



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

DEPARTMENT OF CSE & VISCOM WITH INNOVATIVE COUNCIL (ONLINE) WEBINAR

TOPIC INNOVATIVE DESIGN THINKING FOR DIGITAL MEDIA AND ENTREPRENEURS ON 02-08-2021

RELATED TO THE SUBJECT: SVCA2405- 2D Animation & Web Designing

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SCHOOL OF COMPUTING & SCHOOL OF SCIENCE AND HUMANITES
DEPARTMENT OF COMPUTER SCIENCE
&
DEPARTMENT OF VISUAL COMMUNICATION
in Association with
INSTITUTION'S INNOVATION COUNCIL
Organise Webinar on

INNOVATIVE DESIGN THINKING FOR DIGITAL MEDIA AND ENTREPRENEURS

zoom Platform
DATE : 02-08-2021
TIME : 02:00 TO 03:00

Registration link
<https://forms.gle/RS1CwheYkKibE8ha8>

Mr. Sai Vijendhiran
Chief Patrons

Dr. Marijazeera Johnson
Chancellor

Dr. Marie Johnson
President

Ms. Maria Bernadette Tamilarasi Johnson
Vice President

Patrons
Dr. T. Sasipraba
Vice Chancellor

Organising Secretaries

Dr. T. Sasikala
Dean, School of Computing

Ms. N. Nazini
Head, Dept of Viscom

Dr. L. Lakshmanan
Prof & Head of the Department
Computer Science and Engineering

Dr. S. Vigneshwari
Prof & Head of the Department
Computer Science and Engineering

Convenors

Mr. R. Pugalandhi
Asst. Professor

Dr. Sethuraman
Asst. Professor

Co-Ordinators

Mr. E. Senthil Kumaran
Asst. Professor

Ms. K. Jayachandrika
Asst. Professor

Topic Covered

In this webinar, students learnt the design thinking for digital media and entrepreneurs. Which involves such techniques as the covers concepts of graphics and illustrations, web design, typography design, layout design, and web animation? On completing Arena's web designing course, student able to work for creative agencies and tech companies as a front end web designer or developer, and help build next generation websites.



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SEMINAR ON SOUND DESIGN BY Dr. SATHYA PRASAD

B.SC, VISCOM & M.SC VISCOM ONLY (PHYSICAL MODE) ON 21-04-2022,

SVCA6302-Introduction to Sound Design

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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION

Seminar on
Role of Sound Designer in Music Production
WORLD AUDIO DAY

Special Guest
Dr.SATHYA PRASAD
Musician, Senior Mixing and Mastering Sound Engineer

Date : 21-04-2022
Time : 11 : 30 am (IST)

Venue : Sathyabama Smart Classroom

Patrons

Dr.Mariazeena Johnson Chancellor	Dr.Marie Johnson President	Mr.J.Arul Selvan Vice President	Mrs.Maria Bernadette Tamararasi Vice President
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Organisers

Dr.T.Sasipraba Vice Chancellor	Dr.N.Nazini Organising Secretary, HoD	Mr.R.Pugalendhi Convenor, Asst. Professor
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Co-Ordinators

Mr.E.Senthil Kumaran Asst. Professor	Mrs. K.Jayachandrika Asst. Professor
---	---

Topic Covered:

In this Seminar, General understanding of sound design in the context of new media.in the context of new media was discussed. The topics handled within the course are Our sonic environment, Designing sounds, The dimensions of music, Introduction to MIDI, Narration with sound, Non-linearity in sound, Game audio, Sonic branding and Sound art.



