



“*Learning Beyond the Classroom*”



Learning Beyond the Classroom: Educational Tour to Chandigarh & Manali

At ICAT, Interior Design education extends beyond studios and classrooms, transforming every environment into a learning opportunity. Through experiential learning, students gain practical knowledge, technical expertise, and industry exposure via site visits, educational tours, workshops, factory visits, internships, and case studies.

Construction site visits provide firsthand exposure to structural systems, construction methods, building services, and material applications, helping students connect classroom concepts with real-world practice. Educational tours enrich their understanding

of architecture, culture, and context. Visits to Goa, Bengaluru, Manali, Puducherry, Auroville, DakshinaChitra, Semmozhi Poonga, and Kalaigiar Centenary Park expose students to heritage architecture, sustainable design, climate-responsive buildings, landscape studies, and vernacular construction.

Industry interaction is strengthened through factory visits to Rakki Interiors, Marble Kingdom, and Hettich, where students explore interior materials, natural stones, furniture hardware, and emerging technologies. Hands-on workshops in bamboo furniture making, brick masonry, and oxide flooring encourage

craftsmanship and material exploration.

Professional internships enable students to work on live projects, collaborate with design professionals, and understand client interactions and project management. Case studies of residential, commercial, retail, hospitality, and public spaces further develop analytical, research, and problem-solving skills.

These immersive experiences prepare students to become confident, industry-ready interior designers with the creativity, technical competence, and professional skills needed to excel in a dynamic design industry.

HOW CURIOSITY SHAPED MY DESIGN CAREER



C. Aravind's passion for design began in Sivakasi, where he grew up surrounded by colours, layouts and printed materials at his father's printing press. Although he completed his undergraduate degree in Computer Science, his interest in design led him to pursue an MSc in Multimedia Design at ICAT as part of the 2018–2020 batch.

At ICAT college, he explored various creative disciplines and developed a strong interest in UI and UX design.

Through continuous practice, experimentation and feedback from faculty, mentors and alumni, he strengthened his skills and gained a better understanding of industry expectations.

Today, Aravind works as a Product Designer at SurveyMonkey. He believes ICAT's multidisciplinary environment provides students with inspiration from diverse creative fields.

His advice to students is to stay proactive, create something every day and seek feedback early. He also sees AI as a tool that expands creative possibilities, while designers continue to provide direction, judgement and vision.

His journey from a printing press in Sivakasi to a global product company shows how curiosity, consistent effort and a willingness to learn can shape a successful creative career.

"You are in the right place. Put in the right amount of effort, stay curious and continue improving in the area you want to pursue."

Mr C Aravind

Department of Media Technology

ALUMINI CORNER

Bharath Krishnakumar is a B.Sc. Media Technology graduate from ICAT College of Design and Media, with a strong passion for art, creativity, animation, and graphic design. During his academic journey at ICAT, he developed a strong foundation through project-based learning, practical workshops, creative assignments, and guidance from experienced faculty and industry professionals.

One of the major milestones of his academic journey was his final-year project, INAI, which received the Best Project Award in Media Technology. Inspired by the Ainthinai—the five landscapes of ancient Tamil culture—the project combined traditional storytelling with contemporary merchandise design and modern branding. Through INAI, Bharath created a cohesive visual identity that celebrated Tamil heritage in a fresh and meaningful way.

Bharath gained valuable professional experience through a two-month internship at RECYCLE BIN, where he contributed to the International Toilet Festival, organized in collaboration with the Greater Chennai Corporation. He worked on social media creatives, event ID cards, standees, signages, and other branding materials. This experience helped him understand professional workflows, teamwork, deadline management, and live event branding.

He later worked as a Junior Graphic Designer at The Halo Effect Consulting, strengthening his skills in branding, marketing communication, visual storytelling, and client-focused design. These experiences improved his ability to understand project requirements, adapt to different brand identities, and create effective visual solutions.

Bharath believes that good design should balance aesthetics with functionality. Every design should be visually appealing, communicate its message clearly, and address the needs of its audience. Whether designing logos, posters, branding systems, social media campaigns, website banners, or illustrations, he approaches every project with purpose and a user-centered perspective.

