

A STEP INTO GRD

SCHOOL OF COMMUNICATION

VISCOM/MJMC

Dr. G. R. Damodaran College of Science (Autonomous), affiliated to the Bharathiar University, Coimbatore and recognized by the University Grants Commission is a highly regarded co-educational Institution offering Degree, Post Graduate, M.Phil and Ph.D programmes in Management, Computer Science, Information Technology, Biotechnology, Visual Communication, Journalism and Mass Communication, Commerce, International Business, Tamil literature, Psychology etc. It was started in 1988, and within a span of three decades it had registered exceptional progress.

Dr. GRDCS (Autonomous) put its claims for high Overall Quality and Superior Performance (in the pursuit of excellence) beyond question by obtaining recognition including the Re-accreditation at the 'A' GRADE Level rating by the NAAC (National Assessment and Accreditation Council). The College has obtained the ISO 9001:2015 certification testifying to the outstanding quality focus built into all its systems and processes. The College has been granted AUTONOMY by the UGC from 2004-2005 which enables it to frame its own innovative and relevant curricula and evaluation systems. The degrees will be awarded by the Bharathiar University, Coimbatore.

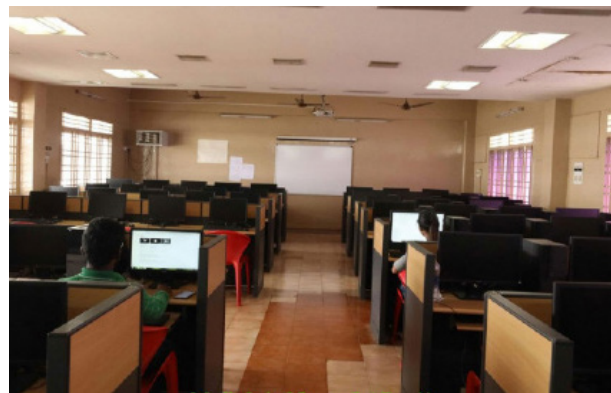
Media, today is an integral part of our life and the evergrowing need to meet the demands of information providers and seeker, needs to be met. The importance of media, in a progressive country like India has been widely recognised in the field of education as there are ample opportunities in the field of advertising, journalism, electronic media (Radio and TV) and more recently the new media.

The scope of communication is wide and the college offers a three year undergraduate programme in Visual communication, a two year post graduate programme in Journalism and Mass communication and Ph.d. programmes (full-time and part-time). The curricula has been

developed to meet the demands of the media industry.

The learning objectives are designed to enable the students to prepare themselves to become professionals in the media. As the stream needs on the field experience, the curricula stresses on practical approaches such as compulsory internship programmes. These provide the "industry connect" and the hands on experience for a holistic outcome. Regular updation of the curricula with industry representatives during the board of studies meetings held annually helps in the changes to be met periodically.

Creating an environment for students to explore, understand and excel is the priority of the Department of Visual Communication. The department provides excellent infrastructure facilities for students such as an audio-visual lab for pre and post production functions. The labs are equipped with digital audio mixer and desktop systems with updated software to meet



the demands of the industry.

An air conditioned preview theatre with 200 seating capacity is part of the infrastructure for screening movies to encourage students to produce films. Films from across the world screened and discussed. All language films are screened on a weekly basis for practically understanding of the theoretical concepts on film making. The studio for photography is equipped with different types of lens and cameras.

As the course deals with a combination of media studies such as web design, animation, film making, audio and video production, studios are required. The exclusive audio-visual studio, photography studio and the 200 seater preview theatre are equipped with state of the art facilities for providing enhanced learning for the students.

There are three equipped labs with a capacity to accommodate 50 students each. There are around 100 computers and 45 Apple Mac



systems and five work stations. The systems are provided with Corel Graphics Suite (2022), Premier Pro, Final Cut Pro, Avid, 3D MAX and Da Vinci Resolve software for the students to meet industry standards and attain professionalism.

The photography studio is well equipped with high end cameras (5D Mark IV, GoPro) and lenses (70-200/ F2.8, Fish eye lens) which are provided for the students to get hands on experience in photography. The students are encouraged to create an album and develop a portfolio for a particular theme of their choice (food, model, product, architecture and wildlife) through outdoor trips.

Social media has a strong influence on learning. Whatsapp groups and Google classrooms are created for the students with the tutors and teachers being a part of the interactive communication process. The college strongly believes in creating a technology driven environment. Hence Wi-fi connectivity has been provided for the students. For students pursuing research programs, infibnet is recommended so as to have access to online journals and books.

On the whole the School of Communication at Dr. G R Damodaran College of Science, provides a very conducive environment for the VISCOM and MJMC aspirants.

Courses offered:

Under Graduate

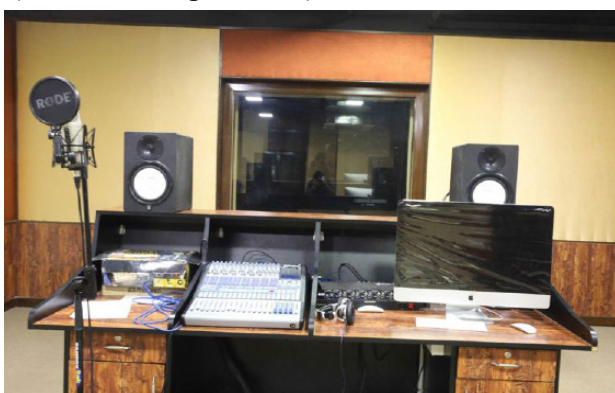
BSc Visual Communication
(Three Year programme)

Post Graduate

Masters in Journalism and Mass Communication
(Two year programme)

Ph.D Research programme

Full time and Part time



Ramanth Sangav K S



I have had the pleasure of interacting with and observing students from this college, and I must say that I am thoroughly impressed with the level of education and experience that they have given me. The faculty at this college is highly knowledgeable and dedicated to ensuring that their students receive a well-rounded education that prepares them for success in their future careers. The facilities at this college are also top-notch, providing students with the resources and tools they need to succeed in their studies. But what sets this college apart is the community it has built. The students, faculty, and staff are all passionate about learning and committed to supporting each other in achieving their goals. This sense of camaraderie and collaboration creates a dynamic learning environment that is second to none. This college truly embodies the best of what higher education has to offer, and I do not doubt that its graduates will go on to make significant contributions in their fields.

