

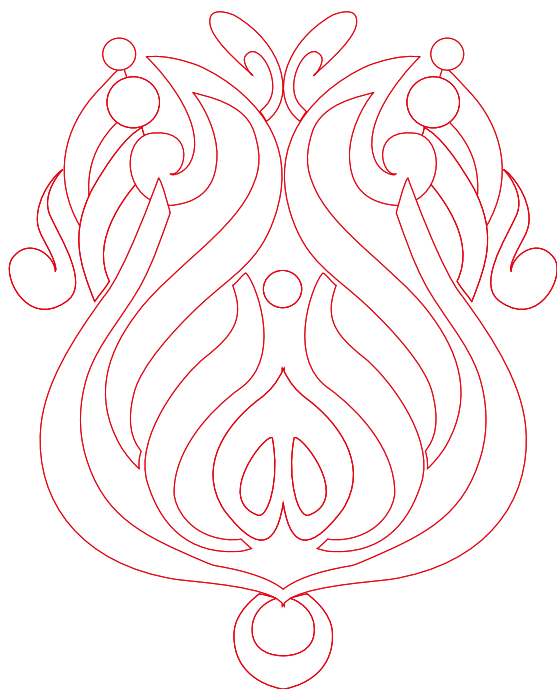
Prospectus

Hunerkada College Of Visual And Performing Arts



HUNERKADA

College of Visual & Performing Arts







HUNERKADA

College of Visual & Performing Arts

4 years Degree Program

BS FINE ARTS

BS Graphic Design

BS Textile Design

Affiliated with



University of Sargodha

Our Collaborators



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Jamal Shah

Founder

When I thought of calling our institution Hunerkada, I was thinking of a true skill and creativity that has been the essence of this soil. Ours is a society where skill took a spiritual dimension and translated itself into the most unique mystic poetry, the axiomatic music, great architecture and exquisite arts and crafts from Mehergarh, Harappa, Mohenjodaro, Ghandhara and local rulers and the Mughals. Hunerkada, therefore, is intended to be a place where the same respect for tradition and a quest for exploring new frontiers while facing contemporary realities, will be the guiding principles for learning & imparting skills & knowledge in all related disciplines of visual & performing Arts. We at Hunerkada encourage a critical relationship amongst teachers, students and the society by encouraging healthy enquiries and honest responses, so that an atmosphere of stimulus and response rather than the donor / receiver mind set is created. We would like to see our Hunermands engaged in a meaningful relationship with society, assisting the industry, business, education, art and culture by lending their skills and vision to the institutions concerned and making some difference in the field.



Muhammad Younas

Director

Let me take this opportunity to welcome you at the skill, knowledge and technology based, prestigious Art and Design College, Hunerkada!

We aim to provide state of the art practical skill-based knowledge to our prospective students. Hunerkada renowned in the fields of Finearts (Drawing & Painting, Sculpture, Miniature, Printmaking), and Design (Textile design, Graphic design) is now being affiliated with University of Sargodha for its undergraduate degree programs.

Our experienced and well-trained faculty members are renowned for their work and have already made their names in their respective fields. I look forward to welcome you to be an active member of this world of Art and Design, whether through degree programs or short courses. I pray for your long-lasting prospective future.



Rakshanda Atawar


















Principal

Our commitment is to provide a safe and intellectually challenging environment that will empower students to become innovative thinkers, creative problem solvers and inspired learners prepared to thrive in the twenty-first century.

Our students' success cannot be defined by qualifications alone. Students leave the college as dynamic and impactful global citizens, equipped to play a leading role in whichever walk of life they choose.

Our excellent team ensures that every student is guided and cared for to ensure that their individual needs are met and students leave Hunerkada College accomplished in academic skills and become architects of their own lives. High standards and expectations for each student in regard to academic performance, co-curricular participation, and responsible citizenship are the foundation of our college. It is with pride that we hold these high standards and ask each of our students to commit to maintaining the extraordinary record of achievement and contribution that has been the legacy of Hunerkada students.

Faculty

				
	Naveed Akhtar Asst. Professor		Muhammad Nadeem Lecturer Textile	
	Sheraz Ahmed Lecturer Interior Design		Shoib Yousaf Lecturer Photography	
				Rashid Mehmood Lecturer Photography
	Ayesha Shahid Lecturer Psychology		Hassan Waheed Lecturer Fine Arts	
Tania Salman Lecturer Textile		Adul Wahab Lecturer Mathematics		Muhammad Amjad Alvi Lecturer Textile Design
	Sahira Nosheen Lecturer Fashion Design		Saba Jasim Lecturer Fashion Design	
Bilal Saleem Graphic Designer		Hina Waseem Office Manager		Hassan Adrees I.T Officer

Visting Faculty



Syed Umair
Lecturer
Graphic Design

Rabia Amjad
Lecturer
Textile Design

Saad Hashmi
Lecturer
Graphic Design

Mission Statement

Hunerkada is passionately involved in educating as well as practically training Pakistani youth in the fields of Arts and Design with an emphasis on morality and empathy to make them useful and responsible citizens helping professionally in the progress of Pakistan.

