





**ABDULLAH NASEER**

**FA20-BMC-003**

Dated: August 31, 2023  
Ref: DP/HR-C/007

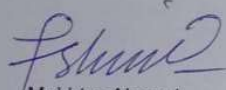
**Subject:**

**TO WHOM IT MAY CONCERN**

It is certified that Abdullah Naseer s/o Naseer Ahmad, student of Mass Communication in COMSATS University Islamabad, Lahore Campus, under Roll No.FA-20-BMC-003 has successfully completed his internship for a period of six week from 14-07-2023 to 31-08-2023 at Creative Department of Discover Pakistan HD TV.

During his temporary stay with the channel, he was actively and diligently involved in all the projects and tasks assigned to him from time to time.

We wish him continued success in his future practical career ahead.



Mukhtar Ahmed  
Director HR

## INTERNSHIP CERTIFICATE



I, **Abdullah Naseer Hashmi** of COMSATS University Islamabad Lahore Campus's Media and Communication Studies department with student ID FA20-BMC-003, solemnly declare that my six week internship, mandatory as part of my Bachelor of Sciences (BS) program in my seventh (7th) semester was successfully completed at Discover Pakistan HD TV channel creative department from 17 July-20 August 2023. While interning there, I eagerly took in new experiences while seeking knowledge and exploring potential areas of work opportunities.

My report presents my experiences from working on various teams such as 3D modeling, VFX and environment design teams. Furthermore, this report covers working environment aspects as well as creative process observations that I observed during my internship period under Asim Butt as mentor. I hope that all important details I experienced during this internship period can be conveyed clearly herein.

My report will be free from plagiarized content except where relevant to my organization and projects I worked on, with source materials and references properly noted in it. Should any additional details of my work or experience be necessary, they will be readily provided upon request.

# ACKNOWLEDGEMENT

Dr. Kaiser Rafiq of Discover Pakistan's CEO and Executive Producer deserves my deepest appreciation and thanks. In spite of his busy schedule, he took time out of his day to listen to my work and provide invaluable advice and feedback during my internship period - I am truly appreciative that Discover Pakistan enabled me to complete this internship program while gaining valuable industry experience.

Mr. Asim Butt, Head of Creative Department at Discover Pakistan, played a pivotal role in my development during my internship experience by providing invaluable advice, guidance, and feedback for my work. I appreciate his assistance as I explored various areas within creative fields.

Ms. Ayesha Mirza did an exceptional job guiding our internship program. She made sure all arrangements were in place to foster our learning, and I thank her for dedicating so much of her time and efforts in providing guidance for us.

Thank you to my colleagues and superiors, including Mr. Usman, Mr. Raza and the entire production team, who contributed greatly by sharing their knowledge. It has aided my success immensely.

# EXECUTIVE SUMMERY

Experience and Training Program at Discover Pakistan. It has been an incredible privilege for me to complete an internship at Discover Pakistan, the only HD television channel of Pakistan. In this report I share my experiences and the training received during a six-week period spanning 17th July 2023 and 31st August 2023. Also provided herein is an overview of Discover Pakistan which covers its organizational structure, departments, internship plan, acknowledgments program and training program.

My reflective journals detail my daily tasks and schedule. In particular, they highlight working in different departments such as 3D modeling, VFX and environment design. Furthermore, this report details the production process for programs like 'The Morning Show' from pre-production through post-production stages.

Working at Discover Pakistan has allowed me to expand my skills in areas like 3D modeling, VFX and environment design through hands-on experience. My mentor Asim Butt provided invaluable guidance regarding quality standards, workload management and other industry aspects. In addition to developing technical abilities, it was fascinating witnessing the collaborative work culture and pace of creative industry work environments.

SWOT analysis highlights an organization's strengths, weaknesses, opportunities, and threats based on my observations. Critical analysis compares my theoretical knowledge with practical experience in the field; work samples have also been included as part of this analysis. Finally, recommendations were offered while summarizing key learnings, skills, and future plans.

