



Graphic Design

BFA THESIS 2026

**SECTION: MORNING
SESSION: 2022-2026**

DEPARTMENT OF GRAPHIC DESIGN
COLLEGE OF ART & DESIGN
UNIVERSITY OF THE PUNJAB
(OLD CAMPUS), THE MALL, LAHORE



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ADMINISTRATION



Prof. Dr. Muhammad Ali (SI, TI) holds a PhD in Biological Sciences from the University of Wales, UK, and completed his Post Doctorate from the University of Missouri, USA. He has over 37 years of teaching, research, and administrative experience. Presently, he is serving as the Vice Chancellor of the University of the Punjab since September 23, 2024. Previously, he served as Vice Chancellor of Bahauddin Zakariya University (BZU) Multan, Quaid-e-Azam University (QAU), Government College University (GCU) Faisalabad, University of Jhang, Ghazi University DG Khan, and Government College University (GCU), Lahore.

During his academic career, he served at BZU in various key positions, including Registrar, Resident Officer, Director ORIC, Chairman Transport Committee, Chairman Sports, Director Biotechnology, and Chairman Research and Planning Group. In recognition of his teaching and research excellence, he was awarded the Best University Teacher Award by the Higher Education Commission of Pakistan in 2002, 2005, and 2011. He has supervised more than 100 M.Phil and 40 PhD students.

Prof. Dr. Muhammad Ali is also the author of two international books and has presented research papers at numerous national and international conferences. He has published 235 research papers in well-reputed national and international journals with a cumulative impact factor of 470. He was conferred the Tamgha-e-Imtiaz by the President of Pakistan on Independence Day 2015 and the Sitara-e-Imtiaz in 2022 for his outstanding contributions to the higher education sector. He has successfully completed 30 research projects funded by national and international agencies. He is a Fellow of the Pakistan Academy of Sciences since 2020 and has served on boards, syndicates, and selection committees of more than 70 universities and institutions across Pakistan.



Prof. Dr. Muhammad Ali (SI, TI)

**M.Sc. (PU) PhD (UK), Post Doc (USA)
Fellow Pakistan Academy of Sciences**

**Vice Chancellor,
University of the Punjab,
Lahore 54590**

Dr. Mahboob Hussain is a distinguished academician, historian, and educationist serving as Professor of History and Dean of the Faculty of Arts and Humanities at the University of the Punjab, Pakistan. With extensive experience in higher education, academic administration, and historical research, he has made significant contributions to the promotion of humanities and social sciences in Pakistan. His academic profile is also featured on the official university website, reflecting his scholarly and administrative achievements.

As a historian, Dr. Mahboob Hussain specializes in South Asian history, cultural heritage, and socio-political developments in the region. He has actively participated in academic conferences, seminars, workshops, and research activities at both national and international levels. His scholarly interests include historical research, cultural studies, interfaith harmony, and the role of education in societal development.

In his capacity as Dean of the Faculty of Arts and Humanities, Dr. Mahboob Hussain has played an instrumental role in curriculum development, faculty coordination, academic planning, and quality enhancement initiatives. He is widely respected for his visionary leadership, collaborative approach, and commitment to academic excellence. Under his guidance, the faculty has continued to strengthen research culture and interdisciplinary learning opportunities for students and scholars.

Dr. Mahboob Hussain is also known for encouraging young researchers and promoting critical thinking among students. His dedication to teaching, mentorship, and institutional development has earned him recognition among colleagues and students alike. Through his academic and administrative services, he continues to contribute to the advancement of higher education and historical scholarship in Pakistan.



Dr. Mahboob Hussain

**Dean
Arts and Humanities**

Prof. Dr. Samina Nasim (Gold Medalist) holds a PhD in Fine Arts (2009) and has over 28 years of teaching, research, and administrative experience. She is currently serving as Principal of the College of Art & Design, University of the Punjab, a position she has held since March 2024. Previously, she served as Chairperson of the Department of Fine Arts at the same institution and held several leadership positions at Lahore College for Women University, including Director of the Institute of Design and Visual Arts and Chairperson of the Interior Design and Textile Design Departments.

An accomplished artist and academic, Dr. Nasim received multiple Young Artist Awards and Awards of Excellence from Alhamra Arts Council and other renowned institutions. She secured first position in both her BFA and MFA (Painting) from the University of the Punjab, earning a Gold Medal and the Prime Minister Gold Medal in 1996. Her expertise includes Art History, Islamic Art and Architecture, Pakistani Heritage, and South Asian Art.

Dr. Nasim has earned national and international recognition, including the International Award of Excellence from the Museum of Hebei Normal University, China (2017). Her artworks are displayed in permanent collections in China and Pakistan. She has held 12 solo exhibitions and participated in over 100 group exhibitions.

A dedicated researcher, she has published 27 research papers in HEC-recognized journals and supervised more than 65 M.Phil. and 7 PhD scholars. She has presented research at international conferences across Saudi Arabia, the United Kingdom, Turkey, the United States, South Korea, Uzbekistan, and China. She is widely recognized as an academician, art historian, researcher, and practicing visual artist.



Prof. Dr. Samina Nasim

**Principal
College of Art and Design
University of the Punjab**

Prof. Dr. Ahmad Bilal, Chairman of the Department of Graphic Design and Founding Director of the Postgraduate Research Centre of Creative Arts at the University of the Punjab, Lahore, is a UK-trained academic-practitioner with over 30 years of experience. He earned his PhD from School of Art and Design, Nottingham Trent University (2015). Dr. Bilal's research-led practice explores the social shaping of postcolonial media industries, capitalist dichotomies, and participatory visual culture. He has pioneered sustainable production models through zero-budget and crowdsourced films like *Sohani Dharti* and *Life in Quarantine*, alongside extensive live theatre direction. Recently, Dr. Bilal is working on a series of classic stories in Urdu. The first from this series is *Khali Jaib*—which adapts classics by Nikolai Gogol and Rajinder Singh Bedi. This model of filmmaking is an outcome of a major HEC-funded NRPU project discovering A Sustainable Model for Moviemaking in New Media Age and OTT Platforms, for which he serves as Principal Investigator. As a leading scholar on regional moving images, his recent publications include the paper *Zindagi Tamasha to Kamli: Squeezing Space of Emergent Cinema of Pakistan* and the book chapter *The Rise and Fall of Lahore Cinema*, complemented by major international collaborations like his project with the British Council for ICCA01: 100 Years of Lahore Cinema.



