

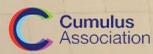


PAKISTAN
INSTITUTE OF
FASHION AND
DESIGN
LAHORE - PAKISTAN
Chartered by the Government of Pakistan

2025 PROSPECTUS



The Association
of Commonwealth
Universities



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CONTENT

02	Message by the Vice Chancellor
04	History PSFD to PIFD
08	Milestones
10	Lahore
12	Internationalization
14	International Networking
16	International Exposure
18	Student Life
20	Student Activities
24	Undergraduate Degree Programmes
68	Alumni
72	Brands by PIFD Graduates
74	Exhibitions & Displays
78	Facilities & Recourses
84	Faculty
92	Financial Assistance
94	Undergraduate Admissions & Fee Structure
96	Graduate Degree Programmes
110	Faculty
112	Graduate Admissions & Fee Structure Location



CHANCELLOR

Honourable President of Pakistan, Mr. Asif Ali Zardari, is the Chancellor of Pakistan Institute of Fashion and Design



PRO CHANCELLOR

Honourable Minister of Federal Education and Professional Training, Dr. Khalid Maqbool Siddiqui, is the Pro-Chancellor of PIFD



MESSEGE BY THE VICE CHANCELLOR

As Vice Chancellor of the Pakistan Institute of Fashion and Design (PIFD), I take great pride in sharing the recent accomplishments and phenomenal achievements of Pakistan's premier institution dedicated to fashion and design education. At PIFD, our unwavering commitment to academic excellence, innovation, and collaboration with industry, government, and international partners places us at the forefront of shaping the future of design, textiles, fashion, and allied creative industries.

PIFD envisions a future grounded in research, innovation, quality, collaboration, and inclusivity. Committed to nurturing talent and fostering creativity, we aim to develop a highly skilled human resource capable of making meaningful contributions to the national economy.

A major milestone in this journey has been the establishment of three new PIFD Campuses / Training Centres in Islamabad, Karachi, and Skardu over the past year. These expansions mark a bold step toward making quality design education more accessible across Pakistan, empowering the next generation of creative professionals in diverse regions. Additionally, the approval of PIFD's Girls Hostel project and the Design and E-Commerce Center, endorsed by the Export Development Fund (EDF), represents continued progress in enhancing student support and promoting innovation within the creative economy.

The fashion and design sectors are undergoing profound transformations driven by technological advancements, artificial intelligence, sustainability, and emerging theoretical frameworks. In response, PIFD continuously updates its curricula and introduces forward-thinking programmes that reflect these changes. Last year, PIFD launched four new undergraduate and two graduate programmes. Building on this momentum, we are pleased to introduce two new PhD programmes this year, marking a significant step in strengthening research and academic excellence. Our faculty remains actively engaged in diverse research activities and scholarly practices, contributing to the advancement of the discipline.

At PIFD, we are committed to knowledge sharing and community engagement. In collaboration with the Government of Punjab, we developed a Fashion Design curriculum for Grades 9 and 10, and with the Ministry of Federal Education, updated the National Curriculum for Grades 9-12 under Matric Tech and Inter Tech streams. We also revitalized two historic houses in Lahore's Walled City, transforming them into the PIFD Design and Display Centre, a space for graduates and artisans to exhibit and collaborate. To further engage the community, we host weekly workshops for children and international visitors, focusing on sustainable art and craft techniques such as ceramics, metalwork, gemstones, textiles, leatherwork, and calligraphy. These activities not only revive centuries-old traditions but also inspire creativity and foster a deeper appreciation for Pakistan's rich cultural heritage.

The continued success of PIFD is made possible with the support of the government, collaboration with industry, international partnerships, and the dedication of our professional team. The trust of our partners inspires us as we move forward with purpose and vision.

PIFD is not just an institution; it's a supportive community dedicated to cultivating your skills and helping you achieve your goals for a bright and successful future. I invite you to embark on an enriching educational journey with us and become an integral part of our thriving design community.

Prof. Hina Tayyaba Khalil

HISTORY PSFD^{TO}PIFD



Mr. Avais M. Hussain Ex-Chairman, EC Mr. Perviaz Hanif Ex-Member, EC Mr. Farrukh H. Sheikh Ex-Member, EC Mrs. Abbasi S. Akhtar Ex-Member, EC Mrs. Nilofer Shahid Ex-Member, EC Prof. Hina Tayyaba VC PIFD/ Ex-Member, EC

Pakistan School of Fashion Design (PSFD), the premier Fashion Design Institute in Pakistan, started its humble beginning in a rented campus in 1994, as a Project of the Export Promotion Bureau (EPB), Ministry of Commerce, Government of Pakistan.

The Vice-Chairman, EPB, Late Mr. Abu Shamim M. Arif, envisioned the establishment of the first Fashion School in the country. Mr. Ismail Qureshi, the Commercial Counselor in Paris, brought Mr. Oliver Lapidus to Pakistan, and Lahore was chosen to be the birthplace of PSFD.

Mr. Lapidus was also instrumental in the groundbreaking decision by the Federation of Haute Couture for PSFD affiliation with the leading French School, École de la Chambre Syndicale de la Couture Paris. This initiative was implemented on the ground by Mrs. Abbasi S. Akhtar, the first Principal of PSFD, with the support of Madam Olga Saurat, Director, La Chambre, and Ms. Shazia Wiqar, a former student of La Chambre Syndicale. The faculty included Mr. Yasir Waheed, Ms. Maryse Faux, Ms. Angelika Kukla, Ms. Anila Qayum, Ms. Shama Saeed, and Mr. Philippe Germain-Vigliano. For financial stability, PSFD was very fortunate to have the support of the then Minister for Commerce, Mr. Ahmad Mukhtar, and the Secretary of Commerce, Mr. Salman Farooqui.

In 1996, Mrs. Naveed Shahzad took over as Principal, and the first PSFD Executive Committee (EC) was established with Mr. Ismail Khurram as its Chairman. The Institute was then supported by the Chairman, EPB, Mr. Khawaja Bilal, who was responsible for the renewal of affiliation with Ecole de la Chambre Syndicale de la Couture, Paris, in 1998.

In 2001, Prof. Hina Tayyaba became the Principal and was given the task of renewing the School's affiliation with the French School. The new Director of La Chambre, Mr. Francois Broca, provided full support in affiliation and enhancing the curriculum. The plan to establish a purpose-built campus was put into action with the support of the then Vice-Chairman, EPB, Mr. Ijaz Ahmad Qureshi, and the Secretary of Commerce, Mr. Kamal Afsar.

The financial system was introduced and implemented under the guidance of the Chairman, Executive Committee, Mr. Farrukh Hussain Sheikh, Mr. Perviaz Hanif, and the Director General, EPB, Mr. Tariq Iqbal Puri. As chairperson of the Finance Committee, Mr. Perviaz Hanif contributed a lot to the financial set-up of the Institute and getting the unqualified bi-annual audit reports by Chartered Accountants, Ministry of Commerce Auditors, and Auditor General of Pakistan.

In 2003, then Minister for Commerce, Mr. Hamayun Akhtar Khan, asked the Principal to devise a strategy for building a new campus for PSFD.

The same year, Mr. Avais M. Hussain joined as Chairman of the Executive Committee and worked closely with the then Secretary Commerce, Mr. Tasneem Noorani, and the Principal on their primary agenda to upgrade PSFD's legal status and Financial Autonomy. Active and concrete support for the possession of land was provided by Mr. Avais M. Hussain, Mr. Ismail Qureshi, Mr. Naved Akram Cheema, Mr. Kamran Lashari, and Mr. Ikhlaiq Tarar. Mr. Jehangir Tareen went all out to get the land for the school in 2004, and it was acquired by the Institute in 2005.

In the same year, 2005, with the support of the Deputy Chairman, Planning Commission, Mr. Akram Sheikh, the PC-1 for the construction of the new campus was approved. Mr. Rana Shahzad took over as Project Director. An Implementation Committee was constituted with the Director General, TDAP, Lahore, as Chairman to oversee the project progress. As Director General, TDAP, Lahore, Mr. Haroon Rashid, Mr. Naved Arif, Mr. Agha Zafar Mehdi Shah, and Mr. Muhammad Irfan Tarar have contributed to the project.

Also in 2005, the programme of Fashion Marketing and Merchandising was introduced in affiliation with Mod'Spe Institute of Fashion Marketing, Paris. Mr. Jean-Pierre Mocho, President, Federation Francaise du Pret a Porter Feminin, Mr. Rene Mardellet, Managing Director, Mod'Spe, and Mr. Jehanzeb Khan, then Commercial Counselor in France, were instrumental in the process.

In 2006, affiliation with La Chambre, Paris was renewed, and another PC-1 was made by Prof. Hina Tayyaba to introduce the concept of establishing 4 Schools having synergies with each other. Chairman EC, Mr. Avais M. Hussain, Minister for Commerce, Mr. Hamayun Akhtar Khan, Secretary Commerce, Mr. Tasneem Noorani, and Mr. Syed Asif Ali Shah fully supported the concept through its materialization.

Besides the Ministry of Commerce, all-out support was also extended by the Minister for Industries and Production, Mr. Jehangir Tareen, and the CEO, SMEDA, Mr. Shahab Khawaja. They invited the Institute to become part of strategic working groups, organized by the Ministry of Industries and Production and supported by US Aid, to work on different labour-intensive sectors such as Gems and Jewellery, Furniture, Textiles, and Leather. The meetings of the Trade Policy and Sector Development Groups contributed to giving concrete shape to the PC-1 for establishing 4 Schools and 6 new Programmes. Mr. Shahbaz Ahmad, Economic Consultant, actively supported in giving final touches to PC-1, which was approved through the personal interest taken by then Secretary, Ministry of Commerce, Mr. Syed Asif Ali Shah and his team.

In 2007, the Ministry of Commerce, the Chairman, EC, and the Principal made concerted efforts and succeeded in getting a NOC from the Higher Education Commission for Degree Awarding Status. In this process, Minister for Commerce, Mr. Hamayun Akhtar Khan, Mr. Zahoore Hassan, Mr. Azmat Malik, Mr. Ata-ur-Rehman, Mr. Sohail Naqvi, Mr. Tariq Ikram, Mr. Syed Asif Ali Shah, and Mr. Tasneem Noorani played a crucial and commendable role.

The same year, collaboration with the Swedish School of Textiles, University College of Borås, was established for student exchange and faculty training programme. Mr. Javed Akbar, then Commercial Counselor, and Mr. Kenneth, Director, International Relations, Swedish School of Textiles, were helpful in the process.

In 2008, the school was re-named Pakistan Institute of Fashion and Design (PIFD) and assumed legal status after registering under the Companies Ordinance 1984. Mr. Shahzada Alam Monnoo, then Minister for Commerce, helped in the smooth transition of the Institute from Project to Company. The institute was relocated to its newly constructed building at Johar Town, Lahore, and four new undergraduate programmes in Textile Design, Jewellery Design & Gemological Sciences, and Furniture Design & Manufacture were initiated.

In 2009, Minister for Commerce, Makhdoom Amin Fahim, Secretary Commerce, Mr. Salman Ghani, Chief Executive TDAP, Mr. Syed Mohibullah Shah, and Secretary TDAP, Mr. Mirza Karim Baig, fully supported the Institute. Another undergraduate degree programme in Leather Accessories and Footwear was introduced.

Simultaneously, the tedious and time-consuming process of legislation for the grant of the Charter was effectively and ably negotiated by Mr. Zafar Mehmood, then Secretary Cabinet. The passage of the Bill from the Parliament and its signing by the President of Pakistan on 29th April 2011 culminated an arduous journey from School to the Chartered Institute. A new programme in Ceramic and Glass Design was introduced.

In 2011, PIFD, being a member of the National Curriculum Revision Committee (NCRC) of HEC, developed the National Curriculum for undergraduate degrees in Fashion and Design. In the same year, the construction of the Purpose Built Campus was completed.

In 2016, PIFD became a full member of the Cumulus Association, the leading global association of art and design education and research, providing a forum for collaboration, knowledge exchange, global mobility, and best practices internationally. Currently, Cumulus consists of 340 members from 61 countries. PIFD is the only Art and Design Institution in Pakistan that is a full member of the Cumulus Association.

In 2017, PIFD launched the MPhil programme in Art and Design Education.

In 2018, the Student Startup Business Center was established at PIFD, and a women-focused, university-based entrepreneurship programme (KHUDI) to build support mechanisms that cater to the unique needs of women entrepreneurs was launched with the help of PEP Foundation and the US State Department.

In 2019, PIFD became a partner institution of the Erasmus Mundus programme of the European Union and also joined its project, namely "Building Internationalization in Pakistan" for capacity building in higher education.

In the same year, the Administrative Control of PIFD was transferred from the Ministry of Commerce to the Ministry of Federal Education and Professional Training as

per the decision of the Cabinet Division, duly forwarded by the Ministry of Commerce on 31st December, 2019.

In 2020, PIFD became a member of the Association of Commonwealth Universities, the world's oldest international network of universities, with a mission to promote and support excellence in higher education for the benefit of individuals and societies throughout the Commonwealth and beyond. During these years, PIFD established linkages with international institutions, which assist its students to get diverse exposure and to keep them abreast with the latest trends around the world. Every year, students from different departments visit France, the UK, the USA, Italy, Germany, Thailand, etc. for workshops/ trainings.

PIFD adopted a hybrid mode of teaching/ learning in 2020, during the COVID-19 pandemic. The goal for hybrid learning included a combination of both online learning and face-to-face learning to create a singular learning experience that is flexible and offers synchronous communication between students and teachers.

In 2021, PIFD signed an MOU with the Punjab Information Technology Board (PITB), Lahore, on 26th January 2021 to establish a National Incubation Centre at PIFD premises. The project is designed to accelerate the successful development of business start-ups through an array of business support resources and services, developed and orchestrated by the incubator management and offered in-house and through a network of contacts.

The Office of Research, Innovation & Commercialization (ORIC) was established at PIFD in the same year. Additionally, PIFD and the National Information Technology Board (NITB) inked a Memorandum of Understanding for E-Office implementation at PIFD; the Office Management System is installed and currently being used.

The first virtual International exhibition, "Design Research Artifacts as an Intermediary Knowledge," was hosted by PIFD, in collaboration with the Swedish School of Textiles, University of Borås, Sweden. It was curated by Dr. Vidmina, Researcher, Fashion Designer, and Artist based in Sweden, and Mr. Faseeh Saleem, Assistant Professor at PIFD.

In 2022, PIFD successfully normalized the post-COVID situation by resuming regular academic and co-curricular activities.

PIFD's international networking was significantly strengthened in 2022 through the Erasmus+ programme. The Institute's collaborative approach stems from the dynamic strategy developed over the past two years. PIFD's cohesive strategy for international collaboration includes student and staff mobility, research projects, and the development of Master's and PhD curricula. We continually contribute to the existing body of knowledge by attending and organizing national and international conferences, webinars, exhibitions, training sessions, and workshops.

The Faculty of Art, Design & Education and the Department of Art & Design Education were established.

In 2023, Prof. Hina Tayyaba Khalil, Vice Chancellor of PIFD, was elected to represent Pakistan at the Association of Commonwealth Universities (ACU) Council.

The same year, PIFD hosted a two-day National Design Conference revolving around the basic theme of Art and Design practices. The event consisted of five technical sessions, two panel discussions, a poster, and paper presentations. Leading industrialists, designers, researchers, and academicians, along with a large number of students from different parts of the country, participated in the conference.

In November 2023, the Pakistan Institute of Fashion and Design (PIFD) launched the B-International Toolkit. The event saw the presence of distinguished guests, including representatives from partner European and Pakistani Universities. The occasion underscored the pivotal role of the B-International Toolkit in shaping the future trajectory of internationalization in Pakistan's academic landscape.

In 2024, Prof. Hina Tayyaba Khalil represented Pakistan at the Association of Commonwealth Universities (ACU) Council Meeting and Vice Chancellor Summit in London, UK. During the summit, she engaged with ACU Member Vice Chancellors, discussing critical issues facing universities today, such as higher education funding, research management, and the impact of AI. The event offered a platform for high-level policy discussions and networking with vice chancellors, policymakers, and international higher education stakeholders across the Commonwealth.

Another milestone was achieved in the year 2024. Supported by the Ministry of Federal Education and Professional Training and the Higher Education Commission (HEC), PIFD expanded its reach with Training Centres in Karachi and Skardu. The aspiring indigenous students will be provided training to play a role in developing small and medium enterprises (SMEs).

The Girls Hostel project, amounting to Rs. 607.804 million, was also approved, along with the Design and E-Commerce Center of PIFD, which received approval from the Export Development Board of EDF.

The same year, PIFD acquired two historic houses in the Walled City of Lahore. They have been renamed as the PIFD Design and Display Centre and serve as a source of revenue for PIFD and its graduates, while also supporting local artisans and craftsmen.

HEC and PIFD collaborated to implement the "Enterprise Resource Planning" (ERP) solution and "Student Life-Cycle Systems" (SLC) to completely digitalize administrative, accounting, operations, and end-to-end student life-cycle processes from admission to degree completion.



Same year, PIFD launched five new undergraduate and two new graduate programmes.

In 2025, PIFD developed the first Fashion Design Curriculum for grades 9 and 10 to be offered in all schools across Punjab, by the School Education Department & Punjab Textbook Board (PCTB), Ministry of Education, Government of the Punjab.

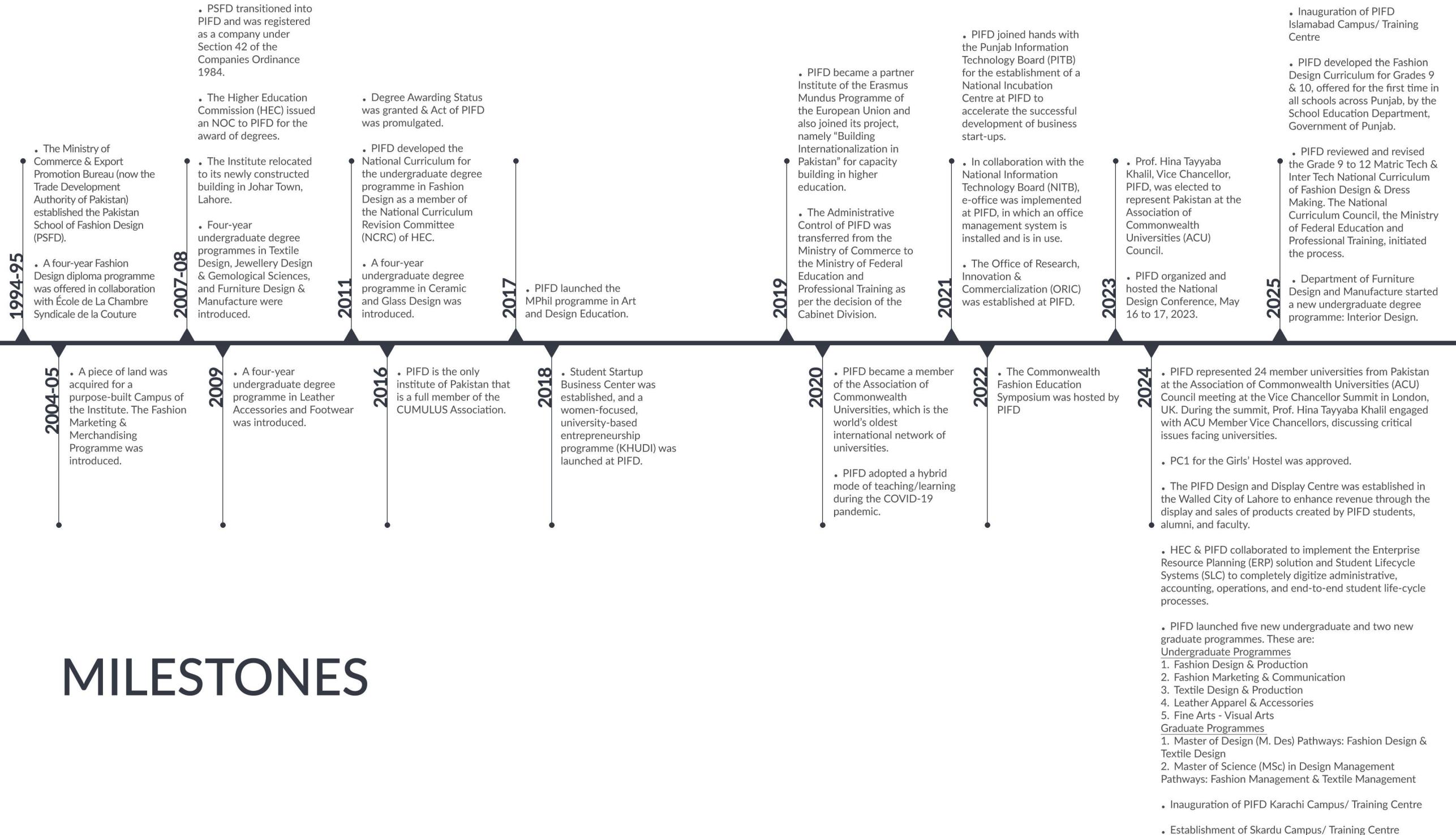
PIFD also reviewed and revised the Grade 9 to 12 Matric Tech & Inter Tech National Curriculum of Fashion Design & Dress Making, renaming it Introduction to Fashion Design and Fashion Fabrication & Construction. The National Curriculum Council, Ministry of Federal Education and Professional Training, initiated the process for the curriculum review.

The inauguration of the PIFD Islamabad Campus/ Training Centre is another great achievement in 2025.

These pages cannot fully acknowledge the countless individuals and organizations that have supported the Institute. Building an institution is not the work of a single person or a brief period; it is a process that spans decades and even centuries. The credibility and sustainability of such an institution result from the dedicated efforts of many selfless individuals and groups who tirelessly bring the vision to life.

We extend our heartfelt gratitude to all those whose names are not mentioned here but who have significantly contributed to shaping the Institute and guiding its future.

