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PREMIER
GRAPHICS & ANIMATION

PROSPECTUS

FUNCTIONS

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STRUCTURE

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PGA STUDIO

Premier Graphics & Animation Studio was established in the Clifton Area of Karachi in 1996, for the purpose of providing quality facilities in computer animation as well as high-end graphics. The studio caters to the need for impressive designs for presentations in print as well as digital media.

The studio is dedicated to visualizers, art directors, advertising agencies, product development personnels, freelancers, film producers and those who can dream up a design.

PGA, with it's Cheif Executive Jamshed Butt, from it's very inception is devoted to production of specialized graphics along with training young visionary minds for computer aided digital designing. It's goal is to build a world class animation facility and produce a highly competitive lot of professionals for the imaging industry.

The unique combination of an artistic mind and digital finesse has given PGA it's unusual path. It has led to broad-based industry recognition and highly skilled trainees. It provides it's students the access and flexibility a digital artist should have. It has an experienced staff, a well tested curriculum, the latest equipment and most importantly a dedication to its profession.

It shares it's innovative approach with it's trainees. This trust and encouragement blossoms into a strategic relationship.

welcome to the
WORLD
of **MAGIC**
where all you need is
DREAMS &
TALENT

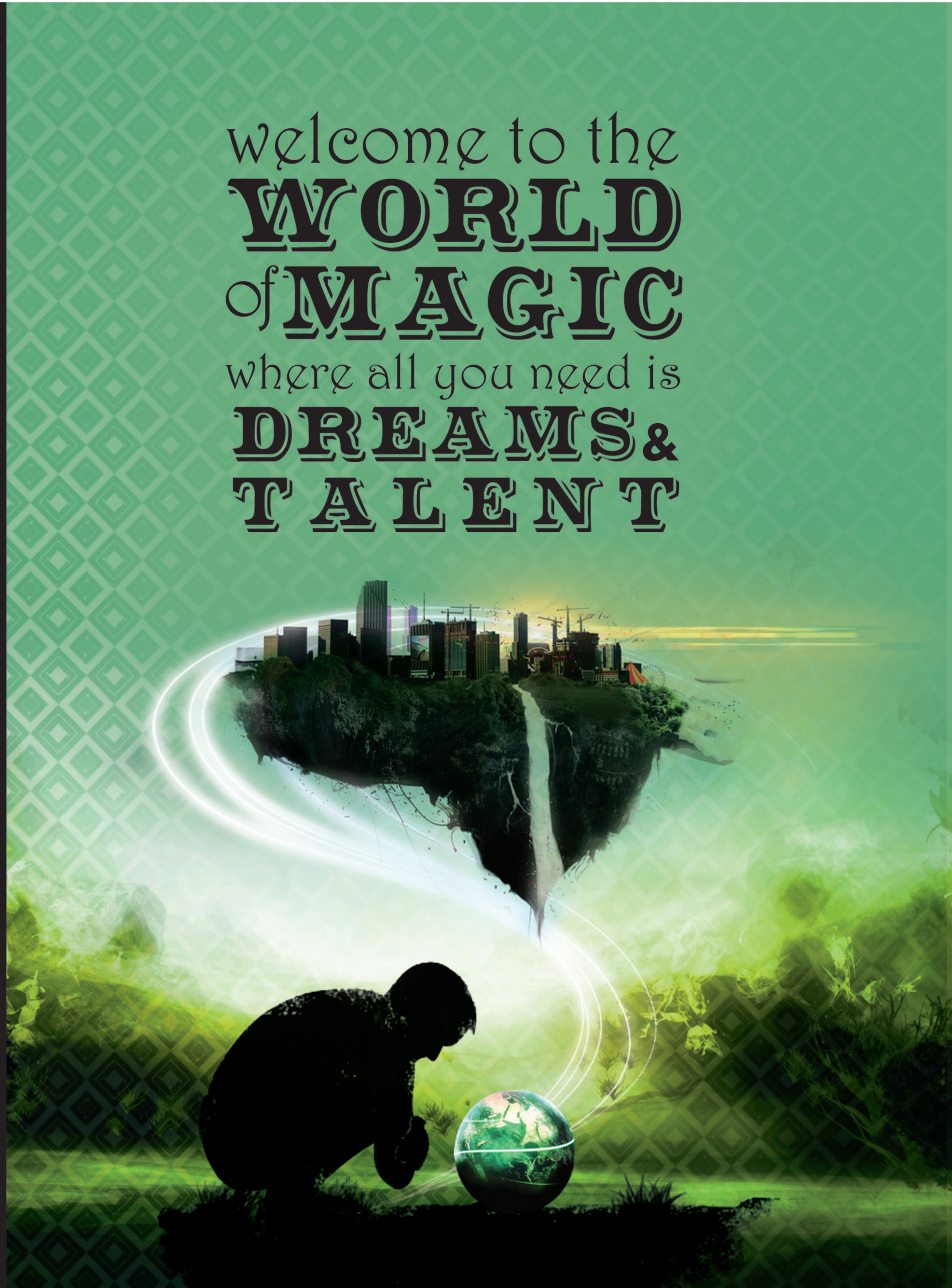


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INTRODUCTION TO THE **WORLD OF DESIGN** AT **PGA**

“Technology continues to expand and artists continue to find new creative ways of using technology”

What is Media Art?

It is the use of technology to create products with original and creative looks coated with artistic expressions. In short, it is a combination of the various art forms and digital artifacts.

The Infinite Uses of Media Art

Think of a concept. You can illustrate it, design it, photograph it, film it & animate it. You can visualize the form of a product before it is created, transform the incoherent computer codes into meaningful icons.

Love how the Google sign changes every Christmas, Valentine’s Day and New Year? Crazy about the latest sleek footwear Nike has to offer? And just how many times have you watched your favorite movie? Ever seen the 3D world of Avatar? What about the pictures you take, edit and

upload on Facebook and the feeling of joy you get with each ‘like’? Everything falls under the umbrella of Media Art.

It has become a core necessity in every industry be it advertising, software design, trade, pharmacy, journalism, public relations, gaming, film, fashion, theatre, architecture and everything else in between. There is neither an end to creativity nor technology hence the field of media arts knows no bounds.

A Winning Combination

This volatile fusion of art with digital media has taken the world by storm. It is the fastest growing field of the era; growing at a rate of 63.5% in Pakistan alone. Even during periods of economic downturn, professionals of this industry are sought out and hired on a regular basis. Media is no longer a luxury or a want; it has become a need of each and every thriving industry.

Your Passion is your Profession

You don’t need to be super smart or highly artistic. All you need is a passion to do something you love and behold; an array of opportunities will be at your call. If half of our lives are spent working, then why not enjoy it. In media this is possible.

A movie buff? Go into editing, visual-effects, etc. Musical interests? There is sound mixing, voice recording, score selection. Like Art? Design billboards, logos, brochures, posters, in fact design anything you want. Enjoy Cartoons? Create characters, animated movies, comic books, etc. A gamer? Make your own games. A bookworm? Go into Editorial. Have the power of persuasion? Try a hand at advertising.

Be whatever you want to be. Everything is within your reach.





**PICTURE YOURSELF
IN THE EXCITING
CAREERS**

CAREER OPPORTUNITIES

Employment Success

PGA students are highly sought by the most prestigious companies & institutions around the world. The institute boasts a job placement rate of 85%, with 100% placement in some departments. Firms who hire PGA graduates include advertising agencies, TV and Film production houses, print production houses, software development houses, web development companies, multinational corporations, etc.

Our students have won more awards and accolades in diverse fields than any other computer art institute. We have placement facilities for graduating trainees. Our recommendation adds to your credentials & opens doors for better opportunities.

On the completion of your duration in PGA, you are ready to take on this competitive world with a lot of confidence and creative learning. PGA makes it easier for you to show your skills and ideas. It gives you a solid foundation for learning new applications.

Computer is penetrating our professional lives, facilitating our natural skills. The infusion of computer in the field of art has opened up new digital pastures. PGA harnesses this energy and grooms digital artists for the professional life.

Push the **LIMITS** of
CREATIVITY
manipulate designs that never existed before

CAREER CANVAS

- Art Director
- Children's Book Illustrator
- Creative Director
- TV & Film Motion Graphics
- Special Effects Artist
- Movie Animator
- Jewelry/Ceramics Designer
- Multimedia Producer
- Digital Imaging Artist
- Corporate Design Managers
- Freelance Illustrator
- Architectural Designer
- Visualizers
- Teacher/Educator
- Character Designer
- 3D Modeler
- Web Designer
- Package Designer
- 2D and 3D Animator
- Video Games Artist
- Design Consultant
- Publishing & Production Artist
- Toy Designer
- Artisan/Craftsperson
- Technical, Magazine or Advertising illustrator
- Sports & Recreational
- Equipment Designer
- Furniture Designer
- Photo Illustrator
- Fine Art Photography
- Web Animator
- Automotive Designer
- Art Editor
- Visual Presenter
- Industrial Designer
- Textile Designer



ABOUT PGA

Premier Graphics and Animation Studio and Institute was established in 1996; a time when the respective technology had just infiltrated in Pakistan. Fast forward to today and computer arts has become the fastest growing field in the current market. Where most firms joined the bandwagon these past five to six years; PGA can boast an experience of nearly sixteen years. Media Arts has become the heart and soul of every organization, business or field; from marketing to engineering it is the very core around which everything else revolves.

It is a rollercoaster that is zooming upwards at a velocity defying speed. However this ride has no detour, no downward spiral because technology constantly evolves and advances. There is no substitute for technology in any given business. As long as the technology progresses so does the field of media art. Therefore it is here to stay.

We, at PGA, embrace the evolution of technology. We also understand that each one of you is unique with unique interests and needs. Therefore we provide a varied cornucopia of the latest in computer arts. We offer courses in digital media, multimedia, photo manipulation,

2D, 3D, visual effects and animation. You can choose a package according to your passion and time constraints. We practice what we preach. All our trainers are working professionals of the industry. They prepare you with not only words but hands on, one-on-one lessons on the latest software. The courses are easy to understand and thorough. Along with viva tests you'll handle projects that are applicable in today's industry. Our goal is to not only give you the power to produce but also to think, visualize, create, innovate, develop and negotiate. You'll learn not only art but the business of art.

