



S.S.T. College Of Arts & Commerce

(Affiliated to University of Mumbai, Mumbai)
Ulhasnagar - 421 004, Dist. Thane.

Department of Arts

BAMMIC

2020 2021



Activities in 2020-2021

Activities done by Department of Arts (Multimedia & Mass Communication) during 2020-2021

<u>SR.No.</u>	Name of the activity	Date of the Activity	Number of students participated in such activities	Page No.
1	Webinar: Design Career In Media & Entertainment Industry	01/03/2021	24	4-7
2	Creative Writing and Storytelling!	23/06/2020 to 24/06/2020	28	8
3	An Art of Photography	30/06/2020	22	9
4	Webinar on "The Power of Design in Digital Art"	10/07/2020	32	10
5	Minimal Art Idea to Execution	23/07/2020 to 24/07/2020	25	11
6	Orientation SY & TY	27/07/2020	40	12
7	Fundamental of Content Curation	31/07/2020	21	13
8	Intercollegiate Photography Day	19/08/2020	71	14
9	Design for movie animation and games	20/08/2020	27	15
10	Induction	19/09/2020	44	16
11	Lights! Camera! Precautions! & Action! The New Call	26/09/2020	30	17
12	TY project Guidance	26/09/2020	32	18
13	Future scenario of TV industry	10/10/2020	26	19
14	FC Project Guidance	18/10/2020	50	20
15	Perspective of Photography	03/11/2020	26	21
16	STUDENTS EXCHANGE	03/11/2020	28	22
17	Stop Motion	22/11/2020	25	23
18	Scribble and Doodle	22/12/2020	25	24
19	Changing Scenarios of M&E Industry	09/01/2021	22	25
20	Career Opportunities in Acting	24/02/2021	31	26
21	Webinar on Broadcast Journalism	26/02/2021	17	27
22	MARATHI BHASHA DIWAS	27/02/2021	26	28
23	STATE LEVEL STAND UP COMEDY Marathi	27/02/2021	65	29
24	Art of Writing	21/03/2021	26	30
25	How to shoot like a Professional Photographer	28/04/2021	21	31
26	Acting Tips and Tricks	08/05/2021	31	32
27	Introduction to Fiction Writing	24/05/2021-26/05/2021	21	33
28	Background of Radio Operations	28/05/2021	27	34
29	Career Prospects as Radio Jockey	29/05/2021	26	35

DESIGN CAREER IN MEDIA & ENTERTAINMENT INDUSTRY

Venue: Online Platform

Date: 01st March, 2021

No. of Students: 24

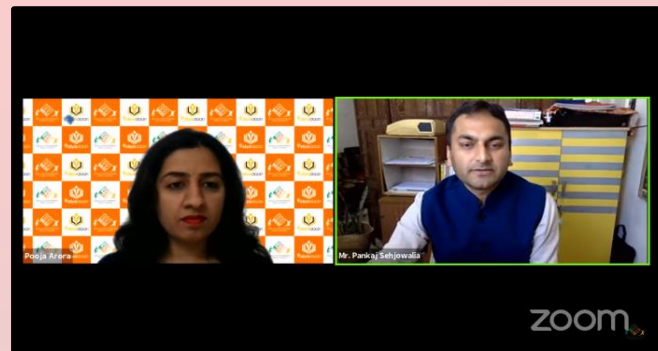
Resource Person: Mr. Pankaj Sehjowalia

The speaker of the program, Mr. Pankaj Sehjowalia (Founder & Principal, Lotusutra, and Academic Head at the Creative Compass Institute), expressed that with so many professional possibilities to explore as a media designer, it's no wonder the design career path continues to grow in popularity for undergraduate students in the digital media arena. From creative jobs in the entertainment and advertising industries to roles in science or healthcare that specialise in communication, there are plenty of media design careers available to the skilled media designer. Students got valuable information through the programme.

GLIMPSES OF ACTIVITY:



Banner of the webinar



Resource person guiding the audience

Creative Writing and Storytelling

Venue: Online Platform

Date: 23rd & 24th June, 2020

No. of Students: 28

Resource Person: Mr. Abhijit Chakraborty

The resource person Mr. Abhijit Chakraborty said that storytelling is the art of using language, vocalization, and/or physical movement and gesture to reveal the elements and images of a story to a specific, live audience. The audience's ability to produce precise visual imagery and detail to complete and co-create the story is a crucial, distinctive component of storytelling.



Resource person Mr. Abhijit Chakraborty explaining the topic

An art of Photography

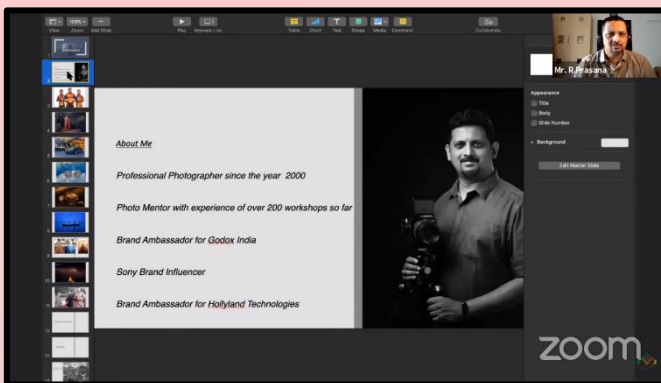
Venue: Online Platform

Date: 30th June, 2020

No. of Students: 22

Resource Person: Mr. R. Prasana Venkatesh

The chief guest of the program, Mr. R. Prasana Venkatesh, said on this occasion that photography is the art, application, and practice of creating durable images by recording light, either electronically by means of an image sensor or chemically by means of a light-sensitive material such as photographic film. Students understood "The Art of Photography" very well.