MILESTONES



LAHORE

Lahore, capital of the Punjab, is one of the ancient cities of the South Asia known for its cultural, social, political and commercial features. Boasting a grand fort, ancient gardens and magnificent mosques, Lahore offers multifarious display of architecture, culture and scenery that provide inspiration to any creative professional. The older part of the city is reminiscent of its past glory while the new Lahore depicts its bright and prosperous future. You can feast your eyes on various architectural landmarks, commercial hubs and food streets. These include Lahore Fort, Shahalmi Bazar, Badshahi Mosque, Wazir Khan Mosque, Jahangir's Tomb, Jahangir's Baradari, Shalimar Garden, Tollington Market, Anarkali, the magnificent panoramic view of the Mall Road and imperial architecture of the Lahore Museum. "If you haven't seen Lahore, you haven't been born," goes the local saying. You have to see Lahore to testify that this is true. Lahorites are known for their love of food. While Lahore has many traditional restaurants, in recent years western fast food chains and cafes have appeared all over the city. Another landmark in Lahore's cultural life is the Lahore Arts Council commonly known as "Al-Hamra." Various kinds of exhibitions, plays and festivals take place over here throughout the year. Art galleries like Crow Eater, Ijaz Art Gallery, Native Art Gallery, and Nai Rung are famous for displaying and promoting upcoming artists as well as displaying work of renowned artists of South Asia. Lahore has a tradition of being the center of urbanization and modern representation since the Mughal rule, and till date it happens to be the most inspiring center for fashion trend setting. Lahore is also known as fashion capital of Pakistan. The city hosts two major fashion weeks in spring/summer and fall/ winter including bridal couture weeks. Lahore happens to be full of the bloom of fashion designers and their major outlets, making it a major hub for onset of latest fashion. Lahore offers great nightlife with frequent concerts happening round the year. The traditional food streets, cafes and restaurants are open throughout the night reflecting the love of food in Lahorites. The Allama Iqbal Airport in Lahore with its modern facilities caters to both Domestic and International travels. In short, Lahore is the city that binds tradition, culture and modern advancement in fashion.



MISSION AND VISION

Mission
To train and educate human resource to play a key role in the economy of Pakistan and to become responsible global citizens

Vision
To become a world-class organization fostering research, innovation, quality, collaboration, and inclusion

Values
purpose, impact, compassion, quality, collaboration, innovation, inclusivity



The Vice Chancellor PIFD, Prof. Hina Tayabba, was elected to represent the 24 member universities from Pakistan at the Association of Commonwealth Universities (ACU) Council in October 2023. In May 2024 she attended the Association of Commonwealth Council Meeting and Vice-Chancellor Summit in London, UK, while representing Pakistan, and exchanged views with ACU member vice-chancellors.

The Association of Commonwealth Universities is an international organization dedicated to building a better world through higher education. International collaboration is central to this ambition: bringing universities together from around the world.

The ACU helps advance knowledge, promote understanding, broaden minds, and improve lives. The ACU has more than 500 members spread across 50 countries in the Commonwealth.

PIFD became a member of The Association of Commonwealth Universities in January, 2020.
<https://www.acu.ac.uk/our-members>

INTERNATIONALIZATION

Over the years PIFD has developed linkages and collaborations with institutions all around the world offering education in the field of fashion and design. Faculty and students from all departments visit different international institutions, fairs, competitions, exhibitions, conferences, seminars, and workshops internationally.

PIFD international office (PIO) is working in developing sustainable relations with other international institutions and organizations. PIFD is member of various international institutes, associations and organizations namely Cumulus Association, Association of Commonwealth Universities, and Erasmus Mundus Programme.



Cumulus is the only global association to serve art and design education and research. Cumulus currently consists of 257 members design institutes from 54 countries. Pakistan Institute of Fashion and Design is the only premiere design institute representing Pakistan in the organization since 2016. (<http://www.cumulusassociation.org/member/>).

PIFD plays the following role within the country and internationally:

- To influence policy making in the field of Art, Design and Media on an International Level.
- To create an Academic Forum for advancement of Higher Education and Research in Art, Design and Media
- To work for the quality standards and full recognition of the professions in Art, Design and Media.

PIFD hosted the official launch of the B-International Toolkit in November 2023, with consortium members including foreign delegates from Cardiff Met UK, University of Salamanca Spain, École Centrale de Nantes France, and The University of Bologna Italy, as well as NUST, COMSATS and LUMS from Pakistan.

The B-International Toolkit is a key achievement in Building Internationalisation in Pakistan by the B-International project. It is a culmination of the project outcomes including the creation of internationalisation strategies, CPD training sessions for all staff, an online learning programme and opening Centres for Internationalisation on campus.

The main objective of the Toolkit is to provide a framework for the universities in Pakistan to initiate their own strategies for internationalisation and adopt some or all the processes.



The Vice Chancellor PIFD, Prof. Hina Tayyaba and the Vice Chancellor Cardiff Met, Prof. Cara Atchison, signed a document of understanding during a ceremony held at Llandaff Cardiff Metropolitan University, UK, in January, 2023, to promote student and faculty mobility, research projects and development of new academic programmes.

Under the exchange programme students and faculty from Cardiff Metropolitan University, UK visited PIFD in April 2023 and January 2024.



INTERNATIONAL NETWORKING



- Fashion Institute of Technology, State University of New York
- Cardiff Metropolitan University
- University of the Arts, London
- The Swedish School of Textile, University of Borås
- Konstfack University College of Arts, Crafts and Design
- Institut Français de la Mode
- Pakistan Institute of Fashion and Design
- Milano Fashion Institute
- Accademia di Belle Arti
- Accademia del Lusso
- Arsutoria
- Università Iuav di Venezia
- Politecnico di Milano

 Cardiff Metropolitan University
 ual: university of the arts london
 THE SWEDISH SCHOOL OF TEXTILES UNIVERSITY OF BORÅS
 Konstfack University College of Arts, Crafts and Design
 Institut FRANÇAIS de la MODE
 FIT Fashion Institute of Technology State University of New York
 MFI MILANO FASHION INSTITUTE
 ACCADEMIA DI BELLE ARTI FROSINONE
 ACCADEMIA DEL LUSSO
 POLITECNICO MILANO 1863
 ARSUTORIA school
 I U A V Università Iuav di Venezia
 PAKISTAN INSTITUTE OF FASHION AND DESIGN LAHORE - PAKISTAN Chartered by the Government of Pakistan

INTERNATIONAL EXPOSURE

Pakistan Institute of Fashion and Design is unrivalled in Pakistan for the international exposure it provides to students. The students of various programmes currently offered at PIFD go abroad on exchange programmes during the third year of their education.

USA

Footwear and handbag workshop at Fashion Institute of Technology (FIT), New York.



ITALY

A Study trip for textile design 3rd year students was arranged in collaboration with Accademia Del Lusso, Milan, Italy.



GERMANY

Students from the Department of Gems and Jewellery Design Department visited Schmuck/ Munich Jewellery Week as well as a workshop by renowned designer Nicolas Estrada.



ITALY

Department of Fashion Marketing and Merchandising, visited Milano Fashion Institute in Italy. Students and faculty attended a two week intensive training.



UK

The Ceramic and Glass Design Department arranged a one-week study trip of three (03) students along with one (01) faculty member to Cardiff Metropolitan University UK. The purpose of this trip was to expose students and faculty to the latest developments under rapid prototyping in 3D printing, laser cutting, CNC Router, software and its new techniques & glazes with advanced technology and environment. Students are capable of enhancing their socializing skills and getting cultural exposure."



FRANCE

A group of twenty students (15 students from Fashion Design Department and 5 students from Textile Design Department) attended two weeks trainings at Institut Francaise De la Mode (IFM) Paris. The training titled as "From Drawing to Cloth - Style and Draping". This group of students was accompanied by a faculty Member. Certificates were distributed after successful completion of training.



STUDENT LIFE



At Pakistan Institute of Fashion and Design, students take part in different social activities and cultural events through local and foreign study trips, industrial visits, funfairs, welcome & farewell dinners, and spring festivals. The environment at the campus is friendly where the students interact and assist each other in a relaxed atmosphere. They engage in an array of fun filled co-curricular activities that take place on campus to keep them motivated, fresh, and focused on their academic programmes. Different theme and colour based days are also celebrated with zeal. Students are provided with different sporting facilities within the campus, including Table Tennis, Volley Ball Court, and Badminton. Students whole heartedly participate in the activities.

At PIFD, students are provided with the best opportunities to show and explore their talents at multiple inter-university competitions and several other forums. PIFD welcomes talent and provides prospects for it to be displayed at suitable platforms.

At PIFD, student life plays a central role in building and fostering leadership and innovative thinking in students. It functions to provide students the opportunity to extend their capabilities from academia to meta-curricular activities, which plays an integral role in team building, talent development, and community engagement. Along with this, we also focus on nurturing the health and mental wellbeing of our students.

STUDENT ACTIVITIES

Each department organized student visits to industry for learning and cultural exposure.



TEXPO 2024 AND RISING TALENT AWARD



TEXTILA ASIA EXPO



MEGA LEATHER SHOW



PARTICIPATION IN THE COMMONWEALTH FASHION SYMPOSIUM



PIFD KARACHI CHAPTER



PARTICIPATION IN PUDC



VISIT TO IGATEX PAKISTAN



SSBC 1ST BUSINESS PLAN COMPETITION



COMPETITION ORGANISED BY NAB



WINNER OF POSTER COMPETITION ON "BODY AND MOVEMENT" ORGANIZED BY ALLIANCE FRANCAISE TO CELEBRATE PARIS OLYMPICS 2024.



PARTICIPATION IN DESIGN SUMMIT I



HYPEWALK AT PIFD



LAHORE BIENNALE 03



SAMINAR BY SAPPHIRE TEXTILE MILLS



WORKSHOPS ON HAND EMBROIDERY & BLOCK PRINTING



WORKSHOP BY MS. GIOVANNA VILLANI

COMMUNITY ENGAGEMENT WORKSHOPS AT PIFD DESIGN & DISPLAY CENTER AT MASJID WAZIR KHAN, WALLED CITY, LAHORE



INDUSTRIAL VISIT TO SAPPHIRE MILL



UNDERGRADUATE DEGREE PROGRAMMES

PIFD presently comprises of the following Faculties/ Schools and Departments

FACULTY/ SCHOOL OF FASHION DESIGN

Department of Fashion Design
Bachelor of Design: Fashion Design
Bachelor of Studies: Fashion Design and Production

FACULTY/ SCHOOL OF FASHION MARKETING AND PROMOTION

Department of Fashion Marketing and Merchandising
Bachelor of Studies: Fashion Marketing and Merchandising
Bachelor of Studies: Fashion Marketing and Communication

FACULTY/ SCHOOL OF TEXTILE DESIGN

Department of Textile Design
Bachelor of Design: Textile Design
Bachelor of Studies: Textile Design and Production

FACULTY/ SCHOOL OF ACCESSORIES AND PRODUCTS

Department of Gems and Jewellery Design
Bachelor of Design: Jewellery Design and Gemological Sciences

Department of Furniture Design and Manufacture
Bachelor of Design: Furniture Design and Manufacture
Bachelor of Design: Interior Design

Department of Leather Accessories and Footwear
Bachelor of Design: Leather Accessories and Footwear
Bachelor of Design: Leather Apparel and Accessories Design

Department of Ceramic and Glass Design
Bachelor of Design: Ceramic and Glass Design

FACULTY/ SCHOOL OF CREATIVE ARTS

Department of Creative Arts
Bachelor of Fine Arts: Visual Arts

PIFD has 100% employment ratio, not only this, PIFD also has a long list of graduates becoming successful entrepreneurs within a year after graduation. The high standards of PIFD are set by a simple idea that forms the quintessential spirit of the institute: developing the students' innovative, analytical and technical skills so that they are aware of the different possibilities and are capable of creating and promoting appropriate products for the global consumer of today. PIFD recognizes that the perfect mix of education, grooming, training and exposure is essential to develop well-rounded sensibilities and aesthetics.

FOUNDATION YEAR STUDIES

The Foundation Year Studies introduces students to the study of art and design, both in theory and practice. The course includes a broad spectrum of skills which enable the students to identify with art and design tools, processes, and materials to develop suitable design ideas.

The course provides an integral base for students to pursue their major degree in any of the five Schools of the Institute.

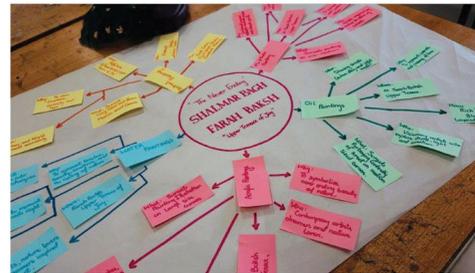
The core feature of this programme consists of exciting opportunities to experiment, investigate, explore and evaluate. The teaching methodology helps students to understand art and design through experiential learning, lectures, seminars, hands-on studio interaction, market research, group studies, and projects.

SEMESTER 1 AND 2 Courses

36 Credit Hours

- Aesthetics, Design, and Fashion (Research)
- Drawing-I
- Applications of Information & Communication Technologies
- Studio-I: Material, Form, and Shape
- English-I: Functional English & Presentation Skills
- Seminar-I
- Islamic Studies/Ethics
- Ideology and Constitution of Pakistan
- Social Psychology of Fashion
- Drawing-II
- Digital Mediums
- Studio-II: Material, Form, and Shape
- English-II: Expository Writing
- Fashion and Textiles in World Cultures
- Technique-I
- Pakistan Studies
- Seminar-II: Visits & Documentation (Research Methods)

By the end of Foundation Year Studies, the students attain an appropriate level of skills and creativity in the use of basic elements of design, materials, and hand tools. They are able to identify important elements of a problem, justify their work convincingly, and evaluate their performance. Working as a team, students are required to define problems, analyse, and devise solutions as an integral part of coursework.



DEPARTMENT OF FASHION DESIGN

Department of Fashion Design endeavors to create a new generation of creative, highly skilled designers, and entrepreneurs, who are able to understand the demands of the local and international markets. The programs focuses on developing skills, progress of individual creativity, learning about trends & forecast, and exploring new methods and techniques of creating fashion.

Department of Fashion Design offers two degree programmes:

- Bachelor of Design: Fashion Design
- Bachelor of Studies: Fashion Design and Production

BACHELOR OF DESIGN: FASHION DESIGN

Fashion Design program at PIFD has a history of success and an exceptional reputation for producing fashion graduates for their creativity, originality, versatility, and professional skills. This program was developed in 1994 in affiliation with Ecole de La Chambre Syndicale de La Couture Parisienne, France. Our aim is to educate students who are globally-competitive by gaining skill & training through comprehensive design education to lead the creative industry with socially conscious solutions, innovations and entrepreneurial drive.

Students are selected for two weeks training at Institut Français de la Mode, Paris; previously trainings were conducted by Ecole de La Chambre Syndicale de La Couture Parisienne, France. In Paris, students are engaged in intensive training of Fashion Design and Draping project conducted by senior faculty of IFM. Certificates are awarded after successful completion.

At PIFD students gain the understanding of fashion design process through theory and studio practice courses. Students are encouraged to develop individual creative abilities and own personal design philosophy & identity which is reflected in final year collection along with fashion design & textile portfolios.

CAREER OPPORTUNITIES:

The scope of the programme is to prepare the students to work as Fashion Designers, Fashion Technologist, Costume Designer, Textile Designer, and Fashion Consultant for buyers, Product Design & Development, Brand Manager, Product / Category Manager, Fashion Blogger, Pattern Maker, Stylist, Creative Director, Trend Forecaster, Educator. The programme strongly cultivates the entrepreneurial skills amongst students to start their businesses for a global consumer.



BACHELOR OF DESIGN: FASHION DESIGN

Total Credit Hours: 139

SEMESTER 3 AND 4 Courses

Fashion Design-I (Research-based Studio Practice)
History of Costume and Fashion-I
Fashion and Digital Mediums-I
Creative Studio-I (Draping)
English-III (Expository Writing)
Technical Studio-I (Pattern)
Materials Exploration and Textile Design
Fashion Silhouette, Vocabulary & Detail
Technique-II (Sewing)
Fashion Design-II (Research-based Studio Practice)
History of Costume and Fashion-II
Fashion and Digital Mediums-II
Creative Studio-II (Draping)
Technical Studio-II (Pattern & Sewing)
Textile Design - Surface Design & Development
French-I
Entrepreneurship
Civics and Community Engagement

SEMESTER 5 AND 6 Courses

Fashion Design - III (Research-based Studio Practice)
History of Costume and Fashion-III (Western)
Fashion and Digital Mediums-III
Creative Realization-I (Draping)
Technical Studio -III (Pattern & Sewing)
Textile Design & Experimentation
Fashion Management
French-II
Elective 1*
Elective 2*
Fashion Design-IV (Research-based Studio Practice)
History of Costume and Fashion-IV
Fashion and Digital Mediums-IV
Creative Realization-II (Draping)
Technical Studio -IV (Pattern & Sewing)
Textile Design and Processes
Sustainable Fashion
English-IV
French-III
Capstone Project (Entrep. Project & Presentation)

SEMESTER 7 AND 8 Courses

Fashion Design -V (Research-based Studio Practice/ Thesis)
Creative Realization-III (Draping)
Pattern Making and Grading (Manual & Digital)
Textile Design -Experimentation & Innovation
Creative Development (Sewing)
Sustainable Solutions for Fashion
English-V
French-IV
Internship / Field Experience
Thesis: Design Studio-VI
Thesis: Creative & Technical Realization
Thesis: Textile Developments
Thesis: Product Execution
Thesis: Portfolio Development
English - Thesis Report

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF FASHION DESIGN

BACHELOR OF STUDIES: FASHION DESIGN AND PRODUCTION

Total Credit Hours: 131

BS Fashion Design and Production programme offers students the opportunity to learn fashion through innovative and experimental design process which is supported by technical skill and knowledge. The focus is on creative, intellectual, methodological and communication skills needed to be successful within the competitive fashion industry. Students are encouraged to use their vision and skills to challenge and progress the industry at large.

Students have an opportunity to learn about contemporary industrial practices, standards and technological developments in fashion. Students are encouraged to focus on experimental and innovative multidisciplinary approaches to develop fashion products by using digital technologies and hands on skills. The program includes relevant industry visits, practical self-generated problem solving or negotiated/ live projects for industry. Students have the option to choose thesis project so that after graduation they can contribute towards producing menswear, womenswear and sportswear by combining design innovation with an in-depth knowledge of the technical aspects of fashion design and manufacturing.

CAREER OPPORTUNITIES:

The scope of the programme is to prepare the students to work as Fashion Designers, Fashion Technologist, Textile Designer, Fashion Consultant for buyers, Product Design & Development, Brand Manager, Product / Category Manager, Production/ Operation Manager, Pattern Maker. The programme strongly cultivates the entrepreneurial skills amongst students to start their businesses for a global consumer.

SEMESTER 3 AND 4 Courses

Fashion Design Studio-I
History of Costume and Culture
Fashion and Digital Mediums-I
English-III (Expository Writing)
Technical Studio Practice (Draping & Pattern Making)
Textile Technology-I
Fashion Production (Sewing)
Sustainability, Fashion and Technology

Fashion Design Studio-II
History of Fashion and Culture
Fashion and Digital Mediums-II
Pattern-I (Digital Pattern)
Textile Technology and Design-II
Fashion Technology and Production-I
Entrepreneurship
Civics and Community Engagement

SEMESTER 5 AND 6 Courses

Fashion Design Studio-III
Fashion and Digital Mediums-III
Pattern-II (Digital/Software, Sizing)
Fashion Technology and Production-II
Textile Technology and Design-III
Fashion Management and Entrepreneurship
Sustainable Fashion Sourcing
Elective 1*
Elective 2*
Fashion Design Studio-IV
Fashion and Digital Mediums-IV (Content Creation)
Fashion Technology and Production-III
Textile Technology and Design-IV
English-IV
Fashion Branding and Promotion
Capstone Project (Entrep. Project and Presentation)

SEMESTER 7 AND 8 Courses

Research Contextualization
Concept Development and Prototyping
Textile Research, Innovation and Development-I
Fashion Technology and Production-IV
Fashion and Digital Mediums V
English-V
Internship / Field Experience
Thesis: Textile Research, Innovation and Development-II
Thesis: Costing and Production Planning
Thesis: Product Realization
Thesis: Fashion and Digital Mediums-VI
Thesis: Portfolio Development and Presentation
Thesis: English VI – Dissertation / Project Report

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF FASHION MARKETING AND MERCHANDISING

Fashion Marketing and Merchandising (FM&M) degree program, offered at Pakistan Institute of Fashion and Design (PIFD), aims to prepare students for exciting career prospects in rapidly growing retail industry of Pakistan. This program is not only unique when compared to other management and/or design undergraduate degrees offered in Pakistan; but it is also very comprehensive. Not only do we nurture creativity of our graduates but cultivate in them commercial sensibility and acumen. Students are taught management courses to aid them in understanding of business dynamics simultaneously learning design development and merchandising processes. At the final stage of the programme students undertake Thesis Consultancy Project in which knowledge of all management and design courses is applied.

Department of Fashion Marketing and Merchandising offers two degree programmes;

- Bachelor of Studies Fashion Marketing and Merchandising
- Bachelor of Studies Fashion Marketing and Communication

BACHELOR OF STUDIES: FASHION MARKETING AND MERCHANDISING

FM&M Programme was designed in collaboration with Mod'spe, Paris, which is a renowned Fashion Marketing institute in France. This programme aims to produce graduates with diverse expertise in both Fashion Marketing and Merchandising hence setting them apart from graduates from any other business school. Each year the FM&M students are sent abroad for attending summer training programmes at various Fashion institutes. Our students have been going to Fashion Institute of Technology, New York, USA and Milano Fashion Institute, Milan, Italy to attend the summer programmes. The FM&M department collaborated with Milano Fashion Institute, Milan, Italy in 2017. Quite a few of our undergraduates have received scholarships for postgraduate studies abroad from University of Boras, Sweden; Savannah College of Art and Design, USA; and University of Kent, UK and Milano Fashion Institute, MFI.

