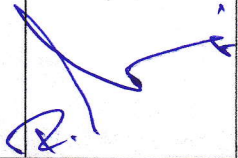
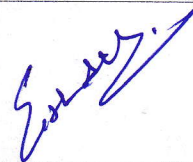


**J.J. College of Arts and Science (Autonomous)**  
**Sivapuram Post, Pudukkottai 622422**  
**(Re-Accredited by NAAC with B++ 4<sup>th</sup> cycle)**  
**Affiliated to Bharathidasan University, Tiruchirappalli**  
**Department of Visual Communication**  
**Minutes of the Board of Studies Meeting**

**Meeting No: 08**

**Date: 22.04.2025 & Time 10.30 AM**

The Meeting of the Board of Studies in Visual Communication UG for the Eight revision of the curriculum to be implemented from 2023-2024 was conducted at 10.30 AM on Tuesday (22.04.2025)

| Sl. No | Name & Address                                                                                                                                                               | Designation                          | Signature                                                                             |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|---------------------------------------------------------------------------------------|
| 1      | <b>Mr. S. Bharathiraja</b><br>Assistant Professor & Head<br>Department of Visual Communication                                                                               | Chairman                             |    |
| 2      | <b>Dr. I. Senthila Devi</b><br>Associate Professor, PG & Research<br>Department of Visual Communication,<br>Thanthai Periyar Government Arts and Science<br>College, Trichy. | University<br>Nominee                |    |
| 3      | <b>Dr. Shourini Banerjee</b><br>Assistant Professor,<br>Department of Visual Communication<br>The American College, Madurai                                                  | Subject Experts                      |   |
| 4      | <b>Mrs. S. Shanmuga Mohana</b><br>Assistant Professor,<br>Department of Visual Communication<br>The American College, Madurai                                                | Subject Experts                      | —                                                                                     |
| 5      | <b>Ms. V. Anitha</b><br>Assistant Professor,<br>Department of Visual Communication<br>J.J. College of Arts and Science (Autonomous),<br>Pudukkottai                          | Faculty Members<br>of the Department |  |
| 6      | <b>Mr. A. R. F. Riyas Deen</b><br>Assistant Professor,<br>Department of Visual Communication<br>J.J. College of Arts and Science (Autonomous),<br>Pudukkottai                | Faculty Members<br>of the Department |  |
| 7      | <b>Ms. E. Esther Arulvizhi</b><br>Assistant Professor,<br>Department of Visual Communication<br>J.J. College of Arts and Science (Autonomous),<br>Pudukkottai                | Faculty Members<br>of the Department |  |
| 8      | <b>Mr. A. Manikandan</b><br>Reporter, Nakkeeran Magazine, Chennai                                                                                                            | Representative<br>from Industry /    | —                                                                                     |
| 9      | <b>Mr. Yogeshkumar</b><br>Reporter, Makkal Television Chennel, New Deli                                                                                                      | Alumni                               | —                                                                                     |

The Eight Meeting of the Board of Studies in Visual Communication was held on April 22, 2025 at 10.30 P.M. the meeting commenced with the Chairman of the Board of Studies welcoming and introducing the new members to the other members. The Eight Revised Curricula were implemented from the Academic year 2023-2024.

To Review the implementation of these curricula, Courses and Syllabi thereof, this meeting of the Board of Studies in Visual Communication was convened

The following resolutions were discussed and passed

1. It is resolved to introduce a course titled " Health and Wellness" , U3R3HW( under Part – V) in the third semester of the U.G Programme for students admitted from the Academic year 2024-2025 in keeping with the instructions from the parent university. (Vide. Letter from registrar i/c No 692/CCCD/BDU/C-1/2004, dated 30.12.2024). The syllabus will be as indicated by TANSCHÉ and the evaluation would be as follows, with no formal examination.

|                                          |            |
|------------------------------------------|------------|
| Activities (Observation during Practice) | : 40 Marks |
| Attendance                               | : 20 Marks |
| Report                                   | : 40 Marks |

The weightage for this course will be 01 credit – 02 teaching hours per week.

2. To review the existing curricula and courses and make changes wherever necessary in the light of stakeholder's feedback
3. It is resolved to motivate the students to do concurrent courses under SWAYM/MOOCs.
4. It is resolved to continue with the vale added Courses offered by the department with modifications, wherever necessary.

