MCT Department Guide Book

Message from Head of the Department

It gives me pleasure to introduce the Department of Multimedia and Creative Technology (MCT) and I hope visitors will enjoy exploring our contributions to the areas of 3D Animation & VFX Engineering and Visual Arts & Communication, Game Design & Development and Film & Media. The human brain has a creative right side and a left one that is responsible for our ability to use logic, to analysis and to develop technical and scientific thinking. If you look at our areas of specialization above, it will come as no surprise when I say that Multimedia and Creative Technology is the interface between the two spheres. In the MCT Department, we nurture both students, technical skills and their creativity, allowing them to apply their imagination, their dreams and their artistic talents in terms of state-of-art technology. In the MCT Department, our teaching philosophy is to engage students in their course activities independently as well as collaboratively to produce final outcomes. We give emphasis to interaction and sharing experience amongst students in the same course of study for acquisition of knowledge and development of skills and abilities. Additionally, students are provided with opportunities for organizing and managing different events and workshops for further improvement of their skills up to the professional level. As a result, the students are in a state of preparing themselves for the competitive job market at national and international levels. Indeed, multimedia technology has become an icon globally for its popular applications and innovative features. We have posted lots of course outcomes, both digital and graphical, created by our students each semester. I hope visitors will be delighted with them. The Department has a lot of facilities for creating these. The Department has a scheme for talented students to conducting training and outsourcing in relevant areas. We also have a plan to provide scholarships to students with outstanding results each semester. Many thanks to our teachers and researchers for their efforts and we hope to continue to play a leading role in the area of Multimedia and Creative Technology in Bangladesh in the future.
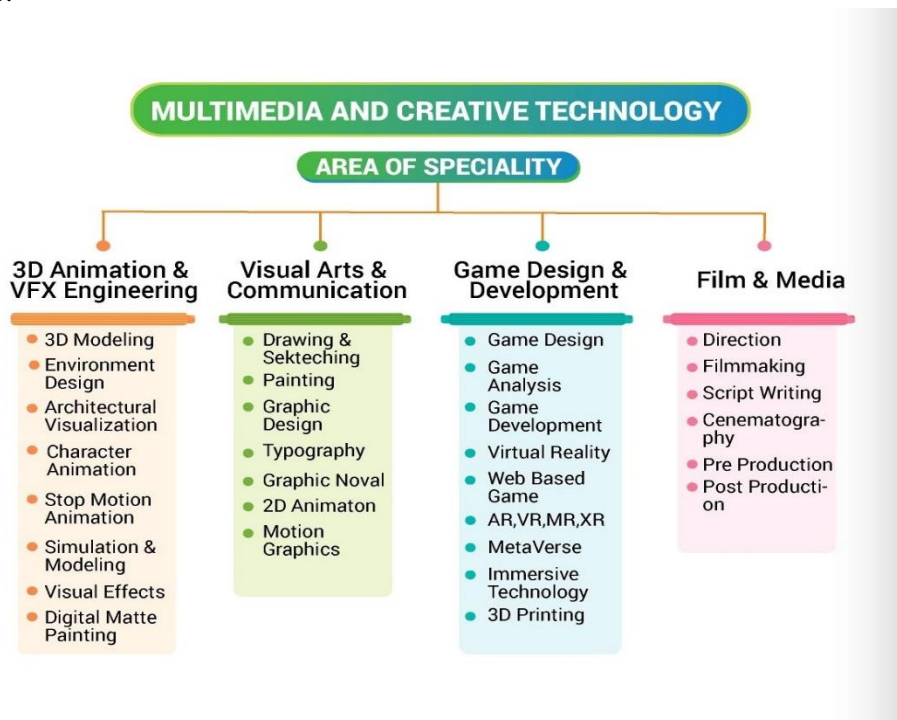
Description of the Program

1. Introduction

Daffodil International University is a distinguished landmark in higher education simply because this organization can feel the market demand by moving forward to the time. Maintaining that heritage- DIU realized the importance of multimedia at that time when no one was even thinking about this domain of higher education. Initially approved by the academic council of DIU, the Bachelor in Multimedia and Creative Technology under the Faculty of Science and Information Technology (FSIT) was finally approved by the University Grant Commission (UGC) in 2012. Today's glorious journey of DIU MCT started from that period. It should be mentioned that formerly this department was known as Multimedia Technology and Creative Arts. The Department of Multimedia and Creative Technology is a championing department of Daffodil International University with an excellent group of highly creative students and faculty members. This is the only department in Bangladesh offering a bachelor's degree in Multimedia. The main objective of this department is to produce proactive multimedia professionals who have the potential to dominate the media industry at home and abroad.