CAREER OPPORTUNITIES:

Fashion Marketing and Merchandising graduates embark on professional life right after graduation. Having done internships and real-time consultancy projects during 4 years of education, our graduates are well experienced to get settled in a paid job. We take great pride in the fact that FM&M graduates start their careers drawing highest salary package compared to undergraduates from other top business schools of Pakistan.

Our graduates are employed by Fashion and/or Lifestyle brands, retailers, buying houses, manufacturers, PR companies, Media as well as multinational FMCGs. Some of the positions our graduates hold includes:

- Creative Directors
- Brand Managers
- Product Managers / Merchandisers
- Commercial Buyers
- Visual Merchandisers
- Marketers
- Public Relations Managers
- Fashion Journalists and Editors



**BACHELOR OF STUDIES:
FASHION MARKETING AND MERCHANDISING**

Total Credit Hours: 139

SEMESTER 3 AND 4 Courses

Digital Fashion Drawing
 Fashion Buying and Merchandising I
 History of Fashion (Western Fashion)
 English-III (Expository Writing)
 Effective Management in Fashion Business
 Textile and Material in Fashion
 Principles of Marketing
 Business Mathematics and Statistics
 Fashion Apparel Studies
 Introduction to Digital Marketing
 Research Methods
 Fashion Buying & Merchandising II
 Fashion Forecast
 English - IV (Content and Copywriting)
 Financial Accounting
 Consumer Behavior
 Entrepreneurship I
 Civics and Community Engagement

SEMESTER 5 AND 6 Courses

Fashion Styling & Creative Direction
 International Marketing
 Brand Management
 Business Ethics and Law
 English V (Professional Speaking & Presentation)
 Design Development & Sourcing Strategy
 E-tailing in Fashion
 Studio III - Creative Studio (Techpack)
 *Elective 1
 *Elective 2
 Fashion Manufacturing & Quality Control
 Promotion Campaign and Design
 Retail Merchandising I
 Project Management
 English VI (Report Writing)
 Luxury Brand Management
 Financial Management
 Capstone Project (Entre. Project & Presentation)

SEMESTER 7 AND 8 Courses

PR & Fashion Journalism
 Sustainability in Fashion
 Strategic Management and Leadership
 Supply Chain Management
 Retail Merchandising II (Visual Merchandising and Spatial Planning)
 Entrepreneurship II (Entrepreneurial Applications)
 Career Success Skills
 Field Experience/Internship
 Thesis: Research Methods
 Thesis: Collection Development Process
 Thesis: Budgeting and Costing
 Thesis: Promotion Campaign & Design
 English VII (Thesis Report Writing & Presentation Skills)
 Thesis: Portfolio Development (Digital)

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF FASHION MARKETING AND MERCHANDISING

BACHELOR OF STUDIES: FASHION MARKETING AND COMMUNICATION

Total Credit Hours: 139

The department of Fashion Marketing and Merchandising offers this unique programme, designed specifically for the Pakistani fashion landscape, which equips you with the perfect blend of marketing expertise and fashion-focused communication skills. BS Fashion Marketing and Communication programme aims to impart students with the knowledge, skills, and creativity necessary to excel in the dynamic and ever-evolving fashion industry. This rigorous programme, offered by PIFD, integrates core marketing and communication principles with in-depth fashion industry insights, preparing graduates to become versatile and highly sought-after professionals.

This degree will enable students to unlock a successful future in fashion. They will master the art of marketing, branding, and communication specific to the industry, learning how to analyze consumer behavior, develop targeted campaigns, and leverage the latest trends to elevate fashion brands. They will also hone their creative edge becoming a master storyteller with exceptional skills in visual communication and content creation.

CAREER OPPORTUNITIES:

Graduates of BS Fashion Marketing and Communication can pursue diverse and dynamic career pathways in the fashion industry. Some of the potential career options are Fashion Marketing Specialist, Public Relations (PR) Specialist, Content Creator, Social Media Strategist/Manager, Fashion Copywriter, Communications Strategist, Fashion Editor, Fashion Blogger, Influencer Marketing Manager, Visual Merchandiser, Market Research Analyst, Fashion Stylist or Fashion Photographer.

SEMESTER 3 AND 4 Courses

Digital Fashion Drawing
Fashion Buying and Merchandising Essentials
History of Fashion (Western Fashion)
English-III (Expository Writing)
Effective Management in Fashion Business
Textile and Material in Fashion
Principles of Marketing
Business, Mathematics and Statistics
Fashion Apparel Studies
Insights into Global Fashion Consumer

Digital & Social Media Marketing I
AI in Fashion Business
Fashion Research & Discovery
Creative Direction for Fashion I (Fashion Photography & Videography)
English - IV (Content and Copywriting)
Financial Accounting
Entrepreneurship I
Civics and Community Engagement
Language (Italian)

SEMESTER 5 AND 6 Courses

Research Methods
Brand Management
Business Ethics and Law
English V (Professional Public Speaking & Presentation)
International Marketing
Creative Direction for Fashion II (Visual Storytelling and Art Direction)
Language (Italian)
Creative Design Studio II (Marketing through Design)
*Elective 1
*Elective 2
Digital & Social Media Marketing II
Visual Merchandising and Spatial Planning
Communication Strategy I
English VI (Report Writing)
Financial Management
Marketing for Responsible Fashion Practices
Language (Italian)
E-tailing in Fashion
Capstone Project (Entre. Project & Presentation)

SEMESTER 7 AND 8 Courses

PR Strategy & Events
Strategic Management and Leadership
Communication Strategy II (Communicating Brand Personality)
Project Management
Data Intelligence and Fashion Analytics
Entrepreneurship II (Entrepreneurship Applications)
Field Experience/Internship
Career Success Skills
Thesis: Research Methods
Thesis: Communication Strategy
Thesis: Visual Execution
Thesis: Budgeting and Costing
English VII (Thesis Report Writing & Presentation Skills)
Thesis: Portfolio Development (Digital) & Presentation

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF TEXTILE DESIGN

The Department of Textile Design provides individuals a holistic understanding of the diverse and complex field of textiles. This program offers a balanced blend of theoretical knowledge and hands-on technical skills, ensuring that individuals effectively navigate the challenges and opportunities in the textile industry. The curriculum helps students distinguish between fabric qualities, use of appropriate fibers, yarns, constructions, ornaments & special surface finishes to create various fabrics for different end products.

Department of Textile Design offers two degree programmes:

- Bachelor of Design: Textile Design
- Bachelor of Studies: Textile Design and Production

BACHELOR OF DESIGN: TEXTILE DESIGN

In Textile Design, students get opportunity to learn skills like weaving, knitting, printing & special finishing. They work directly in the labs on campus that are equipped with the latest tools & Industrial machinery. In 3rd year Semester V, students will have the opportunity to choose two elective courses of two credits each based on their interest across all other design departments. In 3rd year Semester VI, Internship is mandatory for gaining work exposure, working with designers and industry professionals, and being eligible for the award of the degree. Students are required to present their portfolios every two semesters at the end of the academic year. The four-year degree offers specialization in either home or apparel design.

PIFD encourages both faculty & students to attend international training programs. Students securing high grades along with faculty are sent to attend workshops to University of Borås, Sweden. Previously, the department has participated in workshops and trainings at the Rhode Island School of Design in the USA, the London College of Fashion in the UK, the Accademia di Belle Arti di Frosinone in Italy, and the Accademia del Lusso in Milan, Italy.

CAREER OPPORTUNITIES:

At Pakistan School of Fashion and Design (PIFD), we recognize the importance of work, experience and job placements as a key for shaping the future career of students. The textile design program prepares their students for diverse career opportunities in the growing Textile Industry. Our graduates are hired straight from the thesis degree show. They take jobs in design houses, export houses, textile manufactures and the retail world.

- Textile Designer
- Fashion Designer
- Surface Pattern Designer
- Textile Product Developer
- Home Furnishing Designer
- Trend Analyst/Stylist
- Freelance Designer/Consultant
- Textile Researcher
- Educator/Instructor
- Export/Buying Houses
- Retail Industry



BACHELOR OF DESIGN: TEXTILE DESIGN

Total Credit Hours: 136

SEMESTER 3 AND 4 Courses

Textile Design-I (Research-Based Studio Practice)
History of Textiles I (South Asia)
Textile and Digital Mediums
Technical Studio Weave
English-III (Expository English)
Basics of Textile
Natural Dyeing & Finishes
Technical Studio Knit
Vocabulary & Product Detail (Home & Apparel)
Language - Chinese Mandarin-I
Textile Design-II (Research-Based Studio Practice)
History of Textiles II (Oriental)
Textile Materials (Fibers & Yarns)
Technical Studio-I (Weave & Knit)
Print Studio
Dyeing & Finishing Industrial (Home & Apparel)
Entrepreneurship
Civics and Community Engagement
Language - Chinese Mandarin-II

SEMESTER 5 AND 6 Courses

Textile Design-III (Research-Based Studio Practice)
History of Textiles III (Central Asia)
Creative Realization (Weave & Knit)
Technical Studio (Embellishments for Home & Apparel)
Digital Technology in Textiles (Scott Weave, Jacquard Knit, Wilcom, Style 3D)
Elective-I
Elective-II
Textile Merchandising & Retail Management
English-IV (Public Speaking & Professional Presentation Skills)
Textile Design-IV (Research-Based Studio Practice)
History of Textiles IV (Craft Revival /Design Intervention)
Technical Studio (Apparel Pattern & Sewing) Fashion Detail
Space Design & Planning for Interior Textiles (Home Detail)
Career Success Skills
English-V (Mini Thesis)/Capstone Project
Sustainability in Textile and Fashion
Language - Chinese Mandarin-III
Capstone Project (Entrep. Project & Presentation)

SEMESTER 7 AND 8 Courses

Textile Design-V (Research-Based Studio Practice/ Thesis)
Design Development (Home/Apparel)
Creative - Technical Realization (Home/Apparel)
Design Techniques (Home/Apparel)
English-VI (Thesis Report)
Sustainable Solutions for Textiles
Internship / Field Experience
Thesis Collection - Drawing
Thesis Collection - Design Development
Thesis Collection - Textile Construction
Thesis Collection - Product Development
Thesis Collection - Portfolio Development (Digital)
English -VII (Thesis Report)

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF TEXTILE DESIGN

BACHELOR OF STUDIES: TEXTILE DESIGN AND PRODUCTION

Total Credit Hours: 131

The Bachelor of Studies in Textile Design is a comprehensive undergraduate program that thoroughly equips students with essential skills and knowledge required to excel in the textile and fashion industry. The aim of the degree is to nurture forward-thinking, technically proficient, and environmentally conscious textile designers and managers.

This degree offers a variety of learning experiences, including hands-on studio work, technical proficiency, digital design, and research projects, fostering an in-depth understanding of both traditional and modern textile techniques. It provides students with a comprehensive understanding of the textile industry and integrates innovation, technology, and sustainability with an understanding of market dynamics and management principles.

As part of this program, students have the opportunity to engage in research projects, case studies, and practical assignments to apply theoretical knowledge and develop problem-solving abilities. Through the use of the latest technologies, digital tools, and machinery used in textile manufacturing, design, and management, students learn about material understanding, sustainable practices, eco-friendly materials, and responsible production and consumption.

CAREER OPPORTUNITIES:

Graduates of the Bachelor of Studies - Textile Design program can pursue various career paths in the textile and apparel industry, including:

- Research & Development Department
- Product Developer
- Sustainability: CSR Department
- Supply Chain/Logistic Manager
- Quality Assurance Manager
- Marketing and Brand Manager
- Entrepreneur (Start-ups in Textile Industry)
- Trade Analyst
- Production Manager
- Fabric sourcing Department
- Textiles and Apparel industry
- Home furnishings

SEMESTER 3 AND 4 Courses

Textile Production Technique-I (Weave & Knit)
History of Textiles (South Asia)
Textile and Digital Mediums
Dyeing & Finishes-I (Natural)
English -III (Expository English)
Basics of Textiles
Printing Technology
Technical Textiles-I
Business Math & Statistics
Vocabulary & Product Detail (Home & Apparel)
Textile Design-I (Research-Based Studio Practice)
Textile Production Technique-II (Weave & Knit)
Textile Materials (Fibers & Yarns)
Craftology in Textiles (Embroideries & Finishes)
Dyeing & Finishes-II (Industrial)
Textile Marketing & Merchandising
Textile Calculations
Entrepreneurship
Civics & Community Engagement

SEMESTER 5 AND 6 Courses

Textile Design-II Research-Based Studio Practice
Composites & Non-woven Textiles
Textile Material Sourcing & Standardization
Sustainable Design & Technology
Furnishing & Upholstery Fabrics
Market Research & Consumer Insights
Digital Transformation in Textiles (Scott weave, Jacquard Knit, Wilcom, Style 3D)
Elective-I
Elective-II
Technical Textiles-II (Research-Based Studio Practice) (Smart & Medi tec textiles)
Textile Buying & Trend Forecasting
Brand and Retail Management
Capstone Project (Entrep. Project & Presentation)
English - IV (Public Speaking & Professional Presentation Skills)
Digital Marketing & E-Commerce
Production Planning & Control

SEMESTER 7 AND 8 Courses

Thesis: Textile Design -III (Research Project Proposal)
Textile Quality Control & Compliances
Textile Logistics Management
Global Textile & Apparel Business Dynamics
English - V (Thesis Report)
Career Success Skills
Internship / Field Experience
Thesis: Textile Material Development
Thesis: Sample Testing & Quality Control
Thesis: Market Strategies & Feasibility
Thesis Product Development/Prototyping
Thesis Collection - Portfolio Development (Digital)
English-VI (Thesis Report)

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF GEMS & JEWELLERY DESIGN

BACHELOR OF DESIGN: JEWELLERY DESIGN AND GEMOLOGICAL SCIENCES

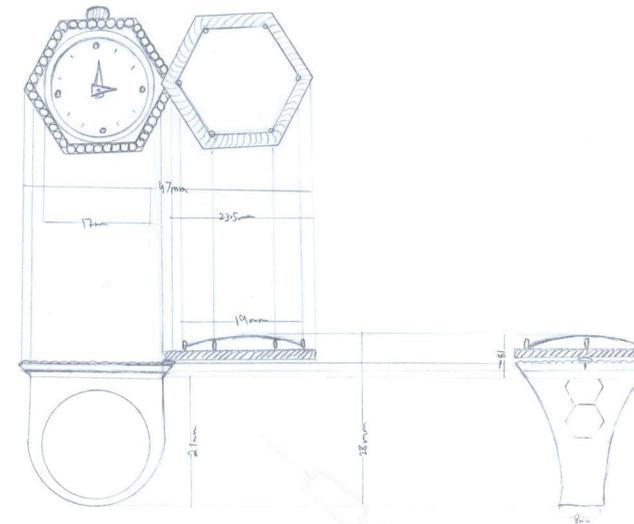
The Bachelor of Design in Jewellery Design and Gemological Sciences offers a comprehensive four-years Undergraduate program aimed at equipping students with both traditional craftsmanship and modern technological skills. With an emphasis on industry-employability skills, the curriculum includes hands-on experiences, lectures, internships, field visits supported through theoretical, research-based learning and strong affiliations with gems and jewellery industry.

With a focus on innovation and creative thinking, the program allow students to design and manufacture jewellery while enabling them to cultivate a strong knowledge and understanding of materials and techniques across both historical and contemporary contexts. Students learn traditional metalwork and lapidary techniques alongside contemporary methods such as CAD/CAM. The program fosters an interdisciplinary approach through diverse courses in language, social psychology, civic engagement and professional skills, preparing students for the professional world. In Semester V, students have an opportunity to undertake two electives across diverse design departments at PIFD.

In the final year, students develop a portfolio showcasing their personal design philosophy through thesis research. This is complemented by mandatory internships and international study trips to further enhance their knowledge and skills in the field. Our graduates have pursued further studies at prestigious institutions, including Virginia Commonwealth University, Qatar, Goldsmiths, UK, Trier University, Idar-Oberstein Germany, IED, Milan, Italy and Gemological Institute of America (GIA).

CAREER OPPORTUNITIES:

Our graduates take up diverse career paths, working with jewellery industry, jewellery designers, fashion design houses, independent studio jewellers, jewellery entrepreneurs, handcraft technicians, CAD/CAM specialists and academic professionals and educationists. Additionally, many find opportunities in the gem business, leveraging their expertise in gemology and jewellery design to excel in various roles within this industry.



**BACHELOR OF DESIGN:
JEWELLERY DESIGN AND GEMOLOGICAL SCIENCES**

Total Credit Hours: 137

SEMESTER 3 AND 4 Courses

Introduction to Gemology
Metallurgical Sciences- I
Jewellery Design-I (Research Based Studio Practice)
History of Jewellery and Adornment-I
English-III (Expository Writing)
Digital Design-I (CAD/CAM)
Technique – II ((Sawing Piercing, Soldering, Wax Carving)
Creative Studio – I (Translation of 2D to 3D Design)
Technical Studio - I (Traditional Techniques- Chasing Repousse, Die stamping, Openwork)
Jewellery Calculations
Digital Design II (CAD/CAM)
Entrepreneurship
Civic and Community Engagement
Creative Studio - II (Idea, Concept & Design)
Technical Studio - II (Traditional Techniques- Enamelling, Filigree & Granulation)
Gemstone Identification, Grading & Carving
Metallurgical Sciences- II
Language - I (Arabic/German)
Jewellery Design-II (Research Based Studio Practice)
History of Jewellery & Adornment - II

SEMESTER 5 AND 6 Courses

Technical Studio - III (Gemstone Settings)
Jewellery Costing
Gemstone Cutting & Cabochon
Language - II (Arabic/German)
Digital Imaging (Product Photography)
Creative Realization - I (Idea to Wearability)
Elective - I
Elective - II
Jewellery Design-III (Research Based Studio Practice)
History of Jewellery and Adornment-III (Early Modern to Contemporary)
English – IV (Professional Speaking & Presentation)
Digital Design - III (CAD/CAM)
Capstone Project (Entrep. Project & Presentation)
Technical Studio - IV (Kundan Meena, Engraving)
Language - III (Gems & Jewellery Terminology in Arabic/German)
Creative Realization - II (Idea to Wearability)
Gem Cutting and Faceting - I
Jewellery Design-IV (Research Based Studio Practice)

SEMESTER 7 AND 8 Courses

English - V
Creative Realization - III (Advance- Fine Jewellery Techniques)
Gem Cutting and Faceting - II
Jewellery Design - V (Research Based Studio Practice- Thesis)
Digital Design Fabrication (3D)
Material Experimentation and Prototyping
Alternate Materials (Glass-beads & Ceramic techniques)
Internship/Field Experience
English - Thesis Report
Thesis: Product Design and Developments
Thesis: Product Technical Drawing and Rendering
Thesis: Product Fabrication
Thesis: Product Fabrication and Finishing
Thesis: Portfolio Development (Digital)

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF FURNITURE DESIGN AND MANUFACTURE

PIFD is the only institute in Pakistan offering a four-year undergraduate degree in Furniture Design and Manufacture. Established in 2009, the curriculum and labs were developed in consultation with designers and industry experts.

Department of Furniture Design and Manufacture offers two degree programmes:

- Bachelor of Design: Furniture Design and Manufacture
- Bachelor of Design: Interior Design

BACHELOR OF DESIGN: FURNITURE DESIGN AND MANUFACTURE

The programme fosters independent and creative thinking through a series of design projects. The curriculum blends contemporary design, manufacturing techniques, and business awareness, with a strong focus on hands-on experience.

CAREER OPPORTUNITIES:

Graduates can pursue a career as furniture designers, consultants, work for established brands, or work as entrepreneurs. They also have the opportunity to join academia.

BACHELOR OF DESIGN: FURNITURE DESIGN AND MANUFACTURE

Total Credit Hours: 139

SEMESTER 3 AND 4 Courses

English-III (Expository Writing)
Technique-II (Furniture Manufacture)
Furniture Design Studio-I (Research Based Studio Practice)
History of Architecture, Interior & Furniture - I (South Asia)
Digital Mediums (Digital Marketing)
Model Making & Finishing Workshop
Drawing-III (Perspective and Proportion in Furniture Design)
Technical Studio-I (Drafting)
Upholstery Materials and Techniques-I
Furniture Silhouette, Vocabulary & Detail
English-IV (Professional Public Speaking and Presentation)
Furniture Design Studio-II (Research Based Studio Practice)

History of Architecture, Interior & Furniture - II (19th Century onwards)
Technical Studio-II (Drafting and Manufacturing)
Upholstery Materials and Techniques-II
Drawing-IV (Visual Thinking and Sketching)
Traditional Hand Crafting Techniques-I
Entrepreneurship
Civics and Community Engagement

SEMESTER 5 AND 6 Courses

Furniture Design Studio-III (Research Based Studio Practice)
Technical Studio-III (Drafting and Manufacturing of Cabinet Making)
Upholstery-Leather
Digital Drafting Lab-I
Traditional Hand Crafting Techniques- II
Language-I (Italian)
Drawing-V (Furniture Illustration Techniques)
History of Furniture-I
Elective-I
Elective-II
Furniture Design Studio-IV (Research Based Studio Practice)
Technical Studio-IV (Contemporary Sustainable Materials)
Language-II (Italian)
History of Furniture-II
CAD Modeling for Furniture
Creative Realization-I (Metal Techniques and Exploration)
Product Costing-I
Sustainable Materials
Space Design and Planning for Furniture and Interior
Capstone Project (Portfolio and Presentation / Articulation)

SEMESTER 7 AND 8 Courses

English-IV
Furniture Design Studio-V (Research Based Studio Practice- Thesis)
Technical Studio-IV (Drafting and Manufacturing)
Upholstery Finishes
Creative Realization-II (Metal & Contemporary Material Techniques)
Product Costing-II
CAD Modeling for Upholstered Furniture
Sustainable Practices & Solutions
Field Experience/Internship
English-Thesis Report
Thesis - Furniture Design Studio - VI
Thesis- Creative and Technical Realization
Thesis- Material and Finishes
Thesis - Product Manufacturing
Thesis Portfolio Development (Digital)

* Elective: Students will choose elective courses from other departments up to 04 credits.



