



## **AUXILIUM COLLEGE (Autonomous)**

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3<sup>rd</sup> cycle)  
Gandhi Nagar, Vellore – 6.

# **Department of Visual Communication 2018-2023**

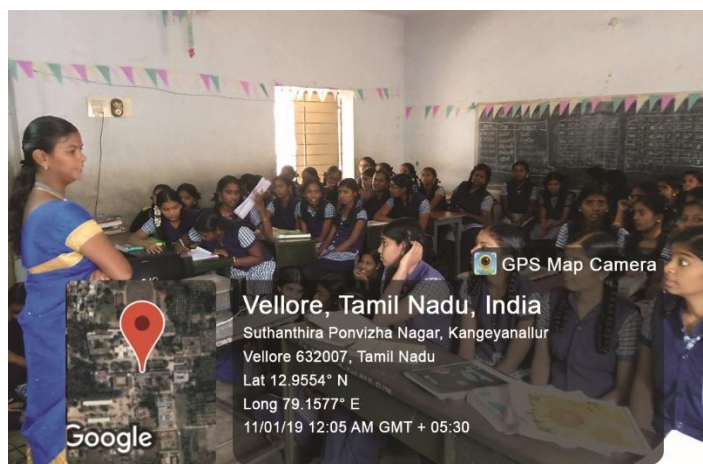
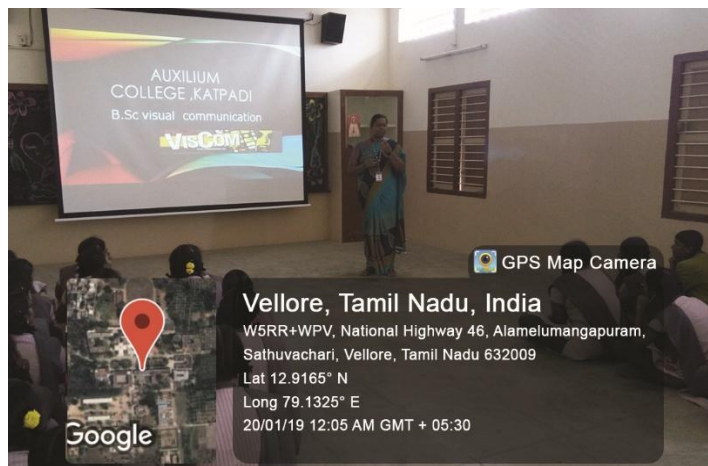
## Department of Visual Communication

2018-2019

Event 1: Campaign program on Visual Communication course-11.01.09, 20.01.19&25.01.19

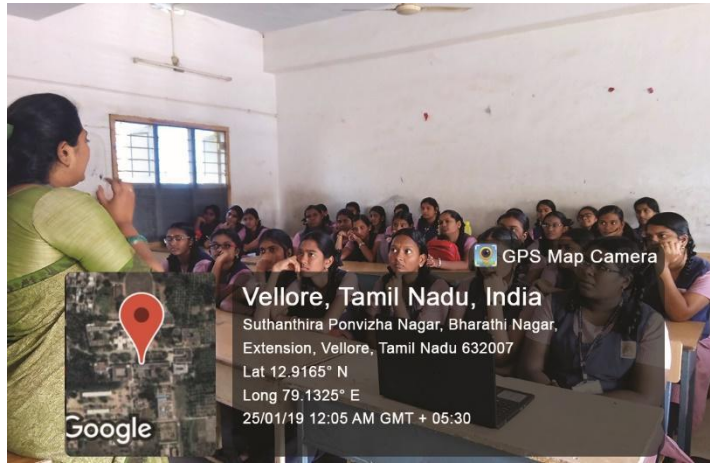
At Kangaiyanallur girls higher secondary School,VaniVidhyalaya School,Sneha Deepam School and Governement higher Secondary school Alamelu rangapuram

As a part of the extension activity, the staff members of the Department conducted a campaign and orientation program for 12<sup>th</sup>-standard students of various schools on various days during the month of January 2019. The motto of this campaign was to bring out Awareness about the Visual Communication course and its job opportunities.



*Sr. Jyoti Sushila*

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**Event 2:**

**24.02.19-Special Movie Screen-Kanne Kalaimane with Cinematographer Jalandhar Vasan**

On 24th February as a Part of Industrial Exposure, the Final year students from Visual Communication, Staff members, and HOD visited Venus Theatre for the Special Screening of the movie Kanne Kalaimane and Interacted with the Media Professionals.



