



**ANNAI VAILANKANNI ARTS AND SCIENCE COLLEGE
THANJAVUR**

DEPARTMENT VISUAL COMMUNICATION

ANNUAL REPORT 2019 -2020

I. INTRODUCTION

B.Sc. Visual Communication was inaugurated in our college in 2010, with one faculty member and 15 students. At present there are four regular faculty members and 5 visiting faculty members and 79 students.

II. FACULTY DETAILS

REGULAR STAFF

Dr. Rev. Fr. S. Arockia doss Ph.D

Miss. Ramya, M.Sc, M.Phil

Mr. Rajendran, M.A, Ph.D

Ms. Sasikala M.Sc, M.Phil

GUEST LECTURERS

Mr. Vijaya kumar (Modern Drama)

Mr. Madhu (Drawing)

Mr. Pari (Photography)

Mr. Riyas (Cinematography)

OUR ADVISERS

Mr. Thirumurugan – Actor & Director

Mr. Ve. Madhimaran - Ideologist

Mr. Dr.Govindasamy – Theatre specialist

Mr. Dr. Chinnappan – Academician

OUR MEDIA PARTENERS FOR INTERNSHIP

Mr. Manoj, News 7

Joe Maheshwaran, News 18

Ku. Ramakrishnan, AnandaVikadan

Malai Malar

Madha TV

Alaigal Media

III. 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 GuevaraLibrary, Yaavarum Kelir Ilakkiya Vattam, Akira Movie Club, Environment Committee, Social Media Committee** and other participatory committee.
- ❖ Media internship programmes for third years for one month is an eye opener for our students. They did their internship programmes media such as News 18, News 7, Sun networks, Malai malar, Madha Tv and Kalaignar Tv.

IV. OUR ACHIEVEMENTS

1. The department has arranged one month Workshop on Modern Drama conducted by **Mr.Vijayakumar** and the **Arangetram** of the students will be in the end of this month.
2. We brought 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 support of other students and staff. The audio release programmes was on 7th December 2018, presided over by Most Rev Dr. Devadoss Ambrose, president of our college, Mr. SS. Pazhanimanikkam , the former minister of Income Tax and Mr. Thirumurugan, Acotor and Director of Film Kalavani and so on.
3. We conducted an international seminar on Tamil cinema on its centenary year. And we had five days film festival. Mr. Ko. Balasubramanian, Vice Chancellor of Tamil University, Director Vetrimaran, and Director films Pollathavan, Adukalam and visaranai, Director Suresh Sangaiya Director of the film Kidayin karunai manu, Thirumurugan, Mr. Thangam, Associate Director Balamurali varman, Honourable minister Ku. Parasuraman Member of Parilliament, Writer Iyamam and auto chantrakumar, writer of Visaranai and chinnaponnu, Play back folk singer.
4. The department's attendance and regularity has been changed tremendously and the **attendance** being about **99 %** and **regularity** about **100 %**.

V. ACTIVITIES

1. Workshop on Photography

The Department of Visual Communication has offered a workshop for two days (26.06.2019 – 27.06.2019). The resource person is Mr. Parivel, who is one of the famous photographers of Tamil Nadu. His photos have been nominated for National Geography about 13 times. Our second Year students are being taught and trained by him. Students were well appreciative of his teaching.

2. Fresher's Day

The department of Visual Communication of Annai Vailankanni College of Arts and Science hosted the Fresher's day on 03-07-2019. The Fresher's of the department had been invited and introduced to the department. To keep up the traditions of Tamil Nadu, the program was being elucidated through the traditional music, lighting of the Kuttuvilakku and so on. Our dear Principal and the Vice-Principals were being invited to elucidate the program by their valuable presence and heart-provoking speeches and thoughts. The program was started with *Tamil Thai Vazhthu* and followed by the welcoming speech by the head of the department Rev. Fr. Arockia Doss. Then our Principal and the vice-principals had given their heart-provoking thoughts to the students by their fabulous motivational speech. Wonderful dance and song had been performed by our second year and third year students. Finally, with words of gratitude by the student the fresher's day has reached its culmination spot.

3. Photographic Exhibition

As the result of the hard work of our second year students of Visual Communication after the workshop on photography, they wished to communicate their ideas and talents through their photos; thus, the exhibition on photography was being presented to the other departments of our college for two days. Our students also expressed their views and feelings about the photos taken by our second year students of visual communication. The first day had been allotted for the departments of Science and Commerce and the following day for the departments of Arts to critically evaluate the portraits and snaps. Our own well-trained photographers also gave students the opportunity to take a group snap and individual snap with their friends and professors. Thus, the initiative of our department was well successful and appreciated by each faculty of our college.

4. Online Journalism

From the Department of Visual Communication, we organized a workshop for the students in view of learning Online Blog creation and Online Journalism. This training was given by Mis. Manimozhi Veerasamy on 08-07-2019. Students were asked to create their own blogs and publish something at the end of the course. It was headed by the HOD and the Administrator of our College. Rev. Fr. Arockia Doss. This was a pleasing and learning experience among the students. This was well appreciated by both the students and the trainer.

5. Ilakkiya Vattam

From The Department of Visual Communication, every Tuesday we conduct meeting for the students in view of learning the Tamil poems and prose. Thus, on 9th July, we had a meeting on the title “What is Poem and Why is it?” it was headed by the Head of the Department and the Administrator of our college, Rev. Fr. Arockiadoss. The guest of honour was Poet. Prof. Dhuvaraga Swaminathan gave a speech on the given title.