BACHELOR OF DESIGN: INTERIOR DESIGN

Total Credit Hours: 139

Interior design shapes the way we experience the world. It is a dynamic and vital discipline that influences every aspect of our lives from the comfort of our homes to the functionality of workplaces, the vibrancy of public spaces and even the restorative power of healing environments.

This degree program is designed for creative thinkers who are passionate about transforming spaces into meaningful, functional and inspiring environments. Through a blend of theoretical knowledge, technical skills and hands-on practice, students will learn to craft interiors that enhance well-being, foster productivity and elevate aesthetics.

CAREER OPPORTUNITIES:

Interior designers collaborate with a wide network of professionals from architects and craftsmen to furniture designers and real estate developers. Whether launching your own firm, joining a design agency or specializing in niche markets like lighting or historic preservation, a degree in interior design opens doors to a fulfilling and ever-evolving career.

SEMESTER 3 AND 4 Courses

Space Design Studio-I
 Drafting and Model Making
 CAD-I (AutoCad)
 Materials for Interior
 History of Interior-II
 English-III (Expository Writing)
 Color Technology
 Drawing-III (Perspective and Proportion in Interior)
 Space Design Studio-II
 CAD-II (Sketchup)
 Materials Methods and Making
 Digital Marketing
 Building Technology-I
 English-IV
 Drawing-IV (Visual Thinking and Sketching)
 Civics and Community Engagement

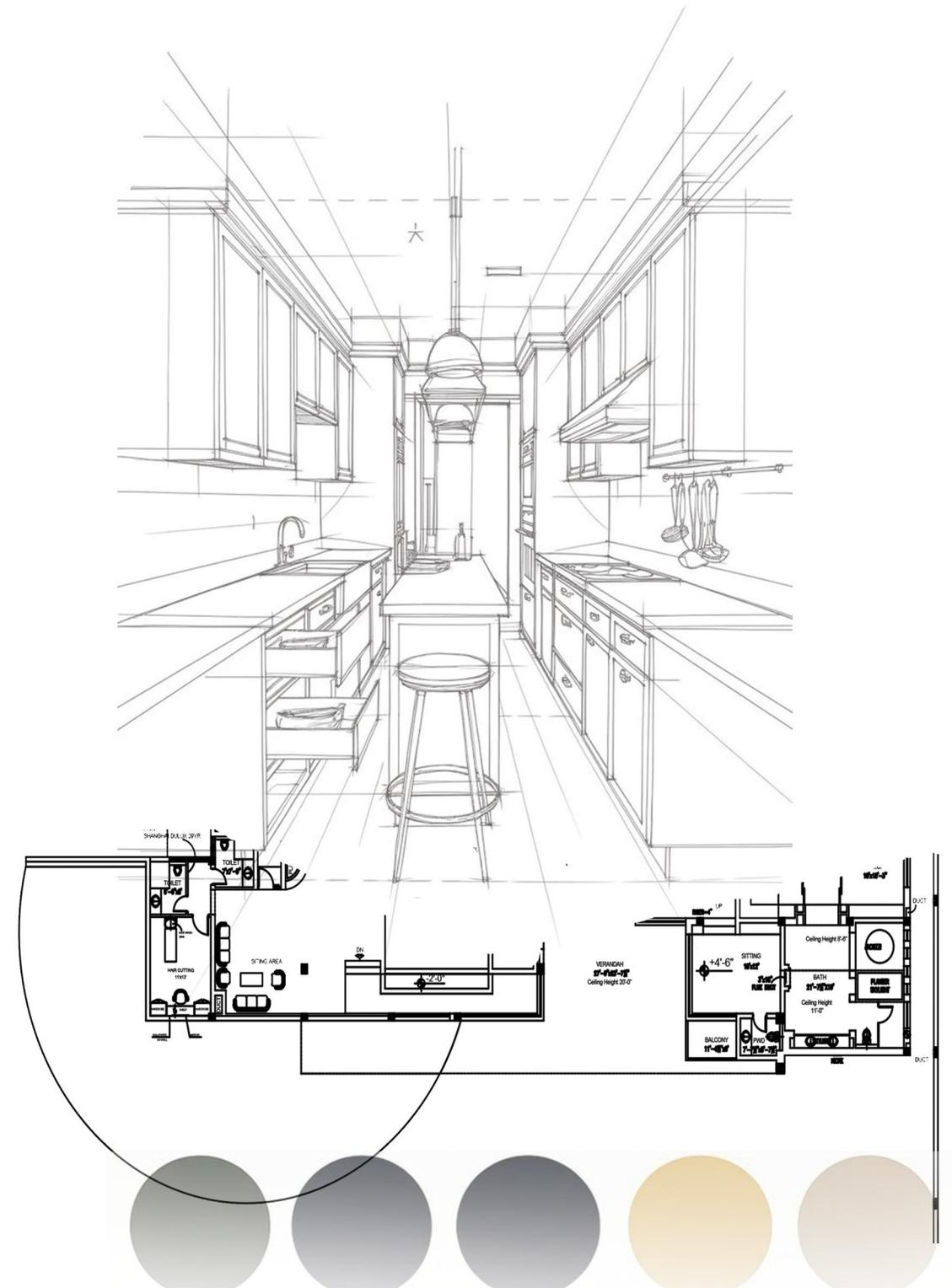
SEMESTER 5 AND 6 Courses

Schematic Design Studio-I
 CAD-III (Sketchup Lumion)
 Digital Communication (AI)
 Digital Techniques (Interior Lighting)
 Building Technology-II
 English-V (Profession Public Speaking and Presentation)
 Drawing-V (Interior Illustration Techniques)
 Elective-I
 Elective-II
 Schematic Design Studio-II
 Capston Project
 CAD-IV (3DS MAX)
 Structural Concepts in Interiors
 English-VI
 Visual Merchandising

SEMESTER 7 AND 8 Courses

Thesis-Design Studio-I
 CAD-V (V-ray)
 Interior Landscape
 Interior Fabrications
 Digital Portfolio Development
 English-VII
 Internship
 Thesis-Design Studio-II
 Thesis- Creative and Technical Realisation
 Thesis- Material and Finishes
 Thesis- Portfolio Deveopment (Digital)
 English-Thesis Report

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF LEATHER ACCESSORIES AND FOOTWEAR

PIFD is the only institute offering two undergraduate degree programmes tailored for creative minds, passionate about leather craftsmanship and design excellence, under the Department of Leather Accessories and Footwear programme in the country. Pakistan is one of the leading leather producing countries, and our leather footwear, apparel, and accessories manufacturing industries have immense scope for local sale and export, which is of great importance to our economy.

The department offers two undergraduate degree programmes:

- Bachelor of Design: Leather Accessories and Footwear
- Bachelor of Design: Leather Apparel and Accessories Design

BACHELOR OF DESIGN: LEATHER APPAREL AND ACCESSORIES DESIGN

B.Des Leather Apparel and Accessories Design programme offered at PIFD combines the rich heritage of leather craftsmanship with modern design sensibilities. Here, students learn to conceptualize and create leather garments and accessories that focuses on emerging fashion aesthetics. With state-of-the-art facilities, expert faculty, and industry collaborations, this degree program nurtures budding designers into skilled professionals ready to make a mark in the global fashion landscape. By mastering techniques in material selection, garment construction, and accessory design, graduates can contribute significantly to the leather apparel and accessories industry or become entrepreneurs, by adding value to the products.

Students take part in the Internship programme, which is a mandatory aspect of their training and professional education at PIFD. During the summer, each student works with brands and apparel industries for 4-6 weeks to gain hands-on experience.

To provide students with the International exposures, during summers, they are also provided with an opportunity to attend two weeks training programme at ARS Sutoria, Milan, Italy, Fashion Institute of Technology, New York, USA, or London College of Fashion, UK.

CAREER OPPORTUNITIES:

The programme paves the way for a thriving career in Leather Apparel and Accessories Design and Manufacturing. Upon completion, students can explore various roles within the Leather Apparel and Accessory industry, including

- Entrepreneur
- Designer
- Buyer
- Brand Manager
- Pattern Expert
- Product Manager
- Product Developer
- Marketing Manager
- Planner
- Academia



BACHELOR OF DESIGN: LEATHER APPAREL AND ACCESSORIES DESIGN

Total Credit Hours: 136

SEMESTER 3 AND 4 Courses

Apparel Design Studio-I (Research-Based Studio Practice)
English-III (Expository Writing)
Technique-II (Sewing)
Digital Design Mediums-I
Accessory Design-I (Leather Goods)
Technical Studio-I (Pattern)
Fashion Silhouette, Vocabulary and Detail
Leather Technology
Material Exploration
History of Fashion-I (South Asia)
Apparel Design Studio-II (Research-Based Studio Practice)
English-IV (Content Writing)
Technique-III (Sewing)
Entrepreneurship
Civics and Community Engagement
Accessory Design-II (Home Accessories)
Technical Studio-II (Pattern)
Digital Mediums (Digital Marketing)
History of Fashion-II (Western)
Global Luxury Brands

SEMESTER 5 AND 6 Courses

Apparel Design Studio-III (Research-Based Studio Practice)
Accessory Design-III (Millinery and Gloves)
Technical Studio-III (Pattern and Sewing)
Ornamentation and Surface Treatments
Digital Design Lab-I
History of Fashion Accessories-I
Global Sportswear Brands
Italian-I
Electives: Students will choose elective courses from other departments upto 04 credits
*Elective-I
*Elective-II
Apparel Design Studio-IV (Research-Based Studio Practice)
English-V (Professional Public Speaking and Presentation)
Capstone Project (Entrep. Project & Presentation)
Accessory Design-IV (Handbag)
Technical Studio-IV (Pattern and Sewing)
Digital Design Lab-II
History of Fashion Accessories-II
Italian-II
Sustainable Materials
Creative Realization-I (Contemporary Materials)

SEMESTER 7 AND 8 Courses

English-VI
Accessory Design-V (Corporate Handbags)
Digital Design Lab-III
Creative Realization-II (Prototype)
Creative Development (Pattern and Sewing)
Sustainable Solutions
Design Studio-I (Research-Based Studio Practice/ Thesis)
Internship/ Field Experience
English-VII (Thesis Report)
Thesis: Design Studio-II
Thesis: Pattern Making
Thesis: Surface Design and Treatment
Thesis: Product Execution
Thesis: Portfolio Development (Digital)

*Electives: Students will choose elective courses from other departments upto 04 credits

Field Experience / Internship (3 Credits)



DEPARTMENT OF LEATHER ACCESSORIES AND FOOTWEAR

BACHELOR OF DESIGN: LEATHER ACCESSORIES AND FOOTWEAR

Total Credit Hours: 137

Bachelor of Design in Leather Accessories and Footwear at PIFD aims to equip students with a blend of technical skills and creative expertise essential for the modern design industry. By mastering the intricacies of material selection, production techniques, and the use of industry-specific tools, students become proficient in the entire lifecycle of product development, ensuring they can create both functional and aesthetically pleasing leather accessories and footwear. Internship is a requirement for students' training and professional learning at PIFD. Students are referred to brands and footwear industries during summer for 4-6 weeks to gain practical experience. During summers, students are also provided with an opportunity to attend two weeks training programme at ARS Sutoria-Milan(Italy), Fashion Institute of Technology-New York(USA), or London College of Fashion (UK).

CAREER OPPORTUNITIES:

The scope of the programme is to prepare the students to work as:

- Footwear Designers
- Accessory Designer
- Product & Accessory Consultant Buyer
- Product Design & Development
- Brand Manager
- Product / Category Manager

It strongly cultivates the entrepreneurial skills amongst students to start their businesses for a global consumer.

SEMESTER 3 AND 4 Courses

Footwear Design Studio-I (Research-Based Studio Practice)
English-III (Expository Writing)
Technique-II (Footwear Manufacturing)
Digital Design Mediums-I
Accessory Design-I (Leather Goods)
Technical Studio-I (Pattern-Classic Shoes)
Footwear Silhouette, Vocabulary and Detail
Leather Technology
Material Exploration
History of Leather Accessories and Footwear-I (South Asia)
Footwear Design Studio-II (Research-Based Studio Practice)
English-IV (Content Writing)
Technique-III (Footwear Manufacturing)

Entrepreneurship
Civics and Community Engagement
Accessory Design-II (Home Accessories)
Technical Studio-II (Pattern Making-Boots)
Digital Mediums (Digital Marketing)
History of Leather Accessories and Footwear-II
Global Luxury Brands

SEMESTER 5 AND 6 COURSES

Footwear Design Studio-III (Research-Based Studio Practice)
Accessory Design-III (Millinery and Gloves)
Technical Studio-III (Pattern and Manufacturing)
Ornamentation and Surface Treatments
Digital Design Lab-I (Shoe Master)
History of Leather Accessories and Footwear-III (Western)
Global Sportswear Brands
Italian-I
Electives: Students will choose elective courses from other departments upto 04 credits
*Elective-I
*Elective-II
Footwear Design Studio-IV (Research-Based Studio Practice)
English-V (Professional Public Speaking and Presentation)
Capstone Project (Entrep. Project & Presentation)
Accessory Design-IV (Handbag)
Technical Studio-IV (Pattern and Manufacturing)
Digital Design Lab-II
History of Leather Accessories and Footwear-IV (Western)
Italian-II
Sustainable Materials
Creative Realization-I (Contemporary Materials)

SEMESTER 7 AND 8 COURSES

English-VI
Accessory Design-V (Corporate Handbags)
Digital Design Lab-III
Production Planning and Control
Creative Realization-II (Prototype)
Creative Development (Pattern and Manufacturing)
Sustainable Solutions
Design Studio-I (Research-Based Studio Practice/ Thesis)
Internship/ Field Experience
English-VII (Thesis Report)
Thesis: Design Studio-II
Thesis: Pattern Making
Thesis: Surface Design and Treatment
Thesis: Product Execution
Thesis: Portfolio Development (Digital)

*Electives: Students will choose elective courses from other departments upto 04 credits

Field Experience / Internship (3 Credits)



DEPARTMENT OF CERAMIC AND GLASS DESIGN

BACHELOR OF DESIGN: CERAMIC AND GLASS DESIGN

The Department of Ceramic and Glass Design offers a comprehensive four-year Bachelor degree programme in Ceramic and Glass Design. This department provides a distinctive platform for students to explore and translate innovative concepts into both functional and decorative designs using ceramic and glass as primary mediums.

PIFD stands as a pioneer among ceramic design institutions in Pakistan by introducing specialized education in glass design, supported by a state-of-the-art, fully equipped glass workshop. With a strong emphasis on industrial manufacturing processes, the program encourages students to adopt an original and thoughtful design approach, challenging conventional perspectives through a material-centric lens.

The curriculum is designed to impart in-depth knowledge of materials, mastery of techniques, and the integration of form, function, and ergonomics. It fosters a spirit of experimentation and innovation. Particularly in the third and fourth years of study, the program offers a combination of diverse and advanced courses that deepen students' understanding of design theory and character within the context of Ceramic and Glass Design. This is achieved through a structured framework emphasizing analytical, practical, and critical evaluation.

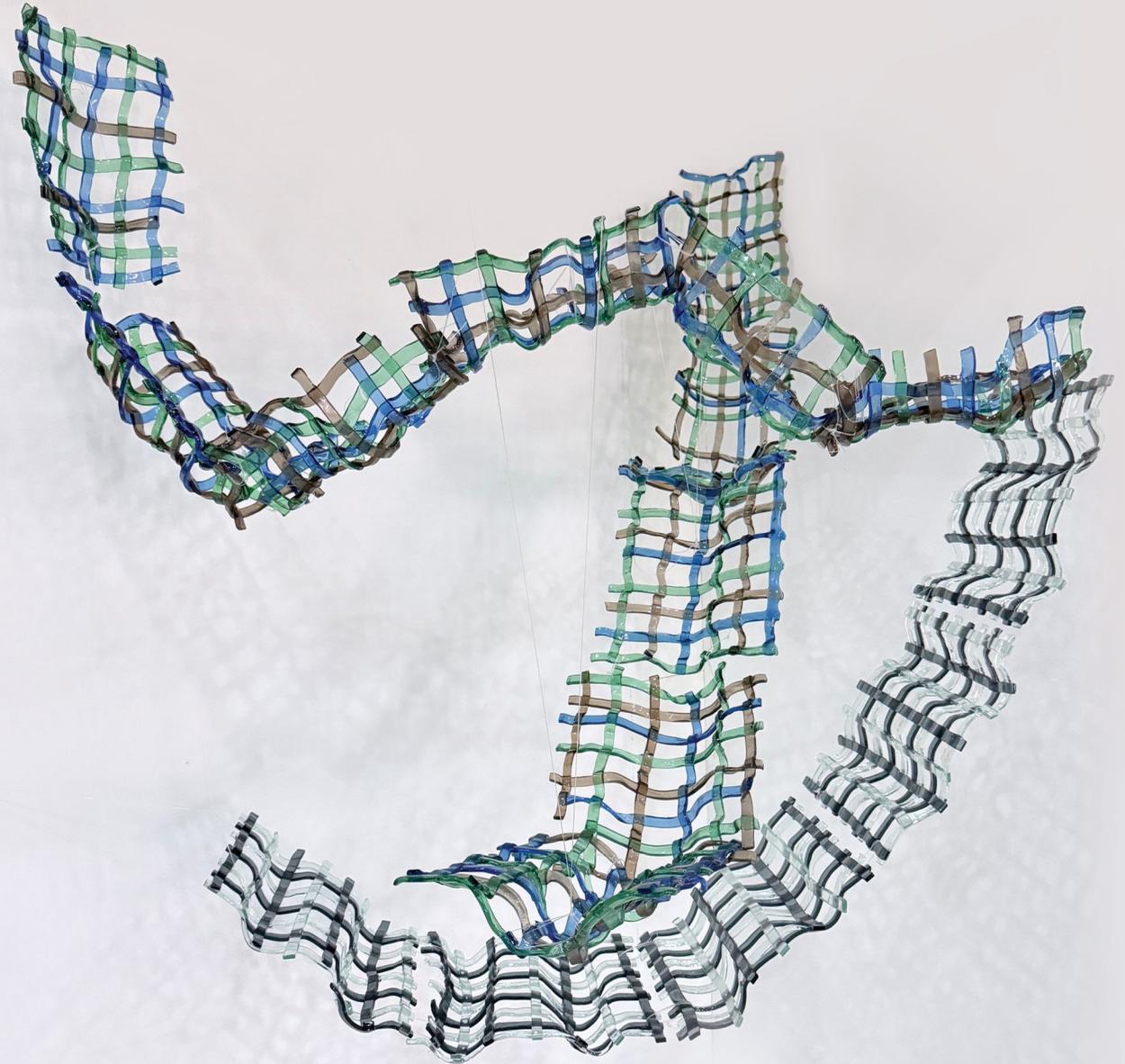
This rigorous academic experience, underpinned by high-quality teaching methodologies, cultivates a contemporary sensibility in the design of ceramic and glass products. It is envisioned that this forward-looking education will significantly contribute to the future growth and recognition of the field within Pakistan.

CAREER OPPORTUNITIES:

Graduates of the Ceramic and Glass Design program possess the knowledge and skills to apply their understanding of materials through a multidisciplinary approach, enabling them to explore and contribute to various emerging sectors within Pakistan.

The breadth of the discipline allows future graduates to pursue careers in diverse fields such as product design, tableware, furniture design, jewelry design, interior and exterior design, as well as industrial design.

This versatility positions graduates as highly valuable professionals capable of addressing the evolving demands of contemporary markets. There exists a significant gap in the design sector, presenting ample opportunities for employment across a spectrum of industries—from small-scale manufacturing units to large-scale industrial enterprises engaged in the production of tableware, sanitary ware, tiles, and both functional and decorative objects.



BACHELOR OF DESIGN: CERAMIC AND GLASS DESIGN

Total Credit Hours: 138

SEMESTER 3 AND 4 Courses

Design Studio - I
Drawing-III (Life Drawing & Human Anatomy)
Digital Design-I (3DMax)
Ceramic Techniques - I (Fabrication)
English-III (Expository Writing)
Ceramic & Glass Vocabulary and Detail
History of Ceramics & Glass-I
Creative Studio-I (Ornamentation)
Chemistry-I (Clay & Bodies)
Design Studio - II
Drawing-IV (Observational, One Point, Two Point & Three Point Perspective)
Digital Design-III (3D Max Rendering)
Entrepreneurship
Civics & Community Engagement
Product and Digital Marketing
History of Ceramics & Glass-II
Creative Studio-II (Surface Treatments)
Ceramic Techniques-II (Throwing)

SEMESTER 5 AND 6 Courses

Drawing-V (Technical Drawing)
Digital Design-IV (Auto CAD)
Glass Technique-I (Lampwork)
English(Public Speaking & Presentation Skills)
Design Realization (Industrial Mould & Cast)
History of Art & Design-I
Product Costing
*Elective-I
*Elective-II
Arabic / Turkish-I
Design Studio - IV
Drawing-VI (Research Based Observational and Technical Drawing)
Glass Technique-II (Slumping & Fusing)
English-V (Report Writing)
Capstone Project (Entrep.Project & Presentation)
History of Art & Design-II
Chemistry-II (Glazes)
Arabic / Turkish-II

SEMESTER 7 AND 8 Courses

Design Studio-V
Drawing -VII (Research based Observational and Technical Drawing)
Technical Studio-II (Rapid Prototyping)
Manufacturing Techniques-I
English-VI (Thesis Report)
Digital Imaging (Product Photography)
Sustainable Solutions
Internship/Field Experience
Arabic / Turkish-III
English-VII (Thesis Report)
Thesis: Design Studio-VI
Thesis: Manufacturing Techniques
Thesis: Finishing Techniques
Thesis: Glazing & Firing Techniques
Thesis: Portfolio Development (Digital)

* Elective: Students will choose elective courses from other departments up to 04 credits.



