

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

Sivapuram Post, Pudukkottai - 622 422

(Re-Accredited by NAAC with B++ – 4th Cycle)

Affiliated to Bharathidasan University, Tiruchirappalli

Department of Visual Communication

Minutes of the Board of Studies Meeting

Meeting No: 07

Date: 28.03.2024 & Time: 10.30a.m.

The Meeting of the Board of Studies in **Visual Communication (UG)** for the **Seventh revision of the curriculum** to be implemented from **2023-2024**, was conducted at 10.30 a.m. on Thursday (28.03.2024).

Members List

Sl. No	Name	Designation	Signature
1	Mr. S. Bharathiraja Head, Department of Visual Communication, J.J.College of Arts and Science (Autonomous), Pudukkottai.	Chairman	
2	Dr. S. Senthilnathan Professor, Department of Education and Technology Bharathidasan University, Tiruchirappalli.	Nominee from the Parent University	
3	Dr. T. Shylaja Head, Department of Visual Communication The American College, Madurai.	Subject Expert from outside the Parent University	
4	Ms. D.T. Joyce Suganthini Assistant Professor, Department of Visual Communication Avinashi lingam University, Coimbatore	Subject Expert from outside the Parent University	-
5	Ms. V. Anitha Assistant Professor, Department of Visual Communication J.J.College of Arts and Science (Autonomous), Pudukkottai	Faculty members of the Department	
6	Mr. A.R.F. Riyas Deen Assistant Professor, Department of Visual Communication J.J.College of Arts and Science (Autonomous), Pudukkottai		
7	Mr. A. Manikandan Reporter, Nakkeeran Magazine, Chennai.	Representative from Industry / Corporate	-
8	Mr. Yogeshkumar Reporter Makkal Television Channel New Delhi.	Meritorious Alumnus	-

1. In the notification No: 1616, dated 10.08.2021, the Chief Secretary, Department of Higher Education, Government of Tamil Nadu, has given the Autonomous Colleges, the freedom to retain / reframe their syllabi, Course Structure etc., in keeping with their perceptions on Institutional / local needs.
2. The College Council at its meeting held on 16.09.2023 resolved that our Institution will gratefully accept the academic freedom and empower the Boards of Studies either to retain or to reframe their Curriculum for various Programmes under CBCS and UGC - LOCF.
3. However, the Course Structure for the U.G. programmes at Institutional level will have to follow a uniform pattern with minor variations depending on the discipline specific needs.
4. It is resolved to modify and follow a total of 43 courses, 4300 marks and 141 credits for the U.G. Programmes.

Distribution of Courses - (U.G) as approved by Bharathidasan University

Sl. No.	Part	Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	8	37	800
4.		Core Practical	6	28	600
5.		Project Work	1	04	100
6.		Discipline Specific Elective Courses	8	24	800
7.	IV	Internship	1	02	100
8.		Skill Enhancement Courses	7	14	700
9.		Value Education	1	02	100
10.		Environmental Studies	1	02	100
11.		Foundation Course	1	02	100
12.	V	Gender Studies	1	01	100
13.		Extension Activity	-	01	-
Total			43	141	4300

5. The Syllabus, approved in the last meeting of the BOS has been implemented from the Academic Year 2023 - 2024 onwards. In the previous Boards of Studies meeting, the Syllabi for first two Semesters have been approved. Now in the light of the Government Communication, cited in Point No. 1, the Chairman of the Boards of Studies have

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introduced some changes in the Syllabus for Semester I and Semester II. Such modifications are approved and passed by this Board.

6. The Course Structure mentioned in Point No: 4 for U.G. Programmes have already been approved and passed by the Boards of Studies in its meeting on 25.05.2023
7. In the present revision and modification, the General instructions on Curriculum Design, Course Structure, Uniformity of standards etc., given by the UGC - LOCF, AICTE, NAAC, TANSCHÉ and the Parent University have been scrupulously followed.
8. Following the suggestions given by the Honorable members of the Academic Council in its last meeting, a course on Gender Studies has been included.
9. Resolved to include various online courses like SWAYAM - MOOCs with extra credits. The credits thus earned will be reflected in the Cumulative Mark Statement of the students.
10. Resolved to continue offering Value Added Courses.
11. List the Courses newly introduced in UG and details of Percentage of Revision carried out are given an appendix.