Laxminarayan.S

“Thank you, GRD and the School of Communication, for making me who I am today.”

Since 2017, I've been at GRD, and it's held everything for me from then until now. The School of Communication is more than just a department because this is the place where the most important things in my life happened. To me, SOC is a place where we can find ourselves, try new things, make mistakes, and learn from them. Everyone played an important part in shaping me into who I am, starting from my first-grade tutor, Sasikala mam, to my current tutor, Malar mam. I owe my life to you all, and I thank you for everything. Now I am working for a leading digital and television channel as a public relations officer, which was my dream job, and this is all because of GRD.



S. Deeksha

“Moving with pride”

GRD gave me the footprints to follow towards my success.. It is a great honor for me to be a GRD student. I had an extraordinary learning experience with all the available conveniences to study. The opportunities are wider and wider to groom oneself to the fittest skills etc. The academics were challenging and rewarding. The entire faculty and department leaves no stone unturned to shape one's future and a huge respect, love, and devotion. The mentors of GRDSOC help students to enhance academic and Interpersonal skills and were always willing to help and answer any questions I had. Extracurricular activities, events, and workshops are also given equal priority to uplift themselves. The facilities provided can ease the students with no difficulties. I can confidently say that my college experience was one of the most rewarding experiences of my life. Many more thanks to the versatile people I have that GRD gave me



Ashwath Kumar.V

As a former editor for the Morning trickle, I can confidently say that my experience was nothing short of exceptional. Throughout my time at the newspaper, I was responsible for editing articles written by my team writers, and I was consistently impressed with the quality of work that our team produced. What I appreciated most about my time as an editor was the opportunity to work with such a talented group of writers. I was constantly inspired by their creativity, passion, and dedication to producing high-quality journalism. Overall, being an editor for the college newspaper was an incredibly rewarding experience. It allowed me to develop my skills as an editor, work with a fantastic team, and contribute to the publication of a respected and well-read newspaper on campus.

FOUNDER OF DREAMHOLIC EVENT PLANNER



Sabari Rajan Gunasekaran

“Knowledge and Skills matters in day-to-day life”

I would say choosing Viscom/Mass communication is life changing magic because after joining only I knew that we have a large and wide range of jobs and business opportunities are here .we just need to choose which suits us ...So first of all i choose to be character animator and then later i grew up little by little as a photographer And now i started my own business with skills and knowledge gained from my staff's.



Venkatesh

“Wanting them to attend one more time”

Happy days came to an end. “I have done my UG and PG in GRDSOC. These 5 years taught me so much to learn and apply to life and my profession. I take more memories to cherish for a lifetime as I step off the campus. Working on campus with friends was enjoyable, but applying those techniques in the real world presents a challenge; and my professors have prepared me to meet those challenges. Many thanks to the college and my professors for shaping me into the person I am today. GRD has changed my thought process, developed my skills, and built courage in me. With these qualifications, it taught me practical knowledge on designing in various software programmes and photography of different kinds. Taking the lessons learned in GRD and applying them to my life. Being a volunteer at GRD was a wonderful journey to look back on.



Praveena sasikumar

“College days fill maximum colours in life’s journey in the form of lessons.”

I have been with GRD for five years, and over that time. I must say that I had a wonderful time expanding my knowledge in both my academic work and my professional career. A college is a place where little minds find their ‘self’ and step in the next quantum of life, where life lessons should be more into light along with curriculum. The entire faculty and department leaves no stone unturned to shape one’s future. The professors are dedicated and co-operative. The blend of classroom, extracurricular and social activities are very helpful to mould students as unique individuals. I am thankful for being a part of GRD. Time flew by, but the memories and lessons learnt will be treasured throughout my lifetime.



POST GRADUATE

Ashwathaman



When I hear the name GRD, a flood of memories floods back to me. I can't put into words how I feel. The GRD chapter of my diary contains solely the experiences and memories that the college has witnessed during my entire life. There have been days when I've sobbed, laughed, and screamed uncontrollably, but looking back, I can see that everything has turned into a memory I'll cherish forever. Teachers here are a great source of help because they are knowledgeable and well-trained. They are essential in shaping each and every GRD-ian's career. College life would be incomplete without college events and IV, so those are the memorable moments in our college years, beginning with Trident and ending with Avatar. We gained a great deal of event management and teamwork knowledge. I want to sincerely thank the principal, the other faculty members, the working and non-working personnel, and last but not least, the people who made my time at college enjoyable.

Mahesh Balaji

I have completed my under graduate degree in visual communication at G.R.Damodaran college of science, the best people i met in this college are truly my staffs, I will be grateful for them always and even though our college life started virtually because of covid pandemic we didn't had more time to spend together but I really earned a great bond with my classmates.

THANK YOU everyone for giving this beautiful memories and I will cherish those memories for life time.



