

BEST PRACTICE I
E-CONTENT DEVELOPMENT CENTRE (E-CDC)
UBIQUITOUS KNOWLEDGE DISSEMINATION

Objectives of the Practice:

Majlis College earnestly believes and upholds transforming India through reforms of education. ICT integration in teaching learning led to a paradigm shift in pedagogies, teaching and learning methods.

Realizing the importance of **online education to leverage potentials of technology**, college **established a well-equipped e-Content Development Centre (e-CDC)**. The objective of e-CDC is to **embrace technology enabled learning system to enhance the quality of teaching and learning with round the clock accessibility**. The concept of e-CDC provides **opportunity for experiential and participatory learning** to students of Multimedia. Video lectures of teachers will give an opportunity for **self-evaluation about teaching methodology**.

The Context

Following the directives of UGC and university of Calicut to procure knowledge highways and online data bases to provide **ubiquitous knowledge dissemination** to the learning community, TLC and IQAC embarked on extensive project to establish **blended learning studio** in the college. The idea was conceived in 2017 and a proposal was submitted in 2018. The draft got hassle free approval from the college council. College governing body and department of Multimedia supervised the implementation task. Entire education system in the college was updated accordingly. All faculties were given four-day training sessions to develop online contents, handle cyber spaces with multiple tools and special training was given to students in production control and editing. The dream project was unveiled by the **Vice Chancellor of university of Calicut** A newly annexed digital studio was dedicated to the nation by the **higher education minister of Kerala**.

The Practice

At e-CDC, online contents and info graphics in every discipline as per the syllabus of UG & PG programmes are produced and uploaded into the YouTube channel Majlis e-content. At present, e-CDC has the studio facility to shoot/record **three teachers** and editing / producing **eight videos at a time**. Learning community not only at college but at global level can easily access the online contents since the university of Calicut has affiliated centres abroad and especially for correspondence programs. e-CDC is a unique practice and the first of its kind under university of Calicut and throughout Kerala that a college stood in the forefront to empower its academia through digital inclusion.

In the beginning of every month, the department of Multimedia prepares a month-long schedule for shooting with representations from all departments. Faculties from respective departments deliver their lectures in a systematic way moving from one module to the other and cover whole syllabus of the courses. This will help the learning community as they could audit and listen the courses without any hurdle.

At the e-CDC, both digital studio and the production unit is **handled by students** under the supervision of department faculties. A team of eCDC core working group comprises of 4 graphic designers, 2 motion designers, 8 visual designers, 5 cinematographers, 2 photographers, 2 Sound Engineers, one 3D Animation compositor, one 3D modelling artist, 2 DI colorist and one live Telecasting technician. Shooting, recording, editing of audio and video lessons, graphics, animations and visual effects are assigned as part of student centric teaching learning process. The applications like Autodesk Maya, Adobe Photoshop, Illustrator, Premiere Pro CC, Avid Protools, Cinema 4D, Final Cut Pro, DaVinci Resolve Studio are used by students for 3D animation and vfx, Graphic Designing, Digital Drawing, Visual Designing, Sound Engineering, Visual Compositing and Color Correction. Since the students engaged with the production works, **students are the real beneficiaries of the project**.

Apart from the faculties, the e-CDC provides unique opportunities to the students for recording video lessons. Advanced learners from every department are encouraged for **peer-teaching**. Peer teaching through eCDC is beneficial to slow learners.

Establishment of e-CDC benefitted the college in multiple ways. Induction and bridge courses are designed through video lessons prepared in eCDC.

Evidence of Success

e-CDC has been successful initiative for it benefited education system in multiple ways. It provided professional competencies for the faculty members due to the global access.

For learning community, the online contents were accessible anywhere and anytime. Significantly, the e-CDC official YouTube channel, 'Majlis e-Content' has produced and uploaded 309 videos earning a goodwill for the college in this regard. College e-CDC has been recognized as a benchmark by a number of affiliated colleges throughout Kerala, as the department of Multimedia has been appointed as consultancy agency.

For management and parents, teaching-learning process can be assessed in terms of quality and content through e-content observation. For graduates under the department of Multimedia, e-CDC facilitates opportunities of student centric, participatory, experiential learning and employability. Placement of Multimedia students in a Poland based tech company indicate the success story of e-CDC initiative and its impact upon the learning community.

e-CDC provides opportunities for both the advanced and slow learners and helps to bridge the gap between them. Media and communication department has collaborations with institutions and media industries to share the success story of e-CDC. The Media Academy, Trivandrum under govt of Kerala also collaborated with the college for media production.

Problems Encountered and Resources Required

e-CDC like an establishment requires plenty of efforts and resources varying from huge investments to highly skilled faculties. High establishment and operating expenditure stand as obstacles to the colleges in private and self-financing sector. Digital divide and technical lag found among the faculties in integrating technology-based education system as well as their lack of professionalism decelerate production process.

Being students the real operators of e-CDC, they need long professional training to handle the system which creates deadlocks during the time. An important challenge

which e-CDC encounters is that technological upgradation. The digital platforms, equipment, tools and software are getting outdated and replaced within short span of time globally which require further deployment of huge funds. The maintenance expenses also emerge as hurdles. In spite of all these our e-CDC sings the saga of success.

Notes (Optional)

Majlis College as well as e-CDC are moving to develop a second stage of updated studio and production units utilizing Augmented Reality (AR). Since State Ministry of Education has directed institutions towards installing augmented reality platforms which recreate enhanced version of physical world using digital visual elements, sound, and other sensory stimuli delivered via technology, the college is preparing to develop a third studio with such technology. It will be very useful for any institution, to embark upon latest technology and assign reputed/public companies in the installation process.