KUMARAGURU
COLLEGE OF LIBERAL ARTS AND SCIENCE

Comm @Uniqué

DEPARTMENT OF VISUAL COMMUNICATION

ISSUE 27 | AUGUST 2020 | ODD SEMESTER

We bring to you an update of all the events, achievements and collaborations during August at the School of Visual Communication at KCLAS Coimbatore

Embracing the Virtual Learning Experience

Insight into how VisCom Faculty of KCLAS leverage technology and developed blended learning tools **2**

"Media Literacy makes us responsible media consumers"

remarked Dr. Alexandre Sayad, the Co-Chair of UNESCO-GAPMIL, during the International Webinar in Digital & Media Literacy in Disinformation Age

The magic of various dance forms, set to one patriotic tune

Students of the KCLAS Dance Club, virtually collaborate and perform for 'Ae Watan', with an amalgamation traditonal dance forms from the corners of India

"VFX helps us to think even beyond the impossible"

shares actor, writer and director Nassar, during the Global VFX Webinar Series, organized by KCLAS in collaboration with iGene School of VFX Technology

Embracing the Virtual Learning Experience

> " As everyone calls it the "new normal", we'll have to get adjusted to this new way of learning. Maybe it's not like a classroom setup, but still learning in its own style "
> **Ms. Arpita**
> 2rd Year, B Sc Visual Communication

An insight into how VisCom Faculty of KCLAS leverage technology and have developed blended learning tools

> " The pandemic has applied brakes on many aspects of life, yet I have been able to maintain pace in the present that will help accelerate towards my goal.. "
> **Mr. Erick Wilson**
> 3rd Year, B Sc Visual Communication

The COVID19 pandemic has altered our routine bringing in a pause for a new beginning. With many changes evolving in the World and in the Nation, the transformation is evident in the field of Education also. With the New Education Policy coming almost after 3 decades in India, it has set objectives, trends and has paved a pathway for the future.

As it is also expected to result in a major overhaul of the education system in Higher Education also, the team at KCLAS worked together and have implemented novel aspects, for enhancing the opportunities to the students and the society.

As you all know, from the month of March students have been engaged virtually through online classes, webinars, virtual events & programmes in their previous semester. Students have also made use of this break to take online courses in various platforms like Swayam, Coursera & others. Utilising the partnership between Kumaraguru Institutions and Coursera, we happy to share that 200+ courses have been completed by our students.

Based on the foresight and experience, we have taken many proactive steps to meet the expectations of the current and aspiring students who wish to join KCLAS. To improve the learnability of the students and bring the entire class under one good system, KCLAS has invested significantly in terms of time, manpower and money in the world-class technology interventions by partnering with the Microsoft and the new student ERP platform – KITE, which will bring students, faculty and parents into a single forum for enhanced learning and better connect.

Realising the updated requirements for the new normal, it is imperative to engage and augment the student's potential for building their knowledge and aspirations. We have moved into a learning system, which is a blend of synchronous and asynchronous mode of online classes.

The methodology used to test the students in their continuous assessments has been reinvented, as well as the practical classes have been re envisioned. On the whole, learnability and adaptability to a newer environment and challenges has been and will be our major focus in the coming days.

> " The online classes are very interesting and helps us to interact more with our classmates keeping me busy. "
> **Ms. Bhavadhareni**
> 3rd Year, B Sc Visual Communication

Tools being used for Blended Learning:

- Combination of synchronous and asynchronous mode of online classes to ensure holistic learning
- Week-long Webinars with a specific topic as its epicentre, to help bring varied perspectives
- Expert Sessions with Leading Industry Experts on every week which offers experiential learning
- Live hands on application-based Online Practical Classes with fixed milestone projects
- Virtual games & unique exercises which break the virtual wall and bring fun back into the classroom

