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iris

A Vision of Creativity



DEPARTMENT OF VISUAL COMMUNICATION

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In this Magazine

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EDITORIAL

The Department of Communication Media is pleased to present this annual magazine as a scholarly and creative platform that highlights student talent, nurtures a culture of learning, and reflects evolving approaches to documentation and media expression. This edition systematically records the major academic and co-curricular engagements of the year, offering insight into the intellectual and creative potential of our students.

The publication reflects a meaningful integration of curricular learning and co-curricular practice. Students actively participate as planners, creators, and executors of departmental initiatives, demonstrating applied knowledge, technical competence, and creative innovation. Such engagement strengthens experiential learning and fosters professional readiness in the field of communication media.

My sincere appreciation to the faculty members for their sustained commitment to mentoring students, shaping their critical thinking, and guiding them to become effective storytellers and responsible media creators. Their academic guidance and professional support continue to strengthen the department's learning ecosystem.

I also commend all contributors whose efforts have made this edition academically enriching, content-driven, and creatively structured. My appreciation extends to our students for their enthusiasm, discipline, and dedicated participation throughout the year.

May *IRIS* continue to serve as a knowledge resource and creative platform that illuminates young minds and contributes meaningfully to the broader media and academic community.

Sr. Thimena Celine
Head of The Department



THE BUSINESS OF CREATIVITY: VISUAL COMMUNICATION TODAY

A few years ago, becoming a designer or video editor required mastering complex software, enrolling in specialized courses, and spending long hours learning technical tools. Entry into the world of visual communication was largely limited to trained professionals. Today, that landscape has transformed completely. Across schools and colleges, students are designing event posters, editing Instagram reels, creating YouTube thumbnails, and making digital invitations all from their mobile phones. What once required a full design studio now happens in classrooms, hostels, buses, and coffee shops. Visual Communication is no longer just an academic subject. It is becoming a lifestyle, a career pathway, and for many, a powerful earning opportunity.

The New Creative Generation

The present generation has grown up surrounded by screens, visuals, and digital storytelling. They are not just consumers of content they are creators. A student who once only scrolled through Instagram can now: Design college event posters. Edit short films. Create brand logos. Start YouTube channels. Earn through freelance design work. The biggest reason behind this shift is the rise of user-friendly creative applications. These tools do not ask, “Are you a professional?” They ask, “What do you want to create today?” In this article, we explore some of the apps that are transforming the creative landscape.

Canva: The Friend Who Teaches You Design

Imagine opening an app and finding ready-made templates for posters, resumes, presentations, Instagram posts, and magazine

covers. That is Canva. Students who have never used professional tools like Photoshop can now create polished designs within minutes. With drag-and-drop functionality and AI-based suggestions, Canva makes design intuitive and enjoyable. For Visual Communication students and many others, canva often becomes the first step into the professional design world.



CapCut: The Storyteller in Your Pocket

Short-form video dominates today’s digital ecosystem. Reels, Shorts, and social media videos demand fast, smart editing. CapCut makes this possible. With features like automatic captions, transitions, visual effects, and music syncing, students can produce cinematic videos directly from their phones. Many student creators begin their editing journey here before transitioning to advanced professional software.

Picsart: The Creative Playground

If creativity had a playground, it would look like Picsart. It combines photo editing, drawing tools, AI image generation, filters, and stickers in one platform. It is ideal for creative experimentation, digital art, and developing social media aesthetics.

Kittl: Synergy of AI Meets Design

New-generation tools like Kittl support logo creation, typography design, and graphics through AI assistance. It feels like working with an intelligent design partner that suggests ideas during the creative process. This reflects the future of design- collaboration between human imagination and artificial intelligence.

From Hobby to Income

One of the biggest transformations in visual communication is its earning potential. Today, students generate income by: Designing posters, Editing videos, managing social media pages, Creating digital marketing content. Taking up freelance branding projects. Many begin as college designers and later grow into entrepreneurs. Thus, Creativity is no longer just a passion. It is becoming a profession.

The undeniable truth every student must know is

- Apps can make you fast.
- Apps can make you efficient.
- But apps cannot replace ideas.

Real designers stand out because of

- Conceptual thinking
- Storytelling ability
- Cultural understanding
- Emotional connection
- Ethical and responsible media practices

Technology provides tools. Creativity provides meaning.

The Future Is Visual

The world is rapidly moving toward: AI-assisted design, Immersive storytelling, Digital brand identities, Creator-led media economies. For Visual Communication students and others with creative mindset, this is one of the best times to enter the field. The industry is expanding, opportunities are multiplying, and creativity is becoming one of the most valuable skills in the digital era. However, creativity is not limited to Visual Communication students alone. It belongs to anyone willing to learn, explore, and imagine. Let us give expression to creativity, turn dreams into reality, and allow digital aesthetics to blossom beautifully in our times by becoming the

The next great designer...

The next digital storyteller...

The next creative entrepreneur...

Sr. Thimena Celine

Head

Department of Visual Communication

EVOLUTION OF GLOBAL COMMUNICATION IN THE ERA OF SOCIAL MEDIA

Communication is a part of our everyday life. In the past, people depended on letters, telegrams, newspapers, radio, and television to stay connected with others. These methods took time, and information travelled slowly from one place to another. But today, because of the internet and social media, communication has become fast and easy.

Earlier, global communication was limited. If someone wanted to talk to a person in another country, it would take days or even weeks through letters. Later, telephones and emails made communication quicker. Still, people could not share photos, videos, or news instantly with many people at the same time.

The biggest change came with social media. Platforms like WhatsApp, Facebook, Instagram, YouTube, and X (Twitter) allow people to talk, share ideas, post pictures, and upload videos in just a few seconds. A message sent from India can reach someone in another country immediately. This has made the world feel smaller and more connected.

Social media is the rise of user generated content. Earlier, only journalists, editors, and media organizations-controlled information. Today, anyone with a smartphone and internet connection can create and share content. People can express their opinions, share their experiences, and raise their voices on global platforms. This has increased freedom of expression and given ordinary people the power to influence public opinion.

Social media is not only used for chatting. It is also used for learning, business, news, and entertainment. Students attend online classes,

businesses promote their products, and people get news updates through social media. Many social movements and awareness campaigns also spread quickly through these platforms.

The era of social media also comes with challenges. The spread of fake news and misinformation is a serious problem. Information can be shared quickly without checking facts, which can create confusion and fear. Privacy issues are another concern, as personal data can be misused. Excessive use of social media can also affect mental health, leading to stress, addiction, and reduced face-to-face communication.



Social media has also played an important role in spreading awareness about social, political, and environmental issues. Movements related to human rights, climate change, and social justice have gained global attention through hashtags and online campaigns. News spreads faster on social media than on traditional media.

During emergencies and natural disasters, social media helps in sharing real-time updates and information, which can save lives. However, social media has some disadvantages too. Fake news spreads very fast, and sometimes people misuse these platforms. Spending too much time on social media can also affect real-life relationships.

In conclusion, global communication has changed a lot because of social media. It has made communication simple, fast, and global. If used properly, social media can be a very powerful tool for connecting people around the world.

