



BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
NOIDA CAMPUS

DEPARTMENT OF ANIMATION & MULTIMEDIA

An Overview

Birla Institute of Technology (BIT) Mesra, Ranchi has emerged over the past decades as a pioneer Institute for imparting Technical and Management Education and a centre of futuristic and cutting edge research programmes . The institute offers a number of courses – both at the under-graduate (UG) as well as at post-graduate (PG) level leading to degree in B. Tech, M.tech, MBA, MCA, BBA, BCA, BAM and many other courses.

The Institute attracts students from all over the country and from overseas as well. The academic programmes of the Institute aim at developing a wider concept of Technical Education which treats education, research, product development and industrial enterprise as the logical sequence to professional accomplishment.

Recognizing the importance and vital role of its quality education BIT has made an endeavor to spread its wings in the selected regions of the country and abroad by establishment and running EXTENSION CENTRES. These centers are extended campuses of control of B.I.T. The admission process, course design and conducting of examinations are under the direct control of the main campus at Mesra and the functioning of these centres is evaluated and monitored on a continuous basis. As of now, we have eight national centres and four centres abroad. The national centres are at Noida, Jaipur, Lalpur, Allahabad, Calcutta, Patna, Deogarh and the international centers are at Muscat, Bahrain, UAE and Mauritius.

ABOUT ANIMATION & MULTIMEDIA DEPARTMENT

Birla institute of Technology, Mesra, Ranchi launched the 3 year B.Sc. degree in Animation and Multimedia course in the year 2005 at its two centers Noida and Jaipur. As the timing was perfect and there was a requirement of this course, it immediately picked up pace. Most of the students from earlier batches have successfully been placed very well professionally.

Both, the Extension Centers, BIT Mesra, Noida and Jaipur have the same modes and structures of academic curriculum and pedagogy with the faculties interchanging periodically to add vigour and motivation. The Department is an exciting and fast moving community with commitment to excellence as its topmost priority. Guest faculties and well known industry professionals regularly visit the campus to interact with the students and faculty as well as deliver state-of-the-art lectures. The Department also takes up live projects from the market and produces it in-house. As this field is an IT enabled as well as principle based, so the course structure and lab space have been planned in such a way to accommodate both traditional principles and modern practices that dominate the Animation industry like none other. The facilities include dedicated Animation Labs with the latest and best workstations driven by the new software that are current in the industry, projectors and other tools of animation. The man machine ratio is the laudable 1:1 where every student has access to a machine. The library has an ever increasing list of titles and provision for spare labs for overtime exercises is available as well. The students are also provided with a well equipped studio with exciting audio visual tools and gadgets along with access to an internet lab.

Along with these facilities, the Institution provides for conferences and seminars at the national and International level, other extra-curricular activities, sports and a cultural festival every year.

Our Rankings

BIT Mesra Noida Campus is considered as the best institute for animation studies in Delhi NCR and top 3rd in India by Hindustan Times.

Ahead in shaping fantastical worlds

A booming industry and a rich talent pool are aiding MAAC scale new heights

HT Horizons Correspondent

According to the FICCI-KPMG report, the estimated size of the Indian animation industry is around Rs 1,440 crore and is expected to reach Rs 3,900 crore by 2013 with a CAGR of 17.8 per cent. The animation industry is reporting over 200-per-cent increase in revenues in the past six months, as they see a dramatic rise in content flowing in. Many entertainment giants, such as Walt Disney, Sony Pictures and Turner Entertainment, which make television commercials and computer games, are offshoring animation content to India.

Maya Academy of Advanced Cinematics (MAAC) with a network of almost 70 centers in over 40 cities

has trained over 30,000 students across the country. The courses offered by MAAC include the industry-relevant diploma courses on 3D animation and visual effects validated by the University of Cambridge International Examinations and a degree course in association with IGNOU. Some of the courses offered include: Bachelor of Arts in 3D animation and visual effects; Advance Diploma in 3D Animation EDGE; Advance Diploma in 3D Animation NEXT; Diploma in 3D animation and film making (DAFM); Diploma in game design and integration (DGDI).