6. Meeting a communist : Bala Bharathi MLA

We the Department of Visual Communication staff had a meeting to discuss on the forth coming events like Yavarum Kelir Elakiya Vattam. We have also discussed on the students discipline and planed for a meeting with Miss. Bala Bharthi on *A DISCUSSION ON THE SOCIAL ISSUES IN THE LIGHT OF MARXISM*. Meeting was concluded with a concluding prayer by Rev. Fr. Arockia Doss.

7. Documentary Preparation for TMSSS Jubilee

From The Department of Visual Communication, we had a gratitude day for the hard work of our students over the Documentary of TMSS. The Documentary was edited and directed by our own students of Visual Communication. Thus, the TMSS Director and its Members wanted to thank the students for their wonderful work. It was headed by the Head of the Department and the Administrator of our college, Rev. Fr. Arockiadoss. Finally, students were given memento for their hard work.

8. Extension Activities:

We the Department of Visual Communication staff had a meeting to discuss on the forthcoming events like planning for the V-Care Programme with CS Department. We also planned the place and means for doing that programme. Finally the meeting was concluded with a concluding prayer by Rev. Fr. Arockia Doss.

9. International Conference

We the Department of Visual Communication have planned to conduct an International Seminar for the Students in the month of December, as planned in the College Calendar. Thus, we have arranged a meeting with the students to discuss on the preparatory works to conduct an

International Seminar from 22.08.2019 to 25.08.2019 on the topic “ஊடகங்களில் பகுத்தறிவு மற்றும் சமூக நீதியின் வேர்களைத் தேடி”. We have invited the members of the Revolt Group and the Representatives of each year students to plan. The meeting was started with a prayer by Rev. Fr. Arockia Doss, HOD. Then, the Staff and the Members of Revolt explained about the International Conference, the Roles and Responsibilities, and the Different Committees to be formed to all the students of the Department. Then, we have listed out the Committees and its Executive Members. Then, the Meeting was concluded with a concluding prayer by Rev. Fr. Arockia Doss.

10. Media Visit

From The Department of Visual Communication, we organized an Industrial Visit for the students. Thus, we have taken them to Chennai, where we have visited News 7, The Hindu (Tamil), News 18, Loyala College Visual Communication Department, EVP Film city and we also met the Directors like Lenin Bharathi, Gopi Nainaar, Gandhi and Bhrama. We also met Drama theatre artist Regin, Tolet movie hero. Students were very happy on those three days.

11. Parents - Teachers' Meet

From the Department of Visual Communication, we organized a parents meeting for the First year students. This is to understand the background of the family and the expectations of the parents and students. Staff members met the parents and the students respectively. Through that the expectations and the struggles of the students were come to know by the Faculty members. Finally, our Students performed some programmes for the parents. We took the parents along with their sons and daughters around the labs and explained about their functions and worth.

12. Special Movie Review - Article 15

One of the best movies of this era in the Bollywood film industry is nothing but the movie named *Article 15*. Consequently, our Department students were shown this film. Mr. Kalapiran made it a point to express the background of this film and he also made the students to think critically about this film. Finally, there was a firing discussion among the students and the resource person. Though, this film was not very much appreciated by the Indian people due to the present

government, other film industries and the government looked up high this film. It was really a thought provoking movement.

13. Internship Programme

We the Department of Visual Communication have planned to conduct an Internship program for the Students in the month of December, as planned in the College Calendar. Thus, we have arranged a meeting with the students to discuss on the preparatory works for organizing a program. The meeting was started with a prayer by Rev. Fr. Arockia Doss, HOD. Then, the Staff Members explained about the Event. Then, the Meeting was concluded with a concluding prayer by Rev. Fr. Arockia Doss.

After the Successful compilation of the Internship program by our Third year students, we have had a meeting for the evaluation meeting. We started the meeting with a prayer by Rev. Fr. Arockia Doss, HOD. Then, we asked each of the participants about their experience during the programme. We also discussed on the positive and negative sides of the execution part. Special speech was given by Our Correspondent, Principal and Vice Principal as a sign of encouragement. Finally, Staff members congratulated the students for their hard work and for the successful compilation of the Internship program. To conclude, the Meeting ended with a prayer. Media internship programs for third years for one month are an eye-opener for our students. They did their internship programs from 09.12.2019 to 21.01.2020 in the media such as News 18, News 7, Sun network, Malai malar, Madha Tv, Kalaignar Tv, and some private Film Companies.

14. Seminar on Film Making

Seminar on **Film Making** was organized for the students on 09.01.2020 to 10.01.2020. It was started on 09th Jan, morning with the presence of Rev. Fr. Sebastin Peryannan (Correspondent), Dr. Suresh (Principal), Dr. Mahesh (Vice Principal) and Rev. Fr. Arockia Doss (Administrator and HOD). The Resource person was Mr. Siva Kumar (Film Maker) who animated the students on the given title. Students were very much taken up by some of the movies and short films showed during the sessions. Finally, we ended with the evaluation and discussion on the movies shown.

15. Seminar and Workshop on Film Making

Seminar on **Film Making** was organized for the students on 09.01.2020 to 10.01.2020. It was started on 09th Jan, morning with the presence of Rev. Fr. Sebastin Peryannan (Correspondent), Dr. Suresh (Principal), Dr. Mahesh (Vice Principal) and Rev. Fr. Arockia Doss (Administrator and HOD). The Resource person was Mr. Siva Kumar (Film Maker) who animated the students on the given title. Students were very much taken up by some of the movies and short films showed during the sessions. Finally, we ended with the evaluation and discussion on the movies shown.

VI. 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.