Prof. Dr. Ahmad Bilal

**Chairman,
Department of Graphic Design
PhD, School of Art and Design,
NTU, UK**

Sarah Umer is an Associate Professor at the College of Art and Design, University of the Punjab, Lahore, the oldest university in Pakistan. Before joining the University of the Punjab, she taught at Lahore College for Women University, the largest women's university in Pakistan and among the largest in South Asia. She earned her PhD in 2016 from Lahore College for Women University, with a dissertation on the religious beliefs of the Indus Valley people—a topic that had received limited scholarly attention.

Her research focuses on art, ancient civilizations, and religions, primarily in the South Asian context. In early 2017, as a Charles Wallace Fellow at SOAS, University of London, she expanded her doctoral research by exploring religious linkages between the Indus Valley and Mesopotamia. Since then, her area of inquiry has grown to encompass Mesopotamia and the wider Arab world.

In 2024–2025, as a Fulbright Fellow at the Lakshmi Mittal and Family South Asia Institute, Harvard University, she examined the influence of Harappan religious inheritance not only on the early layers of Hinduism but also on religious thought in the Greater Arab world, working from the hypothesis that the Harappans may have been the parent stock of Mesopotamian civilizations. She was also awarded the CAA-Getty International Program Travel Grant in 2018 to attend the College Art Association's annual conference in Los Angeles, USA.

Alongside teaching at undergraduate and graduate levels, Umer regularly organizes seminars and workshops in collaboration with universities and museums at both national and international levels. In 2022, she initiated the "Eminent Artist Series" at the College of Art and Design, and she is currently developing a digital database to document and consolidate the artworks and contributions of Pakistani artists and scholars—an ongoing effort to preserve and promote Pakistan's artistic heritage.



Dr. Sarah Umer

Course Tutor Thesis & Research Report
Associate Professor
Department of Graphic Design

PhD Fine Arts (LCWU)
Charles Wallace Fellow – SOAS, University of London
Fulbright Fellow – Harvard University

I am a self-motivated and student-focused professional with 25 years of experience in teaching, with an MPhil degree in Teaching English as a Second Language (TESL). I have dedicated my career to teaching and academic mentoring. Throughout my career, I have taught a wide range of courses including literature, linguistics, copywriting, functional English, communication skills, and research methodology with a student-centered approach, catering to the ESP needs of the students of the College of Art and Design. I have contributed to curriculum development within my department. My research interests include discourse analysis and ELT.

To effectively teach communication skills to Graphic Design and Painting students, I design schemes of work, lesson plans, assessment plans, learning materials, and other related activities to increase the effectiveness of learning. I have extensive experience and aptitude in delivering service and commitment to student success at the University of the Punjab as an Assistant Professor.

Being an active member of SPELT, I remain in touch with global developments in English Language Teaching methodologies. I earned the International Long-Term Fellowship Award in 2011 from the Higher Education Commission of Pakistan.



Sobia Fahim

**Assistant Professor
Department of Graphic Design**

Dr. Syed Farjood Ailya Rizvi is an Assistant Professor of Graphic Design at the University of the Punjab, Lahore. He specializes in visual communication, design research, and the integration of traditional and contemporary design practices. His teaching and academic work emphasize critical thinking, cultural awareness, and innovative approaches to design education. Dr. Rizvi has contributed to curriculum development and supervised research in areas such as branding, typography, and visual culture. His scholarly interests include Pakistani art and design heritage, sustainable practices, and evolving digital design methodologies. He is committed to nurturing creative inquiry and academic excellence among emerging designers.



Dr. Syed Farjood Ailya Rizvi

Assistant Professor
Department of Graphic Design
College of Art & Design
PhD (Art and Design)

Dr. Humera Omer, a practicing graphic designer with a Ph.D. in Art & Design, M.Phil in Studio Practice, and MFA Gold Medalist, she worked for the English newspaper Daily Times for 11 years with expertise in copywriting. Her research examines semiotics, visual culture, and heritage crafts of Punjab, with doctoral work on Pakistan's postage stamp designs and teaching experience of 18 plus years at Department of Graphic Design, College of Art & Design, University of the Punjab, Lahore.



Dr. Humera Omer Farooq

**Assistant Professor
Department of Graphic Design**

Mamoona Rahim is serving as an Assistant Professor in Graphic Design with nineteen years of teaching experience at the Department of Graphic Design, College of Art & Design, University of the Punjab. Holding an MFA degree with Gold Medal and currently pursuing Ph.D in History of Art, she is specialized in teaching Computer Graphics for print media, Graphic Design, Advertising, Typography, Illustration, Marketing and UI and UX Design. Her academic credentials are complemented by professional achievements as she designed several publications and event's branding for PUCAD. Additionally, she also designed several national advertising campaigns for national and multi-national brands. Regional design practices are a key area of research interest for her.



Mamoona Rahim

**Assistant Professor
Department of Graphic Design**

Dr. Syeda Arooj Zehra Rizvi is a teacher in the Department of Graphic Design at the University College of Art and Design, University of the Punjab, Lahore. She holds a PhD from the Faculty of Arts and Social Sciences at Universiti Malaya. Her academic work centers on visual communication, conceptual metaphor theory, multimodal discourse analysis, and the semiotic dimensions of communication design, with expertise in Pakistani visual culture and design pedagogy. Dr. Rizvi has published research on health and crisis communication, visual diplomacy, metaphoric gestures, and the role of communication design in shaping public narratives. She is committed to advancing design education and critical inquiry among her students, encouraging them to explore the intersection of visual communication, cultural identity and social responsibility in their creative practice. She has supervised 23 candidates in this thesis show in areas of UI design, game design, animation, illustration, book design and publication, and advertising design.

To the graduating class of 2026, it has been an honor to witness your creative journeys and guide your exploration of design as a meaningful practice. As you step forward into your professional lives, may you continue to create work that speaks authentically to your communities and contributes thoughtfully to the visual landscape of our time. I wish you success in all your creative endeavors.



