

Communication design, Journalism
Graphics and Animation

Tawseef Majeed, PhD

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Work & experience:

Organisation/company: Department of Design and Innovation, Jamia Millia Islamia, India

Role: Assistant Professor

Work: Teaching, Course coordinator

Period: August 2022 - present

Organisation/company: Department of Journalism and Mass Communication,
Islamic University of Science and Technology, Kashmir

Role: Lecturer

Work: Teaching (Documentary; Film design; Sound design; Media appreciation)

Period: April 2021 –August 2022

Organisation/company: AJK Mass Communication Research Center, Jamia Millia Islamia, India

Role: Lecturer

Work: Teaching (3D animation design)

Period: January 2016 to September 2016

Organisation/company: Himalayan Broadcasting Company

Role: Assignment editor cum reporter

Work: News journalism

Period: July 2009 – June 2012

Organisation/company: RF Mediamind Limited, Bulgaria

Role: Content designer; writer (remote)

Work: Communication design

Period: May 2016 – July 2018

Organisation/company: Best Technology Assets, United Kingdom

Role: Communication designer; Academic writer (remote)

Work: Content designing

Period: July 2013 – December 2015

Organisation/company: Indian Air Force

Work: Trainee

Period: April 2006 – December 2006

Education:

Degree/award: *PhD (practice-based) in Mass communication*

University: AJK MCRC, Jamia Millia Islamia, New Delhi

Period: 2014-2021

Degree: *Masters (MA) in Journalism*

University: Islamic University of Science & Technology, Kashmir

Period: 2008 - 2010

Post-graduate Diploma: *Graphics & Animation*

University: Jamia Millia Islamia, New Delhi

Period: 2012 – 2013

Degree: Bachelor of Science (BSc)

University: University of Kashmir

Period: 2005 – 2008

Invited expert lectures:

Institution: National Academy of Broadcasting & Multimedia

All India Radio and Doordarshan, Kingsway Camp, Delhi-110009

Occasion: Workshop on “Graphics and Animation in TV Programming”

Role: Delivered Two Special Lectures on:

- *Elements of graphic design and Communication/Visualization*
- *Image Layout and Special FX*

Filmography:

State Tuberculosis Centre, J&K

Role: Film-Maker

Project: Documentary ‘GAFLAT – The Ignorance’ (10 min) (2013)

AJK MCRC, Jamia Millia Islamia

Role: Filmmaker

Project: Final animation production project - *Ishq Kamina* (3-minute short 3D animation Film)

Directorate of Sheep Husbandry, J&K

Role: Filmmaker

Project: *Kashmir Merino – Kashmir’s own high-yielding sheep breed* (a 10-minute short film)

Workshop/s conducted:

Photography and Graphic Interventions

Department of Architecture, School of Architecture and Planning, Islamic University of Science and Technology, Kashmir

Role: Instructor/expert

Work: Photographic design; visual communication design; graphic interventions

Period: 12 – 13 October 2021

Entrepreneurship:

Aspect Media, Srinagar

Role: Founder

Year: 2013

Company: Media and advertising

Published scholarly research:

Book review: Farhat Basir Khan, *The Game of Votes: Visual Media Politics and Elections in the Digital Era*

South Asia Research, May 2022 (42:2)

Embedded authoritarianism: the politics of poor press freedom in Indian Kashmir

Media, Culture and Society, April 2022 (44:3)

Strategic journalism amid media repression in Kashmir

Media Asia, 2021 (48:3)

Metaphoric Interpretation: Representing Subjectivity using Creative Visual Metaphors in Animated Documentary

This research article was published in conference proceedings at the National Conference on Innovation in Visual Arts at Amity University Noida. ISBN: 978-81-949292-6-0

Animated Indian Narratives: “Creative Treatment” of (collective) Memories in *The Stitches Speak* (2009)

Studies in Indian Place Names
ISSN 2394-3114 Vol. 40 Issue 10, February 2020

Psychorealism in Scene: Artistic Imagery of Subjective Psyche and Emotions in *Ryan* (2004)

Studies in Indian Place Names
ISSN 2394-3114 Vol. 40 Issue 10, February 2020

The Role of Social Media in Mobilizing Crowd Protest—A Case Study of Palestinian Anger Against Israel’s Military Measures at Al-Aqsa Compound on Instagram

Studies in Indian Place Names
ISSN 2394-3114 Vol. 40 Issue 10, February 2020

Animated Documentary: A Dramatic Art of Documentary Storytelling

International Journal of Communication and Media Studies (IJCMS)

Animated Realities in India: Documenting Using Documentary Animation – An Analysis

International Journal of Communication and Media Studies (IJCMS)

Research papers/publications under review/consideration:

Social media could have enabled behavioural change toward Covid-19 Vaccination

This research paper is currently under review at *Brain Behavior and Immunity*, Elsevier.

"...the vaccine is perfect": Perception of Covid-19 Vaccination on Twitter"

This research paper is currently under review with *Social Media + Society*, Sage.

