

# Department of Multimedia and Animation



The Department of Multimedia is happy, to introduce the 5-year integrated M.Sc. Multimedia course with three options. After completing 3 years learning the components of multimedia, which consists of animation, applied art and film studies/making, the students can choose one of the three options as the specialisation for the last 2 years. This means we are running three courses. The present first years are in this course and at the same time the students who are in their second and third year still have the option to exit after three years of completion with a B.Sc. degree in Multimedia, which we are running from 2014.

This year we also have upgraded our equipment list with 4 Sony alpha 7 III full frame 4K still and video cameras with lenses and full accessories and Zoom sound recorders to enhance the skills of our students. We are also making an audio studio with Pro Tools and a video studio in the department building itself, which gives them lots of possibility to express their creativity.

The college witnessed the creativity of multimedia students when we had the departmental seminar and festival called 'élan 2018' in collaboration with the Department of Environment studies. We organised a two-day celebration of art and awareness on September 25th and 26th, 2018. Élan 2018 comprised a multitude of events in accordance to the theme 'Environment and Climate Change'. This collaboration saw a harmony of several events happening with the objective of raising awareness. Nearly 1600 students had participated on the first day in seminars, lectures, films and discussions on "Kolkata 2070" and "An Inconvenient Sequel: Truth to Power" by Al Gore. The second day was allotted for various creative events along with the screening of animation films. There were a total of thirteen events held altogether comprising of Costume Play, Unconventional Orchestra, Negative character design, Mask making with junk art, Face painting, Team canvas painting, Poem Illustration, Photo series, Comic strip illustration, GIF making, Animation Film, Live Action Film and Junk Edit. Each event was directly the med around Environment and Climate change

making it unique and thereby supporting the cause.

It was also the first time two huge LED screens were put up in the college premises as an alternative to hoardings and banners (flux free). This not only helped in advertising and promotion but also set an example of digitally showcasing moving images or videos and various artworks created by the students. The immense and collaborative hard work of all the students, faculty members and non-teaching staff was reflected in the huge success of élan 2018 and it is sure to be remembered for many days in the future, serving as an inspiration for the upcoming years.