



School of Art, Design and Architecture

2: Animation & VFX

Animation and Visual Effects (VFX) is a dynamic and interdisciplinary field that merges traditional storytelling with advanced digital technologies. From its beginnings in hand-drawn animation to today's sophisticated 3D tools, motion capture, and immersive environments, Animation and VFX are at the heart of film, television, gaming, advertising, and emerging digital media.

The discipline emphasizes narrative, creativity, and technical innovation, equipping students to craft compelling visual stories and impactful digital experiences. In Pakistan and South Asia, the growing demand for streaming platforms, gaming industries, and social media content has generated significant opportunities for animators and VFX professionals. Globally, expertise in this field is central to film production, interactive media, and virtual and augmented environments.

Graduates can pursue careers in 2D and 3D animation, character design, motion graphics, gaming, special effects, and immersive media. With the integration of Artificial Intelligence, the discipline is being transformed by faster workflows, enhanced realism, and adaptive, interactive content creation. The Animation and VFX program are closely aligned with Visual Communication Design, ensuring that students are grounded in design principles while exploring cutting-edge tools and techniques. By combining creativity with emerging technologies, students are prepared to deliver innovative, industry-ready, and globally competitive solutions.



Animation and VFX Education in Pakistan

In recent years, Animation and Visual Effects (VFX) have emerged as highly sought-after fields of study. With the global entertainment industry expanding and digital content becoming central to communication, the demand for skilled professionals in animation and VFX is steadily growing. In Pakistan, universities are now offering programs that combine traditional storytelling with digital media, 3D animation, motion graphics, and advanced visual technologies, including artificial intelligence.

This modern approach equips students with the technical expertise and creative vision to work across film, television, gaming, advertising, and immersive media. Animation and VFX education is becoming increasingly important as Pakistan contributes more actively to the global digital economy. With its focus on storytelling, character design, and advanced visual effects, the field opens pathways to careers in film production, gaming, special effects, motion graphics, and interactive experiences. Animation and VFX is a rapidly growing discipline in Pakistan, offering strong potential for local and international opportunities. Students gain the ability to create compelling visual worlds and dynamic narratives, preparing them to thrive in the global creative industries.

Bachelor of Design (B. Des) in Animation & VFX

The Bachelor of Design (B. Des) in Animation and VFX at Leads University, School of Art, Design and Architecture offers a dynamic curriculum that integrates animation theory, visual effects, research, and hands-on studio practice. Students are trained to develop technical expertise and creative storytelling skills, enabling them to produce immersive, impactful narratives across diverse media platforms. The program emphasizes environmentally conscious and socially responsible approaches, encouraging students to address cultural, social, and global issues through animation, visual effects, and motion-based storytelling.

The curriculum combines research-led inquiry with studio-based production, fostering experimentation, collaboration, and critical problem-solving while embedding principles of sustainability and ecological awareness into digital creative practices. Students explore character design, 2D and 3D animation, motion capture, digital compositing, simulation, and emerging technologies such as AI-driven VFX and virtual production. This multidisciplinary approach prepares graduates to balance technical precision with artistic innovation, delivering content that is both aesthetically compelling and environmentally responsible.

Graduates are equipped for careers in animation, visual effects, film and television, gaming, advertising, immersive media, and global entertainment industries. The program aligns with international standards, integrating applied industry practices, research, and advanced production methodologies to ensure students are ready for professional roles locally and internationally, with a strong commitment to sustainable and future-forward media design.



Program Aims & Objectives

1. To prepare students for careers in animation, visual effects, film, gaming, and related creative industries
2. To provide a balanced curriculum of theory, research, and studio-based production practice
3. To build a strong multidisciplinary foundation in animation, storytelling, and digital media design
4. To encourage critical thinking, experimentation, and creative problem-solving in animation and VFX contexts
5. To equip students to apply animation research, design theory, and visual effects techniques to real-world challenges
6. To develop technical and creative skills in 2D/3D animation, compositing, simulation, and emerging production technologies
7. To emphasize visual storytelling, cinematic language, cultural narratives, and immersive audience experiences
8. To foster collaboration, independent inquiry, and teamwork in large-scale and cross-disciplinary production environments
9. To integrate AI tools, motion capture, and advanced VFX methodologies into creative practice
10. To promote innovation, adaptability, and professional readiness for global media and entertainment industries

