



HINDUSTAN

INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

NEWSLETTER

VIEWFINDER

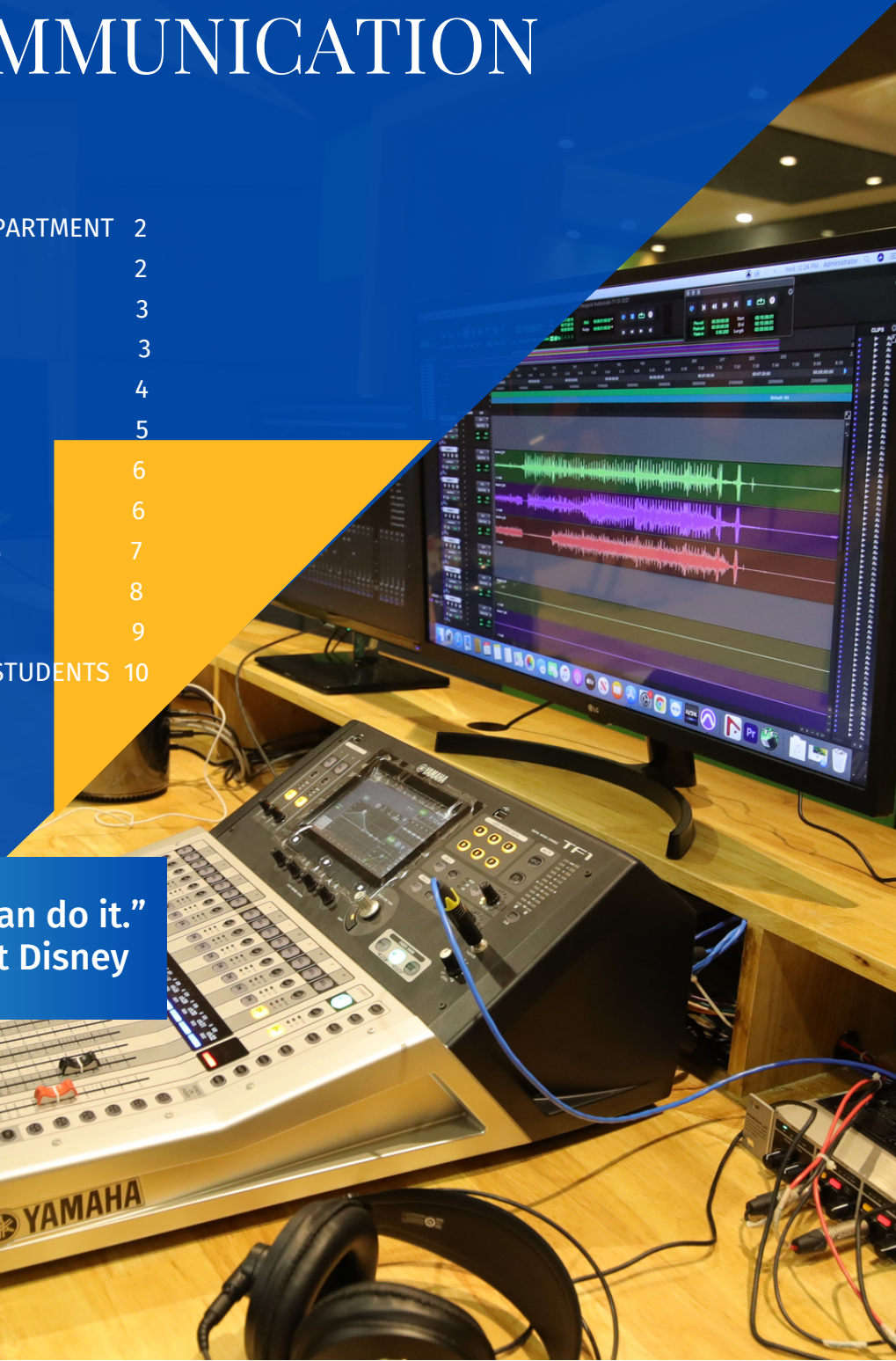
July 2023

DEPARTMENT OF VISUAL COMMUNICATION

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"If you can dream it, you can do it."
- Walt Disney



MESSAGE FROM THE HEAD



Dr. T Nirmala
HOD (i/c), Visual Communication,
School of Liberal Arts and Applied
Sciences.

