

THE VISCOM NEWSLETTER

COMMUNICARE



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• Department Vision

- Create media professionals who implement the skills and applications learnt through visual communication in film industry, graphic designing, web designing and in any other entertainment industry.

• Department Mission

- To create dynamic individuals who innovate unique media content in the ever-changing media industry.
- To excel students in various media platforms and expose them to work effectively. 3. To develop creative, innovative and socially responsible media personnel.

Ms. S. Aswini Chithra

MESSAGE FROM HOD DESK

Greetings to all!

As we turn the pages of this semester's journey, I am delighted to present the odd semester newsletter of the Department of Visual Communication—a reflection of our relentless pursuit of creativity, knowledge, and innovation.

This semester has been nothing short of extraordinary. We welcomed **49 bright and talented first-year students** into our fold, infusing fresh energy and ideas into our dynamic department. Their enthusiasm and eagerness to learn have been truly inspiring.

Our students had the privilege of stepping out of the classroom to gain firsthand industry insights through **enriching industrial visits** to **LV Prasad Film Studio, Cholamandal Artists' Village, and ARR Film City**. These experiences not only deepened their understanding of the creative and technical processes but also ignited their passion for visual storytelling and artistic expression.

The department hosted a series of **practical workshops** on **Audio-Video Editing, Advertising Photography, and 3D Modelling**, designed to equip students with hands-on expertise and an edge in the ever-evolving visual communication landscape. **Guest lectures** by renowned professionals in **Visual Arts and Multimedia Standards** further enriched their learning, opening new avenues for exploration and inspiration.

Our faculty members, the pillars of this department, took significant strides in their professional growth by participating in **Faculty Development Programs (FDPs)**. Their dedication to continuous learning ensures that our students receive the finest education, enriched by fresh insights and cutting-edge methodologies.

This semester has been a celebration of collaboration, creativity, and growth. It is heartening to witness the students and faculty coming together to create a vibrant and intellectually stimulating environment. Their collective achievements remind us that the possibilities are endless when passion and dedication drive our endeavors.

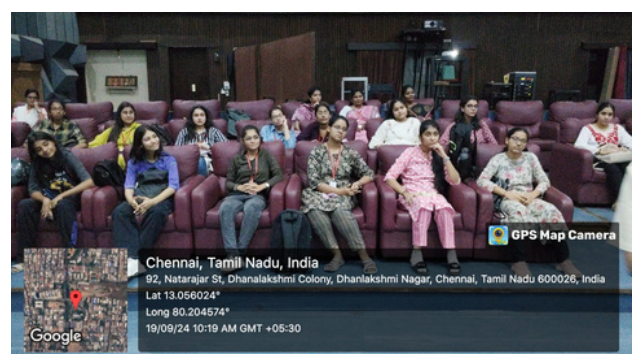
As we move forward, let us continue to aspire, inspire, and achieve together. Here's to scaling new heights in the upcoming semester!

DEPARTMENT ACTIVITIES

The semester was enriched with three Industrial Visits as the students got a good glimpse about working in the industry. The first years went to Cholamandal Artist Village to enhance their knowledge on Visual Art and Culture on 23rd August'24.

On 19th September, the third year students visited the LV Prasad Studio to observe and understand Audio editing and Post Production from the Production.

All the students from the first, second and final year were taken to the ARR film city and shown a live display of Virtual Production with regard to Virtual and Augmented Reality on 23rd September'24.



DEPARTMENT ACTIVITIES

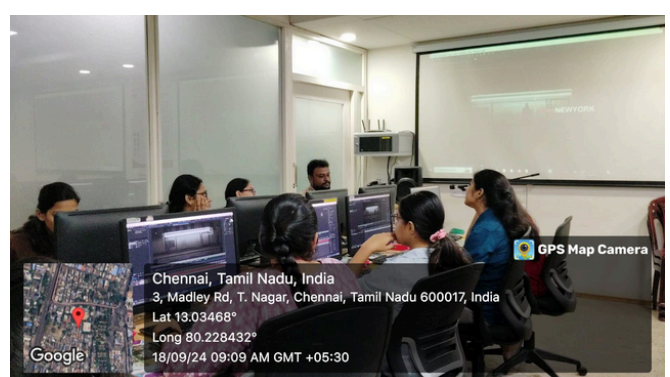
In order to provide students with industrial exposure and a better understanding of topics, we had experts from the industry giving them inputs through guest lectures and workshops. This year began with **AMITY**, an intra-departmental fest to welcome the freshers on 9th July 2024.

A guest lecture on "**Camera and Audio Technologies**" was held on August 20th for II year students. The session was led by "Mr. Harish Thoppe Rajendran", an expert in the field of Multimedia Technologies, with a focus on advancements in camera systems and audio technology.

A four day film editing workshop in **Da Vinci and Premiere Pro** was organized for the III and II year students from 12th Nov to 15th Nov'24. Mr. Prabhu Arumugam and Mr. Hari Prakash were the resource persons.

A three day workshop on **2D & 3D Modelling** was organized for II year students from 8th August to 10th August'24. Mr. Kaushik Thiagarajan, Assistant Professor SIMATS was the resource person.

The III year students also had a domain based CC course on **Motion Graphics** and a workshop on **Portfolio Making**.



STUDENT ACHIEVEMENTS

Ms. Manvi M from I Year, won the III prize in Tamil Nadu senior state level throw-ball championship organized by Erode district throw-ball association from 2nd August to 4th August 2024.

Ms. Aastha from II Year, won the II prize in solo singing organized by Shri Shankarlal Sundarbai Shasun Jain College for Women on 30th August.

Ms. Anthra from II Year, won the I prize in solo singing organized by Shri Shankarlal Sundarbai Shasun Jain College for Women on 30th August.

Ms. Yuvasri from III Year, won the III prize in cricket organized by Madras University from 23rd & 30th Sep'24.

Ms. Dhun Jain from III Year, won the I prize in Shark Tank organized by Shri Shankarlal Sundarbai Shasun Jain College for Women on 23rd & 24th Sep'24.



STAFF ACHIEVEMENTS

Ms. S. Aswini Chithra completed a FDP conducted by NPTEL SWAYAM on *Design Thinking - A Primer* from July - Aug 2024 for four weeks.

Ms. S. Aswini Chithra attended a one day online workshop organized by NPTEL on *21st Century Teaching and Learning Skills* on 05th October 2024.

Ms. S. Aswini Chithra attended a five day FDP and CBP on *Enhancing Research Skills through Efficient AI Tools* from 02.12.2024 to 06.12.2024.

Ms. P. Monika attended an ICT Academy workshop on “*Xposure: Evangelizing Tomorrow’s Technology*” on 12.06.2024.

Ms. P. Monika attended a five day national level FDP on *Research* from 25.11.2024 to 29.11.2024

Ms. P. Monika attended a five day FDP and CBP on *Enhancing Research Skills through Efficient AI Tools* from 02.12.2024 to 06.12.2024.

Ms. P. Monika attended a Faculty Orientation Program on *Financial Planning* organized by the IQAC of Shri Shankarlal Sundarbai Shasun Jain College for Women on 5th June 2024.

Ms. P. Monika attended a Faculty Orientation Program on **POSH** organized by the IQAC of Shri Shankarlal Sundarbai Shasun Jain College for Women on 5th June 2024.