

J.J. College of Arts and Science (Autonomous)
Sivapuram Post, Pudukkottai – 622422
(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:09

Date: 10.04.2026 & Time 10.30 a.m.

The meeting of the Board of Studies in visual communication (UG) for the ninth revision of the curriculum to be implemented from 2026-2027 was conducted at 10.30 a.m. on Friday (10.04.2026)

Sl. No	Designation	Name & Address	Signature
1.	Chairman	Mr. S. Bharathiraja Assistant Professor and Head Department of Visual Communication J.J. College of Arts and science	<i>S. Bharathiraja</i>
2.	University Nominee	Dr. I. Senthila Devi Associate Professor and Head PG & Research Department of Visual Communication, Thanthai Periyar Government Arts and Science College, Trichy.	<i>Dr. I. Senthila Devi</i> 10/4/26
3.	Subject Expert from outside the Parent University	Dr. Shourini Banerjee Assistant Professor, Department of Visual Communication The American College, Madurai	<i>Shourini Banerjee</i> 10/4/26
4.	Faculty Members of our Department	1. Mr. A. R. F. Riyas Deen Assistant Professor, Department of Visual Communication J.J. College of Arts and science (Autonomous), Pudukkottai 2. Mrs. E. Esther Arulvizhi Assistant Professor, Department of Visual Communication J.J. College of Arts and Science (Autonomous), Pudukkottai	<i>Riyas Deen</i> 10/4/26 <i>Esther Arulvizhi</i> 10/4/26
5.	Representative from Industry	Mr. N. Srinivasan, CEO Alagappa Creations, Karaikudi	<i>N. Srinivasan</i> 10/4/26
6.	Alumni	Mr. R. Karthikeyan, Editor, (Murugappa Groups – Pudukkottai)	<i>R. Karthikeyan</i>

S. Bharathiraja
Chairman
 10/4/26

Minutes

The Chairman, Mr. S. Bharathiraja chaired the meeting and welcomed all the members to the ninth BoS Meeting. After the brief introduction, the agenda listed below were taken up for discussion and the following resolutions were passed after deliberation.

1. To approve the revised UG and PG curriculum, in accordance with the guidelines of UGC-LOCF, NAAC, TANSCH and the Parent University.
2. To approve the Curriculum, Course Structure (Syllabi) and Textbooks recommended for implementation from the academic year 2026-2027 onwards.
3. To approve the General Course Structure for the B.Sc. Visual Communication Programme, along with the syllabi for the first two semesters, were discussed and scrutinized for implementation from the academic year 2026-27 onwards.
4. To approve the following course structure for UG Programme.

Distribution of Courses – UG

Part	Semester	Course	No. of Courses	Credit	Marks
I	1 - 4	Language – (Tamil/Hindi/French/Sanskrit)	04	12	400
II	1 - 4	Language – English	04	12	400
III	1 - 6	Core Course (Theory)	15	96 (CC – 69, AC – 18, DSE – 09)	2400
	1 - 4	Allied Course (Theory)	06		
	5 & 6	Discipline Specific Elective	03		
IV	5	Internship	01	02	100
	3, 4 & 5	Skill Enhancement Course (SEC)	03	06	1200
	1 & 2	Generic Elective Course (IDC)	02	04	
	3, 4, 5 & 6	Ability Enhancement Compulsory Course (AECC) (EVS, VE, DM, GS)	04	08	
	4 & 5	Self – Learning Course	02	04	
	6	Value Added Course	01	02	
V	3	Health and Wellness	01	01	100
	6	Extension Activity	-	01	-
Grand Total			46	148	4600

