

INFORMATION BROCHURE - 2022

for

Admission to

3-year (6-Semester) Full-Time

B.Sc. in

Animation & Multimedia Program

at its

Birla Institute of Technology,
Noida Off Campuses



BIRLA INSTITUTE OF TECHNOLOGY

(Deemed to be University u/s 3 of UGC Act 1956)

MESRA RANCHI – 835215

(Jharkhand)

www.bitmesra.ac.in

Contact Details

Campus	Addresses and contact details
Mesra	Dean Admission & Accreditation Coordination OR Controller of Admissions OR Deputy Registrar (Admission & Accreditation Coordination) Birla Institute of Technology Mesra, Ranchi - 835215 Toll-Free:18003457057, 18003457058 Phone: PBX: 0651-2275444 / 896 / 2276496, Extn 4469, & 2275868 (Direct) E-mail: daac@bitmesra.ac.in , coa@bitmesra.ac.in , dr.aac@bitmesra.ac.in , admissions@bitmesra.ac.in

The addresses and contact details of other Campuses located in India are as given below.

Noida	Director Birla Institute of Technology, Noida CampusA-7, Sector-1 Noida 201301 Phone: 0120-4263080 Mobile No.:9871090589 ,9810084893 &9971976336 E-mail: bitnoida@bitmesra.ac.in
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Please see our website for addresses and contact details of our other Campuses

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IMPORTANT DATES(3rd Round)

BIT Off Campus Noida

Online Application Form Starts	10.10.2022
Last date for submission of Online Application	25.10.2022

Note:

- 1. All the dates mentioned above are tentative, and liable to be changed. Hence, please check Institute website periodically.**
- 2. For queries about admission related procedures, please contact the Admission Office of the respective Campus.**

Sec-1 Admission to B.Sc. Animation & Multimedia- Introduction and about the Campus

Program Overview

The B.Sc. Animation & Multimedia program is a 3-year degree course currently being offered at its Off Campuses Noida. This is a program of 6 Semesters and on successful completion, the student will be awarded a Degree of B.Sc. (Animation & Multimedia).

The Birla Institute of Technology was the first institute in India to set up a full-fledged degree course in B.Sc. (Animation & Multimedia) in 2004. The Animation industry in India is breaking through into a prosperous era, offering exclusive career opportunities. There is an acute shortage of professionals in Animation and Gaming and Multimedia. The course specializes in the rapid development of artistic and technological skills, necessary for achieving a successful career in animation and multimedia. There are ample job opportunities after graduation such as 2D OR 3D Character Animator, Script Writer, Storyboard Artist, Modelor, Rigger, Texture and Lighting Artist, Compositor, VFX Artist, Editor, Pre - Production Designer, Game Designer, Matt Painter, Graphics Designer, UI/UX designer and Live Action or Documentary film makers.

The fundamental philosophy of the course is to impart to the students a variety of skills and knowledge required for diverse range of career options in animation and multimedia. The course is designed in such a way that it covers all aspects of Multimedia, Gaming and animation Film Making Process. Students get in -depth knowledge of different mediums in Animation and Graphics such as 2D Classical & Digital Animation, Concept Art, Character & Story Board Designing ,3D (Character Animation & Modeling), Graphics & Web designing and Audio - Video Production. The course covers all technologies from basic clay modeling to computer aided modeling and designing. Sufficient technical and industry focused education is imparted to enable student to enter relevant professionals fields or pursue higher studies in this field.

Academic System:

The 3 years full time program adopts a Semester system comprising of two semesters (Monsoon and Spring) in an academic year. The Monsoon semester is held during July to December while the Spring Semester is from January to May with sixteen weeks of classes in each semester.

BIT Off Campus Noida:

Birla Institute of Technology, Noida Campus has emerged as one of the leading campuses of BIT Mesra. Known as one of the premium technical institution in NCR, it serves as knowledge center for diversified and advanced educational research, consultancy and training of human resources in IT and Management technology. It has set benchmark of quality standards in academic excellence with world-class infrastructure, highly accomplished faculty, a motivated student body and distinction in research. Established in the year 1997, BIT Noida campus offers MCA, MBA (Full- Time), BBA, BCA and B.Sc. (Animation & Multimedia) courses. The campus is also known for Ph.D. programs in Management and Computer Science.

