

**DEPARTMENT OF VISUAL COMMUNICATION AND
POST GRADUATE DEPARTMENT OF JOURNALISM & COMMUNICATION**

22nd May 2020 – Webinar on “Watchdog Journalism”, by **Mr. ManojkumarGopalan**, Senior Correspondent, News7

28th May 2020 – National Level Interactive Session with **Padmashri Santosh Sivan**, Cinematographer.

22nd June 2020 – Pandemic Spotlight – Inter Collegiate Panel Discussion on “Human Rights and Migrant Workers” by **Mr. Henri Tiphagne, Human Rights Defender and Executive Director, People's Watch** and “Media and Government Policies” by **Dr. V.S. Sambandan, Chief Administrative Officer, The Hindu, Centre for Politics and Public Policy.**

28th June 2020 - Participation of the students in a Webinar on Career Prospects in Advertising, Holy Cross, Trichy.

A one-day photography workshop was organized by the Department of Visual Communication on 8th of July 2020, for the second-year students for the Basic Photography subject. The Workshop was conducted by Mr. Sai Raghunath, Founder and Director of Nizhal Photography, Chennai.

13th July 2020 - Guest Lecture on Topic on Product Launch and Publicity Strategy, by Alumni, **MrPrabhu R, Ravindran Foods (ZUBY CANDIES)**

15th July 2020 –Guest Lecture Client Servicing and Brand Analysis by Alumni, **Mr. Narayan Padmanabhan**, Head, Client Servicing, Digitally Inspired Media.

14th August 2020 - Presentation of Public Service Advertisements

26th August 2020 - Innovative techniques of Radio Jockeying for rural audiences by **RJ Nagalakshmi**, Suryan FM, Thirunelveli

2nd September 2020 - Community Radio Operations by **Mr Suresh**, Station Manager, Anna FM on Community Radio Operations

8th – 10th September 2020 – Photography Outdoor Shoot

16th September 2020 - Writing for News Media, Guest Lecture by **Mr Niranjan Bharathi**, Writer, Ex News Editor Pudhiya Thalamurai

17th September 2020– Participated in the PR Campaign by MCC

2nd -6th November 2020 – Content Writing Workshop, **Dr. GeethaPadmanabhan**, Freelance Journalist and Social Activist.

10th December 2020 – Advertising Campaign

8th January 2021 – Guest Lecture on News Edition Planning by **Srimathi S**, Editor of South Asian region and entertainment in Voice for Justice, a newspaper start-up based in Canada for Indian and Sri Lankan diaspora. Previously, a senior sub-editor in Times of India, Chennai.

10th January 2021 – Workshop of Maya and VFX ,**Mr. Kannan, FX Artist / Generalist**, BOT VFX

5th February 2021 – Workshop on Indoor Lighting in Photography by **Mr. Arul Anand**, Food Photographer for The Park Hotel, Le Meridian, Rain Tree, The Park Sheraton. He is also the Food photographer for smart D app, Photographer for JFW - Define Magazine. Industrial Photography- Cumi Pvt. Ltd., Waterbase Pvt Ltd. Ennore Port. Official photographer for Jagriti Yatra and Uninor Model Hunt.. He is also doing advertising work for the agencies- Gut feel, The mango Post. He has also worked as Asst Professor at Loyola College for a year teaching Photography in the year 2017-18 .

The Department of Visual Communication and the Post Graduate Department of Journalism and Communication, DG Vaishnav College organized a Webinar series on ‘Career Prospects in Communication’ from **15th February 2021 to 18th February 2021**. Students from Visual Communication and Journalism & Communication department from colleges across the state participated.

4 Day Webinar consisted of:

A webinar on ‘Advertising’ was conducted on 15th February, 2021 in online mode through Google Meet and the chief guest of the hour was Mr. Sharad Haksar.

A webinar on ‘Public Relations’ was conducted on 16th February, 2021 in online mode through Google Meet and the online event was presided over by Ms. Lisha.