As he continues his journey as a graphic designer, Bharath is excited to take on new creative challenges, collaborate with talented teams, and explore emerging design trends. His goal is to create meaningful visual experiences that inspire audiences, communicate with purpose, and add value to brands and communities.

Mr Bharath Krishnakumar

Department of Media Technology



FROM
PASSION
TO PURPOSE

STUDIO TO STARTUP



Mr Sri Ram
Alumni of the Department of Visual Effects

Mr Sri Ram is the Founder of Black Matcha Studios, an emerging Visual Effects (VFX) studio established during his third year of college as part of his final-year project. What began as a student initiative soon evolved into a professionally registered studio with a clear vision of delivering high-quality visual effects for the film industry. Shortly after completing college, an unexpected opportunity marked the beginning of Black Matcha Studios' professional journey. Impressed by Sri Ram's showreel on Instagram, a film director reached out and entrusted the studio with its first feature film, "Tamilini," a family-oriented Tamil film. This project became the studio's official debut under the Black Matcha Studios banner and laid the foundation for its growth in the industry.

The quality of work delivered on Tamilini led to another significant milestone. The same director recommended Black Matcha Studios to another filmmaker, resulting in the studio securing the VFX work for "Vidiyum kaathiru," an action thriller featuring veteran actor M. S. Bhaskar. As the studio continues working on these projects, its reputation has steadily grown through referrals and word-of-mouth within the industry. From starting as a one-person venture, Black Matcha Studios has now grown into a dedicated team of nearly ten creative professionals. The studio is currently handling multiple film projects simultaneously, with several upcoming collaborations already in discussion. In addition to providing high-quality VFX services, Sri Ram is also invited to contribute as a VFX Supervisor during film productions, working closely with directors to ensure seamless integration of visual effects from the shooting stage itself.

With a passion for storytelling, innovation, and cinematic excellence, Sri Ram continues to lead Black Matcha Studios toward becoming a trusted name in the Indian VFX industry. What started as a college dream has now transformed into a rapidly growing creative studio, proving that dedication, consistency, and quality work can turn opportunities into lasting success.



INDUSTRY PULSE - GAME

The Evolution of Human Performance in Games

Motion Capture (MoCap) has revolutionized game development by transforming real human movement into lifelike digital performances. Unlike traditional keyframe animation, MoCap records authentic body mechanics, expressions, and movement, creating characters with greater realism and emotional depth. Today, it powers everything from cinematic storytelling and combat systems to sports simulations and open-world adventures. Combined with facial capture, finger tracking, and AI-assisted animation, MoCap enhances gameplay responsiveness and player immersion while streamlining production workflows. As studios continue to pursue realistic and interactive experiences, Motion Capture has become an essential technology that bridges human performance with digital creativity, shaping the future of character animation and interactive entertainment.

Developing Industry Skills Through Motion Capture

At ICAT College of Design & Media, our student team is exploring Motion Capture as part of a professional game development workflow. From planning performances and recording movement to animation cleanup, retargeting, and Unreal Engine integration, we are gaining hands-on experience across the complete production pipeline. Working collaboratively has strengthened our understanding of animation, programming, game design, and technical art while demonstrating how authentic movement enhances gameplay, combat mechanics, and player immersion. This project bridges academic learning with industry practices, encouraging teamwork, innovation, and creative problem-solving. Through practical experience, we are developing the technical and collaborative skills required to contribute confidently to the evolving game development industry.



The Industry's Shift Toward Intelligent Performance Pipelines

Motion Capture has evolved from a premium AAA technology into an accessible industry standard. Advances in affordable capture systems, AI-powered animation tools, and real-time engines such as Unreal Engine have enabled studios, independent developers, and educational institutions to adopt professional performance capture workflows.

Modern pipelines integrate body motion, facial expressions, finger tracking, and procedural animation to create responsive and believable digital characters. Beyond gaming, Motion Capture is driving innovation across virtual production, film, healthcare, robotics, sports science, and military training.



*Mr Vetha Varshan, 3rd Year
Dept. of Game Design & Development*



As demand for immersive digital experiences continues to grow, Motion Capture remains one of the fastest-expanding technologies, creating new opportunities for artists, designers, programmers, and technical animators worldwide. Our collaboration with Core Power Kung Fu Academy brings professional martial arts expertise to our Motion Capture sessions.