Our interactive and professional training program is considered to be the best among the available training centers. That is why we have a 99% job placement rate. Having our credentials will open avenues of opportunity and acceptance in the visual art industry. Therefore you'll leave with not only an impressive portfolio but also a job.



MISSION STATEMENT



It is the mission of Premier Graphics & Animation Institute to provide aspiring artists and designers with career preparation, combined with academic excellence for Degree, Diplomas and Certificate courses in the area of art and design.

The Objectives of Premier Graphics & Animation Institute are to:

- Maintain an open admission policy to bring education closer to everyone who wishes to acquire training in visual arts.*
- Teach a disciplined approach to the study of art and design.*
- Maintain a faculty of professional artists and designers whose success as educators come from their ability to impart the wisdom they have amassed from years of experience.*
- Be an urban institution that both draws upon and contributes to the cultural wealth of the community in which it resides.*



PREMIER GRAPHICS AND ANIMATION THE PGA ADVANTAGE

DEGREE & DIPLOMAS

PGA has an active schedule of Bachelor's Degree, 1-year and 4-Months Diplomas and specialty software packages learning. The rolling admission format is to benefit professionals as well as career students.

TIME SAVING

At PGA you are given personal attention. We make you work hard to attain the mastering level in a compact time frame. Saving of valuable time gives you early entry in the industry to earn as a professional.

NEW VERSION UPGRADES

At PGA current software versions are used. Students who have completed course at the institute can take advantages of the upgrade classes for the latest versions. These short courses review the new features, its benefits and applications.

MARKET VALUE & CREDIBILITY

The graphic and design industry recognizes PGA as the best institute. It has been training professionals for the past eight years. PGA certification will get you in any employer's door with a warm welcome.

FEES & CHARGES

PGA charges are reasonable as compared to it's learning content. A superior teaching curriculum gives you full in-depth grasp of software features at all levels.

STUDENT WORK

Our students are knowledgeable, with hands-on experience and with a better portfolio guaranteed. You would do far superior work and build a professional level portfolio by the end of the course.

CREDIT TRANSFERS

PGA has a standardized course material. Completed courses are transferable towards diplomas & degree curriculum. There is a flexible schedule of courses for learning pace adjustment.

PLACEMENT SERVICE

Due to excellent training results, our students are in demand in the design industry. We refer & place them at the best of jobs.

THOROUGH TEACHING

On completion of the course at PGA you would have mastered all features of the software, not the selected ones as at other institutes.

EQUIPMENTS & FACILITIES

At PGA you will use fast, high-end machines equal to international learning standards for graphic designing, animation and multimedia production.

STUDIO CREDIT

PGA is a top notch studio, credited for its contribution in the graphics and animation industry. You will be benefitted with experience, while working on real time projects.

LOCATION & ENVIRONMENT

At PGA you would find convenient and neat premises with business atmosphere. Regulated timing and a pressing work schedule to bring out the best in you.



ARE YOU THINKING ABOUT A CAREER AS A DIGITAL ARTIST? IF YOU ARE AN ARTIST IN MAKING, THIS ESSENTIAL INFORMATION WILL HELP YOU ON YOUR PATH TO SUCCESS

PGA GUIDE TO DIGITAL ARTISTS

WHAT DOES THE JOB ENTAIL?

DIGITAL ARTISTS ARE THOSE WHO WORK WITH VISUAL MEDIUMS TO COMMUNICATE TO AUDIENCES IN PRINT AND ELECTRONIC MEDIA, USING COLOR, TYPE, ILLUSTRATION, PHOTOGRAPHY, ANIMATION AND VARIOUS PRINT DIGITAL AND LAYOUT TECHNIQUES

DIGITAL ARTIST
DEVELOP LAYOUT & PRODUCTION

ELECTRONIC MEDIA	ANIMATION	SOFTWARE INDUSTRY
CORPORATE SECTOR	PROMOTIONAL CAMPAIGNS	GAMING INDUSTRY
VIRTUAL MEDIA	INTERNET WEB DESIGN	INTERACTIVE MEDIA

HOW MUCH EDUCATION AND TRAINING DO I NEED ?



A Bachelors Degree in graphic design is usually required by most companies

Other skills employess look for include familiarity with computer graphic designs software, creativity, communication and problem solving skills.



Having an Associate's degree in graphic design normally allows candidates to qualify for graphic design assistant position.

Digital Artists must keep up-to-date with the latest computer graphic design softwares.

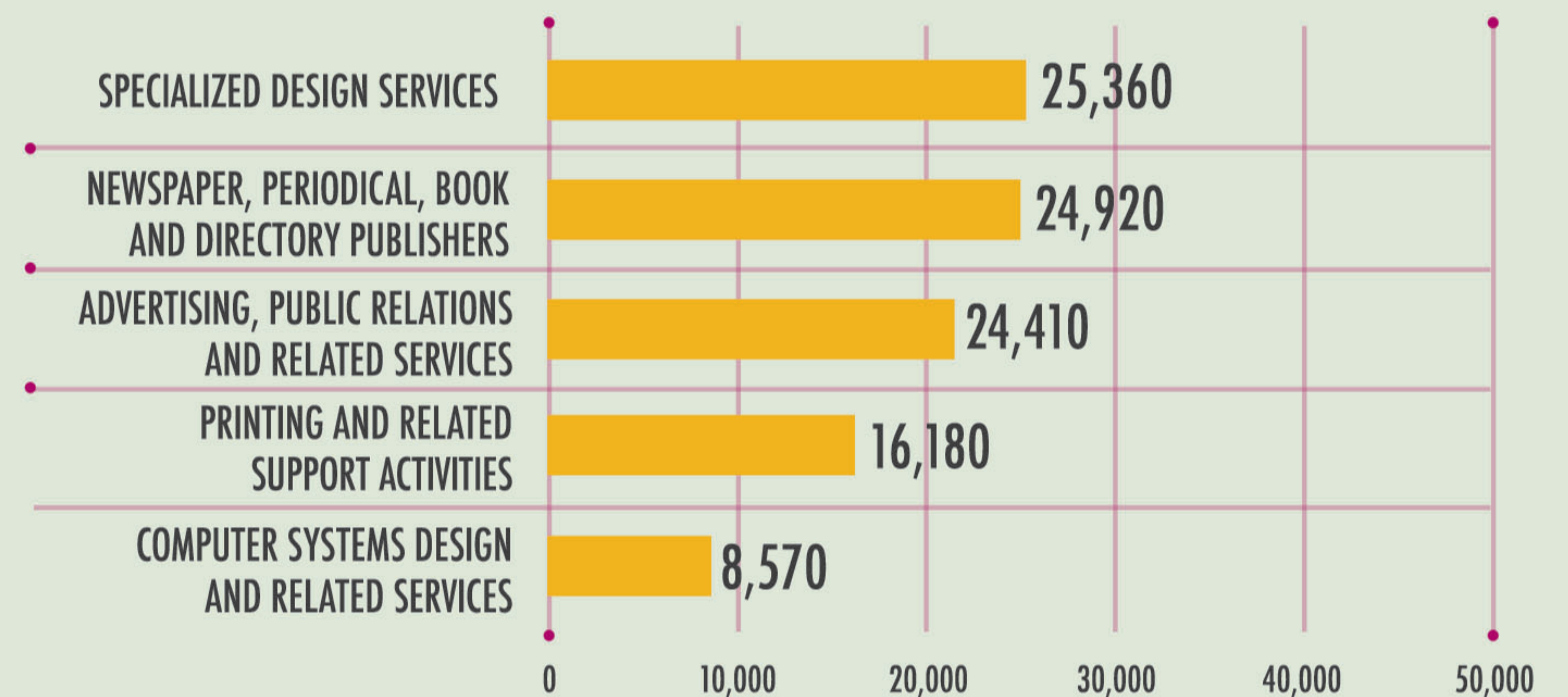



Digital Artists are required to show their portfolio (a collection of their best work) during interviews. This is a prime factor in judging a designer's skill set

Beginning graphic designers typically need one to three years of working experience before they advance to higher positions



HIGHEST LEVELS OF EMPLOYMENT BY INDUSTRY





“ PROPER LEARNING
DEVELOPS NECESSARY
SKILLS INFORMATION AND
METHODS TO COMPETE IN THE
PROFESSIONAL WORLD. YOU’LL
LEARN NOT ONLY ART BUT
BUSINESS OF ART.”

DEGREES

IN COLLABORATION WITH



BACHELORS IN COMPUTER ARTS BCA

The BCA 4 years degree program is offered at the 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 Division or equivalent A-level. The classes will be conducted at PAF-KIET city campus.





SPECIALIZATIONS

Graphic Design: 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 and Multimedia: 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 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.

FIRST YEAR

First Semester

History of Arts
Basic Design
English- I
Still-Life Drawing
Digital Drawing & Illustration- I
Color Theory

Second Semester

Figure Drawing
Introduction to Psychology
Digital Drawing & Illustration- II
Principles of Marketing
Packaging Graphics
English- II

SECOND YEAR

Third Semester

Advertising
Storyboarding
Introduction to Animation
Digital Image Manipulation
Oral Communication (Speech)
Typography

Fourth Semester

Sound
Advertising Designs
Printing Procedure
Brand Management
Digital Photography
2D Animation for Digital Media

THIRD YEAR

Fifth Semester

3D Modeling & Animation
Web Site Development
Non-Linear Editing
Research & Media Planning
Advance Media Concepts
Copywriting

Sixth Semester

Advance 3D Modeling
Advance Media Concepts-2
Digital Movie Making
Pakistan & Islamic Studies
Media Ethics

FORTH YEAR

Seventh Semester

Video for Visual Effects
Advance Animation Technique
Elective- 1
Elective- 2
Project-1 (Mini Thesis)

Eighth Semester

Internship - 1
Elective- 3
Elective- 4
Project- 2

BACHELORS TV & FILM BTF

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 Division or equivalent A-level. The classes will be conducted at PAF-KIET city campus





FIRST YEAR

First Semester

History of Arts
Still-Life Drawing
English- I
Basic Design
Digital Drawing & Illustration- I
Color Theory

Second Semester

Figure Drawing
Introduction to Sculpture
Principles of Marketing
Packaging Graphics
Digital Drawing & Illustration-II
English- II

THIRD YEAR

Fifth Semester

History of TV & Film
Unit Production Management
Lighting The Set
Camera & Space
Non-Linear Editing
Screenplay & Scriptwriting

Sixth Semester

Media Ethics
Directing Actors for TV & Film
Digital Movie Making
Event & Media Management
Research & Media Planning
Pakistan & Islamic Studies

Media Management: emerging media technologies are changing management communication. It 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.

