B.Sc. (Multimedia)

Multimedia technology is a trending subject as the advantages of the stream are used by various industries like films, advertising, digital education, gaming, etc. B.Sc Multimedia is an undergraduate program that teaches students about editing and graphic design methods and enhances creativity and visualization abilities. This program enables students to get information and expertise on key elements of graphics and animation which is crucial in industries of entertainment, filmmaking, and media, and offers exciting job opportunities and exposure. Students can utilize the extra time to build project-oriented portfolios further enhancing their design skills.

Eligibility:

Candidates seeking admission to these programs must fulfill the following eligibility criteria:

1. They should have passed 12th Standard/Higher Secondary/10+2 (or equivalent) with English as one of the subjects from a recognized Board.
2. The candidate needs to have scored more or equal to the cut-off percentage set by the College or university*.

   *(For more details, Registrar office will brief according to new guidelines of university)

Placement/ Internship

After completing the program students can work in and as:

- **TV Channels/Production Houses**
- **IT Software Firms**
- **Creative/Design Firms**
- **Gaming Industry**
- **Media, Advertising**
- **Security Engineering**
- **Network Security Firms**
- **Print Houses**

Scope and Career Opportunities:

These programs are designed to introduce and equip students with the knowledge necessary for careers in security and the digital media sector. It empowers students by creating an atmosphere that encourages the acquisition and use of technical skills, knowledge, and techniques that would enable them to assume the role of a vital team member in this highly expanding and growing sector.

This program covers a variety of topics, including art, design, media, animation, cyber security, ethical hacking, and network security. Projects include traditional art & design work, 2D & 3D digital animation, filmmaking with advanced visual effects, and architectural visualization, thus culminating in the production of short animated works. Graduates are hired in capacities such as:

Graphic and Web Designer	Cinematographer	Associate Security Engineer
2D & 3D Animator	Web Designer	Game Tester
VFX Artist	VR /AR content creator	Video Editor
Network Security Enthusiast	Concept and Storyboard Artist	Online Editor
Game Developer	3D Modelers	UI Designer
Rigging Artist	Security Engineer	

Recruiting Companies and Domains

Students of the Multimedia Program are taught subjects like Introduction to Design, Design Methodology & Process, Digital Design, Design Fundamentals, visual literacy, Drawing Fundamentals for Graphic Representation, VFX course Curriculum, Visual Narratives and sequential structure, Web Technology, and Interactivity, Fundamentals of digital photography, Advanced drawing for Structural Representation, Materials and process for, production, Animation fundamentals and the science of motion, 3D animation, Premier & Audition,

Fundamentals of digital filmmaking, 2D Animation Film Making, Animation production process and animation institute, Storytelling and representing animatics, Portfolio creation, and presentation, Advertising & Branding design, etc.

Some of the reputed industries offering Placements are as below:

Arena Animation	XVS Creations	Affinity Express
Prime Focus Technologies	Visual Best Design Agency	Cognizant
Adpro Media Solutions	Prowess	Krish India Design
Wipro	Simpalm	Webisdom
Mind Digital	DevsData LLC	Inkcadre Technosoft Pvt Ltd
Hannon Digital	Technicolor	Studiotale

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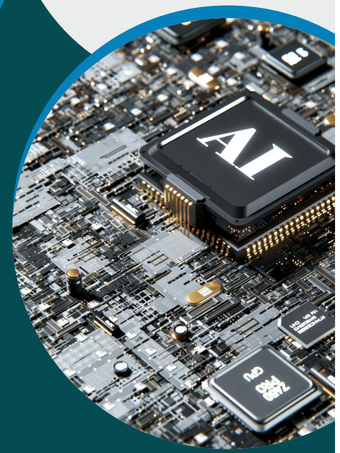

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B.Sc

CYBER SECURITY

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

MULTIMEDIA

B.Sc Cyber Security

The protection of data and privacy on computer systems in the modern world has become of utmost importance. With the incessant online threats, establishing a Cyber security cell has become a prerequisite. In the wake of this, CGC Landran has included a three-gear B.Sc. Cyber Security degree among its programs. The degree has been approved by AICTE and is affiliated with I.K. Gujral Punjab Technical University.