In order to keep the students engaged beyond the usual classes, activities like 'Virtual Media Scavenger Hunt', where the students go on a search for information on the treasure trove of the world wide web.
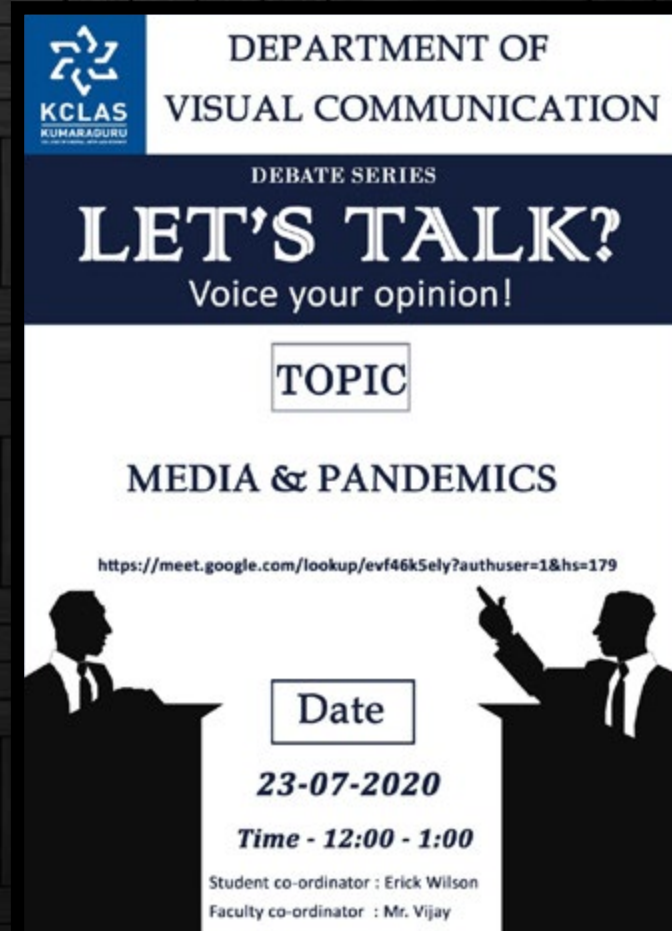
Similarly, weekly debates called as 'Let's Talk! : Voice Your Opinion" are conducted on topics of contemporary relevance, like Banned Chinese Applications, Media and Pandemics, etc.

A weekly 'Film Dissection : Let's break it Down' session is also held, where students watch 2 films and come, and then discuss in detail about the films, based on specific pre-determined parameters.

Such kind of innovative activities are organized to breakfree from the contraints of the virtual classroom and keep it engaging for the students.

13th August 2020
11:00am - 11:50am

Virtual Media Scavenger Hunt

A SEARCH FOR INFORMATION ON THE TREASURE TROVE OF THE WORLD WIDE WEB

KCLAS KUMARAGURU
COLLEGE OF LIBERAL ARTS AND SCIENCE

Using Innovative Teaching Methods

DEPARTMENT OF VISUAL COMMUNICATION
Film appreciation series

FILM DISSECTION
Let's break it down

Date: 10/07/2020
Time: 11:45AM- 01:00PM
Speaker: Tirzah

- A Folded Wish (2020)

-Alternative Math (2017)

Student co-ordinator: Tirzah
Faculty co-ordinator: Mr. Vijay

DEPARTMENT OF VISUAL COMMUNICATION

DEBATE SERIES

LET'S TALK?
Voice your opinion!

TOPIC

MEDIA & PANDEMICS

https://meet.google.com/lookup/evf46k5ely?authuser=1&hs=179

Date

23-07-2020

Time - 12:00 - 1:00

Student co-ordinator : Erick Wilson
Faculty co-ordinator : Mr. Vijay

Meet Our Team

MR. VIJAY SRINIVASAN **MR. LEO GERTRUDE** **MR. VIKASH V**

The strength of the team is in each individual member, and the strength of each member is in the team. With our two new faculty members, we become a strong, young and vibrant team of five. We extend a warm welcome to Mr. Pranav & Mrs. Anandha!

MR. PRANAVAKUMAR R
Core Area of Expertise
ANIMATION & VFX

MRS. ANANDHA KARTHIK
Core Area of Expertise
GRAPHIC DESIGN & BRANDING

Pranavakumar comes with an academic experience of 6 years as assistant professor in animation & visual communication and with an industrial experience of 3 years as graphic & web designer and e-content developer. He has completed his Masters in Animation Design from Birla Institute of Technology and currently pursuing his Doctor of Philosophy in Journalism and Mass Communication, from Madurai Kamaraj University. His area of expertise in graphics and animation. He has published research articles in various National and International Journals pertaining to the PhD area of study, animation in mass communication. He is energetic and smart working and helpful in nature.

