



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

VIT SCHOOL OF DESIGN

Report on Guest Lecture

1	Guest Lecture Topic	Ethical Concerns in Advertising
2	Topics Covered	Media's Social Responsibility, Case study of Fever FM, Psychology of Audience, Brand Reputation, Trivializing Cancer Awareness through advertising, Celebrity endorsements, marketing gimmicks
3	Date and Timing	18 th April 2024, 2pm to 4pm
4	Venue	Gandhi Block 203A
5	Details of the Resource Persons (with affiliation)	Ms. Batul Turab Founder & CEO – The Raven Claw Advertising, Chennai.
6	No. of Participants i. Faculty ii. Student iii. Research Scholar	1 8 N/A
7	Faculty Coordinators	Dr. L Ramalakshmi Dept. of Multimedia, V-SIGN



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VIT School of Design (V-SIGN)

cordially invites you to the Guest Lecture on

Ethical Concerns in Advertising

Resource Person



Ms. Baatul Turab
Founder – The Raven Claw
Advertising, Chennai


Ms. Baatul Turab is the Founder of The Raven Claw, an award-winning advertising agency that specializes in Branding and Social Media. She has over 16 years of experience in Advertising, having worked at large advertising agencies like JWT, RK Swamy BBDO, and Law & Kenneth, before launching The Raven Claw. Her work was shortlisted for the CANNES LIONS International Festival of Creativity in France. Now, The Raven Claw has created work for clients across sectors such as manufacturing, health & wellness, hospitality, F&B, Textiles to name a few. Her agency, The Raven Claw, won a bronze at Maddy's award for Design at the Madras Ad Club 2021 and another bronze award for brand identity in 2022. She is currently an executive Committee member of the prestigious Advertising club of Madras.

Date: 18th April 2024 (Thursday)

Time: 02:00pm – 04:00pm

Venue: 203A, Gandhi Block


Dr. L. Ramalakshmi
Faculty Co-ordinator


Prof. Raja M
HoD – Dept. of Multimedia


Prof. Vydianathan R
Dean, V-SIGN





Vellore, Tamil Nadu, India
X5C9+R4X, Vellore, Tamil Nadu 632014, India
Lat 12.972054°
Long 79.16799°
18/04/24 02:42 PM

GPS Map Camera





VIT B



Google



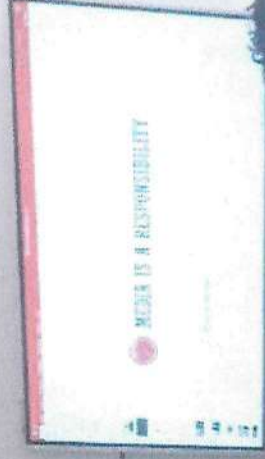
GPS Map Camera

Vellore, Tamil Nadu, India
X5C9+R4X, Vellore, Tamil Nadu 632014, India

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Vellore, Tamil Nadu, India
X5C9+R4X, Vellore, Tamil Nadu 632014, India
Lat 12.972023°
Long 79.167919°
18/04/24 02:41 PM



GPS Map Camera

**VIT[®]**Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)**VIT SCHOOL OF DESIGN (V-SIGN)****Department of Multimedia**Guest Lecture on
"Ethical Concerns in Advertising".Resource Person:
Ms. Baatul Turab,
Founder – The Raven Claw Advertising, ChennaiDate: 18th April 2024

Time: 2pm to 4pm

Venue: MGB203A

ATTENDANCE SHEET

S.NO.	REGISTER NO	NAME	SIGNATURE
1	22BVC0001	SWETHA B	Swetha B
2	22BVC0002	RAHUL V	
3	22BVC0003	HARISH U	
4	22BVC0005	SREENITHI S	S. Sreenithi
5	22BVC0006	KEZIA GEORGE	Kezia George
6	22BVC0008	ABINAYASHREE B	
7	22BVC0009	BALA MURUGAN V	Bala Murugan V
8	22BVC0010	NIRANJA G	
9	22BVC0011	SURIYA S K	SK Suriya
10	22BVC0013	PRAVEEN B K	B.K. Praveen
11	22BVC0014	JOHAN JUSTIN JOSEPH	Johani
12	22BVC0015	ROHITH J K	J.K. Rohith
13	22BVC0016	DHANASEKARAN N	