Santhoshini



I am santhoshini, completed my undergraduate degree at GRD, school of communication. My experience at the GRD School of Communication has been wonderful and memorable. The mentors at GRD assisted us in improving our intellectual and social abilities. I appreciate my professors for giving me a platform to develop my skills and a chance to utilize them. I assert that GRD is home to my world wherein we are nurtured and nourished to be ideal citizens of this country. Being a part of the GRD School of Communication, where I have flourished, has been an enormous source of luck and fortune to me. The department and staff as a whole, do everything possible to help students determine their future. My three years at GRD have been a tremendous learning experience with a lot of outside exposure. I have the utmost regard, love, and devotion for the department's faculty as a whole. Their efforts are what motivate me to value myself.

Alwin Roy

GRD is great place to learn. It gives me great joy to say with pride that i have completed my Bsc viscom from this Autonomous college. The relationship between faculties and student is very cordial, which gave me an opportunity to excel in my area of interest. Regular classes held at our college to help us with our aptitude and technical skills were of great help. It gave me an opportunity to meet different kind of people and learn a number of things. I got the chance to live in a global environment, Students from different cultures and countries. I spent my three years in this college and these years are unforgettable. I had received a lot of opportunities to groom myself, thanks to my ever inspiring mentors who helped me to discover the talented part of myself.



Kavya

"As a first-year student in 2020, I have to say, studying during the pandemic was not easy, but GRDSOC did an amazing job at adapting to the online learning environment. The atmosphere at the college is truly unique, and it has been an amazing experience. The practical projects and assignments have been an excellent opportunity for me to apply my learning and build my portfolio. The department has also facilitated several industry interactions, which has given us exposure to the real-world challenges of the field. Also, our professors and staff will always ensure that we have access to all the necessary resources and support to excel in our coursework. Overall, my time in college has been one of the most rewarding experiences of my life, and I will always cherish the memories I have made here. I feel incredibly grateful for the education and opportunities that I have gained through my time in the GRDSOC."



Aryan Shah

I Aryan Shah had an amazing experience studying at GRD School of Communication. The faculty members are experts in their fields and are always willing to go the extra mile to help their students succeed. The college also provides students with ample opportunities to apply what they learn in the classroom through internships, industry projects, and events. This hands-on experience helped me develop the practical skills and knowledge necessary to thrive in the real world. Furthermore, the college has state-of-the-art facilities that create an ideal learning environment. The campus is well-equipped with the latest technology. The education and experience I received here have been invaluable to my personal and professional growth. My Sincere gratitude to the faculty who have helped me out personally improve my skills.



Chinthana Venkatesh

I am Chinthana, a 3rd year Visual Communication undergraduate from GRD College of Science. To say the least about my life at GRD, it was a roller coaster where you have thrill, joy, fear, laughter and screams all together at once! The school of communication at GRD is highly equipped with the best gadgets, studios and systems required for filmmaking, photography, music composing, sound engineering, editing and so much more. You can definitely get a hands on experience with all things media. This really helped me better myself in all aspects of the media. It has shown me enormous love and affection from day one. The staff work tirelessly for the betterment of our future. A special mention to Mr Niranjan, Ms Alan Maria Jose, Ms Malarvizhi, Ms Vishnu Priya and Mr Raghav. These people laid out my core foundation. The boot camps, IV trips, shoots, recordings are all memories close to my heart. If given the chance, I would do it all over again in a blink of an eye. Thankyou GRD! You will forever remain my favourite.



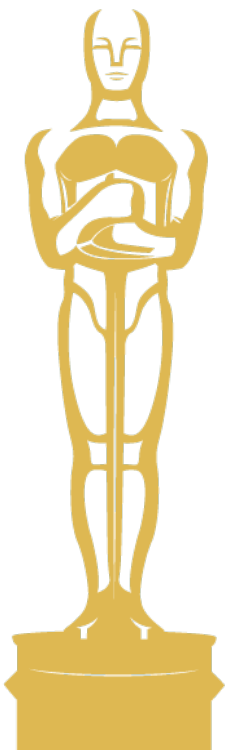
Shivambigai

I, Sivambigai completed my undergraduate degree at GRD School of Communication. Got the opportunity to meet different kinds of people. I am thankful to all my faculties, they've been very supportive and cooperative. It's been a great experience so far. I acquired good knowledge and skills. The learning and the guidance here is awesome

