3d Animation Industry of Pakistan

by

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Thesis Statement:
What are the factors that have contributed to the evolution of 3d Animation Industry of Pakistan

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Chapter 1

**Introduction:**

In the last 10 years, with new technologies and fast growing and changing world of computers, 3D animation was really born in a new way and has progressed with an amazing speed. What Walt Disney did in the 60s and 70s by employing hundreds of illustrators and thousands of drawings that changed slightly to create the effect of movement has changed completely. It is a new process altogether, although still involves creative illustration and drawing. Now these 2D animations are produced much faster speed and with much fewer steps. It is also distributed and shared with much more ease and that has also changed the way the process is done these days. An illustrator does not have to be in a certain city or office to share and work with a team.

The way animators and designers traditionally work these days is that they scan their animator’s drawings and backgrounds or they draw directly into a computer system. Then they use different software programs to color the drawings and create the effect of camera movement. The software that is in the market these days has a whole lot of techniques to enhance your drawings and backgrounds. All drawings, whether they are figures or objects, are made and then edited or enhanced using 2D bitmap or vector graphics. There are many different kind of techniques available on the software that designers use, such as simulated hair, fire, waves, clouds and water.

In Pakistan, animation industry has gone through the same process that it has gone through in the western world. The technology and expertise has come a little slower
because the animation industry is not as big. There are no big animation feature films
being produced as we see in India. It started with product animation in advertising
commercials which was very minimal and basic. In 2002, Post Amazers came out with a
15 minute “Commander Safeguard” animated advertising movie which introduced and
brought a new theme to the face of advertising. The future of 3D character animation and
the process of story boarding in advertising was introduced and its prospects were
changed forever in Pakistan. That was a turning point.

Animation and illustration is my passion and my aspiration. Because of my interest, I
have undertaken to show where animation industry in Pakistan now stands and how it has
evolved through the years. In this dissertation I will look at the history, evolution and the
contribution of Pakistani animators. For this reason this dissertation is divided into four
chapters.

The first chapter is an animation overview: history, types of animation done for different
industries and the production process that is the standard in this industry worldwide. I
will use various sources to put this together. This is a compilation of the background of
animation and its process and techniques.

The second chapter is the literature review, and it has been gathered from all kinds of
sources including books, websites and articles.

The next chapter contains my research methodology; the strategy I plan to do research to
help answer my questions about the evolution of 3D animation in Pakistan. I will give
names of a few people who I believe are pioneers and who have an in depth knowledge
of this field and have contributed in a very big way to this industry.
The fourth chapter will be the analysis, where I will place findings and all the information that I have put together through Internet and field research. I will show Pakistani animators and their projects that have changed or defined how animation is today in Pakistan. Hopefully, that will show the big picture of the industry and its contributions and difficulties that have been there all along.
Chapter 2

Literature Review

Animation Overview:

The classic definition of animation, as described by IT academics and pioneering animators and designers are as follows. According to Jean Ann Wright, “the word animate comes from the Latin verb animare, meaning “to make alive or to fill with breath.” We can take our most childlike dreams or the wackiest worlds we can imagine and bring them to life. In animation we can completely restructure reality. We take drawings, clay, puppets, or forms on a computer screen, and we make them seem so real that we want to believe they’re alive. Pure fantasy seems at home in animation, but for animation to work, the fantasy world must be so true to itself with its own unbroken rules that we are willing to believe it.” (Animation writing and development: from script development to pitch, Focal Press, 2005)

Animation and IT consultants Net Creative Minds describe animation as “a rapid display of a sequence of images of 2D artwork or model positions in order to create an illusion of movement. Traditional animation was the process used for most animated films. The individual frames of a traditionally animated film are photographs of drawings, which are first drawn on paper.” (netcreativemind.net)
History of Animation

According to Aristotle, “without image, thinking is impossible”

Animation is not a new concept in this world, even though most people think that it is. People throughout history, from cave paintings and in all civilizations have tried to show motion in their art. Ancient Egyptians in 2000 B.C. had done elaborate drawings on walls. Greeks and Romans had also done drawings that showed a lot of movement and creativity. During Renaissance, Da Vinci had created animation in illustrations and drawings. Caravaggio and a lot of others have treated paintings with such light effects that create a three dimensional illusion. Even Japanese have stories on running scrolls that were the precursors of modern animation.

“A Frenchman named Paul Roget invented something known as the thaumatrope, which was a disc with a string attached to both sides. One side of the disc had the drawing of a bird and the other side an empty cage. When the disc was twirled using the strings, the bird appeared as if it was inside the cage. Such early inventions were forerunners to the present day animation.