Dr. Syeda Arooj Zehra Rizvi

Lecturer
Department of Graphic Design

Muhammad Ahsan Bilal is a PhD Scholar and Faculty member of Department of Graphic Design, College of Art and Design, University of the Punjab since 2012. He has an M. Phil degree in Art and Design. Earlier, he did his MFA in Graphic Design, with University Gold Medal to his credit, and BFA in Graphic Design from the College of Art and Design, University of the Punjab, Lahore.

He has extensive professional experience working on a wide range of design projects. Furthermore; Advertising and Publication Design, Web and Interface Design, UI UX and Game Design, Interactive and Digital Media, Print Media and Advance Computer Graphics are his forte where he has carried out multiple projects. He has also many research publications in his professional career.



Mr. Muhammad Ahsan Bilal

Lecturer
Department of Graphic Design



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STUDENTS



The legacy of Traditional Jewellery



Alishbah

This thesis explores the cultural and visual significance of traditional jhumki earrings in South Asian jewelry heritage.

Jhumkiyan are not only decorative ornaments but also carry deep historical, regional, and cultural meanings that have evolved over centuries. However, with the rapid influence of globalization and fast fashion, many traditional jewelry forms are gradually losing their contextual meaning and historical identity. This research aims to document the origin, evolution, and design variations of traditional jhumkiyan through a structured visual archive. By analyzing their regional styles, materials, and cultural symbolism, the project seeks to preserve this traditional ornament as a part of cultural heritage. Through visual documentation, photography, and design-based communication tools such as catalogues, posters, and informational graphics, the project proposes a systematic way of preserving and presenting traditional jhumki designs for educational, cultural, and design research purposes. This thesis explores the cultural and visual significance of traditional jhumki earrings in South Asian jewelry heritage.

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The Imperial Ascendant

The Imperial Ascendant is a concept-driven game design project that explores the development of a cinematic action-adventure experience inspired by Mughal-era aesthetics, particularly the reign of Emperor Akbar. The project focuses on creating a fictional yet culturally grounded game world that reflects the richness of South Asian heritage through architecture, costumes, and visual storytelling.

The primary aim is to design key visual elements of a game, including character concepts, environment designs, a world map, and user interface screens. Emphasis is placed on blending historical inspiration with modern AAA game design standards to appeal to Pakistani youth aged 12–22. The project highlights the role of visual design in shaping immersive narratives and engaging game play experiences.

Rather than developing a fully functional game, this thesis concentrates on conceptual design, showcasing how cultural identity can be represented through interactive media. By combining traditional Mughal motifs with contemporary digital art techniques, The Imperial Ascendant demonstrates the potential of localized storytelling within the global gaming industry.



Amina Noor

Promoting Urdu Language Through Interactive Game Design



Areeba Bushra

My thesis focuses on improving Urdu learning among young children in Pakistan through an interactive and engaging game design. Many children today struggle with basic Urdu reading skills due to the dominance of English medium education and a lack of interesting learning resources in Urdu. This project aims to address this issue by creating a fun and visually appealing learning experience.

The target audience for this project is primary school children between the ages of 3 to 10 years. Research for this thesis includes surveys and analysis, which showed that while some children are comfortable with Urdu, many find it difficult or uninteresting. This highlighted the need for a more engaging and relatable learning method.

The solution is a game based on Urdu alphabets named Zabaanistan, where each letter is connected with a familiar object i.e. Alif for Anda. The game also features a simple neighborhood (muhalla) environment so children can easily relate to their surroundings. The game also includes interactive elements such as identifying objects, visual illustrations, and real-life image recognition to make learning more practical and enjoyable.

The design focuses on bright visuals, simple interfaces, and child friendly interactions to maintain interest and motivation. Overall, this project combines design, education, and technology to create a meaningful solution that promotes Urdu language learning in a modern and enjoyable way for children.

The Offline Archives— Reviving the Music Collection Ritual Through Tangible Collectibles



Areesha Sattar

The transition to digital streaming has revolutionized music accessibility but has simultaneously stripped music of its physical weight and permanence. Project The Offline Archives investigates the loss of tactile rituals and addresses the growing fragility of digital memory in an age where music exists only as invisible data.

Rooted in the rich and evolving landscape of Pakistani music, this project specifically explores how local artists, songs, and musical moments deserve to be preserved beyond the algorithm. From the golden era of cassette culture to the rise of independent music streaming, Pakistani music has a layered generational history that remains largely uncollected and uncelebrated in physical form.

Guided by the concept of 'Tactile Nostalgia,' this project bridges the gap between the convenience of the cloud and the deep emotional value of the physical world. The final outcome is a 'Revival Kit' featuring collectibles visualizing Pakistani songs across generational eras. Accompanied by photo cards, interactive lyrics cassettes, QR-integrated CDs, and curated merchandise, the project transforms invisible digital playlists into tangible, lasting archives.

The Offline Archives re-imagines how a generation raised on algorithms can reclaim ownership of their Pakistani musical identity — turning passive streaming into a permanent, displayable, and deeply personal memory.

Hussain in Space: An AR-Integrated Illustrated Children's Book on Solar Planets for Early-Age Pakistani Learners



Aroosa Ebad

Pakistani children today are increasingly dependent on mobile screens for entertainment, which has significantly reduced their interest in books and weakened their ability to retain information taught through traditional methods. Parents find it difficult to make their children sit and learn, particularly when it comes to complex concepts like the solar system and planets. This thesis proposes a creative and research-backed design solution to this problem.

The project, "Hussain in Space," is a 15-page illustrated children's book featuring a relatable 5-year-old Pakistani boy named Hussain, who travels through space and visits each planet of the solar system. The book incorporates Augmented Reality (AR) markers on each page. When scanned through a mobile device, these markers bring the planets to life as interactive 3D models, allowing children to see, explore, and understand each planet in an engaging and memorable way.

The project is grounded in Mayer's Cognitive Theory of Multimedia Learning (2001), which confirms that combining visual and interactive elements with text significantly improves memory retention in young learners. Primary research through surveys and observation of Pakistani parents and children in Lahore validated that this problem is real and that an AR book would be a welcomed solution.

The final deliverables include the complete 15-page illustrated book, AR prototype mock-ups demonstrating the 3D planet interactions, and a sales website to showcase and distribute the book.

