

**A Solution for Entrepreneurial Skills: Digital Video Production**

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Date 17.02.2022

From

B.Ganesh Prabhu  
Head, Department of Visual Communication  
K.S.Rangasamy College of Arts and Science (Autonomous)  
Tiruchengode - 637215

To

The Principal  
K.S.Rangasamy College of Arts and Science (Autonomous)  
Tiruchengode - 637215

Respected Sir,

Sub: Requesting permission to conduct a webinar - Reg

We the Department of Visual Communication & Institution Innovation Council of KSRCAS is planning to conduct a Webinar on 'A Solution for Entrepreneurial Skills: Digital Video Production' for Visual Communication students on 24 February 2022 through Google Meet at 02.00 pm to 03.30 pm. Mr.M.Santhosh Priyan, Director Operations, Reel Petty Studios, Negative Media Tech (Blackmagic Design), Coimbatore will be the resource person of the session. I request you to kindly grant us permission to conduct the webinar and approve the budget. The webinar would have participants from various colleges.

Thanking you

**Budget Proposal:**

Honorarium for Guest = Rs. 1500

Yours Sincerely

*B.G.P*  
17/2/2022  
(B.GANESH PRABHU)

*Submitted to  
Vice Chairman  
[Signature]  
17/2/22*



**K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

NAAC Reaccredited and an ISO Certified Institution affiliated to Periyar University, Salem  
Include under 2(f) & 12(B) of UGC Act, 1956

KSR Kalvi Nagar, Tiruchengode - 637 215, Namakkal Dist, Tamil Nadu, India

Invite you for a Live  
**Webinar on**

**A SOLUTION FOR ENTREPRENEURIAL SKILLS:  
DIGITAL VIDEO PRODUCTION**

Organized by



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of HRD Initiative)



**24.02.2022**



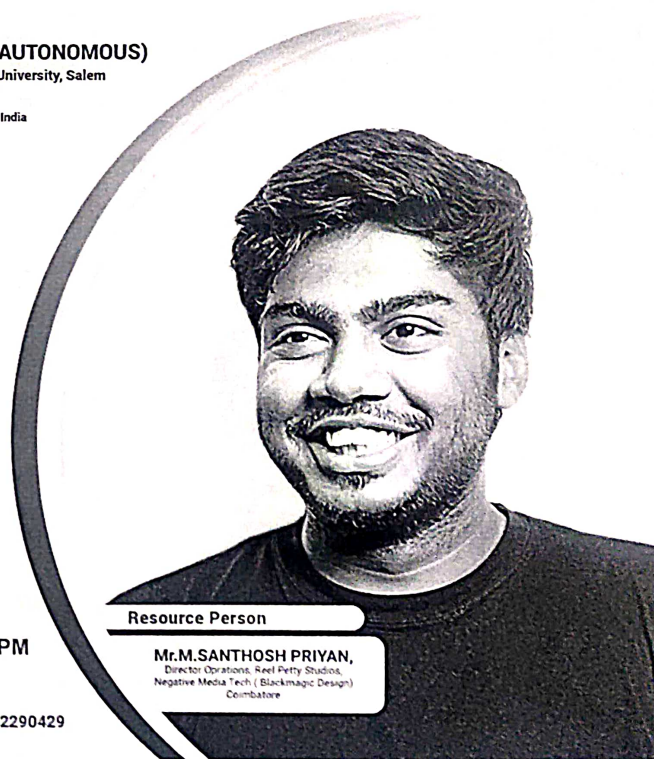
**Google Meet**



**02:00 PM - 03:30 PM**

E - Certificate will be given to all the attendees

For Details: Mr.B.Ganesh Prabhu, Asst Prof & Head | b.ganeshprabhu@ksrcas.edu | 9952290429



**Resource Person**

**Mr.M.SANTHOSH PRIYAN,**  
Director Operations, Avel Petty Studios,  
Negative Media Tech. (Blackmagic Design)  
Coimbatore

*B.G.*  
**B.GANESH PRABHU,**  
Assistant Professor & Head  
Department of Visual Communication,  
K.S.Rangasamy College of Arts & Science  
Tiruchengode - 637 215.