Later, an instrument called the henakristoscope was invented by Joseph Plateau, which was a circular card with slits around the edge. The viewer had to hold the card up to a mirror and peer through the slits as the cards whirled. A series of drawings would be present around the circumference of the card. What the viewer would see was the optical illusion of a moving picture. Plateu introduced this to the US in 1826.”

(http://www.performingartsnews.com/articles/production/thehistoryofanimation)
Animated characters can sometime touch deeper emotions than real characters. Children are drawn to the colors and movements of these characters. Now, with the technological revolution in the last 15 years, animation has become an industry that could not have been imagined ever before. With gaming industry now, everything looks life like. In fact, realistic animation now looks so real that it is sometime impossible to make out that these are drawn characters. The technology is so sophisticated that anything that the mind can think can now be created. Today, animation can be done with much ease and greater sophistication. Gaming has become a huge industry of billions of dollars. Hollywood and now even Bollywood uses this technology to its extreme.

“Pioneers of animation include Winsor McCay of the United States and Emile Cohl and Georges Melies of France are considered the first pioneers of animation. McCay's 1918 film, Sinking of the Lusitania from 1918 was perhaps the first animated feature film.”

(http://www.fi.edu/fellows/fellow5/may99/History/history.html)

In 1908, Emile Cohl, the first French animator produced a film, “Fantasmagorie" which was the first film showing white figures on a black background. In 1910 he came out with En Route which was the first paper cutout animation. He developed this technique which saved a lot of time because the artist did not have to redraw each new cell, but just shifted the paper. Winsor McCay in USA did experiments with animation between 1911 and 1914. He used his comic strip character “Little Nemo” in 1911 and produced an animation sequence. John R Bray was another animator who in 1914 asked for copy rights for his numerous techniques for animation. One of his most forward looking was the process of printing the backgrounds of the animation which saved a lot of time since the artist only had to redraw the character and not the background.
The story of modern day animation and its success started in the USA and two giant animation houses need to be mentioned for their contributions to this field.

Hanna-Barbera Productions:

According to Wikipedia, “Hanna-Barbera Productions, Inc. was an American animation studio that dominated North American television animation during the second half of the 20th century. The company was originally formed in 1957... It was renamed Hanna-Barbera Productions, Inc., in 1959.

Over the next three decades, the studio produced many successful animated shows, including The Flintstones, Jonny Quest, Scooby-Doo, The Smurfs, Yogi Bear, The Jetsons, The Huckleberry Hound Show, Top Cat, Wacky Races, The Quick Draw McGraw Show, Tom and Jerry, Space Ghost, and The Magilla Gorilla Show, among others. The studio also produced several feature films and cartoon shorts for theaters along with a number of specials and movies for television, both animated and live-action.”

Walt Disney Animation Studios:

Walt Disney is the man who has created, evolved and pioneered animation. He is considered the god of animation and Walt Disney Animation Studios has existed since 1923, establishing itself as the leader in the American animation industry. Walt Disney Animation Studios made its mark in 1923 when it came out with Alice’s Wonderland where a human character interacts with a cartoon character. He was the first animator to
add sound to a cartoon movie Steamboat Willie in 1928. Snow White and the Seven Dwarfs in 1934 was the first feature length animated film that became the highest grossing film at that time.

1972-1984 Disney Company went down with troubles in its leadership. “Beginning in 1988 with Oliver & Company, Disney released a string of profitable and enduring blockbusters. The next five films—1989’s The Little Mermaid (the company’s first fairy-tale themed film in 30 years), 1991’s Beauty and the Beast, 1992’s Aladdin, 1994’s The Lion King and 1995’s Pocahontas—would each win the Academy Award for Best Original Score. Beauty and the Beast was nominated for Best Picture of 1991. The Lion King still stands as the highest-grossing traditionally-animated feature ever made, being the top money-maker among all films in North America in 1994.

Walt Disney Pictures is noteworthy for being the only film studio to have three films that have surpassed the $1 billion mark, these being Pirates of the Caribbean: Dead Man's Chest (2006), Alice in Wonderland (2010), and Toy Story 3 (2010). In addition, Disney is the only major Hollywood studio which released two films in a single year (Alice in Wonderland and Toy Story 3), each of them having accumulated more than $1 billion worldwide at the box office.” (Wikipedia)

With technology, the films became totally digital. The film Star Wars by George Lucas had a lot of computer animation for special effects. In 1993 Jurassic Park came out that used computer graphics in a new way, showing living animals moving and fighting. Toy Story, which was produced by Walt Disney Productions and Pixar Animation Studios in 1995, was the first full length feature film animated completely on computers. The Walt
Disney Company today is considered the biggest corporate ownership of a group of companies in terms of its annual revenues. One of its subsidiary is the Walt Disney Pictures. Major animated films coming out of the USA that are produced by studios like Walt Disney Animation Studios, Pixar Animation Studios, ImageMovers Digital and DisneyToon Studios are all released by Walt Disney Pictures.

