

INSTITUTE OF DESIGN AND VISUAL ARTS

DEPARTMENT OF RESEARCH CENTER FOR ART & DESIGN

OVERVIEW:

Research Centre for Art & Design was established in 2003 and as a Department; it became part of the Institute of Design and Visual Arts in 2012. The Research Centre has produced eminent PhD scholars in Fine Arts and has International Post-Doctoral fellows as part of its Doctoral team. There is a variety of experts in South Asian art, Islamic art and architecture, ancient civilizations, cultural heritage, and art in Pakistan. It plays a role in facilitating research activities of the Institute while promoting its research scholars to participate in conferences, seminars, group exhibitions at national and international level. The Centre offers MS and PhD Degree Programs in both theoretical and practical fields of Fine Arts. The MS Program allows student to opt specialization of their choice either in Art History or Studio Practice. Whereas, PhD program offers specializations in Islamic art, architecture, contemporary art in Pakistan, crafts, and cultural and ancient heritage of Pakistan. The research students are provided the facility of online search through JSTOR and HEC Digital Library. Studio Practitioners avail the facility of NHQ (Naseem Hafeez Qazi) Gallery by arranging solo and group exhibitions as well as artists Talks. Artists of renowned fame frequently visit as guest speakers and jurors to give feedback to MS and PhD Studio Practitioners.

LEARNING OBJECTIVES:

Research Center of Art & Design is dedicated to the progress of arts through research and creation of new work. It believes in preserving the past while striving to define the future of artistic traditions. It is committed to explore the interrelationships among arts and other disciplines. Through presenting, various research activities and exhibitions. This center seeks to deepen the understanding of the arts. To expand audiences, and to enrich the quality of life at the university, in our community, our state, our nation and the world. All kind of research activities in the Institute of Design & Visual Arts including special lectures, seminars, conferences, exhibitions and research projects WC organized and supported by this center.

DEGREE PROGRAM OFFERED

- MS Fine Arts
- PHD Fine Arts

ALONG WITH ELIGIBILITY CRITERIA:

MS (Fine Arts)

- The eligibility for admission in MS Art History/Studio Practice degree is BFA Painting /Graphic/ or 16 years of education in relevant field
- As per HEC requirement the eligibility criteria for MS (all Disciplines) is at least 2.5 CGPA (Semester system), this rule applies on quota/ reversed seats.
- The candidates must have obtained 2.5/4.00 CGPA in semester system or 50% marks in annual system.
- Kindly visit university website for further information.
- All other requirements as per University policy (Please see University admission criteria for MS).
- **Duration:** 2 years

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PHD – FINE ARTS – RESEARCH PROGRAM

- For admission in PhD Art History/ Studio Practice the candidate must have 18 years of education in relevant field.
- As per HEC requirement the eligibility criteria for PHD is at least 3.0 CGPA (Semester system), this rule applies on quota/ reversed seats.
- The candidates must have obtained 3.00/4.00CGPA in semester or first division in annual system.
- Candidates working in Government/semi-government institutions have to submit NOC from concerned organization.
- All other requirements as per University policy (Please see University admission criteria for PhD).
- Admissions in PhD program will be carried out twice a year, in spring and in autumn depending on the availability of seats.

LIST OF FACULTY

Prof. Dr. Masooma Abbas, Professor, Incharge Research Center for Art & Design, IDVA. LCWU. PhD (Fine Arts) Post-Doc USA, Specialization: Fine Arts

Dr. Sadia Murtaza, Assistant Professor, PhD Coordinator Research Center for Art & Design, IDVA. LCWU. PhD (Fine Arts) , Specialization: Fine Arts

Ms. Rabia Yaseen, Assistant Professor, MS Coordinator Research Center for Art & Design, IDVA. LCWU. MS (Fine Arts), Enrolled in PhD, Specialization: Fine Arts

Ms. Nida Ijaz, Lecturer MFA Coordinator Research Center for Art & Design, IDVA. LCWU. MFA (Graphic Design), Enrolled in PhD, Fine Arts, Specialization: Graphic Design

Ms. Amber Munir, Lecturer Research Center for Art & Design, IDVA. LCWU. M S (Fine Arts), Enrolled in PhD, Specialization: Fine Arts

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DEPARTMENT OF GRAPHIC DESIGN

OVERVIEW

The Graphic Design Degree program was started in October 2003 with a professional four years degree program of BFA Graphic Design. In 2007 it is developed into a professional Communication Design education department. The current enrolment of more than 150 students in Graphic Design Department are enthusiastically learning the ability to think, draw, create and design. They are also trained through the various modern skills to solve specific design problems.

