



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD [now MoE]
Re-accredited with an 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

**AIU – Avinashilingam Institute –
Academic and Administrative Development Centre
(AIU-AI-AADC)**

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Centre for Machine Learning and Intelligence (CMLI)

&

Department of Visual Communication

Jointly organizes

Second Short Term Capacity Building Programme for the year 2025

on

Transforming Visual Communication Education with Artificial Intelligence

17.03.2025 to 21.03.2025

Online!

**Invited Talks
Case Studies
Hands -on Sessions
Activities**





ABOUT THE INSTITUTE

Avinashilingam Institute for Home Science and Higher Education for Women - the epitome of higher education is one of the premier institutions in India well known for its commitment towards the empowerment of women through value-based and holistic education. The institute follows the educational ideals of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhiji. The institute is one of the significant contributions of Padma Bhushan, Dr. T. S. Avinashilingam, an illustrious educationist, freedom-fighter and Gandhian and Dr. Rajammal P. Devadas, the world-renowned nutritionist.

The Institute had its humble beginning in the year 1957 as Sri Avinashilingam Home Science College for Women and has been conferred the Deemed to be University by MHRD in 1988. Few of the recent accolades of the Institute includes: A++ with CGPA of 3.65/4 by NAAC, 98th Rank in NIRF, 5th Rank under the category of 'University & Deemed to be University (Govt. & Govt. Aided) Technical' in ARIIA - 2021.

Presently, the institution is progressing towards 'beyond-excellence' under the able guidance and leadership of Dr.T. S. K. Meenakshisundaram, Managing Trustee and Chancellor, Dr. V. Bharathi Harishankar, Vice Chancellor and Dr. H. Indu, Registrar i/c.



ABOUT THE ASSOCIATION OF INDIAN UNIVERSITIES

Association of Indian Universities (AIU) is an apex inter university representative body of universities and other higher education institutions in the country. Established in 1925 as the Inter University Board (IUB) of India, it acquired its legal status as a registered society in 1967 under the Societies Registration Act 1860 and was rechristened as Association of Indian Universities (AIU) in 1973. AIU is the second oldest university association in the world next to the Association of Commonwealth Universities which was established in 1913.

It has the distinct feature of having the largest network of universities and other HEIs under its ambit with 1002 Members which includes 16 Associate Members of Foreign Countries. The membership of AIU includes all types of universities e.g., Conventional Universities, Open Universities, Deemed to be Universities, State Universities, Central Universities, Private Universities and Institutes of National Importance.

In addition to Indian Universities, Universities / Institutes from Bangladesh, Bhutan, Republic of Kazakhstan, Malaysia, Mauritius, Nepal, Thailand, United Arab Emirates and United Kingdom are its Associate Members. Since its inception, AIU has played a very significant role in the development of Education in the Country.

Some of the eminent scholars and visionary leaders like Dr Sarvepalli Radhakrishnan, Dr Shyama Prasad Mukherjee, Dr Zakir Hussain, Sir. A L. Mudaliar have given leadership to AIU. During such a long journey, AIU has carved a niche for itself by serving the Ministry of Education, Govt. of India as a research-based policy advisory body. Being an apex institution, it constitutes an integral part of all major decision-making committees and commissions in the country.

As an academic 'think tank' organization, AIU supports the Government as research-based policy advisory body with the wider mandate of taking up research projects on higher education policy and capacity building. It also acts as a bureau of information on higher education; liaise with international bodies and universities for internationalization of Indian higher education among many others. The Vision of AIU is to emerge as a dynamic service and apex advisory organization in India by undertaking initiatives and programmes which could strengthen and popularize Indian higher education as leading-edge system in the world and promote greater national and international collaboration in Higher Education, Research, Extension, Sports, Youth and Cultural Activities.

It is bestowed with the mission of promoting and representing the Indian Universities and other higher education institutions through strong liaison with the government and National/International organizations, sister associations world over and establish liaison between/among universities through active support, cooperation and coordination among the member universities and all its stakeholders for quality education, research and other academics and extension activities.



ABOUT THE CENTRE



VISION

To facilitate value-based transition towards changing higher education ecosystem through continuous capacity building.



MISSION

To impart ICT enabled training to human resources of higher education institutions thereby preparing themselves towards Education 5.0.

AIU-Avinashilingam Institute - Academic and Administrative Development Centre (AIU-AI-AADC) has been initiated by the institute in association with Association of Indian Universities (AIU) as a step towards training the human resources of higher education institutions. The specific objectives of the centre are to :

- Facilitate learning through Performance Improvement Programmes for different groups (Administrators/Teaching Faculty/Non-Teaching Research Scholars/Technical Personnel) towards progression based on their career stages.
- Enable continuous learning through rigorous need-based training sessions
- Sensitize stakeholders on recent developments in higher education system in the country and across the world.
- Equip academic / administrative / technical / information personnel with the requisite skills on ICT to handle their work effectively.
- Develop integrity and professional ethics among higher education personnel.
- Strengthen the human capital of the country with right attitude, skills, and knowledge



ABOUT THE PROGRAMME

- Integrating Artificial Intelligence (AI) into education is not merely an option but a necessity to meet the demands of the 21st-century learning landscape. Visual communication, a core discipline within education and creative industries, is experiencing a paradigm shift with AI's ability to transform design processes, enhance creative workflows, and offer personalized learning experiences. AI technologies such as machine learning, generative design, and computer vision are enabling educators to deliver content with greater precision, interactivity, and efficiency.