12. Resolved to have the following Core Courses for B.Sc. Visual Communication 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

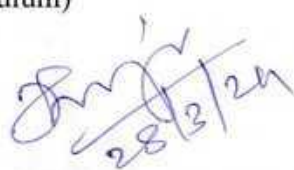
1. Theatre and Cinema (It is the Core Course of previous Curriculum)
2. Photography - Practical (It is the Core Course of previous Curriculum)

SEMESTER IV

1. Communication Theories (It is the newly introduced course)
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. Film Semiotics (It is the newly introduced course)
4. Audio and Video Editing - Practical (It is the Core Course of previous Curriculum)

SEMESTER VI

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

13. Resolved to have the 8 Discipline Specific Elective Courses for B.Sc. Visual Communication

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

Discipline Specific Elective Courses III: Any one from the list

1. Screen Writing (It is the Core Course of previous Curriculum)
2. Acting in Television and Film(It is the newly introduced course)

Discipline Specific Elective Courses IV: Any one from the list

1. Audio Production (It is the newly introduced course)
2. Digital Story Telling(It is the newly introduced course)

Discipline Specific Elective Courses V: Any one from the list

1. Television Production (It is the newly introduced course)
2. E-Media Marketing (It is the newly introduced course)

Discipline Specific Elective Courses VI: Any one from the list

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

Discipline Specific Elective Courses VII: Any one from the list

1. Cinematography(It is the newly introduced course)
2. Fiction and Film(It is the newly introduced course)

Discipline Specific Elective Courses VIII: Any one from the list

1. Design Thinking and AI in Media (It is the newly introduced course)
2. Documentary and Digital Film Making(It is the newly introduced course)

14. **Resolved to have the following 7 Skill Enhancement Courses to other departments**
Non-Major Elective in Semester– I (offered to other department)

1. Mobile Photography (It is the newly introduced course)
2. Writing for Media (It is the Skill Enhancement Course of the Previous Curriculum)

Non-Major Elective in Semester– II (offered to other department)

1. Radio Jockey (It is the Skill Enhancement Course of the Previous Curriculum)
2. Digital Photography (It is the Skill Enhancement Course of the Previous Curriculum)

Skill Enhancement Courses III: Any one from the list

1. Photo Journalism (It is the newly introduced course)
2. Marketing Management (It is the Skill Enhancement Course of the Previous Curriculum)

Skill Enhancement Courses IV: Any one from the list

1. Graphic Art (It is the newly introduced course)
2. Fundamentals of Photography (It is the newly introduced course)

Skill Enhancement Courses V: Any one from the list

1. Women and Media (It is the newly introduced course)
2. Media and Tourism (It is the Skill Enhancement Course of the Previous Curriculum)

Skill Enhancement Courses VI: Any one from the list

1. Broadcast Journalism (It is the newly introduced course)
2. New Media (It is the Core Course of previous Curriculum)

Skill Enhancement Courses VII: Any one from the list

1. Reporting and News Editing (It is the Skill Enhancement Course of the Previous Curriculum)
2. Fundamentals of Media Research (It is the newly introduced course)

15. **Resolved to introduce Internship for UG in the fifth semester (Carried out in IV Semester Vacation)**

16. **Resolved to introduce the Foundation Course- Media Literacy (It is the newly introduced course)**

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B.Sc. Visual Communication
Proposed Course Structure based on UGC-LOCF and TANSCHÉ
(Choice Based Credit System)