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**International level Seminar on Personal Skill in the Media Production Jungle by
George Jacob - Video Producer -Canada on 17-March-2022 (ONLINE)
SVCA3501Television Production Lab**

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DEPARTMENT OF VISUAL COMMUNICATION
in Association with
INSTITUTION'S INNOVATION COUNCIL

International Level Seminar
on
Innovative Techniques in
Enriching Personal Skills to Navigate the Media Production Jungle

Mr. GEORGE JACOB
International Video Producer - Toronto-Canada
Date: 17-03-2022 | Time: 3:00PM to 4:00PM (IST)

Registration link: <https://forms.gle/ak26srw2AZa86NJ79>

Patrons

Dr.Mariazeena Johnson Chancellor	Dr.Marie Johnson President	Mr.J.Arul Selvan Vice President	Mrs.Maria Bernadette Tamarasari Vice President
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Organisers

Dr.T.Sasipraba Vice Chancellor	Dr.N.Nazini Organising Secretary, HoD	Mr.R.Pugalendhi Convenor, Asst. Professor
--	---	---

Co-Ordinators

Mr.E.Senthil Kumaran Asst. Professor	Mrs. K.Jayachandrika Asst. Professor
--	--

zoom Platform

Topic Covered

In this online seminar, students learn about the key aspects of movie making. Topics of study include producing, directing, art direction, cinematography, screenwriting, postproduction work and sound. Film school students can earn undergrad and graduate degrees in film, cinema studies, media studies or cinema production.



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Innovative Techniques in Creative Art Direction -Aug 2021-(Online) SVCA2203- THEATRE ARTS

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Resource Person
Mr. T. Ramalingam
Art Director

School of Science and Humanities
DEPARTMENT OF VISUAL COMMUNICATION
In Association with Institution's Innovation Council

Webinar on
Innovative Techniques in Creative Direction

Patrons
Dr. MAYAZEENA JOHNSON, B.E., MBA, MPhil, Ph.D.
Chancellor
Dr. DANIEL JOHNSON, B.E., MBA, MPhil, Ph.D.
President
Mr. Mani Jeyamodets Tamilaras Johnson
Vice President
Dr. TSASPRIMA, M.E., Ph.D.,
Vice Chancellor

Date: 21-August-2021 | **Time:** 6.30 - 7.00 PM

Organizing Secretary
Ms. N. Nazim, HOD

Convenor
Ms. Jayachandrika K.
Assistant Professor

Co-ordinators
Mr. L. Santhil Kumar
Assistant Professor
Mr. R. Pugazhendhi
Assistant Professor
Mr. J. Yuvaraj
Assistant Professor

Topic Covered

In this webinar which include the topic such as creation in art direction and management of visual style and images in magazines, newspapers and product packaging, movies and television productions.



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Interactive Session with Dr.Ezhil Vendhan - E-Magic Animation Academy on 23rd may
2022(Physical mode)

SVCA2303 - COMPUTER GRAPHICS DESIGN

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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION

In Association with
emagic

Sketching TECHNIQUES AND ANATOMY

Interactive Session on
Creating Portfolio
Achieve your goals in animation career
On the spot drawing competition

23rd May 2022 | 9:30AM

Venue: EMAGIC Animation Academy
78/103, Dr.R.K Salai Mylapore
Chennai - 600004

Dr. Ezhil Vendhan
EMAGIC
Director & Visual Designer

Patrons

Dr. Mariazeena Johnson Chancellor	Dr. Marie Johnson President	Mr. J. Arul Selvan Vice President	Mrs. Maria Bernadette Tamarasi Vice President
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Organisers

Dr. T. Sasipraba Vice Chancellor	Dr. N. Nazini Organising Secretary, HoD	Mr. E. Senthil Kumaran Convenor, Asst. Professor
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Co-Ordinators

Mr. R. Pugalendhi Asst. Professor	Mr. N. Raja Asst. Professor	Mrs. K. Jayachandrika Asst. Professor
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Topic Covered

In this interactive session, Topics was discussed Computer graphics and pictures and films created using computers. Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content and Sketching anatomy which was very useful to students.