Emphasis on morality:

Hunerkada stresses on high moral values in accordance with the religion and culture of the people of Pakistan.

Emphasis on empathy:

Hunerkada is keen to impart empathy among students so that they become more caring and supportive, for better environment while working in groups.

Emphasis on responsibility:

Hunerkada has structured education of art and design such that the students learn to act responsibly in all conditions from individual to societal levels.

Vision

By 2025, Hunerkada aims to become a leading contributor in the fields of art, craft, and design with an emphasis on society building by bringing core values of respect, responsibility, integrity, care, resilience, and harmony in education.

To achieve this aim, Hunerkada will bring emphasises on creation of a shared universe in which students will learn and work in close association with each other, and the society.

Student Life



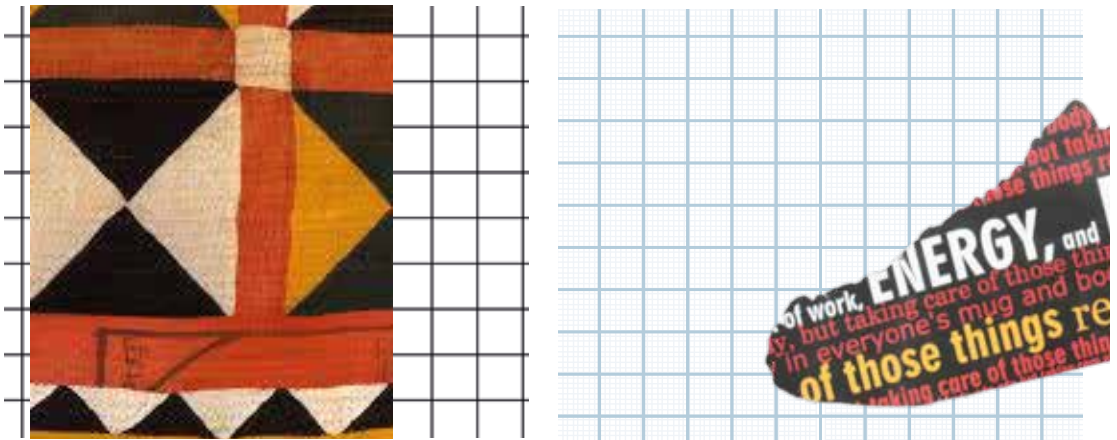




Design Department

BS Graphic Design

BS Textile Design



Design Department offers two types of undergraduate degree programs in affiliation with University of Sargodha. These programs are aimed at producing skilled professionals with aesthetic sense and capability of thinking critically. These programs cover the need of growing industry of Pakistan.

Graphic Design

The background is a complex, layered composition. It features a central green silhouette of a person with arms raised, set against a backdrop of various geometric shapes and patterns. There are sections with black and white stripes, some with a 3D effect, and others with a grid or diamond pattern. The color palette includes vibrant pinks, purples, yellows, and oranges, as well as muted greens and greys. Faint, stylized text fragments like 'MODEL', 'ATION', and 'T' are visible in the background.

BS Graphic Design



Graphic designing is playing a vital role in the corporate and industrial world today, and its importance will only but increase in the times ahead. It provides students with principles of design & typography for corporate communication, interactive multi-media & publications. Emphasis is on process, analysis & development of creative & challenging solutions thus the students are able to produce complete advertising campaigns.

First Year

1 English- I	Theory
2 History of Art	Theory
3 Mathematics/Geometry	Theory
4 Introduction to Computers	Theory
5 Psychology	Theory
6 Fundamental of Design	Practical
7 Drawing- I	Practical

Second Year

1 English- II	Theory
2 History of Design	Theory
3 Pakistan Studies/ Islamiat	Theory
4 Typography	Theory
5 Drawing- II	Practical
6 Graphic Design- I	Practical
7 Computer Graphic- I	Practical
8 Photography- I	Practical

Third Year

1 Modern Art	Theory
2 Marketing	Theory
3 Techniques of Printing	Theory
4 Drawing- III	Practical
5 Photography- II	Practical
6 Illustration- I	Practical
7 Computer Graphic- II	Practical
8 Graphic Design- II	Practical

Fourth Year

1 Illustration- II	Practical
2 Print Making	Practical
3 Research Report	Research
4 Final Project	Research

Program Overview

Graphic designing has an important role to play in modern competitive and global environment and it has emerged as an integral part of any business and occasion. The importance of graphic designing has increased with shifting of emphasis of business success to branding, which in turn has evolved from the practical need for identification and ownership, to a beacon of quality, to an emotional bond between company/ product and consumer. Graphic designing aims at improvement and beautification of link between consumer and the company/ product.