Some of Disney’s animated characters like Mickey Mouse have become icons and symbols not just in USA but also all over the world. Disney films are popular all over the world and translated in many languages as diverse as Hindi, Arabic, Japanese and Swahili.

In the past 15 years, propped up by technology, there has been a sudden rise in animation studios in the US that create 3D animation like Pixar Animation Studios, DreamWorks Animation and Blue Sky Studios.

**TYPES of ANIMATION**

**Cel Animation:** Cel animation is the most traditional way of animating a series of drawings. Different images are drawn in consecutive order, each slightly different. These drawings are then used, with music, sound effects and dialogue. 10-12 frames per second are run in succession, creating movement.

**Stop Animation:** Stop motion animation is a technique in which objects and characters are moved one at a time. Images are drawn in different consecutive positions and photographed one at a time. Puppetry and claymation are generally used to animate.
**Computer Animation:** Computer animation is modern animation method that uses specially designed software to produce 2D and 3D animation.

**2D Animation:** This is mostly created in PowerPoint and Flash software. It is very close in appearance to cel animation but 2D animation is very popular because its user friendly, as simple images can be scanned into the computer and then used as an animated film.

**3D Animation:** With mathematical codes, 3D animation uses actions, color and three dimensional rendering that can depict complex situations like wars, natural disasters or other group movement situations.

**THE PRODUCTION PROCESS**

“According to “Jean Ann Wright” The production process is slightly different at different studios around the world. Even at a specific animation studio, each producer and director has his or her own preferences. Children's cartoons are produced differently from prime-time animation because of the huge variation in budget. Television shows are not produced the same way as feature films. Directto videos are something of a hybrid of the two. Independent films are made differently from films made at a large corporation. Shorts for the Internet may be completed by one person on a home computer, and games are something else altogether; 2D animation is produced differently from 3D; each country has its own twist on the process. However, because of the demands of the medium, there are similarities, and we can generalize. Therefore, the production process follows in a general way.” (netcreativemind.net)
The Script

Animation begins with either script or some written idea. “When a premise is approved, it’s expanded into an outline, and the outline is then expanded into a full script.”

Recording

Once script is done, the director hires the cast. Actors get script for recording and this may take many sessions. There is also a composer.

The Storyboard

“Storyboard artists take the script and create the first visualization of the story. Often these boards are still a little rough. Executives must approve the final storyboard or animatic.

The storyboard process may take about a year for a feature. The script or treatment will undergo many changes as the visual development progresses. For CGI features a 3D workbook shows characters in motion in space as well.”

Character and Prop Design

The drawing at this point is on paper or on the computer. They are put in model sheets for the director.

Color

There are artists called Color stylists. They work with the art director and choose colors that look good.
Exposure Sheets

“The director or sheet timer fills out exposure sheets (X-sheets), using the information found on the audio track. These sheets will be a template or blueprint for the production, frame by frame and layer by layer.”

Animation

“The animator receives the dialogue track of his section of the story, a storyboard or workbook that has been timed out, the model sheets, copies of the layouts, and X-sheets. Animators might be cast to animate certain characters, or they may be assigned certain sequences. Clean-up artists or assistant animators clean up the rough animation poses drawn by the animator and sketch the key action in between. For a feature production where drawings are animated on ones a single minute of film may take over 1,400 drawing.”

CGI (Computer Generated Imagery) Production

CGI means that 2D animation and live action is put together. Images are made first, and when they are approved, and then they are rendered in 3D. Characters are rendered on a computer from basic geometric shapes and then different parts are put together. Movement is then added. Texture and color and lighting are then added. Then live-action backgrounds are added.
Postproduction and Editing

A lot of time, this is done in overseas studio, which is easy to exchange these days with the director.

“The editors mix the voice track with ADR, sound effects (Foley effects or effects from a sound effects library), and music tracks (which may be original or also from a library). The tracks are then blended. The videotape is combined with the sound, the opening titles, and the credits. Transitions are added, and this editing is completed in an offline or online assembly.” (netcreativemind.net)
Chapter 3

Research Methodology:

Through my literature review I have gathered information about the standard production processes in 3D animation, I will now, through interviews and data, map out the history of animation in Pakistan. I will discuss in depth the 2002 pioneering Post Amazors “Commander Safeguard” animated advertising movie that introduced and brought 3D animation to Pakistan. Through my research, I have put together my thesis question, which is as follows;

What is the history of animation in Pakistan and how 3D animators operate? What is the production process here and what is the quality of work and projects being produced?