Mr. Prasana Venkatesh explained art of photography

Webinar: The Power of Design in Digital Art

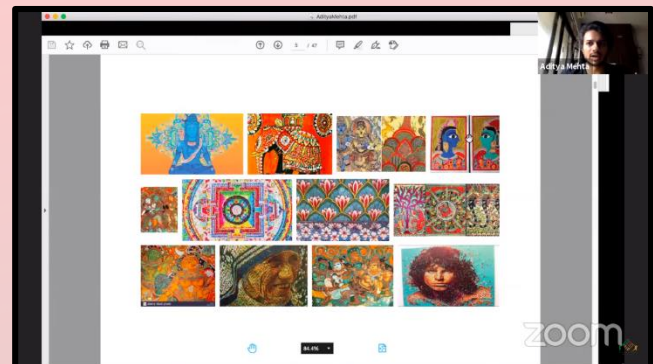
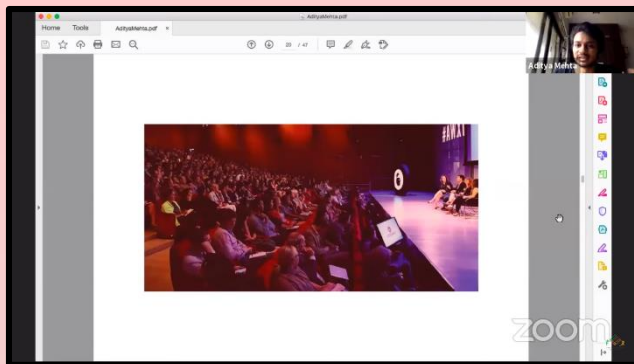
Venue: Online Platform

Date: 10th July, 2020

No. of Students: 32

Resource Person: Mr. Aditya Mehta

The speaker of the program, Mr. Aditya Mehta (Founder and CEO of Art & Found, prior to Art & Found), said that graphic design is the most powerful art that has breathed fresh life into digital marketing. This modern form of art has added a contemporary flair to the advertising profile of every company. It also acts as one of the key components to build brand awareness and influence the customer's decision-making process. Students got good knowledge about career opportunities.



Resource person explaining the topic

Minimal Art Idea to Execution

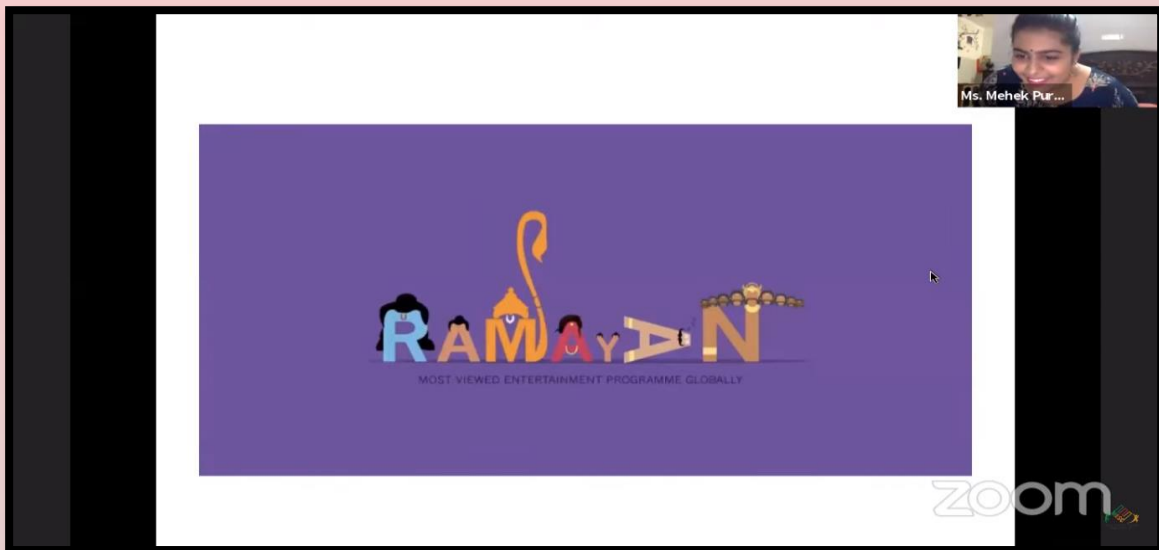
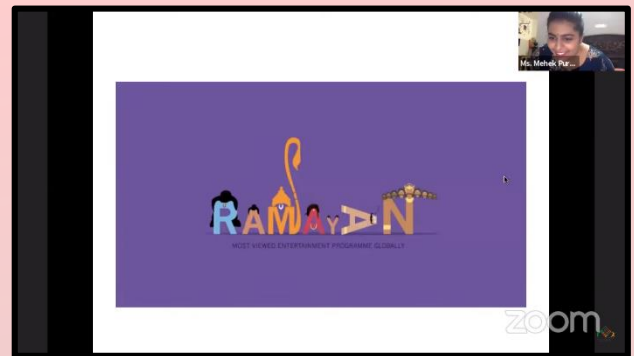
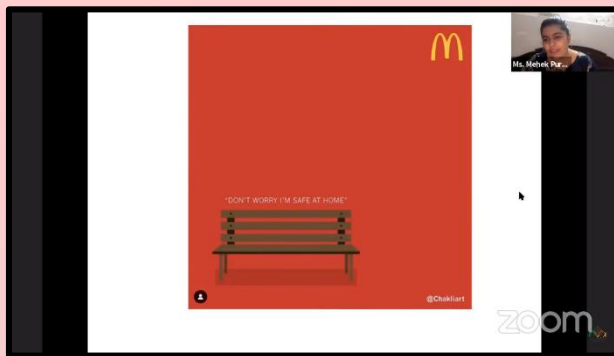
Venue: Online Platform