Anandha Karthik comes with an industry experience of 8 years, as a graphic designer and film maker specializing in 360 degree brand marketing, and has helped build some pretty cool brands, from the ground up. A lover of film-making, typography, event management, photography & branding, she works from pencil to pen creating her designs. Working with clients from over 35 countries, for the past 8 years, she has a proven track record for translating complex ideas into slick and successful designs. Transitioning to a career in academics, since Feb 2018, she was a Visiting Faculty at REVA University, Bangalore. She has a keen interest in Media Literacy, Communication Design, Social Media and Design for Change & Development.

Click to view their profile

Expert Conversations

Creating a conversation between the student community and the leading industry experts

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. They used many relevant examples to give a deeper understanding of the core concepts. 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.

DATE
12th August 2020, 10 AM

TOPIC
Running a Successful Branding and Advertising Business

EXPERTS
MR. P VINODH
Co-Founder & Business Head, Springboard Digital

MR. KR SRIRAM
Co-Founder & Creative Director, Springboard Digital

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.

Reports by **Arpita, Sanjeev & Humsalekha**

17th August 2020, 3 PM

TOPIC
Being an Advertising Film Maker

EXPERTS

MR. VIJAY GANAPATHY
Creative Director, Drizzle Productions
TV Commercial Director
Film Maker

24th August 2020, 3 PM

TOPIC
Principles of Web Designing

EXPERTS

DR. G KUMARAVELAN
Assistant Professor and Head Dept of Computer Science, Pondicherry University

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.

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PROUDLY PARTNERS WITH

UNESCO
United Nations Educational, Scientific and Cultural Organization

GAPMIL
GLOBAL ALLIANCE FOR PARTNERSHIPS ON MEDIA AND INFORMATION LITERACY

International Webinar Series on
Digital & Media Literacy in Disinformation Age

27 Jul – 1 Aug
6 DAYS
6 EXPERTS
6 WEBINARS

MEDIA PARTNER

The NEWS Minute

27th Jul 2020, Monday | 3:00PM – 4:00PM

Key Concepts & Scope of Media Literacy

Dr. Firoz Mohammed

Director – College of Management & Technology
School of Media & Communication
NSHM Knowledge Campus, Kolkata

28th Jul 2020, Tuesday | 3:00PM – 4:00PM

Media Literacy in the Disinformation Age

Dr. Anubhuti Yadav

Head of the Department (New Media) & Course Director (Advertising & PR)
Indian Institute of Mass Communication, New Delhi

29th Jul 2020, Wednesday | 3:00PM – 4:00PM

Media Literacy: Pictures & Pictorials

Dr.Jayaprakash CR

Associate Professor & Head
**Department of Communication,
PSG CAS, Coimbatore**

30th Jul 2020, Thursday | 3:00PM – 4:00PM

Connecting Media and Information Literacy

Dr. Padma Rani

Professor & Director
**Manipal Institute of Communication,
MAHE, Manipal**

31st Jul 2020, Friday | 3:00PM – 4:00PM

Documentary Cinema in the Disinformation Age

Prof. Meera Darji

Professor & Filmmaker
**School of Media & Performing Arts,
Coventry University, United Kingdom**

1st Aug 2020, Saturday | 6:30PM – 7:30PM

Role of UNESCO-GAPMIL in World Media Literacy

Dr. Alexandre Le Voci Sayad

Brazilian Journalist and Educator
Co-Chair of UNESCO's Global Alliance for Partnerships on Media and Information Literacy (GAPMIL)

Organized by
Department of Visual Communication

**No registration fee.
Certificates will be sent to the participants.**

Click on the above images, to view the recorded sessions

LIVE STREAMING ON : ▶ /KCLAS and f /WeareKCLAS

8

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

KCLAS KUMARAGURU

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 helps 'media literate' people become engaged in their community.

*Report by **Vinmathi***

The 6-day International Webinar Series on Digital & Media Literacy in Disinformation Age from July 27 - August 1, 2020 was built around the above aspects.

"As an educational institution, the Department of Visual Communication, 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.

> ❝ This event was in partnership with UNESCO-GAPMIL 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 schools, drawing out many practical examples from her experience

The third day, the webinar saw discussions on "Media Literacy: Pictures & Pictorials' by Dr. Jayaprakash, Director, PSG College of Arts and Science, Coimbatore.