Hunerkada offers BS degree program in graphic designing in collaboration with University of Sargodha, which is a reputed university in public sector of Pakistan. It comprises of 4 years of in depth study coupled with intense practical training. The program focuses on learning of communication through relationship of text and images using modern digital tools of visual communication. The program emphasizes on various aspects of graphic design including website design, campaign design, and packaging design by teaching various theoretical and practical subjects from basic to advanced levels.

The final year thesis work of the students, based on practical applications of the techniques learned in four years, is exhibited to show it to general audience and their prospective employers from the industry.

Program Objectives

The BS (Graphic designing) program is aimed at producing quality resource for fulfilling the demands of ever changing and growing businesses and industry. It prepares the students for facing challenges of competition in national as well as international market. The core objectives of this program include:

- Imparting technical skills applied to graphic designing to make the students compete successfully in real world business environment
- Improvement in communication of design concepts, design solutions, and arguments in a clear and concise way through verbal, visual, and written means
- Demonstration of ability to use design thinking strategies in an interactive design process
- Students are trained vigorously to enable them use their theoretical knowledge in practical real-world situations
- Giving a strong emphasis on development of conceptual clarity and strong power of visualization of students by engaging them in practical studio-based projects
- Guiding the students to utilize available resources efficiently and effectively to enable them work in a competitive and technology driven work environment
- Empowering the students with confidence to become successful entrepreneurs