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Workshop on Advertising (Physical Mode)

BY Mr. Rahul Ad Film maker on 25 May -2022

RELATED SUBJECT - SVCA2302- BASICS OF ADVERTISING

The poster features the Sathyabama Institute of Science & Technology logo at the top. Below it, the text reads 'SATHYABAMA INSTITUTE OF SCIENCE & TECHNOLOGY (Deemed to be University)'. The department is identified as 'SCHOOL OF SCIENCE & HUMANITIES DEPARTMENT OF VISUAL COMMUNICATION'. The main title is 'Workshop on Advertising by Brand Mascots'. A photo shows a group of students in a workshop setting. Text on the right says 'TEAM INTERACTIVE SESSION'. The date and time are '25th May 2022 10:00 AM onwards Univ. Auditorium'. The 'Brand Mascots' logo is also present. The bottom section lists the patrons, organizers, and co-ordinators.

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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION

Workshop on Advertising by Brand Mascots

25th May 2022
10:00 AM onwards
Univ. Auditorium

PATRONS

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Mrs. MARIA BERNADETTE TAMILARASI
VICE PRESIDENT

Dr. MARIE JOHNSON
PRESIDENT
Mr. J. ARUL SELVAN
VICE PRESIDENT

ORGANISERS

Dr. T. Sasipraba
VICE CHANCELLOR

Dr. N. Nazini
Convener, HoD - VISCOM

Mr. A.R. Vimal Raj
Co-Convener, Asst. Prof.

CO-ORDINATORS

Mr. J. Yuvaraj
Asst. Professor, VISCOM

Mr. R. Pugalendhi
Asst. Professor, VISCOM

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Topic Covered

Content Development, Pre-Production, Production, Photography, Wrap, Post-Production.

Distribution.

In this session, Students learnt some of the most fundamental aspects of advertising. explore the ideas that underpin advertising to find creative solutions and also learn about brands, How to use creativity and comprehend the advertising process.



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INTERNATIONAL LEVEL VIRTUAL MOBILE APPS POSTER DESIGN COMPETITION on 09.04.2022 by Mr. Vinci Raj, Indian Film Poster Designer 2D SVCA2405 Animation & Web Designing



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in Association with



INTERNATIONAL LEVEL VIRTUAL

MOBILE APPS POSTER DESIGN

COMPETITION

Eligibility: From +1 onwards upto Research Scholar in any Category of subjects till the age of 25 years

Last Date to Submit posters on 20th April 2022

COMPETITION TOPICS:

Digital India | Save Soil, Forest | Women Empowerment |
Online Education | Online Marketing | Terrace Gardening |
Organic Farming | Agricultural | Make In India

Cash Prizes

1st Prize:
₹ 15,000

2nd Prize:
₹ 10,000

3rd Prize:
₹ 5,000

Five consolation gift prizes



Prize Distribution Date & Time:
23.04.2022 at 5:30PM to 6:30PM (IST)

Media Partner : G KRISH TV
<https://tinyurl.com/3645uxm3>

SPONSORS



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Mrs. Maria Bernadette Tamilarasi
Vice President

Organisers

Dr. T. Sasipraba
Vice Chancellor

Mr. G. Krishnan
Founder, G KRISH TV

Dr. N. Nazini
Organising Secretary, HoD

Mr. N. Raja
Convenor, Asst. Professor

Co-Ordinators

Mr. E. Senthil Kumaran
Asst. Professor

Mr. Yuvaraj
Asst. Professor

Platform

Topic Covered

In this session, students are learnt mobile app software application and how to do poster development specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers.



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**5 Days National level e-Workshop on Innovative Techniques in SPSS and Data Analysis
on 03.01.2022 to 07.01.2022 by Prof. J. POOVARAGHAVAN, Assistant Professor in
Statistics- S58PROJ1- Research Project**



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DEPARTMENT OF VISUAL COMMUNICATION

In Association with

INSTITUTION'S INNOVATION COUNCIL

**5 Days National level e-Workshop on Innovative
Techniques in SPSS and Data Analysis**



Prof. J. POOVARAGHAVAN
Assistant Professor in Statistics
Department of Mathematics
D.B. Jain college
Thoraipakkam, Chennai

Date: 03.01.2022 - 07.01.2022 | Time: 7PM to 8PM (IST)



<https://forms.gle/YAZUS8DzMd2HCLue6>

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Organiser

Dr. T. Sasipraba
Vice Chancellor

Dr. N. Nazini
Organising Secretary, HoD

Mr. N. Raja
Convenor, Asst. Professor

Co-Ordinators

Mr. E. Senthil Kumaran
Asst. Professor

Mr. Yuvaraj
Asst. Professor



Topic Covered

In this E- Workshop, Main topics were discussed data analysis for descriptive and bivariate statistics, numeral outcome predictions and predictions for identifying groups and also data transformation, graphing and direct marketing features. Open data similarly to a spreadsheet in its main view.



