



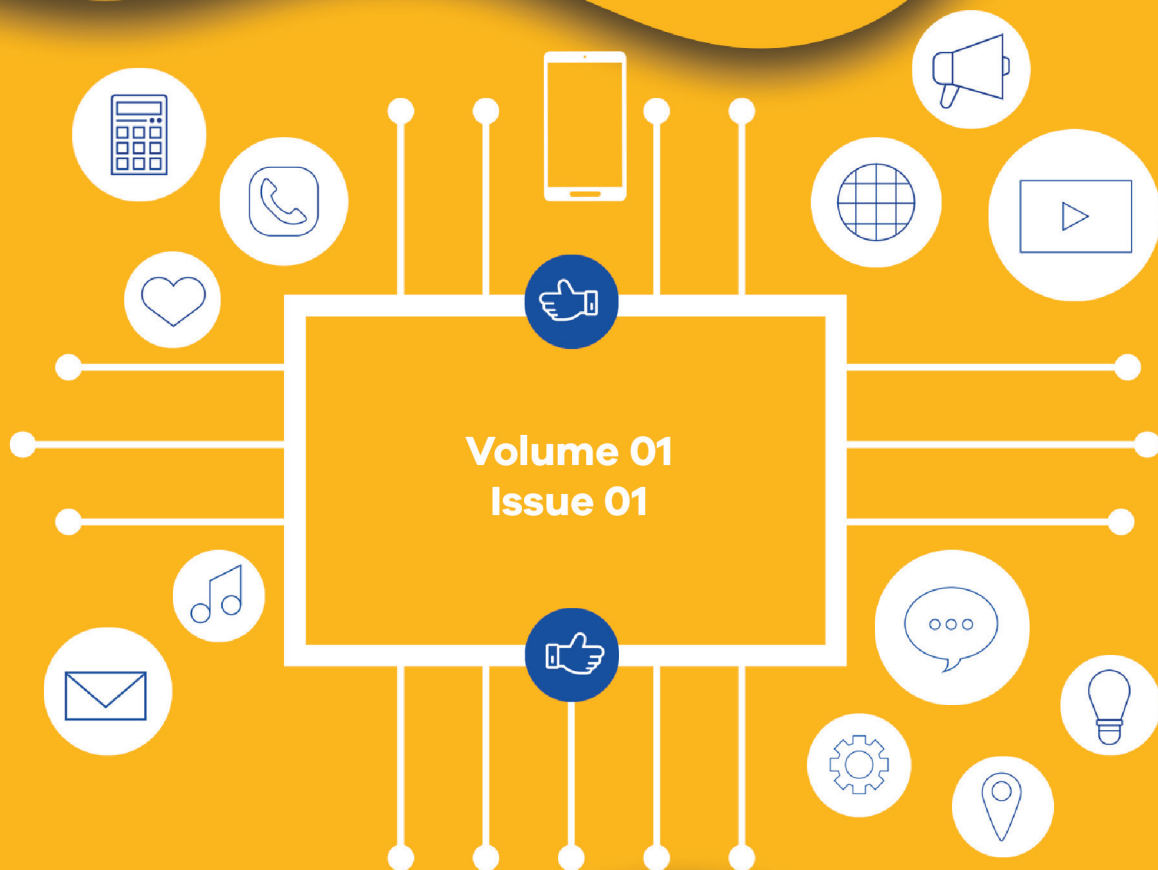
Office of
**Research, Innovation
& Commercialization**

Commercialization Handbook

by

Faculty of Mass & Media Communications

Office of Research, Innovation and Commercialization



ORIC UCP

University of Central Punjab



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About ORIC

The Office of Research, Innovation, and Commercialization (ORIC) at the University of Central Punjab (UCP) serves as the driving force behind the university's research and innovation ecosystem. Guided by a clear vision of becoming a catalyst for transformative research and innovation, ORIC positions UCP as a hub where groundbreaking ideas not only advance academic knowledge but also shape industries and empower entrepreneurs with real-world impact.

