

Digital technology has had a tremendous impact on all forms of communication in the 21st century. Using computers, visual artists can manipulate all forms of artefacts, whether video, photographic images, sound clips or text, to create exciting new experiences for audiences.

If you have a flair for art and design and don't mind sitting on a computer, then combine the two and you will enter the world of media and arts. The field thrives in creative thinking and people passionate about their ideas await lucrative careers. We are here to offer you a range of qualifications that include certification courses, diplomas, and degree programs. Check out and see what takes your fancy!



## DEGREE COURSES

### Masters in Computer Arts

### Four Year Degree Program

in collaboration with PAF-KIET University  
Bachelors in Computer Arts (BCA)  
Bachelors in TV & Film Production (BTF)  
Bachelors in Fine Arts (BFA)

### Two Year Bachelors Program

Associate Degree in Computer Arts  
Associate Degree in TV & Film Production

### One Year Advance Diploma

Advance Diploma in Desktop Publishing  
Advance Diploma in Graphics & Animation  
Advance Diploma in Web Mastering

### One Year Post Graduate Diploma in Media & Arts

#### Head Office:


15, Clifton Shopping Arcade,  
FL-1, Clifton-5, Karachi-75600,  
Pakistan.


Tel: +92-21-35836634, 35835977

Email: [studio@premiergraphic.com](mailto:studio@premiergraphic.com)

#### USA Branch:

1538, Gainesboro Drive,  
Wheaton, IL 60189, USA  
Voice: +1-630-201-5346

 [www.premiergraphic.com](http://www.premiergraphic.com)

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

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**PGA**  
WE MAKE MAGIC



A "Premier Group" Company  
**PREMIERGRAPHICS&ANIMATION**

MAKE  
PASSION  
YOUR  
PROFESSION



## CERTIFICATE COURSES

### Graphic Development Software

**Adobe Photoshop**  
Fee: Rs.20,000/-  
Duration: 6 weeks  
Prerequisites: Freehand

**Adobe Indesign**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: Freehand

**Adobe Illustrator**  
Fee: Rs.20,000/-  
Duration: 6 weeks  
Prerequisites: Freehand

**Coral Draw**  
Fee: Rs.20,000/-  
Duration: 6 weeks  
Prerequisites: Freehand

YOUR CAREER IS IN YOUR HANDS



### Animation Development Software

**3D- Studio Max**  
Fee: Rs.55,000/-  
Duration: 10 weeks  
Prerequisites: Photoshop

**Adobe Premiere**  
Fee: Rs.20,000/-  
Duration: 6 weeks  
Prerequisites: Photoshop

**Adobe After Effects**  
Fee: Rs.25,000/-  
Duration: 4 weeks  
Prerequisites: Photoshop

**Autodesk Maya**  
Fee: Rs.60,000/-  
Duration: 10 weeks  
Prerequisites: Photoshop

**Adobe Flash and Flash Plugins**  
Fee: Rs.20,000/-  
Duration: 4 weeks  
Prerequisites: Freehand and Illustrator

### Web Development

**Adobe Dreamweaver**  
**Adobe Image Ready**  
Fee: Rs.20,000/-  
Duration: 4 weeks  
Prerequisites: Photoshop

**Wordpress**  
Fee: Rs.20,000/-  
(Web development software)

YOUR SUCCESS IS ALL WE THINK ABOUT

### General Courses

**Computer Literacy**  
Fee: Rs.18,000/-  
Duration: 6 weeks  
Prerequisites: None

**Entrepreneurship for Graphic Design**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: A-levels

**Still life Drawing**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: Interest in sketching

**Figure Drawing**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: Still life drawing

**Social Media**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: Photoshop

### Little Masters

**Part-1: Graphic Design**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: None

**Part-2: Animation**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: Little Master Part-1

**Part-3: Web Designing**  
Fee: Rs.15,000/-  
Duration: 6 weeks  
Prerequisites: Little Masters Part-2

## DIPLOMA COURSES

REGISTRATION FEE FOR ALL DIPLOMA COURSES: Rs.5000/-

### Desktop Publishing Diploma (DTP)

Course is designed to provide intensive hand on training on the graphic software using advanced equipment. Learn new media design, creative concepts, digital illustrations, image editing, printing procedures, promotional campaigns, designing product packages, advertising strategies with many more with industry qualified instructors.

