

13.6 DEPARTMENTAL PROFILES OF MULTIMEDIA COMMUNICATION AND DESIGN

INTRODUCTION: The Department of Multimedia Communication and Design (MCD) is one of the six departments in Central Institute of Technology, Kokrajhar. The department was set up with a vision to create a holistic academic environment and creative contribution to the Society. Department envisions to enkindle the finest creative minds, a passion for innovation in technology, driven by a firm understanding, appreciation of design.

The department was started in the year 2009. Since its inception the department offers 3 year diploma programme in Animation and Multimedia Technology to prepare students to make a career in the field of Animation and other allied industries. The department has been upgraded in 2015 to widen up its scope and started its Under Graduate Bachelor of Design programme from July 2016. The department currently offers under graduate programme of 4 year / 8 semester Bachelor of Design (B. Des.) in Multimedia Communication and Design and diploma programme of 3 year / 6 semester Diploma in Animation and Multimedia Technology. The focus of the program is to explore the creative use of technologies to build effective and enjoyable experiences in the field of multimedia communication and design. The programme is designed to meet the growing industry need as well as nurture the students to be an independent creative problem solver to the society. The Bachelor of Design programme is affiliated to Assam Science and Technology University (ASTU), Guwahati and the Diploma programme is affiliated to State Council of Technical Education, Govt. of Assam. The Department also plans to introduce Masters in Design and PhD in Design with specialization in the field of Multimedia Communication and Design very soon.

VISION: Department of Multimedia Communication and Design envisions a holistic academic environment for creative contribution to the Society.

MISSION

- To contribute locally and globally in various creative and educational programmes and help the region to excel in the creative field.
- The Diploma programme is meant to provide a skill-based curriculum.
- The Degree programme is meant to develop Knowledge, Skills, Abilities and Aptitude among students to become creative problem solvers and to bring about innovative ideas in the multimedia communication and design.
- To set up itself as one stop solution point to the creative demand of the industry as well as society as a whole.

PROGRAMME EDUCATIONAL OBJECTIVES:

1. Graduates will be able to engage in ongoing learning and professional development through self-study, continuing education in creative design as well as in other allied fields.
2. Graduates will be able to apply their creative skills, problem solving skills and exhibiting critical thinking in professional practice to tackle social, aesthetic, technical and business challenges.
3. Graduates will be able to adopt ethical attitude and exhibit effective skills in communication, management, teamwork and leadership qualities.

PROGRAMME OUTCOMES:

1. Apply the fundamental knowledge of design concepts in solving design problems.
2. Identify and define design problems, conduct design practices and investigate to analyze to arrive at substantial conclusions
3. Propose an appropriate solution for design problems complying with functional constraints such as economic, environmental, societal, ethical, safety and sustainability.
4. Perform investigations, design and conduct practices, analyze and interpret the results to provide valid conclusions.
5. Demonstrate professional skills and contextual reasoning to assess environmental / societal issues for sustainable development.
6. Demonstrate Knowledge of professional and ethical practices.
7. Function effectively as an individual, and as a member or leader in diverse teams, and in multi-disciplinary situations.
8. Communicate effectively among design community, being able to comprehend and write effectively reports, presentation and give / receive clear instructions.
9. Demonstrate and apply design & management principles in their own / team projects in multidisciplinary environment.
10. Recognize the need for, and have the ability to engage in independent and lifelong learning.

INFRASTRUCTURE:

The department has a dedicated space for Design Studios/Laboratory in the 1st floor of the academic building – II of the institute. The Multimedia Communication and Design Studios/Laboratory is currently equipped with 80 up-to-date High End Workstations including 10 iMacs for the students to work on 3D Modeling, Texturing, Rigging, Animation, Lighting, Dynamics, Audio and Video Editing with the latest versions of the 3D Software installed and with Internet Connectivity.

2D Lab (Pre-production)

This lab is well equipped with 10 no's of Light boxes to carry out 2D Classical animation (Cell animation). Also a system to digitize the hand drawn animations is allotted to line test their animations.

3D Lab1 (Production)

This is where the students start their lab sessions on Flash Animation, Web Design, Photoshop, Modeling, Texturing and Rigging using Autodesk.

