

## The Rise Of Digital Era In Media Science



**Prof. (Dr.) Saikat Maitra**  
Hon'ble Vice Chancellor  
MAKAUT, WB

It is an encouraging effort on the part of the Department of Media Science to bring out

a Newsletter to describe the ongoing activities and highlight the future planning. The information about different project works of the students will be really useful, as these ideas can be the nucleus of start-up enterprises.

The Department of Media Science is one of the prime focus areas of MAKAUT's In-house Courses, as new jobs and scope of entrepreneurship will emerge in this field in the coming years.

Actually, in this digitalized world of today, many traditional jobs are becoming obsolete and at the same time prospects are emerging in new areas. In this connection, special mention may be made of Animation, Gaming and mobile application development, Augmented and Virtual Reality, Content Management, Social Media Marketing etc. All these come under the purview of Media Science.

Our syllabus is industry oriented and convenient for getting jobs in various national and multinational firms, as well as for establishing start-ups.

MAKAUT is well aware of the digital revolution and want to take active part in this evolution of teaching-learning process. This is a both way relationship, necessary for the students, as well as the teachers. If they do not embrace these

new techniques, they will not be able to improve their efficiency and ultimately will have to give way to those well-equipped with modern learning methods.

MAKAUT's objective is to assist students in improving their digital efficiency. It is a matter of pride that the media science department is embracing these techniques and gearing up for the future.

### "The Mediatech Express" - A New Medium For Communication



**Dr. Partha Pratim Lahiri,**  
Registrar, MAKAUT, WB.

It gives me immense pleasure to know that the department of media science has taken up the task of publishing departmental newsletter and I sincerely

hope it will go a long way in establishing the importance of this highly acclaimed discipline in the present scenario. A department with immense potentiality being one of the upcoming pivot in bringing advancement in the concept of communication

through various modes and developing the system with the help of latest technology so that it can be presented in a more befitting and attractive manner. As the name itself suggests it is a chapter of science as it is continually advancing

with different parameters in technological progression, be it in the mode or presentation. It is to be taken for granted that the department of media science of MAKAUT, WB will also bring forth betterment in its continual strive to serve the society with better and improvised knowledge to cater to enhancement.

Wish the department all success in its new endeavour of publishing departmental newsletter.

### ADMISSION 2020 OPEN NOW

#### Courses We are Offering

Degree	Duration	Course Fees
B.Sc. in Media Science	3 Years	Rs 1,33,350
B.Sc. in Animation, Filmmaking, Graphics and VFX	3 Years	Rs 1,33,350
B.Sc. in Gaming and Mobile Application Development	3 Years	Rs 1,33,350
M.Sc. in Media Science	2 Years	Rs 94,800
B.Sc. in Multimedia Science Augmented and Virtual Reality	3 Years	Rs 1,33,350

### Department of Media Science Under The School Of Engineering Sciences, MAKAUT WB : A New Beginning



**Prof (Dr.) Sibamay Dasgupta, Director**  
School of Engineering Science, MAKAUT, WB

Department of Media Science started its journey under the School of Engineering Science of Maulana Abul Kalam Azad University of Technology, West Bengal, India in 2019. The university being the Technical University of the State of West Bengal with all the Government and Private Engineering and Technology, and Management Colleges of

the State under its affiliation, had Media Science programs in some of its affiliated colleges for a considerable period of time. With the opening of this Department under its own inhouse umbrella, the university has given thrust to the fast expanding field of Media Science technologies.

The University has its vision of creating the Department a centre of excellence in the field of Media Science in course of time and has mission of creating required trained manpower in this field for the state and country in particular and the globe in general. It is also the prime objective of the university to provide employment for youth of the state through the programs of the Department in the field of Media Science.

Thus, the Department started with the B.Sc. Program

on Animation and Film Making which has been renamed as B.Sc. in Animation Film making Graphics and VFX to highlight the important modern technologies of Media Science which have tremendous growth rate throughout the world.

