

MONTHLY NEWSLETTER: AUGUST 2020

Department of Visual Communication

Expert Sessions

EVENT	DATE & TIME	TOPIC	RESOURCE PERSON
Expert Session 1	12 th August 2020 10 AM	Running a Successful Branding and Advertising Business	Mr. P Vinodh Co-Founder & Business Head Springboard Digital Mr. KR Sriram Co-Founder & Creative Director Springboard Digital
Expert Session 2	17 th August 2020 3 PM	Being an Advertising Film Maker	Mr. Vijay Ganapathy Creative Director at Drizzle Productions TV Commercial Director / Film Maker
Expert Session 3	24 th August 2020 3 PM	Principles of Web Designing	Dr. G Kumaravelan Assistant Professor and Head (i/c) Department of Computer Science, School of Engineering and Technology, Pondicherry University, Karaikal, Puducherry

Departmental Social Event

EVENT	DATE & TIME	EVENTS
Freshers Day and Unofficial Welcome to the Class of 2020	18 th August 2020 6 PM	Event Introduction: Prof Anandha Introduction of Faculty: Prof Vikash Meet our Freshers: Prof Pranav & Prof Anandha KCLAS Vidukathaigal (Riddles): Ms. Devayani & Ms. Lavanya Campus Virtual Tour: Ms. Arpita Connection Game: Ms. Vikashini KCLAS Genie Calls Game: Prof Leo Get Ready for Classes: Prof Vijay Thank You Note : Prof Leo & Prof Anandha

Student Achievements

EVENT PARTICIPATED	DATE & TIME	TOPIC	TEAM
LEGEND '20 by Sathyabama Institute of Science and Technology	16 th August 2020 to 17 th August 2020	Two Days Webinar and National Level Short Film Festival	The second prize and cash award of Rs. 10,000 was won by: Vinmathi G, Bhavadhareni S, Yalini T, Tirzah Mini, Keshav Ganesh & Bharath K

Webinar Series

EVENT	DATE & TIME	TOPIC	RESOURCE PERSON
International Webinar Series	27 th July 2020 to 1 st August 2020	Digital & Media Literacy in Disinformation Age	<p>27th Jul 2020, Monday 3:00PM - 4:00PM <i>Key Concepts & Scope of Media Literacy</i> Dr. Firoz Mohammed Director School of Media & Communication NSHM Knowledge Campus, Kolkata</p> <p>28th Jul 2020, Tuesday 3:00PM - 4:00PM <i>Media Literacy in the Disinformation Age</i> Dr. Anubhuti Yadav Head of the Department (New Media) & Course Director (Advertising & PR) Indian Institute of Mass Communication, New Delhi</p> <p>29th Jul 2020, Wednesday 3:00PM - 4:00PM <i>Media Literacy: Pictures & Pictorials</i> Dr. Jayaprakash CR Associate Professor & Head Department of Communication, PSG CAS, Coimbatore</p> <p>30th Jul 2020, Thursday 3:00PM - 4:00PM <i>Connecting Media and Information Literacy</i> Dr. Padma Rani Professor & Joint Director School of Communication, Manipal University, Manipal</p> <p>31st Jul 2020, Monday 3:00PM - 4:00PM <i>Documentary Cinema in the Disinformation Age</i> Prof. Meera Darji Professor & Filmmaker School of Media & Performing Arts, Coventry University, United Kingdom</p> <p>1st Aug 2020, Saturday 6:30PM - 7:30PM <i>Role of UNESCO-GAPMIL in World Media Literacy</i> Dr. Alexandre Le Voci Sayad Brazilian Journalist and Educator Co-Chair of UNESCO's Global Alliance for Partnerships on Media and Information Literacy (GAPMIL)</p>

