



GRAPHIC DESIGN

3D MODELING

DRAWING & PAINTING

PACKAGING GRAPHICS



PAF-KIET COLLEGE OF MEDIA & ARTS



PHOTOGRAPHY

MEDIA BROADCAST

MEDIA AND ARTS



Media & Arts

The College of Media & Arts offers degree programs of Masters of Computer Arts (MCA), Bachelors of Computer Arts (BCA), BS in TV & Film Production (BTF) and Bachelors of Fine Arts (BFA), with the following specializations: Animation & Multimedia, Graphic Design, Media Production, Media Management, Media Journalism, Direction & Production, Drawing & Painting, Print Making & Sculpture. All degree programs are offered at the PAF-KIET City Campus in morning timings.

Objectives

Upon completion of the program students would have the capacity to:

- Communicate effectively with clients, project managers, and media production team members in various electronic formats using oral, visual and written methods.
- Identify the features of distribution media such as the internet, visual art forms and their application in media & art projects.
- Describe the phase of the media & art production cycle, from the initial planning stages to the final delivery of a professional product.

- Analyze media & art specific production features in selecting appropriate products to accomplish a specified project goal.
- Apply the principle of graphic design, fine arts, virtual reality, visual arts, information design and usability design in the generation of media & art projects.
- To be master in the Still & Life Drawing using various mediums of sketching and arts for applying them in real life concepts and gestures.
- Design a professional electronic or traditional portfolio that demonstrates writing and design competency in variety of media.
- Build industry experience through our internship program.

Industry Linkages

The college fosters strong collaborative interactions and long-term ties with the industry and other partners on campus and beyond. This includes guest speaker sessions, seminars, mentoring sessions, workshops, projects, faculty hiring and internships. The faculty and students benefit immensely from this interaction of academia and the industry.

Career Opportunities

College of Media & Arts prepare the graduates for employment opportunities in advertising firms, print and news media, TV channels, broadcasting houses, production houses, design centers, publishing companies, architect firms, animation studios, internal design firms, web designing firms, marketing department of leading multinationals, textile, exporters, and telecommunication.

Graduates of this program would have the technical knowledge and skills that can lead them to pursue careers in the following areas:

- Art Director and Editor
- Creative Director
- TV & Film Motion Graphics
- Special Effect Artist
- Movie Animator
- Multimedia Producer
- Digital Imaging Artist
- Architectural Designer
- Visualizer
- Character Designer and 3D Modeler
- Web Designer and Animator
- 2D and 3D Animator
- Video Games Visual Artist
- Publishing & Production Artist
- Advertising Illustrator
- Fine Art Photography
- Automotive Designer
- Industrial Designer
- Textile Designer & many more...



CMA Societies

- Media and Skit Society (MSS)
- Student Council (SC)
- CMA Debate Society (CMADS)
- CMA Sports Club (SpC)
- Student's Support Society (SSS)
- Media Chronicles
- CMA Design Studio (for commercial industry work)

CMA Activities

- Educational Field Trips
- Workshops
- Annual Functions
- Welcome and Farewell Parties
- News Letter/CMA Journal
- Internal Jury
- Project Displays
- Seminars
- Picnics & Excursions
- Sport Championships
- Debate Competitions
- Event Management
- Picnics and Excursions
- External Jury
- Semester Breakfast
- Photography Exhibitions

Bachelors in Computer Arts

Bachelors of Computer Arts offer a comprehensive coverage of

basic principles of arts, design and multimedia for the final artistic productions. Industry trends indicate an exponential increase in demand for specialists with creative talent, artistic expression, technical expertise, aesthetic sense, and media understanding. With advances in digital technology and its integration with the field of arts, new areas of design and expression have emerged.



Specializations

Graphic Design

The demand for computer graphic design is expected to rise significantly in coming years. That means jobs will open up for workers with the right skills. The Graphic Design specialization focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a graphic design career by learning design techniques, visual thinking, concept development, color, composition, and typography, through case studies and hands-on exercises.

Animation & Multimedia

The Animation & Multimedia specialization focuses on providing the conceptual, technical, and visual design skills required to create multimedia applications and environments. Students build a strong

foundation for a multimedia design career by learning design principles, narrative structure, storyboarding, digital imaging, basic action scripting, video & sound editing, motion graphics & interaction design.

Media Production

The digital revolution has transformed the practices of media production in recent years. Television, radio and the film industries have seized the opportunities offered by digital media. In addition, the twin developments of the Internet and multimedia applications have led to a proliferation of media forms and products.