I will use qualitative data to research, which I have gathered with literature review and interviews. There is not much qualitative data available since animation is new in Pakistan and no survey or research has been done about the number of active 3D animators, their projects or amount of work being produced. Most of my research comes from one to one interviews and opinions, preferences and work processes through which I will try and put together the evolution of this industry in Pakistan. These are the people who have been involved in it since the beginning and they are data resources of information.
I will be doing semi-formal interviews with people in the industry. I have also made Appendix so that I have information and a heading about the person being interviewed. This will help me put together an analysis and conclusion. People also tell stories in informal interviews that are very useful and informative and show history and evolution in the industry since they are the workers and history makers of animation.

Some of the people I will interview are as follows;

Tahir Musa – CEO of Sharp Image

Mohammad Yonus: Production Head at Ice Animation Studio

Zakir Hussain: Head of the Multi Media Department at Szabist University

Ahmed Ansari: Animator and Multi Media teacher at Szabist University

Ali Ahsan: Art Director at Sharp Image

Qazi Fazli Azeem: Faculty of Computer Science, Indus Valley School of Art and Architecture
Chapter 4

Analysis:

Animation Industry came to Pakistan 17 year back. The time period can be classified into three phases. Each phase not only shows the progress in Pakistan but also reflects the boom in global technology and the future of technology based art in the world.

Phase 1

(1994 to 1997)

In 1994 when the animation industry began in Pakistan, there was no demand of animation in the local industry. Most people in the commercial and retail industry did not have basic information or education regarding animation. Also, the animation being used was mostly for products – moving it around or showing some motion. If at all there were characters, they were very basic and looked poor in front of all the animated Disney films that people were exposed to. As a result, clients did not like to use character animation. Also, there was very little understanding of the medium and the potential of the medium in advertising and what it could bring in terms of profits and sale boosts. I would classify this phase in Pakistan as a very basic and early phase even though there was a lot happening in the world.

The online global activity grew very fast in just a few years after 2004. Before that you could not find any online training series or tutorials about animation or any CGI
computer generated imagery. This really helped the industry since people could log online and find out about the international market and the art being produced for commercial purposes.

“I remember the days when I was used to look at the tutorials on a VCR cassette player. The Terminator 2 was the first Movie which was done in CGL.” (Muhammad Younas)

Phase 2

1998 to 2002

The skills of animators improved during this time period. There was a technology boost that made animation easy. Max studio software was replaced by Maya. This also brought a new possibility that was not thinkable before. The software also became easier to use. The tutorials were available on line and Pakistani industry started taking animation seriously. During this time, Post Amazers Production house got an opportunity to work on two international projects. These were two animated movies: the first movie was ‘Sun of the mask’ and the second was ‘Exorcist the beginning’. This gave Pakistani industry a real boost and some exposure in the International market.

The production houses started getting involved in international projects and started bidding for jobs in the West. This helped the industry a lot, and boosted learning and skills development. There were more young people who became interested in this field and talent started coming forward.
During this time, clients in the commercial world also became aware of the power and potential of animation and started taking risks with animated commercials.

**Phase 3**

**2003 to 2011**

Software during this time switched to Maya, Motion Builder and Mental ray in the industry. Interactive knowledge due to e-learning increased. Huge amount of tutorials and training were available on the internet. Work done in India, Singapore, Malaysia, Dubai and Thailand was used and resources were shared.

Production Houses started to give online training courses to their employees, when the ‘Animation Mentor,’ an online character animation school was founded in 2005.

“Animation Mentor is a for-profit university online animation school that teaches students character animation skills. Headquartered in Emeryville, California, the school offers an 18-month program in which students are taught by ‘mentors,’ experienced animators who are professionals working in the animation industry. Animation Mentor is a distance learning school at which animation professionals teach character animation to students in over 50 countries.” (Wikipedia)
Commander Safeguard:

Besides product packaging animation, character animation was introduced. Commander safeguard (anti bacterial soap) was made for Procter and Gamble in 2002. It was a huge undertaking. It was the first character based animation production which was a 15 minute of scripted, written story telling animation. Aziz Jindani was the brand manager of safeguard in Procter and Gamble and he came up with the idea taking a risk of making a 15 minutes long character Based animation movie which was commissioned to Post Amazors. It was launched at the same time in Sri Lanka, India, Bangladesh and Mexico. Mexican version of safeguard is also produced in Pakistan, running on air in Mexico for 6 months. Commander safeguard broke the record of “Sponge Bob” character that was the most popular character in Mexico.

