

# J.J. College of Arts and Science (Autonomous)

Sivapuram Post, Pudukkottai – 622 422

(Re-Accredited by NAAC with B++ – 4<sup>th</sup> Cycle)

Affiliated to Bharathidasan University, Tiruchirappalli

Department of Visual Communication

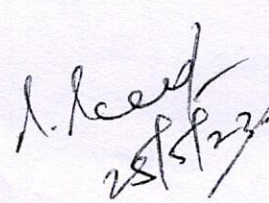
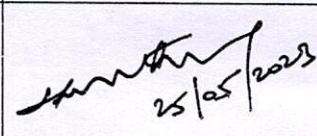
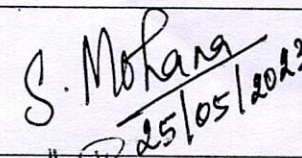
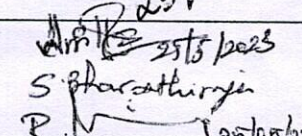
## Minutes of the Board of Studies Meeting

Meeting No: 06

Date:25.05.2023&Time:11.00a.m.

The Meeting of the Board of Studies in Visual Communication for the sixth revision of the curricula to be implemented from 2023-2024, was conducted at 11.00 a.m. on Thursday (25.05.2023).

### Members List

Sl. No	Name	Designation	Signature
1	<b>Dr. S. Sudha</b> , VicePrincipal and Head Additional(i/c), Department of Visual Communication, J.J.College of Arts and Science (Autonomous), Pudukkottai.	<b>Chairman</b>	 25/5/2023
2	<b>Dr.S. Senthilnathan</b> Professor, Department of Education Technology Bharathidsan University, Tiruchirappalli.	<b>Nominee from the Parent University</b>	 25/05/2023
3	<b>Ms. D.T. Joyce Suganthini</b> Assistant Professor, Department of Visual Communication Avinashi lingam University, Coimbatore.	<b>Subject Experts Outside the Parent University</b>	-
4	<b>Dr. S. Shanmuga Mohana</b> Assistant Professor, Department of Visual Communication The American College, Madurai.	<b>Subject Experts Outside the Parent University</b>	 25/05/2023
5	<b>Ms. V. Anitha</b>	<b>Faculty members of the Department</b>	 25/5/2023 S. Bharathiraja P. N. Riyasdeen
6	<b>Mr. S. Bharathiraja</b>		
7	<b>Mr. A.R.F. Riyasdeen</b>		
8	<b>Mr. A. Manikandan</b> Reporter, Nakkeeran Magazine, Chennai.	<b>Representative from Industry / Corporate</b>	-
9	<b>Mr. Yogeshkumar</b> Reporter Makkal Television Channel New Delhi.	<b>Meritorious Alumnus</b>	-

The agenda items listed were taken up for discussion and the following resolutions were passed. It was resolved to

1. Evaluate the Syllabus followed during the Academic Year 2022 – 2023 based on the first Semester Results.

2. Analyse the previous Curriculum based on the feedback received from the Teachers, Employers, Students and the Alumni.
3. In the present meeting the General Course Structure for the B.Sc. Visual Communication programme and syllabus for the first two semesters were discussed and scrutinized for implementation from the Academic year 2023–2024 onwards.
4. Have the following structure for **B.Sc. Visual Communication**

**Distribution of Courses:**

Part	Course	No. of Courses	Credits	Marks
P – I	Language – Tamil / Hindi / French	04	12	400
P – II	Language – English	04	12	400
P – III	Core Course	15	84	2300
	Elective Course(EC)	08		
P – IV	Skill Enhancement Course (SBE)	08	31	1600
	Foundation Course(FC)	01		
	Environmental Studies	01		
	Value Education	01		
	Internship	01		
	Ability Enhancement Compulsory Course (AECC)	04		
P – V	Extension Activity	01	1	-
<b>Grand Total</b>		<b>48</b>	<b>140</b>	<b>4700</b>