The specialization in media production offers students both the theoretical foundations and extensive practical skills that they need to assume leadership roles as designers, producers, and critical analysts of digital media.



BS in TV & Film Production

This degree is a four year study program (135-credits) that prepares students to navigate and prosper in rapidly expanding fields of various media productions which include film, digital video production, computer arts etc. The program capitalizes on its ready access to various media organizations; production facilities and practical know how and shared talents of recognized experts in this field.

Specializations

Media Management

Media Management is specifically designed to provide students with the foundation, skills, and competencies required to both understand and function within the complex legal, ethical, economic, and social dimensions of media management. Traditional models of business, creativity and leadership are being challenged. This course meets these challenges. Giving understanding of new and emerging media technologies and evolving corporate structures.

Direction & Production

Direction & Production constitute a vital element of both the film and media studies majors. The curriculum is designed to offer students in-depth understanding of applied aesthetics, creative concepts and technical proficiency through a diverse range of rigorous and practical courses in film, video, television studio, news writing, screenwriting, graphics, layout, and new digital media.



Media Journalism

ABSTRACT Convergence, media cross-ownership and multimedia newsrooms are becoming part of the vocabulary of contemporary journalism-in practice, education, as well as research. The social and cultural context of media in journalism, its meaning for contemporary newsrooms and media organizations, and its current (emerging) practices are analyzed. The goal: to answer the question in what ways “media” impacts upon the practice and self-perception of journalists, and how this process in turn shapes and influences the emergence of a professional identity of media journalism.

Bachelors of Fine Arts

Fine Arts degree is a four-year study program (135 credit hours). This degree prepares students to navigate and prosper in rapidly expanding fields of arts that includes painting and design, sculpture, printmaking etc. The program is defined as a way for all types of pictorial communication. The dictionary meaning is more elaborate & covers both material and all visual communication mediums.

Specializations

Drawing & Painting

Students will learn to develop fundamental perceptual, observational, and compositional skills necessary to create and communicate a range of subject matter, symbols, ideas and concepts using basic knowledge of drawing and painting media, techniques, and the historical and cultural connections. The content includes, but is not limited to safe, responsible and appropriate use of drawing and painting tools; materials and techniques; depiction of images using formal and expressive elements to communicate a range of ideas; reasoning and critical thinking skills; historical and cultural connections; description and comparison of the elements of art and principles of design used in drawings and paintings.

Sculpture

Modeling/sculpture in its fundamental artistic principles. This

specialization provides further exploration and application of sculptural media and techniques leading to the understanding of sculptural form and conception. It will be an exploration of the nature of three-dimensional form, as well as learning sculptural materials and technical skills & tools. It will illustrate how art expresses the way in which a civilization develops and reflects the society rather than just the linear way of looking at the masterpieces of sculpture.

As a student in Sculpture, you will have an excellent opportunity to develop a substantial portfolio in sculpture. This portfolio would be advantageous if you choose to major in art.

Print making

The imagery and content of the work varies as much as the different print techniques used to create them. Many artists are known for their art work in other media; this course shows how they bring their own voice and rich ideas to the field of printmaking.

The course illustrates the developmental stages that a print goes through. The focused exploration of printmaking offers audiences an understanding of the richness of the printmaking media and the distinctive signature each technique/method has to offer. It will also explore the range of printmaking media and the importance of printmaking for the modern artist.

Masters in Computer Arts

College of Media & Arts is dedicated to producing digital artists of highest caliber. This is accomplished through progressive curriculum; faculty comprising of well-known artists, curators and working professionals; state-of-the-art fully equipped campus located at the heart of Karachi. Today, with the convergence of media affecting companies across a spectrum of disciplines, there is a growing demand for innovative managers who possess strong leadership skills and an understanding of the new media mix.

The MCA program is designed for media and communications business professionals who seek to build expertise in best management practices and in emerging technology, while acquiring the strategic knowledge required to lead and to manage in an increasingly global environment. Program curriculum covers topics ranging from best management practices, entrepreneurial thinking and executive leadership to managing the media mix, managerial strategies, building a brand, and analysis of innovative technologies. Whether you are preparing to launch a career in media or have prior working experience, you will have the opportunity to customize your course of study, based upon your interests and your professional development goals, through personalized academic advisement.