“According to experts, learning in children is faster through hands-on experience versus listening. Children are able to retain 75% of all learning while doing things themselves which means that their hands are exposed to various germs during these activities. Keeping children away from such activities for fear of germs is not suitable for their development. Therefore, Safeguard has embarked on a mission to enable Pakistani children to live life to its fullest by inculcating regular hand washing habits into their lifestyle.” (http://www.scribd.com)

This was a turning point and a revolution in Pakistani animation industry. Data showed that safeguard sales went up 50%. After the success of Commander Safeguard, within a year Aziz Jindani became the brand manager for safeguard for all South Asian countries. By 2007, he became the youngest brand manager of P&G.
“Commander Safeguard is the first Pakistani "3D Animated Series". It is sponsored by Procter & Gamble Pakistan; the show was produced and animated by Post Amazers to promote hand washing habits among children. The animated series was created to augment the educational material on health and hygiene. Commander Safeguard is a great example of how private sector brains can contribute to public sector good.

Till now, 9 episodes (excluding two Independence Day special episodes) of 15 to 20 minutes have been aired on many Pakistani TV channels. It is one of the most popular local TV shows for children in Pakistan.” (http://en.wikipedia.org)

After that, many animated, character based features were made. Most successful were animated series Milkateer, made by Sharp Image production in Karachi for Tetra Pack packaging company. Cocomo animated TV series was created and directed by Semyne Khan, while animation was done by H2o szkcreative. This too was a Sharp Image production.

The process of production was done on International standards and shows the progress done in Pakistani industry during this time.

“We exchange “daily concepts” and online discussions or feed backs with the clients about the running project for the purpose of being on the same concept and production process to follow the International format of production processing” (Mohd Younus)
(PSEB) Pakistan Software Export Board

Pakistan Software Export Board (PSEB) is an apex Government body mandated to promote Pakistan’s IT Industry in local and international markets. PSEB facilitates the IT industry through a series of projects and programs in infrastructure development, human capital development, company capability development, international marketing, strategy and research, and the promotion of innovation and technologies.

PSEB works extensively with international trade associations, commerce bodies and the media to promote Pakistan's IT industry. PSEB has more than 1500 IT companies, which possess expertise in custom software development, enterprise Resource planning (ERP), financial solutions, mobile content, document management, enterprise computing and business process outsourcing (BPO). (http://www.pseb.org.pk)

Mr. Zia Imran is the Managing Director of Pakistan Software Export Board.

Mr. Zia Imran has over 15 years of experience working in hi-tech industry in the US. He has held senior managerial positions in sales, consulting, product management and product development at Oracle, Altera and other hi-tech companies. At Oracle he was recognized for his contribution to the sales and consulting teams and was nominated to Club Excellence on two separate occasion; an award given to the top performers in Oracle sales and consulting. Mr. Imran is a serial entrepreneur who has started software companies both in the US and recently in Pakistan. He is also the chairman of Pakistan Software Houses Association (P@SHA). His areas of interests are financial analysis, entrepreneurial ventures, corporate governance and economic and policy analysis. His
passion for entrepreneurship dates back to his business studies at Chicago GSB where his team won the prestigious annual New Venture Challenge. (http://www.nu.edu.pk)

He was a keynote speaker at a recent Gaming and Animation Conference that was organized by PSEB and P@SHA in Karachi at the Indus Valley School of Arts & Architecture.

Companies involved in PSEB are those who actually want to export their software to other countries as PSEB promotes and sanctions the company and also provides taxation free revenues till 2016.

PSEB is also involved in the promotion of software industry in Pakistan by arranging and supporting seminars within the country and in India and Dubai as well.

Recently the PSEB arranged a seminar at Indus Valley School of Art And Architecture. The purpose of the seminar was to spread awareness amongst the fresh, talented and creative graduates who have a proper art background and who can help the animation industry grow by their talent. It was also aimed at those students and graduates who are interested in joining the Gaming Industry and who can make their portfolios according to the requirement of the company. People working in the Gaming industry in Pakistan right now, are self taught and learned from their personal experiences.