Overview of Programs offered:

Programs offered	Course Duration	Sanctioned intake
BBA	3 Years (6 Semesters)	80
BCA	3 Years (6 Semesters)	60
B.Sc. (A&M)	3 Years (6 Semesters)	40
MBA	2 Years (4 Semesters)	30
MCA	2 Years (4 Semesters)	45

Strategically located at the entrance of NOIDA (Sector 1), BIT Noida Campus has total student strength of over 700, who are mentored by more than 50 experienced and motivated faculty members. BIT Noida believes in imparting quality-oriented Outcome Based Education that empowers the young generation with Knowledge, Skills, Research, Aptitude and Ethical values to solve Challenges of today's technical and business environment.

Every year we organize life skills workshop by Dhruva Club, Art of Living program by Yes Plus, Suraksha Pakhwada, ICT workshops, Outdoor Activities like students' AICTE visits, Alumni Meet, Orientation Program by SUPRAYAS Centre of Excellence, Annual Sports Meet and Cultural Fest "BIT Extreme", Fresher's Day, Teacher's Day, Republic Day, Vigilance Awareness week Program by IOCL, GAIL India are conducted for holistic development of the students.

Facilities available:

- All class rooms are well equipped with AC and LCD Projectors, and one video conferencing room with latest state of the art technology.
- A well-stocked library with more than 5000 volumes on various subjects along with latest editions of prescribed books, several periodicals, journals and high value books to give the students a winning edge.
- Computer lab at Computer Science & Engineering Department has state of the art computer labs with latest configuration Systems and softwares with LAN and internet connectivity.
- The center is well equipped with e-books, e-journals (Emerald, ProQuest ABI Complete, Pro Quest Dissertations & Thesis, Science Direct), and research software like MATLAB and dedicated internet facility for the research scholars.
- BIT Noida Campus is Wi-Fi enabled.
- Video Conferencing classes are also organized from BIT Mesra campus and other institutions of repute.
- Recreational activities like - Canteen, Auditorium, facilities for indoor games

Major extension infrastructure and up-gradation of facilities is being undertaken at present which will further enhance facilities at the campus with state-of-the-art technology.

Placement Cell: The Institute has a proactive placement cell which ensures facility for summer training and final placement of maximum number of students.

Research & Development:

The experienced and talented faculty have notable publications in various national / international journals of repute. The departments also conducts research-oriented activities like Research Methodology workshops and Guest Lectures for enhancing research acumen of the research scholars. Centre is equipped with plagiarism software like Turnitin and Grammarly to assess similarity index and proofread all research projects/thesis undertaken by doctoral research scholars and other UG /PG students.

Department of Animation & Multimedia:

BIT Off Campus Noida is the first major institute to start Animation and Multimedia as an Undergraduate course. The B.Sc. Animation and Multimedia program was started under University Grants Commission of India's Innovative Program Scheme in the year 2004. BIT Mesra initiated this highly innovative and in-demand course at their BIT Noida Campus and it has grown and proliferated since then.

After 16 years of existence, the Department of Animation and Multimedia, Noida campus is the proud home of many achievements and firsts. This wide acceptance of the program is a result of the unique curriculum, which is a blend of creativity and technology. Apart from being the first institution to offer a degree program in Animation in our country, the department has consistently been rated as the best Animation school in the NCR by the Hindustan Times and other survey engines since 2010. On a Pan Indian rating scale our department proudly rubs shoulders with the likes of IDC, IIT Bombay, NID, Ahmedabad and so on. Further, the pedagogy does not remain confined either to the classrooms or the computer workstations but entails the students to actively participate in rigorous field studies and action research.

The department has 40 high-end workstations loaded with latest versions of graphics, 3d modeling and animation, video editing and game design software, pen tablets for digital painting, projector; a 2D lab for drawing with 40 light boxes, line-testing facility, dummies and mannequins; a studio with professional lighting facilities, DSLR camera, for still and video recording and blue-green screen sets for compositing; and a production lab with scanning facility. The classrooms are well equipped with projection facility and are upgraded from time to time, in terms of equipment, technology, and pedagogy.

Animation and Multimedia department regularly organizes workshops, conferences, seminars, competitions, film-festivals etc. Our students have won laurels at various prestigious national-international platforms such as National / International Science Film Festival, CMS Vatavaran, Ficci Frames, Blackberry Hackathon etc. The Animation department at Noida Campus as also organized International workshops, funded by ministries like the Department of Science and Technology (Ministry of Science and Technology and supported by American Universities like the Kent State University. Similarly the department has also supported DST as an academic partner to host their Nations Science film festival in Guwahati where the student's film from the department won the highly prestigious Silver Beaver Award.