CMA Achievements

Event	Topic	Participants	Position	Host
First Animated Movie of Paksitan	3 Bahadur	Mohammad Awais	CMA student	Sharmeen Obaid Chinoy Films
Short Film Competition	Baadbaan	Danish Hashmi,	1st Prize	Green Card Capital
NU-FAST Procom 2014	Photography Sketching	Mahnour Munaf Ramsho Afridi	1st Prize 2nd Prize	NU-Fast
Blind Folded Speech Competition	-	Tooba Tahir	1st Prize	Debates Society
Competition	International Islamic Calligraphy	Syed Muzaffar Moin	1st Prize	-
ROTATE Parliamentary Debate	-	24 Teams	Wining champions trophy	Rotary Club
Annual Parliamentary Debate	-	-	-	Ziauddin University
PLAY TV	VJ Hunt Competition	Hassan Qureshi	1st position	-
Declamation Contest	Justice delayed is justice denied	1st Position	PAF-KIET, English Dept.	
Declamation Contest	-	30 contestants	1st Position	PAF-KIET, English Dept.
Declamation Contest	-	-	3rd Position	PAF-KIET, English Dept.
Annual Parliamentary Debate	-	Over 30 teams	-	Ziauddin University
Declamation Contest	We are ruled by Media	Over 30 universities	1st Prize	DHA Women College
Fi-LUMS	Short Film Competition	Over 300 Participants	1st position	LUMS - Lahore
International 3D contest	-	All over the world	1st position	Deviantart.com
Documentary Competition	Frustration	Inter-Karachi	1st prize (1 Million)	HEC & Samaa TV
Tameer Bank Competition	Digital Photography	All over Karachi	1st position	Tameer Bank
Youth Art Exhibition	Graphics Designing, Photography & Drama Theater	All over Karachi	1st position in all	Untitled Youth
Bilingual Declamation Contest	Glorious history never leads to glorious future	More than 60 participants	2nd prize	Dream Vision Forum

Few of the Organizations Hiring CMA Students

Premier Graphics & Animation (Int'l)
Blue Fiber (UK)
Robert Bosch GmbH (Canada)
Intercell Advertising Agency (Dubai)
KPI (Dubai)
TwoFour54 (Abu Dhabi)
Rangers Marketing (Dubai)
Pixel Production (Afghanistan)
PTV World
GEO TV Channel
AAJ TV Channel
HUM TV Channel
CNBC Pakistan
ARY Digital
TV One
News One
Express TV
Health TV
Oxygen TV channel
Lowe & Rauf – Lintas Films
Media City Productions
Orient McCann Erikson
SUCH TV
AXACT
Beacon House School Systems
Citrus Talent
Ice Animations
Tagsoft
Creative Buzz

Herbion Pakistan
Arif Habib Investments
Avari Hotels
ET studios
Rocket Internet GmbH
Shadab Sound & Shadab Studios
Roadways Productions
Imagine EX
Cygnis Media
Virtue Mark LLC
Lucid Concepts
Rabbit & Carrot

The Zebre Issue
Design Yogis
Antbox
PAF-KIET
The Missing Slate
DeVIDA TV
A. Bilgrami Studios
Phantasmagoria Films
Time & Space Media Pvt (Ltd)
Negative Productions
Team NJ
7th Sky Productions



CMA Events

Date	Event Description	Participation / Award
8th April 2016	CMA assists the team of 'Maalik' movie as assistant directors	Sami Rehman, Faizan Wadera, Sidra Muzaffar
4th March 2016	CMA Cricket League	Event management
24th February 2016	Master Chef Event	Sport Society
15th February 2016	Sports week Event	Sport Society
6th - 8th January 2016	CMA project Exhibition	Art Display
23RD March 2015	Decade	Event Management
21st March 2015	Evaluation of poster competition at children's school	Ramsha Iftikhar
16th February 2015	Numa	Event Management
25th February 2015	Sports Week	Sports Society
24th February 2015	Master Chef Event	Sports Society
21st October 2015	Media Activity	-
28th of 2015	CMA Project Exhibition	Art Display