A webinar on ‘Digital Marketing’ was conducted on 17th February, 2021 in online mode through Google Meet and a live online presentation was given by Mr. Aditya Jaju.

A webinar on ‘Event Management’ was conducted on 18th February, 2021 in online mode through Google Meet and Ms. Jiana Jain presided over the webinar session.

The Post Graduate Department of Journalism and Communication, DG Vaishnav College conducted a national level intercollegiate series of webinars on ‘Journalism’ from **8th February 2021 to 11th February 2021**. Students pursuing their Masters in Journalism and Communication were invited to this webinar series. Each day a prominent speaker from the industry addressed the students on different topics.

A webinar on ‘Basics of Journalism’ was conducted on 8th February, 2021 in online mode through Google Meet and the chief guest of the hour was Mr. Bhagwan Singh, Senior Journalist.

A webinar on ‘Ethics in Journalism’ was conducted on 10th February, 2021 in online mode through Google Meet and the chief guest for the webinar session was Mr. Sivapriyan, Special Correspondent.

A webinar on 'Yellow Journalism' was conducted on 9th February, 2021 in online mode through Google Meet and the session was presided over by Ms.Akshaya Jayaram, Senior Copy Editor.

A webinar on 'Careers in Journalism' was conducted on 11th February, 2021 in online mode through Google Meet and the guest speaker for the session was Ms.Gitanjali Divakar, senior Sub-editor

Mr.Prashant a Landscape researcher and his colleague Ms.Viswaja an Environmentalist from Vettiver collective collaborated with students of DG Vaishnav, Department of Visual Communication on 21.02.2021 to know more about Toxic Management in Ennore. Fifteen students from the department started their Journey from the College Campus located at Arumbakkam. Crew members dropped at several places like Nalla thaneer odai kuppam, Empty ground near a decommissioned power plant, Thermal power station of Central Government and State Government, Beach opposite to the Karungali River mouth to learn the toxicity levels in Chennai's Northern region. The students learned a lot about the toxicity in Ennore region. They were taught about the harmful pollutants. Also they were given hints on the upcoming Adani port – its inception and its adverse effects. The students also had an orientation towards sustainable development goals.

Dakshin Chitra records many cultural aspects of India together in a single place. The Department organized a Photowalk cum Interaction session to Dakshina Chitra on 03/03/2021. This provided the students to learn more under one roof about various art techniques that were followed. 40 students and two faculty members participated in this photowalk session. Along with this photo walk, photo exhibition cum one on one interaction session called The Face The Canvas by Sarathi Thamodharan, a prominent cultural photographer who is in the journey of recording cultural practices in remote villages of Tamil Nadu. He did live interaction on various aspects of cultural and travel photography exclusively with our students. Also, Glass artist Mr.Raghavan gave live demo on Glass blowing techniques.

The students then were given assignments based on Photography and Interviewing techniques inside Dakshina Chitra based on the interaction by Mr.Sarathy

In a competition conducted by the Department of Media studies on the occasion of Women's Day on 03.03.2021, students from across Chennai turned up to dazzle the walls of VISCOM Department of DG Vaishnava College with renderings of 'A VISUAL ODE TO WOMEN'S LIBERATION'.

After careful scrutiny, out of the numerous entries that came in, the department of media studies selected 15 entries that can participate. The participants, adhering to COVID restrictions amazed the crowd with their creativity and skill. The themes of the paintings varied from women empowerment, growth, women's rights, freedom struggle and angst to contemporary abstracts. The competition was followed by a short event, presided by Mrs. Meenakshi Madan, professional artist, photographer and art teacher as the Guest of Honor. The first place in the competition was awarded to Akshai Krishna from Government College of Fine Arts and the second place went to Lavanya, Vashita and Akhilesh from SRM College, Katankulathur.