MAAC also trains students in custom-made courses focusing on the nuances of different animation software such as MAYA, Autodesk

3dsmax etc.

Another animation institute of repute is Arena Animation, which has a network of centers in 15 countries across the globe. It has trained over 2,50,000 students globally since

its inception in 1996. It has a spectrum of courses for all kinds of audiences ranging from career courses to professional courses as well as short-term courses that offer students a plethora of career opportu-

nities. Some of the courses offered by Arena are: Arena Animation International Programme (AAIP), a 34-month animation programme; Animation Pro, a 25-month programme; B.Sc. degree in multimedia

and animation; Animation Engineering (DAE); Arena Animation Academy Specialist Program (AAASP); and Arena Multimedia Specialist Programme (AMSP).

Top 10: Animation Institutes

Composite Rank	Colleges	City	Competence of Faculty (250)	Infrastructure and Support Systems (250)	Pedagogic Systems and Processes (200)	Placements (200)	TOTAL (900)
1	NID	Ahmedabad	231	216	176	179	802
2	DSK Supinfocom	Pune	236	210	169	162	777
3	BIT, Mesra	Jaipur Centre	156	170	150	158	634
4	ICAT	Chennai	146	177	155	150	628
5	BIT, Mesra	Noida Centre	152	168	147	156	623
6	Whistling Woods	Mumbai	143	181	146	148	618
7	MAAC, Andheri	Mumbai	145	173	148	145	611
8	Graphiti School of Animation	Mumbai	148	162	150	140	600
9	Arena, South Extension	Delhi	142	178	140	132	592
10	Picasso, Mathura Road	Delhi	144	149	146	141	580

Our Pedagogy



Clay modeling workshop

Competitions

Social Messages in Art Work



Pedagogy



Animation and Multimedia course is a unique blend of Art and Technology. Due emphasis is given to both aspects of animation production.



Students' Achievements

Amar Gupta - student of B.Sc. (A&M) VI sem course won 1st prize for Best Animation Film, and Shyama Anand - student of B.Sc.(A&M) Hons.won 1st prize for Stop Motion Animation at the India International Animation and Cartoon Film Festival 2015.



Ramandeep and Shubham - students of BIT Noida Animation & Multimedia programme won Blackberry Playbook10 Alpha Devices from Blackberry Apps Development Group - Open Class.