Wekh Androon

The Walled City of Lahore Authority's "Wekh Androon" walking tour has drawn over 500,000 visitors since 2013, proving that public interest in exploring Androon Lahore is not theoretical. Yet no digital platform exists that enables independent discovery of the Walled City's hidden food vendors, traditional artisans, and lesser-known heritage sites. Visitors face a complete information void: no timings, no pricing, no directions, and no reliable navigation.

This thesis responds to that gap by designing a mobile-first digital companion app that extends WCLA's initiative from a fixed guided tour into an independent, self-paced exploration platform. The app features a custom way-finding map designed for an environment where conventional navigation tools break down, practical visitor information structured around real needs, and a hybrid visual system combining documentary fieldwork photography with a warm, editorial illustration style rooted in South Asian visual tradition.

The project is supported by primary fieldwork inside Androon Lahore, a 102-respondent user survey validating the information gap, and a social media campaign titled "Are You Even Lahori?" featuring illustrated Mughal historical figures challenging young Lahoris to confront what they don't know about their own city. The campaign drives awareness; the app delivers access. Together, they make Androon Lahore independently discoverable, navigable, and visitable for the first time.



Improving Civic Ethics In Pakistani Children Through Visual Design



This thesis is rooted in a simple yet important observation. When people travel abroad or even interact in shared public spaces, the way they behave often shapes how they are perceived. At times, these behaviors unintentionally create a negative impression, reflecting not just individuals but the environments they come from. Rather than viewing this as a flaw, this project sees it as a reminder that many everyday habits are formed early in life. Children are in a stage where their behaviors are still developing. Small actions like interrupting, ignoring boundaries, or being unaware of their surroundings, they are not intentional but learned patterns in progress. This thesis focuses on that early stage, where gentle guidance can make a lasting difference. Through storytelling, the project introduces relatable characters who experience these everyday situations in a soft and engaging way. Instead of direct correction, the stories encourage children to recognize their own actions with understanding and empathy. The visual design supports this approach through expressive illustrations, warm color palettes, and playful typography that create a welcoming and emotionally safe space. By combining storytelling with interactive elements, this project positions design as a tool for awareness and growth, emphasizing that positive societal behavior begins with small habits shaped in childhood.

Designing a Visual Communication Campaign to Educate Users on Phishing Attacks and Deceptive Digital Interactions



This thesis explores the design of a visual communication campaign to raise awareness about phishing scams and deceptive digital interactions among smartphone users in Pakistan. As digital platforms become more integrated into everyday life, users are increasingly exposed to cyber fraud that often unfolds gradually rather than in obvious ways.

The campaign uses a culturally familiar metaphor inspired by the spiral form of a jalebi to represent the twisted and manipulative nature of phishing scams. Just like a jalebi appears simple but follows a looping path, phishing attacks guide users through a sequence—starting from a harmless-looking message to a call, and eventually leading to sensitive actions such as sharing personal information or OTPs.

By combining user behavior research with visual storytelling, the project aims to translate complex cybersecurity threats into relatable and engaging visuals. The final outcome is a series of campaign materials designed to help users recognize patterns of manipulation earlier and make more informed decisions in their digital interactions.

Awareness on Chingchi Rickshaws

This thesis focuses on raising awareness about the issues associated with chingchi rickshaws, a common mode of informal transport in Pakistan. While they are affordable and easily accessible, they present several safety and comfort concerns for passengers. Key problems include overloading, lack of proper safety structure, sudden stops, illegal modifications like “choti seats,” harassment, and poor stopping practices.

The project uses illustrated posters and campaign visuals to highlight these issues in a relatable and engaging way. It targets both drivers and passengers, encouraging responsible behavior from both sides. By using expressive visuals and locally familiar language, the campaign aims to communicate effectively with a wide audience.

Overall, the thesis emphasizes the role of design in spreading awareness and promoting safer commuting practices in everyday public transport.



Hamna Saad

The Revive Hydration

The Revive Hydration campaign is designed to meet the high-performance needs of the modern Pakistani student-athlete and active professional. At its core, the campaign emphasizes the scientific necessity of isotonic recovery, moving beyond simple thirst-quenching to offer a strategic replenishment of electrolytes. Featuring a striking visual identity of electric blue and action orange, the promotional materials reflect the energy and intensity of the target audience from early-morning gym-goers to late-night library sessions. With the high-energy tagline "Himat Kr Revive," the initiative connects directly with the local youth demographic through cultural resonance and professional branding. The campaign highlights Revive's role in optimizing recovery for cyclists, cricketers, and students alike, ensuring peak physical and mental performance. By integrating sleek, high-contrast mock-ups and data-driven flowcharts, this catalogue entry demonstrates how Revive isn't just a beverage; it is a vital tool for those striving to maintain momentum in their fast-paced daily lives.



Hussnain Ali

NOTICE SOONER Invisible Struggles of Youth



Huzaiifa Naveed

Notice Sooner is a mental health awareness campaign developed as a design-led response to the growing crisis of invisible emotional distress among young adults in Pakistan. The project is rooted in a single, urgent observation: that the people most at risk of a mental health crisis are often the ones who appear, to everyone around them, to be completely fine. The thesis examines how young people — under pressure from academic expectations, career uncertainty, and the suffocating weight of family and cultural norms — learn to suppress and perform. They laugh at the right moments, say "main theek hoon" before the question is finished, and carry their heaviest struggles entirely alone. The research draws on global suicide statistics, Pakistan-specific demographic data, and the theory of thwarted belongingness to establish that loneliness is not the root cause of this crisis but its most dangerous accelerant. The problem does not go away. But isolation makes it unbearable. The campaign responds to this gap not by targeting people in crisis, but by training the people around them to notice sooner. Through a television commercial, a series of campaign posters, and a brand identity built around TAP — the Therapy Association of Pakistan — Notice Sooner teaches audiences what invisible distress actually looks like: the laugh that ends a beat too fast, the phone turned face-down, the joke made half a second too quickly to cover a silence. The creative output is grounded in the belief that you do not need to fix someone's problem to save them from it. You just need to notice. And stay.