Let's start this academic year 2023-2024 with new hope and new dreams. The media landscape is changing rapidly in areas like digital filmmaking, social media production, advertising, digital marketing, public relations, data journalism, and Visual effects. Media Education involves both formal and experiential learning.

In our program, there is always co-learning between the teacher and the student to relearn our creative expression. Here we guide the students to use the technology of their chosen art and bring out their potential. I would like to take this opportunity to share that we have planned a number of skill-oriented activities that are going to focus on making the students learn by doing which are future-relevant. All the plans that we have to help our students make this academic year more vibrant and energetic. I want my students to stay positive and hopeful and keep showcasing their talents to the community – Whatever the results, I expect them to look forward and move.

PROGRAMS OFFERED

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

CAREER PROSPECTS

A degree in Visual Communication 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.

OUR FACILITIES

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



HITSPitch: Becoming the voice of the campus

In an effort to make educational content interactive, the Department of Visual Communication in collaboration with the School of Management and Communication Design produces HITS Pitch Podcast- a platform to openly talk and feed curious minds. It covers a variety of topics ranging from domain courses to pop culture enabling the students to learn outside a conventional classroom.

HITS Pitch is a podcast by the students of HITS, for the students of HITS. A perfect launchpad for future professionals in the communication sector.



ACADEMIC SCHEDULE 2023-24

ODD SEMESTER

S NO.	Academic Activity		BSc (UG)		
			Ist Year	II Year	III Year
1.	Commencement of Induction Programme for First Semester		16.08.2023	NA	NA
2.	Registration and Commencement of Regular Classes		28.08.23	01.08.23	12.07.2023
3	Continuo US Assessme nt	I Periodical Assessment	09.10.23	24.08.23	17.08.23
		Parents Interaction Day	21.10.23	02.09.23	02.09.23
		II Periodical Assessment	20.11.23	11.10.23	04.10.23
		Practical Exams	02.01.24	11.10.23	04.10.23
		Last Academic Working Day	12.01.24	21.11.23	21.11.23
		"RA" and "Detention List" Announcement	09.01.24	18.11.23	18.11.23
4	End Semester Regular and Supplem entary Exam and results	Commencement of End Semester Regular/ Supplementary Theory Exam	18.01.24	22.11.23	22.11.23
		Completion of End Semester Exams	31.01.24	14.12.23	14.12.23
		Announcement of results of Regular/Supplementary Theory Exams	20.02.24	29.12.23	29.12.23

S N O.	Academic Activity			BSc (UG)		
				Ist Year	II Year	III Year
5	End Sem este r Reg ular and Sup ple men tary Exa m and resu lts	Registration for Revaluation		23.02 .24	03.0 1.24	03.01.24
		Revaluation Results		13.03 .24	07.0 2.24	07.02.24
		Registration for Repeat exams for Regular Courses		18.03 .24	17.02 .24	17.02.24
		Commencement of Repeat Exams for Regular Theory Courses		20.03 .24	22.02 .24	22.02.24
		Announcement of Repeat Exam Results		10.04 .24	27.03 .24	27.03.24
6.	Reopening for the next semester for all programmes			05.02 .24	03.01 .24	03.01.24

NEP 2020: Ushering into a new era

Education is fundamental for achieving full human potential, developing an equitable and just society, and promoting national development. Keeping this larger goal in mind, the government of India implemented the National Education Policy of India 2020 on July 29, 2020.

Providing universal access to quality education is the key to India's continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation. The new policy is targeting this vision.


From this year onwards, we are implementing the new National Education Policy.