Their authentic techniques enhance combat realism, movement accuracy, and gameplay design, allowing our team to capture natural performances while gaining valuable insight into professional workflows, teamwork, and industry-level production standards.

AVGC-XR (ANIMATION, VISUAL EFFECTS, GAMING, COMICS, AND EXTENDED REALITY) PULSE

Emotion Through Movement: The Art of Character-Driven Animation

Why great animation is built on emotion, timing, and intention not just movement.



FRAMES THAT SPEAK

The most memorable animated characters do far more than move smoothly across the screen—they carry emotion through every gesture, pause, and expression. This is the foundation of animation storytelling: using motion itself as a language.

Different poses, expressive gestures, and facial expressions tell the audience who a character is before a single line of dialogue is spoken. Great animators know that timing and weight are never accidental; they are deliberate tools for communicating personality and feeling.



PURPOSE BEHIND EVERY FRAME

Every frame in a storyboard is created with a clear purpose. Before animation begins, artists carefully plan each shot to define the camera angle, character placement, movement, expressions, and scene composition. This process ensures that every moment supports the story and communicates the intended emotion. Storyboards help visualize pacing, transitions, and dramatic impact, allowing the team to refine ideas before production starts. Rather than creating random drawings, each frame serves as a visual guide that strengthens storytelling, improves continuity, saves production time, and ensures the audience remains engaged from the opening scene to the final frame.



DESIGNING WITH INTENTION

Successful character animation begins long before the first keyframe is drawn. Animators must first ask essential questions: What does this character want? What is their emotional arc across the scene? How will their silhouette, posture, and rhythm communicate personality instantly?

By answering these questions early — through model sheets, turnarounds, and expression studies — creators ensure that design, movement, and narrative work together seamlessly, producing performances that feel alive and true to character.



CREATING EMOTIONAL EXPERIENCES

Animation storytelling is not only about moving a character from point A to point B; it is also about shaping how the audience feels watching them do it. Soft, bouncy timing can create warmth and comedy, while sharp, mechanical movement evokes tension or unease.

Through the thoughtful use of the twelve principles — squash and stretch, anticipation, follow-through, and timing — animators encourage viewers to form genuine emotional connections with characters long before the plot fully unfolds.



INSPIRATION FROM THE INDUSTRY

Leading animation studios have consistently demonstrated how meaningful movement can elevate storytelling far beyond visual polish. Their meticulously crafted performances are remembered not simply for technical precision, but for the emotions they evoke and the characters they bring to life.

Every gesture reflects careful intent, actively supports the narrative, and deepens the audience's personal connection to the story.



ANIMATION THAT MATTER

For aspiring animators, mastering emotional and intentional movement should be viewed as the foundation of great animation — not a finishing touch layered on afterward. When every pose, timing choice, and transition serves a clear narrative and emotional purpose, animated work becomes far more than fluid motion.

It becomes a memorable performance that communicates, inspires, and stays with audiences long after the screen fades to black.

Mr Karthikeyan MR
Faculty of Animation Department

CAMPUS BUZZ



Webinar Report on Digital Marketing

Seminar on Matte Painting and Concept Art offered practical filmmaking insights through live storyboard demonstrations and industry expertise.



The Department of Fashion Design conducted a vibrant Fashion Expo featuring seminars, workshops, and stalls showcasing handicrafts, handlooms, and food products. The event provided students with a platform to showcase creativity, traditional crafts, and entrepreneurial skills.



The Director of ICAT College of Design & Media visited the Fashion Expo stalls and appreciated the students' creative displays and innovative work.



Conducted a free screen print workshop for students from other colleges to promote awareness of sustainable fashion practices. The workshop provided participants with hands-on experience in sustainable textile techniques and encouraged creative reuse and eco-conscious design.



Students exploring the vibrant stalls and experiencing the diverse displays showcased at the Fashion Expo.



A seminar on "Scope and Opportunities in the Fashion Industry" was conducted by Mr. Arun Kumar, Senior Merchandiser at White Clothing, providing students with valuable insights into career opportunities and industry trends.



Students enthusiastically explored the art of face painting at the Expo. They enjoyed discovering creative designs, experimenting with colours, and expressing their imagination through vibrant face art.