2

**K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**  
**TIRUCHENGODE – 637 215**  
**DEPARTMENT OF VISUAL COMMUNICATION**

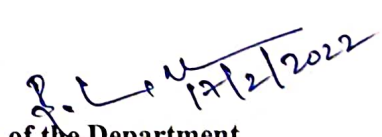
**Circular**

**Date: 17.02.2022**

<b>From</b> The Head Department of Visual Communication K.S. Rangasamy College of Arts and Science (Autonomous) Tiruchengode – 637 215	<b>To</b> All HOD's Students of all departments KSRCAS & Other colleges via mail and Whatsapp.
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We are glad to announce that Institution's Innovation Council, K.S.Rangasamy College of Arts and Science (Autonomous) & Department of Visual Communication is organizing a **Webinar on 'A Solution for Entrepreneurial Skills: Digital Video Production'** for Visual Communication students scheduled to be held on 24<sup>th</sup> February 2022, 02.00 PM to 03.30 PM.

\*Register for this Webinar \* <https://forms.gle/WHr3YRJ8oAf3wMhu9>

  
**Head of the Department**  
**B.GANESH PRABHU, M.Sc.,**  
Assistant Professor & Head  
Department of Visual Communication,  
K.S.Rangasamy College of Arts & Science  
Tiruchengode - 637 215.



### Mr.M.Santhosh Priyan Profile



**Mr.M.Santhosh Priyan,**

Director Operations  
Reel Petty Studios,  
Negative Media Tech (Blackmagic Design)  
Coimbatore - 41

- Completed B.Sc Visual Communication (Electronic Media) at PSG College of Arts & Science, Coimbatore.
- Member is BoS at VLB College Coimbatore.
- Produced many corporate advertisements for Broadcast media
- Young entrepreneur in the field of Media Production
- Directed 6 Short films, edited more than 50 short films and documentaries.
- Directed many Advertisements, Promo videos and PSAs for Private Organizations.

To file  
8.1.22  
12/1/22  
**B.GANESH PRABHU, M.Sc.,**  
Assistant Professor & Head  
Department of Visual Communication,  
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# K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

TIRUCHENGODE 637 215

DEPARTMENT OF VISUAL COMMUNICATION

A SOLUTION FOR ENTREPRENEURIAL SKILLS:

