

Seminar on Advertisement photography

Department of Visual Communication & Animation

Dept of Viscom & Animation

Date : 24 March 2023

Seminar on AD Photography

Mr. Akilesh Kathamuthu
Cinematographer



Our emphasis is on photography as a purist

Yes! students need to have a mental image of the photo first, and then to create a photo that matched their thoughts

Objectives

To become proficient at the technical aspect of photographing with a digital camera. Students will be working with those images in post processing including digital editing, saving, sizing, and posting of those images

To develop and practice skills using digital photography tools and the Internet including emailing and posting to a web site.

To learn to shoot with digital cameras maximizing the quality of the output from them. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and to apply that appreciation to and through their own work.

To develop the habit of looking closely at the visible world around us in order to represent it in terms of aesthetics, beauty and truth. – To look at what we are seeing and to see what we are looking at.

So we the department of Visual Communication and Animation organized a Seminar on the “Photography” to discover what we really want to say while clicking the camera.

Pertaining to this we invited Guest speaker Mr.Akilesh Kathamuthu, renowned Cinematographer on 24/03/2023. Around 150 students of first years participated in this seminar enthusiastically.

Outcomes

Outcome 1| Creative Process

Students will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems.

Outcome 2 | Development of Skill and Technique

Students will have sufficient mastery of one or more media to complete the technical and formal challenges pertinent to a body of original work.

Outcome 3 | Communication of Ideas and Context

Students will be able to clearly communicate the content and context of their work visually, orally and in writing.