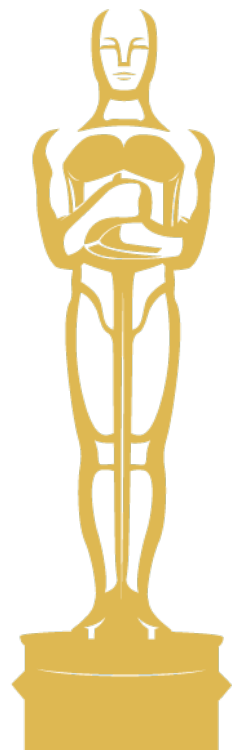


UNDER GRADUATE

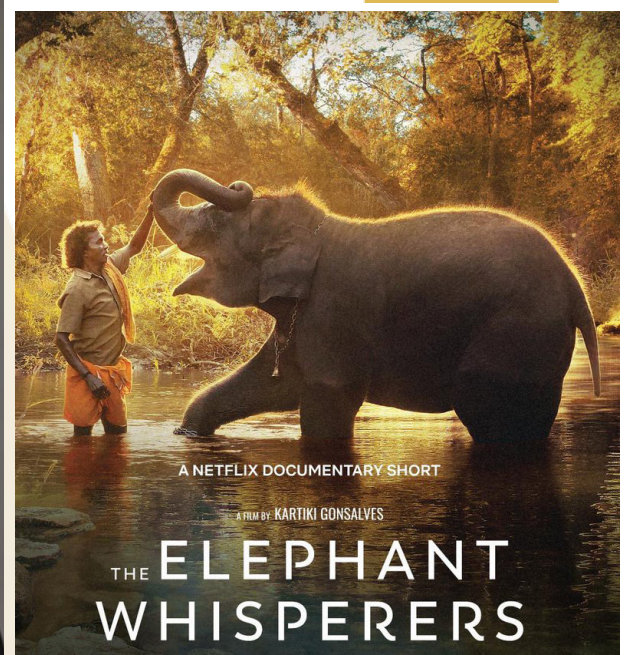
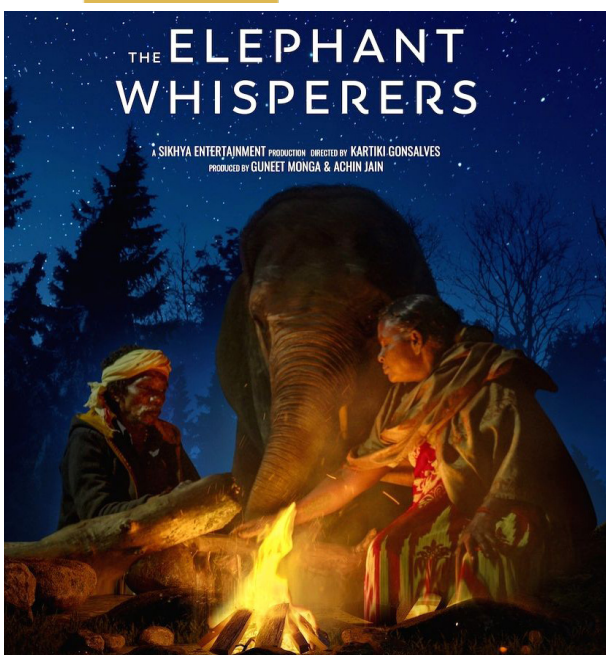
THE ELEPHANT WHISPERERS



The OSCARS



KARTIKI GONSLAVES



The Elephant whisperes is a 2022 Indian-American Tamil-language short documentary film directed by Kartiki Gonslaves (a GRD, Viscom alumni) and produced by Guneet Monga.

It won Best Documentary Short Film at the 95th Academy Awards on March 12, 2023. The Elephant Whisperers is the first Indian documentary to win an Oscar. Kartiki Gonslaves, the director of the documentary, is a viscomite of Dr. G R Damodaran College of Science.

The Elephant Whisperers tells the story of an indigenous couple named Bomman and Belli, who are entrusted with an orphaned baby elephant named Raghu. They take great pains to ensure that the fragile, injured infant survives and grows to be a healthy juvenile. A strong bond develops between the couple and the elephant. Set in the Mudumalai National Park in the beautiful state of Tamil Nadu, India, the documentary also highlights the natural beauty of the location. It explores the life of the tribal people in harmony with nature.



13TH

AVTAR INTERNATIONAL FILM FESTIVAL

2023



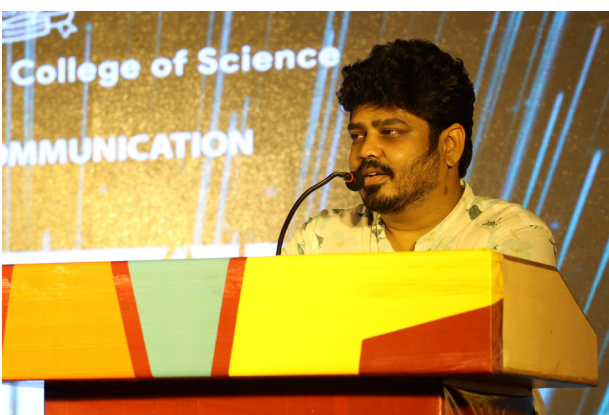
AVTAR, the most awaited film festival of School of Communication, Dr. G. R. Damodaran College of Science, which was happening after two years, took place in RD Hall on 11 March, 2023 between 9.00 am to 6.00 pm.

The chief guest of the film festival was Mr. Vignesh Karthick who is a director and television actor. He started his career as a mimicry artist in Vijay television, continued as an actor in the serial 'Pagal Nilavu' and became a director of the short film called 'Mudhal Kanavae' which got the best short film award in siima 2017. He has done other short films and also a feature film that got good reach. He is currently directing a movie with GV Prakash. The judges for the film festival were Sathya,



who is a Hip-Hop artist and a rapper trying to connect with people through the vision of beats. Arun Kumar, who is a scriptwriter and video editor also joined the event as a guest. He perused his undergraduate degree in GRD College and started his career with Antony, a legendary film editor who has worked for 'Engeyum Kadhal' and 'Poda Podi.' RJ Chiyaan, who is a radio presenter, director, scriptwriter and producer, was also in the judges panel. He has 15 years of experience in the media field and has won national awards for his works.

The program kick started with a karnatic prayer song by Alvin Roy (III B.Sc Visual Communication) which created a positive vibe and a pleasant start for the event. We had a brief introduction about all our guests and judges. Dr. S. Sasikala, Head of the Department, School of Communication addressed the gathering by



welcoming everyone. The auspicious ceremony of lighting of the lamp was carried out by the chief guests, judges and all the staff members.

The chief guest, Mr. Vignesh Karthick was welcomed to speak his experience as a director. He spoke about his failures which took his life backwards. But it was a great lesson to the listeners as he mentioned all the ups and downs in the field of media. He was greatly affected by the negative criticisms but the one major step he took in life made him unstoppable. It was to stay committed to directing short films. His short films "Yours Shamefully - parts 1



& 2" won lot of acclaim from the viewers and gained him a respectable place in the industry. After the motivating speech by the chief guest, a promo video which was directed by the 'GRD FilmMakers' was telecasted to the audience. The judges panel was introduced to the gathering by Chinthana (III B.Sc Visual Communication). It was indeed a great privilege to have such an esteemed panel of judges for the film festival. The shortlisted short films were screened. There were entries from various colleges and also by independent filmmakers. Almost 18 movies were selected for the screening. The crew members of the selected short films joined us for the screening.

