

Institutional Distinctiveness

CENTRE OF EXCELLENCE MEDIA, ENTERTAINMENT & COMMUNICATION

The National Skill Development Corporation (NSDC) and its Skill Sector Council for Media named Media & Entertainment Skill Council has identified our college as a partnered institution in its national level skilling programme. The launch of Centre of Excellence - Media, Entertainment & Communication happened on November 14, 2018 in the presence of Mr. Subhash Ghai Ji, Eminent Filmmaker & Chairman of MESC, Padma Bhushan Dr. Padma Subrahmanyam, President - Nrithyodaya, Director & Actor Mr. K Bhagyaraj, Director Mr. S A Chandrasekar and other prominent dignitaries at Shasun Jain College Campus.

The Centre focuses on areas such as Skilling the students with hands-on training, Supply of fresh workforce to the industry, Training to existing manpower, Production works in the area of Graphic Designing and Photography, Short Films & Audio Video and Virtual Reality & Augmented Reality.

ME&C Courses

The Centre started the Certificate courses on 2nd August 2019. The total of 31 students enrolled for various courses provided by the Centre such as,

Digital Photography (6)

Graphic Designing (5)

Asst. Cameraman & Editor (9)

Modeller & Animator (11)

The students enrolled are from other colleges, Shasun alumni, current students of Shasun from various disciplines.

The trainers at Shasun are NSDC Certified Trainers. 10 of our faculty were attended the Training of Trainer (ToT) Programme which was conducted by MESC and they have been successfully completed the training with 80% and above scoring in their assessment.

AWSITC

The Centre of Excellence has been certified as Authorized World Skill India Training Centre (AWSITC) by Media & Entertainment Skill Council (MESC). The Director of ME&C received the Certificate from the Hon. Minister Dr. Mahendra Nath Pandey (Ministry of Skill Development & Human Resources) on 15th October 2019 in New Delhi.

AWSITC aims to train the students to enable them to participate in World Skill Competition which is happening every 2 years. Our centre trains the students in the field of Graphic Designing & 3D Digital Game Art.

Students of our Centre were encouraged and trained to participate in the IndiaSkills Competition.

13 Students were participated in the District Level Screen test in the field of 3D Digital Game Art which was held on 21st January 2020 at SRM College, Chennai. Out of 13 students, 10 students were cleared the Screen Test and moved to the next level.

11 Students were participated in the District Level Screen test in the field of Graphic Designing which was held on 22nd January 2020 at Prathuksha College, Thiruvallur. Out of 11 students, 10 students were cleared the Screen Test and moved to the next level.

For 3D Digital Game Art, the District level competition held on 25th January 2020 at SRM College, Out of 10 Students 1 Student got selected and moved to State Level Competition.

For Graphic Designing, the District level competition held on 31st January 2020 at Prathuksha College, Out of 10 Students 1 Student got selected and moved to State Level Competition.

The Winner and the Runner of the both the competition were received the Award from the Collectors of the District, Kancheepuram & Thiruvallur.

Activities

1. Our Centre Signed Tripartite MoU with Vikatan & MESC and BotVFX & MESC on 15th July 2019 at New Delhi in the presence of Hon. Minister. Smt. Nirmala Sitaraman and Hon. Minister. Dr. Mahendra Nath Pandey.
2. SANKALP - A round table summit, connecting Industries & Academia in the field of Media & Entertainment, held at Shasun Campus. CEO of MESC Mr. Mohit and his team & BotVFX, Image, 2AD Pro, etc., were participated.
3. Our Mangement had invested a sum to purchase High End Media Equipments and the pooja for the equipments held on 27th June 2019.
4. Centre organised one day workshop on Photography by Sony India through ADNT Ratna Photo Equipments on 1st July 2019.
5. Demonstration and purchase of HoloSuit a motion capture tool for Animation and Robotics by Mr. Harsha Kikeri (Founder of HoloSuit) held on 4th July 2019.
6. The centre has arranged an industrial visit to Ramoji Rao Film City and Annapoorna Film Studio for the Students of Viscom, they visited the premises on 25th & 26th July 2019.
7. Director & Associate Director attended the ToT programme for AWSITC trainers held at Pune on 27th & 28th July 2019.
8. Centre organised and conducted one day free workshop on Photography for the students of Acharya College, Pondyerry on 8th August 2019.
9. The executive assistants of CoE-ME&C, Ms. O.B. Kavishna & Ms. M. Vanitha, Alumni of the School of Media & Communication participated in the event "The International Nrithyanjali" Festival held on 29th September 2019 at Sri Krishna Temple, Brickfield, Malaysia. They were awarded as best videographers.
10. The centre organised 3 months workshop on Rotoscopy from 20th May 2020 to 24th July 2020, for the students of Viscom & ME&C. 19 students were participated and successfully completed the 1st level of training. The training was conducted through online by the experts from BotVFX.
11. Staff of Centre were seen as the resource persons for various webinars,
 - o Mr. Ebenezer - Photography for Auxilium College for Women
 - o Mr. Ebenezer - Photography as a Skill for Prasanna Venkatesh Photography
 - o Mr. Kalaikovan - Product Designing for MESC, Vidhyadaan Portal
 - o Mr. Ebenezer & Mr. Kalaikovan - Virtual Teaching Aids for CSIM & Queen Mary's College
 - o Mr. Kalaikovan & Mr. Ebenezer - Graphic Designing for QIAMS

Production Activities

The Centre takes various production & consultancy activities and involve the students toget the hands on production work training. The production activities are, Corporate Films, Graphic Designing, Marketing Collaterals, Product Photography, Shooting, Editing, etc.,

Our notable clients are, Nanolife, VNAI, Hekka, Everclean, Kamalam Urban Farm.