DEPARTMENT OF CREATIVE ARTS

BACHELOR OF FINE ARTS: VISUAL ARTS

The BFA in Creative Arts programme aims for future graduates to have the art practice, digital strategies, and critical thinking skills that are in line with the 21st century, enabling them to make a mark locally and also stand out on a global platform.

Creative Arts programme is committed to nurturing artistic excellence and providing a dynamic learning environment for aspiring professionals. Our holistic ethos and multidisciplinary approach, acknowledges and promotes, the inter-connection of the various disciplines of visual art, with focus on traditional, contemporary, and alternative practices. It provides students the opportunity, to delve into mix-media practice to create innovative outcomes that incorporate traditional fine arts and digital media.

The programme fosters integrated learning within a collaborative environment that will help future graduates to flourish in the art community, market, and industry. Students will acquire a variety of visual art skills, while also developing critical thinking and awareness of artistic concerns, issues, and developments that define the artistic field of the past, present and future, locally and globally.

By choosing Creative Arts for their undergraduate degree, students will be opting for an inclusive environment where their creativity and individuality is celebrated, and their artistic voice is nurtured. They will gain exposure to the art field and industry through experiential learning, led by curatorial projects, residencies, competitions, exhibitions, workshops, seminars, symposiums, as well as collaborations with specialists of the field.

CAREER OPPORTUNITIES:

As a visual artist, there are a diverse range of career opportunities that not only cater to the creative expression of the graduates, rather also aim at simulating a progressive professional growth. Potential career paths include:

Advertising, Animator, Art Critic, Art Dealer, Art Director, Art Educator, Caricaturist, Ceramicist, Computer Graphics, Creative Director, Curator, Digital Illustrator, Entertainment Industry, Entrepreneur, Exhibition/ Event Designer, Fashion Industry, Film and TV, Fine Artist, Gallery Owner, Graphic Designer, Illustrator, Installation Artist, Interior Designer, Mixed-Media Artist, Model Maker, Motion Graphics Designer, Multimedia Artist, Muralist, Museum Educator, Painter, Photo Editor, Photographer, Printmaker, Public Arts, Sculptor, Set Designer, Storyboard Artist, Videographer, Visual Artist, Visual Effects Animator



BACHELOR OF FINE ARTS: VISUAL ARTS

Total Credit Hours: 131

SEMESTER 3 AND 4 Courses

Visual Art Studio-I (Integrated Studio)
History of Art-I: South Asia
Photography and Editing
Creative Studio-I: Painting
English-III: Expository Writing
Art as Narrative
Technique-II: Sculpture
Printmaking
Visual Art Studio-II (Integrated Studio)
History of Art-II: Islamic Art and Architecture
Stop Motion Animation and Claymation
Creative Studio-II: Miniature Painting
English-IV: Content Writing
Spatial Art: Object and Site
French-I
Introduction to Art Practices and Visit to Galleries
Civics and Community Engagement

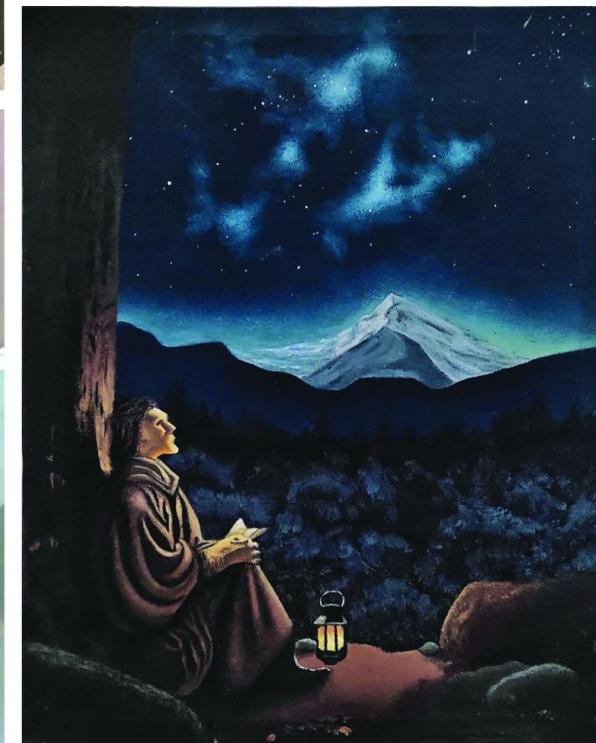
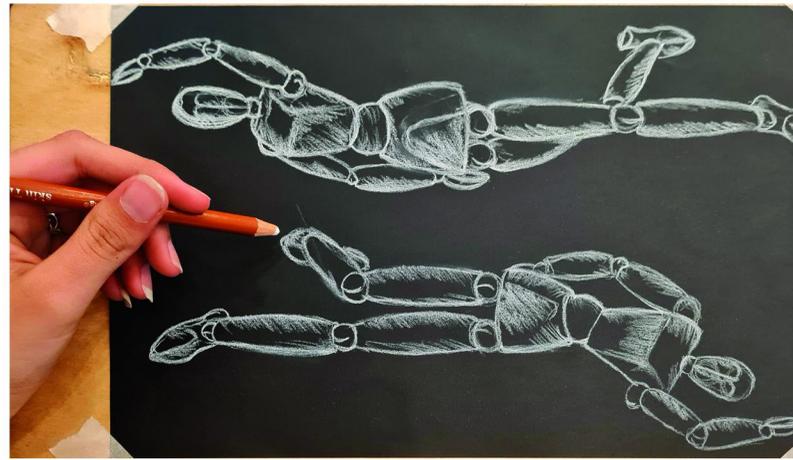
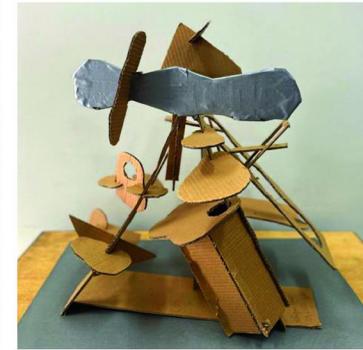
SEMESTER 5 AND 6 Courses

Visual Art Studio-III (Integrated Studio)
History of Art-III: Western Art
Studio Photography and Post-Production
Creative Studio-III (Pathway)
Digital Art
Typography and Calligraphy
French-II
* Elective I
* Elective II
Visual Art Studio-IV (Integrated Studio)
History of Art-IV: Modernism to Contemporary Art
Motion Graphics
Creative Studio-IV (Pathway)
Professional Practices and Art Management
Digital Illustration and Painting
English-V: Professional Public Speaking and Presentation Skills
Capstone Project: Mini Thesis

SEMESTER 7 AND 8 Courses

Visual Art Studio-V (Integrated Studio)
Creative Studio-V: Research and Concept Development
Professional Practices
Digital Portfolio-I
Creative and Critical Art Theory
English-VI
French-III
Internship
Thesis: Concept Realization
Thesis: Material and Processes
Thesis: Execution
Thesis: Exhibition and Curation
Digital Portfolio-II
English - Extended Essay / Research Report

* Elective: Students will choose elective courses from other departments up to 04 credits. 2 to 6 contact hours



ALUMNI

Pakistan Institute of Fashion and Design (PIFD) has a very impressive track record of creating successful designers. PIFD has a major share in the league of designers in Pakistan. Pakistan's portfolio of talented and successful designers such as Maria B., HSY, Karma, Maheen Kardar, Kamiar Rokni, Nomi Ansari, Nayna and Usman Dittu, just to name a few, have the name of PIFD among their credentials. PIFD has produced 2183 graduates till date.



MARIA B.



SAHAR ATIF



HSY



KAMIAR ROKNI



USMAN DITTU



SAMAN ARIF



NOMI ANSARI



MEHDI



SAIRA SHAKIRA



MISHAAL MOAZZAM



ALI XEESHAN



SARA ROHALE ASGHAR



MOHSIN ALI



AKIF MAHMOOD



HAMMAD UR REHMAN



ZONIA ANWAAR



FAIZA SAQLAIN



HUMZA BUKHARI



ZAIB JANJUA



AHMED SULTAN



ZAINAB ZULFIQAR



AYESHA USMAN



MEHR AZAM



HUSSAIN REHAR



KANWAL MALIK



ZUBIA ZAINAB



ABBAS JAMIL RAJPOOT



MARIA SHAFI



ZAIN HASHMI



ADEN REHAN



HIRA SHEIKH



ARSALAN SARWAR



TEHNIYAT SALMAN



RUBAB KHALIQUE



ZAINAB KHALID



SHAHTAJ KAISER



AROJ CHAUDHARY



SARA AHMED



HASHIM IJAZ



JANNAT TAHIR



AREEJ QADIR



ARUJ BUTT



ZARMISHA DAR



RIYA SHARGEEL



SADIA ANSARI



MAHAD ISHTIAQ



AMMEN USMAN



AZKA NAVEED



JAHANGIR KHAN



AMMAR ELAHI



NAVEED



AMEN SHEHZAD



SANA FAROOQ



SANA NISAR



ZAHEEN KAMRAN



ZUNAIRA MUSHTAQ



WALEED ZAFAR



ZULQARNAIN LATEEF



AMEER FAZAL



FATIMA MAROOF KHAN



MOMINA SARFARAZ



MOMINA SARFARAZ



SUMREEN MAHMOOD

BRANDS BY PIFD GRADUATES

Adnan Khan
Ahmad Sultan
Ahsan Nazir
Akif Mehmood
Ali Xeeshan
Altair
Ameer Brothers Furnishers
Arsalan Sarwar
Areej Qadir
Arsal Pervaiz
AJR Couture
Chapter 13 by Sadia Ansari
Dur-e-Shahwar
Faiza Saqlain
FANAS by Sana Farooq
Fatima Iftikhar
Guzel.Luxe by Rija Shargeel
Hafsa Jahan Jewellery
Hammad Khawaja
Haute Form by Zaib & Zeeshan
Hira Amjad
HOUSE OF AKM by Aamina Karim Malik
Hussain Rehar
Humna Irfan
Hashim Ijaz
Hiba Tariq Designer Jewellery
KOMAL by Komal Hasnain
Jannat Tahir
Karma by Maheen Kardar
Kanwal Malik
L'ATTLIER by Sara Raza
Malboos
Maria B. by Maria Butt
MASHAAL by Mashaal Moazam
MASTIQUE by Farayal Hussain
Mehdi
MERAKEI by Momina Sarfarz
Mirer by Ramsha Ijaz
Mishal Shami Blogger
Mohsin Ali
Maria Shafi
Nayna by Saman Arif
Nomi Ansari
Noon By Nadir
OPALINE
Pelle Producto by Mahad Ishtiaq
Print Therapy by Waqas Ahmed
Punto Clothing Qadiem by Maryam Nasir
Rahmeen Qureshi Couture
Rishmal by Risham Saqib

Roohal Zahra
Rabail Zia
Saai by Sahar Atif
Saira & Shakira
Sara Ahmed
Senses by Sumreen
Shahab Saqib Event Management Company
Shahtaj Qaiser
Shehlla Hashim
Saleha Samad
SKR by Sheheryar Khan Rasik
SOUK SRA by Sara Rohale Asghar
Studio Contrive
Shahtaj Kaiser
Tasmiyah by Momina Shafiq
Tehniyat Salman
The House of HSY by Hassan Sheheryar Yasin
The House of Kamiar Rokni by Kamiar Rokni
The Phantom Republic by Ammar Elahi
The Print Kahani
Topnotch
Tehreema Ashfaq
Usman Dittu
Walkerz footwear by Agha Husnain Khan Waniya
by Mehr Azam
Zaheen Kamran
Zain Hashmi
Zainab Salman
Zarmisha Dar
Zonia Anwar
Zainab Zulfiqar
Zubia Zainab
Zain ul Furqan
Zunaira Rana
Zrgr by Maaz

EMPLOYMENT & INTERNSHIPS

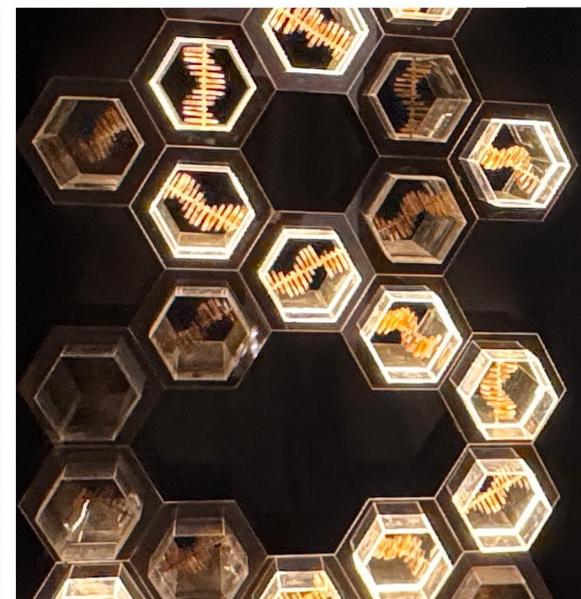
Afsan Nasir
Ahad Home Signatures
Ahan
Ali Xeeshan
Aliel Jewellers
Amber Sami
Ameer Brothers & Furnishers
Amer Adnan
Amna Sharif
Anjum Tariq Sohail (ATS)
Asifa & Nabeel
Atom
Atoms
Azgard 9
Baksh Group
Bareeze
Baroque
Bata
Beach Tree by HKB
Bonanza
Borjan
Caanchi & Lugari
Cambridge Fashion
Chapter 13
Chenone (Pvt) Ltd.
Chinyere
Clive Shoe
Coca Cola
Crescent Group
Cross Roads
Cross Stitch
De Mario
Debenhams
Decent Furnishers
Dion
Dolce` Vita
Damas
DYOT
ECS (Ehsan Chappal Store (Pvt.) Ltd.
E'lan Elcote
Engine
Equator
Fahad Hussayn
Faiza Saqlain
Fakeera Fakeero Sculpture Artist Sindh
Fantac
Farasha
Faraz Mannan
Firhaj Footwear (Pvt.) Ltd (Hush Puppies)
Forecast
Forest Sweaters
Generation
Gul Ahmed
Hanif Jewellers
Hassan Rehar Hanif Jewellers
Hassan Sheheryar Yasin
HKB

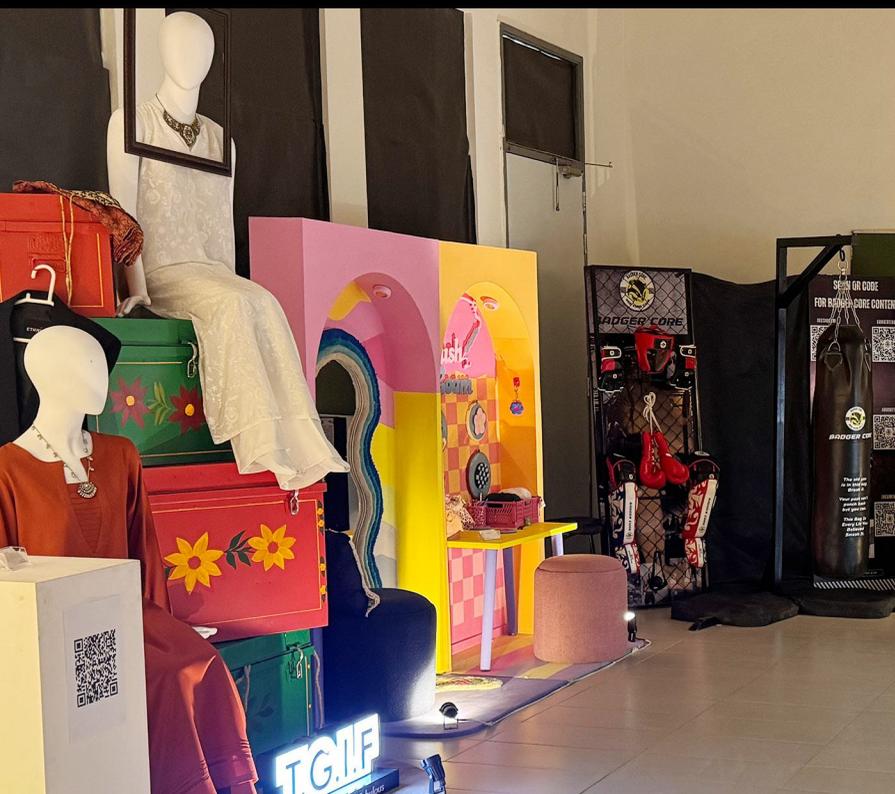
Honey Waqar
Hop Scotch
Hussain Rehar
Hyper Star
Imbias
Insole
JOMO
Kamiar Rokni
Karma by Maheen Kardar
Kashf Foundation
Kayseria
Khaadi
Kohinoor Mills
LAMA
Leather Tex (Julke)
Levis
Logo Shoes
Looptex
Maheen Khan
Maklab
Makro
Mango
Mannequin
Maria B.
Markhor Shoes
Marriala Consultants
Master Group of Companies
Matrix Sourcing
Meeras by Nilofer Shahid
Mehdi
Mens Store
Metro
Minnie Minors
MKY
Mohkam
Mohsin Naveed Ranjha
Moin Jewellers
Monark
Mullen Low
Muse
Mustaqim Pvt. Ltd. Karachi
Mysie by Tahira
National Furnishers
Nayna by Saman Arif
Neemar
Next
Nickie Nina
Niloffer
Nishat Mills
Nomi Ansari
One Degree
Outfitters
Pakistan Poverty Alleviation Fund
Pepper Land
Petal Paints Lahore
Pop n Jay
Profine
Puma North America
Rema Qureshi
Rema Republic by Umer

Republic Menswear
Reshma Textile Mills
Rici Melion
Royal Tag
Ruby Jewellers
Saddiq Leather Works
Sahar Atif
Saira Rizwan
Saira Shakira
Sana Safinaz
Sapphire Industries Service Group
Sculpture Department Govt. of Sindh
Sefam (Leisure Club)
Service Industries
Shabbir Tiles
Shafaq Habib
Shafi (Pvt.) Ltd, Lahore
Shiza Hassan
Shoe Planet
Sobia Nazir
Solitaire
sonar
Souvenirs Jewellers
Startlet Shoes
Stile Ceramics Studio
Stoneage
Studio`O
Style Textiles
Stylo
Sublime by Sara Shahid
Suffuse
Teena By Hinna Butt
Unilever
University of Art and Culture, Jamshoro
Unze-London
Urban Culture
Urban Galleria
UrbanSole
US Apparel
Vanya
VM center for Traditional Art, Karachi
Vohra and Saigol
Woodland Furnishers
Woolfe
Workman Furnitures
Xarasoft
Zaheen Kamran
Zamanay
Zara Shahjahan
Zargali by Solitaire Designer Jewellery
Zarq
Zeem by Cambridge
Zohra Rehman
Zuria Dor

100% EMPLOYMENT RATE

EXHIBITIONS & DISPLAYS





FACILITIES & RESOURCES



The facilities include spacious studios, lecture halls, technical labs, fabric museum, colour physics lab, exhibition hall, auditorium, and an amphitheatre. Administrative blocks, public areas and basic amenities have also been carefully planned. The sophisticated laboratories are equipped with state-of-the-art equipment and are customized to the last inch to meet the requirements of world class fashion studies. The amphitheatre gives the students ample space to showcase their work in a professional manner within the campus. Other facilities include digital cafe, counselling centre and cafeteria.

An on campus well stocked book shop provides students the convenience of acquiring necessary reference material for their academic purposes. An extensive library attached with a modern media centre is also part of the all-encompassing complex. An on campus dispensary and a day care centre have also been established.

PIFD offers hostel accommodation for female students only. The institute also provides air-conditioned pick and drop facilities to its students which covers most of Lahore.



Exhibition Gallery



Sewing Lab



Needle Stitching Machine



Kiln Firing



AVL Dobby Loom



Data Centre



Roughing Machine



Computer Lab



Sole Attaching Press



AVL Dobby Loom



Hand Lasting



Panel Saw Machine



Tījuma Multihead Embroidery Machine



Sagar Fire



Draping Studio



Kiln

IN-HOUSE DISPENSARY

The health facility of PIFD is a well-equipped, patient friendly dispensary with a licensed Doctor and paramedical staff. The purpose of the dispensary is to maintain / restore health and wellbeing of students and staff. Apart from examining patients, reviewing their medical history, diagnosing illnesses or injuries, giving treatment and counselling, Medical officer and paramedical staff also promote health education by arranging different health awareness sessions: on topics like Anxiety, Obesity, Addictive behaviour, Importance of balanced nutrition, mental health and Cancer awareness etc.

PIFD endeavours to provide a safe and healthy environment for all students and staff. Our in-house medical staff is available on campus during office hours and attends everyone on a priority basis.



PIFD DESIGN AND DISPLAY CENTER AT MASJID WAZIR KHAN, WALLED CITY, LAHORE

Pakistan Institute of Fashion and Design (PIFD) opened its first Display and Sales Center (DSC) at Masjid Wazir Khan Hujra at the Walled City, Lahore, in December 2022, to showcase the design products and souvenirs made by PIFD graduates, students, and faculty. Though there was an increase in the sales of the products at the Display and Sales Centre, however, the diversity of products and their number could not be increased due to a shortage of space. Realizing this, PIFD applied and won the bid to rent a larger space, Blue House and Brown House, also known as the Historic Houses, adjacent to the Wazir Khan Mosque at Walled City, Lahore.



FACULTY

DEPARTMENT OF FASHION DESIGN

Mr. Imran Mahmood, Associate Professor/ Course Coordinator: MA Art and Design with Honors in Fashion Design, Auckland University of Technology, New Zealand.

Mr. Yasir Waheed, Faculty Member/ Consultant: Bachelors in Design, National College of Arts. Certificate in Fashion Drawing and Design/ Draping, La Chambre Syndicale de la Couture, Paris, France. One Year in Fashion Drawing, Central St. Martins, B.TECH Higher National Diploma (Knitting), Leicester Polytechnic, Leicester, UK.