The BFA Graphic Design is an innovative Professional Degree Program that offers learning opportunities to study the exciting & challenging fields of Art and Design, suitable for a wide range of professional needs in the visual communication culture..

The students are encouraged to develop innovative ways of thinking and creating and are also prepared to play an active role in the aesthetic arena to confidently face the realities of the modern working world. Our curriculum is multi- disciplinary and based on the learning needs of students and the requirements of the professional environment combining both theory and practice. A spirit of enthusiastic learning and healthy competition prevails throughout the year with continuous assessments. Our faculty is highly qualified in their specific field; apart from permanent faculty the department also hired the teaching services of visiting faculty members from the reputed organizations. Internship program is also designed for the professional engagement of the students with the Industry. Currently our graduates are working successfully in reputed ad agencies, software houses, game design studios and also imparting knowledge in various reputed Art & Design institutes.

LEARNING OBJECTIVES

Our main objective is to teach and instruct students in the various fields of communication design, which mainly includes advertising, multimedia, video graphics, web design, illustration, and other emerging visual communication technologies. To prepare students to use a variety of manual and digital formats to create marketable communication solutions and to assist students in gaining employment in advertising and marketing firms, print and electronic publication companies, video/film industry and in-house graphics departments. To promote an understanding and learning of the modern design practices and other various fields of communication design that mainly includes Advertising/Promotional Campaigns, Photography, Animation, Interactive Design and Video Production. Besides studio practices, Art & Design history acquaintance also plays a vital role for the deep understanding of the significant role of creative practitioners in the development of civilizations.

OUTCOMES

Originate design communications through the application, analysis, synthesis and evaluation of design theories, principles and processes to develop effective design solutions. Develop and show evidence of a logical progression of two-dimensional design concepts and, at the same time, demonstrate the ability to meaningfully integrate typography, illustration, photography, and all other graphic and advertising design elements.

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Use a variety of advanced technology to capture and manipulate design elements in producing a final product and acquire an increased appreciation and understanding of the concepts and values required to enhance the quality of life through design for self and others in the any workplace and community through an exploration of selected broad goals of education in the areas of aesthetics, civic life, culture, personal development, society, work and technology.

DEGREE PROGRAM

BFA-Bachelor of Fine Arts (Graphic Design)

Degree Program Duration 4 years Professional Degree Course.

ELIGIBILITY CRITERIA FOR ADMISSION

BFA 4 years degree programs

- Intermediate / A Level with or without Fine Arts
- Minimum 2nd Division in Intermediate
- Kindly visit admission policy for further details

LIST OF FACULTY

Ms. Aisha Saddiqa Chairperson/Associate Professor, PhD scholar (Fine Arts) Phd Scholar (Fine Arts) LCWU, MS (Fine Arts) LCWU, M.F.A (Graphic Design) PU, BFA (Graphic Design) PU.

Ms. Laiqa Iqbal Assistant Professor MS (Fine Arts) LCWU, MA (Fine Arts) PU.

Ms. Anna Anwar Lecturer MS (Fine Arts) LCWU, M.F.A (Graphic Design) (PU), BFA (Graphic Design) PU.

Ms. Ayesha Ahmed Bilal Lecturer M.A Photography (Nottingham Trent University) UK, M.F.A Graphic Design (PU), BFA Graphic Design (PU).

Ms. Faiqa Islam Lecturer M.Phil (Multimedia Arts) University of Gujrat, MA (Multimedia Arts) National College of Arts.

Ms. Iqra Fahad Lecturer M.A (Multimedia Arts) National College of Arts, BFA (Graphic Design) PU.

Ms. Warda Naeem Bukhari Lecturer PhD Scholar (Art & Design) PU, M.A (Visual Arts) National College of Arts, BFA (Graphic Design) BZU, Multan.

VISITING FACULTY

Prof.(Rtd) Mehmood ul Hassan Jafri Former Head of Communication Design Department, National College of Arts, Former Design Consultant UNESCO (South Asian Region).

Mr. Suhail Ahmed Sheikh Senior Associate Producer GEO TV Network. M.A (Mass Communication) PU.

Ms. Sehar Amjad M.Phil (Architecture) UET, B.Arch UET.

