

# Humera Omer Farooq Bajwa

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## Education

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### **Ph.D. Scholar | Research Centre, College of Art and Design, University of the Punjab, Lahore.**

Completed and passed coursework & comprehensive exam with **A grade** and working on my dissertation on '*Semiotic and Symbolic significance of Pakistan's Postage stamps and their role in evolution of Graphic Design*'

### **M. Phil | Research Centre, College of Art and Design, University of the Punjab, Lahore.**

Specialization Professional Practice (Design) 2013-2015 with **CGP 3.59**, Research Centre, College of Art & Design, University of the Punjab, Lahore, Pakistan. Dissertation Topic: '*Graphic Representation of Poetry; A visual relationship between Form and Content*'

### **MFA | College of Art and Design, University of the Punjab, Lahore.**

Graphic Design, 2003-2004 (**Gold Medal**), Thesis Topic: '*Child Protection and Human Rights, a Design Campaign*'

### **BFA | College of Art and Design, University of the Punjab, Lahore.**

Graphic Design, 1999-2002 (**Merit Award-Secured 2nd position**), College of Art & Design, University of the Punjab, Lahore.

### **F.A | Defense Degree College for Women, Lahore.**

Statistics, Economics, H. Economics, **1<sup>st</sup> Division**

### **Matriculation | Pakistan Foundation School, Lahore.**

Science, **1<sup>st</sup> Division**

## Professional Experience

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**Assistant Professor | College of Art and Design, University of the Punjab, Lahore.**

**From August 2018 to date**

### Roles & Responsibilities

- Teaching Main Design subjects, including Research Methodology, Advance Publication Design, Advertising Design, Marketing, Creative Copy writing, Typography and History of Design to BFA part II, BFA III, BFA IV and MFA students.
- Thesis Supervisor for MFA graphic Design and BFA Graphic design & Illustration.
- Assisted calendar design for University of the Punjab.
- Member Curriculum development committee.
- Designed prospectus for University of the Punjab (College of Art & Design).
- Organized & judged various workshops on basic design & visual communication.
- Time table Development for Graphic Design Department.
- Member Publication Committee.
- Appointed as External Examiner for MA's at Himayet-e Islam College.
- Appointed as External Examiner at Hamza Foundation for BFA's.
- Team Member and coordinator of 'Canvas and colleagues' online exhibition.
- Coordinated and assisted in BFA Painting Catalogue 2020.

**Lecture | College of Art and Design, University of the Punjab, Lahore, Pakistan.**

**From October 2011 till August 2018 (regular)**

**From April 2006 till October 2011 (on contract)**

### Roles & Responsibilities

- Teaching Advanced Computer Graphics and communication design to post graduate students.

- Organizing member for the international conference on Calligraphy, at College of Art and Design.
- Participated as judge at LUMS art and design fair 2009.
- Designed the calendars for University of the Punjab (Art & Design Department) for the year 2009, 2010 & 2011.
- Designed prospectus for University of the Punjab (Art & Design Department) for the years 2009, 2010 & 2011.
- Organized & judged various workshops on basic design & visual communication.
- Performed the duties of a judge and organizer at “Anti-Corruption Seminar” held by NAB.

**Graphic Designer & Consultant | Daily Times, Media Times Private Limited.  
From 1 July 2005 till March 2011**

Roles & Responsibilities

- Designing Cover and inner layout of weekly Magazine. (**designed 296 editions in total**)
- Copy writing for newspapers mast head.
- Designed Calendars for Sunday Magazine.
- Provide design consultancy for the weekly magazine “The Wikkid”.
- Provide opinion on E-Marketing of Daily Times, Wikkid & Sunday Magazine.

**Teacher and In-house Designer | Lahore Smart School.  
From April 2004 to June 2006**

Roles & Responsibilities

- Designing of E Books for Smart Education.
- Designing of School’s website, Stationery and brochures.
- Teaching Arts & Crafts.

**Freelance Design Consultant | From 2004 to date**

- Advertising services as a freelancer for various firms, institutions and entrepreneurs.