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2019-2020

**Event 1:**

**Reforestation drive “on 26<sup>th</sup> July 2019**

The department of communication media, social media cell, and NSS unit of Auxilium college, Katpadi in collaboration with Abdul kalam Manavarmunetrasevasangam hosted the sapling distribution in the program “Reforestation drive “on Friday the 26<sup>th</sup> July 2019

During the event 500 saplings sponsored by Mr. Dinesh Saravanan and his team were distributed to 500 first-year students along with green ambassador cards, wherein they will record the growth of the sapling. This card is intended to encourage the students to be green ambassadors and also to ensure the safe growth of the saplings. To mark the death anniversary of Dr. Abdul Kalam, a banyan tree was planted in the college premises.



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26-07-2019

JAKBEGS - 99949 17367, 96775 11697

Reforestation Drive - 26.07.2019-Mr.Dinesh Saravanan,IT professional & founder of Abdul Kalam Manavar Munetra Sava Sangam.

**Event 2:  
Media Awareness program for school students-16<sup>th</sup> December at Vedavalli School,  
Walajpet.**

On 16<sup>th</sup> December 2019 as a part of the extension activity, the staff members of the communication media department conducted a campaign and orientation program for 12<sup>th</sup>-standard students of various schools. The motto of this campaign is to Bring Awareness about the visual communication course and its job opportunities.



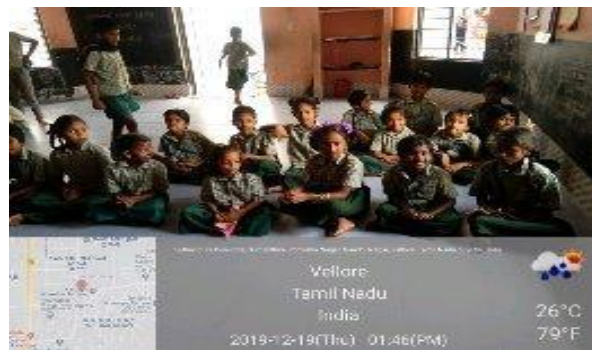
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**Event 3:**

**Christmas celebration at Government Middle School Gandhinagar-19<sup>th</sup> December 2019**

On 19<sup>th</sup> December 2019, The staff and students of the visual communication department had a Christmas celebration along with the students at the government middle school in Gandhinagar. During the celebration the birth of Christ was enacted by our students; it was a memorable experience for the student and staff members. Sr. Tamilarasi has enhanced the mood of Christmas celebrations by presenting a beautiful Christmas message to the children. All of them have experienced the joy of giving by distributing cakes, notes, pens, and pencils to the students at government middle schools. All the children enjoyed a lot during the Christmas celebration by celebrating it with song, drama, and dance

Christmas celebration at Government Middle School Gandhinagar



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2020-2021

**Event 1:  
“GREEN VELLORE PROJECT “-29<sup>th</sup> January 2021**

On 29<sup>th</sup> Jan 2021 our department in Collaboration with Social Activist Mr.Dinesh Saravanan hosted a sapling distribution Program under the name “GREEN VELLORE PROJECT”. During the Event, 200 Saplings were sponsored and distributed to the final-year students of UG and PG by Mr. Dinesh Saravanan. He insisted on the Importance of Tree plantation and spread awareness about Tree Planting to our Students.



The Green Vellore Project was Organized by the Department of Communication Media in association with Mr.Dinesh Saravanan, Social Activist Vellore.

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2021-2022

**Event 1:**

**Public Awareness Campaign -23<sup>rd</sup> October 2021.**

The Department in Collaboration with Mr.Dinesh Saravanan IT Professional and Social activist initiated an awareness campaign on the importance of coronavirus vaccination on 23<sup>rd</sup> October in the following places Alamelurangaapuram, Puthu vasur, and Irular colony. Honorable Sub collector of Vellore district Vishnu Priya has visited the campaign and appreciated our students for making a social outreach program. The final year Visual communication students actively participated in the campaign and enacted a street play with the fusion of dance and drama on the importance of Corona vaccination. Our students also visited the Vivekananda Old Age Home in Vasur and rendered eatable items like biscuits and snacks as a token of service to them.