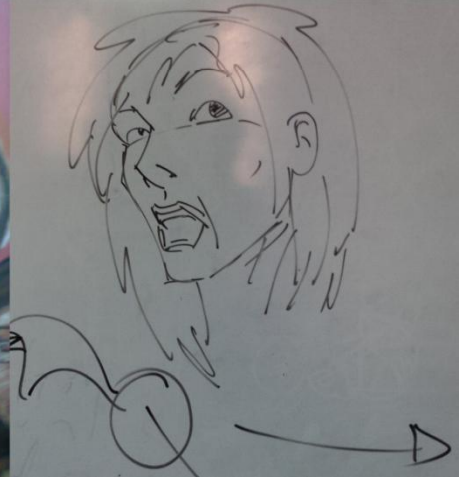
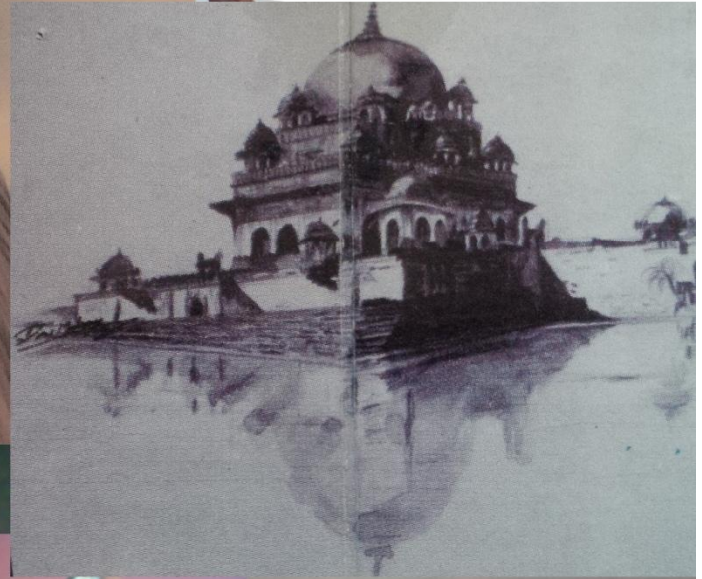
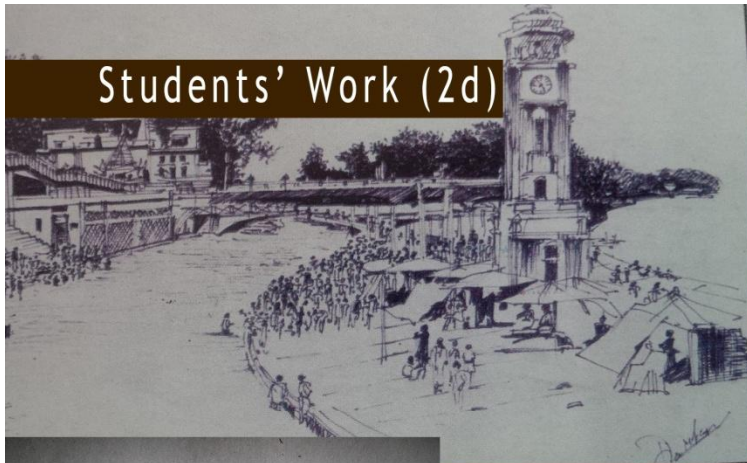


Students' Work



SHRESTH ; TANYA ; ACHU ; KUNAL ; ANMOL ;
SURYA ; MAHI ; PRITIKA ; ANKITA S. ; SUBHAM ;
AVNI ; AKSHITA ; SUKANYA ; RUSHIL ; ADITI ; ANKITA ;
VIVEK ; ANSHITA ; TARAN ; RASHIKA ; SOURAV .

Students' Work (2d)



Workshops



A painting workshop by Das Mohan Singh.



A visit to Kiran Nadar Museum for an art workshop.



An acting workshop by Kapil Sharma.



A national workshop on Science, Technology and Development Communication.

Students' Projects



A game by Shikhar Verma.



"Staring Eyes" - a 2D animation film by Tushar Kohli - vi semester student of B.Sc. Animation & Multimedia.



A Stop Motion Animation film by Shyama Anand This film was awarded the first position in Stop Motion Animation category at India International Animation Cartoon Film Festival (IIACFF).



A 2D Animation film by Amar Gupta. This film won first prize in Animation category at IIACFF.



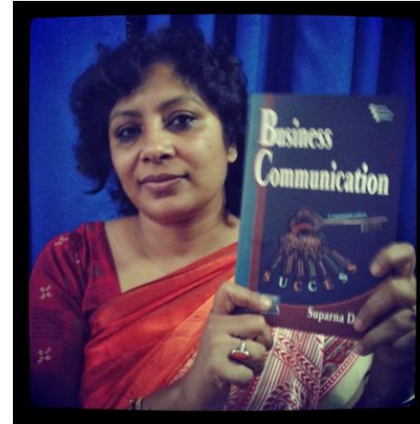
A 3D Game "Network Runner" by Master in Animation Design student Aditya Bhatnagar

A film by Gaurav Chauhan.





Prof. Stanley Wearden, Dean, College of Communication & Information (CCI), Kent State University, Ohio, USA visited Birla Institute of Technology, Mesra Ranchi Noida Campus in Nov. 2013. He addressed the students on the Current Trends in Communication Studies and Research.



