Bearing in view the necessity to meet the latest developments in IT field, NCA initiated the Post-Graduate Center in Multimedia Arts. The Post Graduate Center of Multimedia Arts will help Pakistani students come at par with prevailing international standards of Visual Arts education in the wake of phenomenal development in Information Technology the world over. The Center conducts a Master in Multimedia Arts, a Post Graduate Diploma in Multimedia Arts and Several Shorts Courses.

Students will be able to complement their previous studies and work experience with knowledge and skills in the design and development of multimedia products. The programmes are designed to prepare graduates for multi-faceted careers in the multimedia industry. There will be opportunities to develop and apply their teamwork, project management and business planning expertise through industry based multimedia projects.

The Center will provide students with the knowledge and skills necessary to understand the rapidly developing field of Multimedia. It will also enable them to create and critically evaluate interactive Multimedia applications.

The PGCMA will raise the level of multimedia application in all professional areas such as video production, multimedia authoring, interactive design, character animation & Game Designing etc. The courses will prepare students for multi-faceted careers in the multimedia industry.

NCA has set up a state-of-the-Art Multimedia Center with financial assistance from the Punjab Information Technology Board.

The Programme has been developed with the technical assistance from the French Government and the Ecole Supérieure D’art D’Aix-en-Provence, France.

NCA offers the following courses under the programme:

1. Masters in Multimedia Arts
2. Masters in Multimedia Arts (Evening Programme)
3. Post-Graduate Diploma in Multimedia Arts (Evening Programme)
Career options include positions in digital media, information architecture, interaction design, new media, web design, web development and web project management, animation, including animation for the Internet, architecture, character design, computer game software design, experimental animation, feature film production, film and television graphics, special effects and storyboard design.

Various events are organized throughout the year to give students the opportunity to speak with industry professionals, including recruiters.

The Multimedia Arts prepares students for numerous careers, including:

- Media Writers/Designers
- Visual Interface Designers
- Multimedia Designers
- Art/Creative Directors
- Music/Sound Composers
- Motion Graphics Animators
- Graphic Designers
- 3D Graphics Modelers
- Videographers
- Game Designers
Post Graduate Center for Multimedia Arts is offering Postgraduate Degrees, Diploma and short course in Multimedia disciplines. These programmes are versatile and offer opportunities for all levels of students. These disciplines of multimedia will enable students particularly from the industry to enhance their knowledge in a very effective way.

M.A. MULTIMEDIA ARTS (Morning/Evening)

AIM OF THE COURSE
To produce multimedia professionals who can apply professional skills creatively and ethically for problem-solving through applied research and comprehension of theoretical and philosophical underpinning.

COURSE DURATION
Two Years

COURSE STRUCTURE
* 4-Terms (4-Units)
* Days/week Monday - Friday
TERM ONE (FIRST UNIT)

MODULE 1: INTERACTIVE DESIGN

(INTERACTIVE MEDIA DEVELOPMENT)

This module will train students in the management/production of interactive Multimedia Productions such as Web sites, CD-ROM's and DVD's. The course will cover industry standard software applications and their uses within the Interactive Multimedia sphere. Students will design, develop and produce an Interactive Project. Multimedia personnel are generally multi-skilled and capable of completing a variety of important tasks within the development cycle.

STUDIO COURSES

MID-1 Interactive Design-I (Design Process, Digital Imaging)
MID-2 Interactive Design-II (Interface Design, Multimedia Authoring)
MID-3 Drawing

THEORY COURSES

MIT-1 Interactive Concepts (History & Orientation to Multimedia, Program Philosophy)
MIT-2 Communication Science (Communication Theory, Advertising Psychology, Research Methods)

MULTIMEDIA ARTS CASE STUDIES

Guest lectures from various Multimedia disciplines

MODULE 2: DIGITAL PRODUCTION

(DIGITAL VIDEO FOR COMMERCIAL APPLICATIONS & ADVERTISEMENT)