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5. To approve the changes made in the curriculum based on the special feedback received from all stake holders on the existing curricula, courses and Syllabi.
6. To adopt the revised Bloom's Taxonomy in framing the Course Outcomes.
7. To approve the newly incorporated guidelines on Curriculum Design prescribed by NAAC.
 - a. The curriculum framework has been aligned with OBE by defining POs, COs & PEOs/PSOs.
 - b. Generic Open Elective Courses for UG Programme have been designed in alignment with the CBCS to ensure curriculum flexibility.
 - c. Practical and Industry focused field work/project and Internship Training have been incorporated into the curriculum.
 - d. Skill oriented courses offered by the Departments are aligned with NCrF, NSQF, and NHEQF.
 - e. Greater focus has been given to incorporate components of Indian Knowledge Systems into the curriculum.
 - f. Online courses for UG and PG through SWAYAM / SWAYAM PLUS have been incorporated into the curriculum.
 - g. A relationship matrix mapping for COs, POs and PSOs has been implemented for all courses.
 - h. The Curriculum addresses local, regional, national and global needs.
 - i. Courses focus on Employability, Entrepreneurship and Skill Development.
 - j. Courses also emphasize Gender, Environment and Sustainability, Human Values and Professional Ethics.
8. To approve the inclusion of a self-learning course from SWAYAM / SWAYAM PLUS for the UG Programme in the 4th semester, carrying two credits and 100 marks, and a subject related self-learning course offered by the department in the 5th Semester also carrying two credits and 100 marks.
9. To approve that, in the fourth semester, if a student is unable to complete the SWAYAM course, the student shall be permitted to take an optional course offered by the Department under the self-learning category only in the final semester.
10. To approve the inclusion of Value Added Course in the sixth semester for the UG Programme under Part – IV.
11. To approve the new evaluation pattern of CIA – 30, ESE –70 for UG Programme as per the guidelines given by UGC and TANSCHER on Examination and Evaluation reforms.

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12. To approve the following pattern for the calculation of CIA

UG	
Category	Marks
Mid-Semester	7.5
Model Exam	7.5
Assignment 1	05
Assignment 2	05
Attendance	05
Total	30

13. To approve the following question paper pattern for the ESE – 70 marks:

S. No	Section	Marks
1	Part - A	10 x1 = 10 (5 MCQ & 5 Fill in the blanks)
2	Part - B	5 x 2 = 10 Marks
3	Part - C	5x4 = 20 marks (either... or choice/)
4	Part - D	3x10 = 30 marks (Open choice)
Total		70 marks

14. To approve the following evaluation pattern for the UG project:

S. No	Description	Marks
1	Plan of the Project	10
2	Logical Execution of the Plan	40
3	Innovation	
4	Usage of Modern Tools / Technology	
5	Individual Contribution / Group Activity	
6	Project Report	10
7	Viva-Voce	20
Total		100

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- | S. No | Description | Marks |
|-------|--------------|------------|
| 1 | Report | 50 |
| 2 | Viva Voce | 50 |
| | Total | 100 |

- ### Scheme of Evaluation:

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
Total		100

- | INTERDISCIPLINARY COURSE (IDC) #
FOR WHO HAVE NOT STUDIED TAMIL UNDER PART - I | | |
|---|--------------------------|--------------------|
| Those who have studied Tamil upto 10 th +2 but opt for other languages in degree | 1 st Semester | Special Tamil - I |
| | 2 nd Semester | Special Tamil - II |
| Those who have not studied Tamil in school level | 1 st Semester | Basic Tamil - I |
| | 2 nd Semester | Basic Tamil – II |

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20. **Resolved to have the following 15 Core Courses for B.Sc. Visual Communication Semester wise as follows**

SEMESTER I

1. Introduction to visual communication (Retained as it is)
2. Drawing and Painting – Practical (Retained as it is)

SEMESTER II

1. Contemporary Media Scenario (Retained as it is)
2. Digital art and Painting-Practical (Retained as it is)

SEMESTER III

1. Theatre and Cinema (Retained as it is)
2. Photography Practical (Retained as it is)

SEMESTER IV

1. Film Studies and Appreciation (Newly Introduced Course)
2. Audio Production - Practical (Retained as it is)

SEMESTER V

1. Media Laws and Ethics (Newly Introduced Course)
2. Visual Analysis Tools (Retained as it is)
3. Development Communication (Newly Introduced Course)
4. Audio and Video Editing -Practical (Retained as it is)

