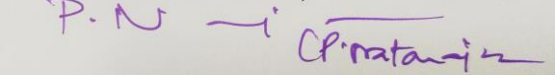


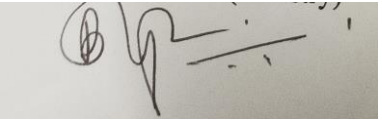
Date: 23.04.2021

**MINUTES OF MEETING OF THE BOARD OF STUDIES in School of
Mass Communication**

The meeting of the Board of Studies in School of Mass Communication (UG & PG) of the Department of Visual Communication and Animation, School of Mass Communication, VISTAS held on 23.04.2021 at 03.00 PM in Animation Lab to discuss the **revision of UG & PG Program Curriculum & Syllabus of B.Sc Visual Communication, B.Sc Animation and M.Sc Visual Communication**

Signatures of the Members Present:

1.  P. Natarajan

2.  M. M. Rengasamy

3. Dr.P.Sri Jothi, HOD, Visual Communication Dept

4.Mr.Kalaiselvan, HOD, Animation Dept

5.Ms. Sruthi Nair (Alumni)

Objective of the Revision :

- To develop the curriculum based on Learning Outcome based Curriculum Framework (LOCF)
- To consider present trend in the respective fields and industry relevant interdisciplinary courses.

- To execute the new education policy and the guidelines in preparing the curriculum syllabi.
- To remove the outdated subjects in the syllabus and introducing the newest industry standard subjects, to gain more practical and skill oriented knowledge and practices.
- To devise new the curriculum focussing on skill development, Employability and Entrepreneurship.

Feedback from Stakeholders:

- Recommended to revise the syllabus with the current trends of Industry and Academia to focus job oriented skills.
- More hands-on practical exposure to be provided to students to link theory and practical with practice
- Appreciated the Media internship programmes in the final year
- Suggested to include practical papers in the Discipline specific elective subjects
- Recommended Research oriented project in the final semester for the PG students

Number of New Courses Introduced: 21

% of Syllabus Revision in the Program: UG 30% and PG 23%

Status of Implementation of CBCS, ECS and LOCF: Revised Curriculum and Syllabus is based Choice Based Credit System (CBCS), Elective Course System (ECS) and following Learning outcome-based curriculum framework (LOCF) guidelines and template.

Considered the Program Curriculum and Syllabus presented before the Board of Studies and discussed in details and resolved as follows:

Resolved to recommend that the Curriculum & Syllabus for the B.sc Visual Communication, Animation and M.Sc Visual Communication designed as per the guidelines and Model Curriculum Framework of UGC for the Academic year 2021 - 2022 be approved.

Annexure (Revision of UG & PG Programmes/courses focussed on employability/entrepreneurship/skill development and New courses introduced during the Academic year 2021-22)

Name of the Program	Name of the Course	Year of introduction	Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
B.sc Visual Communication	Basics of Communication	2021-22	Skill development
	Practical Photography	2021-22	Employability
	Audio Production	2021-22	Skill development
	Media, Culture and development	2021-22	Skill development
	2D Animation and Graphics	2021-22	Skill development
	Entrepreneurship Development	2021-22	Entrepreneurship
	RJ & VJ Practice	2021-22	Skill development
	Digital Marketing	2021-22	Employability
	Theories and Principles Of Communication	2012-2013	Skill development
	Graphic Design I	2009-2010	Skill development
	Drawing I	2009-2010	Skill development
	Anatomy Study	2015-2016	Skill development

	Introduction to Visual Communication	2018-2019	Skill development
	Basic Photography	2012-2013	Employability
	Graphic Design-II	2015-2016	Skill development
	Drawing-II	2012-2013	Skill development
	Introduction to Journalism	2018-2019	Skill development
	Advertising	2012-2013	Skill development
	Computer Graphics	2018-2019	Employability
	Television Production	2012-2013	Skill development
	Elements of Film Studies	2015-2016	Skill development
	Multimedia	2015-2016	Employability
	Media, Culture and Society	2012-2013	Skill development
	Documentary Filmmaking	2015-2016	Skill development
	Television Production Practice	2018-2019	Entrepreneurship
	3D Animation	2015-2016	Employability
	Media Internship – I	2015-2016	Entrepreneurship
	Media Organisation	2018-2019	Entrepreneurship
	Media Ethics	2015-2016	Skill development