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**National level Seminar on Innovative Trends in Public Relations to Introduce and Promote Products on 02.02.2022 by Mr. SATYAN C BHATT, Chairman, Public Relations Society of India, **

SVCA1403- PUBLIC RELATIONS



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DEPARTMENT OF VISUAL COMMUNICATION

in Association with

PUBLIC RELATIONS SOCIETY OF INDIA, CHENNAI CHAPTER
&
INSTITUTION'S INNOVATION COUNCIL

**National level Seminar on Innovative Trends in
Public Relations to Introduce and Promote Products**

Date: 02.02.2022 | Time: 2PM to 3PM (IST)





Mr. SATYAN C BHATT
Chairman, Public Relations Society of India,
Chennai Chapter And Managing Director,
PRISM Public Relations, Chennai

Satyan Bhatt is the current Chairman of the PRSI Chennai Chapter. He is also the founder Managing Director of Prism PR, the first agency to be launched in Chennai in April 1994.

A gold medallist in PR from the Madras University, he has around 40 years experience in communication, 12 years with newspapers and 28 years with Prism. Loves to teach and share his vast experience with students.

Also a very active member of The Rotary Club of Madras. His better half Parul is the co-founder and author of a coffee table book. They combine to give the client the best in terms of strategy and way forward.



Registration link: <https://forms.gle/3W43WtNvNMX92DrPA>

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Organisers			
Dr. T. Sasipraba Vice Chancellor	Dr. N. Nazini Organising Secretary, HoD	Mr. N. Raja Convenor, Asst. Professor	
Co-Ordinators			
Mr. E. Senthil Kumaran Asst. Professor	Mr. Yuvaraj Asst. Professor	Mr. Muthu Kumar Balu Secretary, PRSI, Chennai Chapter	

 Platform

Topic Covered

- Latest Trends or Best Practices Webinar.
- Post-Pandemic Leadership and Management Webinar.
- How-To Webinar.
- Productivity Hacks.
- Career Advancement Webinar.



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In this national seminar, Topics -public relations, professional knowledge and practical skills in client management, media communication and ethical practice were covered. Identifying achievements from work experience opportunities or assignments could help match relevant skills and strengths for specific roles and types of clients.



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NATIONAL LEVEL VIRTUAL SMARTPHONE PHOTOGRAPHY COMPETITION ON 26.02.2022 BY MR. R. RATHNAVELU, INDIAN FILM CINEMATOGRAPHER

SVCA3502-COMMERCIAL PHOTOGRAPHY



Cash Prizes

1st Prize:
₹ 15,000

2nd Prize:
₹ 10,000

3rd Prize:
₹ 5,000

Five consolation prizes each
₹ 1,000

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DEPARTMENT OF VISUAL COMMUNICATION
in Association with



NATIONAL LEVEL VIRTUAL SMARTPHONE PHOTOGRAPHY COMPETITION
Last Date for Photo Submission **22.Feb.2022**
Each participant can send a maximum 5 photos



Special Judge
Mr. R. Rathnavelu ISC
Indian Film Cinematographer

SPONSOR



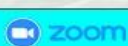
swaram
SPECIALTY HOSPITAL
ACCURATE APPROPRIATE AFFORDABLE
Sholinganallur, Chennai

Virtual Prize Distribution Date: 26.02.2022 | Time: 2PM to 3PM (IST)