Mr. Jeffrey Paul
Assistant Professor

THE EVOLUTION OF VISUAL STORYTELLING IN THE DIGITAL AGE

Introduction

Visual communication is a cornerstone of how we interact with the world around us. In an era dominated by digital media, the role of visual storytelling has undergone profound changes. From the traditional art of storytelling through print media to the dynamic, interactive experiences provided by digital platforms, visual storytelling continues to evolve, shaping how we consume information, connect with others, and express our ideas.

The Roots of Visual Storytelling

Visual storytelling dates back to the early cave paintings, hieroglyphs, and the illuminated manuscripts of medieval Europe. These primitive forms of communication gave birth to the concept of using images and symbols to convey messages and narratives. As civilizations advanced, so did the complexity of visual storytelling. The invention of the printing press in the 15th century marked a significant turning point, making visual communication more accessible to the masses.

In the 20th century, photography, film, and television brought visual storytelling to new heights, creating immersive experiences for audiences. These mediums allowed visual communication to transcend the written word, giving rise to iconic films, advertisements, and public service campaigns that continue to influence the way we think about visual media today.

The Digital Transformation of Visual Communication

The 21st century has brought a major change in how we create, share, and enjoy visual content. With the rise of social media platforms like Instagram, YouTube, and TikTok, the boundaries of traditional visual storytelling have blurred. The digital age has enabled people from all walks of life to become creators, breaking down the barriers that once limited access to the tools of visual communication.

One of the most significant developments in the digital age is the concept of interactivity. Audiences are no longer passive consumers of

visual content. Instead, they are active participants in the storytelling process. Interactive media, such as websites, mobile apps, and video games, invite users to engage directly with content, making the narrative experience more personal and immersive.

The Role of Design in Modern Visual Storytelling

Design plays an integral role in visual storytelling today. Graphic designers, motion designers, illustrators, and digital artists are the architects of this new storytelling landscape. Through the careful use of typography, color, composition, and animation, designers craft experiences that guide the viewer's attention, evoke emotions, and convey complex messages in simple yet powerful ways.

The principles of design—balance, contrast, unity, and emphasis—remain as relevant as ever, but they are now being applied in innovative ways.

Motion graphics, for example, have become a popular tool for digital storytellers. The movement of elements on screen can create rhythm, pace, and emphasis, enhancing the narrative and guiding the audience through the story.

The Future of Visual Storytelling

As technology continues to advance, so does the potential for visual storytelling. Augmented reality (AR) and virtual reality (VR) are paving the way for new, immersive experiences that combine visual storytelling with the power of spatial interaction. With AR and VR, audiences can step inside the narrative, exploring and interacting with visual elements in real-time.

Moreover, artificial intelligence (AI) and machine learning are already being used to

create personalized content, from dynamic advertisements to AI-generated art.

As these technologies evolve, the boundaries between the creator and the audience will continue to blur, creating an even more participatory form of visual storytelling.

Conclusion

The evolution of visual storytelling reflects the dynamic nature of human communication. As we move further into the digital age, visual communication will continue to adapt and innovate, embracing new technologies and pushing the boundaries of what is possible.

For those involved in visual communication whether as students, designers, or media creators the future is filled with exciting opportunities to shape how stories are told and experienced.

As technology advances, the intersection of creativity and innovation will offer limitless possibilities for storytellers to engage their audiences in powerful, meaningful ways.



Ms. Dharsini K

Assistant Professor

MODERN TAMIL CINEMA

Introduction:

Tamil cinema, also known as Kollywood, is one of India's most influential film industries. Over the last two decades, modern Tamil cinema has evolved with new themes, technologies, and global recognition. Today, Tamil films are not only about entertainment but also about cultural reflection and social change.

Evolution In Storytelling:

Modern directors focus on realistic and relatable subjects.

- Films now highlight common people's struggles, identity, and social issues.
- Examples: Jai Bhim (social justice), 96 (emotion and nostalgia), Super Deluxe (social taboos)
- Filmmakers are breaking the typical hero-centric style and are inclined towards portraying strong characters,
- empowered women roles along with emotional depth.

Technological Advancements in Cinema:

Technology has transformed Tamil filmmaking into a visually rich experience.

- Use of CGI, VFX, high-end cameras, Dolby Atmos sound
- Sci-fi and action movies like Enthiran, 2.0, Indian 2, Vikram, and Leo created international-level visuals • Advanced editing and color grading have improved film quality

Rise Of New Age Film Makers:

Young and innovative filmmakers are shaping a new identity for Tamil cinema choosing their audience by their film making patterns.

Directors like Lokesh Kanagaraj, Pa. Ranjith, Mari Selvaraj, Nelson Dilipkumar, and Vignesh Shivan

- Fresh storytelling styles: dark universes, raw action, socio-political messages
- Universes like LCU (Lokesh Cinematic Universe) create new excitement among the audience

Influence Of OTT Platforms:

- OTT platforms have changed film-watching habits.
- Small-budget and concept-based films get more visibility
- Films release globally at the same time
- Audiences have more choices than just theaters
- Pandemic period increased OTT popularity massively

Global Reach and Recognition:

Tamil movies and actors now have fans worldwide.

- Overseas releases in the USA, UAE, Singapore, Malaysia, etc.
- Awards and film-festival screenings have been increased
- Actors like Rajinikanth, Vijay, Dhanush, and Suriya gained international fame
- Songs, dance clips, and dialogues go viral on social media

Strong Role of Music and Cultural Identity:

Music remains a powerful base of Tamil cinema.

- Composers like A.R. Rahman, Anirudh, Yuvan Shankar Raja keep setting trends
- Lyrics often highlight Tamil culture, regional dialect (slang) and emotions
- Music drives movie popularity even before its release

Conclusion:

Modern Tamil cinema is a mixture of innovation, culture and bold storytelling. With rising talents, advanced technology, and global support, it continues to grow and influence audiences across the world. Tamil cinema is not just entertainment, it is a powerful medium of pride, emotion, and social voice.

Saaffron L J

III Year Visual Communication**IS PORTRAYING CASTE IN MODERN INDIAN FILMS A NECESSITY OR AN OVEREMPHASIS?**

In a fast-growing country like India, the entertainment industry is a significant source of income for the country's GDP. Films are a medium of enlightening and it is the role of film makers to bring values and necessary information on screen from the dark. The genre of movies has changed significantly as the taste of audience have evolved. People's choices are more directional from mere entertainment to original stories with values, folklores and unmasking the evils of society.

Few movies that depict caste discrimination have been welcomed among today's audience. It brought about a question from within, whether "portraying caste in modern Indian films really a necessity?" "Does it continue to prevail or is it ought to be bothersome by a non-victim of such a scenario?" These questions didn't alarm me since I haven't experienced discrimination until recently, when I came across incidents where people are still fighting over basic rights such as freedom to walk in a

certain road or denied opportunity to be educated. One such freedom and everyday necessities remain elite privileges for a few. Tamil films like Jai Bhim, Pariyerum Perumal and Asuran portray suppression due to the differences in class and community. The films represent false accusation of victims because they belong to a specific division of caste, honour killing eventually leading to loss of dignity. But questions may arise whether it could be an overemphasis? Or "Do they still treat people like this?" the sad fact of answers these questions as "yes". In India there is still an unwritten rule to distance and ill treat people based on the differences.