# OVERVIEW OF ORGANISATION

Discover Pakistan was established in 2017 under the leadership of Dr. Kaiser Rafiq. With over 22 years of entrepreneurial experience and numerous ventures founded under his direction including Options Group, Discover Pakistan, AFHOS Club, and Royal Emirates Group; Dr. Rafiq has spearheaded numerous successes including discovering Pakistan.

Dr. Rafiq studied in New York and has worked alongside internationally-recognized figures like Hillary Clinton and Bill Gates. Additionally, Dr. Rafiq currently sits on various government and private organizations boards and is deeply passionate about community service and economic development in Pakistan.

Dr. Rafiq returned home after living abroad for years in order to invest in key sectors and nurture Pakistani talent. Under his direction, Discover Pakistan was launched as the country's inaugural HD tourism channel with an aim of showcasing all of Pakistan's wonders both locally and internationally.

**Vision and Mission:** Our aim is to disprove negative stereotypes about Pakistan through engaging programming that showcases our cultural wealth and tourism potential, while simultaneously educating audiences and encouraging travel within Pakistan.

**Key Departments:** The channel boasts creative, production, marketing and finance divisions to oversee content creation, partnerships, operations and revenue streams respectively.

Discover Pakistan aims to present an accurate image of Pakistan both domestically and abroad through informative programming showcasing our cultural heritage, natural beauty, adventure sports and tourism potential. Thanks to improved security measures and government initiatives, tourism in Pakistan has experienced exponential growth over the years.

Discover Pakistan was officially unveiled on March 23rd 2017 as Pakistan's inaugural HD tourism television channel. Aiming to set new standards for quality media content through creativity and

innovation, its mission is to promote tourism by showcasing Pakistan's diverse attractions via satellite broadcasts, IPTV platforms and digital media.

Discover Pakistan is currently the only channel in Pakistan dedicated to travel, culture and tourism with an extensive focus on these subjects. While other media may promote tourism campaigns or projects related to it, Discover Pakistan remains the sole dedicated channel to showing an optimistic portrayal of Pakistan's tourism sector and economic progress to local viewers and worldwide audiences alike.

Discover Pakistan is an instrumental player in realizing Pakistan's potential and increasing GDP contribution from tourism industry, by working collaboratively with public and private stakeholders. Furthermore, through its captivating programming it aims to reduce negative stereotypes while encouraging cultural exchange and breaking down stereotypes.

## **MISSION STATEMENT**

*"Our mission is the projection of natural beauty and developments in Pakistan. Rising Pakistan - Must be Shown to the World and Team Discover Pakistan is going to do so."*

The CEO, Dr Kaiser Rafiq, says that they have to show progressive and positive Pakistan to the whole world and promote tourism and its industries.



# MARKET STANDING & COMPETITORS

PEMRA currently registers 89 media channels, of which Discover Pakistan is one. It purchased its license for approximately 50 million PKR. Due to being relatively new in the market, Discover Pakistan will need some time to become a major force - although already it is reaping positive viewership ratings and TRP scores.

Discover Pakistan is currently the only dedicated tourism channel in Pakistan, though digital media channels may provide travel and cultural content online. However, being mainstream television channel, Discover Pakistan boasts greater reach.

Discover Pakistan is in line with other international channels like National Geographic, Discovery and Travel Channel in terms of production quality and global viewership; however, to achieve those standards will require continued efforts over time.

Discover Pakistan stands out in Pakistani television landscape with its focus on tourism and travel, carving a distinct niche for itself in television programming. Through continued expansion, this media brand could potentially become an influential champion of domestic and international tourism promotion.

# OWNERSHIP

Discover Pakistan is privately owned by Discover Pakistan (Pvt.) Ltd. The company holds copyright over all the channel's original content and programming.