The ever-increasing penetration of Digital Technology has hit the field of Media Science and the Department has given its due thrust in this direction. This year, in 2020, the Department has enlarged the purview of its academic activities and is offering the following programs :

- \* B.Sc. in Media Science
- \* B.Sc. in Animation Film-making Graphics and VFX
- \* B.Sc. in Gaming and Mobile Application Development
- \* M.Sc. in Media Science
- \* B.Sc. in Multimedia Sci-

#### ence Augmented and Virtual Reality

Admission for all these programs are through CET (Common Entrance Test) of the university.

The Department is located and has established its state-of-the-art AR/VR and Media Science Lab in the campus of the university in Haringhata in Nadia District which is about 60 km from Kolkata by road. The Department taken up the responsibility of providing help in university activities like designing flyers for Webinars, Editing the Webinar recordings and Editing video recordings of different events and programs of the university.

Department is now introducing its monthly Newsletter, The Mediatech Express, to have communication about its activities to outside world. It

is of great pleasure for me to know about it and I, as the Director of the School of Engineering Science congratulate Mr. Abhishek Bhattacharjee, Assistant Prof of Media Science Department (who has taken this initiative and painstakingly designed this Newsletter), Mr. Krishnendu Saha, HoD of Media Science Department and other faculty, trainer (faculty with industrial background), and all other persons associated with it, for this initiative. Special thanks go to Mr. Anup Kr Mukherjee, Assistant Registrar of the University and Mr. Anjan Chowdhury, faculty member of The Centre for Robotics and 3D Printing for providing valuable pictures that are used in this newsletter. I hope readers will find it useful and pleasurable to read, and I wish this initiative a grand success.



## Department of Media Science, MAKAUT WB

**Department of Media Science (Inhouse), MAKAUT WB**, was established in the academic year of July 2019 with a promising B.Sc course in Animation and Film making. With industry ready course content, cutting edge technologies, skilled academicians and industry experts as the core power house of its inaugural journey. As the department grows with all its opportunities, a total of four industry ready B.Sc courses added like Animation, Film making graphics and VFX, Gaming and mobile application development, Media science, Multimedia science with AR and VR and a Master degree science course that is M. Sc in media science.

With time department of media science expands its



capacity with the needs of job sector demands and students interested from all over the country. Along side of the conventional study the department has engaged them self with various promotional activities, industry interaction, webinars and events like

photography and film making contest.

The main aim of the department is to create quality young professional for the future media experts in national and international avenues.

At the Department of Media Sciences, technology and

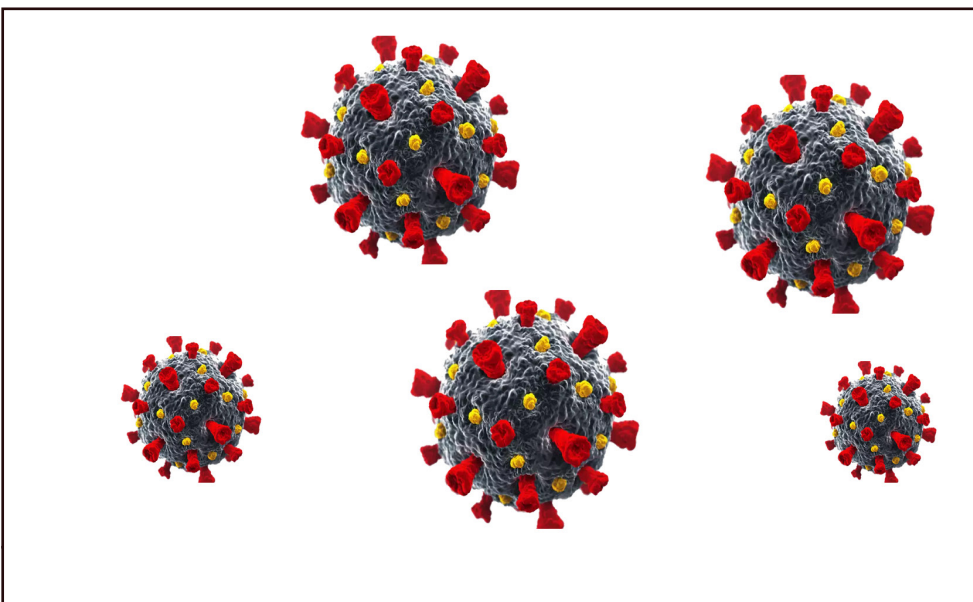
creativity go together and has for over years after years been a blooming ground of media talent. The core curriculum skillfully balances theory with hands-on practice with modern cutting edge tools which are used in industry and are providing young media pro-