Date: 23rd - 24th July, 2020

No. of Students: 25

Resource Person: Ms. Mehek Purohit

The chief guest of the program, Ms. Mehek Purohit (founder of "Chakli Art"), said that ideas and inspiration are an important part of any creative project when planning our image. Part of our creative process is represented by the things that attract our attention outside of art. In this tutorial, Mehek explored the subject and explained how it is possible for us to come up with ideas, plan an illustration, and take the different steps that convey the final creation using Procreate and digital techniques. Students received practical knowledge in this programme.



Ms.Mehek Purohit during the session

Orientation of SY & TY

On July 27, 2020, BMM/BAMMC organised an orientation programme at SST College for SYBMM and TYBMM students. Program Coordinator and Assistant Professor Deepak Gavade briefed the students on the SYBMM and TYBMM syllabus, subjects, examination pattern, co-curricular and extra-curricular activities, and the success of SST College in running various programmes and courses in Ulhasnagar city.

Further, he guided the students about the value-added and certificate courses offered by the college and asked them to enroll in the same.

Fundamental of Content

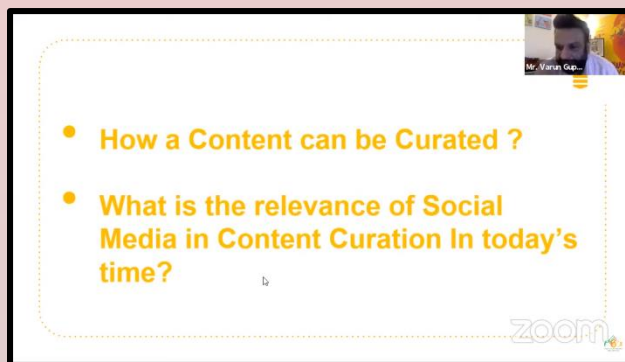
Venue: Online Platform

Date: 31st July, 2020

No. of Students: 21

Resource Person: Mr. Varun Gupta

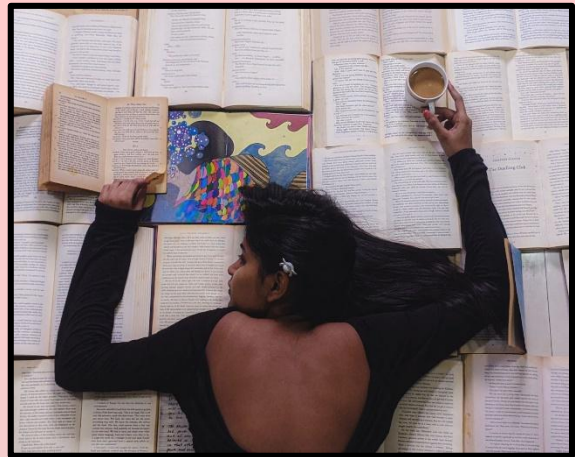
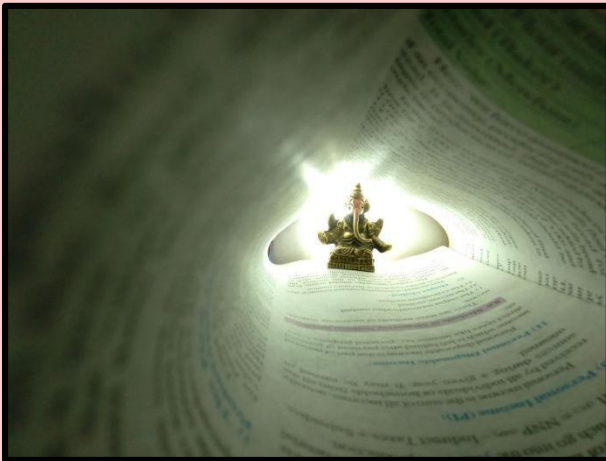
The resource person for the programme **Mr. Varun Gupta** (entrepreneur, content curator, film maker, producer, music video and ad film director, and expert in intellectual property creation and brand development at The Amplify Times and Republik of Music) said that curated content is content created by others that you select to share with your own audience. This could be a valuable blog post from a company in your field, expert advice from a relevant thought leader, or anything else that you think your audience will appreciate and enjoy. The students received very valuable information.



Mr. Varun Gupta guiding on the topic Fundamental of content curation

Intercollegiate Photography Competition

On 19th August, 2020 BMM/BAMMC organized an online intercollegiate photography competition on the occasion of world photography day. In which photographs from students of different colleges were participated. These photos were very creative and very well clicked by the students. From this activity students learned how we can capture some great photographs and show our own creativity in clicking pictures. This event also inspired students to pursue their passion of photography and to look at photography as a career option.



