



# R.M.K. ENGINEERING COLLEGE

An Autonomous Institution



To Enrich and Elevate your Concrete  
Technical Proficiency and Ingeniously Sensational Brilliance

Join

## B.TECH. - COMPUTER SCIENCE AND DESIGN

1113

TNEA  
COUNSELLING  
CODE



155<sup>th</sup>

All India Ranking  
in NIRF

### Why Computer Science and Design?

- ❖ To Develop Strong Computing Techniques, Design Approaches and Media Technologies
- ❖ To Explore High-Quality Computing Solutions with Creativity and Innovativeness
- ❖ To Provide Best solutions with a High level of Elegant User Interface
- ❖ To improve the potentials to become a Developer, Innovator and Leader in the Design Field
- ❖ To Expertise in Analytical, Problem solving and Critical Thinking Skills
- ❖ To Develop Ability to take an idea and convert it to a Business Plan for an Entrepreneurial Venture
- ❖ To Develop Human-Centered Design in Digital Interfaces and Applications in
  - ✓ User Experience (UX)
  - ✓ User Interface (UI)
  - ✓ Augmented Reality
  - ✓ Visualization

# Why Computer Science and Design at R.M.K.?



- ❖ One of the top five Engineering Colleges in Tamilnadu
- ❖ Best Industry Linked Institute Award - AICTE-CII survey across the country
- ❖ 360 degrees of Personality Development and Placement Training
- ❖ All Faculty Members are having more than 10 years experience
- ❖ Consistently good Placement record with High Salary Package
- ❖ Well equipped State of the Art Industry collaborated computing facility for the students
- ❖ Modern AI-based teaching and learning tools to motivate self learning
- ❖ Online portal to enhance Programming Skills among Students
- ❖ Highly Effective Learning Environment to encourage Innovation, Research and Entrepreneurship
- ❖ NAAC A+ Accredited Institution

## Salient Features

- ❖ Curriculum delivery through Innovative Pedagogical techniques with Smart Classrooms and LCD projectors
  - ✓ Activity-Based Learning
  - ✓ Blended Learning
  - ✓ Project-Based Learning
- ❖ Digital Course Materials designed and developed by our faculty team.
- ❖ First Institution in Tamilnadu to implement Edwisely - Driven by Artificial Intelligence and Personalization Learning Platform
- ❖ AI Proctored Online Examination through Examly portal
- ❖ Counselling and Performance Monitoring through Pragati App
- ❖ Recognizing High Performers (RHP) and SkillRack Elite forum for Top Coders
- ❖ Co-curricular and Extra-curricular talents showcased through 11 Student Clubs right from First Year
  - ✓ Maths Club
  - ✓ Coding Club
  - ✓ Language Club
  - ✓ Science and Innovation Club
  - ✓ Branch Specific Technical Club
  - ✓ Photography Club
  - ✓ Eco Club
  - ✓ Yoga Club
  - ✓ TEDx Club
  - ✓ Culture Club
  - ✓ Astronomy Club
- ❖ Centers of Excellence in Collaboration with TCS, Cognizant and Virtusa



Centers  
of Excellence

# R.M.K. - Industry Connect Activities



**Inauguration of  
Cognizant Sponsored  
AI CoE Lab**



**Inauguration of  
Virtusa Sponsored  
Cloud Computing CoE Lab**

**virtusa**



**Inauguration of  
TCS Sponsored  
Cyber Security CoE Lab**



**Road Show on Salesforce for  
Cloud Computing CoE Students**



**Tech Talk by CoE Student on  
Women's Day Celebrations**

## Center of Excellence Activities

- ✓ Hands-on Training by Industry Experts
- ✓ Faculty Development Programs
- ✓ Projects Expo with Industry Mentoring
- ✓ Guest Lectures/Webinars

## Industry Experts Testimonial

In industry, every project has UI/UX Team that will design the front end for software/tool/APP to make the product interactive before the actual coding process starts. Nowadays there is greater demand for graduates who know both Computer Science (Software Program) and Design (Human-Computer Interaction, Virtual augmented Reality & UI/UX Design).



**Mr. Surendran C  
TRIRIGA Application Developer  
IBM India Pvt. Ltd.**



**Mr. Thamaraiselvam S,  
Zoho Corporation.**

The primary goal of information design is to communicate with utmost clarity. Being in an information era, presenting the information using the appropriate design and visualization tools becomes inevitable. Hence, any course like "Computer Science and Design" that focuses on information design, graphics, animation, gaming and visualization is highly recommended.

Adoption of digitalization is very important for the banking sector. It is imperative that college students gain exposure to potentially disruptive, cutting-edge technologies, and more importantly, deeply ingrain the concepts, critical thinking and creativity needed to enhance their technical skills.



**Ms. Lakshmi A  
Vice President  
Standard Chartered Bank**

# Career Opportunities

- ❖ Computer Science and Design (CSD), a creative degree prepares for the job market of the future
- ❖ CSD enables students to build the skill to work in the IT Industry as well as digital media industry
- ❖ Most rewarding IT industry roles for CSD majors
  - ✓ Software Product Developer
  - ✓ User Interface Designer
  - ✓ Augmented Reality Developer
  - ✓ User Experience Designer
  - ✓ Visual Designer
  - ✓ Digital Analytics
  - ✓ Software Developer
  - ✓ Full-Stack Developer
  - ✓ Exhibit Designer
  - ✓ 3-D Animator
- ❖ CSD develop students skill to pursue higher studies in CS, IT or Design Field
- ❖ CSD improves the ability of students to establish their own Entrepreneurial Venture

## USA Alumni Chapter Activities



Washington DC  
23.04.2019



Los Angeles  
26.04.2019



Atlanta  
29.04.2019



New York  
10.05.2019

## R.M.K. ENGINEERING COLLEGE (An Autonomous Institution)

Affiliated to Anna University, Chennai / Approved by AICTE, New Delhi /  
ISO 9001:2015 Certified Institution / Accredited by NAAC with A+ Grade  
All the Eligible UG Programs are Accredited by NBA, New Delhi.

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