The Department of Visual Communication organized a Live Art Form workshop for the first years on 09.03.2021. The timing of the workshop was from 10.30 am to 1.30 pm. It was held in

Semmozhi Ponga. The students were given a practical demonstration on how to Sketch different art form in live. 90 students participated in the workshop.

The Department of Visual Communication organized a Four Day Terracotta workshop for the first years on 10.03.2021, 11.03.2021, 15.03.2021 and 16.03.2021. The timing of the workshop was from 10.30 am to 12.30 pm. It was held in four batches in four days. The students were given a practical demonstration on how to handle the clay and they were guided to make beautiful terracotta objects. 90 students participated in the workshop which was handled by Ms. Hari Priya, Founder, Claytime studios and her colleague Ms. Bhavani. Each batch made a different terracotta object.

The Department of Visual Communication organized a Fashion Photography workshop for the final year elective students on 17.03.2021 by Mr.Dhanush from Dhanush Manohar Photography, an alumna of the Department . The timing of the workshop was from 10.30 am to 1.30 pm. It was held in studio with different lighting set up and background . The students were given a live practical demonstration on how to shoot with different light and background. 27 students participated in the workshop.

The National Level Faculty Development Programme on ‘Transforming Teaching Methodology using Digital Media’ was organized by Department of Visual Communication of Dwaraka doss Goverdhan doss Vaishnav College, for three days from 8th April 2021 to 10th April 2021 for the Social Science faculties. Digital transformation in education has shifted from important to essential in the past few months. With the pandemic, educational institution was forced to accelerate their adoption of technology, highlighting not only the value that these digital tools can offer but also the challenges that remain in the digital transformation of education. Theme of the National level Faculty Development programme suits the need of the hour.

With a total of six sessions with academia experts from their respective field, the FDP covered concepts such as embedded ICT, Art Integration in Technology, Delivering Digital Media over web, Blended Learning, Augmented Learning, and Impact of Digital Images. Dr.Vimal Jerald from St.Joseph College, Thiruchirapalli, Dr.Anubhuti Yadhav, Indian Institute of Mass Communication, Mr. Prem Panicker, Head, thepeepli.org & Former Yahoo Head, India, Dr. K. S. Arul Selvan, IGNOU, Mr. Manish Upadhyay, Co-founder LIQVID, Dr. Saurabh Das, Symbiosis School of Photography were the speakers for the three-day programme interacting and experimenting with the participants on transforming to digital learning.

The programme ended with a Valedictory session for which Dr.M.G.Sethuraman, Gandhigram Rural University graced as the Chief Guest who stressed on the prospects of teachers in the forthcoming years to be blended with digital media along with traditional teaching.

Awards and Recognitions

1. KavinArulnambi, III year B.Sc. Visual Communication is conducting a Workshop on Blender software for the students of Symbiosis , Pune on 11/03/2021.
2. Pratheeksha , II M.A. Journalism and Communication, placed in Leister Technologies, a Swiss based company as a Content Writing.
3. Vimalesh, II M.A. Journalism and Communication, placed in News 7.
4. Arjun C, III year B.Sc. Visual Communication, won Gold Medal in District MMA, selected for State match.
5. Nithin, III year B.Sc. Visual Communication, won the best actor award for the shortfilm, “Sambal” inThiraiUlagam competition.
6. Sudarshan, II B.Sc. Visual Communication, Ambassador in Madras Photo Bloggers.
7. Sudarshan, II B.Sc. Visual Communication , won 3rd place in Kettlebell sports at National level
8. R GokulDas, won the National Level Online photography competition
9. Kavin D M, won National Level competition on Commentary and Ad Zap.
10. Jaswanth Manikandan, II B.Sc. Visual Communication won Best Short Film 2020 in Hashtag Media Short Film Festival
11. Ms. G Vasanth, designed the Curriculum for Media Studies for Mekelle University, Ethiopia.
12. Dr. Sriram , faculty of the department was awarded his Ph.D degree.