CLASSROOM BEYOND CAMPUS



Watercolour Workshop organized by Connect 98

Students gained hands-on experience in professional watercolour techniques, exploring brush control, colour blending, composition, and expressive painting. The workshop inspired them to experiment creatively, strengthen their visual storytelling skills, and continue practising their newfound techniques on campus.



Educational trip to Image Today Expo by Department of Multimedia

The expo gives students exposure to photography, digital imaging, printing, video, and multimedia technologies. The Expo helps them discover new tools, industry trends, career opportunities, and potential networking contacts.



Educational trip to by Department of VFX

Students were introduced to new gadgets and gears available in the market. Explaining about the cinema camera settings and the various options it has and how it is different from a photography camera.



Educational trip to Image Today Expo by Department of Visual Media

Image Today Expo helps students explore the latest trends in visual displays, branding, photography, and retail presentation. It provides exposure to industry professionals, creative ideas, and real-world visual merchandising techniques.

LEARNING BEYOND THE CLASSROOM

Goa Through a Designer's Lens: As an alumnus, the Study Tour to Goa was an enriching experience that deepened my appreciation for architecture and interior design. The Basilica of Bom Jesus offered insights into Baroque-style interiors, intricate detailing, spatial planning, and the use of natural light in heritage buildings. The Houses of Goa Museum showcased the evolution of Goan residential architecture, highlighting the blend of Portuguese and local design elements. Visiting Aguada Fort helped me understand historic military architecture and its relationship with the surrounding landscape. At Baga Beach, learning about bamboo architecture demonstrated how sustainable materials can be creatively used for functional and eco-friendly structures. The trip was inspiring and educational.

Neethimanan J
Interior Designer, D'Life Interiors



A Design Journey in Bangalore: The educational trip to Bangalore was an exciting and informative experience that enhanced my understanding of interior design. Visiting the Matecia Interior Expo introduced me to the latest trends in materials, finishes, furniture, lighting, and innovative interior solutions. The IKEA Furniture Store helped me learn about smart space planning, modular furniture, functional layouts, and customer-oriented design concepts. Our visit to Wonderla Recreational Hub provided insights into recreational space planning, crowd management, landscape integration, and user experience in large entertainment facilities. The trip offered practical exposure beyond classroom learning and inspired me to explore creative and sustainable design approaches for future projects.

Alifiya M Khokhar
3rd Yr, B.Sc. Interior Design



Architecture & Adventure: The educational trip to Manali and Chandigarh was an unforgettable learning experience that combined architecture, interior design, and recreation. In Chandigarh, visiting the Chandigarh Capitol Complex, Government Museum and Art Gallery, Rock Garden, and Le Corbusier Centre helped me understand modern architecture, interior planning, spatial organization, material selection, and Le Corbusier's design philosophy. These visits enhanced my appreciation for functional and aesthetic design principles. In Manali, exploring the Atal Tunnel and Solang Valley provided insights into engineering excellence, infrastructure, and sustainable development in challenging terrains. Adventure activities such as river rafting also encouraged teamwork and confidence. Overall, the trip provided practical exposure and enriched my knowledge beyond the classroom.

Mytheswaran A
3rd Yr, B.Sc. Interior Design



Sustainable Design Workshop: The Academic Field Visit to Auroville, Pondicherry was a valuable and inspiring learning experience. Visiting Auroville helped me understand sustainable architecture, innovative planning, and the importance of designing spaces in harmony with nature. One interesting lesson was working with traditional brick masonry techniques, highlighting the craftsmanship and structural strength of exposed brick construction. I also learned about red oxide flooring, a durable, cost-effective, and eco-friendly material that adds timeless beauty to buildings. The site visits gave me practical knowledge beyond the classroom and helped me appreciate how traditional materials and modern design can work together. Overall, the trip enhanced my understanding of interior design and construction practices.

Anish sharma A
2nd Yr, B.Sc. Interior Design



Industry Exposure in Interior Design: My 5th Semester Internship was a transformative milestone that redefined my understanding of design beyond the academic realm. It immersed me in professional practice, where innovation is driven by purpose, precision, collaboration, and accountability. The experience challenged me to think strategically, adapt to dynamic work environments, and approach every project with greater responsibility and intent. Beyond strengthening my technical and creative capabilities, it cultivated resilience, professional ethics, and a solution-oriented mindset. This journey bridged the gap between theoretical knowledge and industry expectations, equipping me with practical insights, confidence, and a deeper appreciation of design as a discipline that creates meaningful, functional, and lasting impact.

