



**ANNAI VAILANKANNI ARTS AND SCIENCE COLLEGE
THANJAVUR**

DEPARTMENT VISUAL COMMUNICATION

ANNUAL REPORT

Department of Visual Communication

**B.Sc. Visual Communication was inaugurated in our college in
2010, with one faculty member and 15 students**

At present there are three faculty members and 52 students.

FACULTY DETAILS

Rev. Fr. S. Arockia doss

Miss. E. Mary Immaculate, M.Sc.,

Mr. M. Sivagurunathan, M.A.,

GUEST LECTURERS

Rev. Fr. Innocent

Rev. Fr. Paul Jayakumar

FUNCTIONING OF THE DEPARTMENT

- ❖ The students are encouraged to express their creative skills by participating in various inter and intra-college competitions.
- ❖ Every 15 days the HOD discusses with the staff members about the progress of the students and the problems if any faced by the staff and students.
- ❖ The department's attendance and regularity have been changed tremendously and the **attendance** being about **95 %** and **regularity** about **98 %**.

Our Achievements

1. We, the staff and students of visual communication have the tradition of acquiring university ranks continuously since the inception of the college. **Mr. Anto Muthu** secured 9th university Rank this year too.
2. We, the staff and students are the active participants and collaborators in the **South Indian Drama festival** conducted by Tha.Moo.Ea.Sa, South zone cultural centre and the Fine Arts and Cultural ministry of Tamilnadu Government on 26.02.2017.
3. The department has arranged one month Workshop on Drama conducted by **Mr.Vijayakumar** and the students did the **Arangetram** in an eloquent manner on 13.01.2017. **Actor Poo. Ramu** and Lecturer **Dr. Thamizh selvan** were called to evaluate their acting.
4. Our department student **Mr. Vasantha Pandian** was the overall champion in the sports day held at our college on 09.10.2017.
5. The same way, **the department of Visual Communication** has secured the second place in the overall competitions on the sports day and we missed the first place to the department of Business Management in a very tiny differential point.
6. The department's attendance and regularity has been changed tremendously and the **attendance** being about **95 %** and **regularity** about **98 %**.

Our Developments

1. This year the college management has spent **Rs. 2, 24,450** for the studio development alone. Now the audio recording theatre is fully equipped with modern equipments and digital advancements and it is ready for any professional Audio Recording.
2. The management was so generous to spend **Rs. 60,000** for making the ordinary class rooms into Smart class rooms and now we are able to make use of modern methodology in the pedagogy.
3. The management has bought a **Sony professional 4k video camera** for students of visual communication for their projects and their practices. For this, the management has spent **Rs.2, 80,000** for buying this camera.
4. Apart from this, we have fully **configured Apple system** for video Editing and fully developed **Video shooting theatre**.

Our Dream

1. In future, we dream to have post graduate courses like Journalism and Mass Communication, Performing Arts, M.sc - Visual communication and Research programs on media studies and diploma program for web designing, photography, videography and Sound engineering.
2. We plan to have a separate place for art laboratory and Drawing Studio, a computer workstation with high-end systems and internet connection, latest animation and designing softwares, photography shooting floor with dark room facility, audio booth and Video editing booth for individual learning.
3. We dream for exclusive 100 seated viewing mini theatre for film appreciation courses.
4. We step towards to have visual library for our own department consisting of digital library and digital film library consisting of world classical movies, short films and documentaries.
5. We plan to have a **NIRAMIGAL FILM CLUB** with the students and staff who are interested in alternative cinema and Literature.

Our Activities

1. We are very particular about the Freshers of our department, in order to make the situation feasible we had **FRESHERS' S DAY** on 30.06.2017.
2. Drawing workshop was held at our Department on 20.07.2016. **Mr. Benjamine** was the trainer for our students.
3. A creative person must be ideologically sound. So we made it particular that our students must understand what the prominent Ideologies are, that built the society as it is now. So **Mr. Kalapiran**, the secretary of Tha.moo.Ea.Sa was invited to introduce the major concepts, ideologies and philosophies of the world.
4. How to appreciate an art, particularly the art of all arts, that is nothing but cinema, is our main concern for the second year students for their film appreciation courses. **Mr. Sai Sathok**, the assistant director of Mayakemenna, Sittu, Avatum Avalum was called on 05.07.2017 and he taught the students how to evaluate a film.
5. The basics of Photography is the basic element in visual communication particularly for the second years. We had workshop on Photography from 23.09.2017 – 28.09.2017, headed by **Mr. Thirumani**.
6. Alternative media person **Mr. Gangai Kumar** was invited to introduce the current media scenario in and around Thanjavur. Our students visited Alaingal media at Trichy and other print, visual, audio media centers.
7. Script writing is an important portion in media Studies. **Mr. Cliton**, the Script writer for the movies like Azhagarsamiyin Kudhirai, adhaalal kadhal seiveer, kullanari kootam, Venila kabadi kuzhu and Naan Magan Alla, and serials like Saravanan Meenatchi and Neeli was called to train the students, particularly the third years students have been given ample opportunities to know about script writing and practices have been given to do well their mini project and Television production.
8. Guest lecturers **Fr. Innocent and Fr. Paul Jayakumar** have been called throughout the year. They handled the serious subjects like Film appreciation, Mass Communication Theories, Development Communication, Television Production, Mini project, Media research Orientation and visual analysis Tools.
9. Our department students participated in South Zone film Festival and Alaigal Media Film Festival as part of their Training.

10. We conducted photography competition for neighboring visual communication students and the Drawing competition for School going students.
11. Along with Veeramamunivar Thamizh changam, the visual communication also was happy to invite prominent persons like **Kavingar Arivumadhi**, writer and activist **Mr. Thamizh selvan** and the folk singer **Mr. Ilayaraja**. It was made as part of our Curriculum through interaction and dialogues.
12. We specially invited **Mr. Ravi Arasu**, The director of the film **Eetti** and the students had an in-depth interaction with him for 2 hours.
13. As Part of our Curriculum – The extension program – **V CARE** - we along with the department of Computer Science selected Kaalattipatti a remote village near Chengipatti and started for basic human development through our students. We planned to give higher education each year for three poor children of that village in the reputed Town schools. As we have planned this year, we educate Asha, Sengathir mozhi and Dharshini of 5th standard.
14. As part of our Curriculum, we celebrated birthdays of all students and staff. It is the moment the students are able to excel in their personal talents such as Compering, anchoring, singing, poetry writing, and elocution and so on.