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 information literacy to media ethics.

"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 Documentary Cinema in Disinformation Age.

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.

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

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 informed judgements now.

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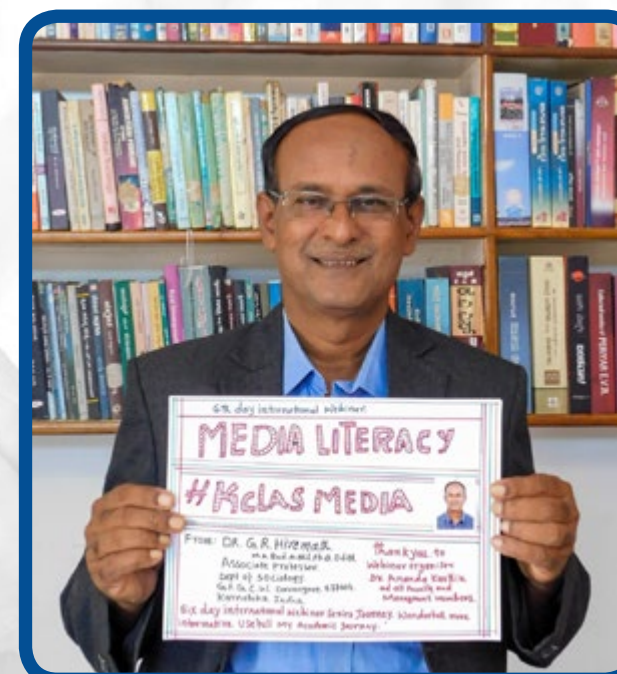
VFX
WEBINAR SERIES

The Global VFX Webinar Series, was organized by the Department of Visual Communication, in collaboration with iGene, a renowned company in VFX domain, from 24th to 29th August, 2020.

6 days sessions hours

Mr. Pa Ranjith
National Award Winning Film Director

Mr. Dayne Cowan
Vice President of Film
VHQ Media, Singapore

SR Prabhu
Producer, Dream Warrior Pictures

DAY 2
VFX : Planning in Film Production

Dr. Dhananjayan
Film Producer & Founder
Director of BOFTA Film Institute

DAY 1
VFX : An integral part of filmmaking

Mr. Sathyan Sooryan
Cinematographer of Master, Kaithi,
Theeran Adhigaram Ondru, etc.

Mr. Anjan Cariappa
Director of India's First 3D Animated
Feature Film 'Alibaba'

DAY 3
VFX : Creative Execution

> " The real future of Tamil Cinema lies in VFX. We need more VFX artists who can understand and translate ideas onto the screen. "
>
> **Mr. Pa Ranjith**
> National Award Winning Film Director

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.

The conversation between Actor Nassar and Dr. YS Rajan was built around the role of future media technologies and infact, they disected and explained the various nuances that link the advancement of VFX and its lasting effect on cinema. This was a session that many students and faculty were eagerly awaiting.

PG Diploma in Visual Effects
AFFILIATED TO BHARATHIYAR UNIVERSITY

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KUMARAGURU
COLLEGE OF LIBERAL ARTS AND SCIENCE

Designed to learn core VFX concepts, creative and technical skill sets of global standards.

INDUSTRY PARTNER
iGene

Eligibility	Duration	Visit now to Register
Any UG Degree	1 Year	kclas.ac.in/visual-effects-vfx/

The session on the last day, with Mr. Daniel Mulligan, who is a Colour Scientist & the Regional Business Head of iGene Vancouver, Canada, was on Virtual Production Trends. VFX Producers Mr. Gopal and Mr. John from iGene, took up some important questions and did a career counselling session for aspirants.

In summary, 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.

Report by **Tirzah**

Mr. Ravishankar Raju
Head of Agile Delivery, Foundry, London

Mr. Ranga
Senior Colourist - iGene (Master,
Indian 2, Petta, etc.