Some of the Guest Speaker Sessions

Topic	Guest Speaker	Topic	Guest Speaker
Russian Art & Culture	Mr. Yuri Zazulia and Mrs Zazulia Head of Russian Cultural Centre	Camera & Lighting Techniques	Mr. Shahid Malik Director, Top Gear Inc.
How to apply for International Fully Funded Exchange Programs in USA	Ms. Sara Baig The United States Educational Foundation in Pakistan	Virtual Set Designing	Ms. Shazia Aslam Virtual Set Designer, Geo TV
Life & Purpose	Mr. Raja Zia ul Haq CEO of non profit oraganization 'Youth club'	The Reading Room	Mashall Chaudhri Founder & Head of The Reading Room Project The Reading Room Project
The Reading Room	Mr. Mashall Chaudri Founder & Head of The Reading Room Project	Motivation	Saadi Makhdoom Educationist, Life Coach, Motivational Speaker Individual
Motivation	Mr. Saadi Makhdoom Educationist, Life Coach, Motivational Speaker Individual	Scope of Animation	Mr. Junaid Baig Technical Director One World Film Net.
Interactive Session on Documentary Making	Mr. Lucius Von Joo Professor & Director Japanese University	The Reading Room Project	Ms. Mashall Chaudhri Head of "The Reading Room Project"
Best Practices in Distance Learning	Mr. Zohaib Mirza Director Chicago/Adelaide University, Virtual Campus	Virtual Set Designing	Ms. Shazia Aslam Virtual Set Designer, Geo TV
Sound Engineering	Mr. Misbah Qadri Director/Broadcast Engineer Indus TV Network		

Bachelor in Computer Arts (BCA)

The BCA 4 years degree program is offered at City Campus in the mornings. The program meets the HEC and international standards for full-length 4-year bachelor's degree. With advances in digital technology and its integration with the field of arts - new technical avenues and areas have been formed. These include Graphic Design, Media Production, Animation and Multimedia. This program is geared towards harnessing a work force, which will meet the ever-increasing demand in these specialized areas.

Eligibility: Intermediate 2nd Div., A-Levels or equivalent

YEAR -1	
Semester I	
AR101	History of Arts
DE101	Basic Design
COM301	English- 1 (Proficiency Development)
FA101	Still Life Drawing
CA101	Digital Drawing & Illustration- 1
DE102	Color Theory
Semester II	
FA102	Figure Drawing
SSC102	Media Psychology
CA102	Digital Drawing & Illustration- 2
MMK101	Media Marketing
COM302	English- 2 (Public Speaking)
DE103	Packaging Graphics

YEAR -2	
Semester III	
MMK201	Media Advertising
AR201	Story Boarding
MM201	Introduction to Animation & Multimedia
CA201	Digital Image Manipulation
ECR509	English-3 (OC&RW)
DE201	Typography
Semester IV	
MM202	Sound
DE202	Advertising Designs
AR202	Printing Procedure
MMK202	Media Branding
CA202	Digital Photography
CA203	2D Animation for Digital Media

Curriculum Structure	
Area	Cr. Hr.
Computer Art	33
Design	24
Multimedia	15
Marketing	09
Communication	9
Arts	09
Fine Arts	06
Social Sciences	09
Electives	12
Projects	06
Internship	03

YEAR -3	
Semester V	
CA301	3D Modeling & Animation Techniques
CA302	Web Site Development
CA303	Non-Linear Editing
MM301	Research & Media Planning
DE301	Advance Media Concepts
DE302	Copy writing
Semester VI	
CA304	Advance 3D Modeling
DE303	Advance Media Concepts-2
MM302	Digital Movie Making
SSC302	Media Ethics
SSC3315	Pakistan & Islamic Studies
MM401	Gamification

YEAR -4	
Semester VII	
CAI	Video for Visual Effects
CAI	Advance Animation Techniques
ELE	Elective- 1
ELE	Elective- 2
IPTD313	Project
Semester VIII	
	Internship
ELE	Elective- 3
ELE	Elective- 4
IPTD413	Project- 2

Degree Structure	
Duration	4 Years
Projects	2
Internships	1
Course Cr. Hrs.	126+9
Eligibility	Intermediate with 2nd Did. min., A-Levels or equivalent

Location: City Campus
 Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Associate Degree in Computer Arts

Current Intermediate / A 'levels passed students.

Professionals having intermediate certificate & want to complete their Bachelors in less time.

Professional who have done Bachelors degree (B.A, B.Com) and want to have the degree in the relevant field of Media & Arts. Professionals who want to change their profession. People who would like to establish their business.