TECHNICAL STAFF

Mr. Naveed Akmal, Technical Assistant.

Mr. Mansoor Ali, Video Editor.

Contact detail

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DEPARTMENT OF INTERIOR DESIGN

OVERVIEW

Department of Interior Design was established in September 2012 at Lahore College for Women University offering a 4 Years Degree Program of BFA Interior Design. This Department offers Academic excellence, personalized attention and a wide spectrum of interior design courses. Interior Design is a relatively new field and offers great career opportunities. This Program has been designed to help students explore materials as they will be challenged to create beautiful, functional spaces that merge environmental, social, and architectural elements.

This program seeks to provide a unique and exciting Interior design education which is based on futuristic methods, but which challenges conventional concepts, processes and solutions in order to meet the needs of present and future generations. Interior Design has a vital part to play in shaping the future of design. We have planned innovative and enriching programs and interaction sessions with professionals. The courses are also tailored to meet the market demands. The valuable inputs, suggestions from the experts in these fields are carefully considered to make the courses a fruitful one in all aspects. The Faculty is highly qualified along with professional exposure of the field. apart from permanent faculty the department also hired the teaching services of visiting faculty members from the reputed organizations. Internship program is also designed for the professional engagement of the students with the Industry. Currently our graduates are working successfully in reputed Interior and architectural organizations and imparting knowledge in various reputed Art & Design institutes.

LEARNING OBJECTIVES

Our main objective is to promote intellectual inquiry, creative expression and original work through a structured curriculum that balances theory and practice, experimentation and planning, creativity and logic, critical thinking, global awareness, and design history.

To encourage the students for the development of visual fluency as well as the acquisition of essential knowledge and skills in the elements and principles of design, drawing and color, Computer Aided Design (CAD), interior space planning, sustainability, materials and finishes, lighting, structures, surfaces and codes specific to both residential and non-residential situations. At the same time to explore materials and space according to the laws, codes, regulations, standards, and practices that protect the health, safety, and welfare of the public, as the students will be challenged to create beautiful, functional spaces that merge environmental, social, and architectural elements. To transform students into critical thinking professionals who will able to present their ideas with authority by drawing on their education, a strong design vocabulary and professional communication skills, and to train globally conscious interior designers with consideration for the responsibility and outcomes of design and the needs of all user groups

OUTCOMES

Graduates will develop the understanding to apply the knowledge, skills, processes, and theories of interior design within the context of building systems using appropriate materials and products.

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They will be able to demonstrate the principles and values of professional responsibility by the development of functional and aesthetically attractive design solutions that enhance the quality of life and culture of the occupants so that they will be able to produce organized contract documents including coordinated interior drawings and specifications. To transform conceptual design ideas into a detailed solution that considers existing building constraints, user needs, cost, building codes and standards, and a program of spaces by applying knowledge of Interiors, architecture, art, and the decorative arts within a historical and cultural context.

DEGREE PROGRAM

BFA-Bachelor of Fine Arts (Interior Design)

Degree Program Duration

4 years Professional Degree Course.

ELIGIBILITY CRITERIA FOR ADMISSION

BFA 4 years degree programs

- Intermediate / A Level with or without Fine Arts
- Minimum 2nd Division in Intermediate
- Kindly visit admission policy for further details.

LIST OF FACULTY

Ms. Roohi Jamal Lecturer MS (Fine Arts) LCWU, MA (Fine Arts) LCWU

Ms. Farhana Naz Lecturer Bachelor's in Architecture, UET Lahore MS (Fine Arts) On going.

Ms. Saba Mujib Baig Lecturer Bachelors Product & Industrial Design, UET, Lahore MFA (on going)

Ms. Maha Tariq Lecturer M.A Interior Design NCA, Lahore BFA Interior Design, LCWU.

Ms. Iqra Mahmood Lecturer M.A Interior Design NCA, Lahore

VISITING FACULTY

Prof. Naheed Shehnaz Malhi Professor MA Fine Arts (PU)

Ms. Aima Yousaf Jamal Assistant Professor M.A Interior Design NCA, Lahore MA Interior Architecture, Middlesex University, London, England

Ms. Nijah Akram Assistant Professor B.Sc. Architectural Engineering, UET Lahore Master's in architecture, UET Lahore

Ms. Rimsha Imran Lecturer M. Phil (Architecture) UMT Lahore. B.Arch., University of Gujrat

Ms. Zynab Mehmood Lecturer M.A Interior Design NCA, Lahore BFA Interior Design, LCWU.