Recently the gaming industry had done some of the most successful projects; most of these projects have one or two graduates from Indus Valley School. That’s why PSEB decided to come to IVS and arranged a seminar to make a connection between the fresh graduates and the Private Gaming Companies.
PSEB also actively receives and reviews portfolios of up and coming designers, animators and illustrators. It offers internships and job in animation and gaming Industry because this rich and expanding industry requires a lot of young talent people and they can act as in between. Animation is beginning to become a big Industry there is a lot of money that is offered to animators and designers.

“In business point of view they really want people to come forward and join this industry.” Qazi Fzi Azeem.

According to Zia Imran, the Call of Duty made a billion dollars within last 2 months. This is like something unheard before, even the movie industry had not done, that much of business.

**Conclusion:**

There has been progress in Pakistan since 2002 in 3D animation. Pakistani economy is in bad state and technology is not available in schools, offices and there is less exposure, compared to India or other countries in Asia. In spite of that, Animation Industry of Pakistan is competing with the Indian Animation Industry and is bringing awards home from within Indian Industry. The talent available is immense and people rely mostly on online resources or experts in the fields to learn animation techniques. The work being produced is of very good quality and retail industry is getting more aware of animation. We see more characters promoting products and used in storytelling. Audiences have responded well to this and we see a boost in sales with animated advertisements.
Appendix:

Interviews

Name: Qazi Fazli Azeem

Designation: Full time faculty member for Computer Graphics at the Indus Valley School of Art and Architecture.

Work Experience: 8 years.

Qazi Fazli Azeem is a Graphic Designer and disability activist from Karachi, Pakistan. He practices & teaches graphic design, which supports his non-profit Autism-Asperger's Syndrome awareness work in South Asia.

“He represented Pakistan as a speaker at the 2nd South Asian Autism Conference Delhi, India (2008), 3rd South Asian Autism Conference Dhaka, Bangladesh (2009) and at the International Autism Research Conference Wales, UK (2009). He was Pakistan's delegate at the 2008 Unesco Disability Conference at Shafallah Centre, Doha, Qatar.

His interview has been published in the book "A History of Autism: Conversations with the Pioneers" by Adam Feinstein, 2010, Wiley-Blackwell, UK.” (www.fazliazeem.com)

Mr Azeem trained thousands of students in the last decade, and has been interviewed on Geo TV, Indus Vision and FM101, as a leading trainer for Multimedia education in Pakistan.

“I taught Multimedia Design at the Department of Computer Science -University of Karachi (2006), Graphic Design, Publication and New Media courses at the Department
of Media Science at Szabist University Karachi (2009-2010). I was given the "Best Faculty Member of the Year Award" in 2005 by Arena Multimedia Pakistan at their Defense Centre. I became Pakistan's first BS (Multimedia) undergraduate in 2006, specializing in post production. I trained the creative teams at Lowe & Rauf advertising agency (2010) and at Jimm'y Studio (2009). I am an Apple Certified Helpdesk Specialist and have faculty certifications for all Adobe and Macromedia design software.”

Production house:

Qazi Fazli Azeem works at The Indus Valley School of Art and Architecture (IVS) which was founded in 1989 by a group of professional architects, designers and artists. It is a leading institute of learning in the disciplines of Fine Arts, Design and Architecture.

“In an age of rapid social, technological and aesthetic transition, we feel committed to educating our students with the ability to analyze and critique experience, and to nurture their creative abilities so they become active, outstanding members of our society, both personally and professionally.” (http://www.indusvalley.edu.pk)

Software and hardware used:

“Internationally the animators tend to follow the latest version of software updates. Locally they use a bit older versions of software. Here in Pakistan, designers are working in Maya 3d software which they started using back in 2002 and still most of the production is being done in Maya 3d software. When the newer versions of the software or hardware come in the market, it is usually expensive. The animators are more comfortable with the version of software on which they are trained in Middle East. They
don’t want to jump onto the latest new versions also because of piracy issues and software licenses. That’s why they stick to the older tested versions.

The work done in Pakistan is not very adventurous work, it’s a very formula based work following the same international standard - still you don’t see the quality of work which you see in the movies of Pixar and Walt Disney. Since the cost factor is too much high, no one is ready to invest that amount of money here in the animation Industry.

**Clients:**

According to Mr. Azeem, the biggest client for animation has always been the architecture sector – one has seen the TV commercials of buildings and interiors and most of these projects are animated. Most other clients use 3d animation for their product packaging, like a dancing product box (Dibba).

**Projects and Types of Animation:**

- Teaching experience of 8 years in Arena multimedia.
- Animations for Movenpick tvc commercials
- 3d animation modules and event managements for CNBC Pakistan’s first international business channel.
- Most of his students work in big animation houses of Pakistan. They have worked on commander Safeguard and Milkateer animation series.
- Bhanke Mia Qawalli animation. The animation Bhanke Mia Qawall is produced very quickly – in a span of 6 hours, because they have to run it on-air in TV
channel every day. Motion capture is used, which is a new technology and makes it possible to produce 3d animation much faster.