In alignment with the Higher Education Commission's mandate, ORIC provides strategic, organizational, and technical support for all research activities at UCP. It ensures that faculty and students are equipped to pursue high-quality research, generate intellectual property, and translate discoveries into solutions that benefit both society and the economy. By fostering strategic partnerships and supporting sustainable commercialization, ORIC reinforces UCP's mission of building a future-ready ecosystem where ideas evolve into enterprises.

Anchored in the UCP Five-Year Strategic Plan (2025–2029), ORIC's efforts are centered on six key areas: Research Excellence, Commercialization and Intellectual Property, Industry–Academia Linkages, Entrepreneurship and Startups, Infrastructure and Core Facilities, and Internationalization. Together, these pillars provide a structured pathway for turning knowledge into impact, reinforcing UCP's role as a leader in research-driven societal development.

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Faculty of Media & Mass Communication (FMMC)			
Sr. No	Name	Quantity	Cost/Price
1	Audio Podcast Studio	Per Hour	4500
2	Audio Editing of Commercial	(up to 1 minute) for Ads / Commercial	3000
3	Audio Editing of Promos/Station Identities	(up to 1 minute) for Audio Promo	4000
4	Audio Editing of Documentaries / Features	(per minute) for Documentary editing	1000
5	Podcast (Recording)	Per Hour	10000
6	Talk Show (Recording)	Per Hour	15000
7	Chroma Shoot	Per Hour	10000
8	Video Editing	per video (up to 15 minutes)	10000
9	Still Photography & Videography	For Two Hours	10000



1. Faculty of Science & Technology (FOST)

Established in 2014, the Faculty of Media and Mass Communication (FMMC) is one of the most prestigious institutions for media education in Pakistan with over 1000 students currently enrolled. Under the leadership of Prof. Dr. Taimoor ul Hassan, a renowned media educationist, FMMC is committed to transforming the landscape of media education in the country. The faculty offers a wide range of courses from Social Sciences, Business Management, Information Technology, and Arts with Media and Mass Communication at its core, supported by an interdisciplinary curriculum designed to prepare students for diverse professional careers.

FMMC equips students with the knowledge and skills needed for fields such as journalism, film and theatre, advertising and public relations, digital media, communication research, entrepreneurship, politics, education, and management across both government and non government sectors. Along with strong academic foundations, the faculty emphasizes practical exposure through internships and job placements in reputed organizations. It also takes pride in being the first institution in Pakistan to establish its own TV studio and production house, a state-of-the-art Non-Linear Editing Lab, and a fully functional FM radio station (UCP Ki Dunya 92.6) that operates round the clock, providing students with unmatched hands-on training.

By blending a broad spectrum of courses with modern digital technologies, FMMC nurtures intellectual growth and creative abilities, enabling graduates to meet the demands of both national and international media markets and to launch their own ventures. The faculty also fosters global connections through partnerships with international universities and organizations, allowing students and faculty to access worldwide knowledge and resources. These collaborations help transform ambitions into achievements by providing updated learning, professional development, and opportunities for impactful contributions to the media industry.

1.1. Audio Podcast Studio

The Audio Podcast Studio is a fully acoustic and professionally equipped space designed for high quality podcast recording. It is equipped with international standard audio devices and provides a Hi-End environment managed by a sound engineer.

Company/Make

- Microphones: 2 AKG, 2 Rode
- Audio Mixer: Allen & Heath
- Recording Software: Adobe

Capacity

- Studio setup with host and 1 or 2 guests

Key Specifications

- Fully acoustic studio
- High quality audio environment
- International standard equipment
- Operated by a professional sound engineer



Audio Podcast Studio

Applications

- Professional podcast recording
- Interviews and discussions with 1 host and up to 2 guests
- High fidelity audio production

Location

Faculty: FMMC

Department: Audio Studio

Location: B-SLB 402, Building B, 4th Floor

1.2. Audio Editing of Commercials

Company/Make

- Adobe Audition
- PreSonus Eris E5 XT

Key Specifications

- Professional audio editing software
- High sensitivity and accuracy
- Wide frequency response for detailed monitoring

Applications

- Audio editing and mixing for commercials
- Suitable for professional advertisement audio production