TECHNICAL STAFF

Mr. Ahmed Anwar Computer Operator

Mr. Naveed Junior Clerk

Contact detail

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DEPARTMENT OF TEXTILE DESIGN

OVERVIEW

The Textile Design Department was established in 2012 offering four years professional Degree Program in Textile Design. The department heightens and promotes creativity through teaching and learning by offering academic excellence, personalized attention, proper foundation and skills for an exciting career and a wide spectrum of Textile Design courses suitable for professional needs. The four years bachelor program in Textile Design will train the students for traditional skills like spinning, knitting, off-loom and on-loom weaving, block printing, hand screen printing, tie and dyeing, as well as modern techniques of digital printing and fabric manipulations. In every course, strong historical and theoretical knowledge of the field and diverse creative practice related to weaving textile and printing to sculptural fiber will be developed.

LEARNING OBJECTIVE

These courses are designed to inculcate the ability to perform higher in order thinking skills and articulate visual and art historical concepts in verbal and written forms, through the medium of BFA Textile Design program that equips students with in depth knowledge of designing and developing woven textiles, embroidery and embellishment, textile surface development, fabric manipulation, mixed media textiles, textiles dyeing and printing and constructed textiles. Considering architecture, sculpture, wall-painting, manuscript painting, stained glass, metalwork, pottery and textiles in their historical contexts. This course explores the challenging world of Fashion and clothing that can be called material zeitgeists of culture. This course addresses the influences, affinities, and relationships of fashion, the visual arts and culture. The psychological and sociological influences of dress, the physical aspects of appearance, and the influences of gender, sexuality, ethnicity, and class on the development of personal identity are explored through the study of style in traditional cultures, popular culture and everyday life. Readings, discussions and research enhance the student's skills in interpreting and articulating their understanding of art, fashion, clothing and culture. Historical Design development: apparel, furnishing, costume, textile arts and non-apparel. Cultural factors that influence designs and designers: textile production and textile art forms, textile as a medium for self-expression and communication across cultures and civilizations and as a source of inspiration for contemporary textile designers.

OUTCOME

The course is designed to enable the Textile Design student to apply professional industry principles to job situations. Experience gained as a result of this familiarizes the student with career options and the necessary skills and preparation to obtain them. The four year degree program will provide students with the current portfolio requirements for the fashion and Textile industries.

Degree programs offered

BFA Textile Design

Duration : 4 Years (BFA Textile Design)

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ELIGIBILITY CRITERIA

BFA 4 YEARS DEGREE PROGRAMS

- Intermediate / A Level with or without Fine Arts
- Minimum 2nd division in intermediate.
- Kindly visit university website for further details.

FACULTY LIST

Ms. Rehana Salman Lecturer, In charge Textile Design Department, IVAD, LCWU MA Painting (LCWU)

Ms. Mahrukh Khan Lecturer Coordinator Textile Design Department, IVAD, LCWU M.S. History of Art (PU) BFA Textile Design (PU)

Ms. Anum Saeed Lecturer, Exam Coordinator Textile Design Department, IVAD, LCWU M.S. History of Art (PU) BFA Textile Design (PU)

Ms. Fatima Rizvi Lecturer, Textile Design Department, IVAD, LCWU MFA Textile Design (PU) BFA Textile Design (PU)

Ms. Sadaf Amin Lecturer, Textile Design Department, IVAD, LCWU Mphil. (NCA) BFA Textile Design (NCA)

Ms. Saffurah Musawar Lecturer, Textile Design Department, IVAD, LCWU BFA MFA Textile Design (PU) B.Des Textile and Fashion (GIFT University)

VISITING FACULTY

Mr. Ali Qamber Assistant Professor, Textile Design Department, IVAD, LCWU BFA Textile Design (PU)

Mr. Meer Mehmood Textile Design Department, IVAD, LCWU BFA Textile Design (AJK)

Amen Malik Asif Lecturer BFA Textile Design (NCA)

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DEPARTMENT OF VISUAL ARTS

OVERVIEW

Department of Visual Arts is the oldest department in the Institute of Design and Visual Arts. This department has provided the foundation to this Institute with its long productive history. It was established by Miss Nasim Hafeez Qazi in 1952, since then this department seeks to interweave creative expression, art theory and fine arts practice. The Department of Visual Arts offers students a vibrant environment where they can study various aspects of the visual image and visual culture, from their creation to the way in which they are interpreted and used by society.