After the screening, the judges were engaged in judging the short films, while the gathering was entertained with cultural. A solo dance was performed by Abdul (II B.Sc Visual



Communication). Keyboard was played by Deepash (III B.Sc Visual Communication) during which popular songs of various films were played. A well choreographed dance performance by I MJMC entertained the audience. A dance performance by students of SCIB, GRDCS brought an end to the cultural.

After all the cultural events, prizes were distributed to the winners who won the awards. During the distribution of the prizes, the judges gave their feedbacks and comments about the award winning short films as well as the other entries.



A food extravaganza was offered through various stall put up by students of first year B.Sc Visual Communication. The stall served an array of delicacies including chats, ice creams, waffles, shawarma, mojitos etc.

The show stopper for the event was a vibrant performance put forth by the college band 'Yazh.' Chinthana, Alvin Roy (III B.Sc Visual Communication) and Kevin (I B.Sc Visual Communication) displaced remarkable music performance being part of the band.

On the whole, it was a great day filled with memories to cherish. A photo session with the chief guest, winners, faculties and students marked the end of the event.



THE WINNERS

1. Best short film - "Case No.404", directed by Mithun Balaji.
2. Best Cinematographer - Dilshad Muhammed, "Manja Pacha Chuvapp".
3. Best Editor - Avishkar, "Kakaakulam".
4. Best Background Score - Akash. S. Menon, "Anantharam".
5. Best Director - Mithun Balaji, "Case No.404"
6. Best Actor (Male) - Girish, "Manja Pacha Chuvapp".
7. Best Actor (Female) - Harija, "Hot and Spicy".
8. Best Script - Gowtham Krish, "What If".
9. Special Jury award 1 - "The Greyscale", directed by Varshini TVR.
10. Special Jury award 2 - "Nirnaya", directed by Nithish S.

FILM DIRECTION

Managing the whole cast and crew to present the story of a real or an imaginary world of one with a perspective, to the audience could be challenging. A Film Director, or Movie Director, manages and directs all the creative elements and components of a film. Their main duties include reading and adding edits to scripts, setting the blocking for Actors and collaborating with Editors during post-production to create a visually appealing and captivating final product.

CINEMATOGRAPHY

Cinematography is the art and technology of motion-picture photography. It involves such techniques as the general composition of a scene, the lighting of the set or location, the choice of cameras, lenses, filters, and film stock, the camera angle and movements and the integration of any special effects.

GRAPHIC DESIGNING

Graphic design is the art or profession of visual communication that combines images, words, and ideas to convey information to an audience, especially to produce a specific effect. The Graphic Designer job description includes the entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts and vectors.

ART DIRECTION

Art directors determine which photographs, art piece, or other design elements to be used. Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design and direct others who develop artwork or layouts.

CONTENT WRITING

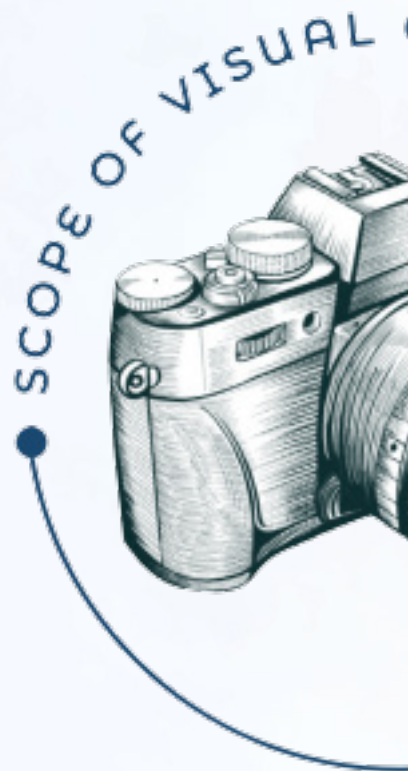
Content writing is the process of writing, editing, and publishing content in a digital format. A content can include blog posts, video or podcast scripts, ebooks or whitepapers, press releases, product category descriptions, landing page or social media copy.

SCRIPT WRITING

Script writing (or screenplay writing) is the process of writing stories in the screenplay medium for movies, tv shows, animations etc.. Script writing is writing down the movement, actions, expression and dialogue of the characters in screenplay, in a proper screenplay format.

PHOTO JOURNALISM

Photojournalism is a branch of photography that uses photos or images to tell a story. A person who practices photojournalism is called a photojournalist. His/her photos come out in newspapers and magazines, as well as in non-traditional visual media like websites or blogs. They may cover a war in central Africa, the Olympics, a national election, or a small-town Fourth of July parade etc.



VIDEO EDITING

Video Editors are generally responsible for editing and assembling recorded raw material into a suitable, finished product ready for broadcasting. Video editors manipulate film and video footage to create a coherent and complete project that accurately depicts the film directors envision.

AUDIO PRODUCTION

Audio production covers everything related to recording, editing, mixing, and mastering audio in order to get it ready to be released publicly. Audio engineers use machinery and equipment to record, synchronize, mix, or produce music, voices and sound effects. They work on the production of movies, music recordings, live shows, and video games.

JOURNALISM

Journalists research, write, edit, proofread and file news stories, features and articles. Their pieces are used on television and radio or within magazines, journals and newspapers, in print and online. Journalist is a professional responsible for reporting the news. Journalists research, document, write, and present the news in an honest, ethical, and unbiased way.

ANIMATION

An animator produces multiple images called frames, which when sequenced together creates an illusion of movement known as animation. The images can be made up of digital or hand-drawn pictures, models or puppets. Animators tend to work in 2D, 3D model-making, stop-frame or computer-generated animations.