Location

Faculty: FMMC

Audio Studio

Room: B-SLB 402

Building B, 4th Floor



Audio Editing of Commercial

1.3. Audio Editing of Promos/Station Identities

Company/Make

- Adobe Audition
- PreSonus Eris E5 XT



Audio Editing of Promos/Station Identities

Key Specifications

- High-quality editing software with advanced tools
- Precision audio monitoring and mixing capabilities

Applications

- Editing and mixing of promotional audios
- Production of station IDs and branding elements

Location

Faculty: FMMC
Audio Studio
Room: B-SLB 402
Building B, 4th Floor

1.4. Audio Editing of Documentaries/Features

Company/Make

- Adobe Audition
- PreSonus Eris E5 XT



Audio Editing of Documentaries/Features

Key Specifications

- Professional-grade audio editing and mixing
- High-resolution monitoring

Applications

- Editing of documentaries
- Audio production for features and long-form content

Location

Faculty: FMMC
Audio Studio
Room: B-SLB 402
Building B, 4th Floor

1.5. Podcast (Recording)

Company/Make

- 2 Canon DSLR 6D Mark II Cameras
- 2 Rode Microphones

Key Specifications

- 2 Camera HD Podcast Recording Setup
- Grid and Standing Lights (LED Soft Lights available)
- Professional studio environment for high-quality recording

Applications

- Podcast recording for interviews, discussions, and shows
- Suitable for professional media and academic content production

Location

Faculty: FMMC
TV Production House
Building B, 4th Floor



Podcast (Recording)

1.6. Talk Show (Recording)

Company/Make

- HD Cameras: JVC HM 600 and JVC 200

Key Specifications

- Multi-Camera Production (3 Camera Setup)
- Real-Time Control Room Integration
- Professional studio setup for live or recorded productions

Applications

- Recording and production of talk shows
- Suitable for panel discussions, interviews, and live audience formats

Location

Faculty: FMMC
TV Production House
Building B, 4th Floor



Talk Show (Recording)

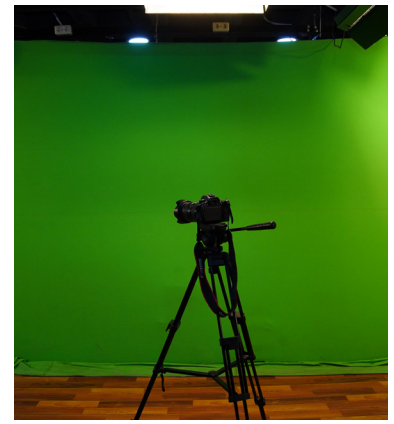
1.7. Chroma Shoot

Company/Make

- Camera: Canon DSLR 6D Mark II

Key Specifications

- 10 x 10 feet Green Screen setup
- Grid and standing lights for professional illumination
- Audio options: Boom/Collar Mic
(captured in camera or separately via Zoom device as required)



PCR Machine

Applications

- Green screen video production for creative visual effects
- Recording with background replacement for academic, commercial, or media projects
- Suitable for interviews, tutorials, and promotional content

Locations

Faculty: FMMC
TV Production House
Building B, 4th Floor

1.8. Video Editing

Company/Make

- MAC System

Key Specifications

- Professional editing using Adobe Premiere Pro software
- High quality rendering and output options
- Delivery of final edited video file on USB



Video Editing

Applications

- Editing academic and professional video content
- Post production for documentaries, promos, and events
- Visual and sound enhancement for multimedia projects

Locations

Faculty: FMMC
TV Production House
Building B, 4th Floor

1.9. Still Photography and Videography

Company/Make

- Canon DSLR 6D Mark 2 or JVC HM 600 Cameras

Key Specifications

- Professional photography and videography setup inside UCP TV Studio
- High resolution image and video capture
- Delivery of RAW data in USB

Applications

- Brand and product photography
- Promotional videography shoots
- Academic or commercial visual documentation

Locations

Faculty: FMCC
TV Production House
Building B, 4th Floor



Still Photography and Videography



University of Central Punjab

Smart Service Creativity

University of Central Punjab
Lahore, Pakistan 2002



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