# AIM

- Promote tourism within Pakistan, and demonstrate its natural beauty, heritage and culture to global audiences.
- Create a positive image of Pakistan domestically and internationally through high production quality documentaries, photos and videos featuring tourism destinations and attractions.
- Discover Pakistan is poised to become Pakistan's premiere tourism media brand and "window to the world", through strategic partnerships and global outreach efforts.
- Promote travel and cultural exchange by dispelling misconceptions and stereotypes about Pakistan through informative, engaging programming.

# SWOT ANALYSIS

- Your text Strong production capabilities with professional crew and latest equipment.
- Encouraging an environment which encourages learning and creativity
- Successful public relations enable film production companies to gain easy access to film locations.
- Well-organized structure and accountability systems.

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- Lack of indoor studio/virtual sets available relative to demand
- Upgrade facilities to accommodate an expanding audience base

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- Explore new and unexplored areas of Pakistan
- Focusing on digital platforms to expand global outreach.
- Mentoring young talent and supporting innovative ideas.

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- User-generated content on social media networks has proliferated significantly in recent months.
- Over time, audiences' preferences change over time.
- Dependence on one genre of positive/inspiring content

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# PARTNERS



**University of the Punjab**



# PLAN OF INTERNSHIP

My internship began on July 17, 2023 at Discover Pakistan office located in Gulberg, Lahore. I was assigned to their creative department under Asim Butt (Head of Creative Dept).

Prior to my internship at Discover Pakistan, I had more than 1.5 years of experience in 3D modeling and VFX work through freelance projects. Due to this background experience, I was quickly placed within Discover Pakistan's 3D modeling, VFX and environment design teams.

This internship served to provide hands-on experience in different aspects of television production such as 3D modeling, visual effects (VFX) and environment design. I observed and assisted teams from pre-production (conceptualization and design work), through production involving software skills such as rendering to post-production where editing and assembly took place.

I was provided the opportunity to work on various projects such as the 14th August identity design, 3D elements for YouTube videos, and Ramadan identity practice work - each helping my technical skills by way of hands-on practice. This experience helped hone them further.

Plan was to provide me with a solid grasp of workflow, quality standards, technical skills and time management aspects needed in creative industries. Furthermore, mentored on effective communication and collaboration in professional environments.

My internship was concluded on August 31st 2023 and following that I underwent an interview to obtain feedback on my performance and areas for improvement. It proved an invaluable learning experience towards meeting future career goals.

Complete my six-week internship at Discover Pakistan, Pakistan's premier television production house, proved an invaluable learning experience for me. Over this period, I gained insight into different departments such as 3D modeling, VFX and environment design as well as understanding their respective processes and operations.