Eligibility: Intermediate 2nd Div. or equivalent A-level

YEAR -1

Semester I

DE101	Basic Design
COM1301	English- 1 (Proficiency Development)
FA101	Still Life Drawing
CA101	Digital Drawing & Illustration- 1
DE102	Color Theory
SSC3315	Pakistan & Islamic Studies

Semester II

SSC102	Media Psychology
CA201	Digital Image Manipulation
COM1302	English- 2 (Public Speaking)
DE103	Packaging Graphics
FA102	Figure Drawing
MMK101	Media Marketing

YEAR -2

Semester III

MM201	Introduction to Animation & Multimedia
AR202	Printing Procedure
AR201	Story Boarding
DE201	Typography
CA202	Digital Photography

Semester IV

DE202	Advertising Designs
MMK202	Media Branding
ELE	Elective- 1
ELE	Elective- 2
IPTD313	Project

Specializations

Graphic Designing

DE301	Advance Media Concepts-1
GD458	Editorial Design
GD457	Branding Graphics
GD450	Designing for Mass Production
DE302	Copywriting
CA302	Web Site Development
GD460	Digital Media Communication

Media Production

CA303	Non-Linear Editing
MM302	Digital Movie Making
CA401	Video for Visual Effects
DE303	Advance Media Concepts-2
MP456	Experimental Film Making
MM401	Gamification
TF303	Camera & Space

Degree Structure

Duration	2 Years
Project	1
Electives	2
Course Cr. Hrs.	60+6
Eligibility	Intermediate with 2nd Div. min., A-Levels or equivalent

Location: City Campus (Morning program)

Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice

Bachelor of Science in TV & Film Production (BS-TF)

The TV & Film Production degree is a 4-years study program that prepares students to navigate and prosper in rapidly expanding fields of various media productions which includes film, digital video production, computer arts, etc. The program capitalizes on its ready access to various media organizations; production facilities and practical know how and shared talents of recognized experts in this field.

Eligibility: Intermediate 2nd Div. or equivalent A-level.

YEAR -1	CR-H	YEAR -2	CR-H	Curriculum Structure	
Semester I AR101 History of Arts DE101 Basic Design COM301 English-1 (Proficiency Development) FA101 Still Life Drawing CA101 Digital Drawing & Illustration-1 DE102 Color Theory Semester II FA102 Figure Drawing SSC102 Media Psychology CA102 Digital Drawing & Illustration-2 MMK101 Media Marketing COM302 English-2 (Public Speaking) DE103 Packaging Graphics		Semester III MMK201 Media Advertising AR201 Story Boarding MM201 Introduction to Animation & Multimedia CA201 Digital Image Manipulation ECR6509 English-3 (OC&RW) DE201 Typography Semester IV MM202 Sound DE202 Advertising Designs AR202 Printing Procedure MMK202 Media Branding CA202 Digital Photography CA203 2D Animation for Digital Media		Area Computer Art TV & Film Design Fine Art Multimedia Social Sciences Marketing Communication Arts Electives Internship Projects	Cr. Hr. 24 15 18 6 15 9 9 9 9 12 3 6
YEAR -3	CR-H	YEAR -4	CR-H	Degree Structure	
Semester V CA303 Non-Linear Editing MM301 Research & Media Planning TF301 Lighting the Sets TF302 Screenplay & Script Writing TF303 Camera & Space TF304 History of TV & Film Semester VI MM302 Digital Movie Making SSC302 Media Ethics SSC3315 Pakistan & Islamic Studies TF305 Directing Actors for TV & Films DE303 Advance Media Concepts-2 MM401 Gamification		Semester VII CA401 Video for Visual Effects CA301 3D Modeling & Animation Techniques ELE Elective- 1 ELE Elective- 2 IPTD313 Project-1 Semester VIII IPTD407 Internship ELE Elective-3 EIE Elective-4 IPTD413 Project-2		Durations : 4 Years Projects : 2 Internships : 1 Course Cr. Hrs. : 126+9 Eligibility: : Intermediate with 2nd Div. min., A-Levels or equivalent	Location: City Campus Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Associate Degree in TV & Film Production

Current Intermediate / A 'levels passed students.

Professionals having intermediate certificate & want to complete their Bachelors in less time.

Professional who have done Bachelors degree (B.A, B.Com) and want to have the degree in the relevant field of Media & Arts. Professionals who want to change their profession. People who would like to establish their business.

Eligibility: Intermediate 2nd Div. or equivalent A-level

YEAR -1	YEAR -2	Specializations
<p>Semester I</p> <p>TF304 History of TV & Film AR201 Story Boarding CA201 Digital Image Manipulation CA303 Non-Linear Editing COM1301 English- 1 (Proficiency Development) SSC3315 Pakistan & Islamic Studies</p> <p>Semester II</p> <p>SSC102 Media Psychology MM302 Digital Movie Making TF301 Lighting the Sets COM1302 English- 2 (Public Speaking) MM201 Introduction to Animation & Multimedia TF302 Screenplay & Script writing</p>	<p>Semester III</p> <p>MMK101 Media Marketing TF305 Directing Actors for TV & Film CA401 Video for Visual Effects SSC302 Media Ethics CA301 Basic 3D Modeling & Animation</p> <p>Semester IV</p> <p>MM301 Research & Media Planning MMK202 Media Branding ELE Elective- 1 ELE Elective- 2 IPTD313 Project</p>	<p>Direction & Production</p> <p>MP452 Theatre MP456 Experimental Film Making MP451 Musical Video MP450 Documentary Making MP458 Creating Reality Television MMA450 Media Business</p> <p>Social Media</p> <p>GD460 Digital Media Communication SM401 Social Media Graphics SM402 Creative Writing Graphics SM403 Online Editorial Writing & Editing SM404 Social Media Strategies SM405 Social Media & Gamification</p>