Sruthi K
3rd Yr, B.Sc. Interior Design





Educational tour to chandigarh



Brick Workshop, pondicherry



Factory Visit to Rakki Interiors



IKEA Furniture Store Visit, Bengaluru

DIY CORNER - UPCYCLED BOTTLE ART

OPEN CALL

The Department of Interior Design invites everyone to participate in the DIY Home Décor Workshop.



Time: 2pm Onwards



Date: 26 September 2026



Duration: 3 Hours



Venue: 2nd floor, New Campus



Materials Needed:

1. Glass bottles (clean and dry)
2. Acrylic paints and Palette
3. Paint brushes (various sizes)
4. Primer or gesso (optional)
5. Masking tape (for geometric patterns)
7. Clear acrylic varnish/sealant
8. Cotton cloth (for cleaning)
9. Mould-It clay (optional) and Talcum power (optional)

Description:

Transform ordinary glass bottles into vibrant decorative pieces using acrylic paints and creative patterns. This simple upcycling project enhances home décor while promoting sustainability through artistic reuse, creating unique, colorful, eco-friendly artistic displays.

Department of Interior Design

CREATIVE CANVAS



Ms Zynah, 3rd Year, B.Sc. Graphics Design



Mr Abishek, 3rd Year, B.Sc. Game Art & Design



Mr S Praveen, 1st Year, B.Sc. Visual Effects



Mr Bala Hari, 2nd Year, M.Sc. Game Technology



Mr Vinodh, 2nd Year, B.Sc. UI Design

iCats



CREATIVE CANVAS



Mr Karthick Suresh, 3rd year, B.Sc. Game Design & Development



Mr Manikandan, 3rd year, B.Sc. Game Design & Development



Ms Sharmadha, 1st year, B.Sc. Interior Design



Mr Rohith, 3rd year, B.Sc. Media Technology



Mr Samprince, Alumni of the Dept. of Animation

CARITONS



Mr Anjan Cariappa M M
Design Head, Image Group

THE WRITE SPACE

किताबों में डूबे, खाबों में खोए,
हर पन्ने पर नए सवालों से जुड़े।

ज्ञान की दौलत, मेहनत से पाएँगे,
सपनों की ऊँचाइयों तक एक दिन जाएँगे।

Mr Nirav Jain, 2nd Year, B.Sc. IDS

HE STOOD

He wore no gleam, no silver grace,
Just rusted steel and battle's face.
No name to carve in stone or song
He merely stood, and stood for long.
The halls he paced were never his,
He drank no wine; he claimed no kiss.
But when the fire licked the door,
They found him there – just like before.

Not every tale begins with light,
Not every blade is drawn for right;
Some wield their truth in rust and dents,
With fists that rise through blood and spent.
They called him strong; they meant it well –
But never asked nor dared to dwell.
They praised the shield but not the hand
That shook beneath the dry command.

Without a word his scars would speak –
Too loud, too raw, too dark, too bleak.
And so, they smiled, said he's "okay",
Then turned their haunted eyes away.
And still he stood – unseen, unheard,
His silence louder than any word.
He stood while pieces fell inside...
Where grief and rage refused to hide.

The sting of flesh, the crimson trace –
The only things he still could face;
He bled to feel, he fought to know
That something in him hadn't let go.
He dances with pain his cruellest muse,
Tames her cold breath, with nothing to sue;
For if Death raised her arms in blackened grace,
He would embrace, no fear, no pace.

Though he'd perish with his sword up and high,
He lacked a coward's will to die.
Then came a voice, a softer storm,
A soul not untouched by harm.
The damsel wept, she raged, she shook,
And he, as always, never looked.
He held her weight with calloused care,
Spoke comfort through a haunted stare.

