

**THE DEPARTMENT OF
VISUAL COMMUNICATION**



Reflections

July 2022 - March 2023 | Volume 01 | Issue 01



ANNUAL

MAGAZINE

2023

CORE TEAM

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CHAIRMAN'S MESSAGE

It is heartening to know that the Department of Visual Communication, Faculty of Science & Humanities, SRM Institute of Science & Technology, Ramapuram is launching an annual magazine 'Reflections.'

This is an excellent initiative to showcase the academic and extracurricular achievements of the students and faculty of the department as well as the brand building events that have been organized. The magazine is an opportunity to celebrate the talent and creativity of the students and faculty members.

I wish that 'Reflections' continues to enhance the enthusiasm and excite the minds for many innovative activities and achievements among the students and inspire passion among the faculty.

I congratulate the entire team involved in making the magazine a reality, and I hope that it will continue to inspire and motivate others to achieve greatness in their respective fields.

Best wishes!



Dr. R. Shivakumar, M.D.,

CHAIRMAN

SRM Ramapuram & Trichy campus



DR. R. Shivakumar, M.D.,

CO-CHAIRMAN'S MESSAGE

I am delighted to learn that the Department of Visual Communication SRM Institute of Science and Technology, is releasing the maiden issue of the annual magazine "REFLECTIONS".

"Reflections" I am sure will reflect on the good work done by the faculty and students of the department. The title itself is so apt and meaningful, as it perfectly captures the essence of your department's activities, which is all about reflecting and communicating messages through visual media.

I am truly impressed with the team's efforts in bringing this magazine to fruition, and I am excited to see the final product. This magazine is not just a showcase of the department's academic and extracurricular achievements but also a testament to the passion and dedication for the students and faculty members who have poured their hearts into it.

I hope 'Reflections' will continue to inspire and motivate all of you to keep pushing the boundaries and realise even greater achievements in the future.

Congratulations and Best wishes!



Mr. S. Niranjana M.S.,

CO-CHAIRMAN

SRM Ramapuram & Trichy campus



Mr. S. Niranjana M.S.,

CHIEF DIRECTOR'S MESSAGE

I am happy to know that the Department of Visual Communication, SRM Institute of Science and Technology, Ramapuram is bringing forth an annual magazine, 'Reflections'. This is unique and inspiring idea, and I believe it is an excellent opportunity to showcase the hard work and achievements of the department. It will help to record events, preserve fond memories and encourage creative writing thus serving as an archive for the department.

I wish to acknowledge the efforts of all involved in creating this magazine, and I hope it will serve as a source of inspiration and motivation for your future endeavours. I convey my appreciations to the Head of the department, faculty and students of Visual communication.

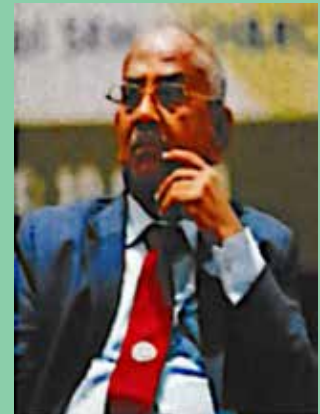
Best wishes!



Dr. N. Sethuraman

CHIEF DIRECTOR

SRM Group of Institutions
Ramapuram & Trichy Campus



Dr. N. SETHURAMAN

DIRECTOR'S MESSAGE

As the Director of SRM Group of Institutions, I would like to extend my heartfelt wishes to the editorial team of "Reflections" for their efforts in putting together a wonderful magazine that showcases the exceptional work done by the students and faculty members of the department.

I am confident that the magazine will continue to serve as a valuable resource for the students and the community at large. I am particularly excited about the curricular and extra-curricular activities highlighted in the magazine which I believe will help to foster the creativity and skills of our students. I hope that this year's edition of "Reflections" will inspire our students and provide them with the tools they need to pursue their passions in the field of visual communication.



Dr. V. Subbiah Bharathi

DIRECTOR

SRM Institute of Science & Technology
Ramapuram



Dr. V. Subbiah Bharathi

DEAN ACADEMICS'S MESSAGE

As the Dean Academic of SRM Group of Institutions, Ramapuram Campus, I am proud of the exceptional faculty members and students of the Department of Visual Communication, and I am confident that this year's edition of "Reflections" will be a testament to their hard work and dedication.

The magazine serves as a platform for showcasing the achievements of our students and alumni, and I am excited to see the creative projects and brand-building activities that have been undertaken by the department.

I appreciate the importance of recognizing the accomplishments of our students and faculty, and I am confident that this year's edition of "Reflections" will continue to celebrate the accomplishments of the department. I wish the editorial team and the entire department continued success in their endeavors, and I look forward to seeing the impact of their work in the years to come.



Dr. A Saravanan

Dean Academic
SRM Group of Institutions
Ramapuram Campus, Chennai.

DEAN [S&H]'S MESSAGE

I would like to extend my hearty congratulations and appreciation to the Head, Faculty Members & Students of the Department of Visual Communication for their outstanding contribution towards academic and extra-curricular activities. Your department's dedication and hard work have significantly contributed to the development of our institution and helped shape our students into a socially responsible citizens. Reflection the department's annual magazine is a reflection of the exceptional talent and creativity that exists within your team.

I am confident that the department will rise up to the expectation of the Management and reach greater heights in the years to come.

I once again congratulate the entire team of faculty and Students under your captainship and look forward to you continued progress and success in all the endeavours.

Good Luck
Jai Hind

MAJ.Dr.M.Venkatraman

Dean [S&H]
SRM Institute of Science & Technology
Ramapuram



MESSAGE FROM HOD'S DESK

As the Head of the Department of Visual Communication, I am proud to report that the academic year 2022-23 has been a fruitful one. Our students have excelled in their academic pursuits, and we have successfully implemented our revised curriculum to ensure that they are well-equipped for the ever-changing demands of the industry. Along with academic activities, we organized several extra-curricular events that provided our students with ample opportunities to showcase their talents and skills. Our faculty members have also made remarkable contributions to the field of visual communication, with several publications and presentations at national and international conferences. Looking ahead, we plan to introduce more hands-on learning opportunities, internships, and industry collaborations to ensure that our students are industry-ready upon graduation.



Dr.V.PRABAKARAN, HOD

We would like to express our gratitude to the management for their continuous support and guidance in helping us achieve our goals.

Dr. V. Prabakaran
HOD, VISUAL COMMUNICATION

SRM Institute of Science & Technology
Ramapuram



WELCOME TO THE DEPARTMENT OF **VISUAL COMMUNICATION**





VISION

To develop a knowledge center to impart innovative hands-on training in Visual Media, emphasizing alternative perspectives and aesthetic presentation of realities using international media strategies.

MISSION

To provide a broad spectrum of visual media to enable students to make meaningful career choices.

To train students towards a better understanding of media by sharpening their creativity. To facilitate the use of alternative media to bring positive changes in society. To bring down the gap between the academia and media industry.

OBJECTIVE

To provide technical skills and knowledge and to meet the challenges and competencies among students. To identify the potentialities and encourage activities that are useful for the development of the society and the nation.

PROGRAMME HIGHLIGHTS

- ◆ Photography
- ◆ Indian Cinema/World Cinema History
- ◆ Visual Art Design
- ◆ Advertising
- ◆ Media Marketing Communication
- ◆ Film Studies
- ◆ Media Management
- ◆ 2D/3D Animation
- ◆ Art direction
- ◆ Editing Techniques
- ◆ Television Production
- ◆ Visual Effects
- ◆ Digital Film Making
- ◆ Event Management
- ◆ Film Appreciation
- ◆ Industrial Project





JOB OPPORTUNITIES

Visual communication is a creative process that blends art and technology to communicate ideas and information visually. Visual Communication is all about communicating ideas with the help of visual aid, making the communication interesting and easy to understand. It is one of those few careers which combine the serenity of art and the modernity of technology. A visual communication graduate is a professional who uses various technological tools, devices and mediums to bring out a message through a visual form such as photos, videos etc. Courses in Visual Communication examine the nature, use, and role of messages among individuals, small groups, organizations, and society in whatever form they assume – oral, written, visual, mediated, and technological communication.