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Awareness On Covid Vaccination - 23/10/21

**Event 2: Old Age Home Visit- 23<sup>rd</sup> October 2021**

Our department students also visited the Vivekananda Old Age Home in Vasur on the same day and rendered eatable items like biscuits and snacks as a token of service to them.



Visited Old age home at Vasur

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### Event 3:

### Clean India Campaign Event at vellore fort -28<sup>th</sup> October 2021

Under the Swachh Bharat Theme, the Department of Communication Media in association with the National Service Scheme of Auxilium College Conducted a Clean India campaign in the Tamilnadu Museum situated at Vellore Fort on October 28. There were 200 students who participated in the Clean Indian campaign event and cleaned around the places of the Vellore Museum. From our department, the UG and PG students and faculty members have participated in the event. During the event, the curator of the Museum Mr.Saravanan led the event by exhibiting some rare archaeological items and their special features to students. He insisted and encouraged students to participate in more social outreach programs. As the outcome of this event, students had a fruitful experience by lending their services in a social outreach activity.



### வேலூர் கோட்டையில் உள்ள

### அரசு அருங்காட்சியக வளாக

வேலூர் கோட்டையில் உள்ள அரசு அருங்காட்சியக வளாகத்தில் தாய்மை இந்நியா திட்டத்தின் கீழ் அக்கிரமம் கல்லூரி மாணவிகள் தாய்மைப் பணியில் ஈடுபட்டனர். வேலூர் கோட்டையில் கரோனா ஊரடங்கு காரணமாக பொதுமக்கள், கற்றுலாப் பயணிகள் அனுமதிக்கப்படாமல் இருந்தனர். இதனால், கோட்டை வளாகம் பூதர் பண்டி கிட்டத்தூள் பல இடங்களில் பிளாஸ்டிக் பாட்டில்கள், குப்பைகள் தேக்கிக்

கி.க்கிள்றள. திதை பல்வேறு அண்டைகள் உத தாய்மைப் பணி தொடங்கிய அண்டை. வேலூர் தே யில் உள்ள அரசு அருங்கா வளாகத்தில் தாய்மை தி திட்டத்தின் கீழ் அக் கல்லூரியின் நாட்டு நு திட்டம் மர்ணம் காட்சிடை துறை மாணவிகள் உத தாய்மைப்படுத்தும் பணி நடைபெற்றது. அரசு அருங்க வளாகத்தில் நடைபெற்ற



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**Event 4:**

**Wall Painting Activity from 4<sup>th</sup> to 5<sup>th</sup> may 2021-Bharathidasan Scout Group and Kasthuribai Guide group,Katpadi Railway station**

As a part of Innovation Inside Creative Projects of Auxilium College, the Department of Communication Media initiated a Wall painting activity from 4th to 5th May 2022 at the Bharathidasan scout group & Kasthuribai guide group situated at katpadi railway station. students made colorful drawings and paintings which depicted various activities of scouts and guides, guide flag march, road safety, cleanliness and mountaineering, and wildlife protection. It was an important initiative taken by our department to step out in the public forum and contributed to the welfare of society in the creative aspect. Students had good exposure and a better platform to expose their artistic skills intertwined with social responsibilities. More than 30 students accompanied by the faculty members participated and exhibited their creative skills and social concern.



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### Event 5:

#### Wall Painting Activity - Men's central prison Vellore– 19th to 22nd May 2022 & 8th June to 9th June 2022

Department of communication media has expanded the wall painting projects in the Central prison of Vellore Men's jail wing from 19th to 22nd May 2022, and the second phase of wall painting projects in the Central prison of Vellore Men's jail wing from 8th June to 9th June 2022. To commemorate the 75th Independence Day celebration in the jail, they have arranged a wall painting project as part of the renovation process in the jail and requested us to execute it. Our students presented colorful drawings on themes like natural scenery, Freedom fighters of India, depicting India's heritage and culture, and presented motivational quotes in both Tamil and English on various themes of Self-realization, Freedom fighters, humanity, kindness, success, etc. Students' creative works were much appreciated by police higher officials and, they requested to expand this wall painting project in the hospital wing based on personal and social hygienic themes. Communication Media staff Received Certificate of Appreciation Award for the Wall painting Activity