## Research

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### Dissertations | Research Papers | Visual Communication Campaigns

#### M. Phil Thesis |

“Graphic Representation of Poetry, A visual Relationship between Form and Content”

#### Research Papers | Published in HEC Approved Journals

“Cultural Discourse on the Portrayal of Courtesans in Iqbal Hussain’s Realist Art: Conventions and Implications” Pakistan Social Sciences Review (PSSR). Volume v2-1, (Y category)

#### Other Research Papers |

- “Architectural Study of Shrine of Hazrat Sultan Bahu and Ideology of his Punjabi Poetry”, Research center College of Art & Design University of the Punjab, Supervisor : Prof. Dr. Shaukat Mehmood
- “Comparative study of layout used in ‘Manafi al-Hayawan’ by Ibn Baktishu With modern newspaper layout” Research center College of Art & Design University of the Punjab, Supervisor : Dr. Naseem Akhtar
- “Semiotic Relationship Between Verbal & Visual Language” Research center College of Art & Design University of the Punjab, Supervisor : Dr. Rafia Tahir
- “Role & Innovation By Kamal ud-Din Behzad in Persian Paintings” Research center College of Art & Design University of the Punjab, Supervisor : Dr. Naseem Akhtar
- “A Pictorial Study of the Shrine of Hazrat Ali Makhdum Ganj Bakhsh Hujwairi Lahori” Research center College of Art & Design University of the Punjab, Supervisor: Prof. Dr. Rahat Naveed Masood
- “The Art of *Paranda* Making’ Research center College of Art & Design University of the Punjab, Supervisor: Sir Shahnawaz Zaidi

- “Architectural Study of the Motifs of Old Building of Aitchison College” Research center College of Art & Design University of the Punjab, Supervisor: Prof. Dr. Shaukat Mehmood.

## Visual Communication Campaigns

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### Branding | Design Projects | Copy writing

- Corporate design for Lahore Smart School
- Corporate design for Idrees Pharmaceuticals
- Corporate design for BoxWood furniture
- Corporate design for Haseen Pret
- Corporate design for Wikkid plus
- Aurat Foundation Design Campaign | Graduation Project 2002
- Ali Zafar’s Launching music album and posters | 2003
- Unicef- Design Campaign | MFA project 2004
- Website Design for ‘Lahore Smart School’ 2004
- Broachers, E-books and stationery Design for ‘Lahore Smart School’ 2004
- Calendar Design for ‘Sunday Mag’ 2006
- Designed a total number of weekly magazine covers and layouts for Daily Times weekly kids’ magazine ‘Wikkid’ (from 2005 till 2011)
- Copy Writing for ‘Daily Times’, daily newspaper masthead (2010 & 2011)
- Design assistant in architectural and 3D design project of University of the Punjab Float for ‘A Day of Commitment’ 23<sup>rd</sup> March 2015.
- Design assistant | “A journey of Independence”, Float for University of the Punjab, 14<sup>th</sup> August 2016.
- Design assistant | Float for University of the Punjab for independence day, 2016.
- Design assistant in “Sam and Mohni”: A Monument for Tiger Adoption by University of the Punjab. 2011
- Designed Broachers, Invitations, tags, Souvenirs and Banners for “Sarir-e-Khama; The Art of Pen”, an International Conference on Calligraphy at College of Art and Design, University of the Punjab, Lahore. 2014

- Designed Prospectuses for University College of Art and Design, University of the Punjab, Lahore. (2008, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019)
- Designed book cover for ‘All this & Heaven too’ 2016.
- Concept Design for Zic Motor Oil Advertising Campaign, including TVC  
“zic say behter koi engine oil nahi” 2017
- Freelance design Consultancy for Pepsi and Kia Lucky Motors advertising campaigns for ‘Kollage Concepts’.
- Designed advertising material for the inauguration of “ Gosha Behzad-o-Mani” ,  
College of Art & Design, University of the Punjab, Lahore.
- Calendar Design for University of the Punjab, Lahore (2010, 2011, 2013, 2016, 2017)
- Catalogue Design for BFA Painting Degree show 2020
- Assisted. in designing of Punjab University’s gates and façade for New campus. 2020
- Catalogue Design for faculty show exhibition ‘Canvas & Collogues 2020”

## Exhibitions of Artwork

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### Solo | Group Exhibitions

“The Waste Land”; Graphic Representation of Poetry

- A Solo Exhibition of artworks at Anna Molka Art Gallery, College of Art & Design, University of the Punjab, Lahore, Pakistan. 2016

“Rang-o-Ramis”

- A Lahore Biennale Collateral Exhibition at College of Art & Design, University of the Punjab. 2020

“Independence Show”

- Faculty group show at Anna Molka Art Gallery, College of Art & Design, University of the Punjab. August 2020

#### “Canvas & Colleagues”

- Faculty and alumni online group show via Anna Molka Art Gallery, College of Art & Design, University of the Punjab. 2020

#### “Collective Perspectives”

- Faculty group show at Anna Molka Art Gallery, College of Art & Design, University of the Punjab. 2021 (five artworks)

#### “Alumni Design Show”

- Group show of Alumni of College of Art & Design, at Al-Hamrah Art Gallery. 2005