A career as a visual communication specialist involves activities such as producing promotional videos, advertisements, illustrations, signs and logos etc.

- | | | |
|---------------------|--|------------------------------------|
| ◆ Graphic Artist | ◆ Cartoonist | ◆ Video Editor |
| ◆ Desktop Publisher | ◆ Film maker | ◆ News Reporter |
| ◆ Illustrator | ◆ Cinematographer | ◆ VFX Artist |
| ◆ Photographer | ◆ Copy writer | ◆ Sound Mixer/
Recording Artist |
| ◆ Graphic Designer | ◆ Social media marketing
specialist | ◆ Digital Marketing |
| ◆ Web Designer | ◆ Ad Photographer | ◆ Art Director |
| ◆ Visualizer | | |
| ◆ Animator | ◆ Event Manager | |

PLACEMENTS

We have a dedicated in-house Placement Cell that conducts placement drives and brings in the best national companies. Our students are in all top media houses: from television networks, graphic designing, advertising & social media agencies to animation companies.

In fact, many of them get placements before their final year itself. A large number have also chosen to open their own studios & agencies because they are ahead of the existing industry standards. They develop their own business plans and products to shape the game of the media industry.



Cultivating the Media Professionals to effectively contribute to the society with integrity and commitment. Developing the student on the ethical side and making them a society friendly professional.

JOURNEY WITH THE DEPARTMENT





ABOUT THE DEPARTMENT

In the year 2015, the Department was started with Bachelor of Science in Visual Communication (B.Sc Vis Com) is an innovative Graduate program that prepares students for careers in the media Industry or for advanced graduate study. Bachelor of Science in Visual Communication Program coordinates three distinct approaches to the media: practical application, historical study, and critical analysis. Practical application combines intensive training in Drawing & Painting, Graphic Design, 2D & 3D

Animation Softwares, Camera, Light & Audio equipment operation, production design and a professional internship. Historical study focuses on the evolution of the mass media and the relationship of the mass media to society. Critical analysis explores media ethics, analysis and evaluation. The department's presence within Chennai city and vicinity to Film Industry, Popular Studios and Media Houses & TV Channels and regular association with them provides an opportunity for students to correlate theory with practical field.

Department of Visual Communication



Department of Visual Communication is equipped with the State-of-the-Art Screening Hall for viewing World Movies and Student's Short Film Projects.

The students are exposed to the real-world creative gateway and industry best practices inside the campus in built-in, well-equipped, full-fledged Studios with industry-standard big shooting with a unique identity. The latest technologies ensure that studios have highly

flexible latest digital cameras, cool lighting grids with pioneers in establishing the VTR setup in educational institutes, fully furnished Edit Suite with industry-oriented latest Editing Software, Sound-proofed art-of-the-state Recording Theatre, electrified Photography studio, Computer Lab, and Animation Studio, Drawing and Graphic Design Labs. The studios are managed by efficient and qualified personnel with industry exposure.

DEPARTMENT STAFF



Dr.V.PRABAKARAN, M.A.,MPHIL.,NET,PhD.
Associate Professor & Head of the Department

.....
Subject Expertise
FILM MAKING, FILM STUDIES



MR.N.RANGARAJAN, MSc.
Assistant Professor

.....
Subject Expertise
GRAPHIC DESIGN,WEB DESIGN, 2D ANIMATION



MR.D.SARAVANAN, MFA
Assistant Professor

.....
Subject Expertise
VISUAL ART DESIGN,ART DIRECTION



MR.M.DIWAKAR, M.A.
Assistant Professor

.....
Subject Expertise
PHOTOGRAPHY, 3D ANIMATION, EDITING



MR.B.SARAVANAN, M.A.,MPHIL
Assistant Professor
.....
Subject Expertise
FILM STUDIES,SCREENPLAY WRITING



MS.P.YUVARANI, M.Sc.,MBA,TNSET
Assistant Professor
.....
Subject Expertise
ADVERTISING,2D ANIMATION, EVENT MANAGEMENT,
MEDIA MARKETING



MS.P.S.PADMAVATHY, M.A MASS COMMUNICATION
Assistant Professor
.....
Subject Expertise
MEDIA LAWS & ETHICS,FILM STUDIES



MR.PRABU.C.T, M.Sc
Assistant Professor
.....
Subject Expertise
TELEVISION PRODUCTION,EDITING



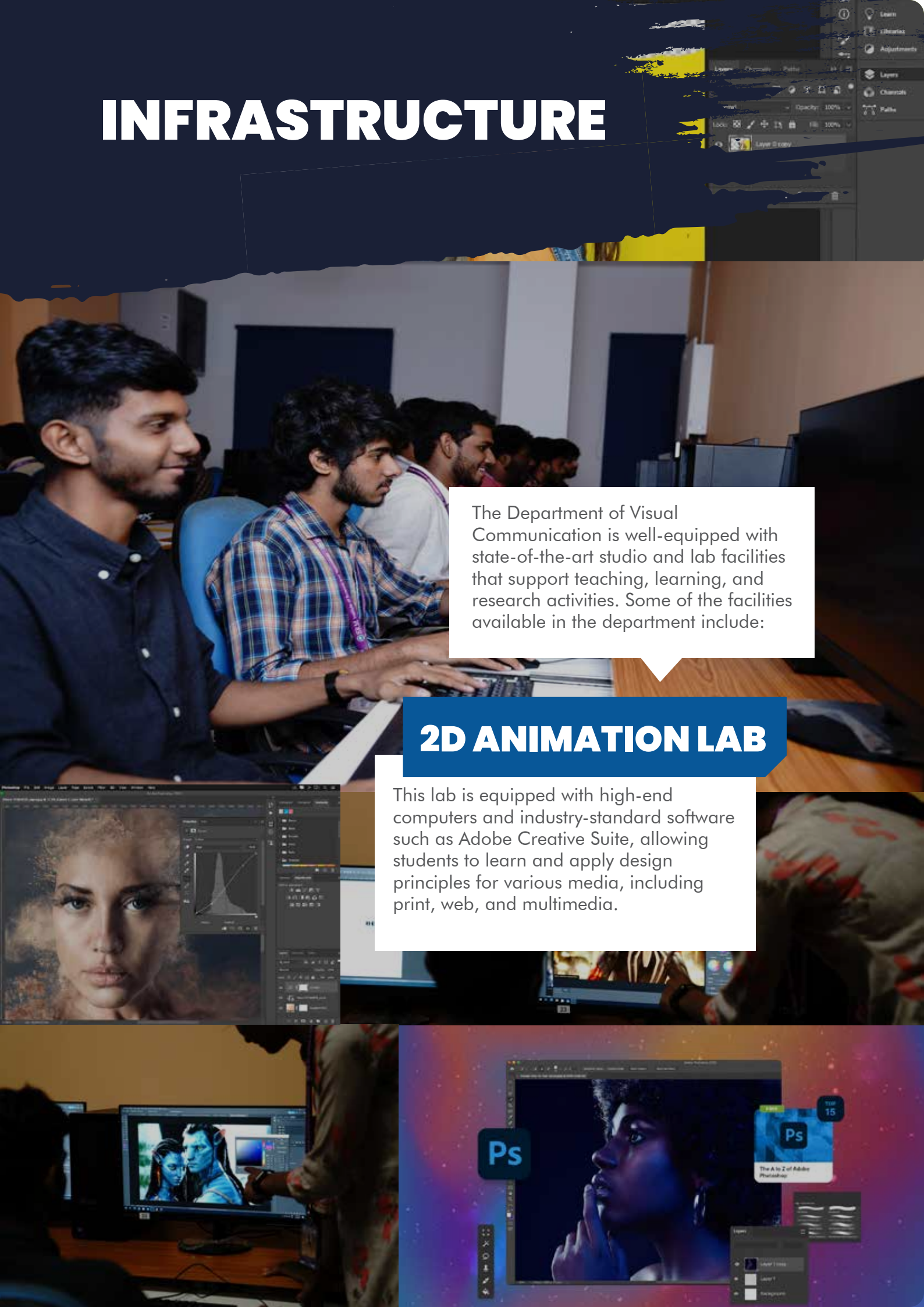
MR.RAJAGOPAL.V, BFA
Technical Instructor
.....
Subject Expertise
2D ANIMATION, DRAWING,ART DIRECTION