EVENT	DATE & TIME	TOPIC	RESOURCE PERSON
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<p>Global Webinar Series on VFX by KCLAS & iGene</p>	<p>24th August 2020 to 29th August 2020</p>	<p>Visual Effects</p>	<p>24th Aug 2020, Monday 6:00PM – 7:00PM <i>VFX: An Integral Part of Filmmaking</i> Mr. Pa Ranjith National Award Winning Film Director Mr. Dayne Cowan Vice President of Film, VHQ Media, Singapore</p> <p>25th Aug 2020, Tuesday 6:00PM – 7:00PM <i>VFX: Planning in Film Production</i> Mr. SR Prabhu Producer, Dream Warrior Pictures Dr. Dhananjayan Producer and Founder Director of BOFTA Film Institute</p> <p>26th Aug 2020, Wednesday 6:00PM – 7:00PM <i>VFX: Creative Execution</i> Mr. Anjan Cariappa Animation Director of Oscar-nominated Animation Films from India Mr. Sathyan Sooriyan Cinematographer of Vijay's Upcoming film Master, Kaidhi, Theeran Athigaram Ondru, etc.</p> <p>27th Aug 2020, Thursday 6:00PM – 7:00PM <i>VFX: Applications and Nuances</i> Mr. Ranga Senior colourist – iGene Mr. Ravishankar Raju Head of Agile Delivery at Foundry</p> <p>28th Aug 2020, Friday 6:00PM – 7:00PM <i>VFX: Future Technologies in Media & Entertainment</i> Dr YS. Rajan Scientist, Technologist, Diplomat, Academician & writer. Former Vice Chancellor. Co-author India Vision 2020. Padmashree Awardee Mr. Nasser Famous Indian Actor & Art Enthusiast</p> <p>29th Aug 2020, Saturday 10:00AM – 11:00AM <i>VFX: Virtual Production & Career Counselling</i> Mr. Daniel Mulligan Colour Scientist & Regional Business Head of iGene Vancouver, Canada Mr. John Varghese & Mr. Gopal KP VFX Producers - iGene International</p>
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Industry Connect & External Projects

PROJECT	DURATION	FACULTY INCHARGE RESOURCE PERSON
<p style="text-align: center;">DISTRICT ADMINISTRATION GANJAM DISTRICT, ORISSA Graphic Design for Social Media Support</p>	<p style="text-align: center;">8 Weeks</p>	<p style="text-align: center;">Prof. Anandha Karthik</p>

during COVID-19 Point of Contact: Mr. Keerthi Vasana, IAS		
INDIAN AIR FORCE AIRFORCE AIRMEN SELECTION BOARD, TAMBARAM Video Editing and Production Audio Dubbing in Tamil and Mastering Point of Contact: Sqn Ldr S Lakhawat	4 Weeks	Prof. Anandha Karthik

Expert Session 1

Date: 12th August 2020, 10 PM

Topic: Running a Successful Branding and Advertising Business

Experts: **Mr. P Vinodh**, Co-Founder & Business Head, Springboard Digital and **Mr. KR Sriram**, Co-Founder & Creative Director, Springboard Digital

On 12th August, 2020 the students of BSc Visual Communication from Kumaraguru College of Liberal Arts and Science, attended an online session on Running a Successful Branding and Advertising Business. Mr. P Vinodh is the Co-Founder & Business head of Springboard Digital . He brings in 5+ years of Sales and strategy experience after working for a Swiss based MNC. Over a brief period of time he has led Brand building Projects. Mr. KR Sriram is the Co-Founder & Creative Director at

Springboard Digital. At the age of 19 he designed Creatives and Magazines for his college conferences, so as to exit from boring lectures. But when he realized that his works are more rewarding, he never looked back. His curiosity towards entrepreneurship & learning the art, led him to exit a monotonous MNC desk job and founded his own design firm along with the like-minded people. He is a human-centric designer with 7+ years of experience in Graphic design, Typography & Color Psychology.

The conversation started with the experts telling the students about how Springboard Digital came into existence. They narrated their story about themselves as engineering students, who had a lot of interest in the creative sector, rather than engineering studies. They had started the company in January 2016 in a 100 sq.feet office with three members to now being 16+ members team with nearing 1 crore turnover by 2020.

Mr. Vinoth addressed various topics such as why branding, how important is branding for a company, what is strategic brief and how to execute one's idea of branding. He used different examples like Vaseline, Philips, Strepsils, Pepsi etc for deeper understanding of the concept. In the later part the session, Mr. Vinoth addressed how to set one's skills and how important it is for any Advertising agency/Brand.

