

## **Loyola College (Autonomous)**

**Chennai - 600034**

### Graphic Design

**Poornima Shivram, Founder of the Art Room, is the Visiting Faculty for 'Graphic Design' subject, for the B.Voc. and M.Voc. Degree students in the department of KAUSHAL Kendra, Loyola College, Chennai.**

Graphic Design is the study of visual communication and the creative processes involved in it, and Ms. Poornima teaches the basic concept of the subject to both UG and PG students. Students learn from a system-based approach, including introduction and practice in the latest and most used software recommended for layouts across various collaterals. Their work is graded not only through their regular classwork but also on group assignments and by assessing an end-of-the-semester project that is the culmination of their work.



Through mandatory class work involving manual and computer aided assignments, Digital Journalism stream students are taught about basic concepts of visual communication as applied to e-journalism, with the objective of understanding online interface in a cultivated yet intuitive manner. Our B.Voc. Students with 3D Animation specialisation are also given the same attention, as it is vital for them to understand pedagogical and practical visualization techniques and strategies while designing 2D/3D media.

Quite a few of the vocational stream students are not from an art background, so Ms. Poornima takes special care to teach them all concepts from scratch. The aim is to take them slowly and surely on a creative path, so that the students achieve the level of proficiency where they will be, either by own or under specific instructions. This will enable them to design characters, purely from this academic involvement and thus becoming on par with industry level expertise.

*Poornima Shivram did her Bachelors and Masters in Fine Arts from Stella Maris, Chennai. She has 14 years of teaching experience, and 4 years of curating experience at art galleries. Currently, she runs the activity-based venture, Art Room, in Alwarpet.*