This module aims to teach basic digital production techniques. The course enable you to think about different storytelling conventions in narrative and documentary movie-making and address the fundamentals of sound recording. Students will script and storyboard short movie sequences and develop an understanding of the various roles in the video post-production process. There will be excercises and research to carry out outside of class time.
STUDIO COURSES
MDP-1 Digital Production-I (Camera Operation, Lighting Techniques, Professional Editing Suite)
MDP-2 Digital Production-II (Ad making concepts, Conceptual and Commercial Documentaries)

THEORY COURSES:
MDT-1 Production Concepts (Effective Script writing, Storyboarding & Screenplay Writing)
MDT-2 The Pre Production Process (Management, Coordination, Time Scheduling)
MDT-3 Post-Production Process (Footage, Linear Editing Concepts, Non-Linear Concepts)
MDT-4 Marketing Concepts (Advertising Methodologies, Research & Development)

TERM PROJECT
Studio Project to qualify term.

TERM TWO (SECOND UNIT)

MODULE: COMPUTER ANIMATION
(2D/3D ANIMATION and GAME DESIGN)

This course offers the opportunity for you to enhance your animation practice using software or traditional methods and practical aspects of game implementation using computer game engines and 3D graphics tools. The program consists of a balanced combination of hands-on training, exercises, lab time, individual and group projects. Program addresses skill development of 2D/3D Animation and Game Design. The components are key traditional principles of art, animation and Game.

STUDIO COURSES
MAS-1 Animation-I (Classical Animations)
MAS-2 Animation-II (3D Modeling, Texturing, Lighting & 3D Animation Techniques)
MAS-3 Animation-III (Computer Game Engines)
MAS-4 Drawing for Animation
THEORY COURSES

MAT-1  Animation Basics (Storytelling in Games and Concept Building)
MAT-2  Animation Concepts (History of Animation & Games, Research Methods)
MAT-3  Animation Advances (Game Design Process and Design Documents)
MAT-4  Optional Theory (one optional theory from the list for each term)

TERM PROJECT
Studio Project to qualify term.

TERM THREE (THIRD UNIT)

MODULE: RESEARCH & CULTURAL STUDIES

Multimedia Arts not only offers skill development but also career building guidance. The core subjects identified here observes that focused academic research plays a large part in formulation of ideas. This combination of practice, research and critical evaluation is integral to the Master in Multimedia Arts.

MCS 1: RESEARCH SEMINAR

The focus of this course is to teach the methodologies of research and data collection. This component will support the students to be clear about the themes, ideas, concepts of topics. It also creates opportunities for students to put spatial emphasis on their subject matter.

MCS 2: DIGITAL CULTURE

The objective of this course is to educate the students about the knowledge of media, culture, heritage and the history of digital culture. This module gives an introduction to key ideas in critical and cultural theory that affect creative technologies in media industries.

MCS 3: DEFINE, REDEFINE & FINALIZED

This course facilitates the basic needs for digital productions. Here students will learn
to collect the data for their final project. This Project will make realization, culmination and consolidation of studies.

MCS 4: MULTIMEDIA PROJECT MANAGEMENT

The aims of this course are to impart the Theoretical and Practical knowledge of Multimedia Project Management. This component will support the students to be clear about the Key Concept of Enterprises organization and its applicability in Multimedia disciplines.

MCS 5: THINK, EDIT AND CREATE: (SPECIALIZATION ELECTIVE SUBJECTS)

Interactive Design
Digital Production
Computer Animations 3D
Computer Animation 2D

TERM PROJECT

Studio Project to qualify term.