INFRASTRUCTURE

The Department of Visual Communication is well-equipped with state-of-the-art studio and lab facilities that support teaching, learning, and research activities. Some of the facilities available in the department include:

2D ANIMATION LAB

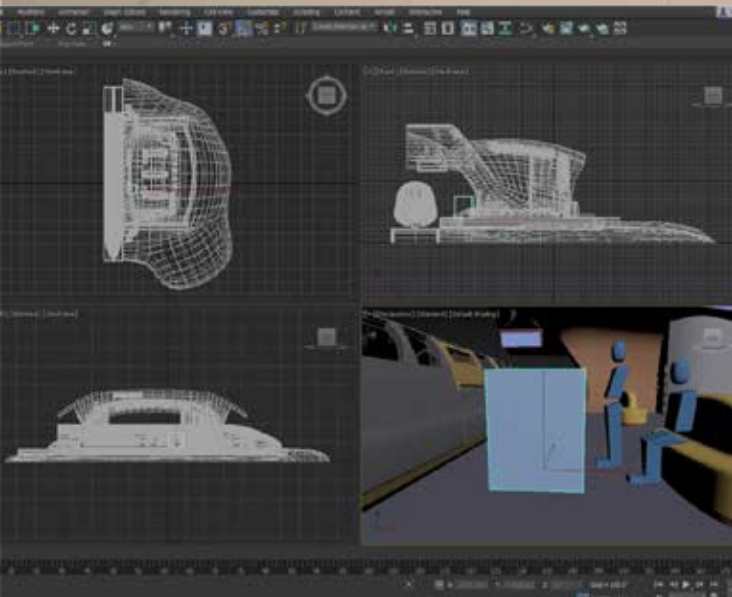
This lab is equipped with high-end computers and industry-standard software such as Adobe Creative Suite, allowing students to learn and apply design principles for various media, including print, web, and multimedia.





3D ANIMATION LAB

This lab is equipped with specialized software for animation and visual effects, including 3D modeling and character animation.



3DS MAX





AUDIO RECORDING AND MIXING STUDIO

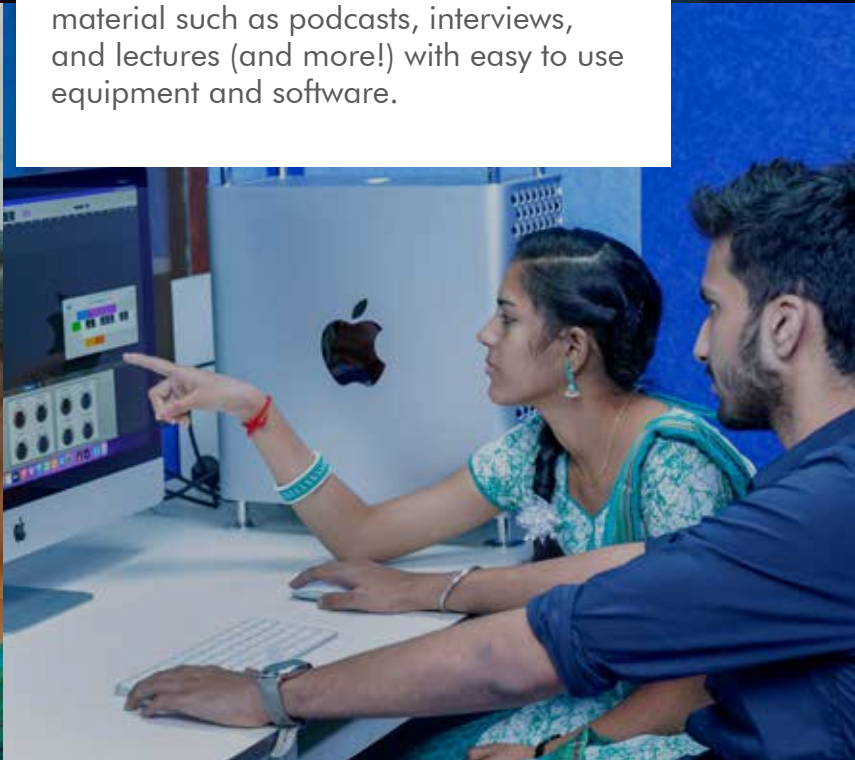
This facility is designed to provide students with the necessary skills to create, record, edit, and mix audio content.





EDITING ROOM

The Editing Studio is a dedicated room where you can edit audio and visual material such as podcasts, interviews, and lectures (and more!) with easy to use equipment and software.





PHOTOGRAPHY LAB

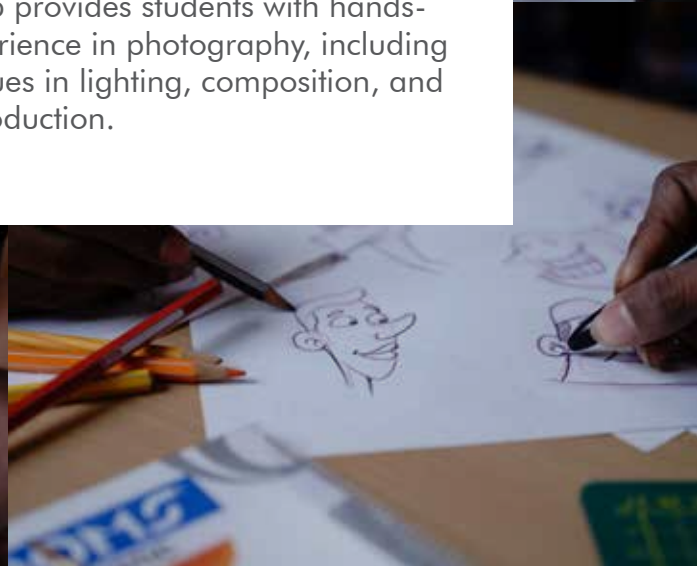
This lab provides students with hands-on experience in photography, including techniques in lighting, composition, and post-production.





VISUAL ART LAB

This lab provides students with hands-on experience in photography, including techniques in lighting, composition, and post-production.



EVENTS

ALUMNI MEET ALUMNI ACHIEVERS MEET 2022

Resource Person : 10 Alumni students from the department
Date of the Event : 14 Jul 2022

The Department of Visual Communication organized Alumni Achievers meet 2022 on 14th July. Top 10 achievers were invited for this event. The occasion started with welcome address by Dr. V. Prabhakaran, Hod, Viscom and subsequently felicitation address by Maj. Dr. Ventaraman, Dean(S&H). Special address was given by Dr. Dhamu, Project director, Media Sciences. Dr. Subbiah Bharathi, Director, SRMIST, Ramapuram Campus presented the Presidential address. A warm welcome with words of appreciation was given to the Alumni students who clubbed for the event. AV presentation was screened to welcome the alumni with their phenomenal achievements. As a token of love a memento was awarded to all the ten alumni students by the dignitaries. Alumni's enjoyed the proud moment and interacted with their junior students. They shared the importance of Internship, course weightage, challenges and future scope in the media industry. The vote of thanks was acknowledged by Ms. P. Yuvarani, Event coordinator. The event concluded with group photo session of Alumni Achievers with the department students and staff members.