LEARNING OBJECTIVES

We challenge our students to think beyond the classroom, to interpret arts within a broader visual culture, treating the classroom as a testing ground for their ideas. The strong partnership between Fine Arts and Art History helps to promote critical approach, which is grounded in both contemporary and historical zones.

The core staff of artists, fine art specialists, art historians and visual culture specialists is supported by many visiting lecturers, artists and designers, exposing students to the expertise and stimulation of leading practitioners and academics. Students are often exposed to the industry through social engagement projects and other professional activities.

OUTCOMES

The Department helps students to equip themselves with the skills needed to enter competitive workplace by providing them with first-class education. Moreover, the department has a strong focus on research, thus analytical and critical thinking skills are encouraged to nurture future researchers.

DEGREE PROGRAM OFFERED

- BFA Fine Arts Four Years Professional Degree Program - Annual System
- One Year Diploma in Ceramics

ELIGIBILITY CRITERIA FOR ADMISSION IN BFA FINE ARTS FOUR YEARS PROGRAM

- Intermediate / A Level with or without Fine Arts
- Minimum 2nd Division in Intermediate
- Kindly visit university website for further information.

ELIGIBILITY CRITERIA FOR ADMISSION IN ONE YEAR DIPLOMA IN CERAMICS

- Matric/ O Level or Intermediate/ A Level with or without Fine Arts
- Only Females can apply
- No age Limitation

LIST OF FACULTY

Prof. Dr. Rifaat Saif Dar Professor (Fine Arts) Chairperson Department of Visual Arts PhD Fine Arts (LCWU) MFA (PU) (Gold Medal), B.F.A Gold Medal

Ms. Ghazala Anjum Shirazi Associate Professor (Fine Arts), MS (Art History), MA Fine Arts (PU) PhD Scholar Fine Arts (LCWU).

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Ms. Aasma Abdul Majeed Assistant Professor (Fine Arts) MS Fine Arts LCWU, MA Fine Arts (LCWU), PhD Scholar LCWU).

Ms. Farah Khan Assistant Professor (Fine Arts) MS Fine Arts (Gold Medal) LCWU, MA Fine Arts (PU) (Gold Medal), PhD Scholar (LCWU).

MS. AQSA REHAN (Study Leave) Assistant Professor (Fine Arts) MS. Fine Arts (LCWU), MA Fine Arts (LCWU), PhD Scholar HNU China.

Mr. Arfan Javed AUGUSTINE Lecturer (Fine Arts) MA (Honors) Visual Arts with Distinction (NCA and Ecole Nationale Supérieure Des Beaux Arts Paris), BFA (Honors) (NCA).

Ms. Nourcen Rasheed Lecturer (Fine Arts) MS Fine Arts (LCWU), BFA (NCA).

Ms. Sidra Liaqat Lecturer (Fine Arts) MS Fine Arts - Gold Medal (LCWU), BFA - Gold Medal (LCWU), PhD Scholar LCWU.

Mr. Shiblee Munir Lecturer (Fine Arts) BFA Medal, (BNU).

Ms. Sobia Maqsood Lecturer (Fine Arts) MS Fine Arts (LCWU), MA Fine Arts (LCWU), PhD Scholar (LCWU). (Study Leave)

Ms. Tayyaba Naem (EOL) Lecturer (Fine Arts) MFA, (PU) (Gold Medal), BFA Visual Arts, Roll of Honor (LCWU), MS Scholar (LCWU).

LIST OF VISITING FACULTY

Ustad Irfan Ahmad Khan STAD **IRFAN AHMAD KHAN** Visiting Assistant Professor

Ms. Sahar Amjad Visiting Lecturer PGD in Conservation of Architectural Heritage, (UET), B-Arch (UET), M-Arch Scholar (UET).

LIST OF NON-TECHNICAL STAFF

Mr. Naveed Ahmad Kiln Operator (Ceramics)

Mr. Muhammad Usman Junior Clerk (Visual Arts Department)

Mr. Rana Abdul Mateen (on EOL) Computer lab Assistant (Research Center Visual Arts Department)

Mr. Attique Ur Rehman Satti Caster (Sculpture Department)

Mr. Patras Ghulam Sculpture Caster (Sculpture Department)

Mr. Sarwar Ali (on EOL)

Naib Qasid (Visual Arts Department)

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