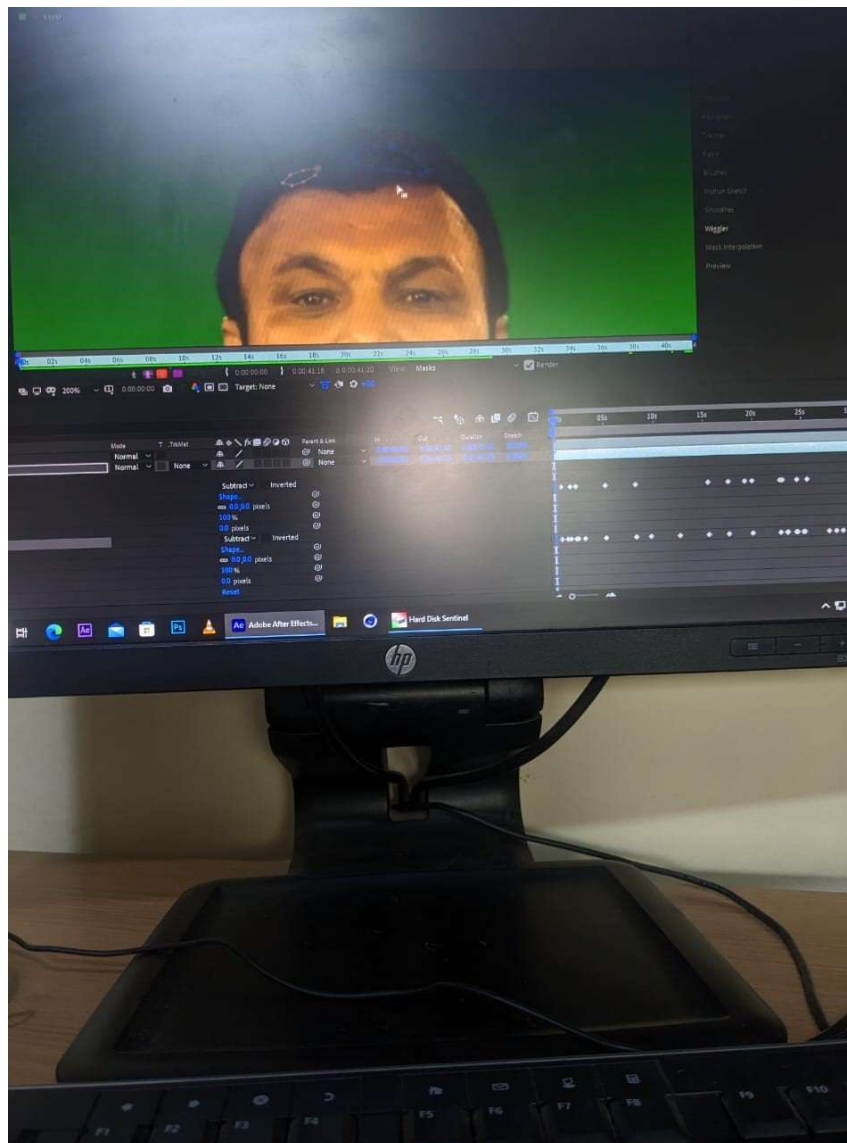
After our initial meeting with Asim Butt, we were given an introduction tour of all the departments at Discover Pakistan. First we visited the creative department where professionals were hard at work on various projects using software such as After Effects, Premiere Pro and Photoshop.

At the creative department, there were two motion graphics artists, two graphic designers, and a video editor. I found it fascinating to witness animated elements being created for productions using motion graphics artists' techniques and animated elements from motion designers' portfolios. Our discussion continued with a video editor who showed us their post-production workflow which involved editing, color grading and audio mixing services.

After my introduction, I was assigned to assist and shadow motion graphics artist Asim Butt in his daily work, which allowed me to gain more insight into his everyday processes. Under Asim's direction, I began designing 14th August identity packages; designing logo animation and lower thirds under his supervision provided valuable hands-on practice of After Effects.

I worked on animating the logo using shape layers and text animation. Asim provided invaluable feedback and suggestions to refine its design further. It was a wonderful learning experience as I gained insight into quality standards and design thinking used for broadcast work.

My creative department heads and mentor, Asim Butt, were always available to answer my queries and give valuable feedback on my work during my internship period, enabling me to make fast strides towards improvement during this internship experience.



# WEEK 1 & 2

My first week focused on getting familiar with all of the necessary software. Discover Pakistan heavily relies on Unreal Engine and Maya, so I spent two days downloading over 25GB of Unreal Engine and 5GB of Maya files via our office internet - something which took some time!

After downloading, I began familiarizing myself with the software under Asim Butt's guidance. He provided insight into their typical workflows, file structures and best practices, while taking extensive notes to cement my understanding.

As soon as I was back home, I began applying what I'd learned. Asim assigned me the task of designing an Independence Day identity package that could promote it on television and social media channels; providing me with details regarding its creative brief and target audience.

Asim and I discussed my ideas to refine them further. Once my concepts had been shortlisted, Unreal Engine enabled me to 3D model the national flag and create flythrough animations of it.

Asim ensured I remained on track by setting daily goals and deadlines, providing valuable input from colleagues, and setting daily goals and deadlines of my own. Receiving input helped improve my designs further.