Photographs submitted by the students for intercollegiate photography competition

Design for movie animation and games

Venue: Online Platform

Date: 20th August, 2020

No. of Students: 27

Resource Person: Mr. Moon Arun, Brainpan Studio

The chief guest of the programme Mr. Moon Arun (COO and co-founder of Brainpan Studio) said that The Creative Adult is the Child Who Has Survived. “Imagination is not a 'soft skill'. ' It is the workspace of your brain, the place where connections are made between ideas to create something new.” The student got a new direction in life.



Resource person of the webinar



Induction for FYBAMMC

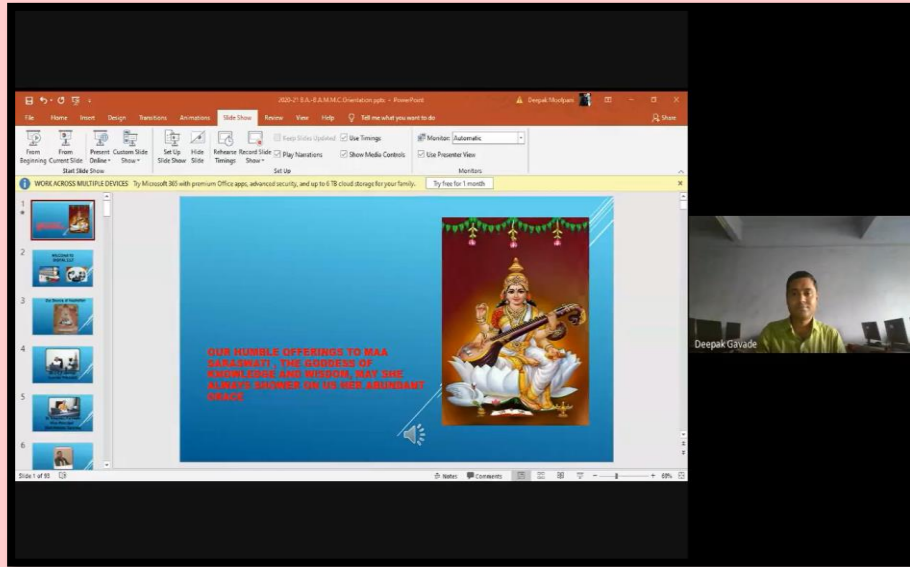
S.S.T. College of Arts and Commerce, Department of Arts (BAMMC) hosted the Induction Program, a unique fusion of academic and non-academic activities, to nurture, mold and fortify new entrants for the days to come. The Induction program was scheduled from 19th September, 2020.

The inauguration ceremony of the induction programme started at 12.00 p.m. sharp with lighting of lamp and Saraswati Vandana. Asst Prof. Deepak Gavade welcomed the founder Principal Dr. J.C Purswani, IQAC Coordinator Dr. Khushbu Purswani, Vice Principal Shri. Jeevan Vichare, Faculties of BAMMC and first year students. As head of the Institution, Founder Principal Dr. J.C. Purswani addressed the new entrants. Students of first year participated enthusiastically in this programme. They were provided the cursory view of various dimensions of BAMMC programme and the career opportunities in the field. They were enlightened about the prospective scope of the arena that they had opted for their success.

This programme has been useful to let the freshers come to know about values and culture of college. They also got exposed to various courses offered by the college. This event was a platform to let the students know that apart from academics college is also conducting curricular and co-curricular activities in the form of committees, i.e. Cultural committee, Department of LifeLong Learning cell, Sports committee, NSS etc.

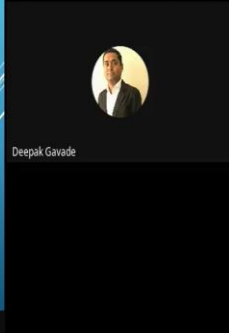
IQAC Coordinator Dr. Khushbu Purswani introduced “**A Unique Learning Management System**” initiated by SST College of Arts & Commerce to give ease to students for access to education in online mode of education. The Schedule of Whole Induction Session was informed to the students as under:-

Date	Date wise agenda of the programme
19 th September 2020	Information about history, Infrastructure, Courses offered by college.
21 st September 2020	Details about various curricular and co-curricular activities practiced in college
22 nd September 2020	Understand what is institutional Email ID
23 rd September 2020	Introduction to Meet and Calendar and its usage
24 th September 2020	Introduction to Classroom and its usage



BAMMC - SEMESTER I

Subjects	Credits
EFFECTIVE COMMUNICATION - I	03
FOUNDATION COURSE - I	02
VISUAL COMMUNICATION	04
FUNDAMENTALS OF MASS COMMUNICATION	04
CURRENT AFFAIRS	04
HISTORY OF MEDIA	03



The table lists the subjects and credits for the first semester of the B.A.M.M.C. program. A video inset on the right shows a man in a suit, identified as Deepak Gavade, likely the instructor or a student.