GUEST LECTURES

SCREENPLAY WRITING

Resource Person : Mr. Murugan Manthiram, Screenplay Writer & Ms. Priyadarshini, Debut Director

Date of the Event : 27 Jul 2022

The Department of Visual Communication organized a Media Skilled Lecture on 'How to Write a Screenplay for a Film' on 27th of July. Renowned Screen writer and Lyricist Murugan Manthiram and Film Director Priyadarshini were invited and the event was held in PG Dental Block II. The occasion started with a welcome address by Dr. V. Prabhakaran, Hod, Viscom. The lecture was taken by Murugan Manthiram, renowned Screen writer and Lyricist. He gave an insight on Screenplay writing, how to write a screenplay, important nuances of Screenplay writing and how it changed its structure eventually. The session went interestingly as he cited different examples for screenplay writing and ended the lecture with a 'kutty story' which surprised the students. Film Director Priyadarshini also shared her journey, experience, challenges and future scope in the media industry with the students.

Students enthusiastically participated in the feedback section which gained an extra essence to the event. The vote of thanks was acknowledged by Mr. B. Saravanan, Event coordinator. The event concluded with a group photo session with the Guess, department students and staff members.



MEDIA AWARENESS CAMPAIGN

STRESS MANAGEMENT FOR MEDIA STUDENTS

**Resource Person : Dr.Krishnasree, Naturopathy & Yoga doctor/
Emotional Intelligence Practitioner**

Date of the Event : 29 Jul 2022

The Department of Visual Communication organized a Media Awareness Campaign on July 29th, 2022 at 10am. The resource person Dr.Krishnasree, Naturopathy & Yoga Doctor/ Emotional Intelligence Practitioner made a campaign on the topic "Stress Management for Media students". This campaign was organized by Ms.P.Yuvarani, Asst.Professor, Viscom to make the student aware of stress and to know how it can impact his/her quality of life. Students of Viscom, JMC and Fashion design participated in this campaign. Dr.Krishna explained the nature of stress, the stress response, causes of stress, the relationship between stress and disease and a holistic approach to stress managements. She also added on the impact of stress on one's own body, mind, spirit and emotions. Dr.Krishna advised students the to get into a personal lifestyle plan incorporating coping strategies and relaxation techniques to decrease the impact of stress on one's body, mind, spirit and emotions. Total 120 students participated in this campaign and video has been uploaded in the Department Youtube channel for benefit of all media students.



ALUMNI INTERACTION

FASHION PHOTOGRAPHY

Resource Person : Irfan Ahmed (2017–2020 batch)

Date of the Event : 12 Aug 2022

The Department of Visual Communication organized Alumni Interaction on Fashion Photography by Mr. Irfan Ahmed [2017-2020] on 12th August 2022. The welcome speech was given by Dr. Prabakaran.V, Head of the Department, Visual Communication. Irfan shared his college experience at SRMIST and showcased his celebrity fashion photographs to the junior students. He insisted about studio lighting and fashion photography which seems like an out of reach dreams to many a budding photographer. He also added on comprehensible sessions of pure understanding of the photography techniques involved and the importance of digital marketing. He explained about comfortable handling lighting and posing a model for that matter. Irfan also encouraged students to work on their own individual styles, which should be the ultimate goal for any photographer. The session was very interactive and it was organized by Ms. P. Yuvarani, Alumni Coordinator, Department of Visual Communication.



INDUSTRY ACADEMIA CONNECT

WORKSHOP ON ANIMATION AND FILM MAKING

Resource Person : Mr. Vijay Ashokan, Founder, VA Studios, Chennai

Date of the Event : 16 Aug 2022

The Department of Visual Communication organized Industry Academia Connect Programme on Aug 16th, 2022. An one day workshop on Animation and Film Making by Mr. Vijay Ashokan, Founder, VA studios, Chennai. The welcome address was given by our department head Dr. V. Prabakaran. Mr. Vijay shared his experience producing and directing film "Watch" and showed the making scenes and trailer to the students. Later he explained about ideation process, script and stages of film production. He also showed his animation short film trailer Mr. and Mrs. Valluvars. He defined the terms Animatronics, production part of 2d animation and importance of character sketch. Students actively participated in the session and interacted with the guest speaker. The vote of thanks was given by Ms. P. Yuvarani, Asst Prof, Department of Visual Communication.



ORIENTATION PROGRAMME

FIRST YEAR STUDENTS ORIENTATION PROGRAMME

Guest of Honour : RJ Suresh, Hello FM, Chennai

Date of the Event : 18 Aug 2022

The Department of Visual Communication organized the first year Orientation Programme on Aug 18th, 2022. Total 115 students participated in this. The first session started with Alumni speech by Ms. Divya Janardhanam (2015-2017) batch who is working as Manager - Creatives & production, Tamada Media and Mr. Kideon (2018-2021), Actor-Short films. They shared their journey, experiences, challenges and future scope and opportunities in the media industry. In the next segment the final year students gave a warm welcome to freshers by dance, singing and interactions. The Chief guest of the session Mr. RJ Suresh, Chief Operating Officer, Hello FM gave his valuable presence. The felicitation was given by our Head of the Department Dr. V. Prabakaran. RJ Suresh addressed the gathering sharing his experiences/ journey in Broadcast media and challenges in media industry. He also added about Internship and career opportunities in Hello FM 106.4. The first year students were really inspired by his speech and got new hopes and expectations from the department. The session was very energetic and interactive which ended with vote of thanks.



WORKSHOP

WORKSHOP ON VISUAL EFFECTS

Resource Person : Mr.Varan,VFX Specialist,Chennai

Date of the Event : 29 Aug 2022

The Department of Visual Communication organized one day Workshop on Visual Effects on Aug 29,2022 at 10am by Mr.Varan,VFX Specialist. The workshop was conducted for the 1st and 3rd year students of the department. The session focused on the essential tools and industrial methods of keying and compositing by using leading compositing software. Mr.Varan also shared the usage of color correcting film plates and multi pass compositing. During the 4-hour workshop, the students had the opportunity to work on some industrial footage, enabling them to composite CG elements and live action footage, which they found to be very beneficial in understanding the concepts practically. The guest speaker added on Camera Projection techniques and Outdoor Shooting techniques. During the end of session, the students were given an introduction of camera projection and match moving basics in Adobe After Effects and Boujou software. The session was very informative and interactive which was organized by Ms.P.Yuvarani,Asst Professor,Visual Communication.



BRIDGE COURSE

BRIDGE COURSE FOR FIRST YEAR STUDENTS

Resource Person : HOD and Staff Members

Date of the Event : 29 Aug 2022 to 02 Sep 2022

The Department of Visual Communication organized bridge course for first year students from 29th Aug, 2022 to 2nd Sep, 2022. In Day 1, the overview of the department was presented by Dr.V.Prabakaran, Associate Professor & Head of the Department. In continuation Ms. P.Yuvarani, Asst.Prof gave a powerpoint presentation on the curriculum design, syllabus, discipline, events and placement details. Day 2 Ms.Padmavathy discussed about the new media basics and Mr.Divakar gave an overview about the understanding of 3 elements in photography. Day 3 the fundamentals of Visual Communication was discussed by Mr.Rangarajan and Mr.D.Saravanan shared his ideas about importance of design in various forms. Day 4 Mr.Prabu gave an overview about television production and Mr.B.Saravanan discussed about visual storytelling. The first year students found the session very useful and informative.



