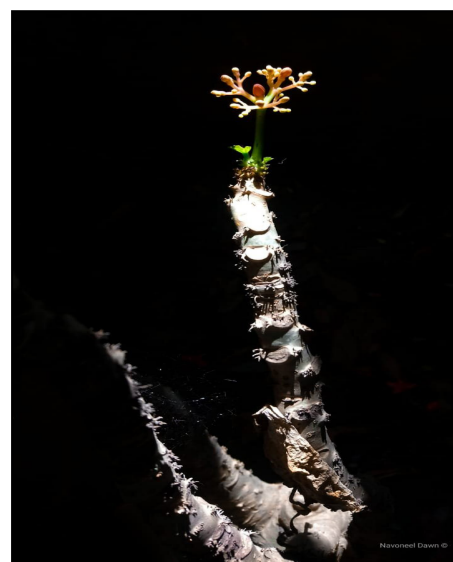
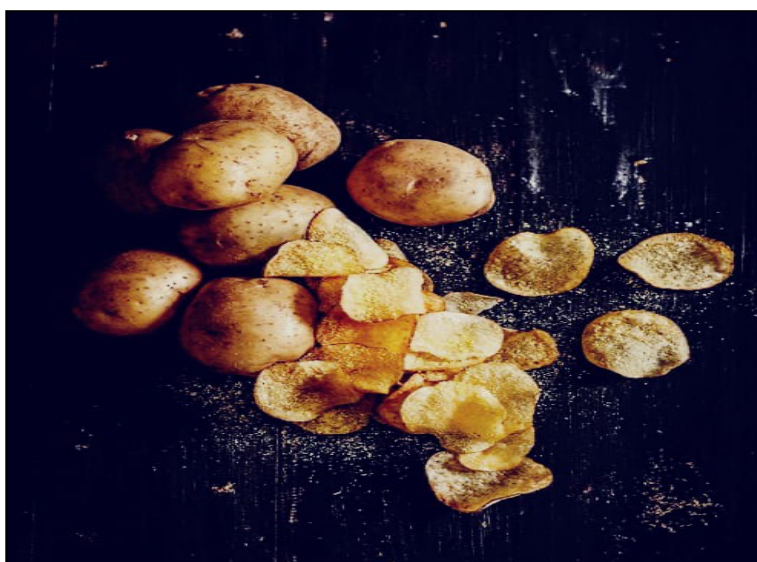


Media Science Department Celebrated “ Lock The Frame” On The Eve Of World Photography Day

On the eve of **World Photography Day (19.08.2020)**, The Department of Media Science, MAKAUT WB had organized an Indoor Photography Competition – “**Lock The Frame**”. Students from the University and all the affiliated colleges were invited to send photographs which they had to click indoors by following the ongoing COVID 19 guidelines. The students were asked to send their entries in 4 categories – **1. Food 2. Product 3. Abstract and 4. Roof gardening & Indoor Plant.**

Under the leadership of the Director of School of Engineering Sciences, Professor Dr. Sibamay Dasgupta and the Head of the Department of Media Science, Mr. Krishnendu Saha, Mr Abhishek Bhattacharjee, the categories were planned keeping in mind that the students will not have to leave the premises of their houses for taking pictures. The event was organised by was coordinated by Mr. Samman Roy.

Submissions poured in, in huge numbers; Over 600 mails and 1500 photographs were submitted by students across the state. The entries were shortlisted by the guest of honour and eminent filmmaker Sri Jaydip Mukerjee. Sri Mukherjee is a stalwart in the world of documentary filmmaking who has to his name accolades like the National Film Award, BFJA



Award, Indian Panorama (IFFI) and many more.

A webinar was hosted on the evening of 19th August with immense cooperation of the MAKAUT Webinar team where the shortlisted photographs were displayed and the winners were chosen. The panel was headed by honourable Vice Chancellor of MAKAUT, Professor Dr. Saikat Maitra. The other panellists included honourable Registrar Dr. Partha Pratim Lahiri, the Assistant Registrar Mr. Anup Mukherjee, Controller of Examinations Dr.