Asst.Prof.Deepak Gavade guiding the students

LIGHTS! CAMERA! PRECAUTIONS! & ACTION! THE NEW CALL

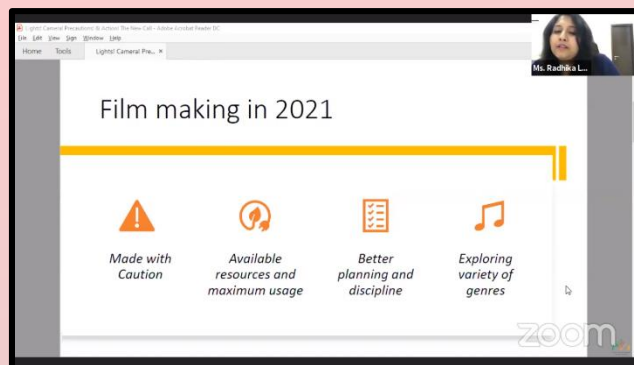
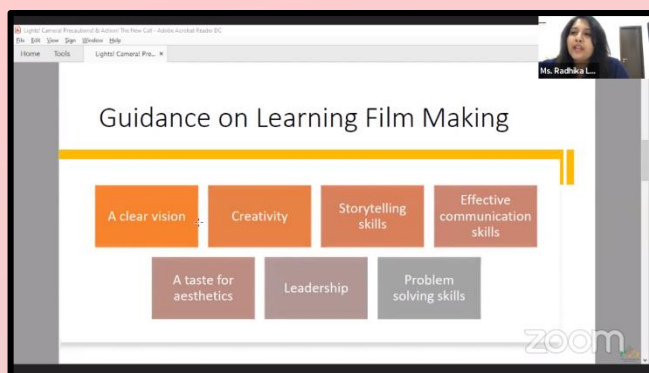
Venue: Online Platform

Date: 26th September, 2020

No. of Students: 30

Resource Person: Ms. Radhika Lavu

The resource person for this programme Ms. Radhika Lavu said on occasion that creating videos with your smartphone is now widely accepted as a powerful way of capturing musical experiences. And by using this app, you now have a video camera in your pocket equipped with Dolby sound. However, shooting video can still be intimidating, even if it's with your phone. Students received new information from the speech.



Ms.Radhika Lavu guiding the audience in the webinar

PROJECT GUIDANCE

BMM/BAMMC has organised a guidance session on "Step by Step Guidelines for Preparation of the Final Year UG Project Report on September 26, 2020." Resource person Asst. Prof. Manisha Waranguse briefed about the NMM project, and Asst. Prof. Roshani Sachanadani guided students on advertising design projects and how they can prepare their final year project on their own with the help of guidelines through online sessions on the official Youtube channel of SST College. Students gained knowledge about the importance of projects and project design.



Asst.Prof.Manisha Waranguse guiding the students about the project

FUTURE SCENARIO OF TV INDUSTRY

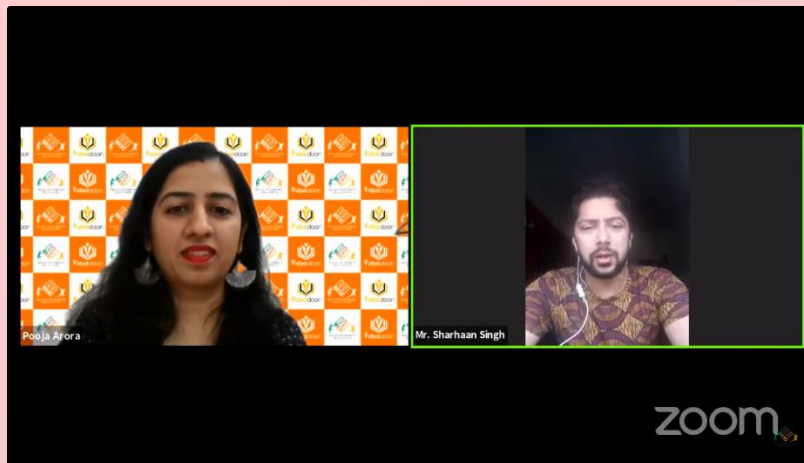
Venue: Online Platform

Date: 10th October, 2020

No. of Students: 26

Resource Person: Mr. Sharhaan Singh

The chief guest of the program, **Mr. Sharhaan Singh**, expressed that the Indian AVGC industry is expected to reach \$43.93 billion by 2024. India's pay-TV industry will grow at a 7% CAGR between 2020 and 25 as total industry revenues, including subscriptions and advertising, reach \$12.3 bn by 2025. By attending this webinar, students received updated information about the future scenario of the TV industry.



Resource person Mr. Sharhaan Singh explaining the topic

FC PROJECT GUIDANCE

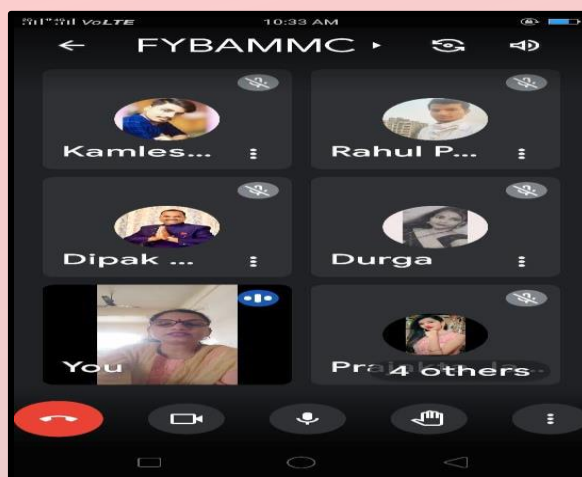
Venue : Online Platform

Date : 18th October, 2020

No. of Students: 50

Guidance by : Asst. Professor Smita Jagtap

BMM/BAMMC had organized a guidance lecture for FYBAMMC students to enlighten them over the technicalities required for the preparation of the foundation course project. The lecture was conducted through online mode on 18/10/2020, at 11:00am. Asst. Prof. Smita Jagtap explained the procedure required to prepare the project. She explained to the students how to write the first page with a self-introduction, the second page index, and project details. Students solved their doubts. Project topics were also discussed and assigned to the students. Students were asked to complete the project within the prescribed time.