Dr. Suparna Dutta Associate Professor Humanities has written a book on Business Communication which can be read by students of all streams. This book by PHI publisher is available online also.



Niket Mehta, Assistant Professor, A & M Department, BIT Noida answered Career Related Queries of readers of Navbharat Times, New Delhi- National Hindi Daily Newspaper. This was done through Online Chat and people from all over the country asked their queries about animation and multimedia education and career. (August 2012)

PLACEMENT BULLETIN – Dept. of Animation and Multimedia

We are proud to announce that these are some of the companies where our students are working:-

1. Ogilvy & Mather
2. NID, Kolkata
3. CEB
4. Unicef
5. Ernst & Young
6. HCL
7. Stargate Studios, Toronto
8. TERI
9. PayTm
10. Dainik Jaagran
11. Escotoonz
12. Beehives
13. Miditech
14. UTV Network

15. Marwah Studios
16. Malhotra Book Depot
17. Solutions
18. Scientific Animation
19. Picasso
20. Zee Sports
21. MTV
22. TV Today (Aaj Tak)
23. Lakshya Digital
24. Rhythm & Hues
25. MAAC
26. AAG
27. Star News , Noida
28. Extramarks
29. Dragonfly
30. Ajani Infotech
31. Digitoonz
32. Genpact

33. Xceed Solutions
34. Threye Pvt. Ltd
35. Educomp
36. Xceed
37. Aditya Infotech
38. Ideafarms
39. Zomato
40. Maps Of India
41. Myoo Studios
42. Infobase
43. Navbharat Times
44. Hindustan Times
45. Mobiwik
46. Pumpkin Studio
47. Focus Animation Studio
48. Progainindia
49. Navyug Infosolution

STARTUPS BY OUR STUDENTS (ALUMNI)

1. Digital Jalebi (Nikhil Joshi)
2. Studio Ek Dum Fine (Shubhangi Raheja)
3. Buzz Mantra (Arpit Singla)
4. Baidik Deb (Triangle Films)
5. Rajhans (Maven Daven Films)

PAPERS PUBLISHED BY FACULTY MEMBERS OF ANIMATION AND MULTIMEDIA DEPARTMENT

1. Mehta Niket, Dutta Suparna, “*Better Health Awareness through New Modes of Communication*”, paper presented at Global Academic Meeting 2015 at Jawaharlal University, New Delhi, 1-4 April 2015, Selected for publication in European Scientific Journal (ESI). Impact Factor - ICV 2013 = 8.25 (<http://eujournal.org/index.php/esj/issue/current>)
2. Mehta Niket, Dutta Suparna, Bandyopadhyay Asit, “*SOCIAL AWARENESS THROUGH NEW MEDIA*”, International Journal of Emerging Technologies in Computational and Applied Sciences, Issue 11 Volume 3, December 2014-February 2015, pp. 258-261. Impact Factor – 1.237 (<http://iasir.net/journals.html>) [Scopus Indexed]
3. Dutta Suparna, Mehta Niket “*Inciting Gender Sensitivity through Digital Games – Humanity is needed to implement technology*”, paper presented at International conference on Frontiers of Infrastructure Finance organised by Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur, India, [November 13-15, 2014]
4. Mehta Niket, “*Globalization and the World of New Digital Information Communication*”, Proceedings of UGC sponsored two days Media Summit " Media and Globalization" held on 20th & 21st February, 2014 at Kishen chand Chela Ram College, Mumbai, ISBN 978-93-83842-64-3, Edited Book published by Excel India Publishers, New Delhi [July 2014]
5. Mehta Niket, “*Video Games as Learning & Communication tool for Teenagers in New Media Age*”, ANVESHAK Journal, Pune, ISSN -

2278-8913 (National Journal) [2013] (*ANVESHAK International Journal of Management (ISSN 2278-8913) is indexed in JIFACTOR at <http://www.jifactor.org/>, CiteFactor and J-Gate at <http://jgateplus.com/>*)