Debates about caste abolishment on television shows, throw a light on real stories of people suffering from indifference in reserved opportunities and liberty.

What is the benefit of making such films?

Filmmakers are taking an effort to bring to light the injustice faced by oppressed caste, addressing the issue and shaping the perspective of society through their narrative. It is an initiative to abolish such ill treatment and evoke empathy in modern Indian society to open their eyes and be a voice against discrimination. Modern India is progressing to become broader minded to advocate the concept of equality of gender and class, offering opportunities to all. Most films have authentic sources which are based on true stories; therefore, they create a stronger impact.

When does it become an overemphasis?

Some may feel it is an overemphasis since they haven't experienced it or are not familiar about such encounters taking place in modern India, but it is a necessity for us to be educated about such evil social practises continuing to take place till date. It requires us be self-aware of the small mistakes we do that may contribute to these kinds of discrimination in day-to-day life.

Few critics suggest to make fictional films with themes of equality, breaking societal norms and seen as an art film, a relic. The main motive of structuring an empathetic narrative is to bring a change in the society, gradually.

stereotypes, influencing audience about the possibilities and new found norms about a future without labels.

Conclusion

There should be no hierarchy such as "UPPER" or "LOWER" caste. Once you treat every person as human the perception of society changes. Films are just influencers and catalysts to shape this perception with a realistic, empathetic, strong structured narrative. In my opinion, portraying caste in modern films is a necessity to bring real stories of the oppressed to the notice of the people who are is oblivious of such encounters. Time and time again people who are oblivious remain oblivious and those who suffer keep suffering. In order to change this pattern, films that address these issues act as a revolution.

Most Indian fictional films portray unrealistic luxury and lavish lifestyle for pure entertainment, but movies representing caste discrimination are

Pauline Rebecca Sam

III Year Visual Communication

HOW FAKE NEWS AFFECTS SOCIETY AND DEMOCRACY

Introduction

In the modern digital age, information has become more powerful than ever before. With just a click, touch or even a glance, people can read about global events, share opinions, and express ideas. Social media platforms such as

Facebook, Instagram, and X (formerly Twitter) have turned into major news sources for millions of users. However, this easy and instant access to information also has a dark side — the rapid rise of fake news.

Fake news refers to false, misleading, or exaggerated information presented as factual news. It can appear in various forms — articles, videos, memes, or edited images — and is often created to manipulate emotions, promote political agendas, or gain attention. While it may seem harmless at first, fake news has far-reaching consequences that affect both society and democracy. It not only distorts the truth but also weakens trust, divides people, and damages the credibility of democratic systems.

Effect on Society

The spread of fake news deeply impacts social life. People often rely on social media for updates, but they rarely verify the authenticity of what they see or read. As a result, misinformation spreads faster than the truth, causing widespread confusion and mistrust.

1. Confusion and Mistrust

Fake news blurs the line between fact and fiction. When people are exposed to conflicting reports, they become uncertain about what is true. This confusion leads to a loss of trust in genuine news outlets, government agencies, and even among one another. When trust fades, society becomes more divided and less cooperative.

2. Spreading Panic and Fear

Fake news can also lead to panic during emergencies. For instance, during COVID-19 pandemic, false claims about cures, vaccines, and government policies created unnecessary fear and it led to hazardous outcomes. Similarly, fake news about natural disasters or crimes can cause chaos, endanger lives, and spread unnecessary alarm among the public.

3. Promoting Hatred and Division

Another harmful effect of fake news is its ability to create hatred and division among people. False information about religion, caste, or communities often spread on social media with the intention of causing conflict. When people believe these lies, they begin to form opinions based on misinformation rather than reality. Over time, this damages social harmony and leads to discrimination and intolerance.

4. Damaging Reputations

Fake news doesn't just harm groups—it can destroy individuals too. A single false post about a person can go viral and ruin their reputation or career. Even after the truth emerges, the damage is often permanent. It shows how powerful and dangerous misinformation can be when left unverified.

Effect on Democracy

Democracy is built on truth, transparency, and public participation. Citizens make decisions through voting, activism, and debate — all of which require accurate information. When fake news enters this process, it manipulates opinions, confuses voters, and weakens the foundation of democratic governance

1. Manipulation of Public Opinion

Fake news is frequently used to influence political attitudes. During elections, false stories or edited videos about candidates can spread rapidly, changing how voters perceive them. Political parties or interest groups may use fake news to discredit opponents or gain sympathy. Such manipulation prevents voters from making informed choices, turning democracy into a game of deception rather than truth.

2. Weakening of Democratic Institutions

When misinformation spreads, citizens start losing confidence in key democratic institutions such as the judiciary, the media, and the government. People begin to question everything — even genuine information. This erosion of trust makes it difficult for institutions to function effectively and fairly, thereby weakening the entire democratic structure.

3. Political Polarization

Fake news encourage polarisation, dividing people into extreme sides. It strengthens bias and prevents healthy dialogue. People start believing only the news that supports their own belief while rejecting any information that challenges them. As a result, discussions turn into arguments, and democracy loses its spirit of cooperation and debate.

4. Threat to Freedom of Expression

Ironically, while freedom of expression is one of democracy's greatest strengths, fake news disrupt this right. It uses the freedom to spread lies that harm others and society. Balancing free speech with truth and responsibility becomes a growing challenge for democratic nations.

Ways to Control Fake News

The fight against fake news cannot be won by technology or laws alone. It requires awareness, responsibility, and education. Every part of society must contribute to controlling misinformation.

1. Promoting Media Literacy

Education is the strongest weapon against fake news. Schools, colleges, and universities should teach students how to recognize trustworthy sources, check facts, and think critically. Media literacy helps individuals analyse information logically instead of reacting emotionally.

2. Encouraging Responsible Journalism

Media organizations must maintain professional ethics. Journalists should verify sources, cross-check facts, and avoid sensational headlines that attract attention but spread falsehoods. Credible and transparent reporting restores the public's trust in news.

3. Regulating Social Media Platforms

Social media companies play a major role in stopping the spread of misinformation. They can introduce algorithms to detect and block fake news, provide fact-checking tools, and flag suspicious posts. Verified accounts and official sources should be promoted to ensure reliability.

4. Role of the Government

Governments can create strong cyber laws to penalize those who deliberately spread false information. However, such laws must balance security and freedom of speech. The goal should be to stop harm without limiting open expression.

5. Individual Responsibility

Ultimately, every citizen has a part to play. Before sharing any information online, one must pause, verify, and reflect. Checking sources, reading multiple perspectives, and thinking critically can prevent fake news from spreading further.

Conclusion

Fake news is more than just a false story on the internet — it is a serious threat to truth, unity, and democracy. It manipulates public opinion, damages relationships, and erodes trust in institutions. In a world where information travels instantly, the responsibility to protect

truth lies with each of us. By promoting awareness, education, and ethical communication, we can create a society where truth is valued above popularity and facts are stronger than falsehoods. Democracy can only survive when its citizens are informed,

responsible, and guided by honesty. The fight against fake news begins with awareness — and ends with collective action for truth.

Divitha S

III Year Visual Communication

ARE WE BECOMING TOO DEPENDENT ON TECHNOLOGY?

