



AQAR 2021-22

- 1.1 Curriculum Design and Development
1.1.2 Visual Communication – Board of Studies



DEPARTMENT OF B.VOC.
(VISUAL COMMUNICATION TECHNOLOGY)
St. JOSEPH'S COLLEGE (Autonomous)

*Special Heritage Status awarded by UGC Accredited at A Grade (3rd cycle) by NAAC
College with Potential for Excellence by UGC DBT-STAR & DST-FIST sponsored College*

TIRUCHIRAPPALLI - 620 002.


Phone : 0431 - 4226436, 2700320, Fax : 0431 - 2701501
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Minutes of the Meeting(B. Sc. Visual Communication)

List of Members Present

1. Dr. A. Poorani
Asst. Prof and Head, Dept of Vis Com
Govt. Arts College, Trichy - University Nominee
2. Dr. A. Irudayaraj
Head, Dept of Vis Com
Loyola College, Chennai - Subject Expert
3. Mr. Dhinesh
- Industrial Expert, Renish Photography
4. Dr. S. Tamilarasi
- Head of the Department
5. Mr.G.Sathish
- Asst. Professor, Dept of Vis. Com. Tech, SJC
6. Mr. Valan Arasu
- Asst. Professor, Dept of Vis. Com. Tech, SJC
7. Ms. K.Ramya
- Asst. Professor, Dept of Vis. Com. Tech, SJC
8. Mr.Aaron Antony
- Asst. Professor, Dept of Vis. Com. Tech, SJC
9. Mr.Ambrose Jerald Vivian
Asst. Professor, Dept of Vis. Com. Tech, SJC


Dr. Y. DOMINIC
Dean-School of Computing Sciences
St. Joseph's College (Autonomous)
Tiruchirappalli-620 002.


CO-ORDINATOR
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Minutes of the Meeting

The meeting of the Board of Studies on Visual Communication was held at 10.30 a.m. through Google meet online platform on 18.05.2021 to revise the syllabus of B.Sc Visual communication as per the LOCF model. The members present in the meeting are:

Experts Present were:

- | | |
|--------------------|----------------------|
| 1. Dr. Poorani | - University Nominee |
| 2. Dr.A.Irudayaraj | - Subject Expert |
| 3. Mr. Renish | - Industrial Expert |

Dr. S. Tamilarasi, Head in charge, Department of Visual Communication Technology formally welcomed the gathering and presented the B. Sc syllabus to the Board Members.

The B. Sc Visual Communication syllabus was presented and accepted by the experts and a few suggestions and revisions were given as follows:

1. Allied Paper "Documentary film making" (Theory & Practical) in the II Semester should be kept in III semester and the paper in the III semester, "Photography" (Allied theory & Practical) can be replaced in the semester II.
2. Research concepts can be incorporate in the Documentary Film Making, Public Relations papers.
3. In Media Culture & Society paper the concepts related to recent changes in the media ownership and media audience can be incorporated.
4. In Digital Marketing paper, can include the concepts of recent advancements like OTT platforms for marketing.
5. Can change the title of the paper "Visual Analysis Techniques" into "Visual Analysis" and also can add Marxist analysis and analysis from subaltern perspectives in the syllabus.
6. For UG level, Media Research paper is not essential instead of that paper we can add paper like Development Communication or Media Laws and Ethics:

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7. In public relations paper, the concepts like crisis management can be included in the syllabus.

Suggestions and Views received

The above mentioned were the suggestions given by the board members on the various subject papers in the B.Sc. Visual communication course. The faculty members also obliged to those valuable inputs. The faculty members felt that media laws and ethics can be introduced and shifting of documentary film making in the semester I to III were accepted and they also suggested the need of having Media research orientation in semester V as it could lead to the employability of students in the various media audience research.

Action taken on the suggestions:

The department after getting the suggestions and valid views from the board members, it has decided to undergo few changes as per the suggestions. It has decided to accept the shifting of papers like Documentary film making to Semester III and replacing Photography instead of documentary film making. And the concepts OTT will be included digital marketing and terminology such as research and crisis management will be incorporated in the public relations paper. The department members also accepted to introduce a new paper called media Laws and Ethics. The Marxist analysis will be included in the visual analysis Technique paper.

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