Degree Structure	
Duration	2 Years
Project	1
Electives	2
Course Cr. Hrs.	60+6
Eligibility	Intermediate with 2nd Div. min., A-Levels or equivalent

Location: City Campus (Morning program)

Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice

Bachelor in Fine Arts (BFA)

YEAR -1		CR-H
AR101	History of Arts	
DE101	Basic Design	
COM301	English- 1 (Proficiency Development)	
FA101	Still Life Drawing	
CA101	Digital Drawing & Illustration- 1	
DE102	Color Theory	
FA102	Figure Drawing	
FA103	Introduction to Sculpture	
CA102	Digital Drawing & Illustration- 2	
MMK101	Media Marketing	
COM302	English- 2 (Public Speaking)	
DE103	Packaging Graphics	

YEAR -2		CR-H
AR201	Muslim Art & Culture	
AR202	Study of Visual Art Forms	
FA201	Miniature-1	
FA202	Introduction to Painting	
FA202	Sculpture in Clay	
FA204	Print Making	
SSC102	Media Psychology	
TE201	Photography in Art Design	
FA205	Miniature-2	
FA206	Mixed Media and One Stroke Painting	
FA207	Relief Printing (Monotype and Color)	
FA208	Wood & Stone Carving	

Curriculum Structure	
Area	Cr Hr
Fine Arts (FA)	66
Design (DE)	12
Computer Art (CA)	6
Marketing (MKT)	3
Communication (COM)	9
Arts (AR)	18
Social Sciences (SSC)	3
Electives	12
Internship	3
Project	3

YEAR -3		CR-H
AR301	Art Critic	
ECR6509	English-3 (OC&RW)	
FA302	Advance Figure Drawing	
FA303	Landscape Painting in Acrylic/Oil	
FA304	Ceramic Sculpture	
FA305	Printing (Etching)	
AR302	Art & Cultural Studies	
FA306	Illustration	
FA307	Abstract & Impressionist Painting	
FA308	Mould Making	
FA309	Print Making (Lino)	

YEAR -4		CR-H
AR401	Study of Arts in New Media	
FA402	Portrait Paintings	
FA403	Print Making (Screen)	
ELE	Elective- 1	
ELE	Elective- 2	
IPTD407	Internship – 1	
FA408	Live-Size Figure Modeling	
ELE	Elective- 3	
ELE	Elective- 4	
IPTD413	Project- 1	

Degree Structure	
Durations	: 4 Years
Projects	: 2
Internships	: 1
Course Cr. Hrs.	: 135
Eligibility:	: Intermediate 2nd Division or equivalent A levels

Location: City Campus
 Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

MCA Program (For 2 years Bachelor Degree BA, BSc., B.Com etc.)

Master in Computer Arts is offered in morning and weekends at City Campus. Eligibility for this program is 2 years bachelors degree. The program is designed to prepare students for career in Management cadre with expertise in Media plus Arts for competitive and business advantages. Graduates of this program obtain skills in general management, media production, marketing and media management.

YEAR -1		CR-H
Semester I		
MM501	Media Marketing	
ECR6509	English-3 (OC&RW)	
ADE501	Adv. Color Theory	
ADE502	Adv. Basic Design	
AFA501	Mix Media Drawing & Painting	
ACA501	Digital Drawing & Illustration-1	
Semester II		
ASSC501	Adv. Psychology	
MM502	Media Advertising	
ACA501	Electronically Enhanced Imaging	
ADE503	Adv. Packaging	
AAR501	Adv. Story Boarding	
ADE504	Adv. Typography	

