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CAREER OBJECTIVE:

My role as an Assistant Professor in a Higher Education Institution would be to render my knowledge, experience, and expertise in all aspects starting from organizational management, to policy making, to proper guidance to students in terms of teaching them the values and principles of life.

Event	Presentation/Participation	Institution & Date
National Seminar/ Conference	Presented a paper titled Digital Communication: An Analysis of Future and Prospects	Navarasam College of Arts and Science, Erode. 04 November 2022.
	Presented a paper titled The deceptive offers of online advertisements: <i>A study of shared text based advertisements in WhatsApp groups</i>	Kongu Arts and Science College, Erode. 19-20 December, 2017
	Participated in a National Conference	Pondicherry University, 10-11 November, 2012.
International Conference	Presented a paper titled <i>Social Media and Peoples Movement: A view on role of social media in Jallikattu Protest</i>	SRM University, Chennai. 12-13 October, 2017
	Presented a paper titled செல்லிடப் பேசியில் தமிழின் பயன்பாடு – தமிழில் தகவல் பரிமாற்றம் குறித்து ஒரு பார்வை	Alagappa University, 8-9, September, 2017.
	Participated in an International Conference on Recent Trends in Media Science and technology	Anna University, Chennai. 22-24 March, 2017.
Workshop	Attended a two day national workshop on <i>Film Appreciation</i>	Tamilnadu Central University, 13-14 November, 2013.
	Attended a One Day National workshop on <i>Latest and Greatest in Adobe Creative Tools</i>	Mother Teresa University, 24 February, 2020.
	Attended in TWO Days workshop on E-Resources: A boon for teachers.	Bishop Heber College, 05 & 06 March, 2021. 26 & 27 March, 2021.

FDP	Participated in TWO Days FDP on Training the Trainers: Mind Mapping and Stress management. Attended a One Week Online National FDP on <i>Digital Tools for Communication and Social Science research</i>	Bishop Heber College, 05 & 06 March, 2021. Amity University, 27 January, 2022 to 02 February, 2022.
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No of publications

UGC Approved Journal	General / National Journal	International Journal
1	3	1

Participation in the webinar:

- Participated in Online Internship on Python Programming conducted by The Guide Milleth College for Men on 08.04.2020 and 09.04.2020
- Participated in a webinar on “An Effective Research Paper Writing Skills” conducted by Bhagwan Mahavir University on 13.04.2020 to 16.04.2020.
- Participated in a webinar on “Carrers in Audio Production” conducted by Kumaraguru College of Liberal arts and Science on 24.04.2020.
- Participated in online Quizz programme on World Intellectual Property Day” conducted by Noorul Islam Centre for Higher Education on 26.04.2020.
- Participated in Online Workshop on Research Methodology conducted by REST Society for Research International on 28.04.2020 to 30.04.2020.

Experience:

Teaching Experience: 9 Years.

At present working in RD National College, Erode.

Video/ Audio Productions:

A PSA for Tamilnadu Assembly Election 2016

A short film on the theme of **Dyslexia** for Helikx Open School, Salem.

GREEN TONE an indoor (Multi camera production).

MRP a documentary on Maximum Retail Price issues of Bus Stands in Tamilnadu. It was Screened at International Short film Documentary Film Festival 2013 organized by Pondicherry University & Tamilnadu Progressive writers Artists Association.

THE ROOM a horror short film.

CAMPBUZZ a video news Magazine

INDIA a web-designing project

MOOLIGAI MARUTHUVAM a documentary project.

Produced Glimpses of National Science Week Celebration in Feb 2022.

Participated as Contestant in **Nerukku Ner (talk Show)**, Vendar TV on 07.09.2022.

Video : Glimpses of National Science week celebration, Feb 2022.

EDUCATIONAL QUALIFICATION:

Qualification	Discipline	College/ School	University/ Board	Year of Passing	Percentage / CGPA
M.Sc.	Electronic Media	Pondicherry University	Pondicherry University	2013	83 %
B.Sc.	Visual Communication	Saraswathy College of Arts & Science (Tindivanam)	Thiruvalluvar University-Vellore.	2011	81 %
HSC	State Board	Govt Higher Secondary School, Anniyur.	Tamil Nadu State Board	2007	66 %
S.S.L.C	State Board	Govt Higher Secondary School, Anniyur.	Tamil Nadu State Board	2005	84 %
H.D.M	Higher Diploma in Multimedia	TCPS computer Education, Tindivanam.	TCPS Infotech pvt ltd.	2010	75%
UCG-NET	Mass Communication and Journalism	UGC-CBSE	UGC-CBSE	2015	52%

B.Voc. Visual Communication

Service Learning Course

Course Title: Educational Video Production and Documentation

Semester – V

Course Code:

Credit: 2

Total Hours: 30

1. Course Outcomes

After the successful completion of this course the students will be able to

CO.No	Course Outcomes	Level	Unit
1	Summarize the basic components of Service Learning	K2	I
2	Develop Ideas for Service Learning Course on Visual Educational Video Production	K6	II
3	Classify different types of educational video.	K2	III
4	Prioritize appropriate method for educational video production.	K5	IV
5	Develop Education video using collected data.	K6	IV
6	Create video archive.	K6	V

UNIT- I – Service-learning Basics

(4 hours)

Service-learning Principles- engagement, reflection, reciprocity, public dissemination; Meaning of community and understanding of community dynamics. Project planning stages and Ethical concerns. Importance of Audio-Visual media in education.

UNIT- II - Types Educational Video

(4 hours)

Educational Video -Basic Concept, Need, Purpose. Types – lecture, Tutorial, Explainer, and Training.

Awareness Video- Society, Environment, Health, Wildlife, Government Scheme etc.

UNIT- III Equipment for Video Production

(4 hours)

Equipments- Video Camera, Still Camera, Smart Phone Camera, Different types of Mic, Sound System, Tele Prompter and Editing Machine.

Video Components – Graphics, Animation, Music, VFX, SFX, Text and Titling.

UNIT- IV Community Engagement

(9 Hours)

Problem Identification, Data Collection. Pre-Production – Content and Script for educational video. Video production and training. Video Production Methods – Live recording, Indoor/Outdoor, Blue matte/green mate, and screen recording.

UNIT- V Community Engagement

(9 Hours)

Post production and training. Report writing. Final Video presentation. Video Archive. Ethical considerations in video production.

S.No.	Topics	Web Links
1	Education Video Creation	Production Processes for Creating Educational Videos CBE—Life Sciences Education (lifescied.org)
2	Data Collection	What is Collection of Data? Methods, Types & Everything You Should Know (simplilearn.com)

TEXT BOOKS

1. Herbert Zettl “Television Production Handbook, 12th” San Francisco State University, 2015.
2. Dr. Vikas Dongre, “Video Creation & Online Teaching”, Notion Press, 2021.