

B.V. Patel Institute of Management, Uka Tarsadia University

Date: 17th December 2018

Session on Multimedia and Design organized by University

70 students of B.V. Patel Institute of Management has Participated in multimedia and Design Session on 17th December 2018, at Manjula hall.

This session organized by BMIT. The objective of the session is about share idea regarding multimedia and its usefulness for generating income. It is also useful for creating part time and full time job opportunities in market. The Main speaker was Shaileshbhai Parekh and Supportive speaker was Latif Khalifa Speakers having domain of knowledge about the field they are working from since last 12 years in multimedia and digital



marketing for the same. In the first of the session started with the meaning of multimedia and scope of it in present era of market. After the application of the multimedia is explain by the various types of commercial products marketing and well-known companies brand logos. Also share the usefulness of multimedia in Bollywood and Hollywood for poster and movies making. In last they shared the importance of the audio editing for the video creation and its opportunity in the market.



In entire session wonderfully all the topics are covered by speaker and from the session student can get the career guidance or scope for this multimedia and design.