Direction and 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: answers 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.

SECOND YEAR

Third Semester

Advertising
Storyboarding
Introduction to Animation & Multimedia
Digital Image Manipulation
Oral Communication (Speech)
Typography

Fourth Semester

Sound
Advertising Designs
Printing Procedure
Brand Management
Digital Photography
2D Animation for Digital Media

FORTH YEAR

Seventh Semester

Video for Visual Effects
Elective- 1
Elective- 2
Project-1 (Mini Thesis)
Internship

Eighth Semester

Advance Camera Techniques
Elective-3
Elective-4
Project-2 (Thesis)

BACHELORS FINE ARTS BFA

The Fine Arts degree is a 4 years study program that prepares students to navigate and prosper in rapidly expanding fields of art which 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 & all visual communication mediums.

Eligibility:

Intermediate 2nd Division or equivalent A-level. The classes will be conducted at PAF-KIET city campus





SPECIALIZATION

Drawing and 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.

Sculpture: 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.

Printmaking: includes all intaglio techniques such as dry point, etching, engraving, photo-etching and aquatint on copper and zinc plates. 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.

FIRST YEAR

First Semester

History of Arts
Still-Life Drawing
English- I
Basic Design
Digital Drawing & Illustration- I
Color Theory

Second Semester

Figure Drawing
Introduction to Sculpture
Principles of Marketing
Packaging Graphics
Digital Drawing & Illustration- II
English- II

SECOND YEAR

Third Semester

Muslim Art & Culture
Study of Visual Art Forms
Miniature - I
Introduction to Painting
Sculpture in Clay
Printmaking

Fourth Semester

Psychology
Photography in Art Design
Miniature - II
Mixed Media
& One Stroke Painting
Relief Printing
(Monotype & color)
Wood & Stone Carving

THIRD YEAR

Fifth Semester

Art Critic
Oral Communication
Advance Figure Drawing
Ceramic Sculpture
Printing (Etching)
Landscape Painting
in Acrylic/Oil

Sixth Semester

Art & Culture Slides
Illustrations
Abstract
& Impressionist Painting
Mould Making
Printmaking (Lino)

FORTH YEAR

Seventh Semester

Study of Arts in New Media
Portrait Painting
Printmaking (Screen)
Elective-1
Elective-2

Eighth Semester

Internship - 1
Life-size Figure Modeling
Elective-3
Elective-4
Project (Thesis)



Master Your Profession.

Premier Graphics & Animation

in collaboration with **PAF-KIET, College of Media & Arts**

— NOW OFFERS —

MBA in Media & Arts

At PAF-KIET, College of Media & Arts we have ambitious plans for our students and media professionals. Being the pioneer in media & arts education we are constantly pushing the boundaries to give you the best possible preparation for success in your chosen career.

Specializations

| Media Production | | Media Management |
| Marketing |

For full details log on to www.premiergraphic.com

ONE YEAR DIPLOMA IN MEDIA & ARTS

In collaboration with
Agha Khan Economic Planning
(AKEPB'P)

Classes will be conducted at:
PAF-KIET City Campus

Courses Offered:

- History of arts
- Digital drawing and illustration
- Basic design
- Color theory
- Principles of marketing
- Still life drawing
- Advertising
- Digital image manipulation
- Advertising designs
- Digital movie making
- Video for visual effects
- Non linear editing



DIPLOMAS



ONE YEAR DIPLOMA

ADVANCE DESKTOP PUBLISHING

Prerequisites : 4 - Month DTP
Course duration : 1-Year

Some of today's most dynamic industries are based on graphic design. Fields such as advertising, packaging, entertainment and print offer great opportunities for trained visual communicators.

Graphic designers create a vast range of visual communications, from corporate identity to multimedia presentation. Therefore this program emphasizes on learning the skill of both computer graphics and traditional design, production tools such as the drawing board and other drawing instruments. Advance assignments include, executing projects encountered by professionals in the field, training in creative problem solving and the ability to offer solutions that are successful & commercially viable. Students graduate with the

training and portfolio required for the entry in visual communication field.

Program classes include survey of digital mass media, art and design concepts, typography for digital media, electronic design and print production. Students use software such as Freehand, Adobe Photoshop, CorelDraw, Adobe Illustrator and Adobe InDesign.

Introduction

An introduction to digital design & desktop publishing software applications and course components are given.

Graphics Terminology

This includes the learning of graphic theory, meaning of the technical words and terms used in the graphic world.

Types of Graphics

Basic knowledge about computer graphics such as vector and bitmap manipulation & editing is given.

Dynamic Plug-ins / Filters

Learn to use special effects like burning, tearing edges, liquid, metal, glass,

distortion, bevel world, impasto & more.

Terrific Tools / Working with Tools

Just tear off brushes, art materials and menu items & place them on custom palettes that fit your need precisely.

Graphics Formats

Provides essential knowledge about use of multiple formats to enhance graphic work and use them in various ways for output.

Advance Photo Composition

Explore various ways of manipulating photographs. Apply effects and combine images to illustrate ideas.

The class will cover instructions on layer masking, color correction, special effects and filters, composition, scanning, print resolution & related technology behind digital media.

Illustration for Print

Utilize specific 2D and 3D design techniques to create abstract illustration for print composition and more.

Illustration/ Logos / Composing

Students get thorough understanding of tools for making line art drawing, art work, logo and writing text in style.

Color Separation for Print Media

Explore variety of color palettes. Learn about colors and its modes. Learn color separation techniques in CMYK mode for printing. Conversion of presentation colors into printing colors.

Typography

Correct and creative use of font type can enhance the beauty of a design. Students will learn about fonts, message, readability, and hierarchy, as well as rules for leading, kerning and tracking.

Creative Image Illustration & Techniques

The learning will focus on the basic techniques used by creative illustrators & imaging professionals. Students will learn to use matte channels, paint tools and selection tools in hands-on projects.

ADTP DIPLOMA COURSE BREAK-UP PER SEMESTER

First Semester

History of Art
Color Theory and Concepts
Digital Drawing & Illustration 1
Digital Image Manipulation-1
Digital Imaging
Packaging Graphics-1
Typography

Second Semester

Introduction to Psychology
Digital Drawing & Illustration-2
Digital Image Manipulation-2
Layout
Printing Procedures
Speech
Packaging Graphics-2



ONE YEAR DIPLOMA

ADVANCE CG & ANIMATION

Prerequisites : 4 - Month DTP
Course duration: 1-Year

A computer animator is a highly skilled and specialized visual communicator who combines artistic talent with technological expertise to create impressions in a moving image format.

Students begin with a substantial foundation in drawing, color, design, video production & other applications. From this, they learn advanced skills including 3D modeling and desktop video production. Progressive learning of the tools enhances student's flexibility and creativity displayed in an individualized digital portfolio for a potential employment.

Television stations, major corporations, commercial post production facilities and film production companies hire people

who are specialized in this field. Other opportunities include animation artist, special effects artist, broadcast graphics designer & video post production artist. The program includes a variety of general education & program specific classes, using Adobe Photoshop, Adobe Flash, 3D Studio Max, Adobe After Effect and complete demo reels of the work using Adobe Premiere.

Modeling

Creating 2D & 3D characters, environments using full range of basic through advanced modeling tools and techniques, it also includes 3D digitizing.

Materials & Shader

Creating, editing and mapping of materials for the models in a 3D scene become central. Students focus on material editors, 2D paint & image manipulation software.

Lighting

The principles and techniques of lighting are applied to a 3D environment. This includes instructions on light selection, attenuation & projector lights.

Camera Techniques

This will cover the principle of cinematography and camera techniques, applied to the 3D world, lens selection, pans, dollying, zooming, tilting and tracking.

Animation Tools

Students cover a comprehensive set of animation tools and techniques. (keyframe, curve / path animation, inverse kinematics, skeletal deformation & marching)

Character Animation

This part of the course applies principles of character animation to 3D environment for realistic movement & action anticipation. Weight, rhythm, timing & motivation are also covered.

Sound Production and Lip Sync

This will focus on techniques for animation lip sync with a voice track. Also an overview of sound mixing is given.

Motion Capture

Students will get an introduction on applications & techniques in motion capture.

Effects Shoot

Students will examine motion control cameras, tracking cameras & objects, blue / green screen.

Digital Effects

This will cover compositing, keying, color, masks, correction, retouching, filters, mattes, painting and rotoscoping.



Rendering

This includes various rendering techniques and issues (raytracing, raycasting, file conversion / compression and required formats).

ADTP DIPLOMA COURSE BREAK-UP PER SEMESTER

First Semester

Introduction to Animation & Multimedia
2D Animation for Digital Media
Introduction to Sound
Interactive Multimedia
3D Modeling & Animation Techniques
Advance 3D Modeling
Linear/Non Linear Computer Editing-1

Second Semester

Advance Animation Techniques
Character Animation
VFX Animation
Digital Video Production
Video For Visual Effects
Linear/Non-Linear Computer Editing-2
Animated Short Film-2

ONE YEAR DIPLOMA

ADVANCE WEB MASTER

Prerequisites : 4 - Month DTP

Course duration : 1-Year

Web designing is an exciting field of integrated electronic communications that is becoming an essential part of the business, education and entertainment industry. The big players in the World Wide Web are generating energy by continuously expanding its horizon. This has led to the creation of employment opportunities that require individuals who combine sound, graphic arts, text & video/film to enhance the dissemination of information and to provide customized solutions for an array of diverse users.