These initial weeks enabled me to develop fundamental 3D/motion graphics skills through hands-on practice of the software, which enabled me to demonstrate them on the 14th August identity project and cement my interest in visual communication careers. Looking ahead, I look forward to taking on additional responsibilities over time.

# WEEK 3 & 4

My second week at Discover Pakistan saw me refining designs for a 14th August identity package based on feedback, before Asim assigned me the task of conceptualizing elements for an upcoming 6th September Defence Day identity package.

As soon as I started exploring symbolic motifs and designing draft logo animations in Maya, I took initiative to practice my 3D modeling skills by starting an identity for Ramadan in Unreal Engine during free time to increase my proficiency with this software.

That week, Discover Pakistan was preparing to launch their inaugural virtual television news anchor powered by artificial intelligence. However, during testing the avatar's lip sync was out of sync with recorded audio clips; Asim asked me if I could identify any issues.

After closely examining test footage, I observed several phoneme groups within the training data could be modified to better map mouth shapes to sounds. After consulting with engineers on refining those areas of their machine learning model, when rendering clips again using these altered data synchronization was vastly improved.

My team appreciated my observation and solution, and it felt rewarding that my problem-solving abilities could make an impactful contribution as an intern. Furthermore, this experience further cemented my interest in emerging technologies.

That week, I advanced both the 6th September and Ramadan identity projects. For 6th September, I created draft logo animations in Maya before placing 3D elements within virtual cityscapes within Unreal - receiving feedback from Asim helped strengthen my skills with every iteration.

Time management was invaluable for me in managing multiple projects and meeting deadlines on time, while being part of an encouraging environment helped me develop professionally as I took on more responsibilities. Furthermore, the internship provided invaluable hands-on learning opportunities within my area of interest.



# WEEK 5 & 6

Asim assigned me a new project in my fifth week: creating 3D backdrops for Normad Compass, Discover Pakistan's travel show. He explained the backdrop would feature in outdoor location shots so it seemed like our hosts were filming there even when filming actually occurred on our studio set.

Asim approved of my initial sketches and I began modeling 3D elements such as mountains, trees, buildings and other details to create the backdrop as an artificial location in Maya.

Rendering test animations of my designs with changing lighting was helpful in assessing them and Asim provided valuable input that enhanced realism further. By the end of the week, I had several draft versions complete and ready.

I spent my sixth and final week honing Normed Compass backdrops based on input received. Additionally, I created execution drafts of an identity package designed previously; finalizing logo animations, lower thirds and social media graphics in Maya and Unreal were among these drafts.

Asim and my other colleagues were delighted by what they saw; their positive comments and suggestions further cemented my confidence in my abilities. Our internship concluded with an evaluation meeting where Asim recognized my advancement, work ethic, and potential.

Discover Pakistan provided me with an exceptionally enriching experience that allowed me to grow both personally and professionally, helping me hone valuable hands-on learning opportunities that enabled me to advance both professionally and personally. In my fifth week, Asim assigned me the task of creating 3D backdrops for Normad Compass travel show; these would feature in outdoor location shots to give the illusion of real location filming when filming inside our studio set.

As soon as Asim approved of my initial sketches, I began modeling 3D elements inspired by Pakistani landscapes and monuments using Maya software - including mountains, trees, buildings and other details that created a virtual backdrop of Pakistan.

Rendering test animations of my backdrop designs with varied lighting helped to evaluate them, while Asim provided invaluable feedback that further increased its realism. By the end of the week, I had created several draft versions.

In my final week, I continued refining Normad Compass backdrops based on additional input. At the same time, I began working on initial execution drafts of a 6th September identity package I designed earlier. This involved finalizing logo animations, lower thirds, and social media graphics in Maya and Unreal.

# CRITICAL ANALYSIS

Discover Pakistan plays an integral part in projecting an accurate picture of Pakistan to the international community by showcasing our diverse cultures, traditions and beauty through engaging factual programming. Additionally, this channel sets itself apart by encouraging inclusive content exploration across different areas in Pakistan.