Charge EV

This thesis focuses on designing a complete EV charging ecosystem platform for Pakistan. As electric vehicles are becoming more common in the country, users still face many problems such as limited charging stations, unclear charger availability, long waiting times, and difficulty planning long-distance travel. These issues create range anxiety and make EV travel less convenient.

ChargeEV aims to solve these problems through a connected digital system that includes a mobile app for EV users and a web dashboard for charging station owners. The mobile app will help users find nearby charging stations, check real-time availability, view charger types, book charging slots, and plan trips more confidently. The dashboard will help station owners manage bookings, monitor chargers, track usage, and improve customer service.

The main focus of this thesis is to understand how design can reduce uncertainty and build user confidence in EV travel. By connecting drivers, vehicles, and charging station operators in one system, ChargeEV aims to make the charging process clearer, faster, and more dependable for Pakistan's growing EV ecosystem.



Ibra Abid

Brain Static: An Awareness Campaign on Attention Deficit Hyperactivity Disorder (ADHD)



Javeria Shahid

This thesis focuses on developing an awareness campaign to improve public understanding of the symptoms, problems, and early detection of attention deficit hyperactivity disorder (ADHD).

ADHD is often misunderstood or overlooked, leading to delayed diagnosis and inadequate support for those affected, especially children.

The goal of this project is to educate parents, teachers, and the public about the main characteristics of ADHD, including inattention, forgetfulness, impulsivity, and hyperactivity, while encouraging empathy and informed support. The campaign has developed using a visual storytelling approach, primarily through a series of posters and comic book style narratives. A child's character is used as a central figure to represent the real-life experience of ADHD, visually illustrating everyday problems such as difficulty concentrating, task switching, and impulsive behavior in an accessible and engaging way.

This approach simplifies complex psychological concepts and translates them into accessible visual communication. In addition, the campaign includes an informative leaflet with practical tips for recognizing symptoms, supporting those affected, and promoting an inclusive learning and behavior environment. The overall goal is to reduce stigma, promote early recognition, and provide educators and caregivers with better tools to understand and support people with ADHD in constructive and compassionate ways.

One Home, Unequal Love



This thesis presentation addresses the hidden yet pervasive issue of parental favoritism, where parents unintentionally provide unequal attention and affection to their children. The problem statement emphasizes that this imbalance often goes unnoticed but causes significant harm to a child's mental health, self-esteem, and sibling relationships. The emotional consequences are frequently silent, leading to long-term personality and relational difficulties in adulthood.

The campaign underscores why this issue matters. Children subjected to favoritism may develop deep-rooted feelings of inferiority, and the resulting emotional damage can remain suppressed and unacknowledged. Over time, this contributes to dysfunctional family dynamics and broader social implications. The target audience includes parents, particularly within South Asian households where cultural norms may reinforce unequal treatment, as well as young and future parents, educators, and society at large who play a role in shaping child-rearing practices.

The core concept, "One Home, Unequal Love," is an awareness campaign that uses visual storytelling to reveal the emotional impact of parental favoritism. It aims to promote mindful and equitable parenting. The key insight driving the project is that favoritism is often unintentional, yet children are highly sensitive to even subtle differences in parental behavior.

The visual and style direction reinforces this message through strong contrasts of light and shadow, symbolism of imbalance and isolation, and minimal, emotionally resonant imagery. The color palette shifts from dark, muted tones for problem-focused visuals to soft, warm pastels for solution-based messages. Bold, clean typography ensures clarity and impact. Overall, the campaign is designed to be emotional, minimal, symbolic, realistic, and thought-provoking.

ORDA: A PC Game

Orda is a PC video game based on the history and evolution of the Mongol Empire. The game is designed in a 2D cinematic manner for the purposes of teaching the history, culture and military strategy of the Mongolian Empire to a younger audience, based on trends in edutainment and historical strategy video games.

The game is an account of the lonely boy's rise to power and construction of a new great empire, as well as three eras of Mongol army development. The game-play in the game is illustrated through some 13th-century concept drawings depicting society, warrior style, and strategy of the era. Over the course of the game, the protagonist's appearance is altered and players will also take control of his army camp, a more direct manifestation of his leadership.

This dissertation mainly seeks to show how the visualization of Mongol military expansion can be used as a metaphor for the individual struggle of the Mongol warrior, as expressed through the represented complexity of this historical military strategy and its manifestation as an impacting play experience using Orda to show the persistence, resilience and evolution of a hero.

The aim is to show that concept art and game design can open up history and make cultural education more interesting and fascinating for the next generation through the medium of games.



Animals in the Glorious Quran

My thesis project focuses on creating a children's illustrated book based on the theme "Animals in the Glorious Quran." The Quran mentions various animals within different narratives, often to convey moral, spiritual, and educational lessons. While these animals usually appear as supporting elements within broader human-centered stories, this project shifts the perspective by bringing them into primary focus for a young audience.

The foundation of this work is a text-based book written by an author that compiles stories and references of animals mentioned in the Quran. Building upon this literary source, I aim to reinterpret and visually translate selected stories through original illustrations tailored for children. The purpose is not only to retell these narratives but to make them more engaging, accessible, and emotionally resonant for young readers.

Through a carefully developed illustration style, character design, and visual storytelling approach, the project seeks to simplify complex themes while maintaining the essence and respect of the original religious context. Each illustrated story will highlight the role, symbolism, and significance of specific animals, helping children connect with the lessons in a more meaningful way.

Ultimately, this project bridges literature and visual communication by transforming textual content into an interactive and imaginative reading experience. It aims to promote learning, curiosity, and appreciation of Quranic stories among children, while also emphasizing the importance of animals as meaningful subjects rather than background elements.



Mahwish Hussain

Urdu Ajj: A Literature Awareness Project by Pakistan Academy of Letters

Urdu Ajj is a proposed digital initiative under the Pakistan Academy of Letters, a literature awareness project designed as an edutainment, social media first campaign. It targets digitally native urban Pakistani youth aged 16–23 who speak Urdu daily but rarely see it in contemporary visual culture. The campaign uses four common Urdu proverbs, each re-imagined as a bold digital collage: vibrant flat backgrounds, modern typography, and cut out metaphorical imagery. No experimental distortion, just readable, confident Urdu placed inside a Gen Z friendly aesthetic of torn edges, high contrast, and shareable layouts. Each poster acts as a visual metaphor for linguistic alienation, prompting viewers to learn proverb histories, and discussion. The goal is to replace cultural guilt with recognition, making Urdu feel familiar again—not as a relic, but as a living, urgent language for scrolling, sharing, and reclaiming. Urdu Ajj is not a textbook; it's a visual reminder that your mother tongue belongs on your screen.