NATIONAL CINEMA DAY

EXPERT SESSION

Resource Person : Mr. Sasi, Film Director

Date of the Event : 16 Sep 2022

The Department of Visual Communication celebrated National Cinema Day by inviting famous film director Mr.Sasi on 16th Sep 2022 in Hitech Hall,SRMIST at 10am. The Multiplex Association of India (MAI) and Cinemas across India, welcome moviegoers to spend a day at the movies with celebratory admission price of 75 to mark National Cinema Day on 16th September 2022 initially however it was postponed to 23rd Sep 2022.

In the event the welcome address was presented by Dr.V.Prabakaran, Associate Prof and Head of the department. The film director addressed the gathering and appreciated the students for choosing Visual Communication course. For the future directors he explained the reviewing, adjusting scripts and selecting which ones to turn into films. He also added about monitoring and approving film production budgets. Director Sasi shared his experience working with editors to produce the final version of the film and working with the sound and music departments. Students interacted with the film director asking questions on film direction, selecting the storyline, choosing unique characters and his screenplay writing techniques for the film. And also they asked to explain the film making process (both on and off the set) and secret behind telling the characterization for the actors in the movie. The session was very interactive as well as informative to the students. The event was coordinated by Ms.P.Yuvarani, Assistant Professor, Department of Visual Communication.



ONE DAY PHOTOGRAPHY WORKSHOP FOR CLASS 12 STUDENTS



**Resource Person : Mr.M.Diwakar, Asst Professor,
Visual Communication**

Date of the Event : 21 Jan 2023

The Department of Visual Communication, SRM Institute of Science and Technology, Ramapuram is organized a one-day Photography Workshop' for +2 students in and around Chennai as part of brand building activity targeting upcoming admissions 2023-24. The workshop held on 21.01.2023 at viewing theatre, 6th floor, PG Dental Block, SRM Institute of Science and Technology, Ramapuram campus. More than 42 students from different schools around Chennai have registered and overall, 35 students have attended the workshop. The session is started with a welcome speech by Dr.V.Prabakaran H.O.D/ VISCOM and continued by a PPT presentation on Introduction to Visual Communication by II Year student Mr. Mukul. All the students were happy with the workshop and infrastructure of the department. Students immensely got benefited by the workshop.



CAMERA EXHIBITION

VINTAGE CAMERA SHOW

Chief Guest : Dr.Arun, Founder, Camera Museum
Date of the Event : 23 Sep 2022

The Department of Visual Communication, SRM Institute of Science and Technology, Ramapuram Campus organized a Vintage Camera Show on 23rd September 2022. The resource person of the event was Dr. A. V. Arun, Founder - Vintage Camera Museum, ECR - Kovalam. Department of Viscom, SRMIST Ramapuram exhibited more than 100 vintage cameras from his rare collections.

The program started with the inauguration of the Vintage Camera Exhibition by our Chief Director N.Sethuraman SRMIST, Ramapuram Campus along with the Chief Guest Dr. A.V. Arun, Founder - Vintage Camera Museum, followed with lighting the Kuthuvilaku by our Chief Director N.Sethuraman, Chief Guest Dr. A.V. Arun, Founder - Vintage Camera Museum, Dean M.Venkataramanan(S&H) and Dr. Dhamu, Project Director - Media Sciences.

Welcome address presented by Dr. V. Prabhakaran, Associate Professor and Head, Viscom Department, SRMIST, Ramapuram Campus. The exhibition displayed more than 100 vintage cameras that highlights technological advancements over the course of a century and also includes several rare ones with cameras dating from 1885 to 2000, from film slides to Polaroid cameras, from cameras used in war planes during World War II to tiny spy cameras and so on. This Vintage Camera Exhibition also had an educational speech by the Resource person on 'History of Photography' that included enthralling information about the evolution of cameras, technical advancements and so on. Additionally, we had an interaction session with students of the Viscom Department about Photography and Framing Techniques. And vote of thanks given by P S Padmavathy, Assistant Professor, Viscom Department also the coordinator of the event. The Exhibition was open till 4pm for Staff and students. Various National and Regional Newspapers and Television media covered the event.





INDUSTRIAL VISIT

VFX COMPANY “BOT”

Resource Person : Mr.Sugumar Srinivas

Date of the Event : 23 Dec 2022

The Department of Visual Communication, SRM Institute of Science and Technology, Ramapuram organized an Industrial Visit to BOT VFX Film and Television Studio, Chennai.

On 23rd December 2022, 42 students of second Year B.Sc. Visual Communication along with 1 faculty (Mr.M. Diwakar) member visited BOT VFX Studio, Chennai. BOT VFX studio is one of the leading visual effects and post Production Company with studios in Chennai. They are renowned for their Visual effect work to reach international standards across the globe.. They always offer top-notch creativity that exceeds your expectations using the latest and advanced techniques.

The students reached the premises by 9.30am and we were taken to the VFX lab. The BOT VFX studio comprises 4 floors with different VFX lab setups and we had an explanation session followed by interactive sessions on all floors accompanied by the respective members of that floor.



PROJECT DAY 2023

Date of the Event : 27 Feb 2023 & 28 Feb 2023

Project Day was organized by SRM Group of Institutions, Ramapuram & Trichy Campus on 27th and 28th of February 2023. Various stalls with variety of creative projects were exhibited by the campus students of various streams [Engineering,Dental, Science and Humanities,Media Studies and Management]. We the Department of Visual Communication showcased our projects in 2 stalls. 3D Motion Capture (Working Model) and Art Direction (Non- Working Model). Among 4 departments we grabbed the first prize for 3D Motion Capture and the cash prize was awarded to the students. Students were excited and got highly motivated to present different projects in the future.



THE TALKIES

MEDIA WORKSHOP

Guest of Honour : Mr. Kalaipuli Thanu, Mr. Sabu Joseph, Mr. Pramod Varma, Mr. Jacki & Mr. Vishal Chandrasekhar

Date of the Event : 13 Oct 2022 & 14 Oct 2022

The Department of Visual Communication organized Talkies - the Media Workshop on Oct 13 th & 14 th 2022 at TRP Auditorium. Five major personalities from the Industry were invited to interact their experience and knowledge to the students. Talkies commenced with lighting the kuthuvilakku by Shri. Kalaipuli S.Thanu, Dr.V.Subbiah Bharathi, Director[SRMIST], Dr.Dhamu, Project Director(Media Sciences), Maj. Dr.Venkatramanan, Dean (S&H) and Dr.V.Prabakaran, Head of the Department. The session followed by the welcome address by HOD. After the speech by the dignitaries the Chief Guest was welcomed by bouquet and felicitated with a memento.

The film producer Thanu addressed the gathering and on a surprise note asked to make more short films and deserving students will get an opportunity to work under the production of V Creations. And the dignitaries inaugurated "RECTANGLE" – a Viscom Film Club logo. Dr.V.Prabakaran, HOD/Viscom explained about the film club and the student coordinators of Shift I & II were presented with badges from the Chief Guest. Next session started at 1.30pm and the chief guest was Mr.Jacki, Art Director. After the welcome address by HOD, Mr.Jacki started explaining about the process of art direction in Tamil movies. He came with a presentation showcasing images of construction of sets in the movie "Thiruchitrambalam" and "Vada Chennai". He also added the challenges of choosing the location, process involved in building up sets, selecting suitable colour theme, convincing the director, budgeting and much more. Students interacted with him in an active manner. The session ended with photos with the Art Director.

On Oct 14, 2022, Day 2 the session was with the National Award Winning editor Mr.Sabu Joseph. The welcome speech and felicitation were done by HOD/Viscom. The editor started his speech showing a presentation of unedited scenes of the Tamil movie "Kashmora" and explained about the nuances of film editing. Students shoot out questions related to editing and the career opportunities in that field. The session was very interactive and ended with group photo session. Followed by the next session with famous Cinematographer Mr.P.K.Varma who has worked in the movies Attakathi, Kuckoo and much more. It was again an interactive session with the students where they asked questions related to the art of Cinematography and lighting techniques.

