



**INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI
SHORT ABSTRACT OF THESIS**

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Thesis Title: A study of multimedia communication training strategy emphasizing imaginative representation

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SHORT ABSTRACT

The study focuses, into the multimedia application of communicating social issues with the students' perspective of effectiveness and possibility of acceptance of the experience, using aesthetic and abstract presentation versus direct real life reflection. In the present day scenario, with technology trying to overshoot imaginative creative ideas, it is imperative for designers to check the effectiveness of the foreseen results. The evolution of communication medium has gradually led to today's interactive multimedia as being most popular. A study, on the experience of students in the evaluation of the effectiveness of aesthetics as well as the abstract use of interactive multimedia of the presentation was carried out in design, in defining guidelines under which the fine line between the virtual and the actual can be walked upon.

Interactivity in multiple mediums needs to be checked upon from time to time, to help us to understand the effectiveness of the designs that we create. Various mediums of communication carry a time frame of its origin, though till date these all are still valid and are being used. A study of this nature can enable the students in the future for visualizing the presentation framework and plan accordingly. Context specific information must have a presentation to its maximum effect to reach the desired destination with the proper message; like no-smoking campaign prevailing today has shown the fear that may be effective when a person is under the ill effect of smoking. But for starters and for the general public, specifically for affluent people who do not mind expensive treatment for cure, a different means of theme presentation is necessary.

The thesis aims at assessing such new-look of presentation. Since the students use and have experience in aesthetic abstract communication; that might be effective in multimedia design. The study has analyzed the creativity issues in assignments of 3 batches of bachelor students at IIT Guwahati with a six years span to ascertain the assumption who have been using multiple mediums as tools of design. A review of the quality of the designs carried out was used to ascertain the assumptions and determine the effective mediums of design

preferred. Further, the capability of rudimentary multimedia communications to support the basis of the study has been done effectively adapting the assumptions and assimilating the impact of the effectiveness built in the interactivity of the design. The study was undertaken to understand the aesthetic appealing

application possibilities of the communicating message that goes very deep into the mind without inserting repellent type noise (in the mind) with communication that can distort the message. Fear or direct application of real life instances erase in time whereas imaginative representative presentations are far sustainable.

The research helped to identify the multimedia interaction that effectively enhances the student's proficiency enabling him or her to communicate effectively an idea by using a selected medium of communication as well as giving an insight into the multimedia design methodologies with the help of available mediums. The evaluation of the effectiveness of the multiple mediums including varied nature of human factors has been discussed in the thesis. The study uses students' assignments as case studies that enhance our current understanding of the effectiveness of interactive medium that usually is invisible; if students are given freedom of expression without any specific constraints, they prefer aesthetically pleasing mode to present a very serious message to the mass. More practical hands-on assignments are required to be given to the students, who have specifically joined the Design program with a science background. The techniques and the skills are then automatically acquired by them.

The study, with the qualitative understanding, gives a thought that positive and aesthetic presentations may be more effective than presenting real life fear creating approaches that suggest further inquiry into context-specific applications.