DIGITAL VIDEO PRODUCTION – 24.02.2022

## PARTICIPANT NAME LIST

S.NO	NAME	DEPARTMENT	COLLEGE
1.	B.GANESHPRABHU	Viscom	KSRCAS
2.	NAVEEN KUMAR.V	Visual communication	K.S.Rangasamy art and science
3.	KAMALA PRIYA. S	Visual communication	A. V. C. College (Autonomous)
4.	K.NABEEHA BEGAM	visual communication	A.V.C.College(autonomous),mannanpandal
5.	VINNAVAN N	Visual Communication	AVC College
6.	VIJAY SURAJ N	B.sc Visual communication	KSR COLLEGE OF ARTS AND SCIENCE
7.	R.HARIHARAN	Bsc, visual communication	Jp college of arts and science.Tenkasi
8.	SHENPAGA MUTHU	B.sc visual communication	Jp college of arts and sciences
9.	S.MANIKANDAN	Visual Communication	J.P College of Arts and Science
10.	ISAISELVAPERUMALA	Visual Communication	Srimad Andavan Arts and Science College Autonomous
11.	SABARINATH	1st bsc visual communication	K. S. R. College of arts and science
12.	NANDANAN	B.Sc visual communication	KSR COLLEGE OF ARTS AND SCIENCE
13.	GOKUL RAVI	B.sc. Visual Communication	K.S.R College of Arts and Science
14.	T.MURALI SIVA	Visual communication	JP college of arts and science
15.	A.EBINESH	Visual Communication	Jp college of arts and science
16.	RAGUL JOSEPH.F	B.Sc.viusal communication	K.S.R college of arts and science
17.	SIVABALAJI.N	Visual Communication	K.S.Rangasamy college of Arts and Science(Autonomous)
18.	KAARTHIKKA DEVI	Visual communication	JP College of arts and science, Tenkasi
19.	SHERIN PHELIX	Visual communication	Jp college of arts and science
20.	R.M.SUNDAR RAJAN	Visual Communication	A.V.C. College (Autonomous)
21.	MARISH WARAN.T	Bsc.visual communication	J.p.collage of art and science
22.	VINUA	Visual communication	JP College of Arts and Science
23.	SIVASURYA S	B.Sc Visual Communication	K.S.Rangasamy college of Arts and Science
24.	S. VASUKI	Visual Communication	Jp College of Arts and Science
25.	A.BALA MURUGAN	1Bsc visual communication	JP college of arts and science
26.	MANJU.K.S	Visual communication	J P. College of Arts and Science
27.	V.MAHENDRAN	B.sc visualcommunication	J.P college of Arts And Science
28.	R.SANJAY	Visual Communication	Jp college of arts and science
29.	JASMINE N	Visual communication	JP college of arts and science
30.	MDHANA LAKSHMI	B.sc visual communication	J.P.college of arts and science
31.	DEEPIKA	B.SC. Visual Communication	K.S.Rangasamy Arts and Science College
32.	SRIHARI HARAN S	B.sc Visual Communication	K.S.rangasamy College of arts and sciences
33.	MADEVAN S	B Sc visual communication	J P college of Arts & Sciences
34.	V.PARKAVI	Visual communication	Srimad Andavan arts and science college, Trichy.
35.	RAJA GOPALAN.M	B.SC visual communication	K.S. Rangaswamy college of arts and science
36.	E. SASHTIKA	BA. Journalism and Mass Communication	Mahendra arts and science college, kalipatti
37.	SOUNDAR .M	BA JMC	Mahendra arts and science college (Autonomous) kalipatti
38.	S VIGNESH	Visual communication	K.S.Rangasamy college of arts and science
39.	M.VASANTH	B.Sc.visual communication	K.S.RANGASMMY COLLEGE OF ARTS AND SCIENCE
40.	NAVARANJANI N	Visual Communication	Srimad Andavan Arts and Science College
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B. GANESH PRABHU, M.Sc.,  
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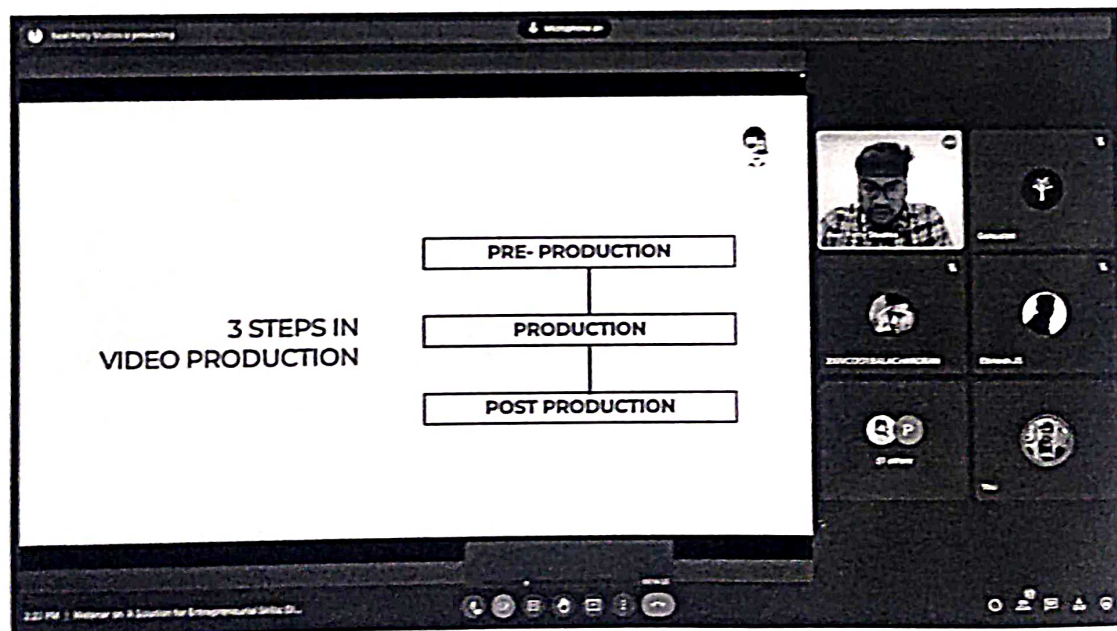
**K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)****TIRUCHENGODE 637 215****DEPARTMENT OF VISUAL COMMUNICATION****A SOLUTION FOR ENTREPRENEURIAL SKILLS:****DIGITAL VIDEO PRODUCTION – 24.02.2022****PARTICIPANT NAME LIST**

47.	SHENPAGA MUTHU	B.sc visual communication	Jp college of arts and sciences
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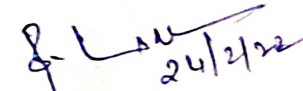
*B. Ganesh Prabhu*  
HoD  
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**K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**  
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**DEPARTMENT OF VISUAL COMMUNICATION**  
**A SOLUTION FOR ENTREPRENEURIAL SKILLS:**  
**DIGITAL VIDEO PRODUCTION – 24.02.2022**  
**WEBINAR SCREENSHOTS**

