



Syed Farjood Adya Rizvi

Assistant Professor (Graphic Design)
College of Art & Design, University of the Punjab, Lahore

📍 : College of Art & Design, University of the Punjab Lahore, Pakistan.

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Objectives:

Research & teach Communication Design focusing modern approaches for the learners. Exploration of design trends to meet the requirements of rapidly changing world's design requirements.

Education:

Degree	Subject	Year	Academic Institutes
M.Phil.	Art & Design	2013-15	Research Centre, CAD, PU
M.F.A.	Graphic Design	2002-03	College of Art & Design, PU
B.F.A.	Graphic Design	1997-2001	College of Art & Design, PU
Intermediate	Humanities	1994-1996	B.I.S.E. Lahore
Matriculation	Science	1992-1994	B.I.S.E. Lahore
GAT	General	2012	NTS. Lahore

Experience:

Dates	Designations	Institutions
06/08/15 to date	Assistant Professor, Graphic Design	College of Art & Design, University of the Punjab, Lahore.

07/10/2011 to 05/08/15 (3 years 11 months)	Lecturer, Graphic Design	College of Art & Design, University of the Punjab, Lahore.
04/12/10 to 06/10/11 (11 months)	Assistant Professor, Graphic Design	Multan College of Arts, Bahauddin Zakariya University, Multan.
20/03/10 to 03/12/10. (10 months)	Lecturer, Graphic Design	Multan College of Arts, BZU
15/12/03 to 19/03/10 (6 years 4 months)	Assistant Manager Graphic Design	Packages Limited, Lahore.
2002/03	Graphic Designer (part time)	The Card Company Pvt, Ltd

Certificates of Formal Trainings & Education:

1. Certificate of accomplishment '**Sports Fest, 19'** at College of Art & Design, PU.
2. Certificate of participation '**New 'D' In the Design'** with Ali Aslam at CAD, PU 2018.
3. Certificate of participation '**How to Start a Design Project'** by Mr. Nadeem Wahid (director design at J. Walter Thompson Pakistan), at College of art and design, University of the Punjab, Lahore 2017.
4. Certificate of participation '**A Journey of a Researcher'** a seminar by Dr. Bilal at CAD, PU.
5. Certificate of participation '**Sarir-e-Khama International Conference on Calligraphy'** at CAD, PU.
6. Certificate of participation '**Faculty Orientation Program'** 03-06th July, 2012. Institute of Administrative Science University of the Punjab, Lahore.
7. Certificate of participation '**Problem Solving and Decision-Making Skills'** by Pakistan Institute of Management Lahore 05-10th Oct, 2009.
8. Certificate of participation "**Seven Habits of Highly Effective People"** by Franklin Covey's at Packages Limited 01-09th April, 2008.
9. Certificate of participation '**Tea- Work: Getting People to Work Together'** by Pakistan Institute of Management Lahore 22-27th Oct, 2007.
10. Certificate of software training '**Adobe Illustrator'** by Arena Multimedia Lahore 11-21st Nov, 2007.

11. Certificate of participation '**Internal Quality Auditing for ISO 9001: 2000**' Quality Management System by **Pakistan Institute of Quality Control** at Packages Limited, Lahore on 13-14th May, 2004.
12. Certificate of participation in '**Youth Theatre Festival Lahore**'.
13. Certificate of participation in a mime show '**Kashmir freedom struggle**' by **National Council of Arts Pakistan** at National Library Auditorium, Islamabad on 05th Feb, 1999.

Seminars, Conferences, Exhibitions and other activities in university affairs:

1. Participation as a multidisciplinary artist in an **International Art Festival at Islamabad**, 18th Nov, 2019.
2. Attended One day introductory workshop on '**Does your publication facilitate to improve professional experience or just a contribution**' by Office of Research Innovation & Commercialization (ORIC) on 22nd August, 2019.
3. Attended Interactive Session on '**Expanding upon collaboration and curatorial practice**' with Ms. Alexie Glass-Kantor, curator of Art Basel, Hong Kong and Ms. Cecilia Canziani, an art historian and independent curator on 1st August, 2019.
4. External Examiner for **BFA Graphic Design degree show** at Institute of Art & Design, University of Sargodha 2nd July, 2019.
5. External Examiner **BFA Graphic Design annual examination** for the **Drawing and Packaging Design** at Hamza Foundation Academy for the Deaf Lahore, 7th May, 2019.
6. Participation in a **national exhibition "Canvas & Colleagues" by the Past and Present Faculty of College of Art and Design**, University of the Punjab Lahore, 3rd May, 2019
7. **Sports Event Management** 25th March 2019 at College of Art & Design, University of the Punjab Lahore.
8. External Examiner for **BFA Graphic Design degree show** at Bahauddin Zakariya University, Multan College of Arts, 14-15th Oct, 2018.
9. External Examiner **BFA Graphic Design annual examination** for the **Techniques of Printing & Print making** at Hamza Foundation Academy for the Deaf Lahore, 10th May, 2018.