The program in Web Master Diploma prepares students in a broad range of design and technology competencies, focused on career paths in the extensive specialty of web designing. This Diploma curriculum will enable students to design web pages through creation of graphics,

coding documents in HTML, using scripts, transferring graphics into internet language, determining server space and handling related tasks. Graduates are prepared for entry-level position in the rapidly expanding and fascinating web field by acquiring the practical & creative, as well as the technical skills they require.

Web Strategy

Provides an introduction to World Wide Web and its uses. Knowledge of website creation process. Role definition of the people involved in the site creation.

Story Board Workshop

Students will learn techniques and formats that are used in story boarding for website.

Basics of Graphics

The course covers the color concepts, resolution control, photo retouching & manipulation, image optimization, vector and bitmap graphics, scanning methods, conversion of graphic pages into HTML format, etc.

Advance Internet Tools

Students will work with advance internet tools creating Java applets, Rollover effect, image map, dynamic animations, slices, navigation designing and GIF animations with browser & plugins compatibility.

Web Production

This includes internet fundamentals, such as HTML and Java Script coding; authoring tools, such as Fireworks & Dream-weaver; and the graphics application found in every creative & production setting.

Tables & Frames

Learn about topics such as tables, nested tables, the pros and cons of frames, the design of forms and image maps. By the end of the class you will create a highly interactive web page.

Advance Web Animation

Go beyond the basics and learn more advanced production techniques and tricks to create complex animation using moving clips, as well as a fully functional web site with unique navigational tools.

Flash Technology

You will learn about loading individual movies on level, performing complex actions, and cell targeting of animation components.

Students will create Flash specific portfolio pieces. This class shows you how to apply traditional animation concepts & techniques to your Flash projects.

Web Graphics

You will be introduced to multiple ways to create images on the web, including the appropriate use of JPEGs & GIFs as well as optimizing issues.

Uses of Color Mode / Color Palette

Students will learn how to create web-safe images in Photoshop using the indexed color, and the adaptive palette. Concepts such as bit depth, browser differences, and progressive JPEGs will be covered.

Publishing and Domain Registration

Student will learn to publish website on the server. The process of domain name

registration, selecting server space & search engine submission will also be taught.

Streaming Videos & Sounds

Principle of sound basics, recording sound, Wave & Midis application, making streaming videos, converting sound and videos.

Flash for Animators Intensive

The topic is designed for experienced animators who want to expand their skills into the digital universe. The focus will be on the Flash strengths, quirks, and tricks in animation.

ADTP DIPLOMA COURSE BREAK-UP PER SEMESTER

First Semester

Color Theory & Concepts
Computer Literacy
Digital Drawing & Illustration-1
Digital Image Manipulation-1
Layout
Story Boarding
Web Design

Second Semester

Digital Drawing & Illustration-2
Digital Image Manipulation-2
Web Imaging Techniques
Animation for Web
Introduction to Sound
Interactive Web
Website Development



Watch us make magic

See colors
Hear sound
Touch imagination

Inspiration brought to life
with words & movements

ANIMATION

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Graphics & Animations

15 Clifton Shopping Arcade,
FL-1, Block-5, Clifton Karachi-75600
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WEB DESIGN & DEVELOPMENT
ILLUSTRATION
3D ANIMATION
PRODUCT DESIGN & DEVELOPMENT

For age 10-12

LITTLE MASTERS
LET US TEACH YOU THE BASICS OF COMPUTER DESIGNING

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PGA

LITTLE MASTER CERTIFICATE

of Basic Digital Drawing
of Types of Colors
of Illustrations/Logos
of Page Layouts
of Composing Posters

of Image Manipulation
of Creation & Designing
of 3D Animation
of Types of Graphics
of Composing Product Package

8th hours
6 days a week
Total 48 weeks

Course Fee
Rs. 8000/-

Head Office:
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Clifton, Karachi-75600, Pakistan
Tel: 5836334, 5835977
Email: www.premier.edu.com.pk
www.premier.edu.com.pk

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Graphics & Animations

PGA WORKSHOP
MASTERING BASIC DIGITAL
PHOTOGRAPHY

14th MAY '11
SATURDAY
11am - 1pm

Fees: Rs 10,000/-

Basic camera equipment is required from the students

SESSIONS COVERING:
History
Terms & Concepts
How your camera
Developing your "Eye"
Composition Techniques
Day & Night
Beyond the Basics

Source: **14th MAY '11**

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Phone: 5836334, 5835977 E-mail: pga@clifton.edu.com.pk

PGA SUMMER CRAFT CAMP
KIDDO ART

Age 6-10

Drawing & Painting, Scratch, Crayon Painting, Straw Painting,
Pop Art, Leaf Art, Puppet Making, Card Making,
Paper Weaving, Origami & many more...

Starts From
1st JULY 2011
Last Date for Registration: **20th May 2011**

7,000/- per month

Thurs & Sat 10:00am - 1:00pm

Contact for registration:
Premier Graphics & Animation - Head Office
15 Clifton Shopping Arcade, FL-1, Clifton-5, Karachi,
75600 Pakistan. Tel: 5836334, 5835977. Email: www.premier.edu.com.pk

PGA Typographic Workshop
with Yawar Abbas (An Design Education EXCEL)

From 4th June 2011
Saturday-Sunday 2-4 pm

Fees: Rs. 10,000/-

Last Date of Registration: 20th May 2011

8 Sessions Covering:
Evolution of Typography
Type Classification
Type Structure
Basic Rules of setting
Fundamental in Expressive Typography
Type as Image
The Phonetic: Phonetic/Number/Visual

Specialty: Branding & Advertising
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Phone: 5836334, 5835977. Email: www.premier.edu.com.pk

**Introduction to
Typography**

PGA Workshop
with Faizge Sabiruddin

From Rs. 30,000/-

8 Sessions Covering:
History of Typography
Evolution of Typography
Expressive typography - From
Classical to Modern
Type as Image
The Phonetic: Phonetic/Number/Visual

Starting
MAY 2011
Monday - Friday

For 2 months

Basic camera equipment is required from the students

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TALENT
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DREAM

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Certificate courses
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Certificate

One Year Diploma
Diploma
Certificate

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PREMIER
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A PGA studio production

Aatey Aatey...
by Adnan Zafar

PREMIER GRAPHICS & ANIMATION
EXCLUSIVE WORKSHOPS

PHOTOGRAPHY
Starting 17th June '11
Duration: 8 weeks
Every Saturday
11:00 am to 1:00 pm
Basic camera equipment required
Fees: Rs. 10,000/-

EXPERIMENTAL FILMMAKING
Starting 6th June '11
Duration: 3 weeks
Every Monday & Wednesday
6:30 pm to 8:30 pm
No experience for making
film is required
Fees: 10,000/-

CREATIVITY WORKSHOP
Starting 2nd June '11
Duration: 1 month
Every Tuesday & Thursday
6:30 pm to 8:30 pm
No experience for making
Creative work is
required
Fees: 10,000/-

KIDDO ART
Starting 1st June '11
Duration: 2 months
Every Saturday & Sunday
10:00 am to 1:00 pm
Age: 6-10 years
Fees: 7,000/-

Typographic Workshop
Starting 4th June '11
Duration: 8 weeks
Every Saturday & Sunday
2:00 pm to 4:00 pm
No experience for making
Creative work is
required
Fees: 10,000/-

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... to experiment with your ideas

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applications for graphics & animation

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Thorough Course To
Give You Hands on Skill in
Computer Animation

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If your Key To the
Living World Of Animation

15TH ANNUAL
COMPUTER EXHIBITION
KARACHI HOLIDAY INN CROWNE PLAZA
2-7 MARCH, 1997

17TH ANNUAL
COMPUTER EXHIBITION
KARACHI REGENT PLAZA
9-11 MARCH, 1999

19TH ANNUAL
COMPUTER EXHIBITION
KARACHI REGENT PLAZA
17 - 19 DEC, 2002

PrintPak
97

4 - 7 Spetember 1977
AT HOLIDAY INN CROWNE PLAZA KARACHI

16TH ANNUAL
COMPUTER EXHIBITION
KARACHI HOLIDAY INN CROWNE PLAZA
25-27 MARCH, 1998

18TH ANNUAL
COMPUTER EXHIBITION
KARACHI REGENT PLAZA
29 FEB - 2 March, 2000

PGA DIGITAL ART PARADE
7 YEARS CELEBRATION OF PGA
18 JANURAY 2004
REGANT PLAZA KARACHI

PAPGAI
PAKISTAN ASSOCIATION OF PRINTING AND GRAPHIC ARTS INDUSTRY



Infographics

Typography

Illustration

Visual Effects

Motion Graphics

After Effects
Motion Graphics
Illustrator
Vector Arts
3D
Maya
Raster Graphics
Photoshop

Character Sheets

Concept Art

FOUR MONTH DIPLOMA

DESKTOP PUBLISHING (DTP DIPLOMA)

PGA Institute's training & education services give you knowledge & skill you can actually use in your work. The courses are designed to provide intensive, hands-on training on the latest versions of graphics software, using advance equipment.

Experts train you on real world, step-by-step, grasp of the software. The training curriculum is organized in specialized tracks for creative, technical and executive expertise at all skill levels. It includes drawing tools, maneuvering techniques, rendering routines, special effects, and other basics of desktop publishing.

DTP DIPLOMA (COURSE CONTENTS)

Prerequisites: Knowledge of computer

Module 1

- Basic computer based drawing with software tools.
- Uses of color concepts.
- Advance Illustrations / Logos.
- Composing & publishing concepts.
- Page layouts.
- Printing concepts.
- Textile designing concepts.

- Advertisement theory.
- Graphic theory.
- Software specific functions.
- Software specific requirements.

