



# HINDUSTAN

INSTITUTE OF TECHNOLOGY & SCIENCE  
(DEEMED TO BE UNIVERSITY)

NEWSLETTER

## VIEWFINDER

APRIL 2023

# DEPARTMENT OF VISUAL COMMUNICATION

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You start dying slowly  
If you become a slave of your habits,  
Walking everyday on the same paths...  
-PABLO NERUDA

## MESSAGE FROM THE HEAD



**Dr. David T Easow**  
**Head, School of Liberal Arts and Applied Sciences**

*I am delighted to bring greetings in the first issue of the newsletter of the department of Visual Communication. I would like to begin with acknowledging the great team of faculty in the Department of Visual Communication who are making a difference in the lives of our student population at Hindustan Institute of Technology and Science (HITS) in the pursuit of excellence.*

*It goes without saying that we live in a world mediated by images. The HITS Visual Communication program develops students as problem-seekers and problem-solvers, with the capability to plan communication strategies and create effective visual products. Students are prepared to master the technical and conceptual skills involved in typography, image generation, visual structure, colour design, and composition, as well as to conduct research, think conceptually, articulate and present ideas, and critically evaluate the form-making process.*

*You'll find some inspiring news in this newsletter. Please enjoy the information presented in the newsletter, and feel free to send us your valuable feedback, comments, and suggestions.*

COURSES OFFERED

- **B.Sc. in Visual Communication**
- **M.Sc. in Visual Communication (Integrated)**
- **M.A. in Journalism & Mass Communication**
- **PG Diploma in Photography & Videography**

OUR FACILITIES

- Modern Television Studio
- Sound Recording Theatre
- Edit Suite
- Drawing Studio
- Photography Studio
- Multimedia Lab

CAREER PROSPECTS

A degree in Visual Communications can lead to careers as a communication manager, graphics design manager, and design artist and illustrator, among others. The Visual Communication Design programme educates and trains designers for the communication needs of industry and society. Emphasis is placed on the conception, creation, planning and realisation of visual solutions to complex problems in contemporary culture.

A New Year, and Creativity with no Bounds

The year started with the Department of Visual Communication opening its doors of creativity to the future generation, students from top schools in the city. Students of the department displayed their works to school children, including photographs and other artworks. This was part of Career Compass 2023 – An Open House for school students organised by the Hindustan Institute of Technology and Science on January 5 and 6, 2023. In addition to this, live painting and virtual reality, which is a fully immersive experience, were showcased before the students.

The following schools visited the department and participated in the technical events organized by the department;

- Annai Velankanni Matriculation Higher Secondary School, Pammal
- Government Girls ,higher Secondary School , Kelambakkam
- Hindustan International School, Karapakkam
- Evergreen Matriculation Higher Secondary School, Thiruporur
- Ramakrishna Mission Main School ,Thiruporur
- Sri Sankara Vidyalaya Matriculation ,Higher Secondary School





## LAUNCH OF HITSPITCH AND HITSVLOG



In an effort to make educational content interactive, the Department of Visual Communication, in collaboration with the School of Management, HITS launched the HITS Vlog and HITS Pitch Podcast on December 8, 2022. This initiative will cover a variety of topics ranging from domain courses to pop culture enabling the students to learn outside a conventional classroom. The chief guest for the event was Mr. Bharath, Radio Jockey - Radio City. He highlighted the unique ability of podcasts and the experience of making knowledge which connect listeners.

Dr. M. K. Badrinarayanan, the Head (SOM) welcomed the gathering with a note of upliftment and goodwill. Dr. R. W. Alexander Jesudasan, the Pro Vice Chancellor mentioned the opportunities of the future where 'content is king' and surprised the audience by playing guitar. The event was conducted in a very lively and enthusiastic fashion with performances of students. The II MBA Media and Entertainment students performed a skit that brought the audience to hoots and cheers all around.



## IDEA TO SCREEN – A ONE DAY SCRIPT WRITING WORKSHOP

A one-day script writing workshop on Idea to Screen was organised by the Department of Visual Communication on March 15, 2023, and was attended by the students of B.Sc. Visual Communication and B. Des., (Communication Design). Mr. Sampath Kumar, Film Director and Executive Producer was the resource person of the event.