We are proud to have our students and alumni working across verticals in reputed companies like Microsoft, Adobe, HCL, Facebook, TCS, Oracle, Flipkart, Paytm, Deloitte, Ernst and Young, Protiviti, Ogilvy and Mather, Extramarks, Beehives, KPMG, AIIMS, Hotstar, Zee TV [to](#) name a few.

Computer Science and Engineering Department:

Computer Science Department at BIT Mesra off Campus Noida campus endeavours to be an important regional, national, and international resource center for the development of computing, IT systems and applications. The Department is recognized as one of the leading departments with infrastructure and facilities to match the very best in the country. The department remains committed towards its mission, which is twofold. One is to provide students with the fundamental knowledge and problem solving skills in Computer Science required for a fulfilling career. The other goal is to create and disseminate knowledge to improve Computer Science research, education and practice.

Department of Management:

The Department of Management was established in the year 1998 with an aim to serve growing need for qualified management professionals and to meet the requirements of the industry in the competitive and dynamic business environment. The department continuously endeavors to achieve predefined learning outcomes by maintaining high standards in the Undergraduate (BBA), Postgraduate(MBA) and Doctoral Programs offered by it.

The MBA program offers functional specializations in the areas of Finance, IT, Marketing, Human Resource, Business Analytics, IT & Operations, and Sectoral Specializations in Banking & Insurance and Operations & Manufacturing. The BBA program offers functional specializations in the areas of Finance, Information Technology, Marketing, and Human Resource.

The strategic location of BIT Noida Campus provides an added advantage. Due to its prime location in the commercial hub of Noida and proximity to Delhi, the students have easy and quick access to the industry, which fulfills their need for continuous industry-interaction.

Sec-2 Eligibility Criteria

Eligibility Criteria and other conditions:

- Candidates must have passed Class12 / Equivalent Qualifying Examination with minimum 50% (45% for SC/ST/ PwD) marks (average of 4 core subjects)
- Percentage of marks in Class12 / Equivalent Qualifying Examination to be computed as average of English + Best 3 other core subjects.
- **Candidates appearing in Class 12 examination may also apply.**

Notes:

- Only those candidates whose date of birth falls on or after 1 October 1997 in case of General category and 1 October 1992 in case of SC/ST/PwD are eligible for admission. Date of Birth as recorded in the Secondary Education Board Class X (High School) certificate only will be considered as authentic.
- Candidates with foreign diplomas should see the EdCIL website for equivalence (<http://www.edcil.co.in>), and if required should obtain an equivalence certificate from the evaluation division of the AIU (website <http://www.aiuweb.org>).
- In case any Board awards grades instead of marks, the calculation of equivalent marks will be based on the procedure prescribed by the Board.
- At any level of the studies [Class X or Class XII], a candidate / applicant must have passed all the required subjects at that level from the same Board.

Selection Procedure:

Provisional selection will be based on performance of the candidates in Creative Aptitude Test and Interview. However, candidates must meet the age criteria and other minimum academic requirements (see Eligibility Criteria).

Cancellation of Admission Offer:

The admission of a candidate will be automatically cancelled

- a) if any information provided in the application form is found incorrect or missing.
- b) those who fail to submit the marksheet of Class XII or equivalent qualifying examination with requisite percentage of marks in time as stipulated.

Note: Eligible SC/ST, OBC, PwD students admitted to above program at any of the Campus should submit their scholarship form in the Scholarship Section of the Campus for the academic year by February for processing scholarship each year, as per UGC guidelines.

Sec-3 How to Apply

How to Apply:

- To fill online application form, click on the link **“CLICK HERE TO APPLY ONLINE”** to register for the program and create password for the application process. Do not share the password with anybody. **Please see instructions for filling online application form.**
- Eligible candidates must complete and submit the application form online only [link available on the Institute website www.bitmesra.ac.in]. Pay application fee of Rs.1,500/- (General/EWS candidates) and Rs.1,000/- (SC/ST candidates) through ICICI payment Gateway (candidates may use net banking / debit card / credit card of any nationalized bank) till the last date of application process. **Fee once remitted will not be refunded.**
- **Use separate application form, in case applying for both Campuses and pay additional application fee.**
- **Candidates appearing in Class 12 examination may also apply.**

Important Instructions:

1. Please fill and submit the application form online only, take printout of the same and retain with you, as the same will be required to produce at the time of reporting for physical verification of documents before commencement of regular classes.
2. Candidate must have adequate proficiency in written & spoken English to cope with the program as all instruction and examinations will be in English only.
3. Upload marksheet of Class 10 on the link given while applying for the program.
4. The Form / Application numbers generated on each online application form may be noted and cited in correspondence, if required.