MULTIMEDIA ARTS CASE STUDIES

Guest lectures from various Multimedia disciplines
Tutorials/Special Workshop

TERM FOUR (FOURTH UNIT)

MODULE: SPECIALIZATION/THESIS PROJECT

A student's thesis project comprises of an original short piece of work enforced by theoretical study, based on independent research and showing evidence of their qualified skills and creative expertise. The project can be in any appropriate form and style in their choice of specialized medium. Students are also required to produce an Extended Essays (of approximately 8,000 – 9,000 words) to facilitate the project. The final project is required to demonstrate work of high standards with the possibility of being publicly exhibited.
POST-GRADUATE DIPLOMA IN MULTIMEDIA ART
POST GRADUATE DIPLOMA IN MULTIMEDIA ARTS

Evening - 1 year duration

AIM OF THE COURSE

To provide professional and ethical skills to diploma students with basic theoretical underpinning to produce highly employable individuals.

COURSE DURATION

One Year

COURSE STRUCTURE

2-Terms (2-Units)
Days/week Monday - Friday

TERM ONE (FIRST UNIT)

MODULE 1: INTERACTIVE DESIGN

(INTERACTIVE MEDIA DEVELOPMENT)

This module will train students in the management/production of interactive Multimedia Productions such as Web sites, CD-ROM's and DVD's. The course will cover industry standard software applications and their uses within the Interactive Multimedia sphere. Students will design, develop and produce an Interactive Project. Multimedia personnel are generally multi-skilled and capable of completing a variety of important tasks within the development cycle.

STUDIO COURSES

MID-1 Interactive Design-I (Design Process, Digital Imaging)
MID-2 Interactive Design-II (Interface Design, Multimedia Authoring)
MID-3 Drawing
THEORY COURSES

MIT-1  Interactive Concepts (History & Orientation to Multimedia, Program Philosophy)
MIT-2  Communication Science (Communication Theory, Advertising Psychology, Research Methods)

MULTIMEDIA ARTS CASE STUDIES

Guest lectures from various Multimedia disciplines

MODULE 2: DIGITAL PRODUCTION

(DIGITAL VIDEO FOR COMMERCIAL APPLICATIONS & ADVERTISEMENT)

This module aims to teach basic digital production techniques. The course enable you to think about different storytelling conventions in narrative and documentary movie-making and address the fundamentals of sound recording. Students will script and storyboard short movie sequences and develop an understanding of the various roles in the video post-production process. There will be exercises and research to carry out outside of class time.

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MDT-3  Post-Production Process (Footage, Linear Editing Concepts, Non-Linear Concepts)
MDT-4  Marketing Concepts (Advertising Methodologies, Research & Development)

Term Project

Studio Project to qualify term.
TERM TWO (SECOND UNIT)

MODULE: COMPUTER ANIMATION

(2D/3D ANIMATION and GAME DESIGN)

This course offers the opportunity for you to enhance your animation practice using software or traditional methods and practical aspects of game implementation using computer game engines and 3D graphics tools. The program consists of a balanced combination of hands-on training, exercises, lab time, individual and group projects. Program addresses skill development of 2D/3D Animation and Game Design. The components are key traditional principles of art, animation and Game.

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MAT-1 Animation Basics (Storytelling in Games and Concept Building)
MAT-2 Animation Concepts (History of Animation & Games, Research Methods)
MAT-3 Animation Advances (Game Design Process and Design Documents)
MAT-4 Optional Theory (one optional theory from the list for each term)

TERM PROJECT

Studio Project to qualify term.
ELIGIBILITY FOR ADMISSION (Masters)
16 years of education in disciplines of Architecture, Design, Fine Arts, Musicology, Film & Television, Computer Science or equivalent qualification in the relevant field from any recognized education institution.

ELIGIBILITY FOR ADMISSION (PGD)
Graduation 2 years, BCS less than 4 years or any other equivalent degree

ADMISSION PROCEDURE
Admissions will be on all Pakistan basis and shall based on merit. Aptitude test will be followed by an interview.
REQUIREMENT FOR AWARDING OF MASTER DEGREE

1. A body of work presented for the degree (Thesis Project)
2. Extended Essay (8000-9000)
3. Coursework: theoretical & practical

ASSESSMENT CRITERIA FOR THESIS PROJECT

‘DISTINCTION’ (80%)

An excellent effort containing work of the highest quality. Applications have been thoroughly investigated and used to their full advantage (within the limitations of the time scale). Items are highly original and also show great consistency, drawing on a range of creative ideas.