Maya 3D Lab2 (Post-production)

The students in the Final year work on their post productions in this lab, which is equipped with more advanced hardware capable of running any dynamics or simulation thrown at it. This is where they learn on advanced topics such as animation, texturing, lighting, rendering, compositing, and conduct VFX & simulation experiments.

Chroma Studio

This lab is where the students get to experiment on VFX shots. A green screen stage with lights and up to date cameras enable our students to learn the fundamentals of VFX and composition. It also acts as a room for them to work on their acting and performance.

AUDIO AND VIDEO EDITING LAB

In this lab, the students get to learn Audio & Video editing on a different platform other than Windows. 10 iMac's with Final cut pro enable them to learn about the process of NLE (Non Linear Editing).

SCOPE

The Diploma in Animation and Multimedia at MCD strikes a beautiful balance between technology and art, allowing young artists to understand the nuances of animation. The Diploma graduates with enhanced skills in the areas of animation, image and graphics, text, audio and motion video can find jobs in the animation and entertainment Industry spread all over the country and also in abroad.

The students after completion of diploma can opt for higher studies at CIT Kokrajhar and get direct entry into the 2nd year/3rd Semester of B. Des. Programme through the Vertical Entry scheme of the Institute, provided the candidate fulfils the minimum eligible criteria. The graduated Students with enhanced knowledge, Abilities, Aptitude and skills in the areas of **animation design, graphics design, audio and video and Visual Effects design, Game design, Web and Digital Design** have a wide range of career options which a students can choose industry sectors, such as Advertising, Film and VFX, Animation, Gaming, Entertainment, Television, Print production and so on, as well as other industries such as Web development, IT, Mobile phone, Software, Digital media industry and other such engineering and technology areas etc. The students who wish to be in academic and research field can go for Post Graduate programme and then PhD at various premier institutes spread all over the country as well as abroad.

6.3 B. Des. Programme:

CIT Kokrajhar has started the Bachelor of Design (B. Des) programme from the year 2016 with an intake capacity of 20 seats. Since last year the intake capacity has been increased to 45 seats.

Programme	Intake Capacity		
	Direct	Vertical	Total
B. Des.	45	15	60

Under the Vertical Entry scheme, the candidates who have completed 3 years diploma in Animation & Multimedia Technology from CIT Kokrajhar are eligible to apply to the Bachelor of Design (B. Des.) programme. There will be no lateral entry scheme in 3rd semester as the programme has a specialized course structure and one has to enter from 1st semester to complete the programme.

7.3 B. Des. Programme:

Educational Qualification:

Candidates who have passed 10+2 examination in any stream (Science/Arts/Commerce) or an equivalent examination** from any institute approved by Board/AICTE/ Recognized University with not less than 50% marks. In case of students belonging to SC/ST, the minimum percentage of marks for admission to B. Des. Course shall be not less than 45%.

Age limit:

Direct Entry: Candidates must not be above 21 years, or below 17 years of age as on 01-08-2018. The upper age limit is relaxed to 3 years for Schedule Caste and Schedule Tribe candidates.

Vertical Entry: 40 years (45 years for SC/ST/PWD and 43 years for OBC and female candidates) as on 01-08-2018.

7.4 Medical fitness: Admission into any of the diploma/degree programme of the institute is subject to the candidates being declared medically fit by the Institute Medical Officer or a medical officer of Govt. Hospital for the purpose. Necessary fees as prescribed by the medical officer shall have to be paid by the candidates for such test.

9. Admission procedure

9.4 B. Des. (Direct): A candidate may be admitted into the first semester of B. Des. programme of CIT in two ways. The candidate has to clear the CITBDAT-2018 entrance examination followed by counseling at CIT, Kokrajhar. The second way is by applying and appearing in UCEED-2018 conducted by IIT BOMBAY. These candidates should also separately apply to CIT, Kokrajhar and submit the UCEED-2018 score cards to the Member Secretary, Admission Committee, within ten days of the declaration of the UCEED-2018 results.

9.5 B. Des. (Vertical): Candidates who have passed 3 years diploma in Animation and Multimedia from CIT in the current year having requisite qualifying marks should submit their application and would be admitted without any entrance examinations.

N. B.: The Admission Committee shall determine from time to time the percentage of marks/CGPA and other requirements for admission into various courses offered by the institute and are incorporated in the information brochure for admission into different diploma/degree programmes'.