“As far as the character design and the whole ambience of it, I think the milkateer series by Sharp Image is the best of them all because it the localizes the content with a very nice character design. The Walls Ice Cream also uses the rocket element as their character animation, but it is a bit childish in terms of animation and quality. On the other hand, they came out very successful with Milkateer animation series because they allowed creativity and localized content like rickshaws and buses and it turned out very well. This project got them a lot of work also. Sharp Image is now also working with the entertainment channels of the Middle East because of the success of their Milkateer series.”

**Future of 3d Animation in Pakistan:**

The future of 3d animation is quiet strong because the software and hardware are cheap and accessible. Training courses and tutorials are all available on the Internet. But the problem is that good quality work takes too long. Since TV commercial are done in a very short period of 30 to 40 days, it is not enough time for producing good quality work. Pakistan has a very short list of animators as compared to international level. Agencies have deadline-oriented work. Big production houses risk some experiments for improving the quality of work otherwise it is difficult to achieve the international level of quality production.
**Name**: Tahir Moosa.

**Designation**: CEO

**Work Experience**: 17 years of experience in the Animation Industry of Pakistan.

**Production House**: Sharp Image

Sharp Image is a 3D Animation, Visual Fx and Post Production Studio that renders services for major TV commercials, Directors and Advertising Agencies in Pakistan. Sharp Image has prided itself for using cutting edge technology & trends in the field of Computer Generated Imagery (CGI) for 3D Character Animation (TVCs), Short Animated Films, TV Commercials/Visual FX, TV Shows (3D Animated Series), VFX/Asset Development and Architectural Visualization. Throughout its existence, Sharp Image has tried to combine creative & technical experience which consists of Concept Art, Character Design/Development, Environment Design, 3D Modeling, Character Animation, Rigging, Texture Painting and Rendering with Good CG Artists working on Projects from Concept to Execution. (www.rozee.pk)

**Software and Hardware used:**

Back in early days the production houses started with the 3D Max studio. Now they are shifted to 3D Maya. As the technology progressed they have adopted the latest software and hardware using it in today’s animation. The real progress in evolution in technology came in animation of Pakistani industry when Post Amazers Production came into existence in 2002. Also in those days first 3D character animation was produced in the
animation industry of Pakistan. Today, we have motion capture technology, which we used on our Milkateer project.

**Clients:**

When animation industry came into Pakistan, animation was only done for the product advertising. No shot films or character animation existed. There was also no awareness in the clients about the power of animation. Now the clients are much more educated regarding special effects.

We have national and international clients. I would like to say the fact that there is a lot of work and potential in the animation industry. We need new talented fresh artists in this field.

**Awards:**

*Milkateer by Sharp Image shines at TASI viewer's choice awards, 2008.*

The 10-minute corporate film Milkateer by Sharp Image with its milk-drinking kid superhero duo and its matrix-style of action sequences turned out to be the audiences choice in the commissioned films category. The awards were a part of the 3 day Anifest held at the picturesque IIT, Powai campus in Mumbai between August 15/17, 2008. All winners were awarded with goodies which included widescreen monitors, software licenses and packs, workstations, cash money and TASI t-shirts and caps.

(http://www.brandsynario.com)
**Future of 3d animation:**

Animation has a very bright future in Pakistan. We need to accept this medium, and the progress it is making in international market. Clients need to understand and use the power of this medium to compete with the rest of the world.

“We welcome fresh talent to take the fabulous opportunity” (www.careersinpk.com)

We have also started a training institute for the talented students who are willing to come to us and work in 3d animation industry.
Name: Muhammad Younas

Designation: Production Head.

Work Experience: 9 years.

Production house: Ice Animation Studio (Former Post Amazors)

“ICE Animations (Pvt.) Ltd. is a newly established 3D animation studio. It is a part of one of the largest and most well-diversified group that has a number of companies serving media, print, consumer goods, textiles etc. with major stakes in a range of multi-national corporations. At ICE Animations, we are installing state-of-the-art high-end motion capture system, large scale render farm as well as other high-performance equipment, combining the cutting edge technology with the creative skills of our studio to set up a character animation pipeline. Through an effective use of a solid pipeline along with technology, creativity and a continuous process of training, our objective is to create highly entertaining animations, short stories, feature films etc. for everyone.”