10. Organizer of a **Study Trip to Karachi Biennale**, Pakistan's largest international contemporary art event 2017.
11. External Examiner for **BFA Graphic Design degree show** at Bahauddin Zakariya University, Multan College of Arts, 23rd Jan, 2015.
12. Organizing team member for '**Sarir-e-Khama**' an International Conference on Calligraphy at College of Art & Design, PU 25th Feb, 2013.
13. Coordinator for the performers of **Mime Show 'Nukta'** at International Conference of Calligraphy at College of Art & Design Punjab University 2013.
14. Seminar attended on "**STUDY AND WORK IN JAPAN**" by **Mr. Yoshikazu Osada**, Dec 5th, 2013, at Khorana Auditorium, Institute of chemistry, University of the Punjab, Lahore.
15. Seminar attended on "**ART OF LIVING**" by Nauman Zameendar at College of Art & Design, University of the Punjab, Lahore 2013.
16. Seminar attended on by **Microsoft** at venue Razi hall Punjab University New Campus Lahore Nov 22, 2012.
17. Participation in organizing a **seminar and exhibition** in the Honor of "**ZUBEDA JAVED**" at College of Art & Design, University of the Punjab, Lahore on June 6, 2012.
18. Participation in organizing a seminar and exhibition for "**GOSHA-E-BEHZAD-O-MANI**" at College of Art & Design, University of the Punjab, Lahore on January 20, 2012.

Projects: National, International & University:

- Logo Design for University of Home Economics, Lahore 2019.
- Catalogue design for Architecture Graduating Exhibition 2019.
- Logo Design for Urdu Daira-e-Marif-e-Islamia, PU 2017.
- Book Title Design Homeopathy of Tomorrow 2016.
- Table Calendar 2013, College of Art & Design University of the Punjab.
- Prospectus 2013, College of Art & Design University of the Punjab.
- A number of Invitation Cards, Brochures for College of Art & Design University of the Punjab.
- Kausar Canola Cooking Oil promotional campaign 2011.
- Digital post production for Guddu & Shani photographers 2003-2010.

- Gibbs Food Industries Packaging designs for export 2010.
- Packages Construction Company. Logo design of Packages Construction Company 2009.
- Magazine Cutting Edge. Masthead design 2008.
- Prepress Design supervision for national and international leading brands as mentioned below at Packages Ltd 2003-2010.

1. Unilever
2. Coca Cola
3. PepsiCo, Inc
4. Nestlé
5. Asian Foods
6. Colgate Palmolive
7. Brooke Bond
8. National Foods
9. Pakistan Tobacco Company.
10. Philip Morris International Inc.

Software Skills:

Professionally trained and experienced in the following software.

- **Barco Graphics:** Making of final outputs with complete trapping, color switching and dot gain compensation for high quality printing jobs.
- **Barco Graphics Quickstep:** For producing step and repeat jobs with advanced nesting and bleeding functions for Offset, Flexography and rotogravure printing jobs.
- **Adobe Photoshop:** To make designs, images and color correction along with advanced Pre-Press features.
- **Adobe Illustrator:** For Vector Graphics, Mechanicals, Layouts and final composition on both Apple and IBM workstations.
- **Microsoft office:** for official & professional communication and documentations.
- **Inpage:** For Urdu typing and composing.

Awards & Achievements:

1. Successful accomplishment of PhD course work and passed comprehensive exam with 3.73 CGPA.
2. Research and writing is underway for the PhD dissertation.
3. Developed a Graphic Design foundation course for under graduate students. Due to the quality of course design and innovative experiments, it is contributing since 2011 to date.
4. Designed a new logo for College of Art & Design, PU.
5. Developed Graphic Design studios to improve academic environment.
6. Worked as Digital Post Production Designer for Lux Award Winner Guddu Shani.
7. Won consecutive awards for the years 2008 and 2009 at Packages Ltd.
8. Distinction in the drawing subject during BFA course work.
9. Won the award for the best actor in Mime show “Ye Nehr-e-Khoon” At Psycho Drama Festival held at Alhambra Cultural Complex Lahore 1999 during BFA enrolment.

Projects under completion:

- PhD dissertation
- Handbooks compilation for Modern Printing and Packaging design syllabus for Graphic Design students.
- Seminar “Visual communication design in postcolonial Lahore”

Interests:

- Movies
- Art & Educational Documentaries
- Traveling
- Chess
- Cricket

References:

- Prf. Dr. Shaukat Mahmood, HEC Professor & Coordinator Research & Ph.D. program
College of Art & Design, University of the Punjab, Lahore.
Contact: 03454038445