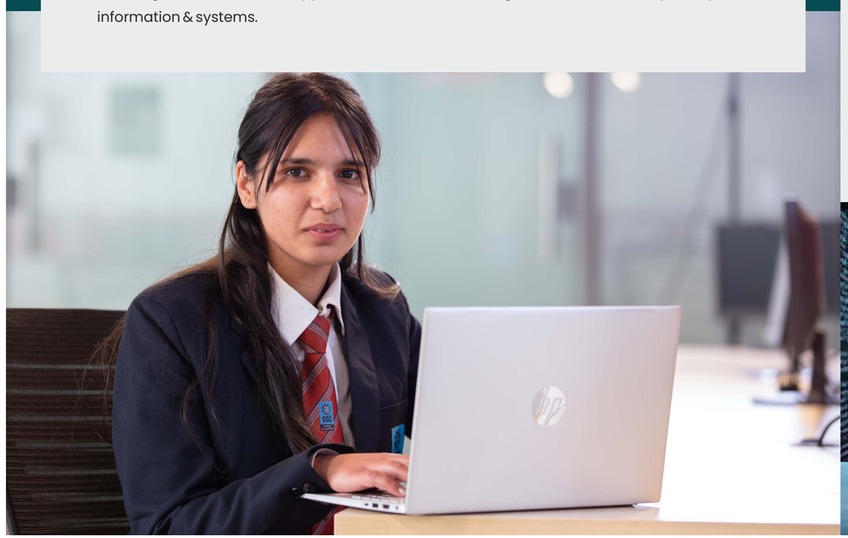
What B.Sc Cyber Security Program is about?

CGC Landran with the inclusion of B.Sc. Cyber Security Program, has made provisions for emphasizing equally on theory and practice. The institution has maintained ultramodern ICT labs which are equipped with the latest software. The core subjects under this degree include Security strategies, optimal information security investment, Risk management, Operational security management, Security economics, and policy, etc.

Program Objectives:

Besides elucidating the mainstream concepts of the domain, the degree has the objectives of:

- Instilling candidates with the apt technical knowledge via a blend of theoretical and empirical training
- Making students well-versed with the present-day demands of the domain
- Helping them adhere to the highest ethical standards
- Assisting students learn the application of technical strategies, tools, and techniques to protect information & systems.



Program Outcomes:

The conclusion of this degree will help candidates in:

- Developing the ability to read & analyze compound and complex computational problems and provide solutions using the right technology
- Recognizing and understanding the job roles related to this domain
- Confidently undertaking the tasks and completing them in the desired timeframe.
- Analyzing the prospect of online threats and risks to the businesses.

Career Opportunities

In every organization which is data-driven and has its presence online, Cyber security professionals are a must. Depending on the experience and expertise, the candidates can work on the following job posts:

- Chief Information Security Officer
- Security Auditor
- Security Manager
- Vulnerability Assessor
- Security Software Developer
- Security Architect
- Security Engineer
- Cryptographer

Internship And Placements:

Today, as the world is taken over by Artificial Intelligence and Machine Learning, the career opportunities associated with this degree, are increasing exponentially. This field provides the following career options:

- ✓ Business Intelligence Developer
- ✓ Data Engineer
- ✓ Machine Learning Researcher
- ✓ Video Game Programmer
- ✓ AI Engineer
- ✓ Research Scientist
- ✓ Robotics Programmer
- ✓ AL Data Analyst
- ✓ Data Mining Analyst
- ✓ Software Engineer
- ✓ Data Scientist

About Artificial Intelligence & Machine Learning

The Program:

- This 3-year undergraduate program on AI & Machine Learning is designed to make the professional technically sound in advanced learning systems based on an algorithm of Artificial Intelligence.
- Artificial Intelligence and Machine Learning is a core field that is rapidly growing in the fast-changing world and powering the great industrial revolution.
- Nowadays, all organizations are adopting AI/ML in their business transformation journey for agility, resilience, innovations, and scalability.

Objectives:

- To build up an essential comprehension of Artificial Intelligence and Machine Learning.
- To get an in-depth knowledge of machine learning and artificial intelligence by implementing real-world problems in a wide variety of application domains such as robotics, computer vision, natural language processing, etc.
- To help students become acquainted with basic principles of AI towards critical thinking, induction, recognition, information portrayal, and learning.
- To assist students in comprehending how AI concepts are applied in intelligent agents, expert systems, artificial neural networks, and other machine learning models.
- To experiment with the Machine Learning model for simulation and analysis.