Introduction:

There's no doubt that technology has made life easier, faster and more convenient. Online learning helps students study from anywhere. Doctors use advanced machines for accurate diagnosis. Businesses rely on software to save time and increase productivity. In short, technology has transformed the way we live, work and think.

Description:

However, this growing reliance has also made us less independent. People often panic when their phones run out of charge or when the internet goes down. Many prefer texting over face to face conversations. Children spend more time on screens than outdoors. Even simple tasks, like doing calculations or

remembering phone numbers are left to gadgets. This overdependence weakens our problem solving skills and reduces real human interaction.

Technology should be our tool, not our master. It is important to use it wisely to make our lives better, not to control them. By setting limits on screen time, engaging in real world activities and learning to think without always relying on devices, we can strike a healthy balance.

Conclusion:

Technology is a wonderful servant but a dangerous master. We must ensure that we use it thoughtfully, so it enhances our lives without replacing our humanity.

Varshini V

III Year Visual Communication

HOW SOCIAL MEDIA SHAPES MODERN FRIENDSHIP

In today's digital era, friendship is no longer limited to physical interactions or face-to-face conversations. Social media platforms like

Instagram, WhatsApp, Snapchat, and X (formerly Twitter) have redefined the way people connect, communicate, and maintain

relationships. These online spaces have created new dimensions of friendship that blend virtual and real-world experiences.

Social media has made it easier than ever to stay in touch with friends across distances. A message, video call, or post can instantly bridge geographical gaps, allowing people to maintain close bonds despite living in different cities or even countries. Platforms also help individuals reconnect with old friends and discover communities with shared interests, fostering a sense of belonging that transcends traditional social boundaries.

However, this digital connection also has a complex side. Online friendships often lack the depth and emotional intimacy that face-to-face relationships naturally build. The constant exposure to curated lives on social media can lead to comparison, insecurity, and sometimes even isolation. “Likes” and “comments” may give temporary validation, but they cannot fully replace genuine empathy, physical presence, or meaningful conversation. Moreover, the ease of online communication can sometimes make

friendships superficial—based more on appearance and convenience than on trust and understanding. On the positive side, social media has empowered introverted individuals to express themselves more comfortably, find supportive circles, and develop confidence in social interaction. It has also become a tool for activism, emotional support, and collaboration among friends who share common goals and causes. When used mindfully, social media can strengthen bonds rather than weaken them.

In conclusion, social media undeniably shapes modern friendship— both enhancing and challenging the ways people connect while it expands our social

world, it also tests the authenticity and depth of our relationships. The key lies in

balance: using digital platforms to complement, not replace, real human

connection. True friendship still depends on understanding, loyalty, and genuine

care—qualities that no app can fully simulate.

Sahara Jowhar M S

III Year Visual Communication

THE EVOLUTION OF GLOBAL CINEMA

The Birth of a New Art Form

The history of cinema is a journey from simple mechanical motion to complex digital dreams. In 1895, when the Lumière brothers projected a train arriving at a station, audiences reportedly ran away in fear, thinking the train was real. That moment marked the birth of the most

influential medium of the 20th and 21st centuries. In its infancy, cinema was silent. Without the luxury of dialogue, actors like Charlie Chaplin and Mary Pickford relied on "mime" and extreme facial expressions.

This era proved that visual storytelling is a universal language—a movie made in

Hollywood could be understood by someone in India or France without a single subtitle.

The Sound and Color Revolution

The introduction of "The Jazz Singer" in 1927 ended the silent era. "Talkies" demanded a new kind of acting—subtle, vocal, and rhythmic. Soon after, Technicolor transformed the screen from grainy black-and-white to a vibrant spectrum of reality. This period also saw the rise of national identities in film:

- The Hollywood Studio System: Created the "Star Culture."
- Indian Cinema: Began its journey with mythological epics, eventually evolving into the world's largest film industry (Bollywood, Kollywood, and beyond).
- European New Wave: Introduced philosophical and experimental storytelling that challenged traditional structures.

The Digital Transformation and VFX

By the 1990s, the "Physical" became "Digital." The use of Computer-Generated Imagery (CGI) in films like Jurassic Park and Avatar allowed directors to build worlds that were previously impossible to film. Today, we are in the era of Virtual Production. Instead of traveling to distant locations, filmmakers use massive LED walls (like "The Volume" used in The Mandalorian) to project photorealistic environments in real-time. This saves costs and gives directors total control over lighting and weather, blurring the line between reality and animation.

The Impact of Streaming and Globalism

The 2020s have redefined how we "go" to the movies. Streaming giants like Netflix and Amazon have brought the theatre into our living rooms. While this has raised concerns about the decline of the traditional theatre experience, it has also led to a "Golden Age of Content." Because of streaming, language is no longer a barrier. Audiences in the US are watching Korean dramas, and audiences in Europe are celebrating Indian blockbusters like RRR. Cinema has truly become a global village.

Section 5: The Social and Cultural Mirror

Cinema is more than just business; it is a reflection of society. It has the power to:

- Influence Fashion and Language: Trends often start on the screen before hitting the streets.
- Drive Social Change: Films addressing justice, equality, and history can change the mindset of millions faster than any textbook.
- Preserve Culture: For many, movies are a way to keep their heritage and folklore alive for the next generation.

The Future of the Silver Screen

As we look toward the future, technologies like Augmented Reality (AR) and Artificial Intelligence (AI) promise to make cinema even more interactive. We may soon see movies where the viewer can choose the ending or "walk" through the scene. Despite these changes, the heart of cinema remains the same: a dark room, a large screen, and a story that makes us laugh, cry, or think. As long as humans have dreams, there will be movies to capture them.

Aswini S

III Year Visual Communication

THE FUTURE OF EDUCATION

Education is the foundation of a country's development. As the world changes rapidly, the education system must also change to meet future needs. The future of education will focus on technology, creativity, skill development, and lifelong learning. Technology will play a major role in future education. Classrooms will become digital learning spaces with smart boards, tablets, and online resources. Artificial Intelligence (AI) will help teachers understand students' learning levels and provide personalized support. Virtual Reality (VR) and Augmented Reality (AR) will allow students to experience real-life situations, such as visiting historical places or doing science experiments virtually.

Another important change will be personalized and flexible learning. In the future, education will not follow a single method for all students. Each student will learn at their own pace based on their interests and abilities. Online courses, recorded lessons, and hybrid learning models will give students the freedom to learn anytime and anywhere. Skill-based education will become more important than rote learning. The future education system will focus on problem-solving, critical thinking, creativity,

communication, and teamwork. Practical skills like coding, financial literacy, entrepreneurship, and digital skills will be included in the curriculum. This will help students become job-ready and confident.

Teachers will act as mentors and guides instead of only teaching from textbooks. They will support students emotionally and academically. Learning will be more interactive, with group discussions, projects, and real-world applications. Education will also promote equality and inclusion. Online platforms will make quality education accessible to students in rural and remote areas. Special learning tools will help students with disabilities learn effectively. Lifelong learning will become a key concept. People will continue learning new skills throughout their lives to adapt to changing careers and technologies. Education will not end with school or college but will continue at every stage of life.