YEAR -2		CR-H
Semester III		
MM601	Media Branding	
AAR601	Adv. Printing Procedure	
ACA502	Adv. Digital Photography	
MM602	Introduction to animation	
ACA503	Adv. Non- Linear Editing	
ADE601	Adv. Advertising Design	
Semester IV		
ASSC601	Adv. Media Ethics	
AMM601	Adv. Research & Media Planning	
ATF501	Adv. Screenplay & Scriptwriting	
AMM602	Adv. Digital Movie Making	
ACA504	Adv. Video for Visual Effects	
ADE402	Adv. Media Concepts	

Curriculum Structure	
Area	Cr Hr
Advance Fine Arts (FA)	3
Multimedia (MM)	12
Advance Design (ADE)	18
Communication (COM)	3
Advance TV & Film (ATF)	3
Advance Arts (AAR)	6
Advance Computer Arts (ACA)	15
Advance Multimedia(AMM)	6
Advance Social Sciences (ASSC)	6
Computer Art (CA)	3
Elective	3
Project	6

YEAR -3		CR-H
Semester V		
ACA701	Digital Media Communication	
ELE	Elective- 1	
ELE	Elective- 2	
ELE	Elective-3	
IPTD	Project	

YEAR -4		CR-H
AR401	Study of Arts in New Media	
FA402	Portrait Paintings	
FA403	Print Making (Screen)	
ELE	Elective- 1	
ELE	Elective- 2	
IPTD407	Internship – 1	
FA408	Live-size Figure Modeling	
ELE	Elective- 3	
ELE	Elective- 4	
IPTD413	Project- 1	

Degree Structure	
Duration	2 years +
Course Cr Hr	84
Project	6 Credit Hours
Eligibility	Graduate with 2nd Div. minimum

Location: City Campus
Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

MCA Program

(For 4 years Bachelor Degree - BBA, BCA, BTF, BFA)

YEAR -1		CR-H
Set A		
Semester I		
MM501	Media Analysis & Marketing Management	
MM502	Professional Management in Media Industry	
COM501	HRM Communications	
COM502	Science of Organizational Behavior	
MM503	Strategic Media Management	
ACA501	Digital Media Communication	
Semester II		
MM504	Gamification	
COM503	Global Marketing	
MM505	Strategic Media Marketing	
ELE	Elective- 1	
ELE	Elective- 2	
ELE	Elective-3	
IPTD	Project	

YEAR -2		CR-H
Set B		
Semester I		
ACA501	Electronically Enhanced Imaging	
AFA501	Mix Media Drawing & Painting	
ADE501	Adv. Color Theory	
ACA502	Adv. Digital Photography	
ATF501	Adv. Screenplay & Scriptwriting	
ACA501	Digital Media Communication	
Semester II		
MM504	Gamification	
ACA503	Adv. Non-Linear Editing	
ACA504	Adv. Web Development	
ELE	Elective- 1	
ELE	Elective- 2	
ELE	Elective-3	
IPTD	Project	

Curriculum Structure	
Area	Cr Hr
Set A	
Multimedia (MM)	15
Communication (COM)	9
Advance Computer Arts (ACA)	3
Electives	9
Project	6
Set B	
Advance Computer Arts (ACA)	15
Advance Fine Arts (FA)	3
Advance Design (ADE)	3
Advance TV & Film (ATF)	3
Multimedia (MM)	3
Elective	9
Project	6

Substitute Courses	
Semester I	Semester II
Media & Arts	Media & Arts
Media & Arts	Media & Arts
Media & Arts	Media & Arts
Media & Arts	Management Sciences
Management Sciences	Elective- 1
Management Sciences	Elective- 2
	Elective-3
	Project

Degree Structure	
Durations	: 1.5 Years
Course Cr. Hrs.	: 42
Projects	: 6 Credit Hours
Eligibility:	: 4 years degree

Location: City Campus
 Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Post Graduate Diploma in Media & Arts

The Post Graduate Diploma in Media & Arts is part of an articulated program in media arts and production that includes graphic design, moving image, sound, digital media and interaction, and the interplay among these media.

This course aims to provide students with core skills in moving image, digital media or sound production; expertise in one area of media arts and production; a capacity to think creatively and critically about, and contribute to, developments within the media industries; an awareness of industry practices in print & electronic media production; the capacity to develop and critically revise their own work; and project management skills in the context of a media project.

YEAR -1

Semester I

CA101	Digital Drawing & Illustration- 1
AR201	Story Boarding
FA101	Still Life Drawing
MMK101	Media Marketing
AR202	Printing Procedure

Semester II

FA102	Figure Drawing
MM302	Digital Movie Making
CA201	Digital Image Manipulation
CA203	2D Animation for Digital Media
CA303	Non-Linear Editing

Degree Structure

Durations	: 1 Year
Courses	: 10
Credit Hours	: 30
Eligibility	: Bachelors with 2nd Div. minimum

Location: City Campus

Comprehensive exam is a mandatory requirement. Student must clear this exam to become eligible for the degree. The curriculum structure, duration and scheduling of each degree program are subject to change without notice.