CIT BECHALOR OF DESIGN ADMISSION TEST – 2018 (CITBDAT-2018)

The Central Institute of Technology Bachelor of Design Admission Test -2018 (**CITBDAT-2018**) will be conducted in a duration of Three (03) hours with a total of 200 marks. The question paper will consist of two (2) parts: **PART - A &PART - B**. The question papers will carry 107 questions in total.

PART - A comprises of four (4) sections with total of 100 questions. All questions are objective type and of multiple choices with four (4) options of answers. Below are the details of all the Sections.

Section-1: General Knowledge. Questions will come from - basic general knowledge, current affairs, basic history knowledge, sports, music, art & entertainment, etc.

Section-2: English Communication. Questions will come from - Word Formation, Vocabulary extension. Elements of Grammar: Sentence elements, parts of speech, static and dynamic, Preforms, question and negation, tag question. Verbs and the verb phrases, appropriate preposition. Articles and determiners, Revision of Present, Past and future tenses, Punctuations, Types of sentences, Structure of sentences, word order.

Section-3: Computer Fundamentals. Questions will come from - basic computer knowledge, computer parts, functions, input-output devices, basic MS office, typing, printing etc.

Section-4: Creative Ability. Questions will come from – simple puzzles, image/symbol identification, basic general knowledge of art, design and creative field etc. All questions carry equal marks of one (1) and total is Hundred (100).

NOTE: There is no negative marking

PART - B comprises of two (2) sections with total of 07 questions:

SECTION-1 will have questions related to these topics:

Visual Perception & spatial ability: Understanding of transformation and manipulation of 2D shapes and 3D objects and their spatial relationship.

Illustration and decoration: Understanding of the image/picture and creation of new drawing on the basis of basic concept of drawing and beautification of the drawing. Problem Identification and Analysis: Understanding of the design problem and solution.

Observation and design sensitivity: Ability to observe daily life related properties and thinking of them critically for aesthetic outcomes through illustration or drawing.

SECTION-2 will have questions related to these topics:

Drawing & Creativity: Ability to think of new concept and draw with good line quality, products, people or scenes in proportion with good composition, proportion, perspective, shading.



Visual Communication Skills: Understanding of the given topic or theme and creation of new drawing, Illustration, Image, Logo, Poster etc. and communication of the idea or concept in writing.

Evaluation criteria: Evaluation will be based on overall concept, approach to the question, meaningfulness, drawing skill, Identification of the unique problems or solving, Quality of presentation or detailing and appeal. Candidates also need to explain/express the idea behind the concept drawings they made in clear language. Marks Breakup of Question Paper is given below

Marks Breakup of Question Paper.

Question Specific instruction.					
	Contents	Number of Questions	Marks	Total Marks	Remarks
Part-A	General knowledge	30	Each question will carry one (1) mark. (1x100)	100	Evaluation through computer.
	Computer fundamentals	20			
	English communication	30			
	Culture and Creativity ability	20			
Part-B	Section-I				
	<ul style="list-style-type: none"> • Visual Perception and spatial ability • Sensitivity, • Illustration and decoration, • Problem Identification and Analysis, • Observation and design sensitivity, 	04	Each question will carry ten (10) marks. (10x4)	40	Evaluation will be based on overall concept, approach to the question, meaningfulness, drawing skill, Identification of the unique problems or solving, Quality of presentation or detailing and appeal. Candidates also need to explain/express the idea behind the concept drawings they made in clear language.
	Section-II				
<ul style="list-style-type: none"> • Drawing and Creativity • Visual Communication Skills 	03	Each question will carry twenty (20) marks. (20x3)	60		

IMPORTANT DATES

IMPORTANT DATES	Diploma	Degree		
	CITEE 2018	CITDEE 2018	CITLET 2018	CITBDAT 2018 
Issue of Information Brochure	15th February '18			
Last Date of Application Submission (Online/Offline)	18th April '18 (Offline)/ 25th April '18 (Online)			
Date of Exam	20th May '18			
Declaration of results	12th June '18			
1st Counseling and admission	26th June '18	27th June '18	18th July '18	28th June '18 
2nd Counseling and admission	03rd July '18	04th July '18	20th July '18	03rd July '18 
3rd Counseling and admission	06th July '18	06th July '18	---	06th July '18 

Please visit official website of B.Design for more info @ www.cit-mcd.in