The valedictory function was more special for the event Talkies 2022 where we invited Mr.Vishal Chandrasekhar, Music Composer "Sita Ramam" movie fame. Vishal explained how a Music Director directs live performances and recordings to extract the most from a musical piece and to help the music elicit emotions. He showed glimpses of behind the scenes of Sita Ramam music direction. Most excitedly he performed with our students playing music using his keys as well as singing with them. Students interacted with him and also exhibited their talents. The session ended with photos, videos and special dance performance with the young music director. The vote of thanks was proposed by Ms.P. Yuvarani and Mr.D.Saravanan, event coordinators Department of Visual Communication.









RECTANGLE FILM CLUB

"OH THATS BHANU" – MOVIE SCREENING AND DISCUSSION

Resource Person : Mr.Ramani, Documentary Film maker

Date of the Event : 04 Jan 2023

About the Documentary

112 Minutes, English, Hindi, Malayalam (Subtitled in English), 2019/20

Producer, Director, Cinematographer, Editor: R.V. Ramani

Featuring: Bhanumathi Rao, Maya Krishna Rao, Tara Rao

Bhanumathi Rao (1923-2022) in her younger days was a dancer and a theatre actor. An elegant and witty woman, who's hearing and memory doesn't usually stand up, has led an enigmatic, passionate, yet a simple and pragmatic life. Filming with Bhanumathi, with her daughters Maya Krishna Rao, a contemporary solo theatre practitioner in New Delhi and Tara Rao, a human rights campaigner in Bengaluru, the filmmaker goes on a journey of life and performance, through the spasms of memory, complexities of relationships, love and a reflection of what could constitute a beautiful mind. The documentary was awarded for

*BEST DIRECTION – 68th NATIONAL FILM AWARD

*BEST FILM – Bala Kailasam Memorial Award, Excellence in Documentary Filmmaking





RECTANGLE FILM CLUB

ALUMNI SHORT FILM SCREENING

Resource Person : 2017 – 21 batch students

Date of the Event : 12 Jan 2023

The Department of Visual Communication organized RECTANGLE – A Viscom film club activity the short film screening of department Alumni students of 2017,18& 19 batch on Jan 12,2023. The cast and crew members of the short films named "Karam"-Mr.Syed,Mr. Rajathaaban,Mr.Kavin[2017], "Lucid"- Mr.Rambabu, Mr.Sanjay[2018], "Oru Nalil"- Mr.Purushothaman[2018] and ,"Padminiyum Pattampoochiyum"- Mr.Naresh, Mr.Ganesh,Mr. Surya,Mr.Madhavan,Mr.Vetri and Mr.Madhavan assembled for the session. The welcome address was delivered by Dr.V.Prabakaran, HOD/Viscom. All the 4 films were screened and followed by interaction with the students. Students asked questions related to the location hunt, cinematography styles, editing nuances and color correction techniques. The senior students answered all their questions and shared their experiences & challenges faced during the production process.The session was very interactive and the vote of thanks was delivered by Ms. P.Yuvarani, Rectangle Club Coordinator, Visual Communication.



INTERACTION WITH CELEBRITY

ORU NAAL TEACHER – WITH MUSIC COMPOSER KARTHIK RAJA

Guest of Honour : Mr.Karthik Raja,Music Composer
Date of the Event : 30 Jan 2023

The Department of Visual Communication, SRM Institute of Science and Technology, Ramapuram Campus association with Behindwoods organized 'Oru Naal Teacher' program on 30th January 2023 in the Hi-tech Hall. The chief guest of the day was the well known music composer, Mr. Karthik Raja. The program started with a welcome address by Dr. V. Prabhakaran, Associate Professor and Head, Visual Communication and felicitation presented by Dean M.Venkataramanan(S&H). The music director Mr. Karthik Raja addressed the gathering and had a very interesting interactive session with songs in between. He interacted in a friendly way by answering all the questions that were asked by the students. He also gave them tips to the students in composing music and in singing. We also had two special guests, Ms. Pop Shalini and Ms. Manomani, sarangi player. They were invited to surprise the guest, Ms. Pop Shalini sang a few songs and also the Ms. Manomani played a few songs in the sarangi instrument which were mesmerizing. The program was filled with music and smiles. It was so exciting that the students enjoyed them very much.

The show was hosted by Mr.Bosskey, renowned RJ, Cricketer, Television anchor and standup comedian. The event was coordinated by Ms. P. S. Padmavathy, Assistant Professor, Department of Visual Communication.





INTERNATIONAL WOMEN'S DAY CELEBRATION

PAINTING COMPETITION – INTRA & INTER COLLEGIATE COMPETITION

**Guest of Honour : Ms. Sharanya Turadi, Newsreader/Actress
Mrs. Kalaimamani Nirmala Periyasamy**

Date of the Event : 08 Mar 2023

‘Women are never weak because God has made them strong in every sense.’ Only a woman can almost die and give birth at the same time. Be proud to be a woman. Happy Women’s Day!

In honour of this day, Department of Visual Communication, SRM IST Ramapuram hosted an intercollege painting competition for girl students from various colleges and universities. The event started at 9.00 am at Gallery Hall, 1st floor, Block 5 with the inauguration ceremony. Actor and Newsreader, Saranya Turadi was invited as a guest to inaugurate the function in the presence of College dignitaries, Dean M.Venkataramanan(S&H), VP Academics and HOD/Viscom Dr V. Prabakaran, by lighting up the Kuthuvillaku, and distributing the painting materials to the participants.

To empower women, children and elderly individuals to feel safe and supported by their loved ones, they came out with a great idea that turned into a mobile app, ShieldUp - a safety app. The ShieldUp safety app launch ceremony commenced at 3.00 pm, 1st floor Gallery Hall in the presence of our chief guest, Kalaimamani Shri Nirmala Periyasamy, Dean S&H, Major Dr. M. Venkataramanan, VP Academics and our HOD Dr. V. Prabakaran and Techjays team. Followed by the prize distribution to the winners of the Painting Competition and the valedictory ceremony. And this time, students from SOEL college won the 1st prize, the Institute of Science won the 2nd prize and Loyola college won the 3rd in the other college category. In the SRM college category, the students from B.com won all three places.

This splendid event was coordinated by Ms P.S. Padmavathy, Asst Prof. and Mr Saravanan. D, Asst Prof, Department of Visual Communication.









DEPARTME



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NT OF VISUAL COMMUNICATION
PRESENTS

SILVER FRAMES 2023

INTERNATIONAL LEVEL
SHORT FILM COMPETITION

SILVER FRAMES

SHORT FILM COMPETITION

**Guest of Honour : Film Directors R.K.Selvamani, R.V.Udhayakumar
Actor John Vijay, Director Mithran
Jawahar, Cinematographer Omprakash &
Editor Pradeep E.Raghav**

Date of the Event : 06 Apr 2023

We, the Department of Visual Communication, College of Science and Humanities, SRM Institute of Science and Technology, Ramapuram conducted International Level Short Film Competition "Silver Frames 2023" on 06th April 2023. The aim of this short film competition is to encourage the practice of film making, acting and appreciation of films among the college students. This event generally involves the potential film-makers from all colleges, to explore the creative side and create new short films.

The Short film competition which had a humble beginning with a participation of few numbers of contestants in the year 2017 now this year 2023 it has become a synonymous to Short Film Competition saw the participation of 40 entries from abroad [International entries] and 107 entries from general category across India and 45 entries from SRM. The Inaugural function was graced by our guests of honor Film Directors R.K.Selvamani and R.V.Udayakumar. In the beginning of the event Dr.V.Prabakaran, HOD of Visual Communication welcomed the gathering followed by Presidential address by Maj.Dr.M.Venkataramanan, Dean, College of Science and Humanities. The dignitaries started the event with lighting of kuthuvilakku. Our department magazine "Reflections" was released during the event.

Actor John Vijay, Director Mithran Jawahar, Cinematographer Omprakash and Editor Pradeep E.Raghav were the chief guest for the event. Best three short films from each category were awarded by the chief guest. Category awards for the Best Actor, Actress, Director, Cinematographer, Editor were also given. Memento for sponsors and juries were presented by the dignitaries. Viscom students did cultural performances and entertained the crowd. The vote of thanks was proposed by Ms.P.Yuvarani, Event coordinator. The event was a grand success and students celebrated the end session with dance & music.













SILVER FRAMES EVENT TEAM



Dr.V.Prabakaran, HOD
Event Convener



Mr.N.Rangarajan
Poster & Banner Design



Mr. M.Diwakar
Photography & Video



Ms.P.Yuvarani
Event overall
coordination

COORDINATORS



Mr.D.Saravanan
Stage Decors & Set Design



Mr.B.Saravanan
Student Support & Discipline



Ms.P.S.Padmavathy
Media Coverage &
Chief Guest Coordination



Mr.V.Rajagopal
Memento & Design



STUDENT COORDINATORS

I YEAR



Rahul.N
Audio Engineer& LED
Incharge



Eashwaran Srikanth
Editing



Yeshwanth
Sponsorship
Coordinator



Sriram R
Memento & Print



Rakshithaa
Memento & Print



Mathesh
Dance Coordination



Viswesh
Film Club coordinator



Aathithyan.V
Video fillers incharge



Abhishek Raghavan
Music



Sreeja
Print Incharge



Barghavan.R
Editing & Event
Coordination



Amirthavalli
Event coordination



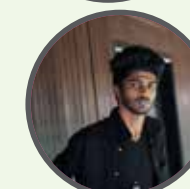
Lakshman
Chief Guest coordination



Deepak Madhavan
3D Modeller



Abhishek.S
Shortfilm Scrutiny Incharge



Trishan
Choreography Incharge



Sanjay Ramanujam
Event coordination



Rakhesh Kumar
Discipline

II YEAR

III YEAR

Newspaper: **AndhraJyothi**

Newspaper: **Dinamalar**

News Channel: **Malai Murasu News Channel**
<https://youtu.be/ZWYxME9PBeg>



Newspaper: **Maalai Malar**

Newspaper: **Trinity Mirror**

News Channel: **News Tamil 24X7**



Newspaper: **Hindu Tamil**



MEDIA COVERAGE

Newspaper: **Deccan Chronicle**

News Channel: **News Tamil 24X7**



Newspaper: **Sakshi**



Newspaper: **Rajasthan Patrika**



The Hindu Downtown



DEPARTMENT PROJECTS

PROJECT - 1

Tribute song to Raja Raja Chozhan – “ Raja Rajachozhanin Mei Keerthigal”

Title : Raja Raja Cholan Mei Keerthigal

Music : Abhishek, Iyr, Viscom

Editing : Barghavan, II yr, Viscom

Eashwar, Iyr, Viscom

Sound Engineering : Rahul, Ist Yr, Viscom

Cinematography : Ashok, III Yr, Viscom

Singers : Sreeja, Sampoorndha, Mathesh, Iyr, Viscom

Project Coordinator : Ms. P. Yuvarani, Asst Prof, Viscom

Project Overall Guidance : Dr. V. Prabakaran, Hod, Viscom

Youtube Link : <https://www.youtube.com/watch?v=WJyp1sGT0Y4>



***SCAN TO VIEW THE
PROJECT***





PROJECT - 2

Pongal Song 2023

Title: Namma Chennai Pongal

Music direction: Abhishek Raghavan

Lyrics: Visagan (II Year VISCOM),

Rap lyric & singer: Peethambar (B.Com - III year)

Singers: Abhishek Raghavan (II VISCOM), Peethambar (B.Com - III year) & Joseph

Dop: Ashok(III Year VISCOM), Syed afreed (II Year VISCOM),, & Shiv Nadraj (I Year VISCOM),

Editors: Andrew Abhishek (II Year VISCOM), and Visagan (II Year VISCOM),

Vfx: Barghavan (II Year VISCOM),

Student co-ordinator: Visagan (II Year VISCOM),

Staff coordinators: Mr.M.Diwakar, Asst. Prof. (Viscom), and Mr. K. Santhosh (Viscom)

Under the Guidance of Dr. V. Prabhakaran, Asso. Prof. HOD/ VISCOM



**SCAN TO VIEW THE
PROJECT**

Youtube Link : Namma Chennai Pongal Song 2023 | SRM VISCOM RMP

STUDENTS ACHIEVEMENTS

ACADEMIC EXCELLENCE



Dhinesh.M
University Rank – 1st



Rupsa Roy
University Rank – 2nd

PROJECT DAY 2023



Barghavan, Deepak Madhavan & Sabari
II YR. VISCOM
3D Motion Capture
1st PRIZE

NATIONAL SILAMBAM TOURNAMENT '22



Harita K P

II YR. VISCOM
Silambam
Tamilnadu State
Tournament 2022,
Theni
1ST PRIZE

.....
National Silambam
Tournament 2022,
Andhra Pradesh
Association
.....
1ST PRIZE
.....

PAINTING COMPETITION



Monish.S

I YR. VISCOM
Painting
competition in
SRMIST campus life
1ST PRIZE

.....
Digital Poster
Design in Loyola,
PRISM Event 2023
2ND PRIZE
.....

SHORT FILM FESTIVAL AWARD



Cheralathan.R

I YR. VISCOM
Won Best short film festival
award on child rights
conducted by EDUCO

SHORT FILM CONTEST



Kriday

I YR. VISCOM
Won First Prize in 1min Short
Film Contest in Dignity
Foundation, Chennai

ARCHERY CHAMPIONSHIP



Mohammed Rasik Ali

Courtallam Saral Thiruvizha
Archery Championship-2022 in
Recurve category
1ST PRIZE

2022-23 Academic Toppers



PROMINENT ALUMNI



Sruthi Nair

[2015-18 batch]

Owens Youtube Channel
(Simply Sruthi)

Chennai



Nethin.R

[2015-18 Batch]

Technical Support Engineer ,
ZOHO Corporation

Chennai



Saarang NV

[2015-18 batch]

Senior Branding Executive
and Strategist.

Brand Avatar, Chennai



Reyath Kumar

[2015-18 Batch]

Casting Director

Chennai



Sathyan C

[2015-18 batch]

Visual Producer,
Chennai



Divya

[2015-18 Batch]

Freelancer

Chennai



Siddharth Nagarajan

[2015-18 Batch]

Musician - Drummer
[Guinness Record Holder]

Chennai



Nirmal Kumar M

[2016-2019 batch]

Asst. Director (Ghurkha
movie - Tamil)

Chennai



SUDHIR KUMAR.M

[2015-18 Batch]

Assistant Editor
[Movies upcoming Trip and
Friendship]

Chennai



G.Venkatesh

[2016-2019 batch]

VFX lead / Graphic Designer
Believe in Magic Studios,
Chennai



V.Mugilvanan

[2015-18 Batch]

Graphic designer, RRD India
outsourcing private limited,
Chennai



Adithya Bhaskar

[2016-19 Batch]

Cine Actor (Tamil) "96" movie
fame
Chennai

PROMINENT ALUMNI



Sudhir
[2015-18 batch]
Associate Editor,
Chennai



Nikil. D
[2016-19 Batch]
Freelance Photographer
Chennai



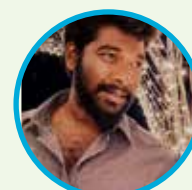
Sibi
[2015-18 batch]
Film Actor/Tamil
Chennai