fessionals with an opportunity to gain a sound technical base and industry level knowledge. Modern classrooms and laboratories also create an ideal learning platform where ideas and knowledge are shared and applied in project and skilled based learning.

On completion of the courses, students have gone on to work in industries like Animation, Print and Electronic Journalism, Film making, Photography, Digital video Editing, Content Writing, e-Learning, Social Media, Advertising, IT. They can contribute towards the academic research and industry.

**- Krishnendu Saha, (HoD)  
Department of Media Science  
MAKAUT WB.**

## Evolvement Of Education System In MAKAUT, WB Due To Pandemic Covid 19



As we all know that at this point of time the whole world is going through a tough phase due to the outburst of the pandemic Covid 19, but life and time don't stay still. Covid 19 has adversely affected each and every industries all over the world. But as we all know necessity is the mother of all inventions, people are now getting habituated with the abnormal or the new normal. In case of education system, the new normal has actually been act as a boon if we think thoroughly. India as being part of a developing country is evolving towards digitization from digital money to digital pedagogy.

When Covid 19 was not there, from that time we were shifting towards digitization of everything slowly and steadily. But this covid 19 has created a situation where it has been acting as a catalyst which is actually speeding up the whole shift. To express it more distinguish we can say

that in education as on now digital pedagogy or online education has become the only way to carry on education as due to the restriction on gathering in schools, colleges, universities as per Government guidelines. Now everything has its own merits and demerits. Coming to the merits part., I would like to say that students as well as faculties are more prone to share notes, knowledge and held discussions with each other on the online mode through different webinars and online meetings from any part of the world. MAKAUT, WB has been actively taken class through Google Meet, Canvas and Myperfection whiteboard. MAKAUT, WB has already been in partnership with Coursera, so that both students and faculties can upgrade their skills and educational qualifications at free of cost, at any point of time according to their needs from home only. Students are also engaged in

participating in short online internship from Internshala also. The shift of online education has also created scope for learning new software or tools to do the practical assignments. There are several virtual labs and wet labs for doing practical work. In some cases where there is no availability of virtual labs like in animation we could take the help of Teamviewer to guide the students by taking control over the students pc or laptops to provide them with hands on guidance.

Now coming to the demerits part, various question may arise that all students don't have the internet accessibility all the time as they stay in remote areas and some of them can't afford it due to financial stress, then what will be the solution to them!

For solution to these problem, we (MAKAUT WB) has adapted flipped learning method which is actually nothing but we are sending

the notes and questionnaire before the online sessions to their personal email id, they are going through it and if any doubt remains we are solving this on the online sessions, this is actually helping us in both ways to reduce the internet consumption and to overcome with bandwidth problem also. Now coming to the next part of the question, it is true that all students can afford the cost of online education, MAKAUT has solved this also, we are adapting a system of creating huge depository of notes, assignment etc. They will get printed in hard copy or can be put in a pendrive or in CD and will be posted to the postal address of individual students who genuinely requires it.