Palestinian War Narrative and Social Media: Ethnographical account of the Victims of the Israel-Palestine War during May 2021

A book chapter to be published in 2023 in a book titled “Global Media Coverage of The Palestinian-Israeli Conflict: Reporting the Sheikh Jarrah Evictions” by *IB Tauris, Bloomsbury*.

Animating *the Actuality*: Evaluating the Artistic Practice of Animated Documentary

A research paper is currently at the final stage of publication in *Animation Sage*.

Towards Documentary Animation Theory: Nonfiction Animation and the Emerging Perception of Indian Documentary practice

A book Chapter in Professor Timothy Jones’s (Robert Morris University, Pittsburgh) upcoming book about contemporary Indian animation.

Practising MOJO Amid Media Curbs: Mobile Journalism as an Emerging Journalistic Practice in Kashmir

A research article was selected to be presented (oral) at the National UGC-Delhi University Journalism conference (DJOC 2020). The paper is currently under review at *Journalism Studies* Routledge.

Visual activism and Intifada: Archiving 2010 uprising and protests in Kashmir

The paper was selected for the Visible Evidence XXII International Conference held in August 2015 in Toronto, Canada.

Papers presentations at conferences:

Metaphoric Interpretation: Representing Subjectivity using Creative Visual Metaphors in Animated Documentary

A research article was selected for oral presentation at the National Conference on Innovation in Visual Arts at Amity University Noida.

Conference Date: October 07, 2020

Psychorealism in Scene: Artistic Imagery of Subjective Psyche and Emotions in *Ryan (2004)*

A research article presented at JTA Multidisciplinary International Conference 2020, Jamia Millia Islamia, New Delhi.

Conference Dates: Feb 16-18, 2020

Animated Indian Narratives: “Creative Treatment” of (collective) Memories in *The Stitches Speak (2009)*

A research article presented at JTA Multidisciplinary International Conference 2020, Jamia Millia Islamia, New Delhi.

Conference Dates: Feb 16-18, 2020

The Role of Social Media in Mobilizing Crowd Protest–A Case Study of Palestinian Anger Against Israel’s Military Measures at Al-Aqsa Compound on Instagram

A research article presented at JTA Multidisciplinary International Conference 2020, Jamia Millia Islamia, New Delhi. This paper is co-authored by Ali M. Abushbak.

Conference Dates: Feb 16-18, 2020

Animated Indian Narratives: “Creative Treatment” of (collective) Memories in *The Stitches Speak (2009)*

A research article presented at JTA Multidisciplinary International Conference 2020, Jamia Millia Islamia, New Delhi.

Conference Dates: Feb 16-18, 2020

The Kashmir aspect in Contemporary Hindi Cinema (A study of Representation of Kashmiri Muslim characters in Bollywood movies)

The paper was selected and presented at the *Muslims, Media, and Democracy International Conference, 2015* held at *Maulana Azad National Urdu University* in Hyderabad, India

Attended International Conference on “**Urban Spaces: Representations, Practices and Experiences in the Indian Subcontinent**” on 5th and 6th February 2015

Workshops participated in/attended:

Participated in a one-week workshop on **Communication Research Tools, Methods and Approaches** at the Department of Journalism and Mass Communication, Islamic University of Science and Technology, Awantipora from 31st August - 5th September 2021

Attended a workshop on “**Essentials of Research Writing & Using Mendeley Reference Manager**”. Organized by Jawaharlal Nehru University, on Friday 20 November 2020

Delivered two special lectures in a workshop on “**Graphics and Animation in TV Programming**” Organized by the National Academy of Broadcasting & Multimedia. All India Radio and Doordarshan, Kingsway Camp, Delhi-110009 on 16th December 2019.

Faculty development programs (FDPs):

Participated in and completed the **AICTE Training and Learning (ATAL) Program for Faculty Development [Augmented Reality (AR) and Virtual Reality (VR)]** organized by the Department of Mechanical Engineering, KLE Dr MSSCET, Belagavi - 590008

Participated in and completed the **AICTE Training and Learning (ATAL) Program for Faculty Development (Animation)** organized by Amity School of Fine Arts, Amity University Uttar Pradesh, from 8th to 12th Feb 2021 in online mode.

Eligibility Exams Qualified:

NET (National Eligibility Test) in Mass Communication and Journalism

SET (State Eligibility Test - Jammu and Kashmir) in Mass Communication and Journalism

Awards:

Gold Medal in Graphics and Animation (2013) awarded by, Jamia Millia Islamia, India

Skills:

Writing

Academic writing includes Research papers, essays, articles, term papers, poetry, etc.

Writing styles: MLA, APA, Chicago, Turabian, AAA, Harvard etc.

Graphics and Animation

Character designing, Animation and Compositing:

2D - Adobe Animator, After Effects, Premiere Pro

3D - Maya

Video & Still Photography

Editing: Adobe CC Master Collection

Shooting Skills (PD-160, Panasonic 300CCD, DSLR)

Studio lighting & studio setup

Sound Editing

Editing in Adobe Audition and Audacity

Sketching

Life Drawing

Character Designing

Orthographic drawing

Story Board

Acting for animation

Animatics

Screen Writing

Tawseef Majeed, PhD