Mr. Daniel Mulligan
Colour Scientist & Regional Business
Head of iGene Vancouver, Canada

Mr. Gopal KP
VFX Producer, iGene International

Mr. John Varghese
VFX Producer, iGene International

DAY 4
VFX : Applications and Nuances

Mr. Nasser
Actor, Writer & Director

Dr. YS Rajan
Technologist, Writer and
Former Vice Chancellor

DAY 5
VFX : Role of Future Media Technologies

DAY 6
VFX : Virtual Production and Career Counselling

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Click on the above images, to view the recorded sessions

Freshers Day

Unofficial Welcome to the Class of 2020

On 18th August 2020, at 6PM, the freshers 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 conducted by Arpita (2nd year), was a Virtual Tour, helped the freshers to explore KCLAS virtually and see our beautiful campus.

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 student actively participated in this game.

The next program was 'KCLAS Genie Calls' this was conducted by Prof. Leo Gertude David. In this game Leo sir summoned for an object, the students had to show that on 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 enjoyed the freshers day and actively participated in the games.

> ❝ The Virtual Tour helped the freshers to explore KCLAS virtually and see our beautiful campus. ❞

Report by **Vikashini**
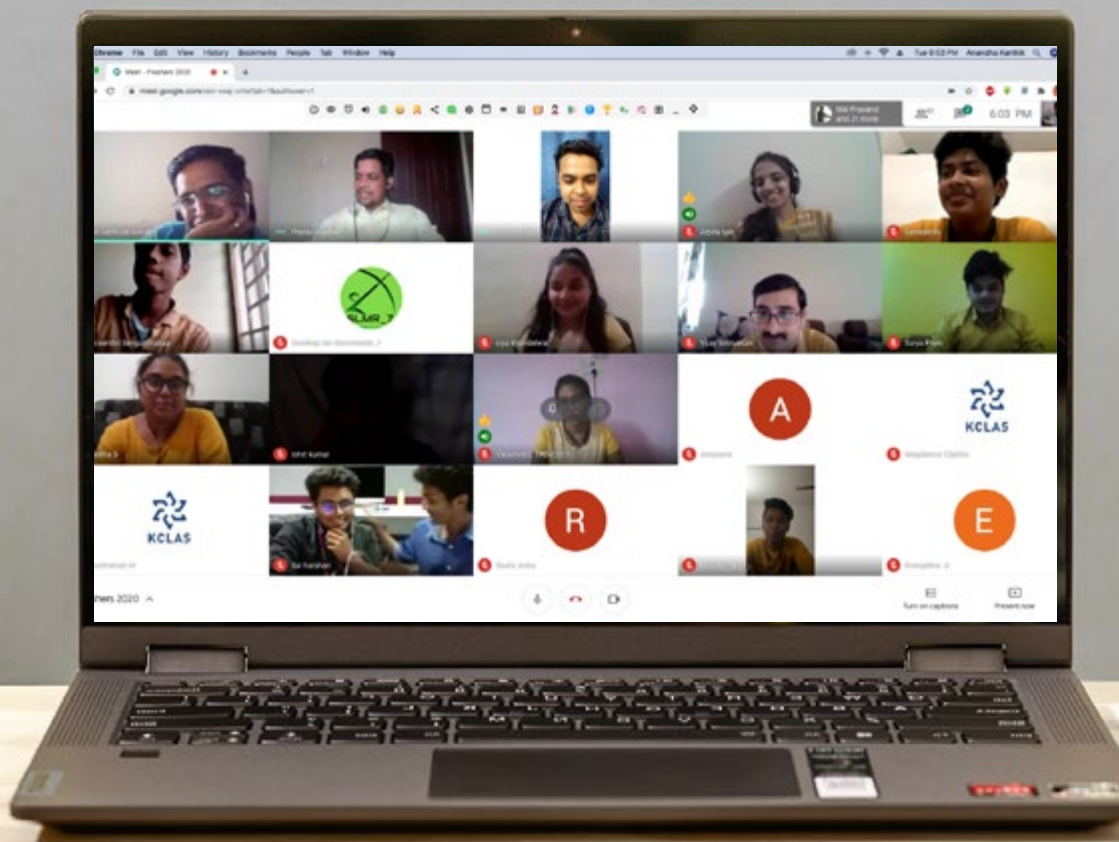
Welcome to the KCLAS of 2020

Let us meet and know each other!
18 Aug 2020 | 6:00 PM | MS TEAMS

Department of Visual Communication

Student Engagement
Beyond the Classroom, Immersive Learning

Faculty members have been moderators, designers and broadcast managers for various events of other departments at KCLAS, and students like Bharth have also been trained to be Live Webinar Broadcast Managers, using online streaming platforms like StreamYard.