#### Module-1

- Basic Drawing with Software Tools
- Uses of Color Concepts
- Illustrations / Logos
- Composing & Publishing Concepts
- Page Layouts
- Printing Concepts
- Textile Designing Concepts
- Advertisements Theory
- Software Specific Function
- Software Specific Requirements
- Graphic Theory

#### Module-3

- Media Arts Concepts
- Printed Media Standards.
- Designing Graphics for Web.
- Design Graphics for Video and Animation.
- Marketing Design Strategies.
- Consumer Behavior.
- Advertisement Strategies.
- Editorial Design.
- International Design Standards
- Promotional Campaign
- Developing Business.

#### Module-2

- Image Editing and Manipulation
- Brochure, Catalogue, Calendar Designing
- Scanning Methods & Procedures
- Texturing, Lighting & Special Effects
- Designing Product Package
- Uses of Cliparts
- Standard Optimisation
- New Media Design
- Color Separation Techniques
- Pre Printing Process
- Usage of Graphic Formats

Fee: Rs.55,000/-  
Duration: 4 months  
Prerequisites:None

### Computer Graphics and Animation Diploma (CGA)

Our goal is to communicate knowledge about principles and techniques of animation to person with artistic skills. Courses are designed to cover everything from 2D and 3D modeling to animation, lighting to editing, and advertisement to special effects. We focus to integrate core artistic and technological skills, providing foundation for entry and advance level position in the industry.

#### Module-1

- Basic of 2D & 3D Modeling
- Basics of 3D Animation
- Multimedia Basics
- 3D Terminology
- 3D Logos & Titles
- Making 3D Textures and Materials
- Camera-Lights
- Transformation of 2D Objects into 3D Objects.

#### Module-2

- Combined Various Graphic Software
- Advance Modeling & Animation
- Process Display

- Product designing
- Advertisements
- Cartoon Animation
- Digital Character Animation
- Animating Materials
- Making Special Effects.

#### Module-3:

- 2D and 3D Morphing
- Overview of 3D Packages
- Sound Effects
- Animation-Film Making
- Video Mixing & Editing
- Keying & Alpha Channels

- Linear -Non Linear Editing
- Motion Tracking
- Masking & Compositing
- Digital Visual Effects

Fee: Rs.100,000/-  
Duration: 4 months  
Prerequisites: DTP Diploma

### Web Master Diploma (WM)

Generate user friendly yet animated and interactive websites with proper usage of design elements and tools, incorporate music and backgrounds, flashy buttons, typographic elements and much more to show the world your creative skills with this course.

#### Module-1

- Image Editing & Manipulation
- Media Compression
- Optimization
- Use of Colors
- Design & Concepts
- Web Graphics
- Banner Designing
- Making Templates
- Use of Graphics Format
- Resizing & Resolution Control
- Web Skin Designing

#### Module-2

- Implementation of Frame
- Website Designing
- Web Animation
- Site Optimization
- Graphic Page Conversion to HTML
- Java Applets
- Gif Animation
- Uploading - Publishing
- Domain Registration

- Free Web Servers
- Free Site Hosting
- Site Hosting Management

#### Module-3

- www Terminology
- Accurate Placement Controls
- Vector Based Animation
- Action Scripts
- Animation Techniques
- Sound Editing
- Use of Java Scripts
- Image Composition
- Search Engine Submission
- Web Marketing Strategies
- E-Marketing

Fee: Rs.60,000/-  
Duration: 4 months  
Prerequisites: None

### Social Media Experts Diploma (SME)

#### Module-1

- Intro to Social Media
- Creating your FB page and profile
- Intro to Social Media Tools
- Multiple Social Media Platforms
- Creating and Publishing Content
- Developing and Publishing Content
- Privacy/Public Contents
- Creating Special Graphics for S.M
- Copywriting+Content Developing
- Creation Optimized Videos

#### Module-2

- Developing Social Media Strategies
- Brainstorming and Integrating
- Developing Traffic Gaining Strategies
- Content Strategies
- Traffic Engaging
- Conversation Techniques
- Reputation Recovery
- Use of S.M on Cellphone

- 24/7 Cell Integration
- Bots and Genuine Likes
- Multiplying your Audience

#### Module-3

- Anatomy of FB page
- Benefits of S.M marketing
- Marketing Strategies
- S.M Management Skills
- S.M for Entrepreneurs
- Entrepreneurship Strategies
- S.M Backups
- Budgeting &Planning
- Research+Media planning
- Education through S.M

Fee: Rs.50,000/-  
Duration: 4 months  
Prerequisites: None