Now coming to the point of organizing events and activity, Department of Media Science has come up to a solution that we will be having our upcoming events through online medium. It will main-

tain the Covid guidelines of restriction in mass gathering and at the same time we can be able to reach many people world wide also. Some of the upcoming events are Photography competition, short animation film competition. I would suggest to all my dear students to keep eye on our official website: <https://makaut-wb.ac.in/> for further updates. So to sum up we can say we must move forward adapting the new normal, maintaining the hygiene and avoiding all negative thoughts from our mind. I would also suggest to my dear students that they must have a practice of doing yoga at least for 20 minutes in a day, it will help to stay focused mentally and stay fit physically.

**- Abhishek Bhattacharjee  
Asst Prof. Department of  
Media Science, MAKAUT  
WB.**



# Career Prospect of Various Media Science Courses

## B.Sc In Media Science

**B.Sc in Media science** is a three year degree course offered by MAKAUT WB, which has a perfect blend of mass communication and journalism, advertising, public relations, media law and ethics, visual designs, photography, film making and electronic media. This blend has been done because nowadays media has not been limited to reporting and writing only but it has been accompanied by technology also. A student must know the media softwares such as Photoshop, Indesign, Premiere, Flash to get a job in media industries. A career in media science produces a scope of job in Electronic & printmedia industry, advertising agencies, film production houses, PR companies, radio productions or can be a freelance photographer also. Moreover this course gives an opportunity to the student to get specialised in any one of the above mentioned aspects in the final year of the degree course.

## B.Sc in Gaming and Mobile Application Development

**B.Sc in Gaming and mobile application development** curriculum is a three-year course covering topics typically found in Game Design for mobile and different devices. This course has been aligned to specific course standards in a number of states. C# programming will be used as a game scripting language. The course will cover the mobile app development in android and ios platform with mobile games. Students will get the opportunity to work on individual and group projects and will experience all phases of a project lifecycle, including requirements, design, implementation, and testing. After completion the student will get a chance to work as a mobile application developer or game developer in various national and multinational IT organizations.



## B.Sc In Animation, Film making, Graphics & Vfx

**B.Sc in Animation, Film making, Graphics & Vfx** is a three year degree course offered by MAKAUT WB, which comprises of animation, still graphics, motion graphics, vfx and film making also. It is mainly skill oriented course where students can showcase their creativity on their own. Students who have immense love for entertainment industry such as films, cartoon, animation movies, this course is a perfect choice to them. Not only in movies, nowadays we see the extensive use of 2D, 3D animation & CGI in the advertisement sector and digital marketing also. A fun loving and passionate course with serious job prospect is all about Bsc in Animation, Film making, Graphics & Vfx. The placement sector could be in animation or film production houses, game production, MNCs, Vfx industries, advertising sectors etc.



## B.Sc In Multimedia Science, Augmented and Virtual Reality

**Bsc in Multimedia Science Augmented and Virtual Reality** is the most promising course with the newest and growing technology. It covers the technical and experiential design foundation required for the implementation of immersive environments in current and future virtual, augmented and mixed reality platforms. The unity and C# programming language will be used as practical development on various platforms like visual displays for VR, AR and MR, motion tracking, interactive 3D graphics, multimodal sensory integration, immersive audio, user interfaces, IoT, games and experience design. Students will get the opportunity to work on individual and group projects and will experience all phases of a project lifecycle, including requirements, design, implementation, and testing. After completion the student will get a chance to work as a AR VR developer or AR VR game developer in various national and multinational IT and other organizations.

## M.Sc In Media Science

**M.Sc in Media Science** is a two year post graduation course offered by MAKAUT WB, which comprises of mass communication and journalism, advertising, public relations, media law and ethics, audio visuals, multimedia and animation. Student can choose their specialization on any of the above choices in the final year. Students will get to know different media softwares like Adobe Photoshop, Indesign, Flash & Premiere. A career with a degree of M.sc in media science produces a scope of job in advertising agencies, film production houses, PR companies, animation industries and newspaper houses etc. Other than job any student can go for further research also in media once completing this course.