Module 2:

- Image editing & manipulation.
- Brochure, catalogue, calendar design
- Scanning methods & procedures.
- Process of shading, lighting & applying special effects.
- Designing product package.
- Uses of cliparts.
- Optimization.

Module 3:

- Media arts.
- New media designs.
- Color separation techniques.
- Printed media standards.
- Pre-printing process.
- Usage of graphic formats.
- Designing graphics for web.
- Designing graphics for video

Projects & Assignments. Viva every week. Daily practical classes.

CG & ANIMATION (CGA DIPLOMA)

In the past several years, animation industry has experienced a sustained tremendous growth. More than ever before, animation offers a range of opportunities for the talented artist. It has now evolved into a fundamental component of several media, including film, television, video games, CD-ROM & internet, etc. This expansion has created a global shortage of professional computer animators. At PGA our goal is to communicate knowledge about the

principles & techniques of animation to person with artistic potential for this field. Courses that integrate core artistic & technological skills, providing a foundation for entry & advance-level positions in the industry.

CGA DIPLOMA (COURSE CONTENTS)

Prerequisites: DTP Diploma

Module 1

- Basics of 2D & 3D modeling.
- Basics of 3D animation.
- Multimedia basics.
- 3D Terminology.
- 3D Logos & titles.
- Making 3D textures & materials.
- Camera / Lights.
- Transformation of 2D objects into 3D objects.

Module 2

- Variation of graphic softwares.
- Advance 3D modeling & animation.
- Process display.
- Product designing.
- Advertisements.
- Cartoon animation.
- Digital character animation.
- Animating materials.
- Making/Using special effects.

Module 3

- 2D & 3D Morphing.
- Overview of different 3D packages.
- Sound effects.
- Animation - Film making.
- Video mixing & editing.
- Keying & Alpha channels.
- Linear, non-linear editing.





- Motion tracking.
- Masking & compositing.
- Digitizing / Digital visual effects.

Projects & Assignments. Viva every week. Daily practical classes.

WEB MASTER DIPLOMA (WM DIPLOMA)

At PGA Institute learn to develop amazing quality web pages with full impact graphics and eye popping colors. We teach you to turn the web page in true message option. The info images appear on screen with shorter download time and proper links. Your websites will be appreciated for enhanced results. Your graphics presentation will boast superior quality with powerful options.

Gain productivity with crisp, brilliant and professional work with quality color graphics & text, which ofcourse makes you look better in business.

WM DIPLOMA (COURSE CONTENTS)

Prerequisites: Freehand

Module 1

- Image editing & manipulation.
- Media compression.
- Optimization.
- Design & concepts.
- Use of colors.
- Web graphics.
- Banner designing.
- Making templates.
- Use of graphics formats.
- Resizing & resolution control.

Module 2

- Implementation of frames.
- Website designing.
- Web animation.
- Site optimization.
- Conversion of graphic pages into HTML.
- Java applets.
- GIF animation.
- Uploading / Publishing.
- Domain registration.

Module 3

- E-commerce theory.
- Accurate placement controls.
- Vector based animations.
- Flash animations.
- Action scripts.
- Animation techniques.
- Sound inserting / editing.
- Use of Java & HTML
- Image composition techniques.
- Search engine submission.

Projects & Assignments: Viva every week. Daily practical classes.



CERTIFICATION & WORKSHOPS

CERTIFICATE COURSES

MACROMEDIA FREEHAND

Prerequisites : Computer Literacy
Course duration : 6 weeks
Fees : Rs 12,000

Freehand has great potential for computer artists who strive to replicate art media with their desktop technology. It has advance methods for setting up multi page documents and manipulating text and pictures, the color wheel, color psychology and preparation for output. It is sure to encourage more natural illustrative expression. Sophisticated enough to meet the demands of commercial artist and designer, yet simple enough for the novice to learn and use. This software provides you with the tools to express your ideas and creativity.

ADOBE ILLUSTRATOR

Prerequisites : Photoshop
Course duration : 6 weeks
Fees : Rs 15,000

This powerful, spline-based (vector) drawing program is used for layout and design, as well as the creation of original artwork. Adobe Illustrator defines the future of vector graphics with ground

breaking creative options and powerful tools for efficiently publishing artwork on the Web, in print, everywhere. Produce superb Web graphics using symbols & innovative slicing options. Explore creative ideas with live distortion tools. Publish in record time with dynamic data-driven graphics & other productivity features. Learn all about the tools, lines and fills, gradients, templates, layering, creating patterns, using filters, and type/layout capabilities.

ADOBE PHOTOSHOP

Prerequisites : Freehand
Course duration : 6 weeks
Fees : Rs 15,000

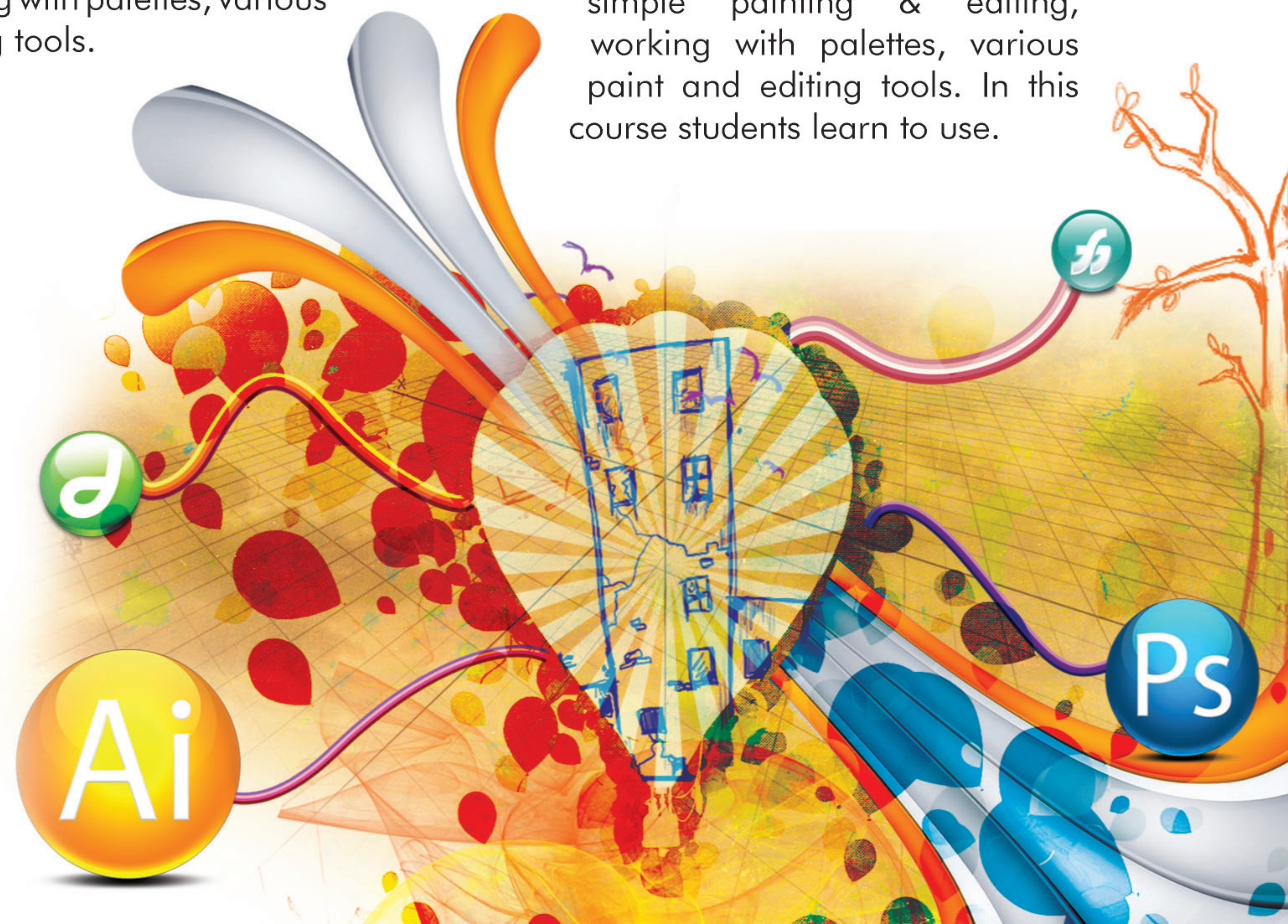
This highly professional industry standard graphic software package allows you to edit photos and create images on the computer by using a wide range of tools & special effects with all imaginable options. The course begins with simple painting & editing, working with palettes, various paint and editing tools.

In this course students learn to use layers and make selections, combine images, use mattes and filters. Advance selection layering and masking are also covered, with special attention to working with channels. Use of scanner, import of scanned images, resolution, resizing and all of Photoshop's image manipulation and processing capabilities from beginning to end as well as plug-ins, photo retouching & general tips and tricks to speed things along and achieve professional results.

ADOBE DREAMWEAVER

Prerequisites : Photoshop
Course duration : 4 weeks
Fees : Rs 18,000

This highly professional industry standard graphic software package allows you to edit photos and create images on the computer by using a wide range of tools & special effects with all imaginable options. The course begins with simple painting & editing, working with palettes, various paint and editing tools. In this course students learn to use.



ADOBE FLASH

Prerequisites : Freehand
Course duration : 4 weeks
Fees : Rs 15,000

Adobe Flash is the first simple-to-use multimedia tool for creating vector-based animations with built-in-interactivity. It's a three program in one: a drawing tool, an animation package, and an authoring program.

Flash is ideal for artists and designers who want to enliven the web with animation and sound. You don't need to be a programmer; Flash lets you create lively interactive sites without having to master Java-Script, Java or HTML.

COREL DRAW

Prerequisites : Freehand
Course duration : 6 weeks
Fees : Rs 15,000

In this powerful, widely used program for desktop publishing and graphic designing, you'll learn to design pages, manipulate text and pictures. Create original graphic elements & apply color. Learn all about tools, lines and fills, gradients, templates, layering, creating patterns, using filters and type / layout capabilities. It also covers masking, blending patterns, linking graphics, paint tools, etc. you will learn to prepare documents for print or publication, color resolution, importing images (scanned and from other application). It will address many topics including prepress issues such as editing, spot color, duotone, CMYK, color separation & output for printing.