PUBLIC RELATIONS

Public relations is basically managing how others see and feel about a person, brand, or company. PR for corporations, notably publicly traded companies, focuses on maintaining a positive corporate image while handling media requests and shareholder inquiries.

NEW MEDIA

New media is any media - from newspaper articles and blogs to music and podcasts - that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media. Earning a new media degree can be an excellent way to develop a wide array of skills to work in media and technology across many industries.

STREET THEATRE

Street theatre is a form of theatrical performance and presentation in outdoor public spaces without a specific paying audience. These spaces can be anywhere, including shopping centres, car parks, recreational reserves, college or university campus and street corners. They are especially seen in outdoor spaces where there are large numbers of people.



8TH

CHENNAI INTERNATIONAL SHORT FILM FESTIVAL

COIMBATORE CHAPTER



On 1st and 2nd of March 2023, the School of Communication at Dr. G. R. Damodaran College of Science in collaboration with 'Chennai Academy of Motion Pictures' conducted the 8th Chennai International Short Film Festival (CISFF), the Coimbatore chapter. From all over the world, the short films were collected, short-listed and showcased to the students to know how the short films are directed. Students get to observe and learn about the script, music, camera angle and all the efforts by the team behind those exceptionally wonderful short films.

The chief guest of the program was Mr. C.R. Elangovan, who is a researcher, author and historian. He has published many books since 2008 and currently an advisor for Codissia Bulletin. He also helps the students in their research work on Coimbatore history.

We were also honoured to have Mr. Venkat Renganathan, who is a television actor in 'Padian Stores', as chief guest. He started his career in 2008 as a television actor in 'Kana Kaanum Kaalangaal', and has also done anchoring in Sun Music. He has also acted in feature films such as 'Thirumanam', 'Kutram 23' and also in various ad films.

Our guests of honour for 8th CISFF were Mr. Sivan Kannan, the President of Chennai International Short Film Festival, Mr. Srinivasa Santhanam, the Vice President of Chennai International Short Film Festival and Ms. Sethulakshmi, the Festival Director of Chennai International Short Film Festival.



Chennai international short film festival is an initiative undertaken by a group of individuals, regarded for their achievements and their long standing association with the Indian Short Film Industry. The festival is supported and encouraged under the guidance of 'The Chennai Academy of Motion Pictures'- a non-profit trust created to provide assistance and the platform for budding talents in the cinema industry and promote quality films to the short film fanatics in South India. CISFF has come a long way from its first edition to its eight edition with every year's festival bringing in quality content and increasing the stature in the minds of its audience.

The guest of honour, Mr. Srinivasa Santhanam addressed the gathering and acknowledged



the efforts put forth in organising the event. He said that he felt happy to be a part of the event. He also mentioned that he was inspired by the books of Mr. Elangovan and suggested the students to follow it.

Ms. Sethulakshmi delivered a very thought provoking speech. They were lessons to be learnt and applied in the field to achieve success. She also announced that soon they are going to launch and initiate an event specifically to incorporate and showcase the works of college students.

Mr. C.R. Elangovan, is a man of simplicity. He worked so much for the Coimbatore city through his books, researches and speeches. He took the students to a different dimension and made them realise the potential of the current media landscape.



Mr. Venkat Renganathan expressed his gratitude and shared his experience in the cinema industry. His achievements and success are well-known to the public, but the failures and obstacles are not known. He conveyed how he struggled to grow higher with each step in his career. He told that committed and consistent is the key to success. The messages by the guests for the event from diverse backgrounds were real eyeopeners for the students and highly motivating.

The event continued with the screening of the short films. The screening was held for two days at Sankardas Swamigal Auditorium, where the students enjoyed the display of exquisite talents. The short films were of different genres and languages from across the globe with so much of thoughts and art in it. Students from different colleges joined for the screening.

Special mention to Dr. D. Padmanaban, Managing Trustee; Mrs. Geetha Padmanaban, Joint Managing Trustee; Dr. T. Santha, Principal of GRDCS and Dr. K.K. Ramachandran, Vice Principal of GRDCS for organizing such an event and motivating the students. We are also happy to be associated with Radio City 91.1 FM and Hindu Tamil Thisai as our media partners for the event.



TRIDENT 2022



The School of Communication at Dr .G. R. Damodaran College of Science conducted an event named “TRIDENT” to commemorate the World Students Day and the birthday of the missile man, Dr. A P J Abdul Kalam.

The event was organized in the college campus on 28th of October 2022. A session on Stress Management titled “Tides of Hope” was organized by the School of Communication in collaboration with “The Hindu Tamil Thisai” and “Kovai Chronicle”.

We had students from grade 9 to 12 from various schools participating in the stress management event held at RD Hall at college campus. Around 300 students from GRD Public School, GRD Matric School, PSGR Krishnammal School and DKT Global Public School joined us for the stress management session.

The event started with the prayer song by Thushara of 3rd year Visual Communication. The welcome address given by the head of the department Dr. S. Sasikala had set tone for the event Trident.

In response to the escalating complexity of educational requirements, students worldwide experience considerable stress. Stress factors can affect their test scores, class participation, and general well-being.

The guest speakers for the stress management session were Ms. Dharani M, Counseling Psychologist and Mr. Krishnan Kutty a well known motivational trainer, mentor, and life coach.



They truly inspired the students by their words and gave them a hope that everything in life can be handled patiently.

The quote by Mr. Krishnan Kutty that, “The busiest man has the maximum time to spare because he values time” truly inspired the students and made them feel highly motivated.

A short brainstorming activity was also conducted. Ms. Dharani M spoke on a title named “Let us be friends with stress”, where she distinguished between positive and negative stress. The second part of the event included ‘Vibe session’ wherein the students were engaged with live music and orchestra.