# ADMISSION 2020 : Apply Through CET

## About CET

Applications in the prescribed format are invited for ADMISSION to Non-AICTE (PG/UG) courses in MAKAUT, WB (IN-HOUSE) and INSTITUTES / COLLEGES AFFILIATED to MAKAUT, WB. Admission will be through an online entrance test (CET-2020). Last Date of Closing of online registration CET application is **03/08/2020 till 5 pm**. Date of online CET is **07/08/2020**.

To apply, go to website : <https://makautwb.ac.in/> and click on CET tab or you may directly go to <https://cet-mat.examtix.in/>.

## HOW TO APPLY

- Candidate will have to fill the requisite information Onlinelike Candidate's Name, Gender, Date of Birth, Category, whether Person with Disability, Written Test Centre, Educational Qualification, E-mail Id, Mobile Number, Communication Address, Declaration, etc. On submission of Details, Candidate will be prompted to check the filled details and fill/make corrections if any, to SUBMIT his/her final data.
- Photograph and Signature are to be uploaded as per instructions given on the website. A "Guidelines for scanning the Photograph and Signature". The image file of photograph and signature should be in .JPG or .JPEG format. There will be 2 separate options for uploading the same. Click on the respective link "Upload Photograph and Signature".
- Recent Stamp size color photograph, preferably with white background, must be used. Size of the file for photograph should be between 20kb- 50kb should be uploaded.
- For Signature, the candidate has to sign on white paper

with Blue/Black Ink pen. If the candidate's signature on the OMR sheet does not match the scanned signature on the Admit Card/ Attendance sheet, the candidature of the candidate will be disqualified. Size of the file should be between 10kb-50kb.

- Candidates must select their choice of online examination centre and mode, i.e. institute of admission / captive location with own PC / Laptop (T&C apply for infrastructure and bandwidth which shall be candidates responsibility). The University however reserves the right to modify the manner / method of entrance test, i.e. online / offline.
- After uploading, Candidates are required to preview the uploaded images. Here the candidate is advised to see that, his/her uploaded photograph is clearly visible/ identifiable in the appropriate row and the specimen signature is also visible in appropriate space. If for any reason uploaded images are not up to the mark then the candidate can upload these images, he/she may proceed further.



# ADMISSION 2020 : Apply Through CET

## HOW TO APPLY

- The candidate may review all the filled information before clicking on the declaration. If a candidate finds that all the filled information are correct then he/she can select 'declaration' and click on final SUBMIT button given on page, otherwise EDIT the information filled by him/her.
- After submission of application, an application/ registration number will be generated by the system and the application number along with the password shall be sent to the applicant. An email id and sms will also be sent to mobile number mentioned in the application. Applicant has to retain this number and password for future references.
- A link will be provided on the website for payment which would take the candidate to payment gateway link after making the PROVISIONAL Registration. The candidate would then follow the instruction as given on Rupay link to complete the payment. The candidate can make payment through Internet banking/ Debit Card (Visa or Master) / Credit Card (Visa or Master). After making the payment a Payment Slip will be generated on screen, the candidates should take the print of that payment slip or save for further reference having his details.
- Bank commission charges/payment gateway charges will be borne by the Applicant. In case the candidate deposits the fee in a wrong account, University will not be responsible. Application Fee deposited after closing date will not be valid.
- Fees once paid will not be refunded under any circumstance. Candidates are, therefore, requested to verify their eligibility before applying and payment of

Application Fee.

