



## “Short Courses at IAC”

Institute for Art and Culture (IAC), Lahore

### A. PROPOSED ACADEMIC PROGRAMS

#### 1. Details of Academic Programs (Certificate Courses)

Promotion of Heritage Sites and Tourism through Technology: The certificate course focuses on various ways through which tourism can be promoted. This includes entrepreneurship/ business development and technologies related to photography, movie making and animation.

<b>Certificate Course</b> <b>Promotion of Heritage Sites and Tourism through Technology</b> (Admission Requirement: Matriculation) Duration: 6 Months Study at IAC	
Core Courses	Theory and Studio Courses
1) History and Heritage	<b>Option-1a:</b> Mobile Phone Movie Making and Monetization <ul style="list-style-type: none"> <li>Pre-production</li> <li>Shooting</li> <li>Editing</li> <li>Sound and voice over recording</li> <li>Setting up YouTube account and preparing the posts.</li> <li>Google policies and guidelines for monetizing the YouTube channel</li> </ul>
2. Language	<b>Option-1b:</b> Promotion of Heritage Sites through Photography and Movie Making (Note: Option-1a and 1b have to be taken together)
3. Geometry and Arithmetic	<b>Option-2:</b> Animation
4. Entrepreneurship and Business Development	Electives: Workshops

**Certificate Course (Video Making & Editing)**: Students will learn to develop a basic proficiency with the tools and techniques available in standard digital video editing programs. Shoot, capture, edit, and output short video projects, organizing footage and modifying it into a coherent sequence. Set up short video projects and shoot them using a variety of appropriate camera angles, shots, and framing. Apply techniques for establishing or breaking continuity in a video sequence. Edit a video sequence to synchronize it to a musical soundtrack or dialog.

<b>Certificate Course</b> <b>Video Making &amp; Editing</b> (Admission Requirement: Matriculation, Basic Computing Skills) Duration: 3 Months			
No.	Core Courses	No.	Theory and Studio Courses
1)	Shooting Film	5)	Branding
2)	Editing video	6)	Editing Techniques
3)	Titles and Output	7)	Rhythm, Motion, and Effects
4)	Editing Sound	8)	Final Project



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**Certificate Course (Animation Design):** Animation Design program majorly focuses on developing basic yet practical knowledge of students of the field. Students are allowed to go through a variety of subjects and tools that enable them to enter the realm of animation. However, the subjects and tools taught can vary as per the duration. Some of the subjects taught in this course include Animation Foundation, Basic & Advanced Performance Animation, and Character Animation & Body Design. Some useful software packages like Adobe Flash, Animate are also taught in the course.

<b>Certificate Course</b>			
<b>Animation Design</b>			
(Admission Requirement: Matriculation, Basic Computing Skills)			
Duration: 6 Months			
No.	Core Courses	No.	Theory and Studio Courses
1)	Digital Graphics & Animation	5)	Practiced principles of animation
2)	Storyboarding	6)	Storytelling
3)	Character Design & animation	7)	Performance Animation
4)	Editing	8)	Animation History

**CAD for Textile and Fashion:** The course introduces students to tools of creating computerized pattern for industrial production. This course is an introduces digitizing, grading systems, technical sketching, and spec sheets. Students learn to visualize (drape etc.) their design through digital manipulation in software e.g., Adobe, Illustrator, Polynest, Stye draper etc.

<b>Certificate Course</b>			
<b>CAD for Textiles and Fashion</b>			
(Admission Requirement: Matriculation)			
Duration: 4 Months			
No.	Core Courses	No.	Theory and Studio Courses
1)	Digital tools-I: Adobe suite	5)	Textile and Fashion Studies
2)	Digital tools-II: CorelDraw suite	6)	Fashion Illustration
3)	Surface Design	7)	Fashion Styling
4)	Entrepreneurship and Business Development	8)	Elective: Workshop

**Desktop Publishing:** This course focuses on theory and practical to learn a professional-quality designing that demonstrates a hands on understanding of the given certificate course. Students will learn to develop a basic proficiency with the tools and techniques available in desktop publishing such as Adobe Photoshop and Adobe Illustrator. Based on assignments encompassing grid, corporate branding, POP (Point of Purchase), POS (Point of Sale), social media & digital media. Main focus of this course is the understanding of digital tools and to be able to use them for designing and execution.

<b>Certificate Course</b>			
<b>Desktop Publishing</b>			
(Admission Requirement: Matriculation, Basic Computing Skills)			
Duration: 4 Months			
No.	Core Courses	No.	Theory and Studio Courses
1)	Understanding of Grid & Sizes	5)	POP (Point of Purchase), Merchandising
2)	Logo Design	6)	POS (Point of Sale),
3)	Stationery	7)	Social Media (Posts, gifs)
4)	Branding	8)	Digital Media