Dr. Shawana Khalil, Associate Professor, PhD in Architecture, City & Design, Research Field: Fashion Design, Università'luav di Venezia Italy (Distinction Holder), MS Textiles, UMT, Lahore, Bachelor of Design (Fashion Design), PIFD, Lahore, Faculty trainings at L'Ecole de la Chambre Syndicale de la Couture Paris, France, University of Manchester, UK & Venice International University (VIU), Italy.

Mr. Muhammad Asim Naeem, Associate Professor: MS Textiles, University of Management and Technology, Lahore. Bachelor of Design (Fashion Design), Pakistan Institute of Fashion Design, Lahore. Training in Menswear at L'Ecole de la Chambre Syndicale de la Couture Paris, France. Faculty Training at La Chambre Paris, France.

Ms. Faiza Khalid, Assistant Professor: MS Film, TV & Theatre Studies, Beacon House National University, Lahore. Bachelor of Design (Fashion Design), Pakistan Institute of Fashion Design, Lahore. Bachelor in Clothing & Textiles, College of Home Economics, Lahore. Industrial Clothing Production & Manufacturing Training. Faculty Training in Menswear at L'Ecole de la Chambre Syndicale de la Couture Paris, France. Faculty Training at La Chambre Paris, France.

Mr. Abdul Manan Khalid, Assistant Professor: MS Textiles, University of Management and Technology, Lahore. Bachelor of Design (Fashion Design), Pakistan Institute of Fashion Design, Lahore. Training in Menswear at L'Ecole de la Chambre Syndicale de la Couture Paris, France. Faculty Training at La Chambre Paris, France.

Ms. Sarah Javaid, Assistant Professor: Gold Medal in MPhil, Art & Design Education, Pakistan Institute of Fashion and Design, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris, France

Ms. Kainat Siddique, Assistant Professor: MPhil, Art and Design Education, Pakistan Institute of Fashion Design, Lahore. Bachelor of Design (Fashion Design), Pakistan Institute of Fashion Design, Lahore, Faculty Training at Institut Francaise de La mode (IFM) , Paris, France

Ms. Anum Fayyaz, Lecturer: Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore. Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris, France.

Ms. Afia Mansoor, Lecturer: Enrolled in MPhil, Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore.

Ms. Sobia Akram , Lecturer: Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore.

Ms. Maisoon Faraz, Lecturer, Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore.

Ms. Maria Aslam, Lecturer , Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore.

Syed Muhammad Mohsin Ali, Lecturer, Enrolled in MPhil Art & Design Education, Pakistan Institute of Fashion and Design, Lahore. Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore.

Ms. Sidrah Riaz, Teaching Associate, Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore, Post Graduate Diploma (Human Resource), Virtual University, Lahore, Bachelor of Science (Electrical Engineering), COMSATS University Lahore.

Adjunct Faculty

Ms. Rahila Zaheer, Enrolled in Masters in Management and Design, Pakistan Institute of Fashion and Design, Lahore, Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore.

Ms. Kanwal Khan, Enrolled in Masters of Design, Pakistan Institute of Fashion and Design, Lahore, Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore.

Alliance Francaise de Lahore, For French Language Courses.

FACULTY

DEPARTMENT OF FASHION MARKETING AND MERCHANDISING

Ms. Khadija Hassan, Assistant Professor/ Course Coordinator: MPhil Business Administration, Kinnaird College for Women, Lahore. MBA in Finance & Marketing. BBA Hons., Lahore School of Economics, Lahore. Professional Certificate in Consumer Behavior and Brand Management, Fashion Institute of Technology (FIT), New York .

Dr. Faheem Jan, Assistant Professor: PhD, Business Administration (Management), GaziOsmanPasa University, Turkey, MS Management Sciences (Marketing), Hazara University, Manshera BBA (Hons), Business Administration (Marketing), Iqra University, Karachi.

Ms. Huma Saeed, Assistant Professor: MPhil Art and Design Education, PIFD, Lahore. BS Fashion Marketing & Merchandising, PIFD, Professional Diploma in Fashion Marketing, ModSpe', Paris, France.

Ms. Shahzeen Mohsin, Lecturer: Enrolled in MS Supply Chain and Retail Management, LUMS, BS Fashion Marketing & Merchandising, PIFD, Lahore.

Mr. Haroon Iftikhar, Lecturer: Enrolled in MSc. Design Management (Fashion), PIFD, BS Fashion Marketing & Merchandising, PIFD.

Ms. Naina Shaukat, Lecturer: M.Phil. Art and Design Education, PIFD, BS Fashion Marketing & Merchandising, PIFD.

Ms. Laraib Fatima, Lecturer: MBA, Lahore School of Economics, Lahore. BS Fashion Marketing & Merchandising, PIFD.

Mr. Ahmed Asif, Teaching Associate: Bachelor of Business Administration, University of Central Punjab.

Ms. Faryeal Ejaz, Deputy Course Coordinator: MBA Specialization in Information Technology, The University of Lahore.

Adjunct Faculty

Air Commodore Khalid Farooq Chishti (Rtd.) MSc in Strategic Studies, Karachi University. MSc. in Security & War Studies, Quaid-i-Azam University, Islamabad.

Mr. Faheem ud Din, MBA, Punjab College of Business Administration, Lahore.

Ms. Amna Mubeen, Masters in Textile Management with specialization in Fashion Management, University of Boras, Sweden. BS Fashion Marketing & Merchandising, Pakistan Institute of Fashion and Design, Lahore.

Ms. Alaina Khalid, BFA Visual Communication Design, Beaconhouse National University.

Mr. Saad Nasrullah, Bachelor of Laws, (LLM), University of Turin, Italy. LLM, University of the Punjab, Lahore. Bachelor of Laws (LLB), PU, Lahore.

Ms. Hira Khan, Masters, Fashion Styling & Visual Merchandising, Domus Academy Milan, Italy. MA Interior Design, NCA, Lahore.

Mr. Saquib Bhatti, MBA, Asian Institute of Technology (AIT), Thailand, MBA, University of Central Punjab, Lahore, Pakistan, B.Sc, Mathematics & Physics, F.G. Sir Syed College, Rawalpindi.

Ms. Shamim Zubair, MSc Organisational and Social Psychology from London School of Economics and Political Science. MBA in Marketing, Lahore School of Economics.

FACULTY

DEPARTMENT OF TEXTILE DESIGN

Ms. Sadaf Khalid Rana, Course Coordinator: MPhil Art and Design Education, Graduated with Roll of Honors and Distinction, Pakistan Institute of Fashion and Design, Lahore. MBA, Major in Human Resource Management, COMSATS, Islamabad.

Mr. Yasir Waheed, Faculty Member/ Consultant: Bachelors in Design, National College of Arts. Certificate in Fashion Drawing and Design/ Draping, La Chambre Syndicale de la Couture, Paris, France. One Year in Fashion Drawing, Central St. Martins, B.TECH Higher National Diploma (Knitting), Leicester Polytechnic, Leicester, UK.

Dr. Allah Dad, Assistant Professor: PhD Textile Management, Binary University of Entrepreneurship and Management, Malaysia. Master in Entrepreneurship & Small Medium Enterprises Management, Government College University, Lahore. Bachelor of Engineering, Textile, University of Faisalabad. Training in Textile subject, Konstfack University Sweden.

Ms. Bushra Jamil, Assistant Professor: Master in Communication and Cultural Studies, National College of Arts, Lahore. Bachelors in Textile Design, NCA, Lahore. Certificate Course at Mod'Spe Institute of Paris.

Mr. Muhammad Kamran, Assistant Professor: Enrolled in MPhil Art and Design Department, PIFD. Bachelor of Textile Design, National College of Arts, Lahore. Certificate Course at MOD'SPE Institute of Paris, LCF London & Rhode Island School of Design, America.

Ms. Rabbia Asif, Assistant Professor: MBA Marketing, National College of Business Administration & Economics, Lahore. BFA-Textile Design, Graduated with Distinction, University College of Art & Design, PU, Lahore. Diploma Course, Swedish School of Textiles, University of Boras, Sweden.

Ms. Saleha Samad, Lecturer: MPhil Art and Design Education, PIFD. Bachelor of Design, Textile Design, PIFD.

Ms. Asma Akhtar, Lecturer: Bachelor of Design, Textile Design, PIFD.

Ms. Akasha Malik, Lecturer: Bachelor of Design, Textile Design, PIFD.

Ms. Ayesha Daud Khawaja, Lecturer: Enrolled in MPhil in Art and Design Education, PIFD. Bachelor of Design, Textile Design, PIFD.

Ms. Nehdia Noor, Lecturer: Enrolled in MDes Fashion Design, PIFD. Bachelor of Design, Textile Design, PIFD.

Ms. Hadiya Hassan, Lecturer: Bachelor of Design, Textile Design (Gold Medalist), PIFD.

Adjunct Faculty

Ms. Madiha Mahmood, MA Fashion and Luxury Brand Management, Istituto Marangoni, Milan-Italy. Bachelors of Textile Design, National College of Arts, Lahore.

Ms. Samana Akmal, Bachelor of Design, (Textile Design), PIFD.

Mr. Arslan Sarwar, Bachelor of Design (Textile Design), PIFD.

Ms. Laiba Sadiq, Bachelor of Design (Textile Design), PIFD.

Ms. Fatima Shahid, M.A (Hons.) Visual Arts, National College of Arts, Lahore. Bachelors of Fine Arts, College of Art and Design, Punjab University, Lahore.

Mr. Basit Saeed, Bachelor of Design (Fashion Design), PIFD.

Mr. Usman Islam, MS Finance, University of Management and Technology, Master's in Business Administration (Finance-3.5 Years) (Gold Medalist) University of Lahore.

Mr. Muhammad Usama, Bachelor of Design (Textile Design), PIFD.

FACULTY

DEPARTMENT OF GEMS AND JEWELLERY DESIGN

Ms. Amina Rizwan, Course Coordinator/Assistant Professor: MFA Metalsmithing (Fulbright Scholar), Cranbrook Academy of Arts, Michigan, USA, Global Impact Award Recipient, BNU Alumni Award 2023, Gemstones Cutting and Faceting Course, Sri Lanka, Short Course-Critical Perspectives in Arts, Teachers College, Columbia University, USA. Studio Course (Ceramics), Haystack Mountain School of Crafts, USA., B.Des Jewellery (Gold Medalist), Beaconhouse National University, Lahore.

Mr. Shuja ur Rehman, Assistant Professor/ Deputy Course Coordinator: Enrolled in MPhil Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. Masters in Design, College of Arts & Design, University of the Punjab, Lahore. Certificate Training in Comprehensive Computer Aided Designing and Manufacturing for Jewellery, GIA, USA. Awarded Special American Business Internship Training organized by US Department of Commerce, Washington DC, USA. Diploma in Accredited Jewellery Professional, GIA, USA. Short Courses in Introduction to Gems and Gemology and Diamond Pricing and Grading, AIGS, Thailand.

Mr. Muhammad Umar, Assistant Professor: MPhil Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. MCAE (Masters in Contemporary Art for Educators) Studio: Jewellery and Object Design, University of Sydney, Australia. B.Des, National College of Arts, Lahore. Certificate Training in Comprehensive Computer Aided Designing and Manufacturing for Jewellery at GIA, USA. Workshop on Kundan Meena Technique, Indian Institute of Gems and Jewellery, India. Basic Gemology Course, AIGS, Thailand.

Mr. Naveed Anwar Butt, Lecturer: MA Visual Arts, National College of Arts, Lahore. BFA Communication Design, Hunerkada, Lahore.

Ms. Qurat ul Ain Ali, Lecturer: B.Des Jewellery Design and Gemological Sciences, Pakistan Institute of Fashion and Design, Lahore.

Ms. Shaiza Tahir, Lecturer: MPhil Art and Design Education (Roll of honour/ Distinction), Pakistan Institute of Fashion and Design, B. Des Jewellery Design and Gemological Sciences, (PIFD).

Mr. M Samiyan, Lecturer: B. Des Jewellery Design and Gemological Sciences, Pakistan Institute of Fashion and Design.

Ms. Fatima Nadeem, Teaching Associate: B. Des Jewellery Design and Gemological Sciences, Pakistan Institute of Fashion and Design. Enrolled in MPhil Art and Design Education (PIFD).

Ms. Raman Tariq, Teaching Associate: B. Des Jewellery Design and Gemological Sciences, Pakistan Institute of Fashion and Design.

Ms. Rameesha Fatima, Teaching Associate: B. Des Jewellery Design and Gemological Sciences, Pakistan Institute of Fashion and Design.

Adjunct Faculty

Ms. Hina J. Chowdhry, Bachelor of Design (Fashion Design), Pakistan Institute of Fashion and Design, Lahore. Graduate Pearls Diploma, GIA, USA. Graduate Jeweller with Jewellery Design, Wax Carving & Advanced Stone Setting Diploma, GIA, USA. Graduate Gemologist Diploma, GIA, USA. The Jewel CAD Diploma, AIGS, Thailand.

Air Commodore Khalid Farooq Chishti (Rtd.) MSc in Strategic Studies, Karachi University, MSc in Security & War Studies, Quaid-i-Azam University, Islamabad.

Prof. Iqbal Rasul, MSc Chemistry, University of the Punjab, Lahore, BSc, Government College University, Lahore.

Mr. Azim Siddiqui, MSc Mathematics, University of the Punjab, Lahore, BSc, University of the Punjab, Lahore.

FACULTY

DEPARTMENT OF FURNITURE DESIGN AND MANUFACTURE

Mr. Waqas Anees, Lecturer/ Deputy Course Coordinator: Marquetry Workshop, Ecole Boulle Paris, France. BFA in Visual Arts, Beaconhouse National University, Lahore.

Mr. Kashif Javed, Lecturer: Masters in Interior Design, National College of Arts, Lahore. Bachelors in Furniture Design and Manufacture, Pakistan Institute of Fashion and Design, Lahore.

Mr. Muhammad Asif, Lecturer: (on study leave) Enrolled in MFA Furniture Design, Rhode Island School of Design RISD, Bachelors in Furniture Design and Manufacture, Pakistan Institute of Fashion and Design, Lahore.

Ms. Syeda Areeba Mahmood, Lecturer: MPhil Art and Design in Studio Practice, Punjab University, Lahore. Bachelors in Furniture Design and Manufacture, Pakistan Institute of Fashion and Design, Lahore.

Mr. Syed Muhammad Hasan, Lecturer: Bachelors in Furniture Design and Manufacture, PIFD, Lahore.

Ms. Sana Islam, Lecturer: Bachelors in Furniture Design and Manufacture, PIFD, Lahore.

Mr. Abdullah Shahbaz, Teaching Associate: Bachelors in Furniture Design and Manufacture, PIFD, Lahore.

Ms. Aliya Adrees, Teaching Associate: Bachelors in Product and Industrial Design, UET, Lahore.

Adjunct Faculty

Ms. Beenish Malhi, BSc (Hons.) Accounting and Finance (Double Major), Minnesota State University, USA.

FACULTY

FOR ENGLISH (ALL DEPARTMENTS)

Ms. Sufia Sultana, Lecturer: PhD Scholar in Linguistics, UMT, Lahore. MA English Language and Literature, PU, Lahore. MA TEFL, AIOU, Islamabad. CELTA, University of Cambridge.

Ms. Fareeha Nadeem, Lecturer: MPhil English Literature, GCU, Lahore. MA English Language and Literature, University of the Punjab, Lahore.

Ms. Amna Azmat, Lecturer: MS TESOL, LCWU, Lahore. MA English Literature and Linguistics, NUML, Lahore.

Ms. Sidra Tahir, Lecturer: Master in English Language Teaching and Linguistics, PU, Lahore.

Ms. Ifrah Afzal, Lecturer: MPhil, English Literature, Kinnaird College for Women, Lahore.

Ms. Lala Rukh, Lecturer: MPhil Teaching English as Secondary Language, BNU, Lahore. MA in English Literature, University of the Punjab, Lahore. BA, PU, Lahore.

Ms. Nazia Dilawar, Teaching Associate: MPhil TESL, BNU, Lahore. MA & B.Ed., English Language and Literature, PU, Lahore.

Ms. Sarah Zulfiqar, Teaching Associate: MS TESOL, Teaching of English to the students of other languages, LCWU, Lahore.

FACULTY

DEPARTMENT OF LEATHER ACCESSORIES AND FOOTWEAR

Ms. Fareeha Sardar, Assistant Professor/ Course Coordinator: MS Textiles, University of Management and Technology, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Footwear and Handbag Workshop at FIT. The Art of Traditional Shoemaking, FFANY, USA (Conducted by ARS SUTORIA Consultants). International Competition for Young Fashion Designers, France (with students) June 2008. Training in Fashion Design, L'Ecole de la Chambre Syndicale de la Couture, Paris, France.

Mr. Rehan Javed, Lecturer: Master in Fine Arts, University of the Punjab, Lahore. Bachelors in Fine Arts (Talent Scholarship Holder), PU, Lahore. Shoemaster and Advanced Shoemaster CAD, PLCIP by European Union.

Mr. Muhammad Zeshan Naseem, Faculty Member/ Consultant: MS/ MPhil Management, University of Management and Technology. MBA Marketing & Management UMT. Shoe Designing & Pattern Making, T.S.C Singapore. Certified Shoe Designer & Modelist (1st Position), Institute of Leather Technology. Certifications from European Union under PLCIP; Product Design of Footwear & Leather Accessories, Shoemaster CAD (2D & 3D) and Shoe Last Design & Development. Innovation

Mr. Usman Rafiq, Technical Assistant: MS/ MPhil Management, University of Management and Technology, Lahore. MBA, Virtual University, Lahore. MA English, University of the Punjab, Lahore. Certified Shoe Designer & Modelist (1st Position), Institute of Leather Technology. Certificate in Footwear Designing and Development-Shoe Master (Classic & Power). Certifications from European Union under PLCIP; Leather Goods Making & Paper Pattern Development, Shoe Last Design & Development and Product Design of Footwear & Leather Accessories.

Ms. Amna Butt, Lecturer: MPhil in Art and Design Education, PIFD, Lahore (Gold Medalist, Roll of Honor and Distinction Holder). Bachelor in Design (Leather Accessories and Footwear), PIFD, Lahore. Short Course in Bag Making, London College of Fashion, London.

Mr. Haris Bin Zia, Assistant Professor: MPhil in Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. Bachelor in Design (B.Des) - Leather Accessories and Footwear (Distinction), Pakistan Institute of Fashion and Design, Lahore. Academic Leadership in Advanced Research, Teaching Methodologies and Services Provision Certified (KUST and The University of Kentucky). Certified - Leather Surface Development - Shafi Reso Chemicals, SRC. Pvt. Ltd., Sustainable Ethical Design Thinking - PIFD. National Academy of Higher Education-NAHE-HEC Certified Level-01

Ms. Areej Rana, Lecturer: Enrolled in MPhil in Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. Bachelor in Design (Leather Accessories and Footwear), PIFD, Lahore.

Ms. Maham Azhar, Lecturer: Bachelor in Design (Leather Accessories and Footwear), PIFD, Lahore. Certification in Management Communication, Spreadsheet Modelling and Quantitative Methods, Harvard, E-Commerce and Web Development, LUMS, Science of well-being, YALE University.

Ms. Laraib Iqbal, Teaching Associate: Bachelor in Design (Leather Accessories and Footwear), Pakistan Institute of Fashion and Design, Lahore (Roll of Honor and Distinction Holder).

Ms. Saman Tabassum, Teaching Associate: Bachelor in Design (Leather Accessories and Footwear), Pakistan Institute of Fashion and Design, Lahore (Distinction Holder).

Adjunct Faculty

Ms. Arham Habib, Lecturer: Bachelor in Design (Leather Accessories and Footwear), Pakistan Institute of Fashion and Design, Lahore.

Mr. Anfas Yunus, BSc Engineering Chemical Engineering, University of the Punjab, Lahore.

Mr. Rashid Minhas, PhD. Scholar, MS Management, MBA, BSc.BEd. 20 Years of experience in Education.

FACULTY

DEPARTMENT OF CERAMIC AND GLASS DESIGN

Mr. Usman Khalil, Course Coordinator:
B.Des in Ceramic Design, National College of Arts, Lahore. Extensive workshop on ceramic techniques by Mr. Gopal Kalapremi 2017 and 2019. Training Course in Ceramic and Glass Techniques, Cardiff Metropolitan University, 2018 and 2019.

Ms. Huma Tavmir Lonne, B.Des in Ceramic Design, NCA, Lahore.

Ms. Aroosha Mehmood, Lecturer: B.Des in Ceramic and Glass Design, PIFD. 2022

Ms. Laybaa Imran, Teaching Associate:
B.Des in Ceramic and Glass Design, PIFD. 2022
M.Phil. in Art and Design Education from PIFD (continue)

Ms. Amna Tariq, Teaching Associate: B.Des in Ceramic and Glass Design, PIFD. 2023

Ms. Aroosha Khalil: Lecturer, M.Phil in Art; Design Education, PIFD Lahore BFA(hons), Fine Arts (Painting), National College of Arts, Lahore. M.Phil in Art & Design Education, PIFD

Ms. Ayesha Ehsan, Deputy Course Coordinator:
MPhil in Sociology, PU, Lahore. BS (Hons) in Social and Cultural Studies, PU, Lahore.

Adjunct Faculty

Mr. Gopal Das Shrestha, Foreign Consultant,
Bachelor in Fine Art, Lalit Kala Campus, Bhotahity, Kathmandu, Nepal. Trainer/Instructor: Ceramic Promotion Project, Ministry of Industry/HMG, Nepal & ZDH-since 1989-2000, Hermen Zmier S.O.S Ceramic, Asian Heritage Foundation, Dang, Deukhri and Kapilbastu, Nepal (2016-present)

Prof. Dr. Talat Sohail, Professor, PhD Psychology, M.Phil Applied Psychology, MSc. Psychology, Former Chairperson of Psychology Department LCWU, Lahore.