From the period of its beginning, the Department of MCT has introduced those subjects and software in its course module which are acting as the shape-shifter in the multimedia industry throughout the world. This

tendency enables us to create a man-force who are not only professionals but also specialists. Keeping the industry demand in mind DIU MCT is offering four major areas of specialization as stated in the following figure.

One of the key aspects of this department is- it has the most elegant team of faculty members who are astonishing in both academic and practical fields. DIU MCT is going to be the only department of its kind in Bangladesh that is providing lab facilities for augmented reality, virtual reality, and motion capturing technology. This exclusive department is decorated with a dedicated business wing licensed under the name of Spiral World
 to facilitate the young entrepreneurs. Spiral world is a concerned company of the Daffodil Family. The students of the MCT department get the opportunity to involve themselves to get the industry experience. Our students are also able to do their internships under Spiral World.

Department's Location:

Room No.-1009 at AB-4

Daffodil Smart City, Ashulia, Savar, Dhaka-1341

Name of the Degree

Bachelor of Science in Multimedia and Creative Technology

Website Link:https://daffodilvarsity.edu.bd/department/mct

Social Media Link: https://www.facebook.com/mct.daffodilvarsity.edu.bd/

Departmental Rules and Policies

The main task of the department is to ensure all kinds of administrative support to the students, so that students can continue their study smoothly. The department ensues all support to the students in compliance with the rules and regulations of the university.

Name of the Program Offering Entity

The name of the program offering entity is the **Department of Multimedia and Creative Technology** under the **Faculty of Science and Information Technology.**

Vision of the Program Offering Entity

To become a **tertiary level academic and research centre of excellence** in the field of **Multimedia and Creative Technology** for creating **global leaders** with **high self-esteem** who can **accept** and **overcome challenges in a fast-changing environment**.

Mission of the Program Offering Entity

M1	The spirit of the Department of multimedia and creative technology is to create in-depth knowledgeable industry and research-oriented skilful graduates in **national and international industrial demand** to realize the aspiration of the country in the field of multimedia and creative technology sector by contributing to the **research**, **innovation**, **entrepreneurship** and **technological advancement** that are aligned with **National Development Agenda (NDA)**, **Millennium Development Goals (MDGs)** and **Sustainable Development Goals (SDGs)**.
M2	To enrich the multidisciplinary knowledge of modern technology.
M3	To contribute to the formation of a humane nation through the practice and mind of society by awakening the basic sense of aesthetic art & design.
M4	Creating capability to lead the Animation, Design, Gaming, VFX, and Film industries all over the world.
M5	Making creative thinkers solve complex problems and change the world through animation, games, and film.

Objectives of the Program Offering Entity

PEO1	**Professionalism:** Graduates will establish themselves as practicing global **professionals** having high esteem in Multimedia, architecture, design, games, and arts or related fields for accepting and overcoming challenges in a fast-changing environment.
PEO2	**Continuous Personal Development:** Graduates will engage in a **lifelong** pursuit of knowledge and interdisciplinary learning appropriate for **research**, **industrial,** and **academic careers**.

PEO3	Social Engagement:
	Graduates will contribute to the well-being of people and society by producing research, innovation, and entrepreneurship that are aligned with the national development agenda, Millennium Development Goals (MDGs), and Sustainable Development Goals (SDGs).

Students' Support against Inquiries:

Students ask for various types of information related to the departmental services. A prospective student or a guardian wants to know various things about our department after getting admission. Such as:

- Semester Schedule
- New students ID card and Reissue ID card.
- Credit requirements and duration of the program
- Tuition fees waiver and scholarships
- Faculty members' information.
- MCT Students participated in different contests.