Subhasis Dutta, Director of School of Engineering Sciences, Professor Dr. Sibamay Dasgupta, HoD, Media Science, Mr. Krishnendu Saha and the judge of the competition, renowned Cinematographer Mr. Rana Dasgupta. Mr. Dasgupta has in his filmography films like “Kantataar”, “Elar Chaar Adhyay” and numerous awards including the prestigious BFJA. Along with the mentioned dignitaries, the event also had brief presence of Mr. Pradeep Chopra, eminent entrepreneur and stalwart of education sector. The

webinar was hosted by Mrs. Mohua Das Podder, trainer of Media Science Department. Honorable Vice Chancellor Dr. Maitra said on the occasion, “People are suffering from depression, anxiety and all sorts of negative things in this time of uncertainty, so we need to keep our spirits and motivation at best possible level. For that this is the right time to nurture our creative pursuits. Photography is one such thing and with the help of digital technology now any one can take it up as a subject of interest. If you have

the ambition for your passion, there is no limit to bar your success.”

Our honourable Registrar, Dr. Lahiri also congratulated the Department for this initiative and said, “A picture can depict more things than a thousand words. With this initiative budding photographers will get the impetus to pursue their passion for photography and also get some future benefits.”

Eighty shortlisted photographs were displayed in the presence of the dignitaries and hundreds of participating students. Mr. Rana Dasgupta selected the best three images in each category and the winners were awarded certificates and medals. Though “LOCK THE FRAME” was the first major event organized by the Media Science Department, MAKAUT, it turned out to be a great success and saw participation from hundreds of students from different colleges across the state. All the members of the department under the guidance of Mr. Krishnendu Saha gave their best effort to make the event a success.

The organising committee of “ Lock The Frame” are as follows :

Dr. Sibamay Dasgupta, Mr. Krishnendu Saha, Mr. Abhishek Bhattacharjee, Mrs. Mohua Das Poddar, Mr. Samman Roy, Mr. Kausik Raha & Mr. Sougata Shome

Workshops Through Online Mode By Department of Media Science

Department Of Media Science is planning to conduct different workshops on several aspects of media such as film making, photography etc. But the twist lies here, for the first time Department of Media Science is going to conduct workshops through online mode. A minimal amount of 500 inr will be charged from the participants. Workshops will be conducted by renowned industry oriented professionals. During this pandemic time it is very much necessary to engage students



with various activities so that they can enhance their skills and also utilize their time accurately which will actually help them to get ready for industry placements in this

difficult time also. The workshops will be open to all students, anybody can attend and master the skill. Details of the workshop will be shared on the website very soon.

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 |

Photo Gallery : Lock The Frame

Category : Food Photography



Jeet Chakraborty, Techno India Salt Lake (1st)



Deboshmita Dutta, George College of Management & Science (2nd)



Rithik Rajagopal, Techno India Salt Lake (3rd)

Category : Product Photography



Diptargha Karmakar, Future Institute of Engineering & Management (1st)



Akash Sarkar, JLD College (2nd)



Ajeet Kumar, Techno India Salt Lake (3rd)

Category : Abstract Photography



Dipayan Saha, Guru Nanak Institute (1st)

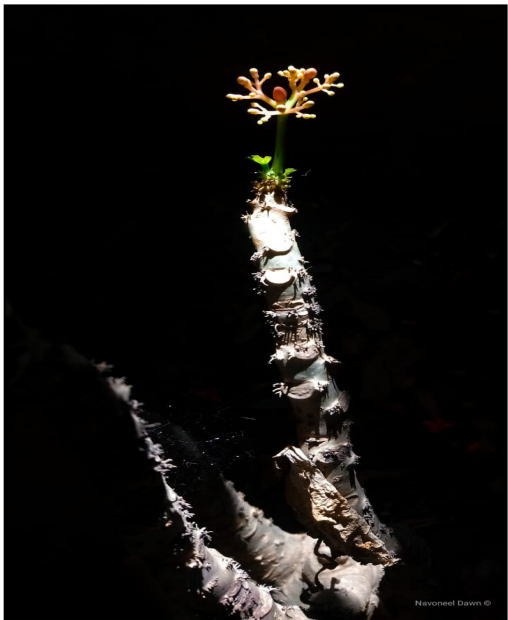


Suraj Biswas, MAKAUT (2nd)



Dibyendu Goswami, Ideal Institute of Engineering (3rd)

