



**ANNAI VAILANKANNI ARTS AND SCIENCE COLLEGE  
THANJAVUR**

**DEPARTMENT VISUAL COMMUNICATION**

## **ANNUAL REPORT - 2018**

### **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 four faculty members and 65 students.

### **FACULTY DETAILS**

#### **REGULAR STAFF**

Rev. Fr. S. Arockia doss  
Mr. M. Sivagurunathan, M.Sc  
Miss. Ramya, M.Sc, M.phil  
Mr. Rajendran, M.A, PhD

#### **GUEST LECTURERS**

Rev. Fr. Paul Jayakumar (Script Writing)  
Mr. Vijaya kumar (Modern Drama)  
Mr. Madhu (Drawing)  
Mr. Thirumani (Photography)  
Mr. Arivazhagan (Folk Art)  
Fr.Lution (Folk Art)  
Fr. Irudaya Raja (Social Media)

## FUNCTIONING OF THE DEPARTMENT

- ❖ The department is very strict with students' attendance and regularity, since their internal marks are based on their attitudes, hard work and characters.
- ❖ We take sincere efforts towards practical hours to be more fruitful and make them more proficient and talented.
- ❖ We care for the overall dynamic development of students through various programmes and guests' lectures. More than 20 media experts and professionals have shared their views, experience and ideas.
- ❖ The department takes initiative to start **Che Guevara Library, Yaavarum Kelir Ilakkiya Vattam, Akira Movie Club, Environment Committee, Social Media Committee** and other participatory committee.
- ❖ Media visit for three days is an eye opener for our students. They met so many media personalities and live Tele coast programmes.

## Our Achievements

1. The department has arranged one month Workshop on Modern Drama conducted by **Mr. Vijayakumar** and the students did the **Arangetram** in an eloquent manner on 13.07.2017 in South Zone Cultural Center.
2. Our department student **Mr. Guna sekaran** was the overall champion in the sports day held at our college.
3. *We planned to bring out a Musical Album consisting of 8 songs on various themes. Those songs were written, composed, sung, acted, choreographed, cinematographed and directed by our students with the collaboration of Director Karuna, staff and other department students.*
4. The department's attendance and regularity has been changed tremendously and the **attendance** being about **99 %** and **regularity** about **100 %**.

## Our Developments

1. We have fully fledged audio recording theatre
2. Apart from this, we have newly opened Video editing studio for video Editing and a theater for preview of our students' films.

## Our Dream

1. We plan to have an **international seminar** for two days in collaboration with the department of Tamil on coming June –July. So that we could bring out **two volumes of scientific articles** by eminent writers, media experts and research scholars.
2. We in collaboration with Cinema artists, media experts, University and college academicians plan to produce **an APP** for liking the academic curriculum and media professionals.
3. Taking into consideration of non availability of media teaching and technical books, we plan to produce **some volume of books related to media and communication**. We have organized **intelligentsia group** consisting of University professors, private college assistant professors, media experts and professionals.
4. In order to be vibrant in media field, we are on the process of creating **work book of three volumes**, so that on each day, every student will know something of media by doing some practical exercises.
5. We are ready to consolidate all the teaching notes into **three text books** to be given in the hands of the students.
6. We plan to train the students on **the 26 crafts of media field** exclusively meant for their future as a media personality. So we plan to have our regular classes up to 3.45 pm for all students in order to have intensive training and practical knowledge over digital media
7. We plan to arrange a **coronation day** for upcoming second years in the beginning of July. It is the **initiation ceremony** to enthuse the students in the field they want to be equipped.
8. We want to have **one week practical cum theory workshop** in Chennai itself. The media experts would be called in the day time, the noon and early evening hours would be the practical classes in the popular media centers such as Prasad studio, new 18 and FM radios.
9. We plan to have **compulsory well planned internship programs** for all students for 15 days in the month of December. The department itself will arrange its working places; particularly the first years would concentrate on print media, the second years on visual media and the third years on proper professional media whatever they prefer for their future.
10. We plan to arrange a **Mega Folk Day Celebration** for all folk artists in and around Thanjavur and **competitions for the school and college students** in the month of January.
11. We plan to arrange one week village training programmes with our students. We want to stay and experience the village life for social analysis.

## OUR ACTIVITIES

### 1. FRESHERSDAY CELEBRETION-2017

We organized freshers day celebration for our first year students on 13.07.2017 in our department Audio Visual Hall. Our honourable Prinacle gave motivation talk for the freshers



### 2. THAPPATAM ARANGETRAM

Our Present first years learned fork art as part of their academic curriculum under the folk artist Mr. Vijay kumar. Their performance took place in South zone on 13.07.17.