‘HONORS’ (70% — 79.9%)

A well-presented submission containing work of good quality. Applications have been used appropriately and competently. Work is original and consistent, idea-driven rather than application-driven.

‘1ST CLASS’ (60% — 69.9%)

A reasonable submission containing work of fair quality. Applications have been used well but in a limited way. Some degree of originality and consistency is shown.

‘PASS’ (50% — 59.9%)

A satisfactory effort containing work of average quality. Applications have been used according to instructions. Little originality is shown. Work is application-driven rather than idea-driven.
MASTER EVALUATION CRITERIA

Total marks of the course  1000
1st Unit marks  250
2nd Unit marks  250
3rd Unit marks  250
Thesis marks  250
Percentage of Assignment marks  50%
Percentage of Exam marks  50%

EXAMINATION AND ASSESSMENT PROCEDURES

A. THEORY COURSE: 30%

Assessment will be conducted in each theory course based on written examinations. The final assessment may be based on:-

1. An aggregate of marks obtained in term assignments during the course; (which shall not exceed 50% of the total marks allocated to the course).

2. An examination may comprise 100% of the total marks allocated to the course.

3. The Extended Essay (8,000-9,000 words) will be examined on the basis of the following criteria: -
   a. Conceptual clarity and development of ideas.
   b. Grasp of issues.
   c. Critical and analytical abilities.
   d. Creative/original interpretation of existing material.
   e. Style and citation.

The extended essay will be awarded a Pass or a Fail based on a pass mark of 50%. Two or three external examiners will submit separate reports and percentage grades on the final document. The final grade for the project report will be the average of the two or three separate percentage grades.
B. STUDIO COURSES 70%

Assessment will be based on the following criteria: -

i. The pass mark for Studio Course is 50%.

ii. Continuous internal assessment will take place in the form of individual and group tutorials. Tutors will submit detailed reports after each tutorial. These reports will be used to ascertain student progress.

iii. Group critiques at the end of term will result in reports and each tutor will award percentage grades. The final grade for the term will be the aggregate of these grades.

iv. Assessments of Year I(PGD) will be an aggregate grade of term-I and term-II.

v. Term I, II and III will be an aggregate assessment by internal and external examiners.

vi. Assessment of Term 4 will take place at the degree show at the end of term.

vii. All internal and external examiners will submit individual reports and percentage grades for each assessment.

viii. The final result will be based on an aggregate of the internal assessment (60%) and external assessment (40%)

REQUIREMENT FOR AWARDING OF POST GRADUATE DIPLOMA

1. Term-I, Term-II term projects

2. Report (2000-2500) words

POST GRADUATE DIPLOMA EVALUATION CRITERIA

<table>
<thead>
<tr>
<th>Total marks of the course</th>
<th>500</th>
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<tbody>
<tr>
<td>1st Unit marks</td>
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</tr>
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<td>2nd Unit marks</td>
<td>250</td>
</tr>
<tr>
<td>Percentage of Assignment marks</td>
<td>50%</td>
</tr>
<tr>
<td>Percentage of Exam marks</td>
<td>50%</td>
</tr>
</tbody>
</table>
EXAMINATION AND ASSESSMENT PROCEDURES

A. Theory Course: 30%

Assessment will be conducted in each theory course based on written examinations.

B. Studio Courses 70%

Assessment will be based on the following criteria:-

i. The pass mark for Studio Course is 50%.

ii. Continuous internal assessment will take place in the form of individual and group tutorials.

iii. Assessments of Year I (PGD) will be an aggregate grade of term-I and term-II.

iv. The final result will be based on an aggregate of the internal assessment (60%) and extern assessment (40%)

EXAMINATION RULES AND PROCEDURE

1. Every student is expected to apply her/himself to her/his studies to the best of her/his ability and to fulfil the Academic requirements of the College.