#### “Women’s Day”

- Photography group show for Women’s Day at Al-Hamrah Art Gallery. 2003

#### “ Rhythm of Soul”

- Solo photography series, published in The Nation, 2003

## Organized and supervised

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### Exhibitions | Workshops

- Organized and Supervised the “Degree Shows of MFA and BFA” : Catalogues, Arrangements and Advisory
  - MFA: 2006, 2007, 2008, 2009, 2010,2011,2012, 2013, 2018,2019
  - BFA: 2018, 2019, 2020
- Organized Seminar on “Creative Copy writing” with Ms. Sadia Sarmad as guest speaker at Anna Molka Gallery. 2019
- Organized Seminar on “Awareness of traffic rules” at Lecture Hall, College of Art & Design, University of the Punjab, Lahore. 2018
- Organizing Committee of Exhibition of students “ Child Labor is a Curse” held at College of Art & Design, university of the Punjab. 25<sup>th</sup> April 2018

- Organizing Committee of “ China-Pakistan Friendship Exhibition” about art education forum, jointly Organized by Changsha Normal University of China and University of the Punjab.
- Conducted and organized, workshop on ‘Online teaching technicalities for Art & Design faculty” at College of Art & Design. University of the Punjab, Lahore.

## External examiner

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### Juror | Judge

- Hamza Foundation Academy for the Deaf, Lahore-Pakistan
- Hamayet-e-Islam Degree college for women
- Judge for Art feasts of LUMS
- Judge for events and competitions organized by Government of Punjab

## Curriculum Development

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- MFA, Revised Curriculum (Graphic Design) for the College of Art and Design, University of the Punjab Lahore - Pakistan
- BFA & Diploma (Graphic Design) for the College of Art and Design, University of the Punjab Lahore – Pakistan

## Seminars, Workshops & Conferences

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### National | International

- Attended 1<sup>st</sup> National Conference on Counter Balancing Politics and Aesthetics in Pakistani Literature, 5<sup>th</sup> May, 2018, at the Department of English Language and Literature, University of the Punjab, Lahore
- Attended one-day seminar on “Pakistan-India Relations: Challenges and the Way Forward” by Mr. Sudheendra Kulkarni at the Centre for South Asian Studies, University of the Punjab, Lahore-Pakistan.



- Attended “6<sup>th</sup> Invention to Innovation Summit” 2017, at Al-Raazi Hall, University of the Punjab, Lahore-Pakistan.
- Attended a seminar on “World Quality Day” 2017 at Al-Raazi Hall, University of the Punjab, Lahore-Pakistan.
- Attended an “Artist Talk” 17 April, 2017, by Ms. Shahida Ahmad from Qatar, at the College of Art and Design, University of the Punjab, Lahore.
- Attended a seminar on “Gems and Jewels of India: Symbolic Representation of Rise and Fall of power” by Dr. Kanwal Khalid, 11 April, 2017, at the Lecture Theatre, College of Art and Design, University of the Punjab, Lahore-Pakistan
- Attended a seminar on “Punjabi Sufi Poetry” 20 Jan. 2017, by Dr. Asma Qadri at the Anna Molka Art Gallery, College of Art & Design, University of the Punjab, Lahore-Pakistan
- Attended a seminar on “Emerging Trends in Public Art” 27 March, 2017 by Ms. Sadia Kamran Pasha at Research Centre, College of Art & Design, University of the Punjab, Lahore-Pakistan
- Two days’ workshop on “Photography” 23 Feb. 2017 by Mr. Arslan Manzoor at the College of Art & Design, University of the Punjab, Lahore-Pakistan
- Attended a National Conference on “Indian Atrocities in Kashmir” 5<sup>th</sup> – 6<sup>th</sup> October 2016, at the Centre for South Asian Studies, University of the Punjab, Lahore-Pakistan
- Attended a National Seminar on “Recent Wave of Indian Repression in Kashmir” 18 November 2016, at the Centre for South Asian Studies, University of the Punjab, Lahore-Pakistan.
- Attended a National Seminar on “Religious Tolerance in Iqbal’s Philosophy” 24 April 2016, at the Pakistan Study Centre, University of the Punjab, Lahore-Pakistan.
- Attended a National Seminar on “Kashmir solidarity Day” 05 February, 2016, at Al-Razi Hall, by Pakistan Study Centre, University of the Punjab, Lahore-Pakistan
- Attended a National Seminar on “Pakistan India Relations and the Kashmir Dispute” 25 October 2016, at the Department of Pakistan Study Centre, University of the Punjab, Lahore- Pakistan