The students from the been engaged in internships as well as Institutional Projects.

Students: Nisanth Kumar and Sai Harshan
Organisation Name: Kumaraguru Institutions
Department: Department of Communication, Kumaraguru Institutions
Duration: 1 months.
Stipend Internship: No

About:
Kumaraguru Institutions, realizing the need for a technological breakthrough has built "Kumaraguru Online Education" – KOED, an in-house online learning platform to meet the expectations of the current and aspiring students and to ensure a long-term institutional viability. KOED was launched on Thursday, 20 August 2020 through live streaming on YouTube at 6:30 PM IST. Nisanth and Sai Harshan have worked on the production and post production of the video content for KOED.

Students: Bharath & Vikas
Organisation Name: Lance Learning Solutions (P) Ltd, Chennai.
Department: Content and Media Department.
Duration: 6 months. (1 month probation)
Stipend Internship: Yes

About:
Lance Learning Solutions Private Limited is an Indian Non-Government Company. Lance Learning Solutions Private Limited is majorly in Community, Personal & Social Services business and currently, company operations are active.
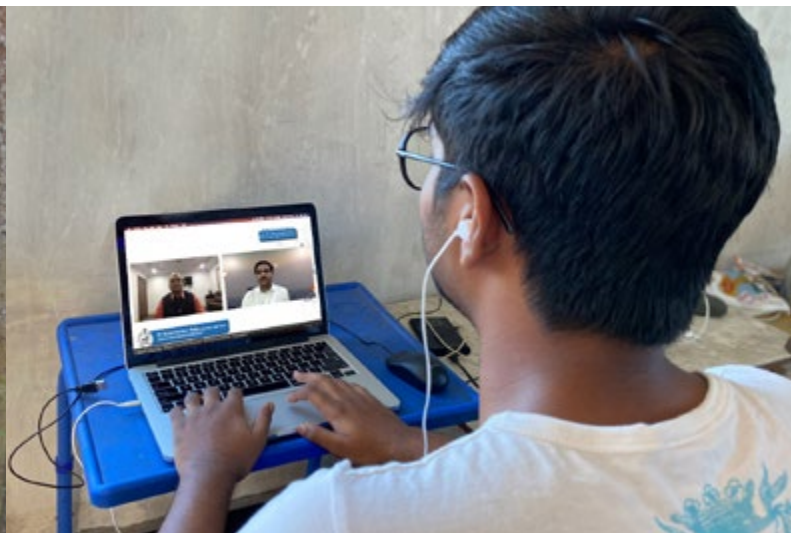
Student Achievements

2nd Prize and Cash Award of Rs. 10,000 in a National Level Short Film Festival LEGEND '20

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.

Click to view this film

Vinmathi   Keshav   Bhavadhareni   Bharath   Tirzah   Yalini

Student Creative Corner

Digital Illustration by **Karthika**

Painting by **Arpita**

Doll Painting by **Yalini**

Community Outreach
Communication Design during COVID-19 for Ganjam District, Orissa Government

The department has been engaged by the IAS Officers of the District Administration of Ganjam District, Orissa Government, for helping them with Communication Design during the COVID-19 Pandemic.

Various social media posts, including the Panchasutra Campaign for guidelines for shopkeepers to follow in the marketplace, infographics design template for regular updates from the District Administration, etc. have been designed by the department.

Broadcasting Streaming Support for their live events with the District Magistrate and Collector, Government

Doctors, etc. is also being done by the team of faculty members, including Prof. Anandha, Prof. Leo and Prof. Pranav.

Students have also been involved in the design process. Ms. Sonal who had worked on the logo design for the Panchasutra Campaign. Ms. Arpita worked along with Prof. Anandha and they designed the cover for a book called "Covid Sakhi" for Women Self-help groups, by the Department of Women and Child Development and Mission Shakti - District Administration, Orissa. 30,000 copies of this book are being printed, to distribute among the community.

Be SMART & inform yourself about #coronavirus

Follow accurate public health advice from WHO & your local health authority

Follow the news on latest coronavirus updates

To avoid spreading rumors, always check the source you are getting information from

Don't spread rumors

Learn more to Be **READY** for #COVID19:
www.who.int/COVID-19

UNITED NATIONS

World Health Organization

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Where
you
want to be