The students played along with the singers and



the musicians from School of Communication, throughout the session and made it very lively.

The event concluded with a flash mob, which showcased a power-packed and energetic dance performance by the students of School of Communication.

The vibe session was conducted in such a way that all students enlightened their minds for the start of a new beginning.

The entire venue was set up with an artistic appeal showcasing the artworks of the students of Visual Communication Photo booths for students were also arranged at the venue. The students were provided with a complete experience of art exhibition.

An Inter-school online competition “Hues” was



also conducted in honor of World Students Day



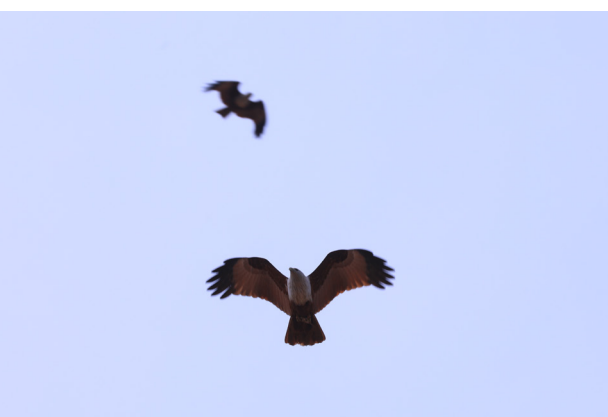
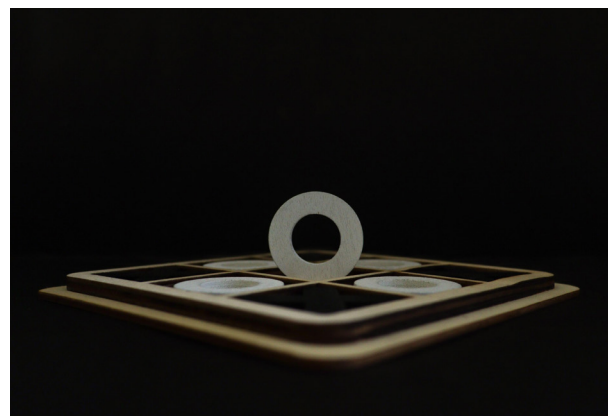
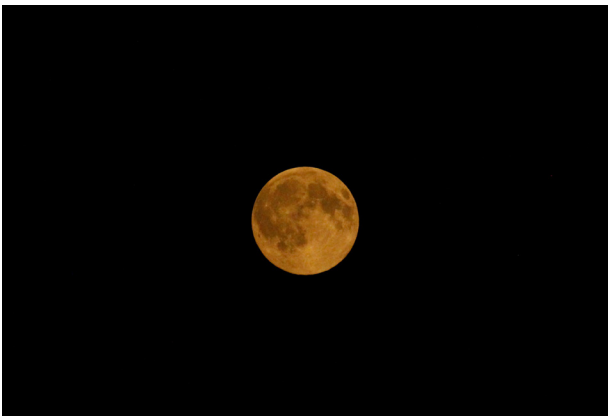
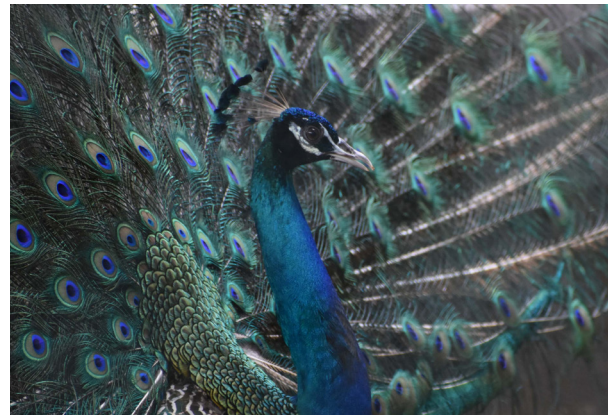
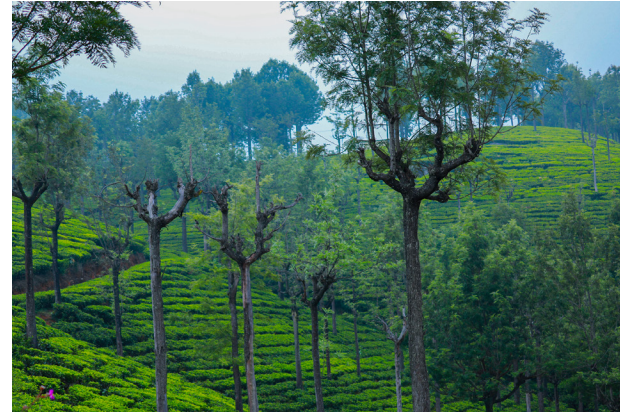
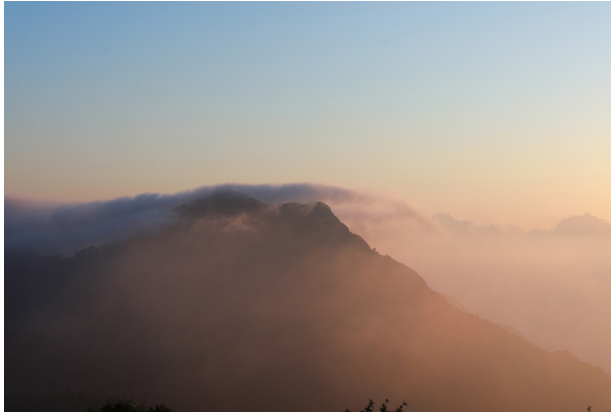
from 05-25 October, 2022 by the School of Communication.