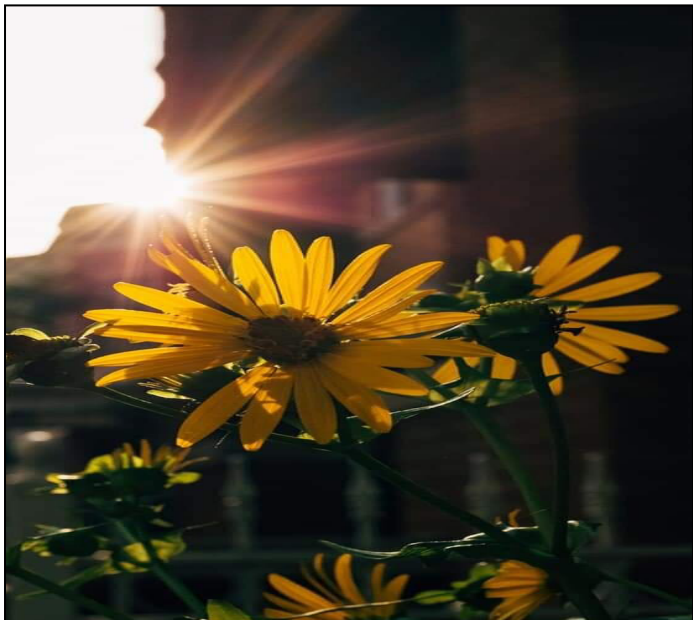
Category : Roof Gardening & Indoor Plant Photography



Navoneel Dawn, Bengal Institute of Technology (1st)



Raj Kumar Das, Dumkal Institute of Engineering (2nd)



Arpit Das, Supreme Institute of Management & Technology (3rd)

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 mobileapp 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 maketing 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).

To apply, go to website : <https://makautwb.ac.in/> and click on CET tab or you may directly go to <https://cetmat.examtfix.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
- B.SC IN GAMING & MOBILE APPLICATION DEVELOPMENT

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

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

Group B : General

Maulana Abul Kalam Azad University of Technology
ONLINE APPLICATION FOR CET AND JEMAT 2020-21 SESSION

HOME | HOW TO APPLY | INFORMATION BULLETIN | EDUCATIONAL QUALIFICATION | PAYMENT OF FEES | SCHEME OF EXAMINATION | AFFILIATED COLLEGES | OFF-CAMPUS COLLEGES | HELPDESK

CET-2020 AND JEMAT-2020

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ABOUT JEMAT : The Joint Entrance Management Aptitude Test (JEMAT-2020) is a state level eligibility of the Govt. of W.B. conducted by the MAKAUTWB. Test held every year for admission to the MBA/MHA/AICTE approved PG Diploma programmes offered by the Management Institutions of the State (both government and private). This online entrance test is conducted by West Bengal University of Technology on behalf of the State Government as per the guidelines framed by AICTE

TIMELINES

| | |
|---|-------------------------|
| DATE OF COMMENCEMENT OF ONLINE REGISTRATION FOR CET-II AND JEMAT-II | 08.08.2020 |
| DATE OF CLOSING OF ONLINE REGISTRATIONS FOR CET-II AND JEMAT-II | 06.09.2020 |
| DATE OF ONLINE REMOTE PROCTORED TEST FOR CET-II AND JEMAT-II | 14.09.2020 |
| MOCK EXAM FOR CET-II AND JEMAT-II (Mandatory for all) | 10.09.2020 - 12.09.2020 |

CBT INSTRUCTIONS MANUAL FOR CANDIDATE (Read carefully) [Click here](#)

Steps for Online Registration :

1. Please Click on Apply Online button first to Register yourself. You shall receive your registration number via SMS/E-Mail.
2. Please check your E-Mail Spam Box, if message is not received in your Inbox.
3. Next Click on Applicant Login button to complete your form submission.
4. Fees are payable thru Online Mode only for online registration.

REGISTRATION FEES EXEMPTED FOR ALL UG COURSES under CET w.e.f. 15.08.2020, i.e. Group A, B, C only

News and Events

- MAKAUT OFF CAMPUS COURSES UNDER CET
- MAKAUT IN-HOUSE ON CAMPUS COURSES UNDER CET
- NOTICE FOR ALL CONCERNED ON VIOLATION OF ADMISSION RULES

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, 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

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