

POTPOURRI

A PHOTO JOURNEY OF THE DEPARTMENT OF VISUAL COMMUNICATION
2024-2025



DEPARTMENT OF VISUAL COMMUNICATION
SDNB VAISHNAV COLLEGE FOR WOMEN
CHROMPET, CHENNAI

Our Sincere Thanks to Patrons



SECRETARY

SHRI. CHANDRAKANT M. TOLIA

CHAIRMAN

SMT. MAMTA D. BHATT

SECRETARY - ACADEMICS

SHRI. NIMISH C. TOLIA

OUR GRATITUDE TO:

PRINCIPAL (I/C)

S/LT. DR. K. KANTHIMATHI

DIRECTOR

DR. M .S. VIJAYA

VICE - PRINCIPAL (SFS)

DR.Y. KALAIVANI

DEAN (COMPUTATIONAL SCIENCE)

DR. K . CHITHRA

MEDIA CONSULTANT

DR. ALEX PARIMALAM

EDITORIAL TEAM:

EDITOR

DR. R. E. ARTHI,
HEAD, VISUAL COMMUNICATION

SUB EDITOR - CONTENT

MS. RUBY. D,
ASST. PROFESSOR

SUB EDITOR - DESIGN

MS. M. VIJI,
ASST. PROFESSOR

LAYOUT & DESIGN

ZEENATHUNNISA SHAKIR
PRIYANKA . M

COVER PHOTO

THARANIYA. K

Preface

Every effort yields its rewards. In the profound words of Anatole France, the French poet and journalist, “To accomplish great things, we must not only act but also dream; not only plan but also believe.” The Department of Visual Communication at Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women (Autonomous) is proud to present its yearly accomplishments in a magazine titled “Potpourri.”

As the name suggests, Potpourri is a delightful medley, much like a blend of fragrant flower petals that adds charm to a room. Similarly, our department strives to offer a diverse array of experiences—be it activities, workshops, or events—designed to inspire, educate, and engage our students in various formats.

Each activity and program is unique in its essence, thoughtfully conceived to propel students toward their career aspirations. The initiatives spanned the core areas of a visual communication degree, ranging from scriptwriting workshops, photography sessions, and a pot painting workshop to a national symposium, a workshop on media histrionics, and “MEDII-2024,” an event celebrating artistic expression. All the events were meticulously curated to unearth hidden talents and provide students with the platform to showcase their skills to peers and the campus community.

We also extend our heartfelt gratitude to our Honourable Chairman, Secretary—Academics, Principal-in-charge, Director SFS, Vice Principal SFS, Dean of New Age Science and Technologies, Media Consultant, Head of the Department, teaching faculty, and non-teaching staff for their unwavering support, timely guidance, and provision of essential facilities for the success of each event. We sincerely hope for the continued encouragement and goodwill in the years to come.

Until then, stay connected with us through POTPOURRI!

Editorial Team



Table of Content

| | |
|----|--|
| 4 | New Faces |
| 4 | Technological Upgradation |
| 6 | Painting Matka |
| 7 | View - Click - Repeat |
| 8 | Scribing for screen |
| 10 | Mediji 2024! |
| 11 | An interaction with the film director of Irugapattu |
| 12 | Knowledge Assembly |
| 14 | Nuances of Media Histrionics |
| 15 | Field Trips |
| 17 | Productions |
| 18 | Achievements of the Faculty |
| 19 | Achievements of the Students |

NEW FACES

In this academic year, the Department has been expanded with new faces and more infrastructure. A warm welcome is extended to them on behalf of the Department of Visual Communication!



Dr. Alex Parimalam
Media Consultant



Mrs. M. Viji
Assistant Professor



Ms. Ruby. D
Assistant Professor



Mr. Senthil Kumar
Elevated to Asst. Professor



Ms. F. Roselin
Lab Assistant



Ms. Roshini. K
Tech Assistant

NEW ARRIVALS

- 2 New Cameras (FX 3 and FX 30)
- Camera Accessories
- MAC System with FCP Editing Software

“Painting Matka”

A Creative Pot Painting Workshop

The Department of Visual Communication was gearing up for a long day on **21st June 2024** to host a “**Pot Painting Workshop.**” Students were on their toes to up keep the arrangements for the big day under the guidance of **Mr. Senthil.** Students in the proper hands were able to navigate through the event of this nature and stature.



| PHOTOGRAPHY BY SENTHIL KUMAR

The event commenced with a prayer, followed by a warm welcome address to our esteemed chief guest, **Mrs. Susan Thottan Athi** who is an assistant professor at Loyola College, Nungambakkam, Chennai. Her expertise on the **Warli art design** was explained eloquently to the students, leading to a discussion between the guest and the students. As the session progressed, every student provided with the different types of mud pots and was assigned to bring their learning on their respective mud pots. All the students completed their assigned work successfully with the guidance of the invited expert, Mrs. Susan Thottan Athi.

It turned out to be a fruitful session in which the students felt enriched with the skill. This workshop was concluded successfully, achieving its goal of providing a creative platform for students to express their talents. The day with Mrs. Susan Thottan Athi, enhanced the overall knowledge on the Warli art form, eventually making it a memorable event for all the participants.

“View - Click - Repeat”

A Photography Workshop

“View - Click - Repeat” was a photography workshop conducted on **26th June, 2024**, by the Department of Visual Communication. The resource person of this workshop was **Mr. Arul Anand** was a former Assistant Professor in Loyola College and one of the personal photographers for the honourable Chief Minister of Tamil Nadu, **Mr. M.K Stalin**.

The workshop began with an introduction about basic photography. Then the students were trained on fixing different angles of lighting for model and portrait photoshoot. Later, he also taught the students about curtain sync method in photography. Students felt motivated to learn this new photography concept during the entire session.

Therefore, the event “View - Click - Repeat” was nothing less than a successful learning session. The program was coordinated by **Mr. Senthil Kumar**, a faculty, from the Department of Visual Communication.

Students explore lighting and composition under **Mr. Arul Anand’s** expert guidance.



Skill Development Cell Course

Department of Visual Communication rolled out yet another unique program this year. As a collaborative venture with the Skill Development Cell a course on digital photography commenced on **February 24th, 2025**, with an initial plan to conclude on **March 15th, 2025**.

The course was designed for students from other departments interested in learning basic photography and providing them with a launch pad to pursue a career in the field. The course input was given mainly by **Mr. Senthil. Mr. Arualanand** guided the student through his two days' workshop and rendered one day field level input.

A total of twelve students enrolled and completed the program successfully. The department's infrastructure, including the **TVP (Television Production) facilities, photography studio**, and the campus, was effectively utilized to meet the course requirements.

As part of the curriculum, a field trip was organized to explore the nuances of digital photography in natural environments at locations such as Dakshinachitra and Mahabalipuram. Additionally, students were given the opportunity to cover the college carnival, "**Sandhai.**" Inspired by their enriching experience, students took it upon themselves to promote this course to their juniors, becoming its ambassadors. Their enthusiasm and positive feedback, submitted on the final day of the course, reflected the program's success. Overall, the course received widespread appreciation, encouraging the team to continue their commendable efforts.



‘Scribing for Screen’ Workshop:



‘Scribing for Screen’ a script writing workshop was organized for three consecutive days between **September 2nd and 4th** for the second-year students of the Department of Visual Communication. A film maker and a trainer **Ms. Lata Murugan** who had combined her career with hands-on experience on documentary and film-making, with teaching experience across countries like India, Zambia, Zimbabwe and the US handled the workshop single handedly.



Prior to the workshop, the students were asked to watch one of the recent Tamil films namely **Thiruchitrambalam**. Ms. Lata Murugan shared her basic ideas to start a script and explained the process of script writing. Further, she divided the students into three groups and requested each team to come with one line for the script to be written by them at the end of the workshop. Then each team presented the treatment of their one line and received valuable feedbacks from Ms. Lata.



She used the movie clips as a reference from **Thiruchitrambalam** (Tamil 2022 film) which they were asked to watch prior to the workshop. She explained the students on how to take up the stories to next level and have character development. By the end of the session, each team had submitted a five minutes fiction script for her to scrutinize. The students displayed immense interest to learn from her on all the three days. Thus, “**Scribing for Screen**” achieved all the intended goals.

MEDIJI 2024:

A Celebration of Art and Culture



Venue: Mini Audi, Media block

MEDIJI-24: AN ANNUAL SHOWCASE OF TALENT, INNOVATION, AND ARTISTIC FLAIR, BRINGING TOGETHER CREATIVE MINDS FROM ACROSS THE CITY.

It is an annual feature of **Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women**, to bring various other colleges in the city for an intercollegiate competition and expression of art and culture. “**MEDIJI**” is a flagship event of the Department of Visual Communication. The 2024 edition of “**MEDIJI**” was aimed at fostering student engagement, providing a platform for artistic expression and to promote the cultural exchange with the other college students.

On **16th December 2024**, the day bloomed with a buzz in the campus. The event commenced on a positive note with a prayer, followed by welcome address extended to our esteemed chief guest, Director **Mr. Vaali Mohan Das** who is known as a famous Director of the Tamil cinema industry.



Followed by the chief guest speech, competitions that were scheduled for the day began. The competitions included **channel surfing**, **face painting**, **mime** and **adaptune**. The competitions were judged by the Instagram influencers, **Mr. Syed Ahmed** and **Mr. Thomas**, artist, **Mr. Senthil Kumar (BFA)**, **Mr. Melvin**, **Mr. Mullai Mukesh**, **Mr. Odin** and **Miss Riya Ruth**. The competition was very engaging and lively. The judges were delighted with the way competition was conducted and the way students showcased their skills in the competitions. Thus, the “**MEDIJI – 24**” provided a platform for students to showcase their talents and to explore their varied interests through artistic expression of their talent. Finally, Students and people involved in the event, particularly the Department of Visual Communication felt victorious after the successful completion of the college’s signature event, “**MEDIJI – 24.**”

An Interaction with the Director of “Irugapattu”

– Mr. Yuvaraj Dhayalan



Department of Visual Communication organized an engaging interactive session with young Tamil film Director, **Mr. Yuvaraj Dhayalan** on **25th February, 2025** for the students of Visual Communication and English. The session aimed at providing students with insights into the world of **film making, script writing** and the creative process that goes behind successful films. Yuvaraj is known for his work in films like **Pottapotti, Tenaliraman** and **Eli**.

Mr. Yuvaraj Dhayalan had made a place for himself in the Tamil Film Industry with his unique way of storytelling and humorous narratives. He shared his inspiring journey, from his early days as an assistant director to an independent Film maker.

Mr. Yuvaraj Dhayalan provided valuable insights into the script writing process, highlighting the significance of character development, authentic dialogue, and sustaining audience engagement throughout the movie. He also discussed how various emotions played a crucial role in shaping the characters and their ‘on field’ cooperation in the movie “**IRUGAPATTRU**”. Addressing the realities of the industry, Mr. Yuvaraj Dhayalan spoke candidly about the challenges faced by emerging film makers. He encouraged students to focus on storytelling, developing technical skills, and stay updated with industry trends.



Yuvaraj emphasized the importance of perseverance, learning from failures, and being open to new ideas. His wonderful quotes had inspired every student who attended the session. The interactive session allowed students to pose questions about film making techniques, career opportunities, and the evolving media scape. Mr. Yuvaraj Dhayalan responded with practical advice and motivated aspiring filmmakers to pursue their passion with dedication.



Workshop on “Design Aesthetic”



On **14th March 2025**, the Department of Visual Communication organized an engaging and informative workshop on Adobe Illustrator, having **Mrs. T. S. Nagalakshmi** as the instructor. The workshop was organized under the supervision of **Ms. M. Nivedha**, the course teacher from the department.

The session focused on logo creation and provided students with a comprehensive understanding of Illustrator’s features and practical applications in graphic design. The instructor explained the **software’s interface, essential tools, and the importance of vector-based design**. She emphasized the significance of logos in branding and discussed key principles of logo design, such as simplicity, scalability, and versatility.

The session was highly interactive, with step-by-step demonstrations of Illustrator’s core tools, including the Pen Tool, Shape Builder Tool, Pathfinder, and Alignment Tools. Additionally, the workshop **covered typography and colour theory**, providing guidance on selecting fonts and colours to enhance logo aesthetics. The workshop was highly beneficial, particularly for students interested in graphic designing, branding, and digital art.

Knowledge Assembly: National Virtual Symposium

The Department of Visual Communication conducted a ‘**National Virtual Symposium**’ on **27th January, 2025**. The Symposium was based on the theme ‘Abridging Education with Industry Needs’. The theme highlighted the imperative need to align academic frameworks with the rapidly evolving demands of the professional world. The symposium had three panels. Each panel had been thoughtfully curated to foster meaningful dialogue on key aspects of media education, corporate practices, and the alignment of academic curricula with industry demands.

The panelists were from National as well as Internationally renowned institutions.



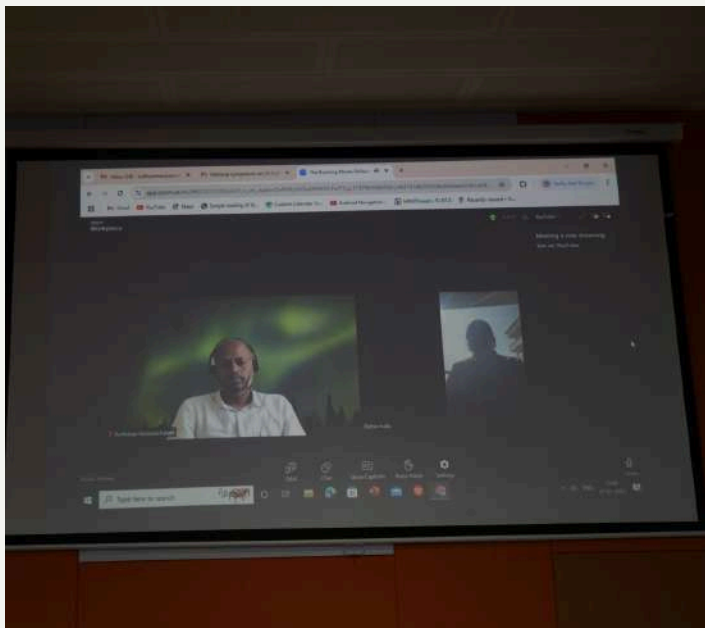
PANEL 1: CORPORATE COMMUNICATION AND MEDIA MARKETING

- **Ms. Saira Aslam**, Journalist and Founder of KORE.
- **Mr. Anand Kannan**, National Director of the International Federation of Inventors Association.
- **Ms. Veronica Cartagenova**, Vice President, Canada College.



PANEL 2: INDIAN CINEMA– CHALLENGES AND CHANGES

- **Dr. R. Preetha**, Head of BFA Filmmaking, LV Prasad College of Media Studies.
- **Dr. Ipsita Barat**, Head of Mass Communication & Videography, St. Xavier’s College, Kolkata.
- **Ms. Deepa Ramanujam**, Actor, Director, and Producer in the Tamil Film and Television Industry.



PANEL 3: THE EVOLVING MEDIA SKILL SET– BRIDGING THE CLASSROOM AND THE CORPORATE WORLD

- **Dr. V. Ratnamala**, Professor and Head, Department of Mass Communication, Mizoram University.
- **Dr. Hemamalini Sambasivam**, Head, Department of Visual Communication, Thiru. Vi. Ka. Government Arts College, Thiruvavarur.
- **Mr. V. Parthiban**, User Experience Lead, Mphasis, and Former Assistant Professor.

Mrs. R.E. Arthi, Head of the Department of Visual Communication, Assistant Professors, **Mrs. M. Viji**, **Ms. M. Nivedha** were the moderators of the three panels. Though the Symposium was conducted on Virtual mode, the students of Visual Communication Department and the Department of Social Work were assembled at the Seminar Hall. Similarly, Department of Visual Communication students of Thiru. Vi. Ka College, Thiruvavarur and Mass Communication students of Manonmaniam Sundaranar University, Tirunelveli also joined the symposium virtually from their respective campus.

This symposium served as a platform to explore its transformative role, focusing on how education and industry can collaborate to foster innovation and address the dynamic needs of the media landscape.

The Symposium was organized by Prof. **A. Subhramaniyan** and Prof. **M.Viji**, from the Department of Visual Communication, SDNB Vaishnav College for Women. The camera support was offered by **Mr. Senthil Kumar**, faculty from the Department of Visual Communication. Students gained deep insight about the changing industry needs and ideas on tackling the same.



Nuances of Media Histrionics: A One-Day Workshop

The Department of Visual Communication at SDNB Vaishnav College successfully conducted a one-day workshop on “**Media Histrionics**” on **26th February, 2025** with the guidance of Professor **Mr. Subhramaniyan**. The session was led by **Dr. R. Preetha**, an esteemed academic and industry professional specializing in film-making. The workshop covered essential aspects of film-making, emphasizing both verbal and non-verbal communication techniques used in cinema. The session also explored various **cinematography techniques, lighting techniques, color theory, color correction**, and components of color referencing renowned cinematographers like Santosh Sivan and PC Sreeram.

Further, the session delved deeper into the tone of voice and speech delivery in films. Important elements included, pitch and volume, rate of speech (words per minute), intonation and emphasis, the role of musical mapping, rhythmic drills, creating engaging auditory experiences and acting talent development. Students felt fortunate to have Ms.Preetha, as the resource person for the session, and her guidance was invaluable.



| PHOTOGRAPHY BY SENTHIL KUMAR

FIELD TRIPS

ONE DAY FIELD TRIP WAS ORGANIZED BY THE DEPARTMENT FOR FIRST AND SECOND-YEAR STUDENTS SEPARATELY ALONG WITH THE SKILL DEVELOPMENT CELL STUDENTS.

Photography Trip, Kanchipuram

Second-year students exploring the beauty of Kanchipuram through their lenses.



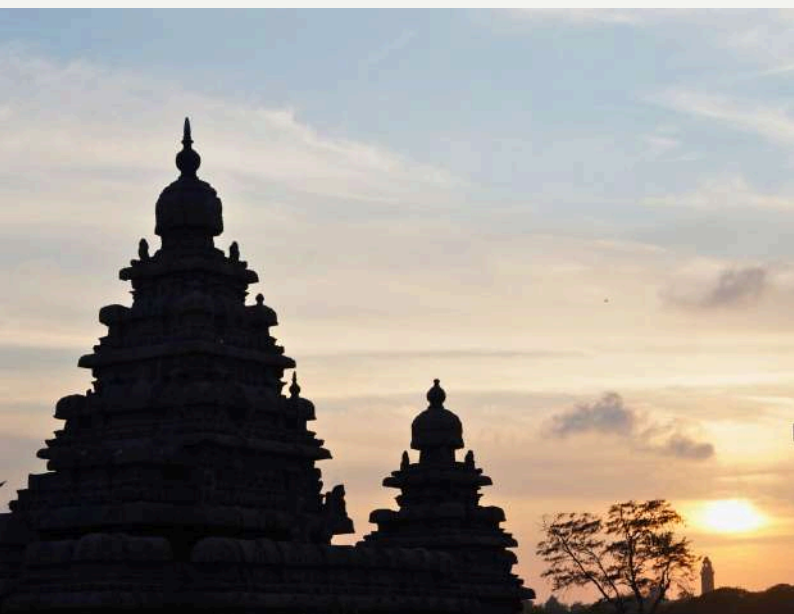
On **8th October, 2024** the second -year students visited the **Ekambaranathar Temple** and **Kailasanathar Temple** in Kanchipuram to enhance their skills in architectural and heritage photography. Students were guided by **Mr. Ramani**, a former professor in the Department of Visual Communication at SDNB on capturing intricate details of historical structures while respecting the cultural and religious significance of the sites. Practical sessions allowed students to experiment with different camera settings, framing techniques, and perspectives to create visually compelling images.

Mr. Senthil coordinated the trip accompanied by Professors **R. E. Arthi** and **M. Nivedha**. The workshop imparted a new perspective in photography to the students. It strengthened the students' understanding of temple architecture and its visual storytelling potential. Through hands-on practice and real- world application, the students gained valuable insights into heritage documentation.

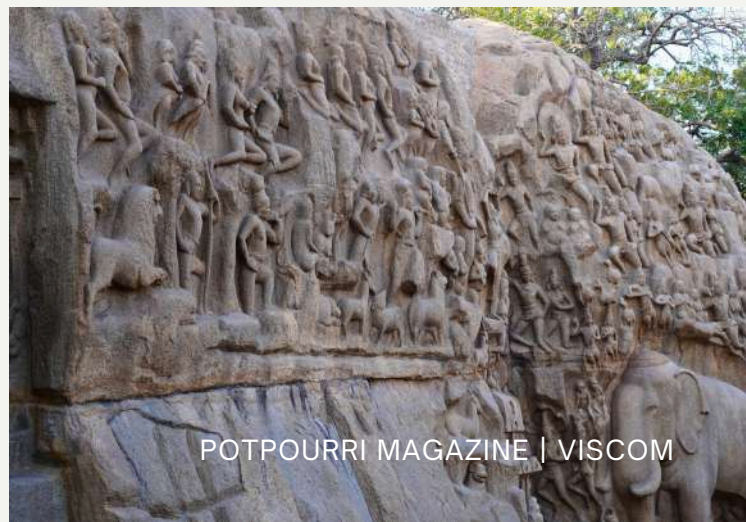


First-year students exploring the rich heritage of Dakshina Chitra and Mahabalipuram through their lenses.

Photography Trip Mahabalipuram



On **1st March, 2025**, a group of first-year students along with Skill Development Cell embarked on an outdoor photography excursion to **Dakshina Chitra**. The day was guided by **Mr. Senthil**, faculty from the Department of Visual Communication and **Mr. Arul Anand**, an industry expert and former Professor at Loyola College. After exploring the heritage museum, Dakshina Chitra, students went on to visit **Mahabalipuram Shore Temple**. Stunning photographs were captured under the guidance of the experts. The whole experience of the day was enriching and memorable.



Whispers in the Frame

On **April 5th, 2025**, the Department of Visual Communication had organized a photography exhibition named as “**Whispers in the Frame**”. Students of first two years came together to work for this event. **Mr. Daniel Annie Pope**, a film actor was the guest of honour for the event and **Mr. Arul** was the guest speaker for the event. Students have earned their admiration and appreciation for their photographs placed in the exhibition.

Apart from the discussion about the photographs, students were allowed to ask questions regarding Mr. Daniel’s film career, challenges faced by him and his current project/status. The answers were enriching and igniting for the young minds to pursue their career in the film industry.

At the same time, the answers helped the students



PRODUCTIONS

The Department of Visual Communication has produced two documentary films for IIT, promoting entrepreneurship skills among rural population. A documentary on **Mr. Senthil Kumar** has been done by the second-year students of Visual Communication Department. Then series of four interviews with subject experts were produced by our students coordinated by Mr. Senthilkumar with the following guests:

- **Ms. Lata Murugan**, HOD, Film Direction, Film and Video Trainer
- **Mr. Prabu Mejel Xavier** (Just Write and Soozhal Cinemas)
- **Mr. Yuvraj Dhayalan**, Film Director
- **Dr. R. Preetha**, HOD, BFA Film Making

Department produced 2 video documentaries for IIT, Chennai

Besides these, many promotional YouTube shorts and Instagram Reels were produced by the students on the Department and the College.



ACHIEVEMENTS OF THE FACULTY

- **R.E. Arthi**, Assistant Professor and Head of the Department, presented a paper titled “The Role of Interactive Games and Apps in Shaping Children’s Imagination and Creativity in the Digital Era” at the ICSSR & ICSSR-NERC sponsored National Seminar on Children’s Media Culture in the Digital Age, organized by the Department of Mass Communication, Mizoram University on November 25th and 26th, 2024.
- **M. Nivedha**, Assistant Professor, served as a resource person for a two-day session in the four-week training program on Women Entrepreneurship Development: Flavor Frontier – Innovating Food Processing & Preservation, supported by DST, Government of India, and Tamil Nadu State Council for Science and Technology, Chennai.
- **K. Sangeetha**, Editor, successfully recorded 100 videos for E-Content development.
- **M. Viji**, Assistant Professor, achieved the following:
 - Earned a Professional Membership in IAMCR (International Association for Media and Communication Research)
 - Presented a paper titled ‘Children’s Digital Media Engagement and Parental Mediation: A Study from Tamil Nadu’ at the ICSSR & ICSSR-NERC-sponsored National Seminar on Children’s Media Culture in the Digital Age.
 - Published a book chapter in ‘Emerging Trends and Issues in Humanities and Social Sciences’ (July 2024).
 - Published a journal article titled ‘Animating Meaning: A Semiotic Study of Cultural Signifiers on Indian Children’s Television Animation Series’ (June 2024).
 - Reviewed the article ‘The Impact of Patriarchal Values in Television Cartoons on Gender Roles: A Study Among Children of Kollam District, Kerala’ (June 2024).

CONGRATS!



We Congratulate Dr. Arthi for the successful completion of her thesis and being awarded Doctorate.

ACHIEVEMENTS OF THE STUDENTS

- **K. Karthika and team**, third-year students, won **second prize of Rs. 2500** in the competition conducted for college students, Chengalpattu district in remembrance of 25th year of Thiruvallur Statue in Kanyakumari.
- **Kirthana Priya U. S.**, a second-year student had won **2nd prize** in chess competition conducted by New Prince Arts and Science College.
- **Kirthana Priya U. S.**, a second-year student had won **3rd prize** in chess competition conducted by Women's Christian College.
- **Kirthana Priya U. S.**, a second-year student had won **2nd prize** in chess competition conducted by CIET College.
- **Kirthana Priya U. S.**, a second-year student had won **2nd prize – Silver Medal** in Tamil Nadu Chief Minister's Trophy – District Level Competitions 2024.

The Department covered 30+ events (Photo & Video documentation) for the college.



| BY AKILA



| BY KARTHIKA



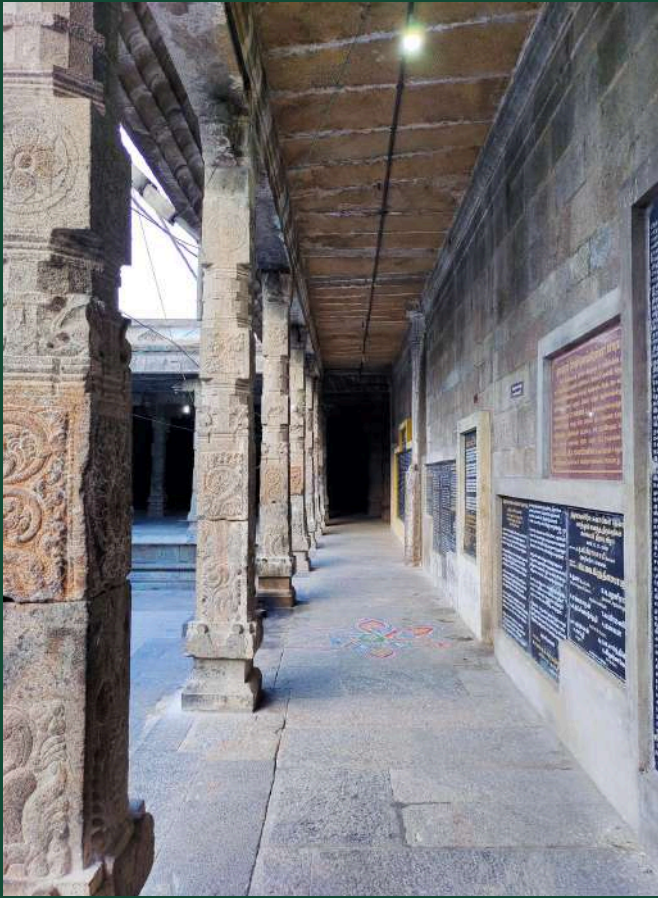
| BY DARSHITHA



| BY THARNIYA



| BY MERLIN



| BY SANJUSHREE



| BY SHIPRAJA



| BY SRI HARSHINI



| BY SARANYA



| BY YUVATHI