Maidah Ahmed

Revival of Athletes Through Visual Storytelling and Motivational

This research explored the concept of visual communication design in designing a motivational sports campaign on revival of athletes. In contrast to conventional sporting commercials that celebrate triumph and success, this work examines the narratives of defeat, recovery, and re-entry. Grounded in visual rhetoric, semiotic analysis and narrative design theory (the Hero's Journey framework), it analyzes existing athlete positioning campaigns for techniques that communicate resilience and grit visually (through composition, typography, color, photographic treatment and cinematographic technique).

The output is a prototype of the campaign in multiple formats, a storyboard for the TVC, photographic posters and social media assets. It is reviewed by experts and endorsed by audiences. This study adds to Visual Communication Design knowledge through the exploration of visual storytelling and rhetoric applied to athlete recovery stories, as an under explored facilitative strategy within design scholarship in general and within Pakistan specifically.



Aab: An Application Design on "Tracking AI-Caused Water Scarcity"



M. Tayyab Irfan

While Artificial Intelligence feels like a virtual tool, it has a significant physical impact. Every 100-word prompt consumes approximately 540ml of fresh water for server cooling. Despite this, 64% of users are unaware of the natural resources depleted by their daily AI usage. My thesis project, Aab. Doesn't just address this awareness gap but also tends to give a practical solution through an intuitive UNEP powered mobile application. This App tracks and visualizes an individual's water footprint across daily, monthly, and yearly cycles based on authentic algorithmic research-based calculations.

Moving beyond a simple tracker, the app functions as a premium information hub for the environmentally conscious audience. It features a sophisticated Newsroom interface inspired by world class editorial design that translates complex climate data into engaging, readable stories. By combining data visualization with minimalist design, Digital Thirst transforms abstract technical processes into a clear, actionable understanding of our digital footprint.

Life Skill Education

My campaign exposes a national emergency: an education system that has become a factory for a dead era. Outdated syllabi, rote memorization, and crumbling schools are not just failures, they are an assembly line stamping children into unthinking machines, perfectly engineered for a world that vanished long ago.

This is not metaphor; it is crisis. Over 60% of Pakistan is young, yet classrooms teach obsolete history, abandoned science, and demand nothing but blind repetition. While the world demands creators, we mass-produce human tape recorders, ensuring only unemployment, mental stagnation, and irrelevance.

My campaign will shatter this silence with stark imagery: schools as derelict factories, children as robots coded with the past. Through screens, streets, and homes, my campaign will ignite a demand for curriculum revolution, critical thought over rote marks, and a shift from producing obedient machines to nurturing questioning minds. I refuse to mourn a lost future; my campaign will reclaim it.



M. Ammar

Microplastic Pollution from Synthetic Clothing During Laundry Practices

We do laundry without thinking twice. It's routine, domestic, forgettable. But hidden inside every wash cycle is an environmental consequence most people never see: microscopic plastic fibers, shed from synthetic clothing, slipping past water treatment systems and into rivers, oceans, and eventually our own bodies. WASHMARK is a visual awareness campaign built around this invisible problem. The project investigates how everyday fabrics like synthetic fibers release millions of microfibers during a single wash, contributing significantly to global water pollution. Rather than presenting this as a distant, industrial issue, WASHMARK brings it home literally by re-framing laundry as an environmental act. The campaign uses conceptual illustration, editorial-inspired layouts, to make the invisible feel tangible. Bold typography, minimalist compositions, and symbolic imagery work together to communicate urgency without alarm. The tone is honest and contemporary designed to connect with Gen Z and urban audiences who care about the environment but are rarely spoken to in a visual language that feels like theirs.



Mulyma Dastageer

Designing Awareness to Encourage Blood Donation for Hemophilia Patients

This thesis explores the role of graphic design in raising awareness about blood donation for hemophilia patients, a rare genetic disorder where blood fails to clot properly due to missing clotting factors. In Pakistan, the low rate of voluntary blood donation makes survival challenging for such patients who require regular transfusions. Titled “Every Drop Writes a Future,” this project presents a multi-platform awareness campaign aimed at educating the public and encouraging especially young individuals to donate blood. The campaign uses metaphor-based visual storytelling, symbolic imagery, and minimal color palettes to highlight patients’ struggles and create emotional impact. Through posters and other visual media, it builds empathy and motivates action. Overall, the project demonstrates how graphic design can serve as a powerful communication tool to spread awareness, influence behavior, and support organizations working for hemophilia patients.



Muntaha Moazzam

Aadat Badlo: A study of Behavioral Change Through Everyday Actions

This thesis explores the role of design in influencing public behavior towards urban cleanliness. The campaign focuses on everyday habits such as littering, improper waste disposal, and public negligence, using relatable scenarios drawn from local environments. Using a series of illustrated posters, the project highlights the contrast between perceived social status and actual civic behaviour. Each visual presents a familiar situation, paired with sharp, thought-provoking Punjabi taglines that question individual actions. The campaign is built on the idea that small irresponsible acts can collectively lead to larger environmental issues, inspired by behavioural theories like the Broken Window Theory.

The visual style combines hand-crafted illustration with minimal layouts to create an immediate emotional and cultural connection with the audience. By using humor, sarcasm, and local language, the campaign aims to engage viewers and encourage self-reflection. Ultimately, the project seeks to shift public mindset from passive negligence to active responsibility, promoting cleaner urban spaces through awareness and behavior change.



Unread: A Poster-Based Campaign Confronting Disconnecti on from the Self in Generation Z



This thesis proposes a poster-based awareness campaign that confronts the growing disconnection from the self among Generation Z. Despite being the most digitally connected generation, Gen Z increasingly exhibits patterns of performative identity, passive consumption, escapism, and moral inconsistency. These are not treated as isolated behavioural flaws, but as visible symptoms of a deeper internal disconnection shaped by constant exposure to algorithm-driven validation systems and curated digital realities.