In conclusion, the future of education will be innovative, inclusive, and student centered. It will prepare learners to face real-world challenges and build a better future for society.

Sneha M

III Year Visual Communication

THE ROLE OF DESIGN THINKING IN VISUAL COMMUNICATION

Visual communication is more than just creating attractive designs; it is about conveying ideas, emotions and messages effectively. In today's fast paced digital world

design thinking plays a vital role in shaping meaningful and impactful visual communication. Design thinking is a human centered approach to problem solving that

focuses on understanding the audience, defining problems clearly, generating creative ideas, and testing solutions. When applied to visual communication, it ensures that designs are not only visually appealing but also purposeful and user focused. One of the key roles of design thinking in visual communication is empathy.

Designers begin by understanding the needs, emotions, and expectations of their audience. This helps in creating visuals that connect with viewers on a deeper level. For example, a poster, website, or short film becomes more effective when it reflects the audience's real concerns and experiences. Another important aspect is clarity of message. Design thinking encourages designers to define the core problem before starting the visual work. This process helps eliminate unnecessary elements and ensures that the final design communicates the message clearly and simply. Good visual

communication avoids confusion and guides the viewer's attention to what truly matters. Design thinking also promotes creativity and innovation. By encouraging brainstorming and experimentation, designers can explore multiple visual solutions instead of sticking to one idea. This leads to fresh concepts, unique layouts, and engaging storytelling through visuals. In addition, testing and feedback are essential parts of design thinking.

Visual designs are refined based on user responses, ensuring continuous improvement. This makes visual communication more effective, functional, and relevant. In conclusion, design thinking strengthens visual communication by combining creativity with empathy, clarity, and problem-solving. It helps designers create visuals that are meaningful, user-focused, and impactful, making communication more powerful in both digital and print media.

Kiruthika A

III Year Visual Communication



DEPARTMENT ACTIVITIES

International Social Media Day 28th June 2025

The Department celebrated Social Media Day with great enthusiasm and learning. The event began with a prayer service, followed by a Poster Making Competition from 9:00 to 10:30 a.m., where students creatively expressed their views on social media. The posters were later evaluated by Sr. Irin and Ms. Anila

Ashwini, who selected the winners based on creativity and message clarity. Principal Sr. Arokyia Jayaseli visited the venue, appreciated the students' efforts, and awarded the winners. She also shared a brief message on responsible social media usage.

The highlight of the day was an interactive workshop by Dr. James Ranjith, who engaged students in discussions and activities on the positive and negative aspects of social media. The session concluded at 1:30 p.m., marking a successful and insightful celebration that promoted awareness and responsible online behaviour among students.



Emoji Quiz on World Emoji Day – 17th July 2025

The Department of Communication Media marked World Emoji Day on July 17 with an engaging and interactive Emoji Quiz. The event was organized to celebrate the universal language of emojis and their remarkable ability to express a wide range of emotions beyond words. Students enthusiastically participated in the quiz, which was conducted in front of a vibrant LED board displaying various emojis. The atmosphere was filled with excitement and laughter as participants decoded meanings, guessed expressions, and showcased their creativity and quick thinking. The quiz not only tested students' familiarity with emojis but also highlighted how these digital symbols have become an essential part of modern communication. At the end of the event, students who performed exceptionally well were recognized and awarded Emoji Badges as a token of



appreciation for their enthusiasm and performance. The event successfully combined fun and learning, reflecting the department's commitment to encouraging innovative and interactive ways of understanding contemporary media and communication

Visual Felicity 5.0 - 30 August 2025



The Department of Communication Media organized an inter-departmental cultural extravaganza titled “Visual Felicity 5.0” on 30th August 2025. The event served as a vibrant and dynamic platform for students to exhibit their creativity, artistic skills, and talents across a wide spectrum of cultural activities. It brought together young minds from various institutions, creating an atmosphere filled with enthusiasm, innovation, and healthy competition.

The program commenced with the traditional lighting of the lamp, symbolizing wisdom, positivity, and the auspicious beginning of the celebrations. The ceremony was graced by distinguished chief guests: Mr. Amuthavanan – a well-known comedian, dancer, singer, and participant of KPY and Bigg Boss; Mr. Micheal – comedian; and Mr. Akash – dancer. Their presence added great prestige and excitement to the occasion.

As a token of gratitude and appreciation, mementos were presented to the College Secretary, Dr. Sr. Mary Josephine Rani; the Principal, Dr. Sr. Arokia Jayaceli; the Head of the Department of Communication Media, Sr. Thimena Celine; and the esteemed chief guests. The gesture acknowledged their support, guidance, and valuable contribution to the success of the event.

Following the inaugural ceremony, the audience was treated to captivating performances by the chief guests. Mr. Amuthavanan and Mr. Micheal enthralled the gathering with their humour and engaging interaction, filling the venue with laughter and excitement. Mr. Akash mesmerized the audience with his energetic and skilful dance performance, setting a lively and celebratory tone for the day.

The cultural competitions began soon after, witnessing enthusiastic participation from students representing 13 colleges. The competitions were thoughtfully designed to encourage both artistic expression and media-related creativity. Events included drawing, face painting, meme creation, reels making, singing, dancing, and short film production. Each competition reflected the participants' originality, technical skills, and innovative thinking. The short film and reels competitions, in particular, highlighted the students' ability to blend storytelling with modern digital platforms.

Adding to the festive spirit, the DJ session energized the crowd, keeping the audience lively and engaged throughout the day. Students enthusiastically participated in the dance sessions, making the campus atmosphere vibrant and dynamic. The event truly reflected youthful energy and creativity at its best.

The event witnessed remarkable talent and healthy competition among the participants. The judges carefully evaluated each performance based on creativity, presentation, technical quality, and overall impact. Medals and certificates were awarded to the winners of various competitions in recognition of their excellence. Sacred Heart College proudly secured the Overall Trophy, while the runners-up positions were awarded to other deserving institutions (details to be included).

A special note of appreciation was extended to the sponsors and judges for their valuable support and fair evaluation. The department also gratefully acknowledged the dedication and tireless efforts of the teaching and non-teaching staff, whose coordination and teamwork ensured the smooth execution of the program. As a gesture of gratitude, mementos were presented to them as well.

Visual Felicity 5.0 was not merely a cultural event but a celebration of talent, unity, and creative expression. The entire day was filled with vibrant performances, enthusiastic participation, and unforgettable moments. The campus resonated with joy and excitement, leaving participants and organizers with cherished memories that will be remembered for years to come.

Photography Competition theme "Green Auxilium" 12 September 2025

The Department of Communication Media organized a Photography Competition on the theme "Green Auxilium." At the beginning of the competition, the participants were divided into three groups. Each group was assigned a specific location within the

campus to explore and capture creative photographs. The first group was allotted the College Garden, the second group was assigned the area near the library, and the third group was designated to take photographs near the Paddy Field. All participants actively engaged in the competition, capturing photographs that reflected their unique perspectives and creativity. The event concluded with a group photograph featuring the principal, faculty members, and all participants, marking a memorable end to the competition.