BIDDING ADIEU TO THE FINAL YEAR STUDENTS



Words cannot express emotions when you say goodbye to your near ones. It is said that "goodbyes are not forever or the end; it simply means I'll miss you until we meet again." We too had an emotional farewell, when our first-year and second-year students hosted a farewell party for the outgoing final years. HITS wishes a prosperous career ahead for all its students.

UPCOMING EVENT


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EXPOSURE 2023

National-Level Photography Contest and Exhibition

on **"My City My Heritage"**

AUGUST 30 & 31, 2023
MGR AUDITORIUM, HITS

Organised by
Department of Visual Communication
School of Liberal Arts & Applied Sciences

The Last Date for Submission: 15/08/2023
Contact: 86670 33378

WIN CASH PRIZES!

www.hindustanuniv.ac.in



Open to all School & College Students



Scan QR code for registration and more information

The Department of Visual Communication at HITS will be organizing a photo contest and exhibition, 'Exposure 2023', on August 30 and 31, 2023.

The theme for the contest is "My City My Heritage". Students will capture the heritage of their city which could be monuments, buildings, famous places, parks, festivals, and arts and crafts.

The shortlisted photographs will be displayed at the MGR auditorium, HITS and the best photographs will be awarded with cash prizes by a renowned Cinematographer.

STUDENT ACHIEVEMENTS AND EVENTS



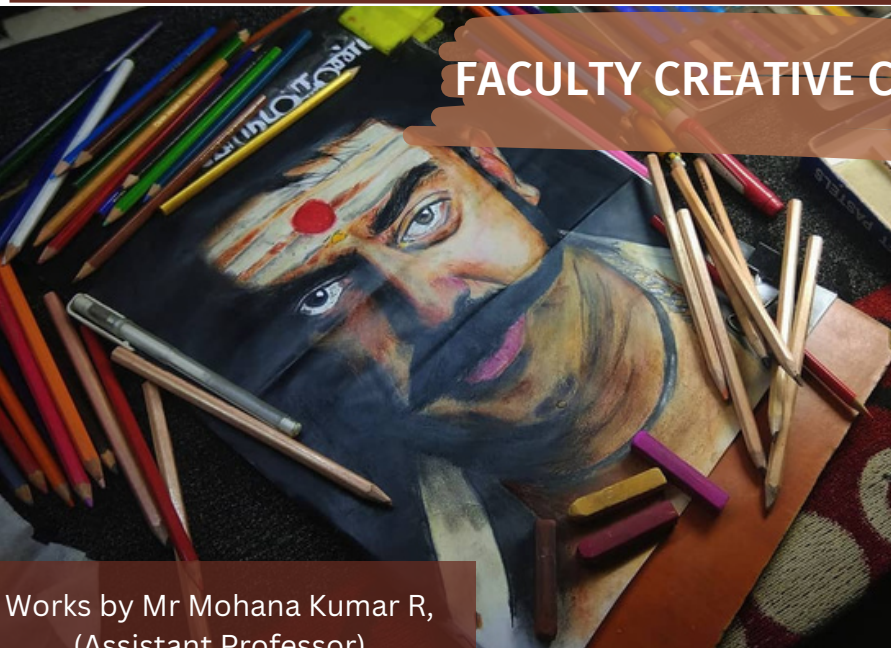
Muay Thai is called an art form of eight limbs, as its main characteristics include the combined use of fists, elbows, knees, and shins. It is also known as Thai Boxing and includes both stand-up striking and various clinching techniques. Though invented by Thai fighters in the 16th century, HITS can proudly say that we have a master of this art in our institute.

Our third year Viscom Student Suvan Ramanathan won second position in Tamil Nadu State Muay Thai Championship-2023.