ADOBE AFTER EFFECTS

Prerequisites : Photoshop
Course duration : 6 weeks
Fees : Rs 24,000

Explore the styles & techniques of multilayer digital video compositing & animation. Using Adobe AfterEffect and everything from video clips to layered Photoshop files as raw material, you will learn to pull keys, mattes, and alpha channels for "bleeding edge" visual effects. We will also touch on some advanced Premiere tricks like the filmstrip format and Stop Motion Capture tool, and talk about how to use these programs together for total creative control. Course includes a blue screen shoot to create portfolio elements.

ADOBE PREMIERE

Prerequisites : Photoshop
Course duration : 4 weeks
Fees : Rs 18,000

Learn the craft of digital motion picture editing. Explore styles and techniques of multilayer digital video compositing & animation. Filmstrip format, stop motion capture & digitizing, visual mixing and sound mixing process. It is suitable for manipulating and enhancing video clips or single frame image. It offers animated filter effects (which have real-time previews), the facility to key frame every operation and very handy user definable levels of undo. It's a compositing, clip animation and special effects package that provides complete alpha channel support, automatic key frame accurate color correction, advanced keying effects along with layering effects and masking.

FIGURE DRAWING

Prerequisites : Still life drawing
Course duration : 6 weeks
Fees : Rs 14,000

Figure drawing course that trains and develops both observational and constructive drawing skills. Students continue their study of gesture, the effect of light and shade on form, planes, constructive anatomy techniques and achieving effective proportion through daily drawings of the figure. Character development, pose, composition, & illustrative storytelling themes add interest to the studies. Students use charcoal, conte crayon, inks & pastels on various drawing surfaces. Students will learn how to create depth in drawings & paintings.

STILL LIFE DRAWING

Prerequisites : Interest in sketching
Course duration : 6 weeks
Fees : Rs 12,000

You will learn to draw things realistically. You will reproduce the dimensions & proportions of a given subject and to observe the structure of an object, regardless of how complex & obscure by detail it may be. It will not only train your hands but your eyes as well. After multiple projects in this series, you'll be equipped with the necessary skills to enable you to express yourself as an artist. Having learned the fundamentals, the craft of drawing, you'll have a solid point of departure from which to create.

AUTODESK MAYA

Prerequisites : Photoshop
Course duration : 10 week
Fees : Rs 50,000

In this powerful, widely used program for desktop publishing and graphic designing, you'll learn to design pages, manipulate text and pictures.

Create original graphic elements & apply color. Learn all about tools, lines and fills, gradients, templates, layering, creating patterns, using filters and type / layout capabilities.

It also covers masking, blends patterns, linking graphics, paint tools, etc., you will learn to prepare documents for print or publication, color resolution, importing images (scanned and from other application).

It will address many topics including preparer's issues such as editing, spot color, duotone, CMYK, color separation & output for printing.

3D STUDIO MAX

Prerequisites : Photoshop
Course duration : 10 week
Fees : Rs 50,000

3D Studio Max is a breakthrough modeling and animation software having new levels of productivity, capability, customizability, power and flexibility. A three dimensional modeling and animation program with power and versatility for the graphics professionals who need to create high quality images or animation.

Max gives you complete keyframe animation capabilities. When it comes to 3D modeling and animation on the PC, 3D-Studio Max is a legend. Graphics artists, multimedia producers and game developers are all impressed with this remarkable software.

It delivers powerful new object creation and animation tools. Its rendering technology produces rendering in a variety of styles. Tools for forming model surfaces, boolean operation & a set of volumetric and particle based primitives

For special effects in either static or animation pieces. Visible lights, lens flare and star filter enables user to specify render settings and effects on an object by object basis; combining speed with pixel perfect realism.



COMPUTER LITERACY

Course duration : 6 week
Fees : Rs 10,000

This six-week Computer Literacy course is designed to help students in other academic areas as well. Students learn basic word processing skills such as formatting; spell checking, saving, copying and pasting, graphics, etc.

The main objective is to teach students how to write reports for other classes. Students will create slide presentations. Items are copied and pasted from previous assignments. They also create an auto-biographical presentation titled "All about me" which includes sound and animation.

MARKETING FOR DESIGNERS

Course duration : 6 week
Fees : Rs 7,000

A marketer bridges the producer to the consumer. Students will learn how to identify and understand customers. The objective is to train their intuition and sharpen the instincts needed to give a customer what he/she wants.

This course lays the foundation for all the subsequent courses in the program. Students will develop a solid working knowledge of marketing, along with concepts, demographics, positioning, psychographics, product life cycle, adoption curve and other components.

DIGITAL PHOTOGRAPHY

Requirements : Digital Camera
Duration : One day workshop
Fees : Rs.12000

At times you run into a scene you really want to photograph but camera seems to do wrong things. Unless you know how to adapt your camera to the situation your images will probably come out blurry.

Not to worry with our workshop you will have that much knowledge to know what to change, on how to correct your settings which will prevent you from losing that moment. And then you can "one up" the camera and get it to things it is not supposed to do.

SOCIAL MEDIA COMMUNICATION

Requirements : Internet Knowledge
Duration : 4 week
Fees : Rs.15000

Social media has substantially changed the way organizations, communities & individuals communicate. It is becoming an indispensable marketing tool for many businesses and organizations.

Social media platforms, such as blogs, Facebook, Twitter and YouTube have a number of benefits. On top of those, social media is now an integral part of "Search Engine Optimization" efforts because of the links that social media can naturally generate to your site.



COLOR YOUR WORLD

Age 6-10



PGA SUMMER CRAFT CAMP KIDDO ART

A journey to make children divergent thinkers and to express themselves freely in the roads of creativity and learn fun art. Drawing & Painting; Scratch Crayon Painting; Straw Painting; Pop Art Leaf Art.; Puppet Making; Card Making; Paper Weaving; Origami & many more...

for age: 6 - 10 years
3 hour class | 3 days a week
(Materials Provided)





LITTLE MASTERS

For age 10-12

Introduce the young minds to the world of digital art in order to make them software savvy from an early age. They will learn how to combine digital skill with art in ways that will help them not only now but is also applicable in their later year.

6 weeks | 5 days a week | 1.5 hour daily

- Basic Digital Drawing
- Use of Colors
- Illustrations / Logos
- Page Layouts
- Composing Techniques
- Image Manipulation
- Cartoons & Designs
- 2D Animation
- Types of Graphics
- Designing Product Packages



**Studies fill
up the brain;
Creativity
opens
the
mind**



EXCLUSIVE WORKSHOPS

PGA organizes various range of exclusive workshops. These are specifically designed so that you can hone your creativity and get the skill you are interested in without having to sit through an entire degree program or a 4 month diploma.

Who should take the workshops?

So if you are pressed for time, want to diversify your talents or simply do something you love without the extra package that comes along with it; then these short weekly workshops are tailor made to suit those needs.

These workshop sessions are held on a regular basis. Therefore you can book in at any season that suits you.

We believe that just because you do not have the required free time now is no reason you should miss out on this wholesome experience.

CREATIVE WORKSHOP

Duration: 3 Weeks

Overview: The Workshop will teach people ways to develop their own unique creativity and innovation skills and use them in their lives and work. The Creativity Workshop achieves this through a unique series of exercises. These exercises don't stop when the Workshop ends: they are meant to become tools for a lifetime of creativity and innovation.

Our Creative Courses can help you:

- Tap into your creative instincts and develop your imagination.
- Get over creative blocks and the fear of failure.

EXPERIMENTAL FILMMAKING

Duration: 8 weeks

Pre-requisites for students:

- Basic editing and film recording understanding.
- Access to digital camera.

Overview:

An eight session introduction to experimental filmmaking basic techniques. No previous filmmaking experience is necessary. A study of experimental and non-mainstream work in film and video. Subjects will range from the surrealist cinema of Buñuel and Dali to the American avant-garde and the contemporary ultra-low-budget digital Feature. Analysis will seek to interrogate

the aesthetic underpinnings of alternative cinema practices and evaluate the works in the light of their challenge to the formal conventions of the commercial motion picture. On completion of the course students should have an enhanced understanding of avantgarde/independent film practices in their historical and aesthetic dimensions, and have gained detailed knowledge of particular filmmakers and filmic approaches through research and practical assignments.





modes and White Balance settings; and develop the eye to see and compose great shots. The workshop is a combination of discussions/lectures and hands-on exercises.

REQUIREMENT FROM PARTICIPANTS:

Each participant must bring a camera, whether it is a point-and-shoot digicam or a DSLR. Because each camera is uniquely different from the others, it would save a lot of time and be a big help if participants could already know beforehand how to navigate the menu settings. Participants are encouraged to bring their camera manual to help facilitate their learning process. A tripod is recommended for the hands-on exercises, but is not required.

BASIC DIGITAL PHOTOGRAPHY

Duration: 2 hours / 8 sessions

OVERVIEW: Close your eyes and think about the most memorable photographs you have seen. Today's avalanche of new cameras and software, all make

you think they are prerequisites to being a photographer. We forget that people make photographs. Memorable images are created from a delightful dance between what you see, how you think, and what you feel.

Focuses on the most important skill in photography—seeing. Great photography is knowing what your camera can do and being able to maximize its features. This workshop will discuss and explain basic photography concepts such as ISO, shutter speed and aperture shooting

TYPOGRAPHY

Duration: 2 hours / 8 sessions

WORKSHOP OVERVIEW:

This course helps graphic design students gain an understanding of the effects produced by various fonts and typographic technique. It provides a historical overview and in-depth explanations of the formal qualities of characters and typefaces.

A range of theoretical and applied projects are used to investigate typography as fundamental communication tool. Students use both traditional and digital media. As typography is the essence of graphic design field, this course develops basic skills critical for any graphic design professional.

Objectives:

Develop an understanding of the basic terminology of typography and the historical origins of typographical terms and concepts.