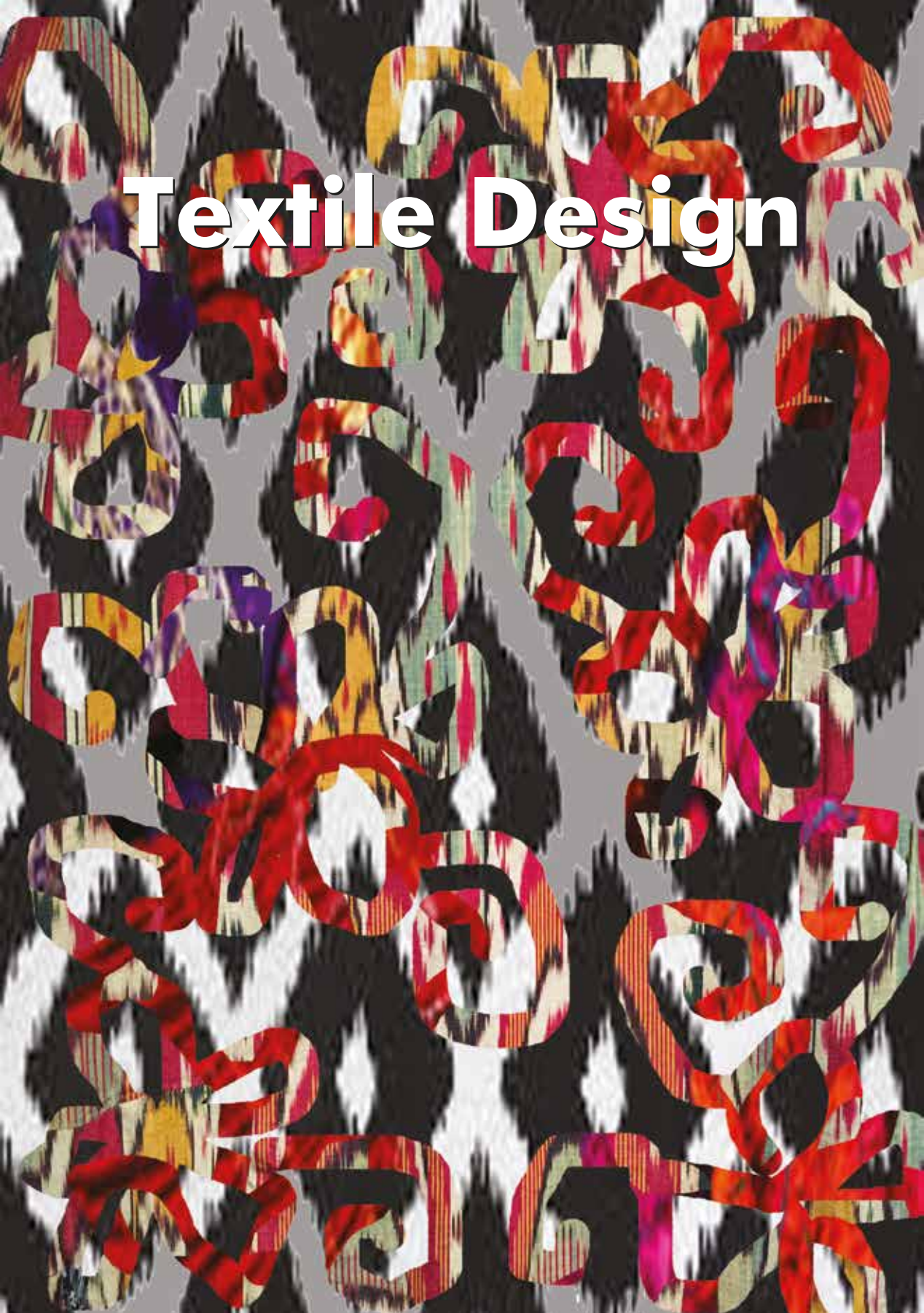
Career Paths

After graduating in the specialized area of graphic designing, the students of Hunerkada will be open to select one of several available career options, which include:

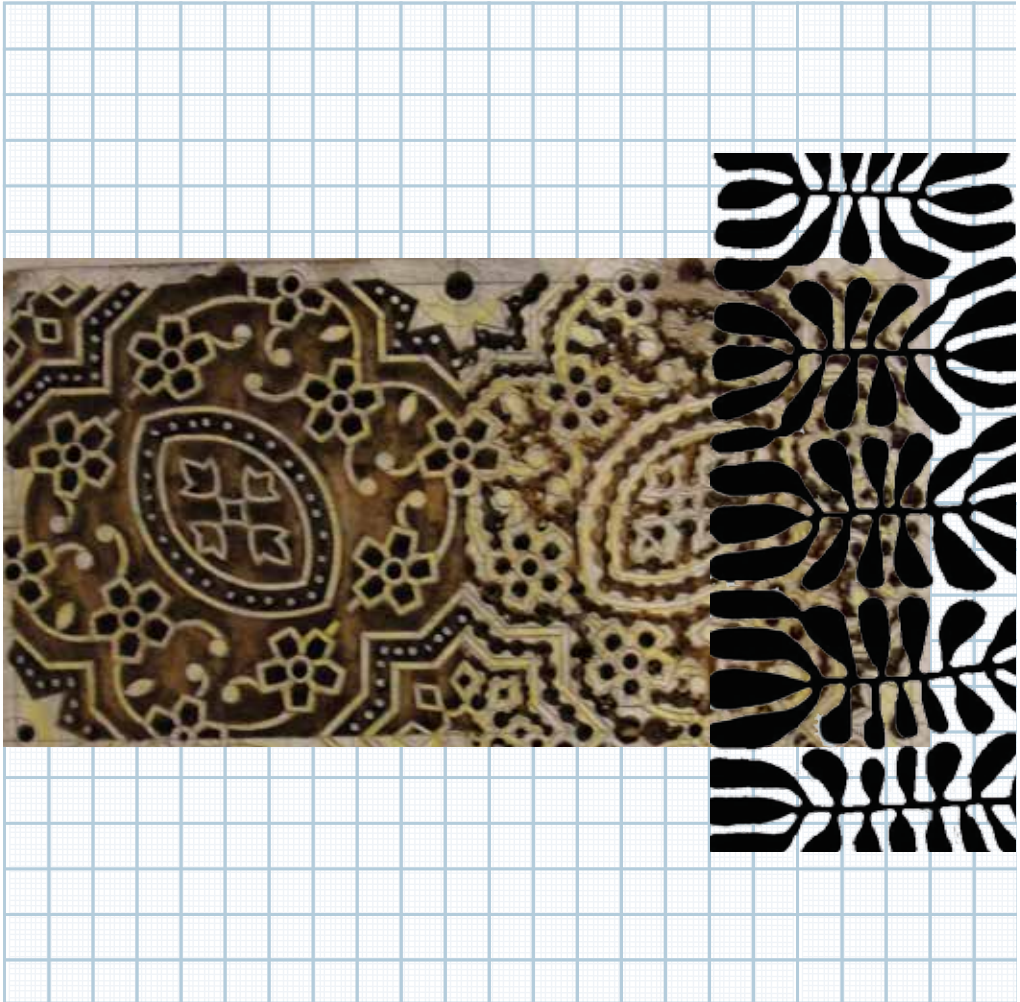
- Job as a graphic designer for a commercial or industrial organization
- Job as a game concept designer
- To become a visual artist
- To become mobile phone graphics designer and web graphics designer
- To become a creative head of a designing team after gaining required experience
- Work as a freelancer-using one of many available channels
- To become an entrepreneur by starting own business in these lines
- To adopt teaching field by joining a college or university offering education in the field of graphic design
- To become a researcher by continuing higher studies in this field



Textile Design



BS Textile Design



Textile design is one of the biggest programs designed to equip the students with the knowledge, skill & methodology to function successfully as a designer in the textile industry. Students are taught different techniques of textile designing like screen-printing, block printing, tie & dye, batik, & weaving in traditional way along with study of vegetable dyes to enhance awareness of nature & indigenous materials.