**5. Implement the following guidelines on Curriculum design given by NAAC**

- a. Specific mention has been made of Program outcomes (POs), Program specific outcomes (PSOs), Course Outcomes (COs), Programme Educational Objectives (PEOs) and Course Objectives in the Syllabus.
  - b. Relationship Matrix for CO, PO and PSO for all courses implemented.
  - c. Curriculum addresses local, Regional, National and Global Needs
  - d. Courses focus on Employability, Entrepreneurship and Skill Development**
  - e. Courses also focus on Gender, Environment and Sustainability, Human values and Professional Ethics.
6. Introduce Internship - summer vacation at the end of 4th semester under Part IV
  7. Introduce Foundation Course(FC) - Media Literacy (It is the newly introduced course)
  8. Environmental Studies (**IV Sem.**) and Value Education (**V Sem.**) courses to be followed as per the previous curriculum.
  9. Introduce Professional Competency Skill Enhancement Course – Media Campaign (It is the newly introduced course)

*A. Deep*  
25/5/23

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25/5/2023

10. Resolved to have the following 15 Core Courses Semester wise

**SEMESTER I**

1. Introduction to Visual Communication (It is the Core Course of previous Curriculum)
2. Drawing and Painting Practical (It is the Core Course of previous Curriculum)

**SEMESTER II**

1. Contemporary Media Scenario (It is the Core Course of previous Curriculum)
2. Digital Art and Painting Practical (It is the newly introduced course)

**SEMESTER III**

1. Media Culture and Society (It is the Core Course of previous Curriculum)
2. Photography Practical (It is the Core Course of previous Curriculum)

**SEMESTER IV**

1. Mass Communication Theories (It is the Core Course of previous Curriculum)
2. Audio Production Practical (It is the Core Course of previous Curriculum)

**SEMESTER V**

1. Film Studies (It is the Core Course of previous Curriculum)
2. Visual Analysis Tools (It is the Core Course of previous Curriculum)
3. Script writing Practical (It is the Core Course of previous Curriculum)
4. Television Production (Practical) (It is the Core Course of previous Curriculum)

**SEMESTER VI**

1. Gender and Media (It is the newly introduced course)
2. Animation and Web Publishing Practical (It is the Core Course of previous Curriculum)
3. Project work (It is the Core Course of previous Curriculum)

11. Resolved to have the 8 Elective (Generic/Discipline Specific) Courses from the following list

**Discipline Specific Elective Courses I: Any one from the list**

1. Art Appreciation (It is the Core Course of previous Curriculum)
2. Creative Advertising (It is the Core Course of previous Curriculum)
3. Communication and Media (It is the newly introduced course)

**Discipline Specific Elective Courses II: Any one from the list**

1. Printing and Publishing (It is the Core Course of previous Curriculum)
2. Media Management (It is the Core Course of previous Curriculum)
3. Film Appreciation (It is the newly introduced course)

*A. J. Jeyaraj*  
25/5/23

*S. Mohana*  
25/05/2023

**Discipline Specific Elective Courses III: Any one from the list**

1. Elements of Film and Video Production(It is the Core Course of previous Curriculum)
2. Screen Writing(It is the Core Course of previous Curriculum)
3. Theatre and Cinema(It is the Core Course of previous Curriculum)

**Discipline Specific Elective Courses IV: Any one from the list**

1. Media Laws and Ethics(It is the Core Course of previous Curriculum)
2. Videography(It is the newly introduced course)
3. Editing(It is the Core Course of previous Curriculum)

**Discipline Specific Elective Courses V: Any one from the list**

1. Social Media Management(It is the newly introduced course)
2. Multimedia and Animation(It is the newly introduced course)
3. Basic of Media Research(It is the newly introduced course)

**Discipline Specific Elective Courses VI: Any one from the list**

1. Sports Journalism(It is the newly introduced course)
2. Development Communication(It is the Core Course of previous Curriculum)
3. Digital Journalism(It is the newly introduced course)

**Discipline Specific Elective Courses VII: Any one from the list**

1. Corporate Communication(It is the newly introduced course)
2. Media Planning(It is the newly introduced course)
3. Media Psychology (It is the newly introduced course)

**Discipline Specific Elective Courses VIII: Any one from the list**

1. Science Communication(It is the newly introduced course)
2. Digital Marketing(It is the newly introduced course)
3. Magazine Production(It is the newly introduced course)