Positioned within the framework of design as intervention, this project rejects conventional mental health campaigns that rely on comfort, information, or reassurance. Instead, it adopts a confrontational approach through what is defined as visual friction, the deliberate use of aggressive typography, disrupted layouts, and high-contrast imagery to interrupt passive viewing and provoke self-reflection. Each poster functions as a direct address to the viewer, posing a universal and accusatory question such as “Who are you?” or “You’ve been watching your life happen from the back row,” allowing individuals to locate themselves within the message without requiring cultural or contextual decoding.

The campaign draws from the structural clarity of Swiss design and the disruptive energy of punk and anti-design traditions, creating a tension between order and chaos that mirrors the internal state it seeks to expose. A proposed communication pathway extends from poster to QR code, directing viewers to Taskeen Health Initiative, a local mental health organization, transforming confrontation into the possibility of action.

By shifting from awareness to confrontation, this project argues that graphic design can function not only as a tool for communication, but as a catalyst for behavioural recognition and personal accountability.

Dhuan Roko: A Public Awareness Campaign on Smog and Air Quality in Lahore



Rukha Rehman

Dhuan Roko is a visual communication design thesis that re-engineers' public health messaging to address the systemic failure of smog awareness in Lahore. Despite the city consistently ranking among the most polluted in the world, existing government campaigns remain ineffective due to their reliance on technical English jargon or linguistically complex, poorly designed Urdu layouts. These institutional approaches create a "data clutter" that fails to resonate with the city's most vulnerable outdoor communities.

This project intervenes by establishing a High-Agency, Problem-Solution Framework. It replaces alarmist rhetoric with a "street-level" visual language that prioritizes clarity for semi-literate audiences. By utilizing a clean, icon-based identity alongside traditional Nastaliq typography and aesthetics inspired by South Asian truck art, the campaign builds immediate cultural trust while bypassing linguistic barriers.

The campaign targets specific "villains" such as vehicle emissions, crop burning, and waste incineration; pairing each with a direct, low-cost action. From high-impact posters in high-traffic areas like Shahdara to functional interventions like custom cotton masks and rickshaw panel ads, Dhuan Roko moves beyond passive awareness. It transforms design into a vital public service, empowering the residents of Lahore to reclaim their right to breathe through actionable, localized, and visually accessible communication.

Designing a Mobile Hockey Game Interface to Reconnect Youth with Pakistan's National Sport



This project focuses on designing the user interface and visual experience of a mobile-based hockey game aimed at reconnecting youth with Pakistan's national sport. Despite hockey's historical significance, its popularity has declined significantly, especially among younger audiences. This project addresses that gap by introducing a modern, engaging digital experience through UI design. The core objective is to create an intuitive and visually appealing game interface that is easy to use, fast-paced, and engaging for casual players. The design includes key screens such as splash screen, onboarding, home interface, player selection, gameplay screen, and result/progression screens. Each screen is designed to ensure clarity, smooth navigation, and an immersive user experience.

The visual style follows a modern, sporty, and minimal approach using bold typography, a dynamic color palette inspired by hockey culture, and clean layouts. Interactive elements such as buttons, icons, and feedback systems are carefully designed to enhance usability and engagement.

This project does not involve game development but focuses on crafting a complete UI system that demonstrates how design can play a role in reviving interest in hockey by making it accessible and appealing to a digital-first generation.

Healing Melodies

In Pakistan, many people do not know about music therapy. When people feel stressed or mentally unwell, they usually visit a doctor who gives them many medicines. These medicines often have harmful side effects. My thesis aims to show that there is a better, natural way to heal. Music therapy is a safe way to improve mental health without using any drugs. This project is supported by Fountain House and Therapeutic Arts by PIME. To spread the word, I am running an awareness campaign on the Fountain House social media pages and placing and standees throughout their building. I am also organizing a real music therapy session at Fountain House so people can feel the benefits for themselves. As part of my research, I will conduct interviews with people to better understand their needs and experiences. By using simple and beautiful designs, I want to teach people that sound can help the brain relax and recover. My goal is to show that music is a powerful tool for healing that has no side effects and should be a part of mental health care in Pakistan.



Sara Arshad

Future of E-Museums in Pakistan: An Interactive Redesign of Lahore Museum's Website

My thesis addresses the stark absence of meaningful digital presence across Pakistan's cultural institutions. Acting as a funnel for the broader museum landscape where the majority of Pakistani museums remain entirely offline, this thesis channels that collective gap into a focused, actionable response by redesigning the Lahore Museum's digital experience. With the museum also facing a two-year closure under a UNESCO renovation plan, the urgency for accessible digital infrastructure is critical. Through a user-centered design methodology, the project has proposed a fully redesigned website integrating 3D artifact visualization, an AI-powered conversational guide, and audio narration bridging the geographical divide between Pakistan's rich Gandhara, Hindu, Jain, and Sikh among other heritage collections and a global audience of scholars, diaspora communities, students, and cultural enthusiasts.



Shahzaib Azeem

The Sovereign of Silence: Empowering Deaf Youth Through Visual Narrative

This thesis explores how visual communication can be used to empower deaf youth in Pakistan and challenge social misconceptions about deafness. The project is based on primary research conducted at the Hamza Foundation Academy for the Deaf (HFAD), where interviews and observations revealed significant barriers in education, communication, and employment. The study applies the social model of disability, visual communication theory, and empowerment-based design to create an inclusive awareness campaign. The central idea is that silence is not a lack of ability, but a different form of expression. Through 2D illustrations and authentic Pakistan Sign Language (PSL), (ASL) hand gestures, the campaign presents deaf individuals as capable, confident, and equal members of society. The final design outcome includes posters, billboards, social media content, and press advertisements that promote inclusion and employment opportunities. This thesis aims to shift public perception, reduce stigma, and encourage society to recognize deaf talent through visual language. It emphasizes that ability should be seen, not heard.



Sofia Bano

Obsidian Quest

'Obsidian Quest' is a proposed concept for a culturally grounded Pakistani RPG game. The concept explores how visual identity, art direction, and design systems can be used to represent Pakistan's geography, folklore, and cultural heritage within an interactive gaming format.