*Dr. S. S. S. S. S.*  
22/4/25

*S. S. S. S. S.*

*S. S. S. S. S.*  
22/4/25

5. It is resolved to modify and follow a total of 44 courses, 4400 marks with 142 credits for the U.G, Programme

**Distribution of Courses - U.G.**

| 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             | -     |
| 14      |      | Health and wellness                  | 1              | 01             | 100   |
| Total   |      |                                      | 44             | 142            | 4400  |

6. Resolved to give greater focus on Indian Knowledge system in teaching methodology in addition to the already existing courses based on Indian Knowledge system like.

U1R3VCCC2P - Drawing and Painting  
U1R3VCDSE1:1 - Art Appreciation  
U2R3VCDSE2:3 - Print and Publishing

7. It is resolved to continue with the current curricula, as they have been found to be effective in their implementation

*Dr. Obaidullah*  
22/4/25

*Subay*  
22/4/25

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

**Sivapuram Post, Pudukkottai - 622 422**

**B.Sc. Visual Communication**

**Proposed Course Structure based on UGC-LOCF and TANSCH**

**(Choice based Credit System)**

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

| Sem.         | Part | Course Code              | Course Title                                                      | Hrs       | Credit    | Exam Hrs | Marks    |          | Total      |
|--------------|------|--------------------------|-------------------------------------------------------------------|-----------|-----------|----------|----------|----------|------------|
|              |      |                          |                                                                   |           |           |          | Int      | Ext      |            |
| <b>I</b>     | 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        |
| <b>Total</b> |      |                          |                                                                   | <b>30</b> | <b>21</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>700</b> |
| <b>II</b>    | 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 / Marketing Management                           | 2         | 2         | 3        | 25       | 75       | 100        |
| <b>Total</b> |      |                          |                                                                   | <b>30</b> | <b>23</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>700</b> |
| <b>III</b>   | I    | U3R3TL3                  | Language Course – III                                             | 5         | 3         | 3        | 25       | 75       | 100        |
|              | II   | U3R3EL3                  | English Language Course- III                                      | 5         | 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 and Film                    | 4         | 3         | 3        | 25       | 75       | 100        |
|              | IV   | U3R3VCSEC4 (4:1/4:2)     | Art from Anything / Fundamentals of Photography                   | 2         | 2         | 3        | 25       | 75       | 100        |
|              | IV   | U3R3VE                   | Value Education                                                   | 2         | 2         | 3        | 25       | 75       | 100        |
|              | V    | U3R3HW                   | Health and Wellness                                               | 2         | 1         |          |          |          | 100        |
| <b>Total</b> |      |                          |                                                                   | <b>30</b> | <b>24</b> | <b>-</b> | <b>-</b> | <b>-</b> | <b>800</b> |

*Dr. Arifur Rahman*  
22/4/25

*Dr. Arifur Rahman*

*Dr. Arifur Rahman*  
22/4/25

| Sem.               | Part | Course Code            | Course Title                                                    | Hrs       | Credit     | 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              | Mass Communication Theory                                       | 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 / Writing for Media                            | 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         |
| <b>Total</b>       |      |                        |                                                                 | <b>30</b> | <b>25</b>  | -        | -     | -   | <b>800</b>  |
| 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         |
| <b>Total</b>       |      |                        |                                                                 | <b>30</b> | <b>25</b>  | -        | -     | -   | <b>700</b>  |
| 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) | Digital Journalism / Digital Film Making                        | 5         | 3          | 3        | 25    | 75  | 100         |
|                    | III  | U6R3VCSEC7 (7:1/7:2)   | Reporting and News Editing / Communication Research Orientation | 2         | 2          | 3        | 25    | 75  | 100         |
|                    | III  | U6R3GS                 | Gender Studies                                                  | 2         | 1          | 3        | 25    | 75  | 100         |
|                    | V    | -                      | Extension Activity                                              | -         | 1          | -        | -     | -   | -           |
| <b>Total</b>       |      |                        |                                                                 | <b>30</b> | <b>22</b>  | -        | -     | -   | <b>700</b>  |
| <b>Grand Total</b> |      |                        |                                                                 |           | <b>142</b> |          |       |     | <b>4400</b> |

Dr. O. S. Suresh  
22/11/25

Dr. S. Suresh  
22/11/25

Dr. S. Suresh  
22/11/25