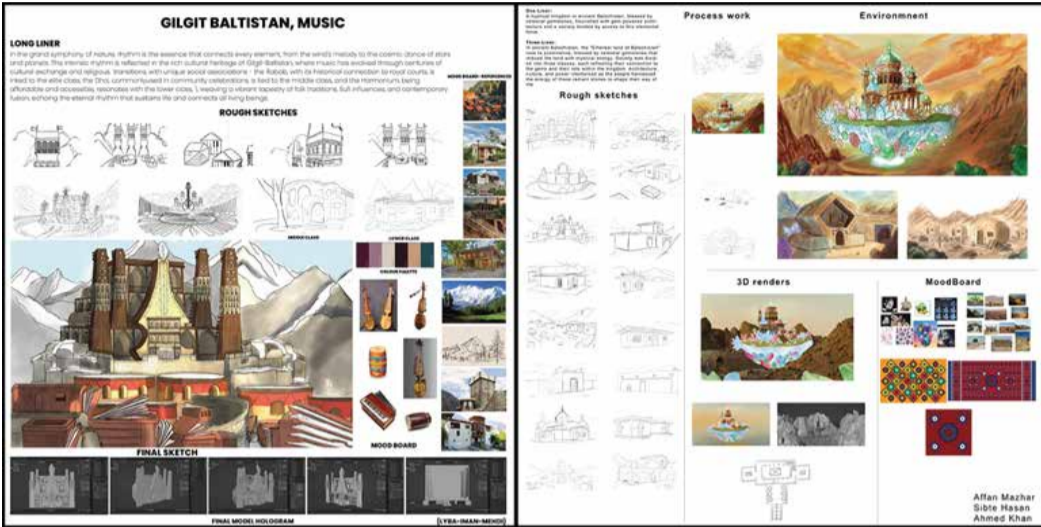
By Syeda Rija Gillani



The Animation Department recently conducted the Final Jury for Background and Layout Design in the 5th Semester, offering students an opportunity to showcase their creativity and technical skills. Divided into five groups, each representing a province of Pakistan, students conceptualized unique kingdoms built around a chosen natural element—sun, water, gemstone, music, or earth. Students worked on unique and creative concepts, pushing the boundaries of imagination and storytelling. They developed immersive worlds by designing upper, middle, and lower-class housing, progressing through structured phases from initial sketches to polished renders, 3D models, and even holographic projections. This multi-step process emphasized composition, spatial depth, architectural coherence, and color harmony, providing a comprehensive learning experience in environmental storytelling.



The jury provided valuable feedback, focusing on visual storytelling, design clarity, and presentation skills, encouraging students to refine their artistic approach and think critically about world-building. This final jury was a testament to the students' dedication and innovation, reinforcing industry standards and professional practices. By blending research, collaboration, and technical execution, students not only honed their design expertise but also developed a deeper appreciation for the craft of animation and environmental storytelling. The Animation Department remains committed to fostering creativity and preparing future animators for real-world challenges in design and storytelling.



Among the standout projects was Gilgit-Baltistan's music-inspired kingdom, where architecture and spatial design harmonized with the rhythm of traditional instruments, and Balochistan's gemstone-powered realm, which depicted a society shaped by access to this mystical resource. Students meticulously researched cultural and environmental influences, transforming their insights into compelling visual narratives. Their creative journey began with mood boards and rough sketches, progressing through detailed architectural layouts, refined digital paintings, fully rendered 3D models, and even holographic projections. This immersive process allowed them to explore design principles, deepen their storytelling approach, and integrate historical and cultural contexts into their world-building, resulting in visually rich and conceptually profound environments.

## REIMAGINING FOLKLORE! STORYBOARD AND ANIMATICS FINAL JURY FOR THE 6TH SEMESTER ANIMATION STUDENTS

By Syeda Rija Gillani



Ms. Syeda Rija Gillani from the Animation Department recently organized the Storyboard, Animatics, and Color Theory final Jury for the 6th semester, providing students with a platform to showcase their creative storytelling and animation techniques. The jury was conducted by Zeerak Naqvi from NCA and Syeda Ramsha from COMSATS, both renowned for their exceptional contributions to concept art and 2D animation. Their expertise offered students invaluable insights, focusing on dynamic camera angles, color palettes, character arcs, background composition, impactful shots, and storytelling clarity.