Sec 4: Required List of Documents

Candidates must carry the following documents at the time of physical reporting for verification of documents / admission as well as one set of photocopies:

1. A print-out of the duly completed online form
2. One recent colour photograph [same as uploaded on the form]
3. Following original documents / certificates:
 - a) Pass certificate of Class X (for age proof)
 - b) Marksheet of Class 10
 - c) Marksheet of Class 12 / Intermediate or equivalent
 - d) Caste certificate (if applicable), which **should be in proper format and signed by appropriate authority of rank not less than SDO.**
 - e) Candidates belonging to other special categories (Persons with Disability [PWD] / Ward of BIT Employee / Kashmiri Migrant / Economically Weaker Section) must provide photocopy of certificate in proper format from appropriate authority.
 - f) Photo identification: (Driving license, Passport, PAN Card, Voter ID, Aadhaar Card, School / College ID, are acceptable)
 - g) Transfer Certificate
 - h) Migration Certificate

If provisionally admitted, all the above documents in original (except the original Photo ID) together with photocopies will be retained by the Institute for some time.

Sec- 5 Reservations and Distribution of seats

Reservations:

1. For all programs at the Institute, which are supported by any of the respective State Governments, the reservation criteria for the state quota are as per the norms of the respective State Government.
2. For all other programs the reservation criteria for SC & ST are as per the statutory norms of Central Govt. (SC -15% & ST - 7.5%)
3. The Institute observes statutory reservation for Persons with Disability (5%).
4. Upto 6% of the seats at its all Off Campuses are reserved for candidates who are sons and daughters of serving employees of BIT, who otherwise have qualified for admissions.
5. Upto 1 seat at its all Off Campuses is reserved for candidates who are Sons or Daughters of Kashmiri Migrant who otherwise have qualified for admissions.
6. Upto 10% seats (over and above of sanction intake) at all Campuses are reserved for candidates belonging to Economically Weaker Section (EWS).
7. 50% of the total seats are reserved for candidates who have passed / are appearing for their qualifying examination (Class XII) from the state in which Campus is located. (The "State of Eligibility" of a candidate for the purpose will be determined based on location of his/her School / College where (s)/he has passed/is appearing for the qualifying examination / Class XII).

[In case sufficient numbers of suitable candidates from any group are not available, the Institute reserves the right to fill the seats from the other group].

However, the final reservation proportion will depend on notification, if any, issued by competent authority and as accepted by the Institute.

Examples for selecting the state of eligibility from drop down box while filling online application form:

	State of Eligibility
Class XII / Qualifying examination from Jharkhand	Jharkhand
Class XII / Qualifying examination from Rajasthan	Rajasthan
Class XII / Qualifying examination from West Bengal	West Bengal
Class XII / Qualifying examination from Uttar Pradesh	Uttar Pradesh
Class XII / Qualifying examination from Delhi	Delhi
Class XII / Qualifying examination from Andhra Pradesh	Andhra Pradesh

Sec- 6 Fee Structure

for the full-time B.Sc. Animation and Multimedia Program for 2022 Batch

Fee payable at the time of admission and in each subsequent semester

Particulars	1st Sem	2nd Sem	3rd Sem	4th Sem	5th Sem	6th Sem
Tuition Fee	82000	82000	89500	89500	99000	99000
Development Fee	6000	6000	6500	6500	7000	7000
Institute Exam Fee	6500	6500	7000	7000	7500	7500
Total	94500	94500	103000	103000	113500	113500
Additional amount to be paid at the time of admission:						
Admission Fee (One time only)*	12500	-	-	-	-	-
Caution Money (One time only-Refundable)*	5000	-	-	-	-	-
G. Total	112000	94500	103000	103000	113500	113500

* Fees payable at the time of admission

Total: 639500.00

Notes:

1. Pay Institute fee (for 1st semester), using ICICI Payment Gateway through debit / credit card and net banking of any nationalized bank. [URL of payment gateway will be shared in applicant email ids during admission].
2. Students will be expected to provide themselves with stationery and textbooks, etc, as prescribed for different subjects.
- 3.
4. The Institute reserves the right to revise the fees and other charges at any stage.
- 5.
6. For rules regarding refund of fees on withdrawal, please see separate Notice on Notice Boards.

Sec- 7 Discipline, Rules & Regulations (including UGC Regulations on Ragging) and Medical Examination

Institute Rules & Regulations: For details of Institute rules and regulations, please see booklet provided at the time of admission.