First Year

1 English- I	Theory
2 History of Art	Theory
3 Mathematics/Geometry	Theory
4 Introduction to Computers	Theory
5 Psychology	Theory
6 Fundamental of Design	Practical
7 Drawing- I	Practical

Second Year

1 English- II	Theory
2 History of Design	Theory
3 Pakistan Studies/ Islamiat	Theory
4 Textile Printing	Theory
5 Drawing- II	Practical
6 Textile Design- I	Practical
7 Digital Textile- I	Practical
8 Weaving- I	Practical

Third Year

1 Product Designing	Theory
2 Modern Art	Theory
3 Weaving- II	Practical
4 Digital Textiles- II	Practical
5 Textile Design- II	Practical
6 Drawing- III	Practical

Fourth Year

1 Textile Design- III	Practical
2 Photography	Practical
3 Research Report	Research
4 Final Project	Research

Program Overview

Pakistan is going through a rebuilding phase in which government is prioritizing the economic growth. This can be achieved only if both industrial and agricultural sectors grow side by side. Textile is one of the biggest and most important sectors of Pakistan industry playing a vital role towards economic prosperity. It has evolved over time from mere yarn formation to almost all forms of made ups made by using weaving, knitting, and other manufacturing techniques.

The development of this sector has resulted into need of educated and well-trained workforce and management staff. Hunerkada is striving to deal with the growing need of textile designers required to feed the home textile, and fashion design sectors of textile industry which is expanding at a great pace. The BS degree program in textile designing is being offered in collaboration with University of Sargodha, which is a reputed university in public sector of Pakistan. It comprises of 4 years of in depth study coupled with intense practical training using techniques of textile surface design, mixed-media textiles, and constructed textiles. Students get experience with various materials to make textiles such as knits, weaves, dyed and printed fabric, and their made-ups. The final year thesis work of the students, based on practical applications of the techniques learned in four years, is exhibited to show it to general audience and their prospective employers from the industry.

Program Objectives

The BS degree program in textile designing is aimed at producing quality resource for fulfilling the demands of ever changing and growing textile industry. This objective is achieved by:

- Providing the students with necessary knowledge to understand the requirements of various sub-sectors of textile design field
- Students are trained vigorously to enable them use their theoretical knowledge in practical real-world situations
- Giving a strong emphasis on development of conceptual clarity and strong power of visualization of students by engaging them in practical studio-based projects
- Guiding the students to utilize available resources efficiently and effectively to enable them work in a competitive and technology driven work environment
- Empowering the students with confidence to become successful entrepreneurs

Career Paths

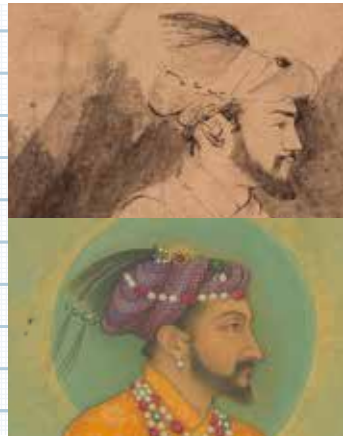
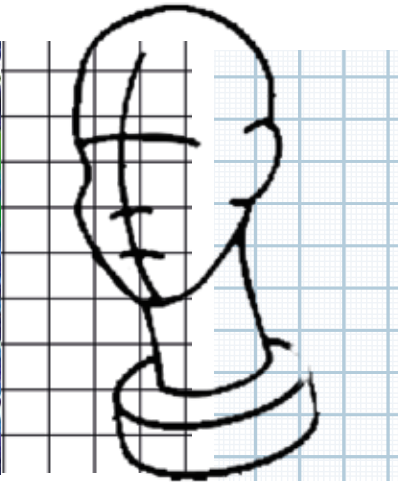
After graduating in the specialized area of textile designing, the students of Hunerkada will be open to select one of several available career options, which include:

- Job as a textile designer
- Job as a textile designer in a textile fashion brand manufacturing made-ups
- Job as a merchandiser
- Work as a freelancer for any of the above
- To become an entrepreneur by starting own business
- To adopt teaching field by joining a college or university offering education in the field of textile design
- To become a researcher by continuing higher studies in this field
- To become a trend and forecasting analyst by getting higher education and practical experience of working in the lines of product development and merchandising