She said she'd stay, she said she'd try
So, he let one whisper slip the sky.
Just one... no more.
He'd learned before;
The whole of him no heart could hold –
Too dark, too deep, too faintly told.
So, he gave what she could bear, then less,

And wore his silence like a dress.
When she could stand, he stepped aside;
A shadow left when morning dried.
No need for thanks, no room for grace...
Just echoes soft whence he stood place.
And though no stories sing his name,
And none recall from where he came,
In many a myth of shield and flame –
He was.
And that,
For him was enough.

Mr Jonathan William N, 2nd Year, B.Sc. UID

THE SLICE OF CHILDHOOD

I don't remember the exact year. I was probably in the fourth standard. Around that time, chicken rice had just become popular in Mannargudi. That's when another new thing entered our town—Black Forest cake.

I was studying at a private school, and suddenly everyone was talking about it. It felt like every birthday had only one goal: cutting a Black Forest cake. Strangely, I wasn't interested in it at first.

But as more and more birthdays in our town featured Black Forest cakes, the excitement slowly reached our home too. My younger brother became obsessed with it. When his birthday came, he asked for a Black Forest cake.

We couldn't afford it.

At home, we always bought only a half-kilogram regular cake because that was what fit our budget. My brother didn't get the cake he wanted. A few months later, it was my birthday. I didn't get one either.

Until then, we had only heard people talk about Black Forest cake. We had never actually seen one.

One day, a boy who travelled with me in the school auto invited me to his sister's son's first birthday. I nodded without much interest and had almost decided not to go. Then I heard someone say they were cutting a Black Forest cake.

I went only for that cake.

When I reached the house, I stood still. In front of me was a huge five-kilogram Black Forest cake with Chhota Bheem printed on top. It was the first Black Forest cake I had ever seen. It was also the first five-kilogram cake and the first photo cake I had ever seen.

For the first time in my life, I felt jealous of a one-year-old child.

A few minutes later, they cut the cake and

handed me a slice. It was cold, soft, and unlike anything I had tasted before. Even today, I remember that first bite. It wasn't just cake—it felt like I was finally tasting something I had only imagined.

It took another six months before I ate Black Forest cake again, this time at my cousin's house.

Five years passed before my family became financially stable enough to buy a Black Forest cake for birthdays. But by then, I had already stopped celebrating my birthday. I had stopped cutting cakes altogether.

The world had moved on too. People in my town no longer wanted Black Forest cakes. Chocolate Truffle, ice cream cakes, and newer flavours had taken their place.

My younger brother eventually got to cut a Black Forest cake on his birthday.

I cut one too—but my friends were the ones who bought it for me.

Even today, there is a small wish that quietly remains inside me. Not because I can't buy a Black Forest cake for myself, but because, somewhere inside, I still wish my family would buy one for me and ask me to cut it.

The funny part is...

I'm the one who stopped celebrating birthdays in the first place.

Mr Prem, 2nd Year, B.Sc. VFX

RISING AFTER THE FALL

The day had finally arrived. After months of early mornings, intense training, and sacrifices, I stood at the State Roller Skating Arena for the state-level championship. The excitement was overwhelming, but so was the doubt.

My first event was the 200-meter sprint. I pushed myself to the limit and finished second in my heat, earning a place in the finals. Seeing my mother cheering from the crowd made every struggle worthwhile.

Then came the final. I accelerated from the start, determined to give everything I had. But disaster struck—a skater ahead stumbled, and I lost my balance and crashed. Pain shot through my leg as the others raced past.

For a moment, I thought it was over. But I refused to quit. I got back up and skated towards the finish line.

I crossed it—and won gold.

That day taught me that success isn't about avoiding failure; it's about rising after the fall and daring to finish.

Ms Varshini, 1st Year, B.Sc. GRD

THE WRITE SPACE

न वो परफेक्ट थी,
न उसके ज़्यादा दोस्त थे।
दिल से जल्दी जुड़ जाती थी,
पर लोग उसे छोड़कर चले जाते थे।

सबके दर्द में साथ खड़ी रही,
पर उसके आँसुओं का कोई अपना न था।
लोगों ने उसे सिर्फ़ समय बिताने का ज़रिया समझा,
प्यार शायद उसके नसीब में कभी था ही नहीं।

“बदसूरत”, “मोटी”, “कपड़े पहनने का सलीका नहीं”—
दुनिया ने बस इतना ही देखा।
पर उसके दिल की खूबसूरती,
किसी ने कभी नहीं देखी।