Vendhar TV Political Debate Show Report



On the 21st of November, 2025 the department of Communication Media combined with the students of media club visited the channel “Vendhar TV” in Chennai to attend a political debate show. This programme was an exposure to media students to learn and understand how television debate shows are produced and presented. The purpose of this visit was to observe the functioning of a debate show, learn about the responsibilities of participants and the anchor, and experience the environment of a professional television studio. This experience bridged the gap between classroom learning

and the real-world media industry. The group departed for Chennai at 9:45 a.m. by train, which served as the primary mode of transport. Upon arrival, they utilized the local metro to reach their destination. The group took a short break to refresh themselves and then proceeded to the destination, SIMS Hospital in Chennai, to attend the political debate. After assembling the students in the hall for the programme, the event commenced at around 3:30 p.m., following the arrival of representatives from each political party. The debates, themed “சொல் பெரிது”, featured representatives from various political

parties who spoke about the promises and initiatives their parties aim to implement for the betterment of society. The event comprised two rounds, during which each representative presented arguments in support of their respective parties. The central topic of discussion was “Which party holds a greater advantage in the upcoming 2026 elections?”. The group left



at 5:30 p.m. and travelled back to Vellore. The visit highlighted the importance of teamwork between the anchor, participants, and production crew to deliver a smooth and engaging program. The professional discipline maintained during the recording taught us how careful preparation and coordination contribute to the success of a show.

Industrial Visit

The Department of Communication Media organized an Industrial Visit to Ramoji Film City, Hyderabad, with a total of 17 students participating. Sr. Thimena Celine (Head of the Department) along with Sr. Bestonia and Mr. Jeffrey Paul S, Assistant Professor accompanied the students.

The Industrial Visit commenced on the afternoon of 13th December from Katpadi Junction. The team reached Chennai around 2:00 PM, had lunch, and then boarded train to Hyderabad at 4:40 PM. Then they arrived in Hyderabad on the morning of 14th Dec at around 5:00 AM and reached the hotel by van.

After checking in, the students refreshed themselves and had breakfast. On the first day (14th- Dec), the group visited Golconda Fort, Nehru Zoological Park, and the Salar Jung Museum. After returning to the hotel for lunch, they continued sightseeing at Charminar and Lumbini Park. The lazer show at Lumbini park was a feast to the eyes. On the second day (15th Dec), the students visited Ramoji Film City, where they gained



valuable insights into film production, movie making, editing techniques, and various aspects of the media and entertainment industry. The visit proved to be highly informative and beneficial for the students.



After completing the industrial visit, the group returned to Kachiguda Railway Station and boarded the return train at around 8:30 PM. Then they reached Katpadi Junction at around 11:30 a.m. the following day (16th Dec), marking the successful conclusion of the Industrial Visit. Overall, the

Industrial Visit was highly educational, enjoyable, and enriching, providing students with practical exposure and memorable learning experiences. The visit was successfully completed with great satisfaction from both students and faculty.

Communication and Radio Jockey Workshop

The Department of Visual Communication, in association with the Media Club, successfully conducted a Communication Workshop and a Radio Jockey (RJ) Workshop for the students. The workshops were organized and guided by Sr. Thimena Celine, Head of the Department of Visual Communication, Ms. Dharsini K, and Mr. Jeffrey Paul S.

The Communication Workshop was conducted on the theme “Ethical Responsibility in Digital Platforms.” The session was handled by Fr. Dr. Stanislaus Irudayaselvam, from Fu Jen Catholic University, Taiwan. The workshop commenced at 10:00 a.m. and concluded around 11:00 a.m. The session provided valuable insights into ethical practices, responsible communication, and the role of digital media in the society.



Following the communication session, the Radio Jockey Workshop began at 11:00 a.m. and was conducted by Mr. Kannan, Programme Producer at Suryan FM. The session continued until 1:00 p.m., during which the students were introduced to the fundamentals of radio broadcasting, voice modulation, content creation, and presentation skills relevant to radio jockeying.

After the theoretical sessions, students participated in practical activities. They were divided into two groups and assigned topics for discussion and recording. One group engaged in a live discussion with the resource person on the topic “Valentine’s Day for the People Who Raised Us,” while the other group participated in a recording session on the topic “Is Social Media Killing Real Conversations?” These activities helped students gain hands-on experience and practical exposure to radio programming.



The entire workshop concluded successfully at around 1:30 p.m. The sessions were informative, interactive, and highly beneficial for the students, enhancing their understanding of ethical digital communication and practical radio broadcasting skills.

Mini Short film, Poster making, Gratitude Video Making, Character Depiction



The Department of Visual Communication, in collaboration with the Media Club, conducted various activities for the students. These activities were headed by Sr. Thimena Celine, Head of the Department of Visual Communication, and coordinated by Ms. Dharsini K, Assistant Professor, and Mr. Jeffrey Paul S, Assistant Professor.

The first activity was a Mini Short Film Competition based on the theme “My

Vote.” All students were instructed to create a mini short film of approximately one minute. Students from all three years participated, and among the entries, the best short film was selected and awarded.

The second activity was Poster Making for Gratitude Day. This activity was conducted for first year and third year students. In addition, a Gratitude Video Making activity was conducted for second year students. The best poster and the best video were selected and awarded.

The third activity was Character Depiction. Students were required to dress as movie characters and depict them by performing dialogues from the respective movies. For judging this activity, Dr. Lavanya from the Department of Computer Science was invited as the judge, and she evaluated all the performances.

With these activities, the Department successfully concluded the event, making it a meaningful and successful one.



School Visit

The Department of Visual Communication organized a Career Guidance Program at a nearby school in Vellore, St. Mary's School. The visit was headed and guided by Sr. Thimena Celine, Head of the Department of Visual Communication, along with Mr. Jeffrey Paul S, Assistant Professor.

For the school visit, the department formed four different student groups. Among them, one group was selected to prepare and present the program. The selected students were Paulin, Divitha, Seema, and Sona. They carefully planned and prepared their presentation and successfully delivered it to students from 6th to 11th standard. They also conducted a poster-making competition to encourage creativity and participation among the school students.



Meanwhile, Sr. Celine and Mr. Jeffrey Paul S interacted with the 12th standard students and delivered a session on Media Education and Career Guidance. The session helped students understand various career opportunities in the field of media and communication.

The school visit was successfully completed and concluded on a positive note.

Republic Day

Auxilium College celebrated Republic Day on January 26 with great patriotism and enthusiasm. The event was organized by the Department of Visual Communication.

The Visual Communication Department designed and prepared the poster for the program, the stage backdrop, and handled the stage decorations. The department also took responsibility for delivering the Welcome Address and conducting the event as the Masters of Ceremony.

The entire celebration was lively and beautifully captured by the Visual Communication students through photography and videography. Every aspect of the event was well-organized and executed perfectly, making the Republic Day celebration a grand success.



Parent, Teachers Meeting

The Department of Visual Communication organized a Parents–Teachers Meeting for the I and II year students at 1:00 p.m. The meeting was presided over by Sr. Thimena Celine, Head of the Department.

The session began with a warm welcome to the parents and an introduction to the purpose of the meeting. Sr. Thimena Celine addressed the gathering and highlighted the importance of parental involvement in students’ academic and creative growth. She provided an overview of the department’s academic structure, practical training, project-based learning, and co-curricular activities conducted throughout the semester.



