

Name : K. Shanmuga Velayutham

Designation : Coordinator

Department : Visual Communication

Date of Joining : 09.12.2013

Phone with Extn. No: 0452-2530070, 375

Email : acviscom@gmail.com



Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
B.Sc	Physics	Thiagarajar College	1986
B.Sc	Journalism and Science Communication	Madurai Kamaraj University	1991
B.Ed	English and Physical Science	Annamalai University	1996
M.A	Advertising and Public Relations	Madurai Kamaraj University	2000
M.Phil	Journalism and Mass Communication	Madurai Kamaraj University	2008

Specialisation in Teaching: Photography and Videography

Specialisation in Research: Doing PhD (Content Analysis)

Research Interests: Media Education

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Assistant Professor and Head	Ayya Nadar Janaki Ammal College, Sivakasi	June 2008 to Nov. 2013
Assistant Professor and Head	JJ college of Arts and Science Pudukkottai	June 2006 to May 2008
Videographer and AudioVisual Division In-charge	Aravind Eye Care System	1994 - May 2006

Administrative /Academic Position/s (held / currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Assistant Professor and Coordinator	Dec.2013 to till date
Assistant Professor and Head Department of Visual Communication	June 2008 to Nov.2013
Assistant Professor and Head Department of Visual Communication	June 2006 to May 2008
Videographer and Audio Visual Division In-charge Aravind Eye Care System	1994 to May 2006

Membership in Professional Bodies:

Publications:

Books:

Edited “Mass Communication” Curriculum Development Cell, Ayya Nadar Janaki Ammal College, Sivakasi

Conference / Seminar Presentations:

“Role of Visual Media in Science Communication” in *National Science Communication Workshop* at Chennai

Lectures / Talks given:

Photography Workshop at Centre for Film and Electronic Media Studies, Madurai Kamaraj University, Madurai

Awards / Fellowships:

The **TNOA** (Tamilnadu Ophthalmic Association) **Best Video Award** was given for the years 1997, 1999 and 2001 during the period worked at Aravind Eye Care System, Madurai

Overseas Academic Visits:

Singapore for Non-Linear Video Editing Training, National Eye Centre, Singapore

Other Activities / Academic Credentials:

- **Assistant Coordinator** - Centre for Technology Enhanced Learning (CTEL), Ayya Nadar Janaki Ammal College, Sivakasi
- **Off-Campus Seminars and Workshop** for our Graduate students (JJ College of Arts and Science, Pudukkottai) at World University Service Center, Chennai

- **Invited Photography Trainer** for International students of *Project Abroad*
- Faculty in Community College, ANJAC Sivakasi for Photography Course
- Brought out a *technical manual* with *interactive CD* for doctors
- DVD on Ophthalmic Instruments Maintenance
- Contributed a good number of articles for *KANNOLI*, a Tamil Magazine meant for the Eye Care Awareness