6. Mehta Niket, “*The Evolving Business of Digital Interactive Games in India*”, International Journal of Management and Behavioural Sciences VOL 2, NO.3, ISSN 2278-1285 [2013]
7. Mehta Niket, Dutta Suparna, Bandyopadhyay Asit, “*Video Games To Convey Serious Messages – A Study Using Food Force 2 Game*”, KIET International Journal of Communications & Electronics, KIET IJCE (ISSN: 2320-8996) [June 2013]
8. Mehta Niket, Sharma Balwant, “*Role of New Digital Communication Tools for Education Reforms*”, Proceedings of IIM Kashipur’s conference on “Education Reforms – Changing Paradigms” [March 26-27, 2013]
9. Dutta Suparna, Mehta Niket, Pratik Rachana, *Humane Digital Route To Customize Communication For Sustainable Development*, 7th **International Technology, Education and Development Conference, Valencia (Spain)** [March 4th-6th, 2013,] ISBN: 978-84-616-2661-8, ISSN: 2340-1079
(Archive in Digital Library of IATED at <http://library.iated.org/view/DUTTA2013HUM>)
10. Mehta Niket, “*New Digital Media – Infotainment for New Generation*”, Paper For BIT Noida College Magazine - Clairvoyance, [Feb 2013]
11. Dutta Suparna, Mehta Niket (2013), “*Social Message through New Media*”, *Proceedings of International Conference on on Computation and Communication Advancement (IC3A)-2013*, IEEE Kolkata Session, McGraw Hill publication, Page 341-344, organised by JIS College of Engineering, ISBN No.: 978-1-25-906393-0, 2013. [Jan 2013]
12. Mehta Niket, “*Digital Media- The New Language of Communication*”, ELTAI Conference Proceedings “Interfacing ELT with Culture and Technology Direction for New Classroom, Page 131-138, Edited Book published by Jain Brothers Publishers, New Delhi, ISBN : 978-81-8360-187-0, BITS Pilani, Department of Language and Communication, [8-9 Oct. 2012].

13. Mehta Niket, Dutta Suparna, Tiwari Anuj, Hutchful David, “*Gaming As a Tool To Eradicate Female Foeticide In India*”, AICTE sponsored conference “Recent Trends in Computing, Mechatronics and Communication” at Om Institute of Technology, Hisar, Haryana, ISBN 978-81-923446-0-7 [26th Feb 2012]

Some Activities by faculty members of Animation and Multimedia Department

- A doctoral thesis on “21st Century Approach to Communication: Gaming as a tool of New Media” by Mr. Niket Mehta has been submitted to the Institute for its final evaluation.
- Niket Mehta won a **Mentorship By Microsoft and Georgia University, USA**. He was assigned two International Mentors to conduct a research study and write a Research Paper under their guidance. [July, 2011]
- Niket Meehta was Technical Editor of “Communication Express: An anthology of collected essays on communication” - proceeding of National workshop on science, technology & development communication took place at Birla Institute of Technology, Mesra, Noida Campus (April 2012). The Anthology was esited by Dr. Suparn Dutta
- Niket Meehta created a mobile app “Merry Christmas Greetings” for Blackberry App Store [2013]
- Manoj Kumar Faculty 3D Animation is organising Sports Week every year for last four years.
- Partha Acharya, Faculty Multimedia Studies and Graphic Design has been organising “Journey of Colors” a mega water colour event and once partnered by VIGYAN PRASAR, the autonomous wing of the Department of Science & Technology, Ministry of Science & Technology, GoI ,over the years.
- Partho Acharya and Niket Mehta developed e learning modules on Advertising and Research Methodology subjects for IIIT

Allahabad in 2011.

- Kiran A Shetti developed a 2D Animation advertisement film on the theme “Hand Wash” for an NGO. This film was made in 2007-08 in four Indian languages for television broadcasting.

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Blog: www.bitnoidabam.blogspot.com

Facebook Page: www.facebook.com/bitnoidacampus