**12. Resolved to offer the following Skill Enhancement Courses as NME**

**(Non-Major Elective) in Semesters I & II**

1. Mobile Photography (It is the newly introduced course)
2. Writing for Media(It is the Discipline Specific Elective course of the previous curriculum)
3. Radio Jockey(It is the Discipline Specific Elective course of the previous curriculum)

**13. Resolved to <sup>offer the following</sup> ~~choose 6~~ Skill Enhancement Courses ~~the following list~~**

1. Public Relations(It is the Skill Enhancement Course of the Previous Curriculum)
2. Media and Tourism(It is the Skill Enhancement Course of the Previous Curriculum)
3. Event Management(It is the Skill Enhancement Course of the Previous Curriculum)
4. Art from Anything(It is the Skill Enhancement Course of the Previous Curriculum)
5. Photo Journalism (It is the newly introduced course)
6. Graphic Design(It is the newly introduced course)
7. Broadcast Journalism (It is the newly introduced course)
8. 3D Animation(It is the newly introduced course)

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*25/5/23*

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**14. Resolved to have the following Ability Enhancement Compulsory courses (Soft Skills) in the first 4 semesters**

1. Introduction to study skills (It is the newly introduced course)
2. Life skills (It is the newly introduced course)
3. Photoshop (It is the Course of the previous Curriculum)
4. Computing skills (It is the newly introduced course)

15. Further modify the Syllabi if any communications being received from both Parent University and TANSCH.

*S. Mohana*  
25/5/2023

*S. Mohana*  
25/5/2023

*S. Mohana*  
25/05/2023

**J.J College of Arts and Science (Autonomous)**  
**J.J. Nagar, Sivapuram Post, Pudukkottai - 622 422**  
**B. Sc. Visual Communication**  
**Proposed Course Structure based on TANSICHE and UGC-LOCF**  
**(Choice based Credit System)**

(Applicable for or the candidates admitted from the academic year 2023 - 2024 onwards)

Sem	Part	Course Code	Course Title	Hours / Weeks	Credit	Exam Hours	Marks			
							Int	Ext	Total	
I	I	U1R3TL1/HL1/F L1	Language Course – I	6	3	3	25	75	100	
	II	U1R3EL1	English Language Course - I	4	3	3	25	75	100	
	III	U1R3VCCC1	Introduction to Visual Communication	5	4	3	25	75	100	
		U1R3VCCC2P	Drawing and Painting Practical	4	4	3	40	60	100	
		U1R3VCDSE1	Any one from the list	5	3	3	25	75	100	
	IV	U1R3VCSEC1 (NME)	To be taken from other Department	2	2	3	25	75	100	
		U1R3VCFC	Media Literacy	2	2	3	25	75	100	
		U1R3AECC1	Soft Skill I- Introduction to Study Skills	2	2	3	25	75	100	
	<b>Total</b>				<b>30</b>	<b>23</b>	-	-	-	<b>800</b>
	II	I	U2R3TL2/HL2/F L2	Language Course – II	6	3	3	25	75	100
II		U2R3EL2	English Language Course – II	4	3	3	25	75	100	
III		U2R3VCCC3	Contemporary Media Scenario	5	4	3	25	75	100	
		U2R3VCCC4P	Digital art and Painting	6	4	3	25	75	100	
		U2R3VCDSE2	Any one from the list	3	3	3	40	60	100	
IV		U2R3VCSEC2 (NME)	To be taken from other Department	2	2	3	25	75	100	
		U3R3VCSEC3	Any one from the list	2	2	3	25	75	100	
		U2R3AECC2	Soft Skill II – Life Skills	2	2	3	25	75	100	
<b>Total</b>				<b>30</b>	<b>23</b>	-	-	-	<b>800</b>	
III	I	U3R3TL3/HL3/F L3	Language Course – III	6	3	3	25	75	100	
	II	U3R3EL3	English Language Course - III	6	3	3	25	75	100	
	III	U3R3VCCC5	Media Culture and Society	5	4	3	25	75	100	
		U3R3VCCC6P	Photography Practical	3	4	3	40	60	100	
		U3R3VCDSE3	Any one from the list	4	3	3	40	60	100	
	IV	U3R3VCSEC4	Any one from the list	2	1	3	25	75	100	
		U3R3VCSEC5	Any one from the list	2	2	3	25	75	100	
		U3R3AECC3	Soft Skill III – Job Oriented Skills	2	2	3	25	75	100	
<b>Total</b>				<b>30</b>	<b>22</b>	-	-	-	<b>800</b>	
IV	I	U4R3TL4/HL4/F L4	Language Course – IV	5	3	3	25	75	100	
	II	U4R3EL4	English Language Course -IV	5	3	3	25	75	100	
		U4R3VCCC7	Mass Communication theories	5	4	3	25	75	100	
		U4R3VCCC8P	Audio Production Practical	3	4	3	40	60	100	
		U4R3VCDSE4	Any one from the list	4	3	3	25	75	100	
	IV	U4R3VCSEC6	Any one from the list	2	2	3	25	75	100	
		U4R3VCSEC7	Any one from the list	2	2	3	25	75	100	
		U4R3AECC4	Soft Skill IV – Computing Skills	2	2	3	25	75	100	
		U4R3ES	Environmental Studies	2	2	3	25	75	100	
<b>Total</b>				<b>30</b>	<b>25</b>	-	-	-	<b>900</b>	