During the meeting, the overall academic performance, attendance records, discipline, and participation of the students were discussed in detail. Emphasis was placed on the importance of regular attendance, timely submission of assignments, and active participation in practical sessions, which are essential components of the Visual Communication curriculum.

Following the general address, individual discussions were held with the parents of each student. Faculty members shared specific feedback regarding the students’ academic progress, strengths, areas that require improvement, and their involvement in departmental activities. Parents were encouraged to share their observations and concerns, creating an open and constructive dialogue between the department and families.



The interaction helped in strengthening the relationship between parents and faculty members and ensured better understanding of each student’s academic journey. Parents appreciated the transparency and personalized feedback provided by the department.

The meeting concluded on a positive note, with Sr. Themina Celine thanking the parents for their presence and cooperation.

COMPETITIONS AND PRIZES

Mini Short Film

This Competition based on the theme “My Vote.” All students were instructed to create a mini short film of approximately one minute. Students from all three years participated, and among the entries, the best short film was selected and awarded.

Paulin – III year
Fathima – II year
Keerthana – I year



Poster Making

Poster Making for Gratitude Day. This activity was conducted for first years and third years students. The best poster was selected and awarded.

Aswini – III year
Keerthana – I year



Gratitude Video Making

A Gratitude Video Making activity was conducted for second-year students. The best video was selected and awarded.

Mahalakshmi – II year



Character Depiction

Students were required to dress as movie characters and depict them by performing dialogues from the respective movies. For judging this activity, Dr. Lavanya from the Department of Computer Science was invited as the judge, and she evaluated all the performances.

I year – Dhivya – 1st Place
II year – Nikitha – 1st Place
III year – Saaffron – 1st Place



Eco Fashion State Level Reel Competition

Aswini S from 3rd Year Visual communication Department has participated in this state level competition, where she has to take a reel and secured 1st place also won cash prize of Rs. 25000

Reel making
Aswini S – 1st Place
Cash prize Rs.25000



Muthamizh vizha

It is an inter college cultural event which was conducted by Tamil Department. They organized a competition called 'Sacred Heart', Aswini S and Kiruthika A from 3rd year Visual Communication Department has participated in photography and short film competitions and also won Prizes.

Photography
Aswini S – 2nd Place
Kiruthika A – 3rd Place
Short Film
Aswini S – 1st Place



They also conducted a Singing and Drawing competitions. In singing competition, Keerthana, Sarumathy (1st years), Varshini, Saaffron, Paulin (3rd years) participated and won 2nd prize. In the Drawing competition, Dilushalini (1st year) from the Visual Communication department participated and won 3rd prize.

Singing
Varshini – 2nd Place
Saaffron – 2nd Place
Paulin – 2nd Place
Keerthana – 2nd Place
Sarumathy – 2nd Place
Drawing
Dilushalini – 3rd Place



Intra College competition

It is a Short Film Contest conducted in Nirmala College for Women, Coimbatore. Aswini S from 3rd year Visual Communication Department has participated and secured the 2nd Prize, also appreciated for selecting the best theme in short film.

Short Film
Aswini S – 2nd Place



Speech Competition

Tamil Nadu Kalvi Thurai has conducted a Speech competition in Auxilium College for Women. In this, Mahalakshmi (2nd year) from Visual Communication Department participated and secured 3rd place with the cash prize of Rs.3000.

Speech Competition
Mahalakshmi – 3rd Place



MEDIA CLUB ACTIVITIES

Green Diwali - 17 October 2025

The Department of Communication Media organized an event titled “Green Diwali” to promote an eco-friendly and sustainable way of celebrating the festival of lights. The initiative aimed to spread awareness about environmental conservation while embracing the festive spirit.

The event featured two engaging activities – a Photo Booth and a Sticker Wall. At the Photo Booth, students and faculty captured joyful moments using a specially designed festive photo frame, symbolizing a Diwali filled with smiles and togetherness. The Sticker Wall encouraged participants to write personalized Green Diwali messages, sharing their thoughts on sustainable celebration practices. In appreciation, they received thoughtful reply messages acknowledging their contributions. Both students and faculty members took part enthusiastically, creating a lively and interactive atmosphere. The event successfully combined festivity and environmental awareness, reminding everyone that true celebration lies in protecting and preserving our planet.



Christmas Charity

The Department of Communication Media and the Media Club jointly organized a Christmas Charity Programme at Cure Illam. The charity programme was initiated and guided by Sr. Thimena Celine, Head of the Department of Communication Media, along with Miss Dharsini K (Assistant Professor), Dr. Indhu (Assistant Professor), and Mr. Jeffrey Paul S (Assistant Professor), with the support of 25 students.

As part of the charity, essential groceries such as rice, vegetables, dhal, and other food items were distributed. Daily use products including soap, powder, and dresses were also provided to the residents of the home.

The students performed various activities such as singing and dancing to entertain the people at Cure Illam. Sr. Thimena Celine delivered a short and meaningful Christmas message to everyone. The residents of the home were very happy and overwhelmed by the love and care shown to them.

The Christmas Charity Programme was successfully completed with joy and gratitude.



QUIZZES AND GAMES

WORD SEARCH

A	B	D	V	Q	W	E	R	R	T	Y	U
N	I	O	P	A	D	E	S	I	G	N	S
I	D	F	F	G	H	J	K	L	Z	X	C
M	C	I	V	V	B	N	M	O	Q	W	E
A	E	L	R	T	Y	U	E	I	O	S	P
T	D	L	F	H	G	D	F	H	K	J	M
I	L	U	Z	X	I	C	V	B	B	N	E
O	K	S	N	V	K	N	M	J	L	B	D
N	X	T	Z	V	C	B	D	S	A	F	I
O	F	R	Y	B	V	F	I	L	M	A	A
D	F	A	G	H	J	K	L	E	R	T	Y
K	L	T	Z	X	S	C	C	V	B	N	M
Q	W	I	R	T	T	O	Y	U	I	A	P
K	L	O	X	Z	C	E	U	A	W	R	T
X	Z	N	M	C	O	P	I	N	U	H	A
J	E	L	K	J	H	G	F	D	D	S	A
F	G	S	D	F	N	J	K	L	Z	C	F
P	H	O	T	O	G	R	A	P	H	Y	Z

Words To Search

Photography, Design, Illustration, Video, Sound, Animation, Film

MATCH THE TERM

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Typography 2. Storyboard 3. Color Palette 4. Branding 5. Composition 6. Animation 7. Photography 8. Logo | <ol style="list-style-type: none"> A. A sequence of drawings showing how a video or film will look B. The art of arranging text in a readable and visually appealing way C. A planned set of colors used in a design D. Creating a unique identity for a product or organization E. The arrangement of visual elements in a frame F. Making images move to tell a story G. Capturing images using a camera H. A symbol or mark that represents a brand |
|--|--|