2. Failure to take any examination or to submit assignments and/or projects at the specified time shall be considered as failure in the examination, assignment and/or projects.

3. All examinations shall be held on the dates and times announced. No extension shall be granted under any circumstances in the time assigned for a given project and/or assignments.

4. The exercise of objectionable conduct and the use of unfair means on the part of students shall render them liable to punishment; to the extent of rustication/expulsion from the College.

5. Every student shall be personally responsible for paying the College dues by the dates notified. If a student fails to pay the dues by the last date for payment with fines, her/his name shall be automatically struck off the College Rolls and she/he shall be responsible for the shortage of lectures arising from this. The College shall not notify the names of such defaulters every month.
6. A 100% attendance is expected in all lectures, seminars, workshops, tutorials, etc. Any absenteeism must be cleared through the Course Director. Continuous absence of more than a week may be granted to students in case s/he falls ill, or in exceptional cases such as an accident or death of a close relative, subject to the condition s/he submits a medical certificate, an application and proof of the incident within one week.

7. A minimum of 85% attendance is required in order to be eligible for examinations.

8. Students conducting parts of their practice or research off campus must obtain permission from the Course Director in order to maintain their attendance record.

9. An academic session shall consist of 2 terms.

10. All courses will be assessed by examinations.

11. In order to pass a core course, the student shall be required to obtain 50% in all examinations pertaining to that course.

12. Long leave of absence may be allowed for a maximum period of one year. Students will be required to re-join at the beginning of an academic session.

13. The degree will not be awarded to any student who has not completed the entire course requirement.
NCA maintains a highly qualified and diverse faculty with a strong emphasis on multimedia production experience. Experienced instructors, industry professionals with varied and extensive backgrounds in multimedia and guest artists from local broadcast, games and visual effects studios form the core of the instructional staff. Four faculty members were trained for the duration one academic year at Ecole supérieure d’art d’Aix-en-Provence, France.

Officiating Director: Mr. Zaffer Iqbal  
B. Design NCA  
M.A. Multimedia Arts

Academic Coordinators: Mr. Muhammad Ali Tirmizi  
B-Arch. NCA  
PGD in Architecture, UET, Lahore  
A-IAP, M-PCATP, M-RIBA, M-AA  
PGD in Environmental Design (AIOU), Islamabad

FACULTY

Mr. Haseeb Ahmed  
Associate Professor  
M.A. Multimedia Arts (NCA)

MS. IZZA RANDLE  
Asst. Professor/Lab Coordinators  
M.A. Multimedia Arts (NCA)

MR. BILAL KHALID  
Asst. Professor/Teaching Coordinators  
M.A. Multimedia Arts (NCA)  
M.Phil Communication Studies (Superior)

MS. MARYUM KHAN  
Asst. Professor/Teaching Coordinators  
M.A. Multimedia Arts (NCA)

MS. WARDAH ALAM  
Asst. Professor/Lab Coordinators  
B. Fine Arts (NCA)  
M.A. Multimedia Arts (NCA)

MR. BASIT ZAIN  
Asst. Professor/Technical Coordinators  
M.A. Multimedia Arts (NCA)

Mr. AGHA RAZA ABBAS  
Asst. Professor/Teaching Coordinators  
M.A. Multimedia Arts (NCA)

Mr. ASAD IQBAL  
Asst. Professor/Teaching Coordinators  
M.A. Multimedia Arts (NCA)
The college reserves the right to make changes, amendments or additions to the programmes, course, regulations and conditions governing the conduct of students, requirements for degree free and any other / information or statement contained in this prospectus. No responsibility shall be accepted by the college for hardship or expenses incurred by the students because of such change.

Further more college rules and regulation can apply where ever this prospectus is silent.