Program Learning Outcomes

1. To prepare students for global careers in animation, VFX, and digital media.
2. To balance theory, research, and studio practice.
3. To build a strong foundation in art, design, and technology.
4. To foster creative storytelling and critical problem-solving.
5. To apply skills to film, media, and entertainment industries.
6. To advance expertise in 2D/3D animation, VFX, and emerging tools.
7. To promote teamwork, collaboration, and independent inquiry.
8. To integrate AI, virtual production, and advanced VFX methods.
9. To encourage innovation, adaptability, and professional readiness.
10. To align the curriculum with global academic and industry standards.

Career Prospects

The program aims to equip students with advanced theoretical knowledge and technical expertise in animation and visual effects, preparing them to excel in Pakistan's creative industry and contribute globally across diverse media and entertainment careers.

1. Visual Effects (VFX) for Film & TV
2. Motion Graphics & Broadcast Design
3. Game Design & Development
4. Character Design & Rigging
5. Storyboarding & Pre-visualization
6. Digital Compositing & Editing
7. CGI & Virtual Production
8. Simulation & Special Effects Design
9. Multimedia & Interactive Media
10. AR/VR Experiences
11. Animation Direction & Art Direction
12. Concept Art & Environment Design
13. Animation for Advertising & Marketing
14. Visual Storytelling for Global Media

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The curriculum for the Bachelor of Design (B. Des) in Animation and VFX has been developed in accordance with the Undergraduate Education Policy V-1.1 (2023) of the Higher Education Commission, Pakistan. This policy is mandatory for implementation across all Higher Education Institutions from Fall 2023 onwards.

Semester 1 (Foundation Year)				
Integrated Foundation Year				
	Course Title	Credit Hours	Course Category	Code
1	History of Art, Design	3(3+0)	Major	FYD-101
2	Sketching, Space & Form	3(1+2)	Major	FYD-102
3	Foundational Theory Elective – I	3(3+0)	General Education	GEN-103
4	Technical Writing	3(3+0)	General Education	GEN-161
5	Digital Studio: Tools & Techniques	3(0+3)	Interdisciplinary	IDS-105
6	Foundational Studio Elective – I	3(1+2)	Interdisciplinary	IDS-106
Total Credit Hours		11(Theory)+7(Studio) = 18		

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Semester 2 (Foundation Year)

Integrated Foundation Year

	Course Title	Credit Hours	Course Category	Code
1	History of Animation and VFX	3(3+0)	Major	AVX-107
2	Animation Digital Studio: Tools & Techniques	3(0+3)	Major	AVX-108
3	Foundational Theory Elective - II	3(3+0)	General Education	GEN-109
4	AI & Prompting in Creative Practice	3(1+2)	General Education	GEN-110
5	Pakistan Studies	2(2+0)	General Education	GEN-111
6	Fehm-e-Quran – I	1(1+0)	General Education	GEN-112
7	Foundational Studio Elective – II	3(1+2)	Interdisciplinary	IDS-113
Total Credit Hours		11(Theory)+7(Studio) = 18		

Semester 3 - 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Theory Elective – I	3(3+0)	Major	AVX-201
2	Soundscapes in Design Practice	3(0+3)	Major	SND-202
3	Animation Studio: Principles & Practice	3(1+2)	Major	AVX-203
4	Islamiyat	2(2+0)	General Education	GEN-204
5	Colonial & Postcolonial Visual Culture	3(3+0)	General Education	GEN-205
6	Fehm-e-Quran – II	1(1+0)	General Education	GEN-206
7	Design, Modeling & Prototyping	3(1+2)	Interdisciplinary	IDS-207
Total Credit Hours		11(Theory)+7(Studio) = 18		