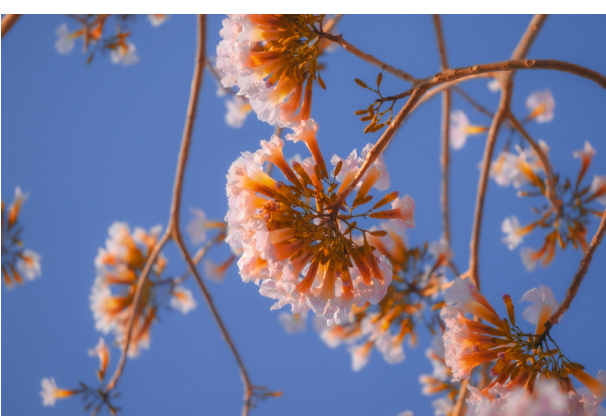
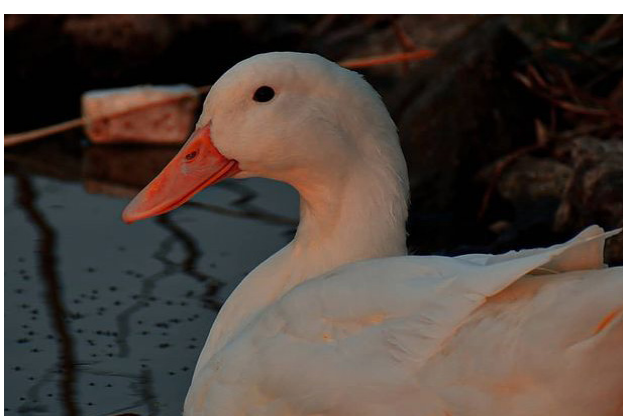
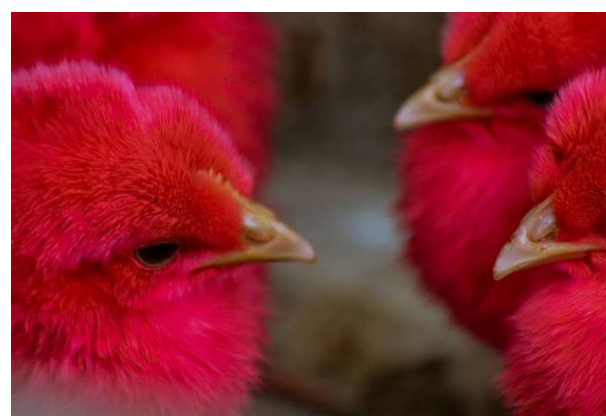
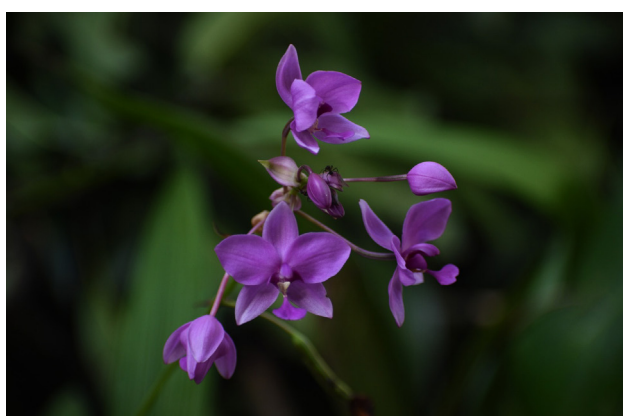
Almost 35 schools across Tamil Nadu and Kerala participated in the online competitions. The competitions included Art & Craft, Nail Art, Mobile Photography and Face painting in two categories, Junior (9&10th) and Senior (11&12th) levels.

Winners were awarded with cash prizes and certificates on 28th of October, 2022. A total of 80 prizes were distributed to school students, which included 1st to 5th places and five consolation prizes in junior and senior categories for each of the four competitions.

The School of Communication also conducted a public relations campaign which included educational and food stalls. The event was organized in such a way that it provided an awareness on stress management and gave an opportunity for students to engage in lot of fun, yet motivating and creative activities which could free them from their stress.







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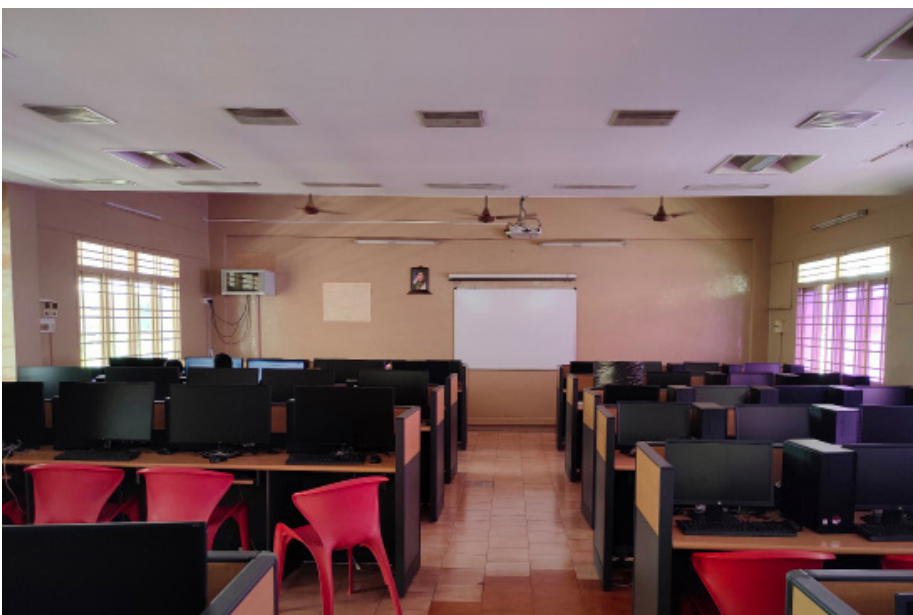
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(AUTONOMOUS)**

SCHOOL OF COMMUNICATION

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