### 3. YAVARUM KELIR ILAKKIYAVATTAM ON EVERY TUESDAYS

In order to create interest on Tamil literature and to increase reading habits, we started **YAVARUM KELIR ILAKKIYA VATTAM**. Mr. The first session took place on 01.08.17. Mr.kalapiran was the chief guest. We conducted more than 8 sessions in a year. Many Literary persons have called as chief guests



### 4. AKIRA MOVIE CLUB

Movie Club is also a new venture in our department. We started a movie club and named it by **AKIRA KUROSAWA**, he was named "**Asian of the Century**" in the "Arts, Literature, and Culture" category by *AsianWeek* magazine and **CNN**. We planned to screen an international movie per week on every Friday afternoon. The first movie club was inaugurated by **Director Manikandan** on 04.08.2017. We conducted more than 10 sessions in this year. Director Pepin, Director Anbu Raja Sekar, Director Densingh and few others were the chief guests for our movie club.



## 5. PHOTOGRAPHY WORK FOR SECOND YEARS

Since photography is the basic element for any visualization, we were very particular about minute technical details about photography. We specially arrange **Mr. Thirumani** for photographic workshop for three days on 11.08.2017.



## 6. SPORTS DAY

Though our department is too small but never compromised with its efficacy, we secured so many prizes in the sports day too as we secured over all second prize.





## 7. WE CARE PROGRAMME

Our adopted village is Kathatipatti. We arrange some development work with department of Computer science. We distributed some writing materials of all students.



## 8. MEDIA VISIT TO CHENNAI

Media tour was arranged by the department for three days ( 18<sup>th</sup> August to 21<sup>st</sup> of August) as an effort to meet with the industry's most influential reporters, media personalities and artist at their office, to discuss the imminent launch of new techniques, discuss topical industry issues and build a rapport with target media. We visited News 18 channel, Vijay TV ready , steady, go, Prasad studio and Viduthalai Printing Press.

**Chief Editor Mr. Guneskeran talking to our Students in News 18 channel conference hall**



**SUN TV ANCHOR SUMAIYA-VJ ESAIYARUVI CHANNAL**



**PRINT MEDIA - VISITVIDUTHALAI NEWSPAPER**





## TV TALK SHOW FAMOUS SHALIN MARIYA



## 9. GUEST LECTURER- KAVINMALAR - KUNGUMAM THOZHI MAGAZINE EDITOR

A famous women writer and Editor of Kumudam thozhi was invited to talk about Journalism on 12.12.17



## 10. CONFERENCE – GOVERNMENT ARTS COLLEGE

The first year students attended conference in E.ve. Periyar Arts and Science College. They are with participant certificates with our Principal



## 11. DISCUSSION WITH UNIVERSITY PROFESSORS FOR INTERNATIONAL CONFERENCE



## 12. GUEST LECTURE BY V.MATHIMARAN

Mr. Mathimaran, a well know writer and famous personality in the TV Talk shows delivered his speech on education.



## 13. RAMANUJAM NINAIVU NAAL –DRAMA

We could say that Prof. Mr.Ramanujam is father of Tanjore Folk Arts. He is the one who articulated folk arts in and around Tanjore. We organized a Modern Drama on his memorial day.



#### **14. SECOND PREPARATORY MEETING FOR INTERNATIONAL CONFERENCE MEETING**

Department of Visual Communication and Department of Tamil joined to gather and organized an International Seminar on Cinema. This is the second preparatory session on 11.12.2017





### **15. INTERNSHIP CERTIFICATE PRESENTATION BY THIRD YEARS ON 05.01.2018**

Our third year students went for their internship programme in various media field. We evaluated their training received in the respective centers.



### **15. SPECIAL SCRIPT WRITING SESSION BY RAJANARAYASWAMI ON 08.01.18**

Mr. Rajanarayanawami, though hail from very poor family background, joined in a software company in US. Due to his passion over film, he studied film making and now he is the director of world cinema. We had some opportunity to get his notion about film making





## 16. ALBUM SHOOTING

We planned to bring out a MUSICAL ALBUM with visual clippings. The album is prepared totally by students. The project is on the progress.



## CONCLUSION

We the staff have real concern over students, so that these three years of their academic years should introduce a way of ethical life by changing their biological and environmental factors and to increase their cognitions and emotional patterns to cope up with various personalities in the media world, and to equip themselves for day today advancing digital world.