

## **Programs Organised 2024-2025**

The Department of Communication Media commenced the academic year with an orientation program for second- and final-year students, focusing on the theme “Digital Learning and Healthy Habits for Well-being” on 11<sup>th</sup> and 14<sup>th</sup> June, 2024.

In celebration of World Emoji Day on 30<sup>th</sup> June, 2024, the department organized a street play titled “Emotion Expression” held in front of the Administrative Block, the play highlighted the role of emojis in modern communication. With vibrant performances and emoji-themed decorations, students creatively conveyed the importance of non-verbal expressions in digital interactions.

Further fostering creativity, on 13<sup>th</sup> August, 2024 an Art Workshop on Human Portraits was conducted in collaboration with Latha Oviya Kalaikoodam. Dr. Shanmugam Balu, founder and director, provided insights into human anatomy for sketching, while artist Mr. Mohammed Saifuddin introduced various artistic techniques.

In honour of World Photography Day, on 19<sup>th</sup> August, 2024 a Photo Expo and Workshop was organized, featuring Mr. Rajasekar Chandrasekar, CEO of Shutter Photography, as the resource person. The session covered photography fundamentals, lighting techniques, and model photography. A photo exhibition and booth were set up by media students, alongside competitions in Silhouette and Model Photography, providing a platform to showcase their creativity.

Enhancing technical skills, a Workshop on 3D Visualization was conducted on 26<sup>th</sup> September, 2024 by Mr. Kamalanathan Sundar Rajan, Assistant Professor at Vellore Institute of Technology. The session covered advanced techniques in architectural visualization, with live demonstrations allowing students to practice industry-relevant software tools in real-time. Additionally, a Workshop on 2D Character Animation was organized on the same day, featuring Mr. Praveen Kamalakannan, Assistant Professor from VIT, Vellore. The session focused on animation principles for film, gaming, and digital art. Through interactive demonstrations, students gained practical skills in character animation, enriching their understanding of the animation industry.

Emphasizing environmental conservation, on 10<sup>th</sup> September, 2024 the Mega Seed Ball Fiesta was held under the theme “Auxilium Eco 6G: Go Green, Grow Green, Glow Green.” The initiative aimed at large-scale seed ball creation, producing over five lakh seed balls. The event was graced by the presence of Vellore District Collector Smt. V.R. Subbulaxmi and environmentalist Mr. Dinesh Saravanan, with more than 3,000 students participating in this sustainability-driven initiative.

On 17<sup>th</sup> and 18<sup>th</sup> October, 2024 showcasing global creativity, the Don Bosco Global Youth Film Festival featured young filmmakers addressing climate change awareness. With the theme “Young People and Climate Change: Towards Making Mother Earth Greener and Cleaner” the festival screened 120 short films selected from over 1,200 worldwide submissions.

Encouraging interactive education, on 23<sup>rd</sup> October, 2024 final-year Visual Communication students developed e-content videos aligned with the syllabus for first-grade students. The videos were screened for young learners from Auxilium Nursery and Primary School, Vellore, making academic concepts engaging through animations and real-life examples. A similar initiative was extended to sixth-grade students, integrating simplified explanations for complex topics.

Extending media education to younger audiences, a Media Education Program was conducted on 14<sup>th</sup> October, 2024 at Mary Immaculate Convent Girls Higher Secondary School. The session introduced school students to media's influence in contemporary society, fostering media literacy and critical thinking.

### **International Conference**

The Department of Computer Science and Applications, in collaboration with the Department of Communication Media, hosted an International Conference on Innovative Trends in Information and Communication Technology 21<sup>st</sup> November, 2024. The event featured distinguished guests, including Fr. Harris Pakkam, Dr. Dalvin Vinoth Kumar, Ms. Kalaiarasi, and Dr. Neema Sheron from Christ University, Bengaluru, and Holy Cross College, Tiruchirappalli. With participants from 15 colleges, the conference served as an academic forum for discussing emerging technological and media trends.

### **Visual Felicity – Intercollegiate cultural Fest**

On 7<sup>th</sup> February, 2025 the department's most anticipated event, Visual Felicity 4.0, was organised. Featuring esteemed media professionals as judges, the inter-collegiate competition attracted over 100 students from across Tamil Nadu. Participants showcased their creativity in various events, culminating in Sacred Heart College securing the overall championship.

### **Student's participation**

As part of Anti-Ragging Week, the department held a Logo Making Competition on 14<sup>th</sup> August, 2024 where Visual Communication students designed impactful logos with strong anti-ragging messages.

Marking the 78th Independence Day celebrations, on 15<sup>th</sup> August, 2024 a Video Making Competition was conducted under the theme “Viksit Bharat” Students enthusiastically participated in creating short films, refining their video production skills while expressing their patriotism through compelling storytelling.

To provide hands-on industry exposure, students participated in a Live Demonstration Session on Broadcasting, guided by the production head of Madha TV on 9<sup>th</sup> January, 2025. The session introduced students to television production, covering aspects such as audio, video, and streaming, equipping them with practical knowledge of broadcasting techniques.

## **Programs Organised 2025-2026**

### **Social Media Day**

The Departments of Communication Media and Psychology jointly organized International social media Day on June 30, 2025. Students from many other departments actively participated in various activities, including poster making, reel creation, and more. The celebration also featured a workshop on social media conducted by Dr. James Ranjith. The event concluded on a positive and enriching note.

### **Visual Felicity 5.0**

The Department of Communication Media organized an inter-departmental cultural event titled Visual Felicity 5.0 on 30th August 2025. The event was graced by the presence of the chief guests, Mr. Amuthavan, Mr. Micheal, and Mr. Akash. In these more than 15 colleges were participated and made the program a huge success.

### **Photography Contest**

The Department of Communication Media Organised a photography competition on the theme Green Auxilium. This photography competition was held at 12<sup>th</sup> September 2025.