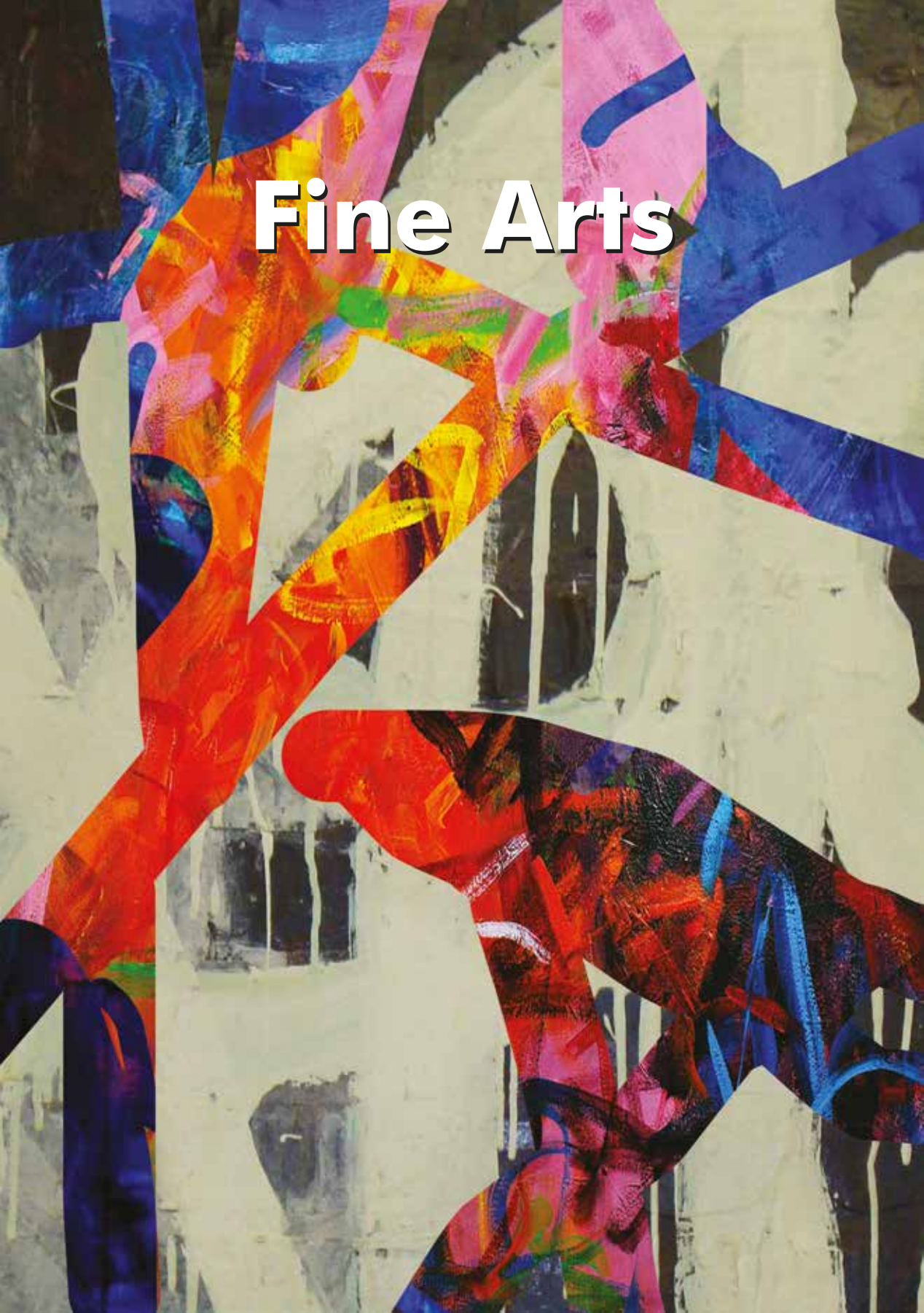
Fine Arts Department

BS Fine Arts



There are a number of ways in which potential for Fine Arts, i.e. Sculpture, painting and Printmaking, manifests itself in a student. It may be an inherent ability to draw a sense of colour, a feeling, and capacity for a happy arrangement of images on a canvas. Going above these qualities is the talent for utilizing them for creative expression, an area where the individual taste and tendency and a sort of metaphysical application of talent starts mattering.

Fine Arts



BS Fine Arts



BS Fine Arts is a four years long degree program with an aim to impart skills of drawing, miniature drawing, painting, calligraphy and sculpture making. Students will complete their final year project in any of the above mentioned lines. In addition, they can also do their final year project in art history, Islamic art, and western art etc.