Ms. Aamna Mubeen Lecturer
BS Fashion Marketing and Merchandising, PIFD

Ms. Qareena Haseeb, Teaching Associate
B.Des in Ceramic and Glass Design, PIFD. 2022

Mr. Ammar Ali Awan, Teaching Associate
B.Des in Ceramic and Glass Design, PIFD. 2023

Ms. Izza Riaz Sheikh, Teaching Associate
B.Des in Ceramic and Glass Design, PIFD. 2023

Ms. Fizza Saeed, Teaching Associate
B.Des in Ceramic and Glass Design, PIFD. 2024

FACULTY

DEPARTMENT OF VISUAL ARTS / FOUNDATION YEAR STUDIES

Mr. Imran Mahmood, Associate Professor/ Course Coordinator: MA Art and Design with Honors in Fashion Design, Auckland University of Technology, New Zealand.

Ms. Maida Hassan, Assistant Professor: Masters in Graphic Branding and Identity, University of Arts, London. Masters in Graphic Design, University of the Punjab, Lahore.

Dr. Mariam Ali, Assistant Professor: PhD in Fine Arts with specialization in Jewellery Design, Lahore College for Women University, Lahore. MS Fine Arts in History of Art with specialization in Jewellery (Gold Medallist & Roll of Honour), LCWU, Lahore. BFA (Hons) Graphic Design (Roll of Honour), LCWU, Lahore.

Mr. Qaisar Khan Shinwari, Assistant Professor: MPhil Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. BFA, National College of Arts, Lahore.

Ms. Sana Khan, Assistant Professor: MFA (Hons), College of Art and Design, University of the Punjab, Lahore. MPhil History of Art, PU, Lahore.

Mr. Khalid Mehmood, Assistant Professor: MPhil Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. B.Des Graphic Design, Centre of Excellence in Art and Design, Mehran University of Engineering and Technology, Jamshoro.

Mr. Mufakhar Subahni, Lecturer: MFA Painting, College of Art and Design, University of the Punjab, Lahore. Bachelors in Fine Arts, National College of Arts, Lahore.

Ms. Munaza Baqir, Lecturer: MFA Sculpture, University of the Punjab, Lahore. BFA, National College of Arts, Lahore.

Ms. Hira Shakeel, Lecturer: MPhil History of Art, College of Arts and Design, University of the Punjab, Lahore. MFA Graphic Design, College of Art and Design, PU, Lahore.

Mr. Muhammad Naveed Hussain, Lecturer: MFA Painting, College of Art and Design, University of the Punjab, Lahore. BFA Painting, National College of Arts, Lahore.

Mr. Mutaib Shah, Lecturer: Enrolled in MPhil Art & Design Education, Pakistan Institute of Fashion and Design, Lahore. BFA, National College of Arts, Lahore.

Mr. Kausar Iqbal, Lecturer: MFA, National College of Arts, Lahore. BFA Miniature Painting, NCA, Lahore.

Ms. Alia Hadi Ali, Lecturer: PhD Scholar in Art and Design, College of Art and Design, University of the Punjab, Lahore. MS Art History, PU, Lahore. Master of Fine Arts, PU, Lahore.

Ms. Moira Plair, Lecturer: Master in Art, Design and Architecture Studies, Beaconhouse National University, Lahore. Post Graduate Diploma in Art Education, BNU, Lahore. BFA Visual Arts, BNU, Lahore.

Mr. Abdul Moin Awan, (On Study Leave) Lecturer Bachelor in Fine Arts, National College of Arts, Rawalpindi.

Mr. Ali Ahmad, Lecturer: BFA Hons., Graphic Design, University of the Punjab, Lahore.

Ms. Aroosha Khalil, Lecturer: MPhil in Art and Design Education, Pakistan Institute of Fashion and Design, Lahore. BFA (Hons), Fine Arts (Painting), National College of Arts, Lahore.

FINANCIAL ASSISTANCE



PIFD Financial Assistance Programme

The Pakistan Institute of Fashion and Design offers financial assistance to deserving students through the Office of the Treasurer. The assistance aims to support students from lower-income families, with a limited range of bursaries available. The financial aid is granted based on demonstrated financial need and is available to students starting from their second semester onwards. This aid covers one semester and applies only to tuition fees; students must still cover all other payments and fines in full without exemption. Additionally, a financial assistance in the form of a half tuition fee waiver is granted on a kinship basis to real brothers or sisters enrolled at the Institute.



HEC Need Based Scholarship Programme

Pakistan has no shortage of talented youth, but in several instances, lack of resources prevents them from realizing their potentials. This becomes more problematic when it comes to accessing higher education. The Government of Pakistan acknowledges these constraints and has tasked Higher Education Commission to facilitate the needy and deserving students through Need Based Scholarships. Scholarships have been announced for financially disadvantaged students.

The scholarships aim to elevate the socio-economic status of the students by enabling their chances to get the modern education and career opportunities for their brighter future.



Balochistan Education Endowment Fund

The Balochistan Education Endowment Fund (BEEF) scholarship is also available for students of PIFD.



Pakistan Education Endowment Fund (PEEF)

Pakistan Education Endowment Fund (PEEF) is a public sector non-profit organization. PEEF is providing financial assistance for deserving and talented students who are unable to pursue higher education due to financial constraints. This is in line with the Government Policy for providing vertical mobility to the most vulnerable segments of Society. The Scholarships will be awarded for various levels of education. The objective of this Programme is to provide scholarships to the deserving and talented students in the field of Arts, Design & Culture subjects to promote arts and cultural of our economy. This Scholarship is available in Pakistan Institute of Fashion and Design.



Punjab Educational Endowment Fund

The Pakistan Institute of Fashion and Design has been receiving scholarships from the Punjab Educational Endowment Fund since 2014. These scholarships are disbursed to meritorious and deserving students according to the criteria established by Punjab Education Endowment Fund. This financial support aims to assist talented students at PIFD who demonstrate both academic excellence and financial need, ensuring they can pursue their education without economic constraints.

Admission Policy

Undergraduate Degree Programmes

- All the admissions of eligible applicants shall be made on open inter-se-merit determined on the basis of entry test and interview.
- The Institute shall admit students in Four-Year degree programmes according to the schedule advertised in the leading national newspapers, and on the website of the Institute.
- The Institute shall not accept any admission form after the due date fixed for the purpose.
- Applicants with 2nd Division (495/1100) in Intermediate or equivalent or passing grades in eight subjects (including compulsory subjects) of 'O Level' and minimum 3 main subjects (no subsidiary) of 'A Level' only are eligible to apply for admission.
- It is mandatory for 'A Level' students to provide (IBCC) Equivalent Certificate. However, if at the time of admission student's 'A' Level result is not declared, the 'O' Level Equivalence Certificate must be attached with the admission application.
- All the applicants will have to appear in compulsory pre-admission Entry Test followed by an Interview in the Main Campus as well as Centres set up at Islamabad, Karachi, Peshawar, Skardu and Quetta on the dates duly notified.

- Merit list will be prepared on the basis of Entry Test and Interview and be displayed for studying in 1st semester of Foundation Year. Final allocation of departments will be decided after the result of 2nd semester on the basis of CGPA earned, and the students not fulfilling the required CGPA criteria will be shifted to their second or third preference if on merit in those departments otherwise the decision of "Allocation of Department Committee" will be final and binding upon the students.

Quota System

Quota system for all over the Pakistan will be observed as:

Punjab including Federal Area of Islamabad	45%
Sindh Including Karachi	19%
Urban areas namely: Karachi, Hyderabad, and Sukkur (40% of 19% or 7.6%)	
Rural (60% of 19% or 11.4%)	
Balochistan	12%
Khyber Pakhtunkhwa	11%
FATA	03%
Gilgit Baltistan	01%
Azad Jammu and Kashmir	02%
Children of Expatriate / Overseas Pakistanis	05%
Students with Disabilities	02%

Note

- Attested copy of Domicile Certificate of the candidates or parent is necessary.
- In case of insufficient applications against any specific quota, the seats will be filled on open merit. There is no age limit for admissions in undergraduate degree programmes.

Fee Structure

Undergraduate Degree Programmes

Fee Breakup	1 st semester	**2 nd - 8 th semester
Admission/ Registration Fee (once at the time of admission)	18,000	
Security Deposits (Refundable) (once at the time of admission)	18,000	
Endowment Fund (once at the time of admission)	5,000	
Tuition Fee	185,000	185,000
Medical Fee	1,000	1,000
Others (Library and Workshop Fee)	2,000	2,000
Examination Fee per Semester	1,000	1,000
*Hostel Security (Refundable) (Once at the time of admission in Hostel)	2,000	

**** The Institute reserves the right to change fee structure from time to time.**

- 1- Adjustable Withholding Tax on Total Fee would be charged as per Government Rules.
- 2- Transport Charges Rs. 84,000 per Semester
- 3- Hostel Charges Rs. 160,000 per Semester (Furnished with A.C, T.V & Refrigerator)
- 4- Hostel Charges Rs. 95,000 per Semester (Un-furnished / Non-AC)

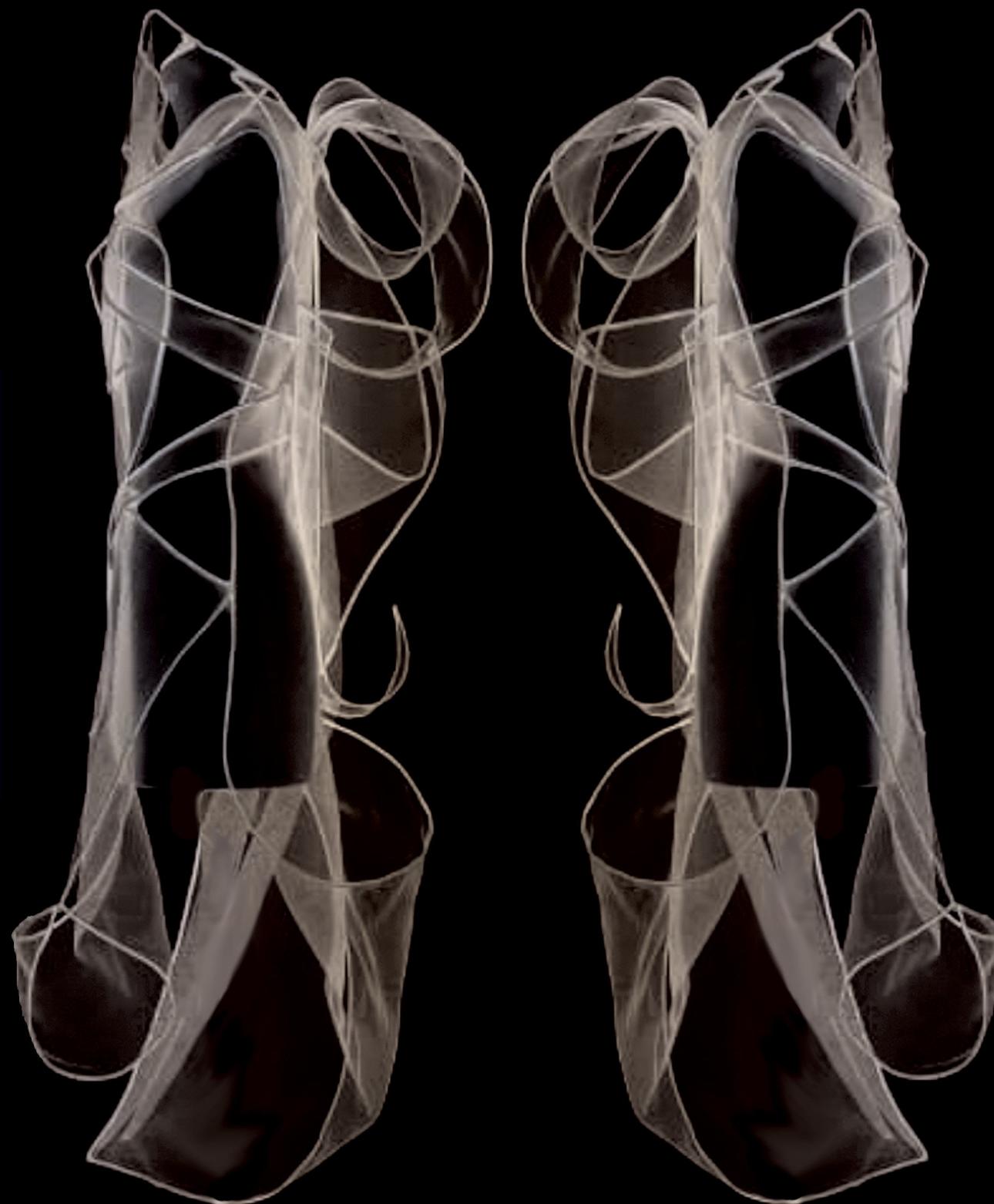
Self Finance seats are available
For details please visit the PIFD Website or contact the
Admission Office

GRADUATE DEGREE PROGRAMMES

MPhil Art and Design Education

Master of Design (M.Des)
Pathways: Fashion/ Textile

Master of Science (MSc) Design Management
Pathways: Fashion/ Textile



DEPARTMENT OF ART & DESIGN EDUCATION

MASTER OF PHILOSOPHY IN ART & DESIGN EDUCATION

The M.Phil. in Art and Design Education at PIFD initiates a new aspect of the field of Art and Design in Pakistan by offering a rigorous, but manageable program of study by research. It offers a research degree, which addresses the learning requirements of both Art and Design professionals who are also interested in the field of Education.

Offered in the evenings, this programme is primarily geared towards working professionals living in the city of Lahore and adjoining areas, but welcomes applications from across the country. This includes experienced teachers of Art, Design and related subjects, as well as training and educational professionals from the Creative Industries who wish to pursue teaching and/or research in these fields. The program of study is conducted over two years in Spring and Fall and culminates with an extensive Thesis by research.

The programme coursework focuses on inquiry and problem-based learning and is designed to develop independent thinking, interdisciplinary practice, and scholarly research and writing skills. It includes a variety of theoretical courses in research, foundations of Art/Design Education, practical courses in Studio Art/Design, field research, and a practicum of flexible coursework which can be customized to include practices such as international placements or residencies, exhibitions, curriculum development, pedagogical interventions and experiments, arts advocacy and policy development, and curatorial and community projects, among others.

The vision of the programme emphasizes the integration of educational theory with studio practice and research, as well as industrial practice, where relevant.

CAREER OPPORTUNITIES:

Graduates of this programme will be able to contribute primary research, take leadership positions, and pursue further studies at PhD. Level in the following areas:
Art/Design Education, Curriculum Development, Art/Design Teacher Education, Museum and Heritage Education, Media Education, Arts and Cultural Policy Development, Educational Policy Development, Entrepreneurial Education for Design Industries, Training Programs for Creative Industries and Grassroots Empowerment sectors.

SCOPE OF THE PROGRAMME

This M.Phil programme supports educators in professional development, enabling career advancement and institutional growth through curriculum enhancement, pedagogical innovation, and research. It welcomes teachers from primary, secondary, and higher education, along with professionals in the creative, design, and grassroots empowerment sectors. Freelancers can refine their teaching portfolios, while practicing educators can expand into museums, galleries, prisons, hospitals, and refugee camps. The programme also offers specialized training for industrial practitioners in design fields lacking formal degrees. With an interdisciplinary approach, it fosters creativity and capacity building across diverse sectors, bridging academic research and practical application to enhance education and societal impact.



MASTER OF PHILOSOPHY IN ART & DESIGN EDUCATION

Total Credit Hours: 36

SEMESTER 1 AND 2 Courses

Historical and Philosophical Foundations for ADE
Developmental Psychology across the Lifespan for ADE
Introduction to Research Methods for ADE
Thinking through Materials in ADE
Curriculum Design and Assessment for ADE
Critical Pedagogy for ADE
Advance Research Methods for ADE
Technology, Documentary and Archival Processes in ADE

SEMESTER 3 AND 4 Courses

Critical Investigations in Contemporary Art, Design
and Media Practices
Thesis coursework, including Field Work & Advisement

Option A
9 credits (9 theory) of thesis divided in semesters 3 & 4

Option B
9 credits (6 theory + 3 practice) of thesis divided in
semesters 3 & 4



MASTER OF DESIGN (M.DES) PATHWAYS:FASHION/TEXTILE

MASTER OF DESIGN (M.DES) PATHWAYS: FASHION/TEXTILE

The Master of Design in Fashion Design is a practice-based, process-oriented research programme, that introduces students to ongoing design methods, production techniques, visual and material culture, managerial practices, and innovative sustainable solutions. It will also introduce future ethical strategies, needed to sustain and compete in the local and international fashion and textile systems.

The project-based courses are designed in collaboration with the fashion and textile industry. It provides students the opportunity to work with luxury fashion brands as well as mainstream retail companies. This gives the students a holistic view of the real issues, ongoing processes, and future needs so that they can create suitably designed products, effective services, interactive environments, and economically viable businesses that enhance the quality of life and provide organizational success.

The transversal seminars offered in the programme develop their independent thought process, and analytical skills and help the students to see things from different perspectives. For this programme, we seek graduates and professionals from the fashion and textile fields who are self-motivated, and who have the aptitude to become leaders in the field with innovative and sustainable solutions for the future.

CAREER OPPORTUNITIES:

- Entrepreneurs and creative directors of their brands.
- Creative directors in leading fashion houses, locally and globally.
- Product developers.
- Managers in leading brands, local and global.
- Researchers and academicians.
- Design and technical consultants.
- Retail managers in the fashion and textile industry.
- Creative pattern-makers and stylists.

SCOPE OF THE PROGRAMME

The scope of the programme is to prepare the students to work as creative heads in design houses, small, medium, and large enterprises of the fashion and textile industry, and as resource persons in academia. It strongly cultivates the entrepreneurial skills amongst students to start their businesses for a global consumer.



**MASTER OF DESIGN (M.DES)
PATHWAYS: FASHION/ TEXTILE**

Total Credit Hours: 38

**PATHWAY 1:
FASHION DESIGN
SEMESTER 1 AND 2
Courses**

Fashion Thinking- past, present and future
Research Methods and Contextualization
Cultural Exploration & Appropriation
Creative Design Studio
Digital Archiving – Museum Practices
Creative and Technical Design Studio (Menswear/
Womenswear)
Digital Technologies in Fashion
Sustainability and Green Transition
Fashion Presentations and Production
Global Fashion System & International Trade

**SEMESTER 3 AND 4
Courses**

Thesis Prep: Concept & Research Contextualization
(Menswear/ Womenswear)
Independent Study -Studio Practices
Research Colloquium
Trend Forecasting & Styling (Elective)
Global Fashion E-Commerce (Elective)
International Trip
Thesis Studio - Creativity, Fit & Function
Thesis Portfolio & Dissertation .

**PATHWAY 2:
TEXTILE DESIGN
SEMESTER 1 AND 2
Courses**

Design Thinking and Material Exploration
Research Methods and Contextualization
Craft Conservation and Conversation
Creative Design Studio
Textile, Trends and Forecasting
Creative and Technical Design Studio (Home /Apparel)
Operations and Textile Supply
Chain Management
Innovation and Sustainability in Textile
Textile Functions and Studio Practices

**SEMESTER 3 AND 4
Courses**

Digital Technologies
Independent Study -Thesis Prep
Research Colloquium
Costume and Textiles (Elective)
Global Fashion E-Commerce (Elective)
International Trip
Thesis Studio - Design Solutions
Thesis Portfolio & Dissertation



MASTER OF SCIENCE (MSC) IN DESIGN MANAGEMENT PATHWAYS:FASHION/TEXTILE

MASTER OF SCIENCE (MSC) PATHWAYS: FASHION/ TEXTILE

The MSc Design Management programme is a process-oriented research programme focused on equipping students with a systematic approach to business development, integrating design as a strategic function alongside the management principles. Positioned to address evolving challenges and green transition, the programme aims to enhance competitiveness in the domestic and exports oriented fashion/textile industry. It is a specialized degree, to improve the management skills of the designers and other professionals working in the field of fashion and textile. The programme offers two distinct pathways one is Fashion and the second is Textile which helps in obtaining a competitive edge in their sectors, preparing them for roles such as brand managers, export analysts, supply chain managers, operation managers, or independent entrepreneurs. Structured around an interdisciplinary and project-based framework, the programme provides students with valuable opportunities to collaborate with fashion and mainstream retail brands. The problem solving approach allows in-depth sectoral analysis, offering insights into the industry. In particular, part of the course is dedicated to the analysis of different brands in relation to fashion and textile setting: value and identity, past and present trends and relationship with the customers. The MSc Design Management programme specifically seeks graduates and professionals from the fashion and textiles field who possess self-motivation and the potential to emerge as future leaders and self-directed innovators. By targeting individuals with a background in fashion and textiles, the programme aims to attract those with a passion for the industry, ensuring a cohort of proactive and ambitious participants.

CAREER OPPORTUNITIES:

Graduates of this programme are well positioned for diverse career opportunities, including:

- Fashion and Textile Industry
- Buying Houses
- Retail Management Sector
- Product Development
- Research and Development Centers
- Academia
- Entrepreneurship

SCOPE OF THE PROGRAMME

The MSc in Design Management is a two-year postgraduate course that prepares students for leadership roles in the fashion and textile industry. In the first year, students do coursework on important topics like design thinking, branding, innovation, supply chains, consumer behavior, and sustainability in design. The second year is focused on doing independent research and writing a thesis. This setup gives students a good mix of theory, hands-on learning, and research experience.