Ms Bhuvi Jain, 2nd Year, B.Sc. MMT

लहराती हवाओं में शांति का गीत,
सागर की बाँहों में छुपा एक प्रीत।

Mr Nirav Jain, 2nd Year, B.Sc. IDS

LIFE IS BEAUTIFUL

Life can be tough , confusing, unpredictable,
And challenging,
Yet it is never ugly For it is uniquely shaped for you.
Every life is carefully tailored , measured by the strength within you ,
To carry it's challenges.
When you compare your path with others,
Your journey may seem heavier,
For the grass often looks greener on the other side.
But when you notice the battles others quietly fight,
Gratitude slowly finds it's way in,
And you begin to cherish the life you have.

Ms Munira Aliasger, 2nd Year, B.Sc. IDS

FEEL BACK



DESIGN THINKING OR JUGAAD THINKING?

A colleague called me one fine day asking me if I could help him with a B&W photograph that had a splatter of yellow orange across the middle of the picture. He being a visual effects professional himself was wondering which software would be best to remove these finely sprayed stains. He sent me the picture on WhatsApp to have a look and suggest the best software to solve this problem. I sent him back the picture in less than a minute, with the coloured spots removed! My flabbergasted colleague asked me what was the magic that I performed for such a blazingly fast cleanup. Whatever software that did it must be super-expensive! All I did was use the B&W filter in WhatsApp! Sometimes, the simplest solution is often overlooked. You could call this whatever you want, but I'm a big fan of Jugaad!

(Images used here are for representative purposes only)

*Mr Anjan Cariappa M M
Design Head, Image Group*

A WARM WELCOME TO OUR FRESHERS



“Learning–Life Balance

Making Every Hour Count

College life is not just about academics; it is about learning, exploring, creating, and growing. As first-year students begin this exciting journey, developing a healthy balance between learning and personal life is essential.

An 8-hour learning routine can provide a simple structure to the day. These eight hours can include classroom learning, studio work, assignments, self-learning, discussions, and exploring new ideas. Planning time effectively helps students stay focused and productive without feeling overwhelmed.

At the same time, life beyond academics matters. Make time for friendships, hobbies, college activities, exercise, relaxation, and adequate sleep. Short breaks can refresh the mind and improve creativity and concentration.

Remember, success is not measured only by how many hours you study, but by how meaningfully you use your time. Learn with purpose, live with balance, and grow with curiosity. Make your first year a journey filled with knowledge, experiences, friendships, and memories that last a lifetime.



HALL OF FAME

Student Achievement – Karate Championship Victory

We are proud to celebrate the outstanding achievement of Rohith, a second-year Animation student at ICAT Design and Media College, who secured First Place in the 18+ Male Kumite category at the 12th Okinawa Open Karate Championship, held at Mountfort School.

This remarkable accomplishment is the result of months of dedicated training, discipline, determination, and perseverance. Competing against talented participants, Rohith demonstrated exceptional skill, focus, confidence, and sportsmanship to emerge as the champion in his category. His performance reflected not only technical excellence but also the mental strength and composure required to excel in a highly competitive sporting environment.

His success reflects not only his commitment to excellence in martial arts but also the spirit of hard work, resilience, and continuous self-improvement that ICAT encourages among its students. Successfully balancing academic responsibilities with rigorous sports training is a commendable achievement and serves as an inspiration to fellow students, motivating them to pursue their passions with dedication while striving for excellence in every aspect of their lives.

The Animation Department congratulates Rohith on this well-deserved victory and wishes him continued success in both his academic journey and future karate championships. May this achievement be the first of many milestones as he continues to make the institution proud through his talent, determination, and unwavering commitment to excellence.



Mr Rohith, 2nd year B.Sc. Animation

ACADEMIC EXCELLENCE



KHADEEJA NAJMI
B.Sc. Media
Technology



LAUREN R A BEATRAS
B.Sc. UI Design
and Development



GURUVISWAS U S
B.Sc. GAME
Programming



KRISHIKA PRABHAKARAN
B.Sc. Graphic
Design



HARI PRASATH S
B.Sc. Game Design
and Development

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