Mr. Sriram spoke on how to convert strategy brief into creative brief, what are brand attributes, how we are supposed to define the character of a brand, and how important is a brand's voice. He stressed upon, how for a brand, the look and feel plays an important role to attract customers. He gave an insight on how to connect with customers and what are the six core emotions that make a brand touch points functional.

The session ended with a round of questions and answers. The experts also took efforts to clear every doubt of the students. Overall it was wonderful. I would like to thank the faculty who took so much effort and helped us expand our knowledge.

REPORT PREPARED BY: ARPITA IYER

Expert Session 2

Date: 17th August 2020, 3 PM

Topic: Being an Advertising Film Maker

Expert: **Mr. Vijay Ganapathy**, Creative Director at Drizzle Productions, TV Commercial Film Maker

On 17th August, 2020 the Visual Communication department of Kumaraguru College of Liberal Arts and Science, organised on an expert talk with Mr. Vijay Ganapathy who is a well-known Ad Filmmaker. Mr. Vijay discussed with the students, about how ad films are created, and the creative process behind the production of an advertising film. He also spoke to them, about his personal and professional journey, and shared some of his experiences about working as an Assistant Director for legendary filmmaker Mr. Rajiv Menon. He further delved into the current scenario and explored the various implications of the OTT platform in the cinema industry, and gave an overview of the rapid changes in the cinema industry.

To give a clearer understanding into the commercial aspect of films, he showed the Creative Progress of a commercial that he had worked on, for Chennai Super Kings, which was infact, an advertisement

for mattresses. He broke down the entire creative process and took the students through every frame, from concept to script, from storyboard to execution. Mr. Vijay, also showed the students, about how they create an official document of all the various location, cast, tones of images, etc. and the budget planning, that is presented to the client. After his presentation, the floor was open to questions and he answered them cheerfully.

REPORT PREPARED BY SANJEEV D

Expert Session 3

Date: 24th August 2020, 3 PM

Topic: Principles of Web Designing

Expert: Dr. G Kumaravelan, Assistant Professor and Head (i/c), Department of Computer Science, School of Engineering and Technology, Pondicherry University, Karaikal, Puducherry

Dr. G. Kumaravelan had covered the techniques to use web designing programming languages and the concepts behind the basics of internet. He stressed upon the fact that, disadvantages are more significant, than the advantages of internet. He taught the students, how to use websites without the code and many technical tools. He brought in perspectives beyond the syllabus, which are vital and yet directly related to the course. He even explained detailed concepts like spam emails, information transmission and internet telecommunication. He also stressed upon the changing trends changes on internet as well as the dynamic world of human-centric coding and artificial intelligence.

Students were exposed to content management systems, especially without coding, like WordPress and its global usage. He went on, to further explain about open websites for learning web design, and explained about purchasing custom domains, plugging methods and as well as about basic rudiments of website layout design. Dr. Kumaravelan suggested some free websites for creating blogs for personal and business use. The highly interactive session, was was motivational and quite informative to the students, making technology seem simple and easy to use as a tool for communication design.

REPORT PREPARED BY G.R. HUMSALEKA

Freshers Day and Unofficial Welcome to the Class of 2020

Date: 18th August 2020, 6 PM

The fresher's day started with the introduction by Prof. Anandha Karthik. The second program was to 'Introduction of Faculty' in the department. This was hosted by Prof. Vikas. He gave a very brief on each faculty (about their specialization, years of experience, etc. The third program was to 'Meet our Freshers'. The students made a very interesting presentation on themselves with the following content their name, nickname for themselves, hobbies they do, what was their goal to achieve, why they choose KCLAS. This was hosted by Ms. Anandha Karthik and Mr. Pranav. The fourth program was 'KCLAS Vidukathaigal (Riddles)' conducted by Devayani (2nd year) and Lavanya (2nd year). This program has several questions based on the places in KCLAS. The fifth program was the 'Virtual KCALS Tour' conducted by Arpita (2nd year). It made freshers to explore KCLAS virtually.