**MASTER OF SCIENCE (MSC)
PATHWAYS: FASHION/ TEXTILE**

Total Credit Hours: 33

**SEMESTER 1 AND 2
Courses**

Fundamentals of Design Management (Theory and Practice)
Creative Technical and Design Studio
Design Thinking and Material Exploration
Research Methods
Trend Forecasting
Capstone Independent Study
(Industrial perspective)
Research Colloquium
Digital Technologies
Elective (Sustainable Business
Practices/Global Fashion and International Trade)
Pathway (Course I)
Pathway (Course II)

**PATHWAY 1:
FASHION DESIGN
SEMESTER 1 AND 2
Courses**

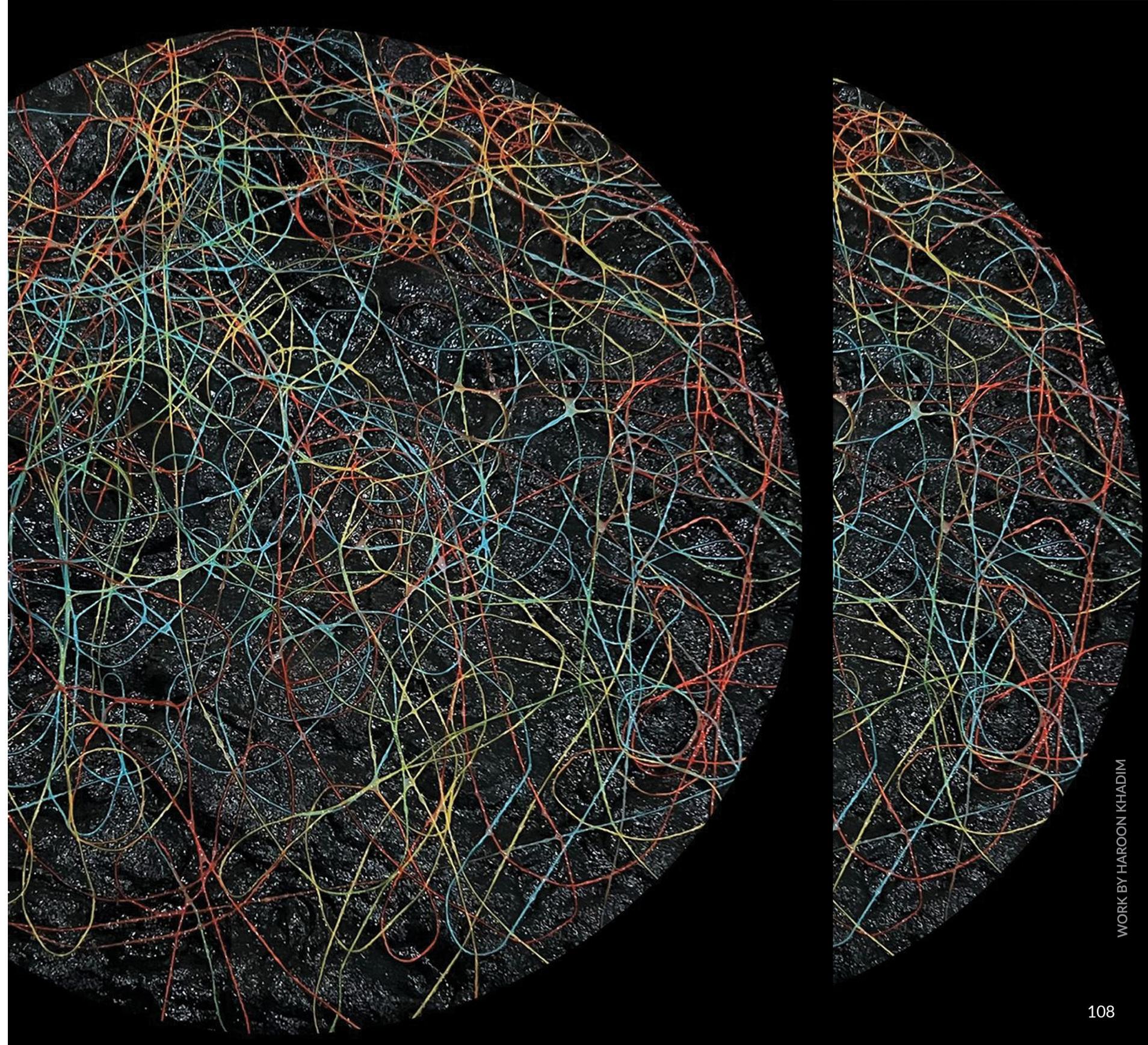
Fashion Brands and Retail Management
Fashion Business Provocations: Challenges and Practices

**PATHWAY 2:
TEXTILE DESIGN
SEMESTER 1 AND 2
Courses**

Operations and Textile Supply Chain Management
Entrepreneurship and Strategic Design Management

**SEMESTER 3 AND 4
Courses**

Thesis prep (Research Proposal)
International Trip
Thesis (Field work, Developments and Dissertation),
Fashion / Textile



FACULTY

MPHIL ART AND DESIGN EDUCATION

Dr. Nusra Inayat, Professor, PhD Education, London South Bank University, London, UK. PhD Sociology, American University, London, UK. MSc Applied Arts, University of the Punjab, Lahore. BSc Applied Arts, PU, Lahore. NVQ Level 1, 2 and 3. Teaching Training courses, The City and Guilds Institute, Red bridge College, London, UK. Teaching in Pakistan and London, since 1982. Supervisor of MS, MPhil and PhD Theses. Published various research papers in different journals. Author of five course books.

Dr. Shaazia Mukhtar, Professor, PhD (Art and Design), Research Centre, College of Art and Design, University of the Punjab, MFA in Graphic Design (Gold medalist), University of the Punjab, BFA Graphic Design, University of the Punjab, Lahore. She has taught, MPhil and PhD courses at PRCCA. Published various research papers in different journals. She is also a regular speaker at national seminars and a strong advocate for art education across the country.

Mr. Adnan Mairaj Malik, Assistant Professor, PhD Research Scholar (Art & Design) University of Punjab, CWT Scholar for MA (Exchange student) at the King's Foundation School of Traditional Arts, London, UK. MA (hons) in Visual Arts, NCA Lahore. BFA, DOVS, University of Karachi. Post Graduate Certificate in Cultural Heritage and tourism, The Boston Architectural College, in partnership with NCA. Has exhibited Nationally and Internationally.

Ms. Iqra Adeel, Lecturer, M.Phil in Art and Design, University of the Punjab. BFA Fine arts, University of the Punjab, Lahore

Ms. Mah-e-Noor, Lecturer, M.Phil in Art and Design Education (Distinction Holder & Roll of Honour), PIFD, Lahore. Bachelor of Design, University of Gujrat, Pakistan

Adjunct Faculty

Prof. Salima Hashmi, Former Principal, National College of Art, Lahore. Former Dean, SVAD, Beaconhouse National University, Lahore. Art Educator.

Prof. Naazish Ata Ullah, Former Principal, National College of Art, Lahore. Senior Fellow, SVAD Beaconhouse National University, Lahore. Art Educator.

Prof. Dr. Shabnam Syed Khan, Former Principal, National College of Art, Lahore. Art Educator.

Prof. Dr. Ahmed Bilal, Chairperson Department of Graphic Design, College of Art & Design, University of the Punjab, Lahore.

Prof. Dr. Farida Batool, Dean Faculty of Humanities, NCA, Lahore. PhD Media & Film studies, University of London, MA Art History, University of New S. Wales, Australia, BFA, NCA.

Dr. Samina Iqbal, Associate Professor, Media Art & Design Department, Lahore School of Economics.

Dr. Qurat ul Ain, Kinnaird College for Women University, Lahore

Prof. Dr. Talat Sohail, Profesor, PhD Psychology, M.Phil. Applied Psychology, MSc, Psychology, Former Chairperson of Psychology Department LCWU, Lahore

Mr. Umar Hameed, MA (Innovation for Digital Futures), University of Huddersfield, UK. Post Graduate Certificate Media Studies, Sheffield Hallam University, UK. Bachelor in Design (Textile Design), National College of Arts, Lahore.

Ms. Vidmina Stasiulyte, PhD, University of Boras, Sweden, Researcher, Educator, Artist, fashion Designer.

Dr. Asmarah Ahmad, Assistant Professor, Ph.D in Art and Design, MPhil in Art & Design (Distinction), MFA Painting, University of the Punjab, Lahore, BFA Arts & Design, University of the Punjab, Lahore.

Ms. Holy Mcquillen, PhD, University of Boras, Sweden, Design Researcher, Educator.

Mr. Jan Tepe, PhD Candidate, University of Boras, Sweden, Design Researcher, Educator.

Mr. Azeem Hamid, MPhil Art & Design Education, PIFD, Lahore. B.Des Visual Communication, (distinction), SVAD, Beaconhouse National University, Lahore.

FACULTY

MASTER OF DESIGN

Dr. Shawana Khalil, Associate Professor, PhD in Architecture, City & Design, Research Field: Fashion Design, Università luav di Venezia Italy (Distinction Holder), MS Textiles, UMT, Lahore, Bachelor of Design (Fashion Design), PIFD, Lahore, Faculty trainings at L'Ecole de la Chambre Syndicale de la Couture Paris, France, University of Manchester, UK & Venice Internation University (VIU), Italy.

Dr. Asmarah Ahmad, Assistant Professor, PhD in Art & Design, M.Phil. in Art & Design (Distinction Holder & Roll of Honour). MFA Painting (Gold Medalist), BFA Art & Design, University of the Punjab, Lahore.

Ms. Faiza Khalid, Assistant Professor, MS Film, TV & Theatre Studies, BNU, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty trainings at L'Ecole de la Chambre Syndicale de la Couture Paris, France.

Ms. Sarah Javaid Mehmood, Assistant Professor, MPhil, Art & Design Education, PIFD, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris, France.

Mr. Abdul Manan Khalid, Assistant Professor, MS Textiles, University of Management and Technology, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty trainings at L'Ecole de la Chambre Syndicale de la Couture Paris, France.

Adjunct Faculty

Prof. Alessandra Vaccari, Associate Professor History of Contemporary/ Fashion, History and Theory, Università luav di Venezia, Italy

Mr. Yasir Waheed, Faculty Member/ Consultant, Bachelors in Design, National College of Arts. Certificate in Fashion Drawing and Design/ Draping, La Chambre Syndicale de la Couture, Paris, France. One Year in Fashion Drawing, Central St. Martins, B. TECH Higher National Diploma (Knitting), Leicester Polytechnic, Leicester, UK.

Ms. Zille Huma Maqbool, MFA Fashion Design and Society, Parsons New York, Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty trainings at L'Ecole de la Chambre Syndicale de la Couture Paris, France.

FACULTY

MASTER OF SCIENCE IN DESIGN MANAGEMENT

Dr. Allah Dad, Assistant Professor, PhD Textile Management, Binary University of Entrepreneurship and Management, Malaysia. Master in Entrepreneurship & Small Medium Enterprises Management, Government College University, Lahore. Bachelor of Engineering, Textile, University of Faisalabad. Training in Textile subject, Konstfack University Sweden.

Dr. Areeba Suleman, Assistant Professor: PhD (Management Sciences (Entrepreneurship), University of Utara Malaysia UUM. MS Commerce, UCP, Lahore, UUM, Malaysia BS (Hons.) Commerce, UCP, Lahore.

Dr. M Faheem Jan, Assistant Professor, PhD (Business Administration), Gazi Osmanpasa University, Turkey MS Management Sciences, Hazara University, Mansehera, BBA (Hons), Iqra University Karachi.

Ms. Khadija Hassan, Assistant Professor, MPhil Business Administration, Kinnaird College for Women, Lahore. MBA in Finance & Marketing. BBA Hons., Lahore School of Economics, Lahore. Professional Certificate in Consumer Behavior and Brand Management, Fashion Institute of Technology (FIT), NewYork (2012 & 2015).

Ms. Rabbia Asif, Assistant Professor, MBA Marketing, NCBA&E, Lahore. BFA Textile Design (Distinction), University of the Punjab, Lahore. Diploma Course, Swedish School of Textiles, University of Boras, Sweden.

Mr. Abdul Manan Khalid, Assistant Professor, MS Textiles, University of Management and Technology, Lahore. Bachelor of Design (Fashion Design), Pakistan Institute of Fashion Design, Lahore. Training in Menswear at L'Ecole de la Chambre Syndicale de la Couture Paris, France. Faculty Training at La Chambre Paris, France.

Adjunct Faculty

Prof. Dr. Oo Yu Hock, PhD (Organizational Management) North Carolina State University, USA

Prof. Dr. Mooi Wah Kian, PhD (Business Administration), Asia e University Malaysia

Mr. Zeeshan Ahmad, MS Fashion and Luxury Management, UMT, Lahore. B.Sc. Textile, Mehran University, Jamshoro

ENTRY REQUIREMENTS / ELIGIBILITY CRITERIA FOR M.PHIL ART AND DESIGN EDUCATION

As per PIFD Policy & HEC Guidelines	16 years of education from HEC recognized Institutes/ Universities in Art & Design or in the relevant field with a minimum of 2.5 CGPA or Equivalent.
Other Requirements	<ul style="list-style-type: none"> • A Personal Statement (Max 800 words) • Two strong reference letters (academic or professional) • Updated Resume/ CV • Attested copies of degrees and transcript • Original degrees at the time of interview
PIFD will conduct an aptitude test followed by an interview.	
Deficiency Courses	Deficiency courses will be offered as per PIFD policy. (As per HEC Graduate Policy, a student is required to take 6 - 9 Credit Hours of deficiency courses before enrolling in the M.Phil Art and Design Programme).

PROGRAMME STRUCTURE FOR MPHIL ART & DESIGN EDUCATION

Master of Philosophy in ADE (MPhil) is a full-time/ part-time course

Title	Master of Philosophy in Art & Design Education (MPhil) Evening Programme
Duration	2 years Full-Time (4 Semesters) 4 years Part-Time
Mode of Study	Full-Time Part-Time
Commencement of the Programme	Fall 2025 The first regular batch will complete the degree in Spring 2027
No. of seats	25
Total Credit hours	36 Credits - 1 Credit = 1 Hour Theory 1 Credit = 3 Hour Studio / Practical

The MPhil degree is awarded for the completion of 36 credits.

FEE STRUCTURE - MASTER OF PHILOSOPHY IN ART & DESIGN EDUCATION (MPhil)

Fee Breakup	AMOUNT (Rs.)
Admission/Registration Fee (once at the time of admission)	18,000
Endowment Fund (once at the time of admission)	5,000
Security Deposits (Refundable) (once at the time of admission)	18,000
Tuition Fee	89,000
Others (Library & Workshop Fee) etc.	10,000
Examination Fee	3,000
Thesis Fee (one time only)	35,000
*Hostel Security (Refundable) (Once at the time of admission in Hostel)	5,000

- 1- Adjustable Withholding Tax on Total Fee would be charged as per Government Rules.
- 2- Hostel Charges Rs. 160,000 per Semester (Furnished with A.C, T.V & Refrigerator)
- 3- Hostel Charges Rs. 95,000 per Semester (Un-furnished / Non-AC)
- 4- Tours/ Visits cost shall be charged separately
- 5- Fee may be deposited in two installments

ENTRY REQUIREMENTS / ELIGIBILITY CRITERIA FOR M.DES PROGRAMME

As per PIFD Policy & HEC Guidelines	16 years of education from HEC recognized Institutes/ Universities in Fashion, Textile or in the relevant field with a minimum of 2.5 CGPA or Equivalent.
Other Requirements	<ul style="list-style-type: none"> • A Personal Statement (Max 800 words) • Two strong reference letters (academic or professional) • Professional portfolio or related work (Digital) updated work • Updated Resume/ CV • Attested copies of degrees and transcript • Original degrees at the time of interview
PIFD will conduct an aptitude test followed by an interview.	
Deficiency Courses	Deficiency courses will be offered as per PIFD policy. (As per HEC Graduate Policy, a student is required to take 6 - 9 Credit Hours of deficiency courses before enrolling in the M. Des Programme).

PROGRAMME STRUCTURE FOR M.DES PROGRAMME MASTER OF DESIGN (M. Des) is a full-time/ part-time course

Title	Master of Design (M. Des) Pathways - Fashion Design/ Textile Design
Duration	2 years Full-Time (4 Semesters) 4 years Part-Time
Mode of Study	Full-Time Part-Time
Commencement of the Programme	Fall 2025 The first regular batch will complete the degree in Spring 2027
No. of seats	25
Total Credit hours	38 Credits - 1 Credit = 1 Hour Theory 1 Credit = 3 Hour Studio / Practical

The MDes degree is awarded for the completion of 38 credits.

FEE STRUCTURE - MASTER OF DESIGN (M.Des) PATHWAYS- FASHION DESIGN / TEXTILE DESIGN

Fee Breakup	AMOUNT (Rs.)
Admission/Registration Fee (once at the time of admission)	21,500
Endowment Fund (once at the time of admission)	3,000
Security Deposits (Refundable) (once at the time of admission)	16,000
Tuition Fee per Credit Hour	10,500
Library fee per Semester	3,000
Medical fee per Semester	2,000
Studio/Lab Fee per Semester	15,000
Thesis Fee (one time only)	20,000
*Hostel Security (Refundable) (Once at the time of admission in Hostel)	5,000

- 1- Adjustable Withholding Tax on Total Fee would be charged as per Government Rules.
- 2- Hostel Charges Rs. 160,000 per Semester (Furnished with A.C, T.V & Refrigerator)
- 3- Hostel Charges Rs. 95,000 per Semester (Un-furnished / Non-AC)
- 4- Tours/ Visits cost shall be charged separately
- 5- Fee may be deposited in two installments

ENTRY REQUIREMENTS / ELIGIBILITY CRITERIA FOR MSC PROGRAMME

As per PIFD Policy & HEC Guidelines	16 years of education from HEC recognized Institutes/ Universities in Fashion/ Textile, Marketing/ Management or in the relevant field with a minimum of 2.5 CGPA or Equivalent.
Other Requirements	<ul style="list-style-type: none"> • A Personal Statement (Max 800 words) • Two strong reference letters (academic or professional) • Updated Resume/ CV • Attested copies of degrees and transcript • Original degrees at the time of interview
PIFD will conduct an aptitude test followed by an interview.	
Deficiency Courses	Deficiency courses will be offered as per PIFD policy. (As per HEC Graduate Policy, a student is required to take 6 - 9 Credit Hours of deficiency courses before enrolling in the MSc in Design Management Programme).

PROGRAMME STRUCTURE FOR MSC PROGRAMME

Master of Science in Design Management (MSC) is a full-time/ part-time course

Title	Master of Science in Design Management (MSc) Pathways - Fashion / Textile
Duration	2 years Full-Time (4 Semesters) 4 years Part-Time
Mode of Study	Full-Time Part-Time
Commencement of the Programme	Fall 2025 The first regular batch will complete the degree in Spring 2027
No. of seats	25
Total Credit hours	33 Credits - 1 Credit = 1 Hour Theory 1 Credit = 3 Hour Studio / Practical

The MSc degree is awarded for the completion of 33 credits.

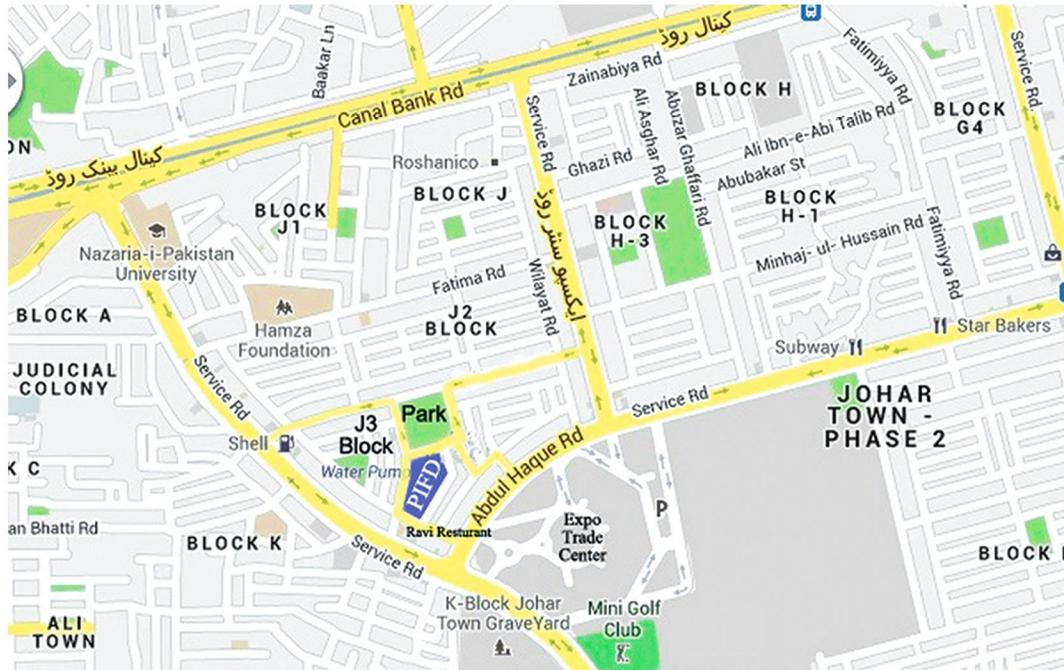
FEE STRUCTURE - MASTER OF SCIENCE IN DESIGN MANAGEMENT (MSc) PATHWAYS- FASHION DESIGN / TEXTILE DESIGN

Fee Breakup	AMOUNT (Rs.)
Admission/Registration Fee (once at the time of admission)	21,500
Endowment Fund (once at the time of admission)	3,000
Security Deposits (Refundable) (once at the time of admission)	16,000
Tuition Fee per Credit Hour	6,500
Library fee per Semester	3,000
Medical fee per Semester	2,000
Studio/Lab Fee per Semester	15,000
Thesis Fee (one time only)	20,000
*Hostel Security (Refundable) (Once at the time of admission in Hostel)	5,000

- 1- Adjustable Withholding Tax on Total Fee would be charged as per Government Rules.
- 2- Hostel Charges Rs. 160,000 per Semester (Furnished with A.C, T.V & Refrigerator)
- 3- Hostel Charges Rs. 95,000 per Semester (Un-furnished / Non-AC)
- 4- Tours/ Visits cost shall be charged separately
- 5- Fee may be deposited in two installments

LOCATION

PIFD is located in Johar Town in the north of the city right opposite to the EXPO Centre and very nearby the M2 Motorway. This suburban location with all up town facilities has become a hub of educational institutions. Johar Town is a newly developed area with all modern amenities for the students.



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