ANSWER KEY
1 - B, 2 - A, 3 - C, 4 - D, 5 - E, 6 - F, 7 - G, 8 - H

GUESS THE WORD USING EMOJI

1. 🎨 ✍️ 🖼️ → _____
2. 🎬 🎥 🎞️ → _____
3. 🅐🅑🅒🅓 🖋️ 📐 → _____
4. 📷 ✨ → _____

ANSWER KEY
1. Illustration, 2. Film / Cinema, 3. Typography, 4. Photography

Quiz time

1. Which of these communicates an idea without using words?

- a) Article
- b) Photograph
- c) Speech
- d) Script

Answer: b) Photograph

2. A black and white image mainly helps to highlight:

- a) Fashion
- b) Emotions and contrast
- c) Bright colors
- d) Advertising text

Answer: b) Emotions and contrast

3. Which element attracts attention first in a poster?

- a) Footer text
- b) Logo size
- c) Visual hierarchy
- d) Printing quality

Answer: c) Visual hierarchy

4. Negative space in design means:

- a) Bad design
- b) Empty space around elements
- c) Dark color
- d) Low resolution

Answer: b) Empty space around elements

5. Which platform mostly depends on short form visual content?

- a) Newspaper
- b) Radio
- c) Instagram Reels
- d) Email

Answer: c) Instagram Reels

6. A low angle camera shot usually makes the subject look:

- a) Weak
- b) Funny
- c) Powerful
- d) Confused

Answer: c) Powerful

7. Which design choice can make content look confusing?

- a) Proper alignment
- b) Limited colors
- c) Too many fonts
- d) Clear spacing

Answer: c) Too many fonts

8. In advertising, a “call to action” means:

- a) Brand name
- b) Product price
- c) Message that asks viewers to act
- d) Logo design

Answer: c) Message that asks viewers to act

9. Why are memes considered powerful media content?

- a) They are expensive
- b) They spread slowly
- c) They are relatable and shareable
- d) They avoid visuals

Answer: c) They are relatable and shareable

10. Which color combination gives strong contrast and readability?

- a) Yellow on white
- b) Grey on black
- c) Black on white
- d) Red on orange

Answer: c) Black on white

11. A poster with too much text will mostly:

- a) Go viral
- b) Be ignored
- c) Look professional
- d) Be memorable

Answer: b) Be ignored

12. Which factor affects the mood of a photograph the most?

- a) Camera brand
- b) Lighting
- c) Image size
- d) File name

Answer: b) Lighting

13. In filmmaking, continuity is important to:

- a) Change scenes fast

b) Avoid visual mistakes

- c) Add music
- d) Improve acting

Answer: b) Avoid visual mistakes

14. Which visual element guides the viewer's eye in a design?

- a) Random shapes
- b) Visual flow
- c) Background noise
- d) Watermark

Answer: b) Visual flow

15. Minimalist design is effective because it:

- a) Uses many elements
- b) Removes distractions
- c) Is boring
- d) Needs no planning

Answer: b) Removes distractions

16. Which media content is most likely to go viral today?

- a) Long article
- b) Radio interview
- c) Short video
- d) Printed poster

Answer: c) Short video

17. A brand uses the same colors and fonts to create:

- a) Confusion
- b) Visual identity
- c) Advertisement noise

d) Trend

Answer: b) Visual identity

18. Which design principle creates balance in a layout?

a) Repetition

b) Alignment

c) Contrast

d) Rhythm

Answer: b) Alignment

19. Ethical media practice mainly means:

a) Posting fast

b) Gaining likes

c) Being truthful and responsible

d) Following trends

Answer: c) Being truthful and responsible

20. Visual storytelling is successful when the audience:

a) Reads everything

b) Gets the message without explanation

c) Sees many colors

d) Notices effects only

Answer: b) Gets the message without explanation



CREATIVITIES

POETRY

கண்கள் பேசும் மொழி

வார்த்தைகள்
 மெளனம் பிடித்தாலும்,
 படங்கள்
 உண்மையை பேசுகின்றன.
 ஒரு நிறம்
 உணர்ச்சி ஆகிறது,
 ஒரு கோடு
 கருத்து ஆகிறது.
 பார்ப்பது மட்டும் இல்லை
 கண்கள்-
 பொருள் படிக்கின்றன,
 பொருள் புரிகின்றன.
 போஸ்டரும்
 புகைப்படமும்

மெளனக் கதைகள்,
 பார்ப்பவரின் மனதில்
 வாக்கியங்களாக மாறும்.
 ஒரு ஃப்ரேம்
 ஒரு நிமிடத்தை
 நிரந்தரம் ஆகச் செய்யும்,
 ஒரு சின்னம்
 ஆயிரம் சொற்களை
 சுமக்கும்.
 காதுக்குச் சொன்னால்
 மறந்துவிடலாம்,
 கண்களுக்கு சொன்னால்
 மனதில் பதியும்
 அதுவே

Asma Bhanu. R

II Year Visual Communication

கவிதை 1

ஒரு செய்தி விதையாக
விழுந்தால்,
ஒரு சிந்தனை மரமாக வளரும்,
மாற்றத்தை உருவாக்கும் சக்தி -
அதுவே ஊடகம்

கவிதை 2

மறைந்த உண்மைகள் வெளிச்சம்
காண,
மக்களின் குரல் உயர,
நியாயத்தின் பாதை நடக்க,
நேர்மையின் நண்பன் -
ஊடகம்.

Mahalakshmi. M

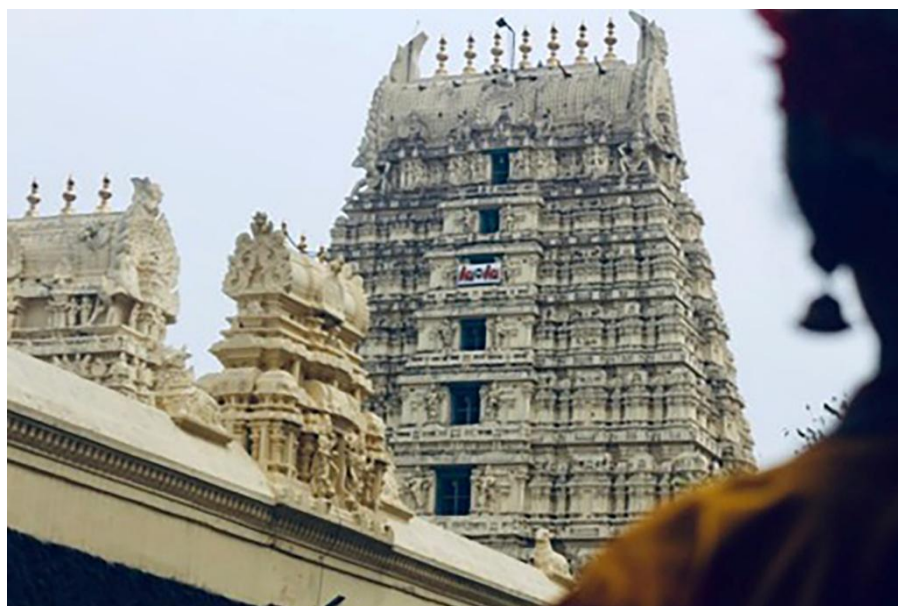
II Year Visual Communication

PHOTOGRAPHY



Seema. Z

II Year Visual Communication



Keerthana. L
I Year Visual Communication



Sarumathy. N
I Year Visual Communication

ART



Saalika Takreem

II Year Visual Communication



**GOLDEN JUBILEE MEMORIAL
MEDIA BLOCK**

AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A⁺ Grade in the 4th Cycle)

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