Ms.Smita Jagtap explaining the students about FC project

PERSPECTIVE OF PHOTOGRAPHY

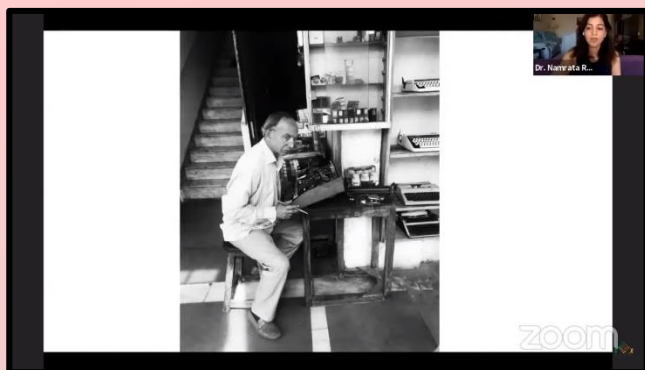
Venue: Online Platform

Date: 03rd November, 2020

No. of Students: 26

Resource Person: Dr. Namrata Rupani

The chief guest of the program, Dr. Namrata Rupani, defined perspective in photography as the perception of depth or spatial relationship between objects in a photograph, as well as their dimensions in relation to what the viewer of the image perceives. By adjusting viewpoint, subjects can appear considerably smaller or larger than normal, lines can converge differently, and much more. In this programme, students learned skills that will help them advance in their careers.



Dr.Namrata Rupani during the webinar



Student Exchange Programme

Venue: Online Platform

Date: Time: 10:30 AM

No. of Students:

In this activity, the students listed below delivered a session on various types of broadcast mediums. Students got information on the process of copywriting. Students also understood how important this copy is to advertisements and how to write effective copies.

Stop Motion

Venue: Online Platform

Date: 22nd November, 2020

No. of Students: 25

Resource Person: Mr. Ranajit Mohanty

The resource person for this programme Mr. Ranajit Mohanty said that stop motion is an animated filmmaking technique in which objects are physically manipulated in small increments between individually photographed frames so that they will appear to exhibit independent motion or change when the series of frames is played back. Any kind of object can thus be animated, but puppets with movable joints (puppet animation) or plasticine figures (clay animation or claymation) are most commonly used. Students gained new knowledge through this session.



Webinar on Stop Motion

SCRIBBLE AND DOODLE

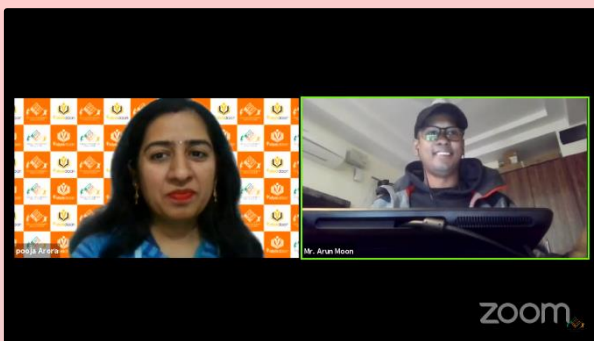
Venue: Online Platform

Date: 22nd December, 2020

No. of Students: 25

Resource Person: Mr. Moon Arun, Expedify

The resource person for the program, Mr. Moon Arun, COO and Co-founder of Expedify.io, said that to "Scribble" usually involves at least some attempt at writing, however illegible it may turn out to be, whereas to "Doodle" is more often than not just drawing a pattern or a picture without really thinking about it. So, for example, if you're on the phone and the other person goes into a long, not very interesting speech, you may find yourself "doodling" on a piece of paper. But if they suddenly mention something they want you to do, you may need to "scribble" down the instructions so you don't forget them. Students were very lucky that they gained such knowledge



Resource person in the webinar

CHANGING SCENARIOS OF M&E INDUSTRY

Venue: Online Platform

Date: 09th January, 2021

No. of Students: 22

Resource Person: Mr. Salim Arif

On this occasion, Mr. Salim Arif said that since spring 2020, the COVID-19 pandemic has been accelerating structural challenges and trends that have long faced the media and entertainment (M&E) industry. Kevin Westcott, Deloitte's US Tech, Media, and Telecom leader, explores the biggest media trends for 2021 and shares his entertainment industry analysis. Students understood the changing scenarios of the M&E industry.



Mr. Salim Arif guiding in the webinar

CAREER OPPORTUNITIES IN ACTING

Venue: Online Platform

Date: 24th February, 2021

No. of Students: 31

Resource Person: Mr. Dinesh Kaushik, Actor

Mr. Dinesh Kaushik, a renowned actor, Even though some actors become stars without getting a formal education, most actors acquire some formal training through an acting skill, a theatre company, or a theatre arts program. Students can **join acting classes or filmmaking workshops** to prepare for a career as an actor.



Mr.Dinesh Kaushik during the webinar

BROADCAST JOURNALISM

Venue: Online Platform

Date: 26th February, 2021

No. of Students: 30

Resource Person: Mr. Shrikant Bangale

The chief speaker of the program, Mr. Shrikant Bangale (a broadcast journalist with the BBC), said that newsroom management can be a balancing act between people and content, and the COVID-19 pandemic has made finding that balance even more difficult. During a recent IJNet/ICFJ Global Health Crisis Reporting Forum webinar, AJ+ Supervising Executive Producer Jon Laurence acknowledged the delicate balancing act and discussed how he and his team have attempted to adjust. Students gained valuable knowledge that will help them choose a career path.