Discipline

The Institute places a very high emphasis on discipline of students both inside and outside the campus. Students must abide by the Institute and agree to conform to the rules and regulations enforced from time to time. They must not do anything either inside or outside the Institute that will interfere with its orderly governance, discipline and image. Students must attend lectures, tutorials and practical classes regularly. A minimum attendance of 75% in lectures, tutorials and sessionals for each subject is essential for appearing in the Semester Examinations. Thus, students should attend all theory and laboratory classes from the first day of the academic year. In case of absence due to unavoidable circumstances, students are advised to take prior permission from the Dean / Head. In case of absence due to illness, students will have to produce a Medical report signed by attending Physician / Surgeon with an application from their parents or guardians. In such a case, parents/guardians should inform the authorities immediately. Students should strike a proper balance between extracurricular activities and academic requirements. A student's participation in extra-curricular activities should not be allowed to interfere in his/her academic schedule.

During teaching hours, the main lobby, the library, the corridors of the Institute and the area surrounding the Institute are to be observed as silence zones. Students must not cause any disturbance / obstacle in these zones. Students must not indulge in any kind of misconduct or indiscipline or anti-social activities within or outside the campus. Students must not form a group causing any hindrance to the academic and administrative activities of the Institute. Those found doing so will be punished and strict disciplinary action will be taken by the authorities. Students shall not damage the property of the Institute. Cost of such damage will be recovered from students, parents/guardians of the students.

Students must always carry their Identity Card and produce it on request. In case of loss or damage of Identity Card, the concerned authorities should be informed immediately.

Students are not permitted to enter and use the laboratory / workshop / sports ground if they do not wear appropriate dress. For example, they should enter the laboratory only with apron, cap or mask as instructed. Students should park their cycles in an orderly manner at the cycle stands. Students should follow the rules of the Canteen. Students are advised to read the Notice Boards regularly.

Students are strictly prohibited from possessing or consuming spirits, tobacco products and narcotic drugs either within or outside the campus, and if found violating this will be rusticated immediately, without warning.

Ragging in any form inside or outside the campus is strictly prohibited by law. Any students found ragging other students will be summarily expelled from the Institute and dealt with as per the directive of Hon. Supreme Court/Hon. High Court.

Each student must read the “UGC Regulations on Curbing the Menace of Ragging in Higher Educational Institutions, 2009” on the UGC website. Each student admitted to any of the Institute's programs must submit the two completed affidavits [one from candidate and one from parents] at the time of admission. [for details please see last page of this document].

Medical

All selected students will be required to undergo medical examination by a Medical Officer of the Institute and their admission is subject to being found medically fit for the Program. Therefore, candidates, for their own satisfaction, are advised to get themselves examined by a registered medical practitioner.

Applicability of Regulations for the time being in force, Disclaimer and Legal Jurisdiction:

In Force

Notwithstanding the nature of a program spread over more than one academic year, the regulations in force at the time a student joins a program shall hold good only for the examinations held during or at the end of the semester. Nothing in these regulations shall be deemed to debar the Institute from amending the regulations subsequently and the amended regulations, if any, shall apply to all students old or new, as specified therein.

Disclaimer

The statements made in this Information Brochure and all other information, contained herein are believed to be correct at the time of publication. However, the Institute reserves the right to make at any or without notice, changes in and additions to the regulations, conditions governing the conduct of students, requirements for degree, fees and any other information, or statements contained in this Information Brochure. No responsibility will be accepted by the Institute for hardship or expense encountered by its students or any other person for such changes, additions, omissions or errors, no matter how they are caused.

Legal Jurisdiction

All disputes will be subject to jurisdiction of the Civil Courts at Ranchi city only.

Annexure - I
Procedure for submission of Anti-ragging Affidavit
[during admission]

Step 1:

A student should submit his/her details on the following below mentioned websites

1. www.antiragging.in OR
2. www.amanmovement.org

Read and confirm that you and your parents/guardians have read and understood the AICTE regulations on curbing the menace of ragging. You should then confirm & agree that you will not engage in ragging in any form.

Step 2:

You will receive an e-mail with your registration number and a web link. You have to forward the link to the Institute Nodal Officer in the below mentioned email ID.

Please note that you will not receive any pdf affidavits and you are not required to print & sign it as used to be the case earlier.

BIT Mesra Nodal Officer: **Rahul Rai**

Email Id: antiragging@bitmesra.ac.in