Asif Iqbal the CEO of Ice Animation and have contributed a lot in the Animation Industry of Pakistan.

He has a great 6 years of international experience worked in Singapore Malaysia and Korea. He is responsible for bringing International projects in Pakistan.” (Muhammad Younas)

Software and hardware use:

Back in early days the production houses started with the 3d Max.
Now they have shifted to 3d Maya. There are some big companies like Sharp Image who are still working with 3d Max software. Now we are using Maya, Motion Builder and Mentalray to meet the requirement of international market. The technology has shifted drastically from back in 2002. Character animation has evolved and was done in Maya, which has totally changed the perception of the client about 3d animation.

**Clients:**

Most of clients needs to understand this medium, animation is not only for product based commercials or TVCs. Now the people are more aware and now there is work like shot films and feature films, which are being used in advertising.

We have a very good example of commander safeguard soap campaign. The 15 minutes animation documentary raised the brand image of Safe Guard soap up to 50%. This campaign boosted the Animation Industry of Pakistan.

**Projects and Types of Animation:**

Looking back as I mentioned, in the early days of this century, animation was all about products but now the clients want to build their brand image as a character and want to tell stories through characters about their products.

Commander Safeguard is the first Pakistani "3D Animated Series". It is sponsored by Procter & Gamble Pakistan; the show was produced and animated by Post Amazers to promote hand washing habits among children. The animated series was created to augment the educational material on health and hygiene. Commander Safeguard is a great example of how private sector brains can contribute to public sector good.
Till now, 9 episodes (excluding two Independence Day special episodes) of 15 to 20 minutes have been aired on many Pakistani TV channels. It is one of the most popular local TV shows for children in Pakistan.”( http://en.wikipedia.org)

**Future of 3d Animation in Pakistan:**

“For our motion capture based animation production that uses Maya, Motion Builder and Mental ray, we are looking for people like you. On-job training will be provided so feel free to apply in whatever department you think your current skills will back you. The only pre-requisite is a proven passion for arts, animation and entertainment industry; and a will to follow your dreams in a highly disciplined and dedicated fashion.”

(http://www.rozee.pk)

3d animation industry of Pakistan is making its place in the international market. Most of our ongoing projects are international projects, which is great progress in the evolution of animation industry of Pakistan. Now we are on the stage and we are competing with the rest of the Asian countries like India, Sri Lanka, Malaysia and Bangladesh.

We are training young talented artist and if someone wants to learn we welcome them. Do not ever think that animation industry does not have better tomorrow in Pakistan since we have a lot of talent.
Name: Ali Ahsan

Designation: Art Director.

Work Experience: 11 years.

“Syed Ali Ahsan has been in CGI industry as a Technical Director since last 10 years. He has worked on two international feature films as Technical Director namely “Son of the Mask 2005” and “Exorcist the beginning 2004”. With an Engineering and technical background he has developed and overseen Character Animation Production pipeline at Sharp Image. He has also received foreign 3D Character Animation training and is actively involved in training human resource for character animation productions in Pakistan”.( http://www.filums.com.pk/jury.htm)

Production house: Sharp Image.

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(www.rozee.pk)
Software and hardware used:

The technology has shifted drastically since 2002. Character animation has evolved. First it was done in Maya. The new technology has totally changed the perception of the client about 3d animation.

Clients:

Most of clients need to understand that this medium is not only for product based commercials or TVCs. Now that people are aware, there is work like short films and feature films, which are made for advertising purpose.

Projects and Types of Animation:

We mostly have advising based projects. In the past few years the short story telling medium has arrived after commander safeguard campaign.

Sharp Image has won Commissioned Film award at TVCA Anifest India in 2010. It was an Electrolux Transformation commercial film.

Future of 3d Animation in Pakistan:

As technology progresses this field is expanding. Eight years back there were no resources or information on the internet regarding 3d animation tutorials or any online courses. Now online courses are being offered, like Animation Mentor. Online character animation school was founded in 2005 by three experienced animation professionals, Bobby Beck (CEO), Shawn Kelly (Cofounder) and Carlos Baena (Cofounder). Their mission was to provide the most personal and fulfilling learning experience on the planet.
Over the past 5 years, the company has grown quickly, while still maintaining a strong sense of family and innovation.

The production houses also train their employee’s through online short courses.

Most of the international markets are now looking towards Asian animation industries. Because cheap labor and talent in countries like Pakistan, India, Sri Lanka and Malaysia, a job is done in half the cost.

It is very expensive to hire an employee in other countries because their rates are high and we even have to pay proper taxes for the number of computer running in a production houses. That is why companies prefer to employ freelancers on line.
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