Bachelor of Multi Media Communication (BMMC)

Multimedia is a combination of text, audio, images, animation, video and interactive content. Multimedia can be recorded, played, displayed, interacted with or accessed by computers and electronic devices. Bachelor of Multi Media Communication (BMMC) is a three-year degree program. It is of six semesters and is purely a professional course, offering jobs in 12 to 15 sectors linked to the broad multimedia spectrum.

Program Outcome

P01.The BMMC programm is designed to equip students with the art and craft of multimedia communication.

P02. It enables students to emerge as professionals, matching the human resources required for the rapidly growing media and entertainment industry.

P03. This program offers immense theoretical and practical exposure to students in the core area of multimedia such as web designing, 3D Animation, Motion Graphics, Video/Audio Editing, Digital Film Making, Computer Graphics, Videography and Photography.

P04. It provides students with good understanding in areas such as visual communication, film studies and mass communication and journalism.

P05. This program equips students to have professional use of advanced multimedia softwares.

P06: To equip students professionally to take up multimedia jobs in entertainment industry such as digital camera operator, sound engineering technician, multimedia artist, film and video editor, dubbing editor, sound effects editor, audio recording engineer, game designer, animator, game programmer and game tester.

P07: To make students capable of handling multimedia fine arts careers such as photographer, graphic designer, multimedia designer and installation artist.

P08: Apply ethical principles and commit to professional norms and responsibilities in the field of multimedia.

P09: Function effectively as an individual and as a member or leader in diverse teams.

P10: Communicate effectively on complex multimedia activities.

P11: Demonstrate knowledge and understanding of multimedia and related fields.

P12: To enable students to use multimedia skills effectively in other academic disciplines.

COURSE OUTCOME

C01. Define multimedia to potential clients.

C02. Identify and describe the function of the general skill sets in the multimedia industry.

C03. Identify the basic components of a multimedia project.

C04.Identify the basic hardware and software requirements for multimedia development and playback.

C05. Describe technical characteristics and performance of multimedia system and terminals.

C06. Design creative approach in application of multimedia devices, equipment and systems,

C07. Carry out experiments and measurements on the multimedia systems in laboratory conditions on real components and equipment.

C08. Interpret and analyze measurement results obtained on the multimedia system and components.

C09. Describe the development process and applications of the multimedia systems.

C10. Test multimedia communication systems and equipment in real conditions.

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