Media Partner : G KRISH TV <https://tinyurl.com/3645uxm3>

Registration Link: <https://forms.gle/hh693pYDFMsPMokq9>



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Organisers			
Dr.T.Sasipraba Vice Chancellor	Mr.G.Krishnan Founder, G KRISH TV	Dr.N.Nazini Organising Secretary, HoD	Mr.N.Raja Convenor, Asst. Professor
Co-Ordinators			
Mr.E.Senthil Kumaran Asst. Professor	Mr.Yuvaraj Asst. Professor	 Platform	

Topics Covered

In this Photography Contests, New topics were discussed like skill of photographers and professionals, these photography contests were **a great way to showcase your skills and talent!** Participating in photography contests is a great way for photographers to get recognition and benchmark their work against peers from around the world.



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INTERNATIONAL LEVEL E-WORKSHOP ON INNOVATIVE TECHNIQUES IN DIGITAL MEDIA PRODUCTIONS WITH MOBILE APPS ON 22-02-2021 BY MR ROBERTO CALLEJA, CHAIRPERSON OF MASS COMMUNICATION PROGRAMME, INTI INTERNATIONAL UNIVERSITY, MALAYSIA

SVCA7304- OTT AND DIGITAL MEDIA PRODUCTION

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in Association with
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International level e-Workshop on Innovative Techniques
in Digital Media Productions with Mobile Apps

Mr Roberto Calleja,
Chairperson,
Community of Practice
Mass Communication
INTI International
University, Malaysia

<https://forms.gle/kUGqcW9DgN6DbLMQ6>
Date: 22.12.2021
Time: 2PM to 3PM (IST)

Patrons

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Dr.T.Sasipraba Vice Chancellor	Ms.N.Nazini Organising Secretary, HoD	Mr.N.Raja Convenor, Asst. Professor	

Co-Ordinators

Mr.E.Senthil Kumaran Asst. Professor	Mr.Yuvaraj Asst. Professor
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FOR ADMISSION
Contact Us : Mr.N.Raja, Assistant Professor - 63838 53001 | raja.viscom@sathyabama.ac.in
Mr.E.Senthil Kumaran - 98844 34598 | Mr.J.Yuvaraj - 98405 74113 | 044 - 2450 3207

Topics Covered

In this E- Workshop is an occupational E- Workshop that provided to students for entry-level positions in fields such as advertising, graphic design, computer illustration, web design and animation, as well as the recording industry, feature film, television, radio, and Internet-based media firms.



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NATIONAL ONLINE SEMINAR ON INNOVATIVE DIGITAL VIDEO EDITING TECHNIQUES FOR VIDEO PRODUCTIONS ON 12-08-2021 BY MR ANTHONY, INDIAN FILM EDITOR

SVCA3504- VIDEO EDITING


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DEPARTMENT OF VISUAL COMMUNICATION
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**NATIONAL LEVEL ONLINE SEMINAR ON INNOVATIVE DIGITAL
VIDEO EDITING TECHNIQUES FOR FILM MAKING**

Registration link: <https://forms.gle/5v7bTXcsoHmxWDWV6>




Mr. Anthony
 Editor and Director

DATE : 12.08.2021 | TIME:2PM TO 3PM(IST)

Patrons		
Dr. Mariazeena Johnson Chancellor	Dr. Marie Johnson President	Ms. Maria Bernadette Tamilarasi Johnson Vice President
Dr. T. Sasipraba Vice Chancellor	Ms. N. Nazini Organising Secretary, HoD	Mr. N. Raja Convenor, Asst. Professor
Co-Ordinators		
Mr. E. Senthil Kumaran Asst. Professor	Mr. Yuvaraj Asst. Professor	 zoom Platform
FOR ADMISSION		
Contact Us : Mr. N. Raja, Assistant Professor - 63838 53001 raja.viscom@sathyabama.ac.in Mr. E. Senthil Kumaran - 98844 34598 Mr. J. Yuvaraj - 98405 74113 044 - 2450 3207		

Topics Covered

In this Online Seminar, Topics were discussed like Manipulating and editing film pieces in a way that is invisible to the audience. Taking a brief to grasp production team's needs and specifications. Reviewing shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity.