

J.J. College of Arts and Science (Autonomous)

J.J. Nagar, Sivapuram Post,

Pudukkottai – 622 422

Department of Visual Communication

Event: Guest Lecture Programme

Department of Visual Communication, J.J. College of Arts and Science (Autonomous), Pudukkottai arranged special lecture programme on 07.06.2023 **Mr. R. Manimaran Vikatan Reporter.**

Mr R. Manimaran gave a brief discussion on “Current Trends in Media” when he spoke about current trends in media, he gave lot of information like Different types of trends - including upward, downward, horizontal, short-term, long-term and seasonal - have distinct implications for strategic planning and operational decisions.

He also gave information about Entrepreneurs should observe at least four types of trends - economic, social, technological and regulatory - to identify business opportunities and grow their startups. By paying close attention to economic trends, they can identify areas that are ripe for new ideas.

No of Students Participated: 58


Head of the Department
Mr. S. BHARATHIRAJA M.C.A., M.Phil., B.Ed.,
Assistant Professor and Head,
Department of Visual Communication,
J.J. College of Arts and Science (Autonomous)
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Principal
Dr. J. PARASURAMAN, M.A., M.B.A., M.C.A.,
M.Phil., B.Ed., Ph.D.
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Department of Visual Communication

Event: Guest Lecture Programme

Department of Visual Communication, J.J. College of Arts and Science (Autonomous), Pudukkottai arranged special lecture programme on 17.06.2023 **Mr. M.M. Kannan, The New Indian Express** Photographer

Mr. M.M. Kannan gave a brief discussion on “Photo Journalism” when he spoke about Photography he gave lot of information like here are seven basic elements of photographic art: line, shape, form, texture, colour, size, and depth. As a photographic artist, your knowledge and awareness of these different elements can be vital to the success of your composition and help convey the meaning of your photograph.

Photography is the art, application, and practice of creating images by recording light, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film

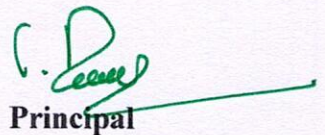
A photography brief is a simple outline of what the photographer needs to focus on during the event. It will summarize all the key features and characteristics that's important to the client

No of Students Participated: 60



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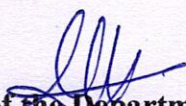
Event: Guest Lecture Programme

Department of Visual Communication, J.J. College of Arts and Science (Autonomous), Pudukkottai arranged special lecture programme on 30.06. 2023 **Mr. Rajiv Gandhi**, Co-Director on Field Direction

Mr. Rajiv Gandhi, Co-Director gave a brief discussion on “on Field Direction” when he spoke about Direction he gave lot of information like the direction of the field is DEFINED by the direction of the force it would put on a positive charge. So that tells you that the force on a positive charge will be in the same direction as the field, but the force on a negative charge will be in the opposite direction.

A direction field (slope field) is a mathematical object used to graphically represent solutions to a first-order differential equation. At each point in a direction field, a line segment appears whose slope is equal to the slope of a solution to the differential equation passing through that point.

No of Students Participated: 57


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Event: Guest Lecture Programme

Department of Visual Communication, J.J. College of Arts and Science (Autonomous), Pudukkottai arranged special lecture programme on 18.01.2024, **Mr. A. Manikandan**, Nakeeran Reporter, Trichy

Mr. A. Manikandan, Nakeeran Reporter, Trichy gave a brief discussion on “Recent Trends in Media” when he spoke about Recent Trends he gave lot of information like The emerging trends in the media industry include integrating digital experiences such as social media, video games, and user-generated content, using advanced technologies like AI, AR, and VR for immersive and interactive experiences, and focusing on data-driven content for targeted and effective productions.

The new media technologies, sometimes known as Web 2.0, include a wide range of web-related communication tools such as blogs, wikis, online social networking, virtual worlds, and other social media platforms. The phrase "new media" refers to computational media that share material online and through computers.

The purpose of the media is to inform people about current, new affairs and to tell about the latest gossip and fashion. It tells about the people who are geographically divided. The role of media has become one way of trading and marketing of products and prejudices.

No of Students Participated: 57



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Department of Visual Communication

Event: Workshop

Department of Visual Communication, J.J. College of Arts and Science (Autonomous), Pudukkottai arranged workshop on 17.07.2023, **Mr. John Victor & Mr. Victor Alfried, Drone Pilot Managing Director, Trichy**

Mr. John Victor & Mr. Victor Alfried, Drone Pilot Managing Director, Trichy he trained our students in various ways. He explained how to use Drone, before using drone, the drone operator should get license. Government has restriction to operate drone. When operating drone, the drone operator should follow the rules As per India's Drone Laws, all drones have to be registered with the Directorate General of Civil Aviation (DGCA) and all drone operators must have a licence to fly them. Registrations can be done on the DGCA's Digital Sky platform

Drones cannot be flown more than 400 feet vertically. Drones cannot be flown in areas specified as “No Fly Zones”, which include areas near airports, international borders, Vijay Chowk in Delhi, State Secretariat Complex in State Capitals, strategic locations, and military installations.

As a general rule, keep the drone at a lateral distance from any uninvolved person that is not less than the height at which the drone is flying

No of Students Participated: 50

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Department of Visual Communication

Event: Workshop

Department of Visual Communication, J.J. College of Arts and Science (Autonomous), Pudukkottai arranged Advanced Techniques in Cinematic Video Editing, on 04.12.2023 by **Mr. Prasath Veerapandiyan CEO & Managing Director DEEVESHA**

Mr. Prasath Veerapandiyan CEO & Managing Director DEEVESHA, he trained our students with the following video editing techniques

1. Dynamic Transitions:
2. Colour Grading Techniques:
3. Advanced Audio Editing:
4. Motion Graphics and Animation:
5. Multi-Camera Editing:
6. Green Screen Compositing:
7. Time Remapping and Speed Effects:
8. Advanced Masking and Rot scoping:
9. Seamless Transitions and Continuity Editing:
10. Audio-visual Synchronization:

No of Students Participated: 49

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