First Year

1 English- I	Theory
2 History of Art	Theory
3 Mathematics/Geometry	Theory
4 Introduction to Computers	Theory
5 Psychology	Theory
6 Fundamental of Design	Practical
7 Drawing- I	Practical

Second Year

1 English- II	Theory
2 Western Art- I	Theory
3 Pakistan Studies/ Islamiyat	Theory
4 Drawing- II	Practical
5 Panting- I	Practical
6 Calligraphy	Practical
7 Miniature- I	Practical

Third Year

1 Western Art- II	Theory
2 Islamic Art & Design	Theory
3 Painting- II	Practical
4 Sculpture	Practical
5 Drawing- III	Practical
6 Miniature- II	Practical

Fourth Year

1 Modern Art	Practical
2 Conceptual Art	Practical
3 Print Making	Practical
4 Research Report	Research
5 Final Project	Research

Program Overview

Study in fine arts is important for the development of any society. Research in multiple intelligences, the brain, and how the emotions strongly effect learning, supports hands-on, experiential learning through the fine arts. Almost all the information received during learning process is acquired by visual, auditory, and kinaesthetic means. Another research has established about the personality traits of artists to be more introvert, independent, and tender-minded than non-artists.

Commercially, fine arts were late to establish in this part of world, but it has now grown into a highly rewarding market as well. Hunerkada was founded with this core aim of contributing the society with promotion of visual and performing arts. The undergraduate degree program BS (Fine Arts) has been started in collaboration with University of Sargodha. The students of this program can conclude their studies with a final year thesis on any of the sub-branches of fine arts including drawing, painting, miniature drawing, printmaking, ceramics, sculpture, calligraphy, art history, Islamic art, and contemporary art, etc. They are encouraged to employ their creative skills to develop new and unique ideas.

Program Objectives

The BS (Fine Arts) degree program is aimed at a real exposure to creativity in different disciplines of arts from painting to sculpture, from miniature to life drawing, and from ceramics to digital arts, etc. Special focus is on promotion of our cultural and religious values through display of fine art skills of our students. By education in fine arts Hunerkada contributes by promoting an innovative educational community that balances expression, aesthetic understanding, imaginative problem solving, critical thinking, and creativity within a studio environment.

The core objectives of this program include:

- Encouragement of imagination, creative ability, and artistic discrimination
- Development of skills necessary for competence at professional level
- To relate various types of fine arts for gaining personal satisfaction
- To prepare students for becoming skilled and useful contributors towards a better society
- To foster an environment that values human diversity
- To promote use of existing and emerging technologies to enhance skill level of the students
- To contribute towards society development through highest quality art exhibitions, seminars, and workshops, and to the development of college's art collections
- To promote social causes by participating in events special to these causes
- Giving a strong emphasis on development of conceptual clarity and strong power of visualization of students by engaging them in practical studio-based projects

- Guiding the students to utilize available resources efficiently and effectively to enable them work in a competitive and technology driven work environment
- Empowering the students with confidence to become successful freelancers and entrepreneurs

Career Paths

After graduating in the specialized area of textile designing, the students of Hunerkada will be open to select one of several available career options, which include:

- Work as a freelancing artist
- Work as artist with various government, private, and social Organization at national and international level
- Work for commercial art gallery
- Work as community arts worker
- Work as an illustrator
- Work as a Printmaker
- To become a visual artist
- Work as a museum/gallery curator
- Work as a museum/gallery exhibition officer
- to adopt teaching field by joining college or university offering education in the field of fine arts
- To become a researcher by continuing higher studies in this field



Events



























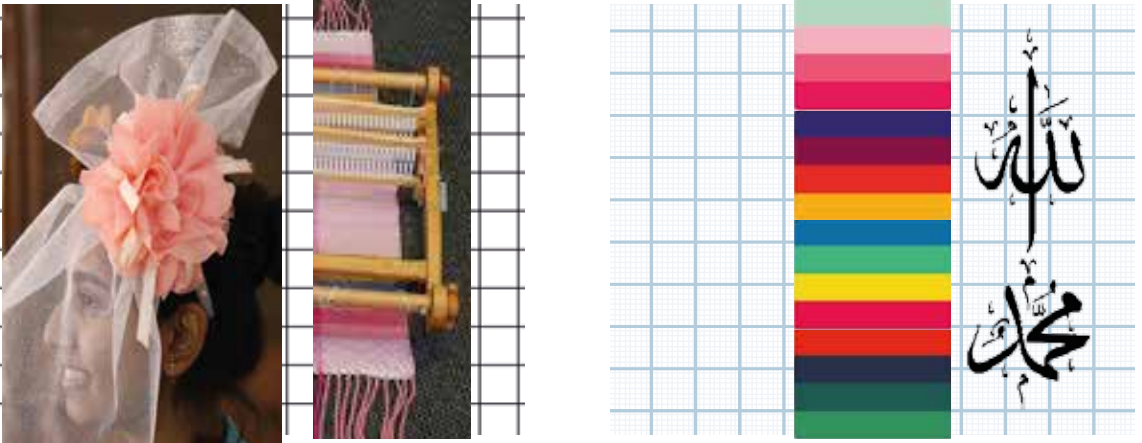
Alumni



We are enriched with 300 plus alumni, serving in different Universities, Advertising Agencies, Fashion Houses and Textile Manufacturing Organizations .