SEMESTER VI

1. Media Culture and Society (Retained as it is)
2. Web Designing and Publishing –Practical (Newly Introduced Course)
3. Project Work (Retained as it is)

21. **Resolved to have the following Discipline Specific Elective (DSE) Courses for B.Sc. Visual Communication**

SEMESTER V DSE -1

1. Television Production (Retained as it is)
2. E-Media Marketing (Retained as it is)

SEMESTER VI DSE -2

1. Design Thinking (Newly Introduced Course)
2. Fiction and Film (Retained as it is)

DSE -3

1. Documentary and Digital Film Making (Retained as it is)
2. AI in Media ((Newly Introduced Course)

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22. Resolved to have the following Skill Enhancement Courses for B.Sc. Visual Communication

SEMESTER III

SEC 1

1. Fundamentals of Photography (Retained as it is)
2. Graphic Art (Retained as it is)

SEMESTER IV

SEC 2

1. Gender and Media (Newly Introduced Course)
2. Media and Tourism (Retained as it is)

SEMESTER V

SEC 3

1. 2D and 3D Animation (Newly Introduced Course)
2. Online Journalism (Newly Introduced Course)

23. Resolved to have the following Allied Courses for B.Sc. Visual Communication

SEMESTER I

1. Art Appreciation (Retained as it is)
2. Creative Advertising (Retained as it is)

SEMESTER II

1. Communication Theories (Newly Introduced Course)
2. Print and Publishing (Retained as it is)

SEMESTER III

1. **Media Management (Newly Introduced Course)**

SEMESTER IV

1. Script Writing (Newly Introduced Course)

24. Resolved to have the following Ability Enhancement Compulsory Courses for B.Sc. Visual Communication

SEMESTER III

- ### 1. Value Education (Retained as it is)

SEMESTER IV

1. Environmental Studies (Retained as it is)

SEMESTER V

1. Introduction to Disaster Management (This course is newly introduced)

SEMESTER VI

1. Gender Studies (Retained as it is)

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25. **Resolved to have the following Generic Elective Courses offer to other Department.**

SEMESTER I

- ### 1. Mobile Photography (Retained as it is)

SEMESTER II

- ### 1. Digital Film Making (Retained as it is)

- 26. Resolved to have the following Courses for B.Sc. Visual Communication**

SEMESTER III

- 1. Health and Wellness (Retained as it is)**

SEMESTER V

- ### 1. Internship (Retained as it is)

- 27. Resolved to have the following Self Learning Courses for B.Sc. Visual Communication**

SEMESTER IV

1. Online Course (SWAYAM/SWAYAM PLUS) (This course is newly introduced)

or

2. Public Relation (This course is newly introduced)

SEMESTER V

- ### 1. Radio Jockey (This course is newly introduced)

2. Desk Top Publishing (This course is newly introduced)

- 28. Resolved to have the following Value Added Course for B.Sc. Visual Communication**

SEMESTER VI

1. Reporting and News Editing (This course is newly introduced)

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Proposed Course Structure based on TANSCH and UGC - LOCF
(Choice Based Credit System)

(Applicable for the Candidates admitted from the academic year 2026-2027 Onwards)