Following Information provided to the students:

A student comes to the department after getting admission. From the department the following information has been given to the student:

- Provide Course Offer: A student can get from Online and Offline Notice board. The department also emails the students.
- Provide Section: During advising time, the department ensures the section of every student.
- Provide Advisor's details: When a student comes to the department we give the advisor's details.
- Provide Semester Schedule and: Semester schedule also provided to the students during advising time.
- Class routine. Class routine generally emails to the students and also upload in the online notice board.

Advising and Counseling:

Every student is under an advisor. A student can get all kinds of advising regarding academic and other issues.
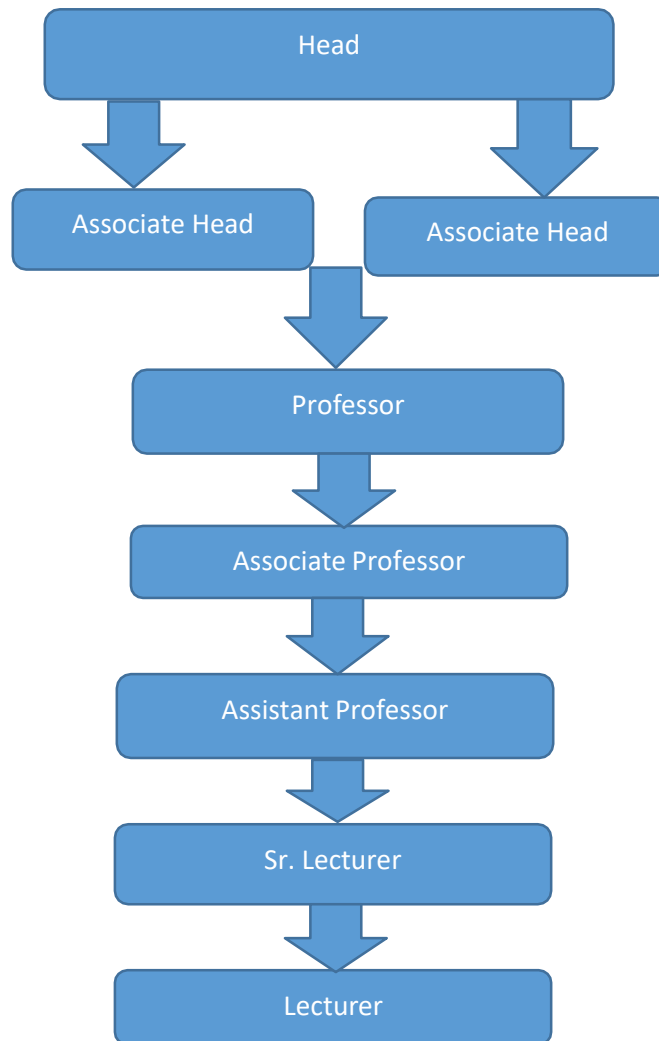
Faculty Information:

Students can get the faculty information from the departmental web site and also from the department.

Website Link: https://faculty.daffodilvarsity.edu.bd/teachers/mct.html

Faculty Hierarchy:

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                    │      Head       │
                    └─────────────────┘
                      │             │
                      ▼             ▼
            ┌──────────────┐  ┌──────────────┐
            │ Associate Head│  │Associate Head│
            └──────────────┘  └──────────────┘
                      │
                      ▼
               ┌──────────────┐
               │  Professor   │
               └──────────────┘
                      │
                      ▼
               ┌────────────────────┐
               │ Associate Professor│
               └────────────────────┘
                      │
                      ▼
               ┌────────────────────┐
               │ Assistant Professor│
               └────────────────────┘
                      │
                      ▼
               ┌──────────────┐
               │ Sr. Lecturer │
               └──────────────┘
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               ┌──────────────┐
               │   Lecturer   │
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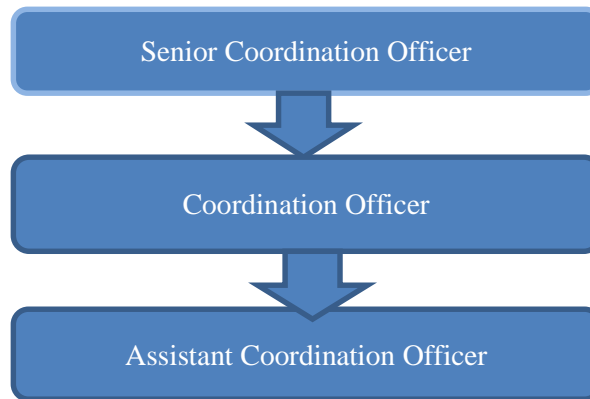
Faulty Job Responsibilities:

- **Conduction of regular classes**
- **Students' mentoring**
- **Prepare course materials**
- **Perform all duties assigned by the department & the management**
- **Research activities**
- **Final year project supervision**
- **Organize workshops, seminars etc.**

Departmental Admin Hierarchy:

Website Link: https://daffodilvarsity.edu.bd/coordination-officer

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┌─────────────────────────────────────┐
│     Senior Coordination Officer      │
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                  ▼
┌─────────────────────────────────────┐
│        Coordination Officer          │
└─────────────────────────────────────┘
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                  ▼
┌─────────────────────────────────────┐
│    Assistant Coordination Officer    │
└─────────────────────────────────────┘
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Admin. Officers' job responsibilities:
- Liaison with various department for the Smooth operation of departmental activities
- Course offer fixing with course offer committee
- Various Bill Related job
- Old Syllabus related students' problem solved
- Alumni Support
- Defense related job
- Degree awarding related job
- Various Report Submission related job
- Dues related job
- Classrooms' and lab rooms' problem solve related job
- Exam Related support
- Counselling & Processing student's re-admission form.
- Communicating with students and guardians regarding dues issue
- Processing student's different application like waiver, semester drop etc.
- Solving student's mail password problem.
- Solving student's BLC problem.
- Informing student's reschedule class.
- Contact with student's Parents for different purposes
- Solving late registration issue
- Processing student's application
- Supported newly admitted students for different purposes

- Solving student's class routing problem
- Solving student's transport problem for attending class in due time.
- Solving student's laptop issue
- Preparing student's testimonial, Concern letter and medium of Instruction.
- Circulating different notice to the students.
- Providing coordination support regarding various issues
- Assisting students to apply for Transcript, Certificate, and Convocation etc.
- Solving different problems of MCT students like different conflict management, etc.
- Supporting students for ID card issue
- Other activities as and when required by the management.
- Look after supporting staff to keep campus neat and clean.
- Course registration of MCT Department.
- Daily class monitoring of MCT.

Theory Classrooms' Status:

At we have 2 well-furnished classrooms which are situated in the following floors:

THEORY CLASSROOMS' STATUS
ROOM NO.
MCT Theory Class Room -1017 AB4
MCT Theory Class Room -1021 AB4

MCT Lab rooms' Status:

We have 4 well-furnished Computer Lab Rooms which are situated in the following floors:

LAB ROOMS' STATUS
ROOM NO.
Game Development and AR/VR Lab-1015 AB4
3D Animation 2,Lab-1016 AB4
3D Animation 1,Lab-1018 AB4
Visual Arts & Communications Lab -1019 AB4
Professional Development Lab-1020 AB4

Clubs' Details:

We have following clubs:

a) **Creative Park (CP)**: A student can join the club and explore the opportunities of himself /herself.
   For more details, please go through the below link:
        Website: http://clubs.daffodilvarsity.edu.bd/club/diucp
        Social Media Link:
        https://www.facebook.com/DiuCreativePark

Conclusion

To be an ideal teacher and officer one must have presence of mind, smart and knowledgeable. They need to make instant decisions in some cases. Therefore they need some general knowledge also. To manage students, teachers and officers also need information about the university's rules and regulations. Finally, this is to mention that, to be a successful teacher and officer, one must have previous knowledge, experience and IQ. Practical experience is the only way to understand the psychological condition of the students. A booklet may provide guidelines regarding the departmental activities to the students and also help students to know the information regarding the department.

Md. Salah Uddin
Assistant Professor & Head
Department of MCT
Faculty of Science and Information Technology
Daffodil International University