In the Forenoon session Mr. Sampath Kumar explained the steps involved in writing a script and the ways to generate ideas for a movie. He gave many examples from classical movies and its script writing process, especially the scripts of Director Mani Rathnam films - Roja, which was based on real life incident and Ponniyin Selvan which was a novel adaptation of Kalki. He insisted students to read newspapers, magazines, novels, short stories, and poems for generating ideas. Also, he said that stories can be generated from real life experiences through travel and talking to the people around us. After getting an idea it must be discussed with family, friends, as well as fellow writers. He explained each stage of the script writing process - Idea, Theme, Synopsis, Three Act structure, One line treatment, Master Scene Script, Shooting Script, and Story Board. He also highlighted the importance of script and how it reduces the overall budget of the movie and the duration for writing a script. In the afternoon session award winning short films – Payanam, Amma and Karna Motcham were screened and the scripts were discussed. He also showed a hardcopy of a feature film script and its budget to the students. Later a practice session was conducted and students were guided to write a synopsis for a movie of their choice. Dr. T. Nirmala, HoD (i/c) Visual Communication welcomed the gathering and introduced the guest. Ms. Afra I BSc Viscom student delivered vote of thanks.



# PHOTOGRAPHY EXHIBITION



## Exposure 2022



The Department of Visual Communication, SLAAS organised Exposure 2022 Photography Exhibition on 12 October 2022. The photo contest was conducted in the month of September as part of Chancellor Day celebrations under the theme “Colours and Emotions” for school and college students. More than 100 students participated and the shortlisted photographs were displayed.

Mr. Sree Saravanan Indian Cinematographer and Mr. Sadhiq Basha CEO, The Photo Hub were the guests for the inaugural function. Mr. Sree Saravanan inaugurated the event at MGR Auditorium Gallery. The guests appreciated the photographs taken by the students, especially photographs of Holy occasion. Later a guest lecture on Camera Framing was arranged in the Good Shepherd Hall. The event commenced with a welcome address by Pro-Vice Chancellor Dr. R. W. Alexander Jesudasan and address by Dr. David T. Easow, Head SLAAS. Dr. T. Nirmala welcomed the chief guest and gave an overview about the event and thanked the chief guests and participants for gracing the occasion.

Mr. Sree Saravanan interacted with students and gave informative inputs regarding camera framing and techniques. He explained that the role of a cinematographer in filmmaking is important in all three stages of production. Mr. Saravanan said that the process begins with a discussion with the director and then decides each scene requirements and arranges for equipment.



## INDUSTRIAL & FIELD VISIT



### Mamallapuram: A Temple Town, where Art Meets Tradition

As part of subjects like photography and drawing, students had a field visit to Mamallapuram or Mahabalipuram, which is a UNESCO World Heritage Site because of the presence of 7th- and 8th-century Hindu Group of Monuments on March 13, 2023. For a photography student, this is a place where every single frame can provide you a beautiful snap. The rathas (temples in the form of chariots), mandapas (cave sanctuaries), the giant open-air rock relief the Descent of the Ganges, and the Shore Temple dedicated to Shiva in this temple town were all a wonderful experience for the students.

### Learning the Tricks of Industry Trends at Gloss Studio

Industrial visits contribute to a vital part of the syllabus at Viscom department, where students get the unique opportunity to interact with the sector veterans. As part of this, on February 24, 2023, the department organised a visit to Gloss Studio, a leading post-production company located at the heart of T Nagar in Chennai.

Gloss Studio is known for its works in DIT (digital imaging technician), editing, VFX, colour grading and deliverables for film production. Through this, our students were able to understand the latest trends in the post-production sector.





# VIEWFINDER SNAPSHOTS

Works by Viscom Students



PHOTO CREDIT: Aditya Premal (Final Year), Noel Biju Dominic (Second Year) & Akash Vinayak (First Year)



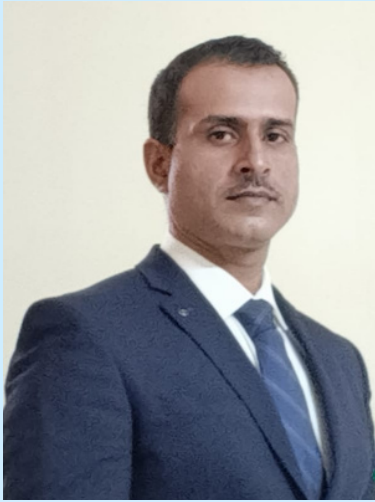




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