

2018-2019

DEPARTMENT ACTIVITIES REPORT :

The department organized an inaugural function of B. Sc. Visual Communication program as the first program of the academic year 2018-2019 on 24.8.2018. The program was felicitated by our principal Rev. Dr. Arockiasamy Xavier SJ and Dr. Arul Rayappan, Nodal officer of Visual Communication Technology. Rev. Dr. Irudayaraj, Department of Visual Communication Technology welcomed the gathering and Ms. S. Tamilarasi gave a orientation about the course structure of both visual communication and visual communication technology. Mr. Chezhiyan, Film Director and Cinematographer, National Award winner of the movie TOLET, as a guest of honour and Mr. Ragavan, Film Director, Mancha Pai as a chief guest for the program. The program had become an eye opener for the young aspirant who has chosen media industry as their future.

The department organized two day workshop on Film Making Techniques on 26 - 27 September, 2018. The program was inaugurated by principal Rev. Dr. Arockiasamy Xavier SJ and Dr. Arul Rayappan, Nodal officer of Visual Communication Technology and the valedictory address was given by Rev. Dr. Antony Pappuraj SJ. The program gave a wonderful opportunity to the students to discuss about the recent film making techniques adopted in the cine field with the help of two resources persons Mr. Bharathi Bala, Film Director and Dr. S. Ravi Kumar, Madurai. The resources persons elucidated the nuances applied in film making as well as in other video production process.

The department organized a documentary film festival in collaboration with Maruppakkam film society on December 10, 2018. The program gave a wide exposure to the students to understand the concept of documentary film making. In the first session, they screened various documentary films which touched the social problems happened in India and the celebrations of B. R. Ambedkar. The resource person explained the making of all documentary film screened on the day shot by shot to the students to get the clear idea about the concept. In the second session, Rev. Dr. Irudayaraj screened two documentary movies such as Amaravathi: the city in the making of Telengana and the mercury, the movie showed the miserable situation of the families who are affected due to the mercury emission from Hindustan lever factory,

kodaikonal. Amidst of watching films, the interactive session was also arranged with the resource person to discuss about the screened movies as well as the scripting formation of the film.

The department organized an one day workshop on Mirror less Lens technology in collaboration with Panasonic India Pvt Ltd on December 15, 2018. The program was inaugurated by Dr. I. Arul Rayappan, Nodal officer of Visual Communication Technology and keynote address was given by Prof. A. Jayakumar, Deputy principal. The introductory note of the program was given by Ms. Tamilarasi and the valediction of the program was addressed by Rev. Dr. Irudayaraj SJ. The department arranged an ample environment along with resource persons arranged by Panasonic Company to the students to know the current trends in the field of photograph and also the new applications included in the latest version of still as well as video cameras.

The department organized film festival on the theme of early Cinema in the month of December 2018 in the Audio Video viewing hall. The students were exposed to the world of Lumiere Brothers who introduced the film making to the society and also the Students learned the film language through watching Charlie Chaplin films. The department screened a social awareness movie titled "Newton", Professor Beverley of English department made an interactive session with the students and the students actively participated. The department of visual communication technology organized a field visit on 26.2.2018 to the theatre and the students observed the functioning of projector and screens and how movie is screened using digital projectors. The department students watched 34 award winning movie "Tolet" directed by Mr. Cheziyan.

INAUGURAL FUNCTION OF B. SC. VISUAL COMMUNICATION 24.8.2018



TWO DAYS WORKSHOP ON CINEMATIC TECHNIQUES



PANASONIC MIRRORLESS LENS TECHNOLOGY





FILM SCREENING FIELD VISIT TO THEATRE - TOLET MOVIE