- Candidate should note that in case status of payment shown by the bank is "pending", "failure", "rejected" or of any other technical issue, then it is the responsibility of the candidate to ensure that payment made to the university is successful within due date. In case transaction is reversed by bank to candidate or cancelled and payment is not received by university within due date, the candidature shall be summarily cancelled.
- Candidate should also note that in case the payment details filled up by candidates in online system are not matching with the transaction details provided by the bank then his / her candidature shall be summarily cancelled. cheques, money orders, postal orders, banker's cheques, postal stamps, demand drafts etc. will not be accepted towards application fee.
- The applicant has to furnish a declaration to the effect that the inputs furnished by him/her are true, complete and correct to the best of his / her knowledge and they will be supported by the original documents / testimonials as and when required/demanded. If any false/incorrect information found / detected at any stage, his/her candidature will be summarily rejected / terminated. Therefore it is mandatory for the applicant to tick the check box about this declaration at the end of the application form, before saving and uploading the application.
- Applicants are advised to make provisional choice of course and college during online registration in the final step. However, final allotment shall be based upon entrance test scores only after online/offline counselling.

## ELIGIBILITY CRITERIA FOR CET

- The applicant having passed / appeared / due-to- appear in 2020 at the Higher Secondary Examination in the General or Vocational Stream under the West Bengal Council of Higher Secondary Education or its equivalent examination / Undergraduate Courses as prescribed from a recognized Board / University, respectively are eligible to apply.
- Candidates applying for admission in Group A should have English as one of the subjects at the 10+2 level.
- Candidates applying for admission in Group B should have English and Mathematics/ Statistics/ Business Mathematics/ Information Practice/ IT/ Computer Science/ Computer Application at the 10+2 Level
- Candidates applying for admission in Group C should have English, Physics, and Chemistry along with Mathematics or Biology at 10+2 level.
- Candidates applying for admission in Group D and E should have passed / appeared in 3 years Bachelor's Degree course with one of the following subjects as prescribed.

## GROUP DIVISION FOR APPLYING CET ON DIFFERENT COURSES OF MEDIA SCIENCE

### MAKAUT IN HOUSE ON CAMPUS

#### GROUP A

- B.SC. IN ANIMATION , FILM MAKING, GRAPHICS & VFX
- B.SC IN MEDIA SCIENCE
- B.SC IN MULTIMEDIA SCIENCE, AUGMENTED & VIRTUAL REALITY

#### GROUP C

- B.SC IN GAMING & MOBILE APPLICATION DEVELOPMENT  
(It may be shifted to Group A)

#### GROUP E

- M.SC IN MEDIA SCIENCE

## CET 2020 : EXAM PATTERN

Due to Covid 19 restriction MAKAUT WB will conduct CET examination through online mode. Students can appear for the exam from their home. The sample of the exam will be comprised of 50 questions of MCQ type (2 marks each) and will be of 60 minute duration. The group criteria are as follows

lowes

**Group A :** General Knowledge, Logical Reasoning, English, Numerical Ability

**Group B :** General Knowledge, Logical Reasoning, English, Quantitative / Numerical Ability

**Group C :** Physics, Chemistry, Logical Reasoning,

English, Mathematics or Biology

**Group D :** General Knowledge, Logical Reasoning, English, Mathematics or Biology or Chemistry

**Group E :** General Knowledge, Logical Reasoning, English, Numerical Ability

# Department of Media Science : The Pillar of All Events

### National Science Day, 28/02/2020

### University's Social Outreach Program Promotional Work

### Webinar For Student Counselling

### Flyer Designing & Video Editing

**Department of Media Science,-** MAKAUT WB was associated with the event for all its success. Just the day before the event, Department of media science had organized a scheduled based shooting of women scientist's speech and research activities in their lab and faculty room and in detailed research activities was recorded. On the same day post record session, the department was engaged an extensive video editing part to deliver a quality on time outcome for the presentation. The department was fully associated for all the technical support and cooperation to make the event successful and the department is also committed to do such activities for future events.

The university has a great contribution towards the society in this crisis period by extensive social outreach activities for the nearby villagers with community kitchen, distribution of mask and hand sanitizer and other support. The team under the assistant registrar of the university is committed to create a big support vectors to the society in this COVID 19 pandemic. The department of media science was an active member for the promotional activities along with center for linguistics such as report making, video and image editing and voice over for the activities. Department of media science is glad to be part of this journey and committed to carry forward of its potentiality with all aspect of media and technology.