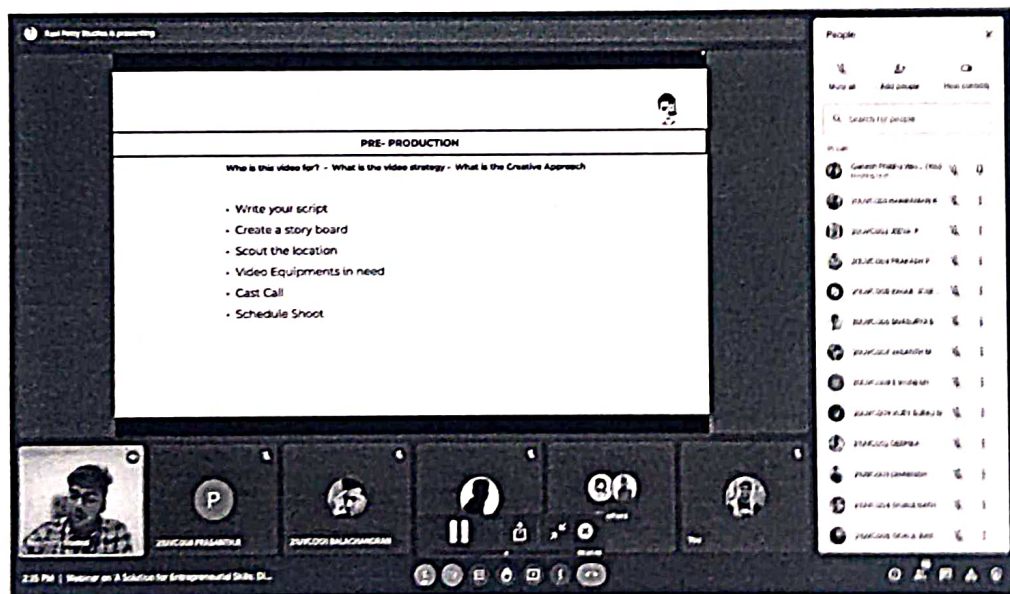


Webinar Screenshots.

  
**B.GANESH PRABHU, M.Sc.,**  
 Assistant Professor & Head  
 Department of Visual Communication,  
 K.S.Rangasamy College of Arts and Science  
 Tiruchengode, Tamil Nadu



## Webinar Screenshots



Presentation - Webinar.

B. Ganesh Prabhu  
24/2/22

**B.GANESH PRABHU, M.Sc.,**  
Assistant Professor & Head  
Department of Visual Communication,  
K.S.Rangasamy College of Arts & Science  
Tiruchengode - 637 215.

**K.S.Rangasamy College of Arts and Science (Autonomous)**  
KSR Kalvi Nagar; Tiruchengode - 637 215; Namakkal Dist, Tamil Nadu, India

### **Department of Visual Communication**

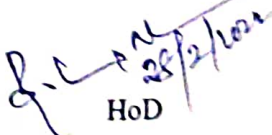
The Department of Visual Communication & Institution Innovation Council, K.S.Rangasamy College of Arts and Science (Autonomous) organized a Webinar on "A SOLUTION FOR ENTREPRENEURIAL SKILLS: DIGITAL VIDEO PRODUCTION" on 24<sup>th</sup> February 2022, through *Google meet* from 2:00 PM to 03.30 PM. The webinar's goal was to help students have a better understanding about Digital Video Production and the innovative use of aesthetic in the production. The webinar was a success, with 60 eager participants from several colleges in and around the region. The webinar was well received by the students and there was a huge positive feedback from the participants.

The webinar session at 2.00 pm started with prayer song sung by Vijey Suraj, II B.Sc Visual Communication, KSRCAS. Participants were welcomed by the Head of the Department, Mr.B.Ganesh Prabhu. Heads of various departments and IIC members joined for the Webinar session and supported the event.

The session was about Digital Video Production by Mr.M Santhosh Priyan Director Operations, Reel Petty studios, Negative Media Teach (Blackmagic Design) Coimbatore. He discussed about the video production skill that he acquired by working in the industry. He gave an introduction to the software like, Davinci Resolve and Black magic. He also demonstrated the use of these software's with few examples. He gave a brief introduction about the work culture in the industry and the skills one need to develop to sustain in the field. The session then included a discussion about the use of aesthetic elements to create various moods in Video production. The session tried to critically examine the use of various shots and angles, and their role in creating the mood of the content. All the students actively participated in the discussing by bring up new ideas to use editing tools and the various techniques that they have tried out.

After the webinar, there was a doubt clearing session, in which all the students were given an opportunity to raise their queries about the session. Mr. M Santhosh Priyan also encouraged them to raise other questions related to digital video production.

Head of the Department Mr. B. Ganesh Prabhu concluded the webinar by presenting the vote of thanks. He expressed his gratitude to the chief guest, the principal, the college management, staff and the students.

  
HoD

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