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

Sem.	Part	Course Code	Course Title	Hrs	Credits	Exam Hrs	Marks		Total
							Int	Ext	
I	I	U1R3TL1	Language Course - I	6	3	3	25	75	100
	II	U1R3EL1	English Language Course - I	6	3	3	25	75	100
	III	U1R3VCCC1	Introduction to Visual Communication	5	4	3	25	75	100
	III	U1R3VCCC2P	Drawing and Painting (Practical)	4	4	3	40	60	100
	III	U1R3VCDSE1 (1:1/1:2/1:3)	Art Appreciation / Creative Advertising / Communication and Media	5	3	3	25	75	100
	IV	U1R3VCSEC1	To be opted from the other department	2	2	3	25	75	100
	IV	U1R3VCFC	Media Literacy	2	2	3	25	75	100
Total				30	21	-	-	-	700
II	I	U2R3TL2	Language Course – II	6	3	3	25	75	100
	II	U2R3EL2	English Language Course- II	6	3	3	25	75	100
	III	U2R3VCCC3	Contemporary Media Scenario	5	5	3	25	75	100
	III	U2R3VCCC4P	Digital art and Painting (Practical)	5	5	3	40	60	100
	III	U2R3VCDSE2 (2:1/2:2/2:3)	Film Appreciation / Media Management / Print and Publishing	4	3	3	25	75	100
	IV	U2R3ITSEC2	To be opted form the other department	2	2	3	25	75	100
	IV	U2R3VCSEC3 (3:1 / 3:2)	Photo Journalism	2	2	3	25	75	100
Total				30	23	-	-	-	700
III	I	U3R3TL3	Language Course – III	6	3	3	25	75	100
	II	U3R3EL3	English Language Course- III	6	3	3	25	75	100
	III	U3R3VCCC5	Theatre and Cinema	5	5	3	25	75	100
	III	U3R3VCCC6P	Photography - Practical	5	5	3	40	60	100
	III	U3R3VCDSE3 (3:1/3:2)	Screen Writing /Acting in Television andFilm	4	3	3	25	75	100
	IV	U3R3VCSEC4 (4:1/4:2)	Graphic Art /Fundamentals of Photography	2	2	3	25	75	100
	IV	U3R3VE	Value Education	2	2	3	25	75	100
Total				30	23	-	-	-	700

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Sem.	Part	Course Code	Course Title	Hrs	Credits	Exam Hrs	Marks		Total
							Int	Ext	
IV	I	U4R3TL4	Language Course – IV	5	3	3	25	75	100
	II	U4R3EL4	English Language - IV	5	3	3	25	75	100
	III	U4R3VCCC7	Communication Theories	5	5	3	25	75	100
	III	U4R3VCCC8P	Audio Production - Practical	5	5	3	40	60	100
	III	U4R3VCDSE4 (4:1/4:2)	Audio Production / Digital Story Telling	4	3	3	25	75	100
	IV	U4R3VCSEC5 (5:1/ 5:2)	Women and Media / Media and Tourism	2	2	3	25	75	100
	IV	U4R3VCSEC6 (6:1 / 6:2)	Broadcast Journalism / New Media	2	2	3	25	75	100
	IV	U4R3ES	Environmental Studies	2	2	3	25	75	100
Total				30	25	-	-	-	800
V	III	U5R3VCCC9	Film studies	5	5	3	25	75	100
	III	U5R3VCCC10	Visual Analysis Tools	5	4	3	25	75	100
	III	U5R3VCCC11	Film Semiotics	5	4	3	25	75	100
	III	U5R3VCCC12P	Audio and Video Editing - Practical	5	4	3	40	60	100
	III	U5R3VCDSE5 (5:1/ 5:2)	Television Production / E-Media Marketing	5	3	3	25	75	100
	III	U5R3VCDSE6 (6:1/ 6:2)	Multimedia and Animation /Media Laws and Ethics	5	3	3	25	75	100
	IV	U5R3VCINT	Internship		2	-	-	-	100
Total				30	25	-	-	-	700
VI	III	U6R3VCCC13	Media, Culture and Society	5	4	3	25	75	100
	III	U6R3VCCC14P	Animation and Web Publishing - Practical	5	4	3	40	60	100
	III	U6R3VCCC15PW	Project Work	6	4	-	-	-	100
	III	U6R3VCDSE7 (7:1/ 7:2)	Cinematography / Fiction and Film	5	3	3	25	75	100
	III	U6R3VCDSE8 (8:1 / 8:2)	Design Thinking and AI in Media /Documentary and Digital Film Making	5	3	3	25	75	100
	III	U6R3VCSEC7 (7:1/7:2)	Reporting and News Editing / Fundamentals of Media Research	2	2	3	25	75	100
	III	U6R3GS	Gender Studies	2	1	3	25	75	100
	V	-	Extension Activity	-	1	-	-	-	-
Total				30	22	-	-	-	700
Grand Total					141				4300

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