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Visiting Expert's Feedback Form

Name : *Batul Turab*
Designation : *Founder / Creative Director*
Organization : *The Raven Clan*

Note: (5- Excellent & 1 Very bad)

1. How would you rate the arrangements and planning of the guest lecture?

5	4	3	2	1
5				

Comments: *Thank you so much for the amazing hospitality.*

2. How would you rate the infrastructure and equipment available in the school?

5	4	3	2	1
5				

Comments: *Absolutely breath taking*

3. How would you rate the effectiveness of the curriculum and syllabus of the school?

5	4	3	2	1
5				

Comments: *Completely industry relevant. and infrastructure*

4. Any other feedback:

Batul Turab
18/04/2024
Signature & Date



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Vellore Institute of Technology

VIT School of Design (V-SIGN)

Department of Multimedia

Guest Lecture on "Ethical Concerns in Advertising"

Resource Person: Ms. Baatul Turab (Founder – The Raven Claw Advertising, Chennai.)

Date: 18th April 2024

Time: 2pm to 4pm

Venue: MGB203A

FEEDBACK FORM

NAME: KEZIA GEORGE

REGISTER NO.: 22BVC0006

CLASS: 2nd year Visual Communication

Dear Student,

Please share your feedback. Please rate the following on a 5-point scale.

[5 - Excellent; 4 - Very Good; 3 - Good; 2 - Fair; 1- Poor]

Sl. No.	Statement	5	4	3	2	1
1	The program was well-paced within the allotted time	✓				
2	How useful was this in terms of gaining new knowledge?	✓				
3	The instructor was knowledgeable on the topic.	✓				
4	The instructor was a good communicator.	✓				
5	Depth of Topics Covered		✓			
6	What were your key take aways from this session?	Ethics in advertising				
7	What do you appreciate was the best about this guest lecture?	various examples, to showcase ethics.				

Any other suggestions for future events:

SIGNATURE:

**VIT**

Vellore Institute of Technology

Chennai, India

VIT School of Design (V-SIGN)**Department of Multimedia****Guest Lecture on "Ethical Concerns in Advertising"**

Resource Person: Ms. Baatul Turab (Founder – The Raven Claw Advertising, Chennai.)

Date: 18th April 2024 Time: 2pm to 4pm Venue: MGB203A**FEEDBACK FORM**

NAME: Swetha

REGISTER NO.: 22BVC0001

CLASS: 2th year

Dear Student,

Please share your feedback. Please rate the following on a 5-point scale.

[5 - Excellent; 4 - Very Good; 3 - Good; 2 - Fair; 1 - Poor]

Sl. No.	Statement	5	4	3	2	1
1	The program was well-paced within the allotted time	✓				
2	How useful was this in terms of gaining new knowledge?		✓			
3	The instructor was knowledgeable on the topic.	✓				
4	The instructor was a good communicator.	✓				
5	Depth of Topics Covered		✓			
6	What were your key take aways from this session?	Gained knowledge				
7	What do you appreciate was the best about this guest lecture?	Communication				

Any other suggestions for future events:

SIGNATURE: Swetha B



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Pursuing the frontiers of knowledge

VIT School of Design (V-SIGN)

Department of Multimedia

Guest Lecture on "Ethical Concerns in Advertising"

Resource Person: Ms. Baatul Turab (Founder – The Raven Claw Advertising, Chennai.)

Date: 18th April 2024

Time: 2pm to 4pm

Venue: MGB203A

FEEDBACK FORM

NAME: ROHITH

REGISTER NO.: 22BVC0015

CLASS: *

Dear Student,

Please share your feedback. Please rate the following on a 5-point scale.

[5 - Excellent; 4 - Very Good; 3 - Good; 2 - Fair; 1 - Poor]

Sl. No.	Statement	5	4	3	2	1
1	The program was well-paced within the allotted time	✓				
2	How useful was this in terms of gaining new knowledge?	✓				
3	The instructor was knowledgeable on the topic.	✓				
4	The instructor was a good communicator.	✓				
5	Depth of Topics Covered	✓				
6	What were your key take aways from this session?	lot of information				
7	What do you appreciate was the best about this guest lecture?	good experience				

Any other suggestions for future events:

SIGNATURE: J.K. Rohith