- Attended a Workshop on “Alaa Prima Oil Painting” 2<sup>nd</sup>–3<sup>rd</sup> November 2016, by Ms. Durre Waseem (American Artist), at Anna Molka Art Gallery, College of Art & Design, University of the Punjab, Lahore-Pakistan
- Attended a Seminar on “Woodcut” 2-4 May 2016, by Mr. Mehboob Ali, at Print Making Studio, College of Art and Design, University of the Punjab, Lahore-Pakistan
- Attended a Work Shop “Demo Discussion” 12 December 2016, by Ms. Durre Waseem (American Artist) at Al-Hamra Arts Council, Lahore-Pakistan
- Attended “International Punjabi Sufi Conference” 12-13 March, 2014, by the Department of Punjabi Language and Literature, Oriental College, University of the Punjab, Lahore-Pakistan
- Attended a 24th International Pakistan History Conference on “History and Historiography of South Asia” 14 April 2014, at the Department of History, University of the Punjab, Lahore-Pakistan
- Attended a Seminar on “Word and Image: Sherin Nishat” 15 Sep. 2014, by Ms. Samina Iqbal, at the Research Centre, College of Art and Design, University of the Punjab, Lahore-Pakistan
- Attended 2nd International Research & Education Conference on “Innovation in Teaching and Learning (ICORE)” 18-19 October, 2014, at the Institute of Education & Research, University of the Punjab, Lahore-Pakistan
- Attended a Seminar on “French Influences on Architecture during the Enlightenment” 19 Nov. 2014, by Dr. Francoise Dasques, at Anna Molka Art Gallery, College of Art and Design, University of the Punjab, Lahore-Pakistan
- Attended an International Conference on “Social Policy Model & Social Quality in Relations to Chinese” 21 Nov. 2014, at the Centre of South of Asian Studies, University of the Punjab, Lahore-Pakistan
- Attended an International Conference on “Negotiation Ethnicity Experiences of South Asia & America” 24 Nov. 2014, at the Centre of South of Asian Studies, University of the Punjab, Lahore-Pakistan

- Attended an International Conference on “Cultural Roofs of Lahore” 2013, by the THAP, at THAP Office Lahore-Pakistan
- Attended a three days International Conference “Socio Cultural and Political Relation between India & Pakistan” 2013, at the University of the Punjab Lahore-Pakistan
- Attended a Lecture on “Religious Studies” 2013, by Religious Scholar Ahmed Javed at College of Art and Design University of the Punjab Lahore-Pakistan
- A Seminar on “Styles of Calligraphy” 2009, at the Research Centre, College of Art and Design, University of the Punjab, Lahore-Pakistan
- A Seminar on “Transliteration Methods” 2009, at the Research Centre, College of Art and Design, University of the Punjab, Lahore-Pakistan
- Attended a Lecture on “Bangladeshi Art” 2009, by Dr. Shahariyar Talukder at the College of Art and Design, University of the Punjab, Lahore-Pakistan
- International Conference “Islamic Art and Architecture” 2008, at the National College of Arts, Lahore-Pakistan
- Attended Seminar on film making by Sarmad Sultan Khoosat on 14<sup>th</sup> January at College of Art & Design.
- Attended Seminar on Art & Iqbal by Dr Baseerah Ambreen at PUCAD, (2020)
- Attended two days Seminar by Mr. Arjumand Faisal on 13<sup>th</sup> and 14<sup>th</sup> February 2020.
- Completed 4 weeks’ online course on ‘Digital Humanities’ by Harvard University. (18<sup>th</sup> May to June 18<sup>th</sup> 2020)
- Attended online course on ‘The Art of persuasive writing and public speaking’ by Harvard University. (7<sup>th</sup> July 2020)
- Attended Seminar on “Art “by Irfan Hassan at PUCAD.
- Attended International Seminar on Iqbal at Oriental College, PU.
- Attended International Seminar on “*Fikr Iqbal ki Asari Manawayeat*” at Department of Urdu, PU (2019).
- Attended Seminar on “*Game and Design as a Career*” PU.
- Attended lecture by Ambreen Siddiqui on Report writing at PUCAD, (2019)

## Medals and Awards

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- University of the Punjab Gold Medal, 2004
- First Position in the Poster Competition for Women's Day, 2003
- Special Prize in all Pakistan Photography Contest 'Portrayal of women', 2003
- Performance Evaluation Award, University of the Punjab, Lahore  
Since 2012 to date, Earned this award annually with excellent academic performance

## References

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- Prof. Dr. Rahat Naveed Masood  
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Former Dean, Faculty of Arts & Humanities, University of the Punjab, Lahore  
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