Next was a game called connection, in which two or three pictures are given to the freshers they have to connect all the pictures and make it a word related to Visual communication department. This was conducted by Vikashini (2nd year). Every students where actively participating in this game. The next program was 'KCLAS Genie Calls' this was conducted by Prof. Leo Gertude David. In this game Leo sir will ask an object, the students have to show them in the screen. This was also an interesting game

for the students to participate. The next part of this day was 'Get for the Classes' by Prof. Vijay. He told about the preparation of class, the gadgets they need, and the apps that has to be installed. The last part of the day was 'End Note' and 'Thank You Note' by Prof. Leo and Prof. Anandha Karthik. Few of the freshers also gave feedback about the day. Everyone was enjoying the fresher's day and actively participated in the games.

REPORT PREPARED BY VIKASHINI K

Student Achievements : 2nd Prize in Filmmaking Competition

Date: 16th and 17th August 2020

The Department of Visual Communication at Sathyabama Institute of Science and Technology organized LEGEND'20, a two days webinar and a national level short film festival on 16th and 17th of August 2020 through virtual mode. The valedictory session was headed by Mr. Cheran, a famous film director and actor. He was the jury in selecting the best three short films, from the shortlisted films. More than 50 short films were participated in the competition and nominated films were screened in the festival. The makers of those films narrated the plot of the film and the core concept behind the themes.

The second prize was won by the team of Kumaraguru College of Liberal Arts and Science, Coimbatore, with a cash prize of ten thousand - Vinmathi G, Bhavadhareni S, Yalini T, Tirzah Mini, Keshav Ganesh and Bharath K.

Link to the Short Film : <https://youtu.be/vblmRs6jSV4>

REPORT PREPARED BY VINMATHI

International Webinar series on "Digital & Media Literacy in Disinformation Age"

Date : 27th July 2020 to 1st August 2020

In this pandemic, all forms of media play a vital role and we have time and again seen how forwarded messages, misreporting, etc. are affecting our day today life. Media Literacy instruction is a very valuable means for the empowerment of people and to promote their participation in social, cultural, economic and political life, and helps 'media literate' people become engaged in their community.

These aspects and more were discussed at the 6-day International Webinar Series on Digital & Media Literacy in Disinformation Age from July 27 - August 1, 2020 by Kumaraguru College of Liberal Arts and Science.

"As an educational institution, the Department of Visual Communication, Kumaraguru College of Liberal Arts and Science (KCLAS), Coimbatore took on the responsibility of helping students, faculty and professionals, to identify Disinformation, and in turn, encourage them to actively participate in public affairs as a 'media literate' citizen," shares Professor Leo Gertrude, Head of the Department, Department of Visual Communication, KCLAS.

This event was in partnership with UNESCO-GAPMIL (Global Alliance for Partnerships on Media and Information Literacy) and brought together some of the experts in the area of Media and Information Literacy.

During the first webinar, on July 27, 2020, Dr. Firoz, Director - College of Management & Technology, School of Media & Communication, NSHM Knowledge Campus, Kolkata kick-started the webinar series with a session on 'Key Concepts & Scope of Media Literacy' explaining the theoretical building blocks of MIL.

Building upon that, on the second day of the webinar, Dr. Anubhuti, Head of the Department (New Media) & Course Director (Advertising & PR), Indian Institute of Mass Communication, New Delhi, delivered a practical-driven session on 'Media Literacy in the Disinformation age', with special focus on implementing Media Literacy in school curriculum, drawing out many practical examples from her experience with NCERT.

The third day, the webinar saw discussions on "Media Literacy: Pictures & Pictorials' by Dr. Jayaprakash, Director, PSG College of Arts and Science, Coimbatore. He explains that he isn't a wildlife photographer, "If you are a wildlife photographer, you need to work towards the conservation of the animals. You should not be disturbing it at its natural habitat. This is why I call myself a wildlife conservationist. I use such platforms to sensitize and make the future generations aware of the environmental impact of their actions."

Talking about 'Connecting Media & Information Literacy' on July 30, 2020, Dr. Padma Rani, Director and Professor, Manipal Institute of Communication, MAHE Manipal, Karnataka explained that the media connects media and information literacy to media ethics. "The proliferation of digital technology has expanded the reach of media in terms of accessibility and usage. Therefore, citizens need to be well informed how to identify truth, deal with information overload and protect their own privacy" shared Dr. Padma Rani.