The game follows young protagonists aged 20–25 who journey through Pakistan's locations, accompanied by animal companions that unlock special abilities tied to the narrative. Each location draws from regional mythology and local legend, with monsters and environments designed to reflect the visual and cultural character of that specific place.

As a graphic design thesis, the focus of this project is not game development itself, but rather the visual and conceptual design work that would bring such a world to life; including character design, environment concept art, a cohesive color and illustration system, and a UI/UX framework.

The core proposition is simple: Pakistan has a rich, largely untapped visual culture that has never been centered in a gaming context. This thesis uses that as a design brief — asking what it would look, feel, and play like if it were.



Syeda Zainab Abidi

The Dual Self



Zainab Ali Safdar

The Dual Self is a campaign that confronts the hidden consequences of curated social media content on the people consuming it. The central thesis is that the gap between what an influencer performs and what their audience internalizes is not a minor distortion — it is a system of harm that operates quietly, incrementally, and at scale. Every filtered room, staged meal, and constructed relationship posted online becomes a benchmark someone else measures their real life against. The campaign does not argue that content creators are malicious. It argues that reach without awareness is not neutral. When millions of people consume a version of life that was built in minutes, lit by professionals, and would not survive the camera turning off, the psychological and financial and social cost of trying to match it falls entirely on the audience — not the creator. The aim of the campaign is to shift that awareness. To make visible the infrastructure behind the image — the algorithm that distributes it, the construction that produced it, and the real human consequences it generates on the other side of the screen. The campaign speaks directly to influencers because they are the only ones with the power to change what gets normalized. Audiences cannot unsee a benchmark once it is set. But creators can choose what they set. Constructed asks them to make that choice consciously — to understand that their reach does not stop at the like count. It travels further than the metrics show. It enters real rooms, real budgets, real friendships, and real sleep. The campaign's ask is not to stop creating. It is to create honestly.

Jeeney Do: A Visual Campaign Against Honor Killing



This thesis explores the harsh reality of honor killing through a powerful visual communication campaign titled “Jeeney Do?” (Who is the Protector?). The project questions the deeply rooted cultural narratives that justify violence against women in the name of honor, exposing the contradiction between protection and oppression. In many cases, those who are expected to safeguard a woman’s dignity become the very source of harm, turning “honor” into a tool of control.

The campaign uses emotionally intense, hyper-realistic imagery to create discomfort and provoke reflection. A central visual motif, a frightened woman’s face obscured by a red hand symbolizes silencing, fear, and the loss of identity. The use of black-and-white tones contrasted with bold red elements represents the stark reality of violence and the urgency of the issue. Urdu typography is integrated to maintain cultural relevance and directly engage the local audience.

This project aims to raise awareness, challenge societal norms, and encourage dialogue among younger generations, particularly in Pakistan. By combining graphic design, storytelling, and social commentary, the campaign seeks to shift perceptions and inspire responsibility within communities. Ultimately, “Muhafiz Kon?” is not just a question, but a call to action, urging viewers to reconsider who truly protects women and how society can move towards justice and empathy.

Tinku and Tina Learn Boundaries (A Mini Guide to Respect and Kindness)



Tooba Afzal

This thesis project features interactive flashcards in urdu & english to educate children about the complex concept of consent and respect.

Failing to teach children emotionally mature behaviours at a young age puts them at risk of becoming entitled adults which causes a myriad of issues ranging from domestic abuse to committing violent crimes. Learning consent from a young age is crucial.

Rozan is a well-known NGO that works Primarily on the promoting healthy emotional behaviours in Pakistan's society, their children's program 'Angaan' offers, books, and animations to educate children about Sexual Abuse. While they have primarily worked on sexual abuse, they also aim to teach children important skills such as emotion management.

Teaching children's complex concepts such as consent, boundaries, respect and gratefulness can be aided with playful interactive flash cards with activities. This project will use Angan program's main characters Tinku and Tina to make interactive flashcards to teach children these concepts.

A Comprehensive Branding Project for the Department of Graphic Design, University of the Punjab



My thesis project addresses the absence of a visual identity for the Department of Graphic Design at the University of the Punjab. Despite being a hub for creative excellence, the department lacks a cohesive brand that reflects its professional standards. The primary objective of this study is to bridge the gap between academic instruction and professional practice by developing a comprehensive branding system that distinguishes the department within the large University framework.

Just beyond aesthetics, the creative output focuses on a functional design approach. The project includes a complete department branding such as a logo design, departmental newsletter, brochures, stationery design and promotional posters. A key innovation in this project is the creation of a specialized mini-sketchbook series featuring various technical grids, designed to serve as both a branded artifact and a practical tool for design students. By establishing this visual language, the project aims to foster a sense of professional image that aligns with the high caliber of work produced within the department. Ultimately, this project highlights the importance of a unified visual identity in creating a professional, academic and creative environment.

Minashin-e-Khun

Minashin-e-Khun is a thesis project that explores the hidden and ongoing realities of rural conflict, focusing on how land, power, and inherited tensions shape cycles of violence. It investigates how disputes are not isolated events but are deeply rooted in history, memory, and social structures, turning everyday rural spaces into sites of silent unrest. The project highlights how violence becomes normalized over time, often going unnoticed or unacknowledged within communities.

Using visual communication as a primary medium, the thesis translates these intangible tensions into visual forms through imagery, symbolism, and material exploration. It reflects on themes of absence, loss, and emotional detachment, questioning how both individuals and audiences become desensitized to such conflicts.

Ultimately, Minashin-e-Khun serves as a critical commentary on inherited trauma and emotional erasure, aiming to make visible what is often ignored. It encourages viewers to confront the persistent yet unseen nature of conflict and reconsider their relationship with these realities.



Sitara

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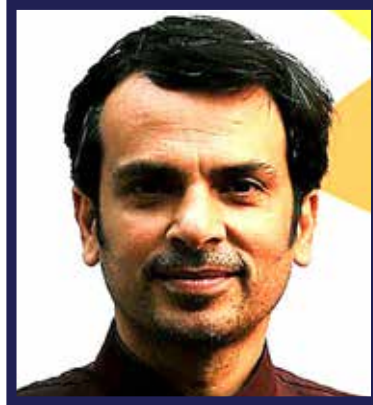
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