B.Sc. Visual Communication

Sl. No.	Course Category	Course Code	Course	Credits	Hours/ Week	Marks		
						CIA	ESE	Total
Semester I								
1	Part - I	U1R4TL1/HL1/FL1	Language Course - I	3	6	30	70	100
2	Part - II	U1R4EL1	English Language Course - I	3	6	30	70	100
3	Part - III	U1R4VCCC1	Introduction to Visual Communication	5	5	30	70	100
4		U1R4VCCC2P	Drawing and Painting -Practical	5	5	40	60	100
5		U1R4VCAC1	Art Appreciation	3	3	30	70	100
6		U1R4VCAC2	Creative Advertising	3	3	30	70	100
7	Part - IV	U1R4_GEC1	To be opted from other Department	2	2	30	70	100
Total				24	30	-	-	700
Semester II								
1	Part - I	U2R4TL2/HL2/FL2	Language Course - II	3	6	30	70	100
2	Part - II	U2R4EL2	English Language Course - II	3	6	30	70	100
3	Part - III	U2R4VCCC3	Contemporary Media Scenario	5	5	30	70	100
4		U2R4VCCC4P	Digital art and Painting -Practical	5	5	40	60	100
5		U2R4VCAC3	Communication Theories	3	3	30	70	100
6		U2R4VCAC4	Print and Publishing	3	3	30	70	100
7	Part - IV	U2R4_GEC2	To be opted from other Department	2	2	30	70	100
Total				24	30	-	-	700
Semester III								
1	Part - I	U3R4TL3/HL3/FL3	Language Course - III	3	5	30	70	100
2	Part - II	U3R4EL3	English Language Course - III	3	5	30	70	100
3	Part - III	U3R4VCCC5	Theatre and Cinema	5	5	30	70	100
4		U3R4VCCC6P	Photography - Practical	5	5	40	60	100
5		U3R4VCAC5	Media Management	3	4	30	70	100
6	Part - IV	U3R4VCSEC1: 1 /1:2	Fundamentals of Photography / Graphic Art	2	2	30	70	100
7		U3R4AECC1	Value Education	2	2	30	70	100
8	Part - V	U3R4HW	Health and Wellness	1	2	-	-	100
Total				24	30	-	-	800
Semester IV								

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1	Part - I	U4R4TL4/HL4/FL4	Language Course - IV	3	5	30	70	100
2	Part - II	U4R4EL4	English Language Course - IV	3	5	30	70	100
3	Part - III	U4R4VCCC7	Film Studies and Appreciation	5	6	30	70	100
4		U4R4VCCC8P	Audio Production - Practical	5	5	40	60	100
5		U4R4VCAC6	Script Writing	3	5	30	70	100
6	Part - IV	U4R4VCSEC2:1 / 2:2	Gender and Media / Media and Tourism	2	2	30	70	100
7		U4R4VCSLC1:1 / 1:2	Online Courses (MOOC's / NPTEL) / Department Specific Courses	2	-	-	-	100
8		U4R4AECC2	Environmental Studies	2	2	30	70	100
Total				25	30	-	-	800
Semester V								
1	Part - III	U5R4VCCC9	Media Laws and Ethics	5	6	30	70	100
2		U5R4VCCC10	Visual Analysis Tools	4	6	30	70	100
3		U5R4VCCC11	Development Communication	4	5	30	70	100
4		U5R4VCCC12P	Audio and Video Editing - Practical	4	5	40	60	100
5		U5R4VCDSE1:1 / 1:2	Television Production / E-Media Marketing	3	5	30	70	100
6	Part - IV	U5R4VCINT	Internship	2	-	-	-	100
7		U5R4VCSEC3:1 / 3:2	2D and 3D Animation / Online Journalism	2	3	30	70	100
8		U5R4VCSLC2:1 / 2:2	Department Specific Courses Radio Jockey / Desk Top Publishing	2	-	50	50	100
		U5R4VCDM	Disaster Management	2	-	-	-	100
Total				28	30	-	-	900
Semester VI								
1	Part - III	U6R4VCCC13	Media Culture and Society	4	5	30	70	100
2		U6R4VCCC14P	Web Designing and Publishing - Practical	4	5	40	60	100
3		U6R4VCCC15PW	Project Work	4	6	-	-	100
4		U6R4VCDSE2:1 / 2:2	Design Thinking / Fiction and Film	3	5	30	70	100
5		U6R4VCDSE3:1 / 3:2	Documentary and Digital Film Making/ AI in Media	3	5	30	70	100
6	Part - IV	U6R4VCVAC	Reporting and News Editing	2	2	-	-	100
7		U6R4AECC3	Gender Studies	2	2	30	70	100
	Part - V	Extension Activity		1	-	-	-	-
Total				23	30	-	-	700
Grand Total				148				4600

* Internship during Semester – IV Summer Vacation. The Credits shall be awarded in Semester - V Statement of

Marks.

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