"As a filmmaker, while creating documentaries, I make a conscious decision, of not allowing my own person biases from interfering with the narrative" says Prof. Meera Darji, a Professor and Filmmaker from Coventry University, UK, during her webinar on 30th July 2020. "I try to shoot everything, get different views, different layers, different perspectives, different strands of the the topic and try as far as possible, to keep everything that way, while editing. For this, it important to research everything beforehand."

The last day of the webinar series had Dr. Alexandre Le Voci Sayad, a Brazilian Journalist and Educator, who is also the Co-Chair of UNESCO-GAPMIL, speaking about the role of UNESCO and the Global Alliance for Partnerships on Media and Information Literacy (GAPMIL) in World Media Literacy. Dr. Alexandre shares, "UNESCO-GAPMIL is proud to be partner of Kumaraguru College of Liberal Arts and Science, and its Digital Webinar Series - as we are both institutions committed to prepare professionals for ethical and responsible work in communication, information and education fields."

While students formed a major part of the viewers, faculty members, researchers and professionals also, formed a substantial percentage of the viewership. There was also a substantial registration of participants from other countries like Philippines, Congo, UK, Pakistan, Sierra Leone, Oman, United Arab Emirates, Colombia, New Zealand, Indonesia, etc.

"With more than 1000 participants for each webinar, from across the length and breadth of India, as well as from 5 continents. The webinar also hosted experts from across the country, as well as from UK and Brazil, who shared their insights and perspectives, interspersed with personal experiences in the field." shares Professor Anandha Karthik, who was also a part of the core organizing team. "Our team hopes and endeavours that every consumer of Media, is more conscious of what they see, hear and understand. This is just the beginning of our journey in bringing Media Literacy to the common man. We hope to take this ahead with more such events in the future."

The sessions were very interactive and audience participated enthusiastically. As per the feedback received from the participants it was very new learning, and as the end users of information and media, they can make an informed judgements now. They were also taught to become a skilful creators and producers of information and media messages in an unerring way.

YouTube Link to the Conversation Series:

<https://www.youtube.com/playlist?list=PLqYEkxi0QAWN8tc048zG7HmnPmPhsPeYT>

REPORT PREPARED BY VINMATHI

Global Webinar Series on VFX by KCLAS & iGene

Date : 24th July 2020 to 29th August 2020

The 6 day, Global Webinar Series on VFX was organized by the Department of Visual Communication, Kumaraguru College of Liberal Arts and Science, Coimbatore. This was an event in collaboration with iGene Entertainment Services, a renowned company for VFX and animation, and began on 24th of August, 2020.

For each day of the webinar session, one or more experts in the area were brought to the dais to share their wisdom with their live audience, most of which were students in hopes of flourishing in this field.

Filmmaker Pa. Ranjith and Dayne Cowan, Vice President of Film at VHQ Media, together gave new perspectives on how time, region, crew and cinematography can affect the process of CGI in India and Singapore. Apart from curating the webinar series, Ms. Mala Manyan, C.O.O., iGene, being an expert herself, gave her insights from time to time, on the common issues faced by the VFX crew in the main production.

Both, Mr. S. R. Prabhu, Producer, and Dr. Dhananjayan, Film producer, emphasised the efficiency of visualization and widening of the writer's creativity, because of CGI. Mr. Anjan Cariappa, animation filmmaker, stressed on the importance of education and interest in the field, as they played a major role in his career. Cinematographer, Mr. Sathyan Sooryan explained how communication is an essential factor between him and the VFX crew, to create the Director's dream. All of the guests, especially Mr. Ranga, senior colourist, iGene and Mr. Ravishankar Raju, Head of Agile Delivery, encouraged aspiring VFX artists to be confident in their dreams as the demand for VFX is constantly increasing.

All the sessions of this event were very interactive and informative. The event had over a thousand spectators and majority of the viewers found it very interesting. KCLAS has passionately catered knowledge to all the participants and they assure us that, they will continue to do so.

YouTube Link to the Conversation Series:

https://www.youtube.com/playlist?list=PLqYEkxi0QAWPkWoz9q98cVBC-MX_So3iR

REPORT PREAPRED BY TIRZAH MINI JEEVAMANI