Resource person of the webinar



Shri. Shrikant Bangale guiding the students



MARATHI BHASHA DIWAS

BMM/BAMMC on the occasion of Marathi Bhasha Divas on February 27, 2021. Through this event, our students became very interested in making a career out of it. And BMM/BAMMC got a very great response to this particular activity. During this activity, students learned how we have to present stand-up comedy and what is essential to making a career in stand-up comedy or comedy shows.

ART OF WRITING

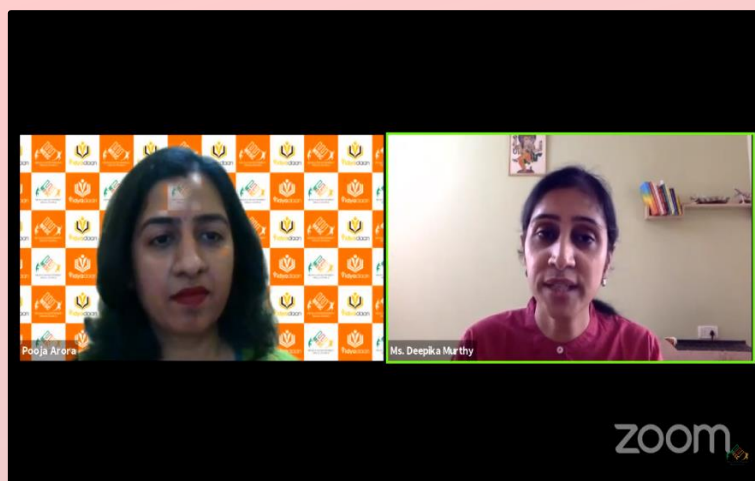
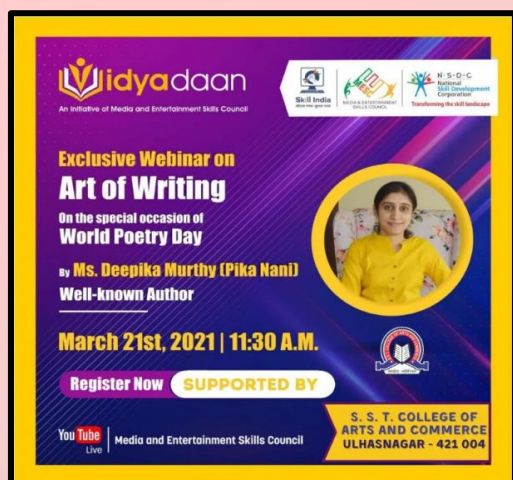
Venue: Online Platform

Date: 21st March, 2021

No. of Students: 26

Resource Person: Ms. Deepika Murthy

Ms. Deepika Murthy (Pika Nani), a well-known author, said on this occasion that The Art of Writing has four key principles for dazzling, effective writing: economy, transparency, variety, and harmony. Packed with real-world insights and advice, The Art of Writing is your ultimate guide to transforming your writing and unleashing your inner artist. Students received valuable knowledge through this programme.



Ms. Deepika Murthy during the webinar

HOW TO SHOOT LIKE A PROFESSIONAL PHOTOGRAPHER

Venue: Online

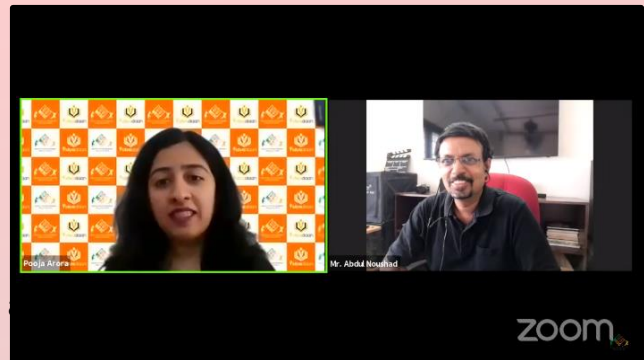
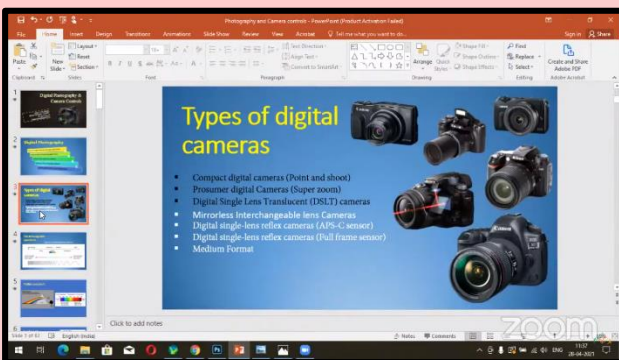
Platform

Date: 28th April, 2021

No. of Students: 21

Resource Person: Mr. Abdul Noushad K. A.

The chief guest of the program, Mr. Abdul Noushad K. A. (a professional photographer), expressed that as an experienced photographer, taking a great photo can seem simple: just point and shoot. From choosing the right subject and setting up a cool composition to finding the best light, it takes a lot of consideration to capture a great photo. If you want to take your photography to the next level, here are some tips to help you learn how to take good pictures. Once you get the hang of these basic pro techniques, it should vastly improve your results. Students received career-based knowledge.