Students reimagined mythical, folklore, or cultural stories into fresh narratives and developed them into compelling animatics. Jurors provided detailed feedback on staging, timing, and visual composition, encouraging critical thinking and innovative storytelling. Beyond technical execution, students improved their professionalism and presentation skills, learning to articulate their ideas, defend creative choices, and engage with feedback constructively. By the end of the session, they refined their animation techniques and storytelling abilities while deepening their appreciation for cultural narratives, preparing them for future challenges in the animation industry.

## A SPECIAL VISIT FROM ADP: SHAPING THE FUTURE OF GAME DESIGN

By Ushna Imran



Last week, we had the pleasure of hosting a special visit from RUBIKA, one of the leading schools in game design, animation, and digital arts. The session was not just a meeting—it was an interactive and insightful discussion on the future of ADP, RUBIKA, and IAC, focusing on innovation, collaboration, and the evolving landscape of the industry.

One of the key highlights was the follow-up on collaborative projects, reinforcing the commitment to fostering creativity and global partnerships. Faculty and students engaged in meaningful conversations, exchanging ideas on game design trends, interactive storytelling, and the role of emerging technologies in shaping the next generation of digital experiences.

This visit marks another step toward strengthening our academic and creative ties with RUBIKA, paving the way for exciting future collaborations. Stay tuned for more updates on what's coming next!

## HEARTFELT FAREWELL & TEAM-BUILDING AT THE SCHOOL OF DIGITAL & CINEMATIC ART

By Numan Mughal



The School of Digital & Cinematic Art recently organized a fun-filled team activity and farewell for Ms. Ushna Imran, a valued member of the Game Design team. The event was more than just a goodbye—it was an opportunity for the faculty and team to connect beyond professional boundaries.

The evening started with an engaging communication session, where colleagues shared memories, experiences, and well wishes for Ushna's journey ahead. Laughter, stories, and reflections filled the air, making it a truly memorable gathering.



The highlight of the night? A BBQ feast, where everyone came together to enjoy good food, great company, and the warmth of camaraderie. It was a perfect way to celebrate team spirit, friendships, and the bonds that make the School of Digital & Cinematic Art more than just a workplace.

As we bid farewell to Ushna, we wish her success in all her future endeavors.

## DEDICATION IN ACTION: FAIZAN UL HAQ'S CREATIVE SPRINT

By Ushna Imran



While many took their days off to rest, Sir Faizan spent his time immersed in creating multiple movie and game characters, pushing the boundaries of design and storytelling. His work, now displayed in the Game Thesis Lab, stands as a powerful example for students to follow in their own drawing projects.

From detailed character sketches to fully realized concepts, his dedication showcases the importance of continuous practice, passion, and perseverance in the world of game design. Each piece tells a story, offering students not just inspiration but a benchmark of excellence to strive for.

As students embark on their own projects, they now have a firsthand look at what hard work, creativity, and commitment can achieve. Sir Faizan's efforts serve as a reminder—great characters aren't just drawn, they are built with time, effort, and imagination.

## GAME DESIGN THESIS DEFENSES MARK THE END OF ANOTHER SUCCESSFUL SEMESTER

By Ushna Imran



Another year, another batch, the Game Design Department wrapped up another remarkable year with a series of thesis defenses, showcasing the talent, creativity, and technical prowess of our graduating students. This year's thesis presentations were evaluated by **Director Innovation Yasir Awan** and **Head of Design Hamza Majeed Khan**, who provided valuable insights and feedback on the students' work.

From groundbreaking game mechanics to immersive storytelling, the projects reflected the students' dedication to pushing the boundaries of game design. As they move forward into the professional world, we extend our best wishes for their future endeavors. May their innovative ideas continue to shape the industry. Here's to another semester of creativity, growth, and success!

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