- The role of educators in visual communication is pivotal in guiding students to navigate this dynamic intersection of creativity and technology. However, the rapid advancements in AI demand a rethinking of traditional pedagogical approaches. Faculty members must equip themselves with contemporary AI tools and techniques to remain relevant, foster creativity, and inspire innovation among students.

- This 5-day online short-term capacity-building program, titled "Transforming Visual Communication Education with AI-Driven Pedagogy," is designed to address these emerging needs. It provides a comprehensive platform to understand the foundational concepts of AI, explore its application in visual communication, and learn how to integrate these advancements into teaching methodologies.



- With a blend of theoretical insights, case studies, and practical demonstrations, this program ensures that educators are prepared to lead in this transformative era. Furthermore, the program encourages collaborative learning, fostering a community of educators who can collectively advance the field of visual communication education.

OBJECTIVES

- To provide a comprehensive understanding of AI concepts and their applications in visual communication.
- To explore contemporary AI tools and techniques relevant to visual communication education.
- To enhance the pedagogical approaches of educators by integrating AI-driven tools.
- To offer hands-on experience with AI-powered design and teaching tools.
- To promote innovative and collaborative teaching strategies for visual communication.

TARGET PARTICIPANTS

Faculty members and educators from colleges and universities in India, particularly those involved in teaching visual communication, media studies, design, and related disciplines.

Duration : 17.03.25 to 21.03.25

(5 Days Programme)

Time : 9:30 am to 4:45 pm

Note : E-certificates will be issued upon successful completion of programs, with attendance, feedback, and assessment submissions being mandatory.

Day 1: Date: 17.03.2025

Foundations of AI in Visual Communication

- **Session 1:** Introduction to AI and Its Role in Visual Communication
- **Session 2:** Overview of AI Tools for Creative Industries
- **Session 3:** Understanding AI-Driven Design Processes (Demo)
- **Session 4:** Case Study and Hands-On Workshop: Exploring AI-Based Design Tools

Day 2: Date: 18.03.2025

AI-Enhanced Visual Storytelling

- **Session 1:** AI in Visual Storytelling: Concepts and Case Studies
- **Session 2:** Personalization and Automation in Visual Media
- **Session 3:** Practical Demo: AI Tools for Storyboarding and Animation
- **Session 4:** Workshop: Creating AI-Enhanced Visual Narratives

Day 3: Date: 19.03.2025

Advanced AI Applications in Visual Communication

- **Session 1:** Introduction to AI for Sound Engineering
- **Session 2:** Exploring Generative AI for Visual Content Creation
- **Session 3:** Workshop: Developing AI-Generated Visual Projects
- **Session 4:** Workshop: Developing AI-Generated Visual Projects

Day 4: Date: 20.03.2025

AI in News Rooms

- **Session 1:** AI in content generation for newsrooms
- **Session 2:** Ethical considerations when using AI in journalism
- **Session 3:** Fact-checking and misinformation combat using AI tools
- **Session 4:** Workshop: Fact Checking using AI tools

Day 5: Date: 21.03.2025

Collaborative Learning and Future Directions

- **Session 1:** Emerging Trends in AI for Media and Communication research
- **Session 2:** Facilitating Review of Literature through AI
- **Session 3:** Research writing through AI tools
- **Session 4:** Capstone Project Presentation and Feedback

LIST OF RESOURCE PERSONS

- **Mr. M. Trotsky Marudu, President, M.G.R. Government Film and Television Training Institute, Chennai.**
- **Mr. Jerry Wilson, Faculty, Image Multimedia, Coimbatore.**
- **Prof. Umesh Arya, Former Professor, Faculty of Media Studies, Guru Jambheshwar University of Science & Tech, Hisar, Haryana, India.**
- **Dr. P. Subashini, Coordinator, Centre for Machine Learning and Intelligence, Professor of Computer Science, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.**
- **Mrs. R. Sujatha, Deputy Editor, The Hindu.**

- **Dr. Uma Shankar Pandey, Associate Professor & Head, Department of Journalism and Mass Communication, Surendranath College for Women, University of Kolkata.**
- **Dr. Adithya Shukla, Associate Professor, Amity School of Communication (ASCO), Amity University, Gwalior, Madhya Pradesh.**
- **Dr. S. Dinesh Babu, Assistant Professor (SG) & Vice Chairperson (Collaboration and Project Development), Department of Visual Media and Communication, School of Arts, Humanities and Commerce, Amrita Vishwa Vidyapeetham, Kochi Campus.**



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REGISTRATION FEE

- Indian Participants Rs. 1000
- International Participants USD 25

PAYMENT DETAILS

BANK ACCOUNT DETAILS

**Account Name : Avinashilingam Institute
for Home Science and Higher Education for
Women**

Name of the Bank : Indian Bank

Bank Account Number : 6010310202

IFSC Code : IDIB000A005

**SWIFT Code : IDIBINBBCBE
(for International Registrations)**

AI ADVISORS

Dr. T. S. K. MEENAKSHISUNDARAM, Managing Trustee & Chancellor

Dr. V. BHARATHI HARISHANKAR, Vice Chancellor

Dr. H. INDU, Registrar i/c

AIU ADVISORS

Dr. PANKAJ MITTAL, Secretary General, AIU

Mrs. RANJANA PARIHAR, Joint Secretary, Printing & Publications, AIU

PROGRAMME COORDINATORS

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REACH US AT

Dr. K. RAMYA

Nodal Officer

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(AIU-AI-AADC)**

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