Resource person guiding the audience

ACTING TIPS AND TRICKS

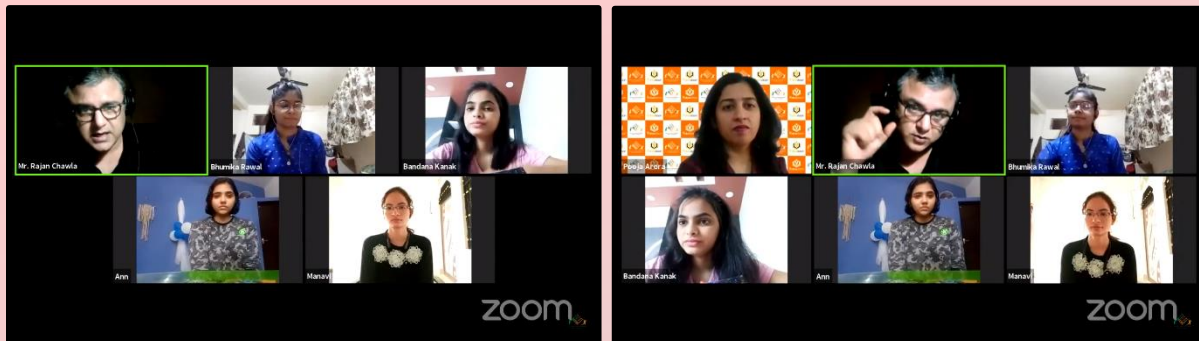
Venue: Online Platform

Date: 08th May, 2021

No. of Students: 31

Resource Person: Mr. Rajan Chawla (Actor, Instructor, Writer & Director)

The chief guest, Mr. Rajan Chawla (actor, instructor, writer, and director), said acting is difficult, rewarding, painful, and, in my humble opinion, some of the best fun we can learn. Hopefully we learn at least a little from the tips. And they are only tips. After exploring and establishing a thorough background or knowledge of acting, we search via our preferred web browser. Students gained more knowledge about acting tips and tricks.



Webinar on Acting Tips and Tricks

INTRODUCTION TO FICTION WRITING

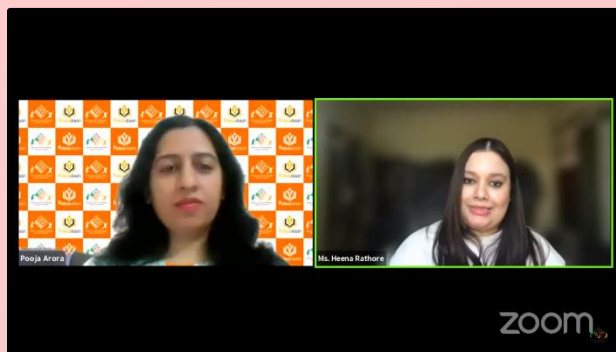
Venue: Online Platform

Date: 24th – 26th May, 2021

No. of Students: 21

Resource Person: Ms. Heena Pardeshi, Author

The resource person of the programme **Ms. Heena Pardeshi** (Fiction Author) said If you want to write fiction and need to develop basic skills, take this course to examine the fundamentals of fiction, including story structure, character, plot, dialogue, description, point of view, style, and voice. Students understood fundamental requirements for Fiction Writing.



Ms. Heena Pardeshi, Author guiding about fiction writing

BACKGROUND OF RADIO OPERATIONS

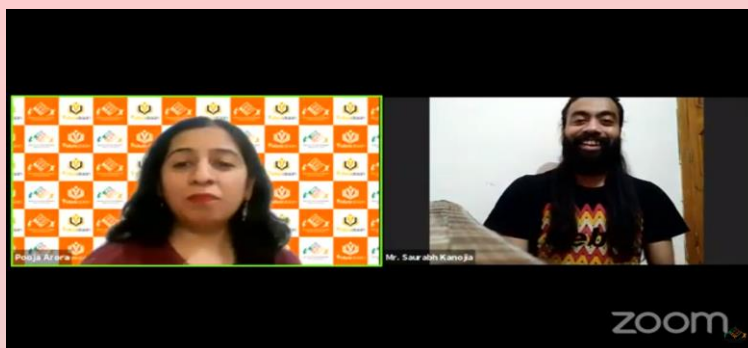
Venue: Online Platform

Date: 28th May, 2021

No. of Students: 27

Resource Person: Mr. Saurabh Kanojia, Radio Jockey & Producer

On this occasion, the chief speaker of the program, Mr. Saurabh Kanojia (producer and RJ), said that **radio** is the history of technology that produces and uses radio instruments that use radio waves. Within the timeline of radio, many people contributed theories and inventions to what became radio. Radio development began as "wireless telegraphy." Later radio history increasingly involves matters of broadcasting. The students understood the background of **radio operations** very well.



Mr. Saurabh Kanojia, Radio Jockey & Producer during the webinar

CAREER PROSPECTS AS RADIO JOCKEY

Venue: Online Platform

Date: 29th May, 2021

No. of Students: 26

Resource Person: Mr. Praveen, Radio Jockey

The guest of the program, Mr. Praveen, said that a radio jockey can earn anything between INR 10,000 and 30,000 initially, but as one gains experience and popularity, their salary can go up to INR 1.5 to 2 lakhs per month. Moreover, popular RJs get additional earning opportunities by hosting private shows and doing voiceovers for television and radio ads, among other things. On this occasion, students gained the most valuable things for a bright future.



Mr. Praveen, Radio Jockey interacting with the audience in the webinar