



Duration: 4 Days (20th, 21st, 27th, 28th October 2018)

Venue: SJT 219, Silver Jubilee Tower, VIT, Vellore, India - 632 014.

Vellore Institute of Technology

Vellore Institute Technology popularly known as VIT was established with the aim of providing quality higher education on par with International standards. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. The technological institute is a major, comprehensive & student-centred research institute dedicated to excellence in teaching, research and service.

The green campus has a cosmopolitan atmosphere with students from all corners of the Globe. Experienced and learned teachers are strongly devoted to nurture the students. The global standards set at the VIT in the field of teaching and research spurs us on in our relentless pursuit of excellence. In fact, it has become a way of life for us.

The highly motivated youngsters on the campus are a constant source of pride. Our major strength is the Memoranda of Understanding with various international universities for global exposure. They provide for an exchange of students and faculty, encourage towards joining research project for mutual benefit of these universities. VITians who pursue their research in foreign universities gets high reputation for their innovative work, which brings laurels to India and makes us proud. As a technical educational institution offering state-of-the-art facilities to students from India and abroad, VIT is fast blossoming into an Institution of International repute.

School of Information Technology & Engineering (SITE)

The school offers education and research programmes in information technology, computer applications, software engineering, computer and communication engineering, multimedia and animation. The school strives to establish an optimum blend of theory and practice in its curricula. It has over 4500 students and 182 faculty members. The school works very closely with leading industry and research organizations. It has established state-of-the-art laboratories and teaching-learning infrastructure. The school has also set up Centres of Excellence (CoEs) in collaboration with Cisco, Cognizant and Virtusa. It offers two specialized post graduate programmes catering to the needs of its industry partners. Major areas of research include Information Security, Computer Networks, Parallel Architecture, Software Engineering, Data Mining, Cloud Computing, Intelligence Systems and Computer Graphics. It has highly qualified faculty members, distinguished professionals from industry and

eminent researchers. The academic programmes of the school have been designed to cater to the ever changing needs and demands of the IT industry.

About B.Sc Multimedia & Animation

B.Sc Multimedia & Animation is a three year undergraduate unique program offered by VIT University, where the students will be exposed to the highly interactive world of Multimedia and Animation. The course provides essential technical skills for every student which will ignite their creativity and unleash their talents on different elements of multimedia. The teaching and delivery of the course is through high-level, faculty-guided studio practice, and actively promotes experimentation, reflection and the sharing of enthusiasms and influences.

The unique practical oriented elements of the course provide a critical framework to examine animation and related time-based practices. All aspects of the course are assessed through project work and we offer a range of methods including critics, submitted work, project plans, and professional portfolio development.

To make further inroads in terms of collaborative participation in research and teaching, Memorandum of Understanding (MOUs) have been signed with Guangdong University of Technology, China. This course of VIT has attracted many international students especially from Wuhan University and Guangdong University of Technology, China.

About Value added programme

Filmmaking: From Script to Screen

Over four days, our team of experts will take you through their approach to telling stories, as well as elucidating their filmmaking specialisms - from writing and directing to cinematography, editing and composing. This course will deepen your understanding of the filmmaking process and show you how to take it further whether making your own short films, thinking about a career, or simply a deeper appreciation of the films you watch.



Pre-requisites

The course requires some creative inclination towards the visual art medium and interest in making short films.

Target Audience

The value added programme is targeted towards all VITans who want to learn the tricks and techniques of film making.

Highlights of the Program

Day 1 : Introduction : How does a film get from script to screen?

Day 2 : Importance and Making of PSA

Day 3 : Introduction to Ad Film Making

Day 4 : Making an advertisement for a Product

By the end of the course, you'll be able to...

- Discuss the differences between story and theme in a film
- Explain the different roles involved in a film shoot
- Explore the contribution of the camera to storytelling
- Reflect upon the role of editing in telling a story on film
- Identify the contribution of sound and music to a film's meaning
- Produce & Edit shortfilm

Registration Details

The registration is FREE for all VITians. The seats are limited to 40 students and will be given on first come first serve basis.

Students are requested to fill the google form in the link below or send their details to pranavakumar.r@vit.ac.in ASAP to avail the opportunity.

GOOGLE FORM LINK
<https://goo.gl/forms/KHaoR5KZGK7CSpl2>



Chief Patron

Dr. . Viswanathan
Chancellor, VIT, Vellore

Patrons

Mr. G. V. Selvam
Vice President, VIT, Vellore

Dr. Anand A. Samuel
Vice Chancellor, VIT, Vellore

Dr. S. Narayanan
Pro - Vice Chancellor, VIT, Vellore

Convener

Dr. Aswani Kumar Cherukuri
Dean
School of Information Technology and Engineering

Organizing Secretary

Dr. Lakshmi Priya G. G
HOD, Department of Multimedia
School of Information Technology and Engineering

Course Coordinator

Prof. R. Pranavakumar.
Assistant Professor, Department of Multimedia
School of Information Technology and Engineering

Contact Persons

Prof. R. PranavaKumar
Assistant Professor, Email : pranavakumar.r@vit.ac.in.

Prof. R. Mahadevan
Assistant Professor, Email : mahadevan@vit.ac.in.

Prof. Raja M.
Assistant Professor, Email : raja.m@vit.ac.in.

Prof. Saravanan S.
Assistant Professor, Email : s.saravanan@vit.ac.in.