Rahul Joseph
[2016-19 Batch]
Travel Photographer
Chennai



Manoj Kumar
[2016-19 batch]
Graphic Designer
Velammal Group of Schools
Chennai



Gowtham
[2016-2019 batch]
Junior Artist (Cine Industry)
Chennai



Deepak.S
Digital Brand Manager, Zee
Tamil,
Chennai



Aishwarya Laxmi
[2016-19 Batch]
Business Manager, Wacoo
Productions



Suchitra. B
[2016-19 Batch]
Design Executive, Saregama
India Ltd,
Chennai



Srinivasan
[2016-19 Batch]
Freelance Actor [Short Films]
Chennai



Madhuri Watts
[2016-19 Batch]
Film Actor
Chennai



Sai Saranya Megharasi
[2017-2020 batch]
Cine Actress (Tamil & Telugu)
"Champion" movie fame
Chennai

PROMINENT ALUMNI



Sree Mayee
[2017-20 batch]
Cine Actress (Malayalam)
Kerala



Mahesh
[2017-20 batch]
Film Actor



Sivaprakash.M
[2017-20 batch]
Asst Editor, Ruben Edit
Company [Famous Film Editor
Ruben]
Chennai



Pallavi Periasamy
[2017-20 batch]
Photographer



Dinesh Nitharsan
[2017-20 batch]
UI/UX Specialist, LMTEQ
Chennai



Sanjay Manickam
[2018-21 Batch]
Music Director



Vignesh N
[2017-20 batch]
Game Designer,
Chennai



Shravan
[2018-21 Batch]
Reporter, Trainee TIMES NOW
Noida



Madhan
[2017-20 batch]
Film Actor, Tamil



Ganesh
[2018-21 Batch]
Asst. Editor, Pradeep E Raghav
Edit Company

ALUMNI TESTIMONIALS



Nirmal Kumar

Batch:2015-2018

Designation: Kollywood Film Director

What started off as a hobby 10 years ago is now my passion, lifestyle and profession. Cinema has shaped me in every way possible to be the person that I am today. Pursuing Visual Communication at SRM has opened me up to a lot of possibilities and capabilities that I didn't know existed within me. The guidance and support given here has encouraged me to push myself further and work as per industry standards even before I graduate. The faculty members are very approachable and students can get into spontaneous debates with them on contemporary topics, which are a true enterprise of a media department!

Dinesh Kumar
Batch: 2017-2020
Designation: UI/UX
Specialist, LMTEQ



Department of visual communication at SRM Ramapuram provides a hands-on experience for the students; while I was studying in the college, I got lots of opportunities to get familiar with Graphic Designing tools like Photoshop, Illustrator, Flash, and 3ds Max which improved my knowledge as a designer. All the faculties in the Visual communication department will be supporting the students not only in academics but also in extracurricular activities. During my college days, I participated and organized lots of college events. Finally, I did my industrial project on the Sun TV network as an Assistant Program Director for 3 months, which improved my real-world experience. I really want to thank all the faculties and HOD of the visual communication department for sharing their knowledge and supporting me throughout my college life and beyond.

Gokul
Batch: 2017-2020
Designation: Non-Fiction
Programme Director, Kerala



SRM Institute gave me an opportunity to express my ideas and skills. Visual communication is the most effective way of passing information as visual elements of ideas and information in different forms. By the classes of theory and practical session we can improve our ideas. I am thankful to my Head of the Department who gave me an opportunity to make a pathway to improve my confidence and also special thanks to the faculty members of B.Sc. Visual Communication who made me to be here with good knowledge and experiences.



Sruthi V Nair
Batch: 2015-18
Designation: Entrepreneur, Youtuber
(Simply Sruthi), Guest lecturer

Lets say a stepping stone to success, that's what SRM Ramapuram is to me. It gives me immense pleasure when i say that i am a pas-sout student of SRM's Visual communication department. Today after becoming an entrepreneur, youtuber and a guest lecturer all at the same time, when i look back all i can remember is the guidance and experiences that Srm Ramapuram has given me. Definitely this institu-tion has not only moulded, guided & taught me all of the skills that i required , but it has also made me a better person.

**Vishwak Sudhakar****Batch: 2017-2020****Designation: Post
Graduation, Paris School of
Business, France**

"Thanks to the excellent guidance and the content that was taught to me, I am able to develop me and myself in the future days in a new world. The course materials helped me develop my critical thinking and analysis skills. SRM did not only help me learn, but also think. I thank everyone who helped me where I am now"

**Nishanth****Batch: 2017-2020****Designation: Artist & Talent
Management, Media Consultant**

"Myself coming from a non cinema background , with lot of passion towards media and cinema , I wondered how I am going to enter in this industry or who is going to be the pillar of support for me, but very soon after stepping into SRM , I understood that I have got the best set of teachers and H.O.D sir , who are there to understand and mould me better. The freedom which I got in SRM to explore my talents is more. Thanks is a very small word, but I will always be grateful to the college management and my teachers !!!!

**Sai Saranya Megharasi****Batch: 2017-2020****Designation: Cine Actress (Tamil &
Telugu) Lecturer**

"I had a complete makeover in my personality over the 3 years I spent in SRMIST, Rampuram; be it learning professionalism, developing work ethics, inculcating softskills and forming some really beautiful bonds for a lifetime, SRM Ramapuram has done it all for me!"

SreeMayee
Batch: 2017-2020
Designation: Cine Actress
(Malayalam)



"Thankyou to SRMIST,Ramapuram for providing me an opportunity to gain knowledge and a skill set to help me to move forward in my new career path in Acting. I would recommend anyone interested in movies and direction as a hobby or a career to take B.Sc. Visual Communication.

Adithya Bhaskar
Batch: 2016-2019
Designation: Cine Actor (Tamil)



"At SRMIST,Ramapuram good infrastructure accompanied by highly intellectual, experienced and supportive faculties, I have witnessed our skill and competence rising to a zenith. The learner centric environment crafted here not only trained us in the academic curriculum but also motivated us. Visual Communication provides good balance of theory and practical subjects covered by proficient faculties and enhanced by opportunities to engage with leading faculty and outstanding peers"



Pallavi Periasamy
Batch: 2017-2020
Designation: Fashion
Photographer,Chennai

The Department of Visual Communication at SRMIST,Ramapuram has given a new direction to my passion for photography. The basic skills that I have learnt during the course have been fantastic and will stand to me no matter what area of Photography I will be working in. The course contents were brilliantly-structured and easy to understand.

Madhuri Watts
Batch: 2015-2018
Designation: Youtuber/Actress



The environment created by the staffs and students at SRMIST,Ramapuram has helped in preparing me for the real world. In addition to subject knowledge,I honed my life skills,soft skills and people skills which helped me get into Acting and Modelling. The academic inputs imbibed here helped me in my profession. I owe a lot to SRM IST,Ramapuram Campus.

Sivaprakash
Batch: 2017-2020
Designation: Film Editor



I would describe the SRM University (Ramapuram) as exciting and dynamic. The best thing about being a student here is the number of additional opportunities that are available. I was initially attracted here by the reputation, and my career goals.The best thing about the degree is having the freedom to think of an idea and test its practical application. Many of my dream came true moments were happened here. I feel extremely lucky to be in an environment that allows me to conduct research on what interests me the most, so in all my time here I have never felt bored. I sincerely need to thank my staffs for their guidance and the HOD sir Mr. Parthasarathy they are always been a support to me in every stages of my college life !



Venkatesh
Batch: 2016-2019
Designation: VFX lead /
Graphic Designer

My life at SRM Institute of science and technology bought the clarity of thought, knowledge, confidence, courage and conviction to me and to my goals. I found welcoming classmates, engaged faculty and good infrastructure. I had an amazing support from the department and also from my fellow classmates.


Department Photo GALLERY






DEPARTMENT OF VISUAL COMMUNICATION

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 [Viscom.srm.rmp](https://www.instagram.com/Viscom.srm.rmp)

 <https://youtube.com/@srmistmpviscom9946>