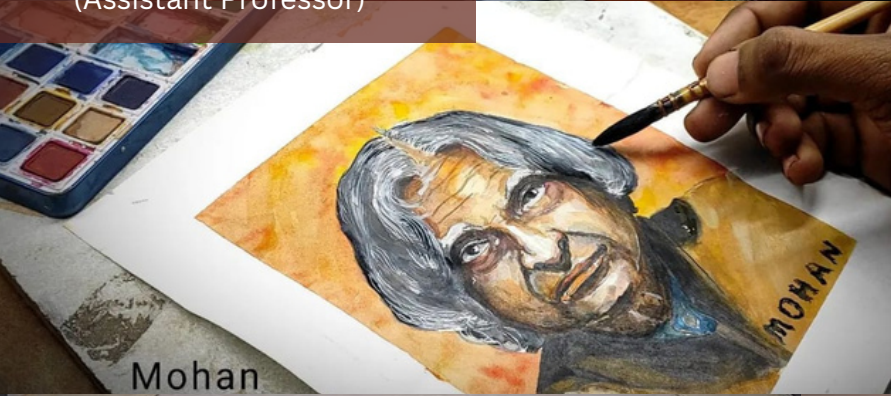
Viscom Students visited Maisha Studio's exhibition at Veda Gallery in the city on 22-06-23, and interacted with the designer and artist Aishwarya Manivanan, who exhibited her works under the theme "White -- Emptiness as Limitless Potential." The exhibition was inaugurated by renowned Art Director Mr. Thota Tharrani (Picture below)



FACULTY CREATIVE CIRCLE



Works by Mr Mohana Kumar R,
(Assistant Professor)



STUDENTS COLUMN

Chandrayaan-3: India's Ambitious Lunar Exploration Leap

Chandrayaan-3 is India's eagerly anticipated third lunar exploration mission, poised to elevate the country's standing in the global space community. Following the successful Chandrayaan-1 and Chandrayaan-2 missions, Chandrayaan-3 endeavors to build on its predecessors' achievements and overcome past challenges. With renewed determination and advancements in technology, the mission aims to land a rover on the lunar surface, conduct scientific investigations, and glean valuable insights into the Moon's geological history and composition.

The primary focus of Chandrayaan-3 is to explore the Moon's surface in greater depth, analysing its geology and identifying potential resources like water ice. By studying lunar samples and data collected by the rover, scientists hope to unlock critical information about the Moon's formation and its evolution over billions of years. There is one more moto, to take a selfie from moon with the earth ,as today's generation gets hyped up with those influences.



Technological enhancements are a key aspect of Chandrayaan-3, as it learns from past experiences. Lessons from Chandrayaan-2's landing challenges have led to improved navigation and guidance systems, reinforced landing gear, and better thermal protection measures. These upgrades are designed to ensure a safe and successful soft landing of the rover, maximizing its operational lifespan on the lunar surface. In the spirit of international collaboration, Chandrayaan-3 has garnered partnerships with other countries and space agencies. The inclusion of international expertise, scientific instruments, and resources not only fosters knowledge exchange but also reinforces global cooperation in space exploration.

Chandrayaan-3's impact extends beyond scientific discovery; it aims to inspire and educate the public, particularly the younger generation. Through outreach programs, educational initiatives, and media coverage, the mission seeks to spark curiosity, ignite a passion for science and technology, and nurture a culture of innovation. The successful execution of Chandrayaan-3 holds vast potential for India and the world. It promises to advance our understanding of the Moon's history and its significance in the broader context of the cosmos. Moreover, the mission's accomplishments will bolster India's space capabilities, laying the groundwork for future ambitious space missions, including crewed lunar missions and beyond. In conclusion, Chandrayaan-3 is a testament to India's unwavering commitment to space exploration and scientific progress. With its enhanced objectives, technological advancements, and international collaborations, the mission is set to make substantial contributions to lunar research, inspire generations, and pave the way for more audacious endeavours in the realm of space exploration.

Written By: DEVADHARSHINI D (Third Year Viscom)

VIEWFINDER SNAPSHOTS

Works by Viscom Students



**PHOTO & ART WORK
CREDIT: L Gopinath
(Final Year),
Kesavamoorthy K
(Final Year) &
Shraddha Ramkumar
(Second Year)**





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