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*S. Mohana*  
25/05/2023

V	III	U5R3VCCC9	Film Studies	5	4	3	25	75	100	
		U5R3VCCC10	Visual Analysis Tools	5	4	3	25	75	100	
		U5R3VCCC11P	Script writing Practical	5	4	3	25	75	100	
		U5R3VCCC12P	Television Production Practical	3	4	3	40	60	100	
		U5R3VCDSE5	Any one from the list	5	3	3	25	75	100	
	U5R3VCDSE6	Any one from the list	5	3	3	25	75	100		
	IV	U5R3VE	Value Education	2	2	3	25	75	100	
		U5R3VCINT	Internship/Industrial training (Summer vacation at the end of IV semester activity)	-	2	-	25	75	100	
				<b>Total</b>	<b>30</b>	<b>26</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>800</b>
	VI	III	U6R3VCCC13	Gender and Media	6	4	3	40	60	100
U6R3VCCC14P			Animation and Web Publishing Practical	6	4	3	-	-	100	
U6R3VCCC15			Project work	6	4	3	25	75	100	
U6R3VCDSE7			Any one from the list	5	3	3	40	60	100	
U6R3VCDSE8			Any one from the list	5	3	3	40	60	100	
IV		U6R3VCSEC8	Professional Competency Skill Enhancement Course – Media Campaign	2	2	3	25	75	100	
V			Extension Activity	-	1	-	-	-	-	
			<b>Total</b>	<b>30</b>	<b>21</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>600</b>	
			<b>Grand Total</b>	<b>-</b>	<b>140</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4700</b>	

CC – Core Course/ EC- (Discipline/Generic) Elective Course/ SEC- Skill Enhancement Elective Course/ AECC (Ability Enhancement Compulsory Course)/P – Practical- Total credit 140/Total marks – 4700. Extension Activity shall be outside the instruction hours.

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2. Creative Advertising
3. Communication and Media

**Discipline Specific Elective Courses II: Any one from the list**

1. Printing and Publishing
2. Media Management
3. Film Appreciation

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2. Screen Writing
3. Theatre and Cinema

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1. Social media Management
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**Non-Major Elective Courses offered together Department:**

1. Mobile Photography
2. Writing for Media
3. Radio Jockey

**Skill Enhancement Courses: Any 6 from the list**

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2. Media and Tourism
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S. Mohan  
25/05/2023

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25/05/2023

**Discipline Specific Elective Courses VI: Any one from the list**

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**Discipline Specific Elective Courses VII: Any one from the list**

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**Discipline Specific Elective Courses VIII: Any one from the list**

- 1. Science Communication
- 2. Digital Marketing
- 3. Magazine Production

*A. Deep*  
*25/5/23*

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*25/5/2023*

*S. Mohana*  
*25/05/2023*