Work in the creative department taught me essential production skills such as motion graphics, 3D animation, visual effects and video editing. In particular, I learned industry best practices for designing lower thirds, titles, logo animations and other broadcast graphics.

Mentor Asim Butt was instrumental in my professional growth through hands-on guidance and feedback, providing invaluable experience on projects like the 14th August identity package and 3D backgrounds for social media.

Though the working environment was positive and supportive of exploring creative concepts, some areas could be enhanced such as streamlining workflows between departments to minimize delays - for instance, due to being located far away, makeup room negatively impacted timing of shoots.

Discover Pakistan has provided me with an invaluable opportunity for learning that will serve me throughout my career. Specifically, I gained essential practical skills that will serve my future professional pursuits and aim to continue developing them to stay ahead in such a competitive field. Thank you, Discover Pakistan, for this life-changing learning opportunity!

Overall, this experience has strengthened my passion for media. I look forward to seizing more opportunities like these to build skills for this ever-evolving industry.

# CONCLUSION

My internship experience at Discover Pakistan was truly transformative, enabling me to expand both my technical abilities and gain practical industry insight through hands-on training in different departments such as 3D modeling, VFX and environment design. Through direct involvement with these departments and practice sessions in them all I was able to hone both technical abilities while simultaneously expanding practical industry expertise. Discover Pakistan, as the leading tourism and travel channel of Pakistan, plays an essential role in creating positive images of our diverse cultures to both local and global audiences. Asim Butt provided invaluable guidance that allowed me to understand various stages of content production, and Discover Pakistan gave me this incredible opportunity. Through their mission of improving Pakistan's tourism industry and economy, this internship confirmed my goal of pursuing broadcast media as a career and I hope that learning opportunities like these continue throughout my career path.

# RECOMMENDATIONS

Discover Pakistan has the potential to promote tourism on an even wider scale by opening regional offices and production hubs in major cities across Pakistan, which will facilitate more localized content production as well as coverage of different destinations.

**Enhance Advertising and Sponsorships:** Skilfully selected advertising can generate extra income without impacting on the channel's vision, while public/private sponsorships could support production of special tourism segments or packages.

**Collaborate Internationally:** Partnering with international broadcasters offers Pakistan an invaluable opportunity to distribute content globally and draw visitors from other nations. Joint productions exploring cultural or historical connections between Pakistan and other nations could prove powerfully impactful.

**Upgrade Equipment:** Although production quality is impressive, upgrading to higher definition cameras and filming gear will further amplify Discover Pakistan's ability to showcase natural beauty and unique landscapes in HD quality.

Here are a few additional suggestions:

**Leverage Social Media:** Utilizing platforms such as Facebook, YouTube and Instagram to effectively market Discover Pakistan can help attract younger audiences and travelers. Engaging them through behind-the-scenes footage, live streams or interactive campaigns is sure to generate plenty of buzz on these networks.

**Develop Mobile Apps:** Mobile apps provide audiences worldwide access to Pakistan's extensive library of travel guides, documentaries and virtual tours without being tied down to one physical location. Apps may also integrate augmented reality features.

**Target Niche Segments:** Programming that targets niche segments such as heritage, adventure, religious and medical tourism can attract specific groups with shared interests. Furthermore, international outreach efforts will benefit from having special segments translated into major languages.

**Collaborate With Influencers:** Joining forces with Pakistani travel bloggers and international social media influencers can help promote unexplored locations by sharing user-generated content through their vast international followings.

**Launch an Over-The-Top (OTT) Platform:** An OTT platform is an effective way to monetize digital content while reaching tech-savvy audiences worldwide through subscription services.

Discover Pakistan needs our full support in their efforts of staying relevant by continuously innovating, using emerging technologies strategically and engaging audiences effectively. Their efforts deserve full appreciation from all parties involved.

## **REFERENCES**

<https://www.discoverpakistan.tv/>