	Documentary Film Practice	2018-2019	Skill development
	Media Internship –II	2015-2016	Entrepreneurship
	Script Writing	2012-2013	Skill development
	Art Direction	2012-2013	Employability
	Applied Photography	2009-2010	Entrepreneurship
	Web Design	2015-2016	Skill development
	Creative Video Editing	2015-2016	Employability
	Copy writing	2018-2019	Skill development
	Video Jockey	2018-2019	Employability
	Creative Advertising	2018-2019	Skill development
	Visual Effects	2018-2019	Employability
	Jingle Production	2015-2016	Skill development
	Colour Grading	2015-2016	Skill development

Name of the Program	Name of the Course	Year of introduction	Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
M.Sc Visual Communication	Communication Theories	2021-22	Skill development
	Advanced Compositing	2021-22	Employability
	Media Production Management	2021-22	Entrepreneurship
	Journalism and News	2021-22	Skill development

	Writing		
	Public Relations	2021-22	Skill development
	Project (Research)	2021-2022	Employability
	Approaches to Human Communication	2017-2018	Skill development
	Theories of Visual Analysis	2017-2018	Skill development
	Understanding Film Semiotics	2017-2018	Skill development
	Graphical Arts – I	2017-2018	Employability
	Creative Illustration	2017-2018	Employability
	Television Production	2017-2018	Skill development
	Contemporary Trends in Social Media	2017-2018	Skill development
	Advertising Management	2017-2018	Skill development
	Graphical Arts – II	2017-2018	Employability
	Television Production – I (PSA & Commercial Ad)	2017-2018	Employability
	Media Laws & Ethics	2017-2018	Skill development
	Writing for Media	2017-2018	Skill development
	Graphical Arts – III	2017-2018	Employability
	Media Research Methods	2017-2018	Skill development
	Project: A Television Production (Fiction)	2017-2018	Employability
	Media Internship – I	2017-2018	Entrepreneurship
	Development Communication	2017-2018	Skill development

	Project: B Television Production (Non-Fiction)	2017-2018	Employability
	Project: C Campaign Strategies	2017-2018	Skill development
	Media Internship-II	2017-2018	Entrepreneurship
	Animation Art Direction	2017-2018	Skill development
	Art of Story Boarding	2017-2018	Skill development
	Directing the Actor	2017-2018	Skill development
	Applied Photography	2017-2018	Employability
	Anchoring & Presentation	2017-2018	Employability
	Audiography	2017-2018	Skill development
	Color Grading	2017-2018	Skill development
	Screen Writing	2017-2018	Skill development
	Colour Theory	2017-2018	Skill development

Name of the Program	Name of the Course	Year of introduction	Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
B.Sc Animation	Infographics	2021-22	Skill development
	Concept Art	2021-22	Skill development
	Advanced Texturing	2021-22	Skill development
	2d & 3d Compositing	2021-22	Employability
	3D Rendering, Motion	2021-22	Skill development

	Tracking and Camera techniques		
	Dynamics and VFX	2021-22	Skill development
	Entrepreneurship Development	2021-22	Entrepreneurship
	3d Set Modelling	2018-2019	Skill development
	Character Modelling & Sculpting	2018-2019	Skill development
	Artificial Intelligence for game	2018-2019	Employability
	Animation Art direction	2018-2019	Entrepreneurship
	Animation Production Management	2018-2019	Entrepreneurship
	NSS	2018-2019	Skill development
	Soft skills	2018-2019	Skill development
	Visuals For production	2018-2019	Skill development
B.Sc Animation	Anatomy studies	2015 -2016	Skill development
	Clay modelling	2015 -2016	Skill development
	Acting & Direction for Animation	2015 -2016	Skill development
	Web Design	2015 -2016	Skill development
	2D Show reel	2015 -2016	Skill development
	3D showreel		Skill development
	Media Internship - II	2015 -2016	Employability
	Basic of Videography	2015 -2016	Skill development
	Colour Theory	2012-2013	Skill development
	Introduction To film Studies	2012-2013	Skill development
	Introduction to Animation Concepts	2012-2013	Skill development
	Matte Painting	2012-2013	Skill development
	Script writing	2012-2013	Skill development

	Lighting & Rendering	2012-2013	Employability
	Rigging & animation	2012-2013	Employability
	Basics of Drawing	2012-2013	Skill development
	Graphic Design	2012-2013	Employability
	Dynamics & visual Effects	2012-2013	Employability