*Sr. Vijayalakshmi*

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*Sr. Vigneshwari*

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2022-2023

**Event 1:**

**Mega seed Ball Distribution Drive - Chief Guest: Ms.Sujatha Anadakumar, Mayor of Vellore city Municipal Corporation, Mr.Dinesh Saranvanan, Social activist-17.09.2022**

Department of Communication Media in association with the Department of Computer Applications organized a Mega seed ball distribution drive on the theme "Go Green to get India Clean" held on 17th September 2022 at Balamathi Hills. It was an initiative program inspired by the Government of India theme Swachhta Pakhwada "which denotes Support Green India for Environmentally Clean India at the extension of this program, here we are aiming to present 20,000 seed balls distribution to support the Green India theme. This program was inaugurated by our distinguished Mayor of Vellore city Municipal Corporation Ms.Sujatha Anadakumar, who graced the occasion with motivating words. Mr.Dinesh Saranvanan is a Social activist who is known for his social outreach program and for promoting various activities and initiatives in the green Vellore project part of it, he has sponsored 20,000 seed balls and encouraged and motivated the students to actively participate in the green Vellore program by practicing tree plantation to keep our surroundings clean. The principal of our Auxilium college Dr.Sr Jayanthi gave a keynote address about tree planting and the importance of a green environment.

*Dr. Sr. Jayanthi*

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## Event 2:

### Cancer Awareness rally – 07.11.22

Inaugurated by Rev.Sr.Jayashanthi, the Principal of Auxilium College.

Every year National cancer awareness Day is observed on November 7. Concerning Cancer awareness day to spread awareness of cancer, a rally was conducted by the department of Social work in collaboration with the department of visual communication and Psychology on 7th November 2022. The rally was inaugurated by Rev.Sr.Jayashanthi, the Principal of Auxilium College. The rally started from Auxilium College via Don Bosco school katpadi around 1km by carrying out placards and slogans.



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**Event3:**

**Joy of Giving Christmas Celebration on 22.12.22 at Missionaries of Charity -Nirmal Hirday Destitute Homes for Mentally Ill & Mentally Retarded at Shebakkam.**

Department of Communication Media students celebrated the Christmas season in Missionaries of Charity -Nirmal Hirday Destitute Homes for Mentally Ill & Mentally Retarded at Shebakkam on 22nd December 2022. The head of the department, staff, and students organized a Christmas celebration program for the people in the home. Students have performed cultural programs which include an energetic dance program, a Song, and a meaningful message about Christ's birth which made them happy, and they enjoyed the programs. Our staff and students have distributed the Christmas Cake and Towels to those people. Happiness doesn't result from what we get, but from what we give said Ben Carson as the reflection of these words this joy of giving brings us heartfelt happiness and satisfaction for students and staff of our department.



#### Event 4:

#### Awareness rally on Women and child safety and Drug Prohibition – 08/03/23

The Department of Communication Media students actively participated in the awareness rally on Women and child safety and Drug Prohibition was held on International Women's Day March 8th, 2023 organized by Rotary Club and Vellore Angels. During the inauguration ceremony, the keynote address was presented by the District Collector of Vellore Thiru.Kumaravel Pandian I.A.S, along with Vellore district Superintendent of Police Mr.Rajesh Kannan I.P.S, the Vellore district MLA Mr.Karthikeyan and Vellore district Mayor Mrs.Sujatha Anathkumar presided over the ceremony. The rally started from Nethaji stadium and culminated at the Old bus stand Gandhi statue in Vellore. During the event, students raised slogans and distributed pamphlets to raise awareness about the pressing issues of women's safety and the danger of drug abuse. The participation of students from different educational institutions added to the significance of the rally, showcasing the power of youth in bringing about a positive change in society.



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**Event 5: E-Content presentation for the Government Primary School Children, Gandhi Nagar – 20/03/23**

As a part of the Innovation and Extension activity, the Department of Visual Communication students presented an E-Content presentation for the Government Primary School Children at Gandhi Nagar on 20th March 2023. It was an important initiative by our students to prepare video lessons effectively for the grade between I st STD to V STD classes. The final year visual communication students have edited the Video lesson with necessary animated clips and feedback questions about the lesson. This video material was screened for the School students and their performance after viewing the video tutorials was assessed by our students. It was a great learning and a good initiative by our students to integrate their skills in the preparation of educative materials.

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