Identify classic and contemporary typefaces and their use by modern designers. Select and manipulate type to depict a concept or mood.

Develop an understanding of the applications of display typography and expressive applications of typography in print and on screen. Create a type composition that represents a theme typographically.



PREMIER GRAPHICS AND ANIMATION TESTIMONIALS



LEARNING AT PGA



Saba Khan,
Director Design &
Operations,
PGA.

The learning environment here is encouraging. You get time and freedom to experiment and enables you to build strong foundations. Here you learn everything, from the basic skills to how to work professionally.



Lubna
Mandivwalla,
Director,
Mandivwalla
Entertainment.

If you want to attend PGA, I believe its worth it because you want to be incredible at what you do. They don't just teach you about techniques but also passion for art; how to explore your potential in the field and learn ways to develop your own art sense.



Raheel Butt,
Actor/Host/RJ

PGA provides us with a solid foundation. When we become content creators ourselves, it enables us to shape the very essence of what multimedia is. We learn how to observe something well, study it further and apply it to our artwork. This might be challenging, but it shapes your knowledge and ability to see things in a different perspective.



PREMIER GRAPHICS ANIMATION HALL OF FAME

Samirah Akhlaq

Dedication is the key to her success. She thinks different, she speaks different. Works with concentration. Having a Web Master diploma from our institute she's now working as an art teacher in New York.

Art Teacher,
Newyork.

Syed Sultan Hasan

Dedicated, humorous & a cool minded person. Helpful and hardworking. With a DTP diploma he is

GM, Public Relations,
PIA.

Noman Aziz

Too creative. Nice sketching abilities. Hardworking with high aims. Can work restlessly & professionally. He is skillful on Freehand, Photoshop, Flash & web development packages.

Manager Broadcast Program,
News ONE.

Waheed Ur Rehman

He has got a smart approach in doing every project. An ambitious soul. Thinks he can do everything. Enthusiastic. Have done his DTP Diploma & animation packages.

Customer Lead Analyst,
Unilever, UK & Ireland.

Aisha Sultan

Regular, dedicated & hardworking. Have thrust to learn. Have goals to achieve. Inquisitive. With a DTP from PGA, she'll continue to do Web Master diploma next semester. Now a days studying at CBM.

MBA Student,
CBM.

Faria Kheiri

Skillful, creative & hardworking. Too good when it comes to Photoshop and flash. Mind blowing work.

Marketeer & Digital Artist



**Let's
get
on to
an amazing
Journey**

LOCATION AND DWELLING

PGA Institute is located in Clifton, in the posh area of Pakistan's largest city, Karachi. It has wonderful places to see & enjoy.

WHAT TO DO IN CLIFTON AREA:

To get enrolled at PGA can be a pleasurable experience. There is a lot to do and see in the area.

Recreation... In Clifton area there are at least four beautiful parks with jogging tracks & exercise corners. Modern health clubs, computer gaming zones & round the year activity of walks for different causes keep the area alive.

Beaches... A close by long Clifton beach & Sea View reef is half to one mile from the Clifton shopping area. This is the longest salt water beach in the world. There are plans to develop it into a model recreational area. While in Karachi enjoy the Arabian Sea.

Entertainment... This is Clifton area so anything you can imagine is probably here and in its vicinity. Famous private

clubs like Sindh Club, Karachi Club, Boat Club, Karachi Gymkhana, Muslim Gymkhana, Defence Club, Creek Club, etc., are within a short drive's reach. In old Clifton area, beautifully restored Mohatta Palace houses a heritage museum.

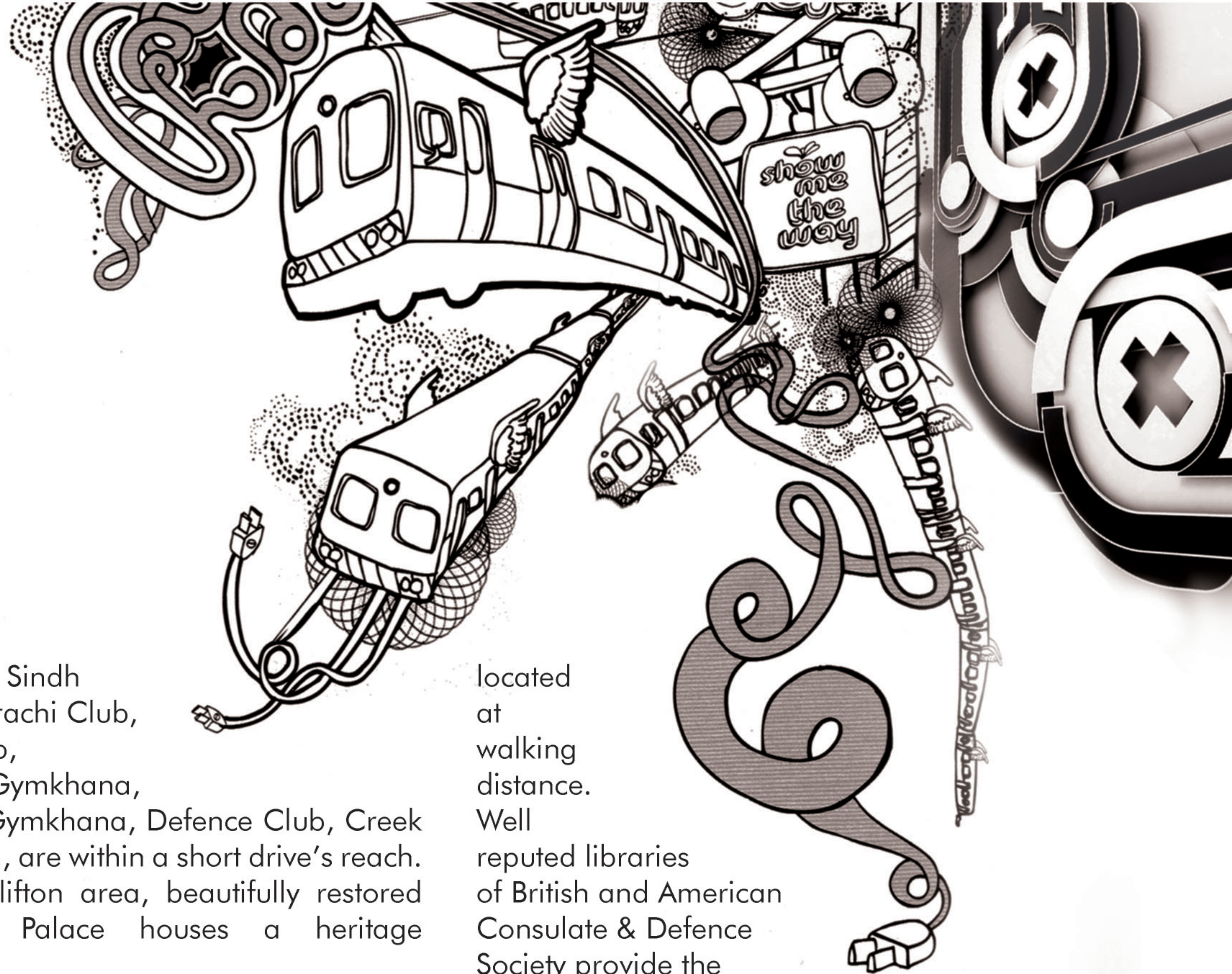
Dining... Famous Sea Breeze dining court has a variety of restaurants serving typical local to continental & Chinese food. The Seaview beach Restaurants along with classier Sheraton, Pearl Continental, Avari & Marriott hotels provide the environment with eating pleasure. Special restaurants serving Japanese, Malaysian, Korean, Italian & Mexican varieties are for the exotic loving taste-buds. Large chain outlets like Sub-way, McDonald, Dunkin Donuts, KFC, Pizza Hut, etc, are all there for the fast food lovers.

Reading interests... Large shops (main sale points) of publishers like Oxford Press, Feroze Sons & others selling excellent printed material variety are

located at walking distance. Well reputed libraries of British and American Consulate & Defence Society provide the reading pleasure .

IT Hub.... Clifton houses the largest Computer Center of Pakistan. Offices of retailers, wholesalers, importers, of nearly all famous brands are located in Clifton commercial area, with ample accessories & peripheral supplies. It is famous for the latest & biggest stores carrying CD collection, music & video films.

Shopping... Clifton attracts shoppers from all over the city, for good quality stuff, imported as well as local made. From essential to casual and trendy items, all are available in Clifton's famous shopping area.





PREMIER GRAPHICS AND ANIMATION ADMISSION POLICIES

COURSE SCHEDULE ADJUSTMENT

PGA will make every effort to run all courses in accordance with the confirmed schedule. In the event of unforeseen circumstances, students shall be notified accordingly.

TRANSFER OF CREDITS FROM PGA

The acceptance of PGA credits by other colleges and universities is determined by the respective institutions. Director of Student Affairs will gladly provide, upon request, academic credit information to anyone seeking such information.

For credit transfer purposes the following guidelines should be used.

The course should be similar in nature & equal in credit hours of study, for which the equivalence is required.

Successful, final completion of the course is required.

Original/attested transcript of the institution at which the course is completed is required for verification.

- ▶ Depending upon circumstances, not all credits may be transferred, even though they may fulfill other general outlined conditions. Each case will be thoroughly examined before a decision is issued.
- ▶ The decision by the Director of Studies in this regard will be final.
- ▶ Certificate Courses:
All regulations applying to full-time degree apply to diplomas and certificate students. Successfully completed certificate courses can be used for credit transfers towards diploma courses, subject to credit transfer conditions.

POLICY

PGA Institute offers every student a chance to develop a portfolio. The institute only admits those students who meet our admission requirements. Advance students can bypass certain requirements based on portfolio work.

The institute admits student to all rights, privileges, programs and activities generally accorded or made available to student at the institute. PGA does not

discriminate on the basis of race, color, age, sex, religion, physical handicap, sexual preferences, nationality or ethnic.

