

**4.4.4: Facilities for e-content development such as Media Centre, audio visual Centre, Lecture Capturing System (LCS), etc.**

**RESPONSE:**

**Media Centre:**The SGT University has a Mass Communication and Media Technology Faculty in which we have a sufficiently large air-conditioned film and television shooting floor (approximately 3600 square feet) in north India, which is not only fully air-conditioned but has attached fully functional Production Control Rooms. The shooting floor also has the facility for Chroma-key (Green Screen) and a Giant Projection Screen (20 feet x 18 feet). It has a moveable lighting grid and JBL speakers to give a surround sound effect. It has wood paneling on the walls and is soundproof.

We have a media center laboratory at A block where we record lectures, interviews, and discussions for various academic purposes. The media center has high-end Audio-video editing systems and software such as Final Cut Pro, Filmora X, Audacity, etc., apart from the news recording room and production control room.

**Lecture Capturing System (LCS):** SGT University has professional facilities for e-content development; We have many locations for lecture recording and one multipurpose audio recording room for dubbing and Foley effect. All the locations are well equipped to meet any specific requirement of any standard including all the formats in Audio-Visual Lectures.

We have seven Broadcast Cameras (Sony PXW-160+Panasonic HC-V160). The department also owns a Canon 5D, 4D (Full Frame Professional), 700D & 750D (Semi-Professional), Still DSLR Cameras, 4k resolution of Mobile & Camera professional hard light (Multi 10, Multi 20, and Baby lights), and LED Soft Lights for shooting. These are regularly issued to students for their assignments with all required accessories like lapel mic, boom mic, gun mic, Manfrotto tripod, and other miscellaneous equipment required on a shoot.

University has one of the biggest film and television studios in North India with all the latest equipment (Film, Television, and Broadcast); we are capable of making E-content, E-Module, and interactive lectures.

**Audio Visual Centre:**SGT University is equippedwithMulti-computer teaching facilities dedicated to integrating creative technology with teaching and learning. We provide software, equipment, and support for producing Audio Video programs, Audio and Video Editing, and Video Animation. The Multimedia Laboratory area is 600 sq. ft.

**Production Control Room(PCR) & News Recording Studio:**SGT has maintained two PCRs for multi-cam shooting since the department's inception. We can record panel discussions, debate, interview programs, and talk shows for any broadcasting agencies/channels. The production control room has 2ME video switchers, two Panel systems, one-character generator, a 16-channel audio switcher, and a teleprompter with talkback facilities.

**Editing Suits**: Two editing bays running on iMAC platforms loaded with Final Cut Pro and 25 bays running on Windows platforms loaded with Filmora X are at the disposal of the faculty of Mass Communication and Media Technology. All E- Lectures & amp; student productions too are shaped here – rough assembled, Fine Cut Pro, Filmora X, Audio laying, Sfx, and final mastering is done on these terminals. A graphic station feeds the editing suites with all the graphics and Vfx shots needed by all the productions.