Department Of Media Science, MAKAUT WB has organised a webinar on 2nd August 2020 at 5 pm , regarding live video interactive session on their dynamic inhouse courses. We are cordially inviting you all to join the live interaction with Hon'ble Vice Chancellor Prof. (Dr) Saikat Maitra and Respected Director Prof. Sibamay Dasgupta and other expert faculties to know about the courses and its prospect. To join the webinar, please follow: <https://makautwb.ac.in> or scan :



During the COVID 19 pandemic the university has a great contribution towards the academic resources and knowledge by organizing various webinars almost everyday. The department of media science is an active member of the webinar team for the promotional works such as designing the fliers, editing the webinars videos and social media promotion.

# Digital Illustrations



Done by Akash Chaki (BAFM, 1ST YEAR)



Done by Rishiraj Debnath  
(BAFM, 1ST YEAR)

## Upcoming Events

### “Lock The Frame”

Department of Media Science is going to organize an online indoor photography competition called “Lock The Frame” on **19th August 2020** on the eve of World Photography Day. It

is open for all students of MAKAUT and its affiliated colleges for participation. Details of the programme will be announced shortly

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**  
NH-12, Haringhata, Nadia, Pin- 721249



**“ LOCK THE FRAME ”**  
An Online Indoor Photography Competition  
An initiative by Department of Media Science, MAKAUT WB

Come, be a part of this wonderful journey on  
**19th August 2020 (World Photography Day)**

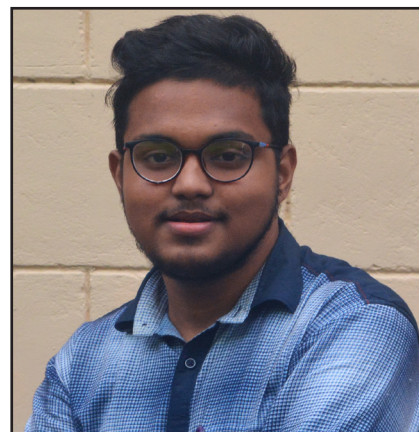
For more details mail us at  
[msmakautwb@gmail.com](mailto:msmakautwb@gmail.com)

### Short Animation Film Competition

On **9th September 2020**, an online animation short film competition will be held. It is open for all students of MAKAUT and its affiliated colleges

for participation. Details of the programme will be announced shortly.

## Student's Feedback



I am Akash Chaki from MAKAUT formerly known as WBUT, I'm Pursuing B.Sc in Animation & Film Making, Dept. of Media Science. At university in addition to the theory classes, our

teachers are also conducting practical classes in the lab with state of the art equipment. In addition to the general classes, there is a special class once a week to show different movies in our country and abroad. Also various workshops & Special Classes are organized from our department. Our university has arranged online classes because of the unprecedented lockdown during the wake of corona virus. The teachers of our dept. are teaching us very efficiently in online platform. I am sincerely thankful to all of my respected teachers of media science department and also our honorable VC sir, MAKAUT, WB.



I am Sourab Bhowmik. I am studying B.Sc in Animation and Filmmaking in MAKAUT. As per Government in-

struction university classes have been suspended from the month of March but online classes have been going on regularly. Various workshops & Special Classes are organized from our department. I would like to thank my teachers for their guidance and care cordially.

### Department of Media Science, Makaut WB

Faculty members : Krishnendu Saha (HoD), Abhishek Bhattacharjee  
Trainers (Faculty with Industrial Background) : Mohua Poddar, Samman Roy  
Lab Assistant : Kaushik Raha, Sougata Some

#### The Mediatech Express

Patrons: Vice Chancellor MAKAUT WB, Registrar MAKAUT WB, Director School of Engineering Science, HOD Media Science  
Editor: Abhishek Bhattacharjee, Assistant Prof, Department of Media Science, MAKAUT WB