GRADING PLAN

A+	90 - 100	4.0
A	80 - 89	3.5
B	70 - 79	3.0
C	60 - 69	2.5
F	<60	2.0

COURSE REGISTRATION

In a semester:

* Students can register for a maximum of six courses.

* Students can register for a minimum of two courses.

* *(Depending upon the Director of Studies approval).*

ATTENDANCE & HOLIDAYS

Attendance of 85% is mandatory for each course. Failure to do so may result in dismissal from the course. PGA observes all national holidays



ADMISSION PROCEDURE

- ▶ Admission Test
To evaluate aptitude, present qualification & level of expertise.
- ▶ Interview
To evaluate interest, communication level & counseling for area of interest.

HOW TO APPLY

Complete the Premier Graphics & Animation Institute's admission application form on page **36** in this prospectus. The same is also obtainable from the institute.

WHEN TO REGISTER

The Institute accepts applications from 8 weeks prior to the commencing semester.

- ▶ Pre-registration deadline is two weeks before the class begins.
- ▶ Spring semester registration begins in November.
- ▶ Registration for Fall semester begins in June.

- ▶ Students are encouraged to register early.
- ▶ To ensure enrollment in intended courses it is recommended that you apply as early as possible.

ELIGIBILITY

Applicant must have completed 12 years of education or 'A' level or any other equivalent program.

Mature students age over 25 years who may not have the required qualifications but have exceptional talent are also eligible to apply.

Professionals working in the graphic industry, short of required academic qualification can also apply.

HOW TO REGISTER FOR CLASSES

Students may pre-register by phone, fax or mail. It is then placed on the list for the requested classes and dates.

Address :
Premier Graphics & Animation
15, Clifton Shopping Arcade,
FL-1, Block-5, Clifton,
Karachi - 75600, Pakistan.
Telephone : 5836334, 5835977
Fax : 5870106,
E-mail : Institute@premiergraphic.com

Pre-registration deadline is 2 weeks before the class begins. Pre-registrations are subject to cancellation if not paid by that time. When payment is received, registration is officially completed and the students are advised of the confirmation. Registrations are limited and reserved on a first- come-basis.

REGISTRATION FEES

In addition to course fees, a registration fees is charged as follows.

4-Months Diploma Rs 5000/-
Certificate Courses Rs 1000/-

REGISTRATION CANCELLATIONS, REFUNDS, RESCHEDULING AND NO-SHOWS

Cancellations or rescheduling must be received no later than 2 weeks before the class begins, otherwise a penalty of 50% tuition fees of the course will be applied. Course no shows & no cancellation notice, are penalized at 100% tuition fees. Courses are scheduled for specific duration, lack of attendance may cause the course to remain incomplete, in such cases no refund is allowed.

LARGE FORMAT DIGITAL PRINTING

We can provide all your printing needs

- Plain Paper
- Coated Paper
- Photo Finish Paper
- Film Paper
- Glossy Paper
- Matt Finish Paper



BE A PART OF THE MINORITY

Be the generation next of visual technology. Push the limits of creativity. Create masterpieces that never existed before.

GET REGISTERED NOW



premiergraphic.com



[premiergraphic.com/facebook](https://www.facebook.com/premiergraphic.com/)



[premiergraphic.com/youtube](https://www.youtube.com/premiergraphic.com/)



Name: _____

Guadian Name _____

Address _____

E-mail Address _____

Residence Tel:

Postal Code:

Cell:

Gender: Male Female

Birth Date: D M M

Country of Birth _____

N.I.C. #

Occupation _____

If employed, firm name _____

Office Tel:

Nationality; Pakistani Other _____

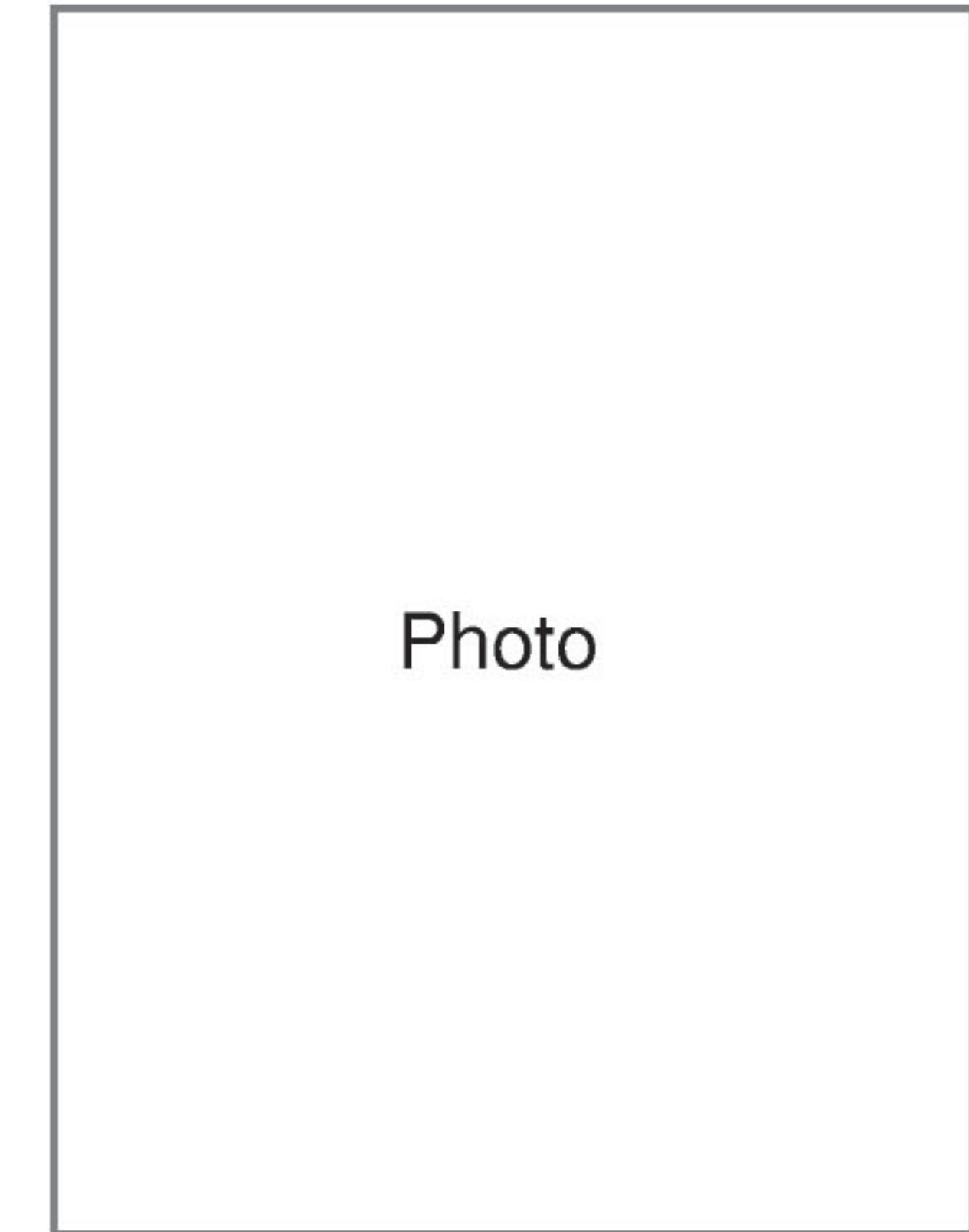
Emergency Contact:

Name: _____

Relationship _____

Home/Office Tel:

Cell:



Photo





<p>Applying for:</p> <p>Advance Diplomas (1-Year) <input type="checkbox"/></p> <hr/> <p>Diplomas (4-Months) <input type="checkbox"/></p> <hr/> <p>Certificate Courses <input type="checkbox"/></p> <hr/>	<p>How Did You First Find Out About PGA Institute ?</p> <p><input type="checkbox"/> Newspaper</p> <p><input type="checkbox"/> School Guides</p> <p><input type="checkbox"/> Brochures</p> <p><input type="checkbox"/> Internet</p> <p><input type="checkbox"/> Friend</p> <p><input type="checkbox"/> Exhibition</p> <p><input type="checkbox"/> Magazine</p> <p><input type="checkbox"/> Other</p>	<p>Last Academic Qualification (Please attach certificates)</p> <p><input type="checkbox"/> Intermediate</p> <p><input type="checkbox"/> A-Level</p> <p><input type="checkbox"/> O-Level</p> <p><input type="checkbox"/> Graduate</p> <p><input type="checkbox"/> Others</p> <hr/> <p>Experience in Graphics/ Animation work:</p>
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Declaration:

I certify that all information contained in this application is true and correct to the best of my knowledge, inaccuracy of which can cause termination of my enrolment from Premier Graphics and Animation Institute.

I understand that, if admitted, I will inform myself of the rules and regulation of the Institute.

_____ Date

_____ Applicant's Signature

Mode of Payment:

Cheque Cash Amount Rs: _____

For Institute Use Only

ID #

Approved: _____

Director Admissions

Return the completed form to:

Premier Graphics & Animation
15, Clifton Shopping Arcade, FL-1, Block-5,
Clifton, Karachi-75600, Pakistan.
Tel: (021) 5836334, 5835977 Fax: (021) 5870106
E-mail: institute@premiergraphic.com
Website: www.premiergraphic.com



SELDOM
CAN ONE COMPANY BE
ALL THINGS
TO ALL PEOPLE

MEET THE
EXCEPTION!



STUDIO
premiergraphic.com





PREMIER

GRAPHICS & ANIMATION

STUDIO | INSTITUTE

HEAD OFFICE:
15, CLIFTON SHOPPING ARCADE, FL-1, BLOCK 5
CLIFTON, KARACHI - 75600, PAKISTAN
TEL: (021) 5836334, (021) 5835977 FAX: (021) 5870106

USA BRANCH:
1538, GAINESBORO DRIVE,
WHEATON, IL 60189, USA
TEL: +1-630-201-5346

CANADA BRANCH:
5403, LOONLAKE AVE, MISSISSAUGA
ON, L5V 2E1, CANADA
TEL: +1-905-8190062

www.premiergraphic.com
institute@premiergraphic.com