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Semester 4- 2 nd Year				
	Course Title	Credit Hours	Course Category	Code
1	Introduction to Research Methodologies	3(3+0)	Major	RSD-208
2	Animation & VFX for Virtual Worlds	3(1+2)	Major	AVX-209
3	Studio Elective – I	3(1+2)	General Education	GEN-210
4	Ethics & AI in Creative Practice	3(0+3)	General Education	GEN-211
5	Theory Elective - II	3(3+0)	General Education	GEN-212
6	Visual Character Lab – I	3(1+2)	Interdisciplinary	IDS-213
Total Credit Hours		9(Theory)9(Studio) = 18		

Semester 5 – 3 rd Year				
	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - I	3(3+0)	Major	RSD-301
2	Global Internship Studio	3(0+3)	Major/Internship	GIS-302
3	Market Driven Certificate – I	1(0+1)	Major	AVX-303
4	Market Driven Certificate – II	1(0+1)	Major	AVX-304
5	Market Driven Certificate – III	1(0+1)	Major	AVX-305
6	Visual Character Lab - II	3(1+2)	Major	AVX-306
7	Specialization Studio – I	3(0+3)	Major	AVX-307
8	Theory Elective – IV	3(0+3)	Interdisciplinary	IDS-308
Total Credit Hours		4(Theory) +14(Studio) = 18		

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Semester 6 - 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - II	3(3+0)	Major	RSD-309
2	Specialization Studio – II	3(0+3)	Major	AVX-310
3	VFX Exploration Project (Mini Thesis)	6(2+4)	Major	AVX-311
4	Creative Entrepreneurship	3(0+3)	General Education	GEN-312
5	Studio Elective - II	3(1+2)	Interdisciplinary	IDS-313
Total Credit Hours		6(Theory) +12(Studio) = 18		

Semester 7 – 4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design – III	6(6+0)	Major	RSD-401
2	Designing Displays: Curatorial Thinking	3(0+3)	Major	CUR-402
3	Specialization Studio - III	6(2+4)	Major	AVX-403
Total Credit Hours		8(Theory) +7(Studio) = 15		

Semester 8 – 4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Display and Integration	3(3+0)	Major	RSD-404
2	Final Project (Thesis Display)	12(0+12)	Major	AVX-405
Total Credit Hours		3(Theory) +12(Studio) = 15		

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Program Duration: Minimum: 4 Years | Maximum: 6 Years

Degree Requirements

- General Education (GE): 13 courses | 33 credit hours
- Interdisciplinary: 7 Courses | 21 Credit Hours
- Major (Core + Electives + Mandatory): 24 courses | 84 credit hours
- Capstone (Thesis + Internship) Along with Research Paper
- Total: 44 courses | 138 credit hours

Pool of Electives

Theory Electives

	Course Title	Credit Hours	Course Category	Code
1	Histories of Technology, Media and AI	3(3+0)	General Education	
2	Semiotic Thinking in Visual Culture	3(3+0)	General Education	
3	Environmental Policy & Law	3(3+0)	General Education	
4	Theatre, Ritual, and Visual Culture	3(3+0)	General Education	
5	South Asian Art & Visual Traditions	3(3+0)	General Education	
6	Politics of Representation	3(3+0)	Interdisciplinary	
7	Performance Documentation	3(3+0)	Interdisciplinary	
8	Time-Based Media	3(3+0)	Major	
9	Global Perspectives in Visuality	3(3+0)	Major	

Studio Electives

	Course Title	Credit Hours	Course Category	Code
1	Experimental Drawing Studio	3(1+2)	Interdisciplinary	
2	Scientific Illustration	3(1+2)	Interdisciplinary	
3	Climate Responsive Design	3(1+2)	Interdisciplinary	
4	Motion Graphics for Film	3(1+2)	Interdisciplinary	
5	Kinetic Imagery	3(1+2)	Interdisciplinary	
6	Virtual & Augmented Design	3(1+2)	Interdisciplinary	
7	Political Animation Studio	3(1+2)	General Education	
8	Zero Waste Studio	3(1+2)	General Education	
9	Workshop: Light, Space & Motion	3(1+2)	General Education	