Many are running their own businesses as successful entrepreneurs. Our alumni have always made us proud with their performance and achievements. We pray for their bright future and many more successful endeavours.

Short Courses



Certificate & Diploma Courses

Drawing	Graphic Design
Painting	Textile Design
Sculpture	Fashion Design
Miniature	Interior Design
Calligraphy	Photography
Music	Ceramics
Textile Weaving	Auto Cad
Fabric Screen Printing	Industrial Stitching Machine Operator
Art Therapy	Mobile App Development
Hand Embroidery	Web Design & Development
Print Making	Jewelry & Accessories
Pattren Drafting & cutting	Documentry & Short Film Making
Art & Design (O & A Levels)	Wilcom

Rules & Regulations

- It is the responsibility of every student to read and abide by the rules & regulations of the college. Failure to do so shall not be accepted as a reason for non-compliance.
- Last date of fee submission is 7th of every month. Late fee of Rs. 200/- per day shall be charged.
- Beyond 15th Rs.1000 fine will be charged without any exception.
- After one month, registration of such student may be considered cancelled without any prior notice.
- For readmission the registration fee shall be charged with a letter of request from parents/guardian.
- The college administration has the authority to approve or refuse any such readmission with out giving any reason.
- Student having an attendance below than 75% shall not be legible to appear in the examination.
- Every student must obtain 50% passing marks in each subject otherwise shall be considered as "fail".
- Misconduct, misbehaviour, disturbance of peace, interference with smooth operations and running of the college, shall immediately attract disciplinary action against the concerned student(s).
- Visitors are confined to specific area, allocated by administration.
- Access to incoming private telephone calls of students are prohibited except emergencies.
- Smoking is strictly prohibited in the Campus. Anyone breaking the rules will have to pay Rs. 200 fine.

Industrial Linkage

Collaboration between industry and academic institutions has become very important for the development of both. The business environment is rapidly growing globally which is creating new challenges for the academic institutions to keep in line with the requirements of the industry. It has become very important for the academic institutions to know about latest international and local trends, local and international compliances, and standard of nursery entering the academic institutions to face these challenges.

Hunerkada has formulated a comprehensive strategy for creating strong linkage with the industry to know about the requirements of the industry. This strategy comprises of the following facets.

1. Industrial Visits

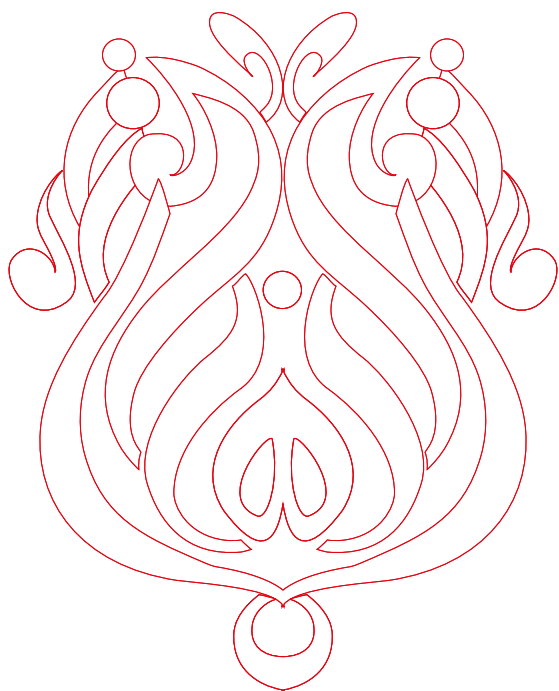
Hunerkada encourages its faculty members to arrange frequent visits and short-term internships at industrial units related to programs being offered. Students learn modern ways of manufacturing and doing business, along with real time exposure to the latest developments in technology and procedures. In addition, they are exposed to the contributions by renowned artists and designers to refine their conceptual capabilities.

2. Technical Trainings, Workshops and Seminars

Hunerkada invites renowned artists and designers to arrange their short training sessions, seminars, and workshops on latest trends prevailing in the industry. Trainings are also arranged to impart special skills in short durations without entering formal degree and diploma programs of longer durations.

3. Job Placements

Hunerkada encourages the establishment of long-term continuing association with professional business and industrial organizations who become connected with Hunerkada as a result of employment campaigns and job placements. These linkages are enriched by using feedbacks from our graduates and their employers for the improvement of programs being offered.





HUNERKADA
College of Visual & Performing Arts

Lahore

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