Specializations

Computer Arts

Animation & Multimedia

- AM450 VFX Animation
- AM451 Character Animation
- AM452 Advance Materials
- AM453 3D Modeling for Interior Architects & Design
- AM454 Cell Animation
- AM455 Post Production for Animation
- AM456 Advance Character Animation

Graphic Design

- GD450 Designing for Mass Production
- GD451 Dynamic Figure Drawing
- GD452 Advance Illustration
- GD454 Layouting Techniques

- GD455 Mixed Media
- GD456 Advance Digital Photography
- GD457 Branding Graphics
- GD458 Editorial Design
- GD459 Strategic Advertising
- MMA451 Marketing Management
- MMA453 Consumer Behavior

Media Production

- TF301 Lighting the Sets
- TF302 Screenplay & Scriptwriting
- TF304 Broadcast Program Management
- TF306 Advance Camera Techniques
- MP450 Documentary Making
- MP451 Musical Video

- MP452 Non Narrative Film Making
- MP453 Business Broadcast
- MP454 TV program & Product Development
- MP455 Digital Portfolio Preparation
- MP456 Experimental Film Making

Social Media

- GD460 Digital Media Communication
- SM401 Social Media Graphics
- SM402 Creative Writing Graphics
- SM403 Online Editorial Writing & Editing
- SM404 Social Media Strategies
- SM405 Social Media & Gamification

TV & Film Production

Media Management

- MMA450 Production Management
- MMA451 Marketing Management
- MMA452 Media Sales & Distribution Management
- MMA453 Consumer Behavior
- MMA454 Project Management
- MMA455 Client Service Management
- TF456 Event Management
- GD459 Strategic Advertising
- SSC303 Strategic Management

Direction & Production

- MP455 Digital Portfolio Preparation
- MP450 Documentary Making
- MP451 Musical Video
- DP451 Producing for Film & Television
- DP452 Studio and Remote Audio Production
- DP453 Directing Fiction Films
- DP454 Choreography
- CA301 3D Modeling & Animation Techniques
- CA302 Web Production

Media Journalism

- MJ450 TV Scriptwriting for Training and Communication
- MJ451 Public & Corporate Relations
- MJ452 Economic & Financial Reporting
- MJ453 Journalism
- MJ454 Creative Writing
- MJ455 Editorial Writing & Editing
- MJ456 Radio News Reporting & Production
- MJ457 Political Communication and Public Information
- MJ458 Writing and Story Telling

Specializations

Fine Arts

Animation & Multimedia

MMA450 Mixed Media Drawing & Printing
 MMA451 Painting Wildlife & Animals
 MMA452 Advance Landscape Painting
 MMA453 Realism & Representation Painting
 MMA454 Advance Cloth Figure Painting
 MMA455 Advance Water Color Painting
 SSC303 Fine Arts Heads & Hands

Sculpture

DP450 Clay Advance Techniques
 DP451 Welded & Fabricated Sculpture
 DP452 Advance Ceramic Sculpture
 DP453 Metal / Art Jewelry
 DP454 Advance Mould Making Techniques
 DP455 Expression in Clay
 DP456 Collaborative Projects

Print Making

SS450 Etching Advance Techniques
 SS451 Silkscreen Advance Techniques
 SS452 Relief Advance Printing
 SS453 Lithography
 SS454 Portfolio Making

MCA-Media & Arts

Media Production

The work of Great Directors
 Research & Writing for Documentary
 Print Media Production
 Advance Digital Imaging Techniques
 Post Production Computer Editing
 Fundamentals of Performing Arts
 Advance Business Photography

Media Management

Management Public Relation
 Event Management
 Strategic Media Management
 Media Research & Public Opinion
 Social Media Management
 International Media Relations
 Project Management

Marketing

Advertising
 Analysis of International Consumer
 Brand Management
 Consumer Behavior
 Industrial Marketing
 International Marketing
 Personal Selling
 Retail Management
 Sales Management
 Services Marketing
 Social Media Marketing
 Marketing Management

Digital Photography

Fundamental of Digital Photography
 Business of Photography
 Studio Lighting

Natural & Landscape
 Lighting for Commercials
 Photo Journalism
 Photoshop for Photographers
 Night Photography
 Still/Moving
 Image in Context

