

MINUTES OF THE BOARD OF STUDIES
FOR
B.Sc&M.Sc VISUAL COMMUNICATION PROGRAMMES
13 -2-2016, PREVIEW THEATRE, SCHOOL OF MEDIA
STUDIES

**MINUTES OF DISCUSSIONS ON INDIVIDUAL COURSES:
OBSERVATION WITH SUBJECT WITH PERCENTAGE CHANGES**

SEMESTER 1: Human Communication & Visual Literacy

H.C: SYLLABUS PASSED.

V.L: There was a discussion on whether several theoretical concepts are required in this paper, and taking the focus away from drawing, given the number of hours.

The consensus was that this course is about VISUAL KNOWLEDGE, and students must take drawing work as homework mostly. And that 1st and 2nd units will focus on the theory, while units 3, 4 & 5 will focus on application and drawing.

In **Human Communication** Visual and other sensory perceptions, Colour psychology are added in unit 1 and few changes has been done in unit 2.

In **Visual Literacy** all the units have been changed accordingly which is required for the students understanding and betterment.

The Externals agreed on this consensus.

SYLLABUS PASSED

Animation Figure Drawing: Animation Figure Drawing an allied required course included and offered to the Department of BMM. SYLLABUS PASSED.

SEMESTER 2: Drawing & MCS, Media Economics, Media for Design & Development

Drawing: The discussion centered on the rationale to introduce students to art movements and concepts.

The Externals and Department Faculty agreed that principles and concepts of drawing are required for visualization skills to develop.

Need for Photography and Videography as a curriculum is discussed for BMM Animation students and hence it is decided to offer to the BMM department

And while a traditional drawing course can focus more on the skill, this course is geared to prepare students for multiple careers in advertising, filmmaking etc... and hence, to retain the theoretical input.

Another suggestion was to have different teachers for the practical and theoretical units.

The entire units has been verified and major changes has been implemented in all the units and additional topics are added as per the suggestion from teachers.

SYLLABUS PASSED.

MCS:The External suggested that Agenda-Setting theory must be included in the syllabus. Another suggestion was to update it, while retaining the strength of the old syllabus.

A suggestion was to take this course later in the program and alternate with any other theoretical paper at this point.

It has been shifted from 3rd semester to 2nd semester for the better understanding of media in the early stage with few changes in the content. However, the template problem was mentioned, and everyone agreed on it.

ME: SYLLABUS PASSED.

Media Design and Development: Media Design and Development an allied required course included and offered to the Department of Economics.
SYLLABUS PASSED.

SEMESTER 3:Photography, Elements of Film, Graphic Design, History of Architecture, Advertising for Tourism.

Photography: External Feedback was to revive dark room practice, and to get students to focus on the principles and theory.

Requirement for Art paper to be offered to English Department is discussed and decided to offer Art for Literature to English department.

All the units have been majorly changed as the syllabus was designed for analog, which is changed to digital content as per the industry and external feedback

EF: The feedback and discussion was centered on conducting regular film screenings of World Cinema. Organized by the students, and conducted on a daily/weekly basis, the board felt that students must be screened curated films and exposed to the best in Filmmaking.

Writing for Screen as allied paper is discussed and decided to be offered Tamil Department and History department

It was shifted from semester 2 as students learnt the basic fundamental and relate concepts and elements accordingly.

All the units have been changed and prioritized the topics for the better understanding.

The other feedback was to include more Film Appreciation in the syllabus.

GD:External Feedback was to add an output for the course – like say, a lab journal, or a magazine.

The other point was to include a set of software, which need to be learnt mandatorily by all students. However, the board agreed that given the template issue and the limited hours for core subjects, students must develop those skill sets outside of class hours. Also, a large majority of students are already versatile in basic software before joining the B.Sc. program.

Some changes has been done in the 1st unit for clear understanding of design fundamentals.

SYLLABUS PASSED.

SEMESTER 4: Communication Theories, Advertising, Professional Photography, Script Writing, Digital PR, Histrionics.

CT:

Contents has been changed in all the units and reduced extra topics which was not much relevant for the module.

SYLLABUS PASSED

Advertising: The feedback was to add Social Media Advertising, Political Advertising, Rural Marketing & Advertising to the course in general, and Ethical and Moral Aspects of Advertising in Unit 5.

Contents has been changed completely in all the units and updated as per the current industry standards.

Copywriting as a paper is introduced in this semester as an ES paper for the 5th semester students

Professional Photography:

This module has prioritized from 5th semester for having hands on experience in continuity from the previous semester. Contents has been completely changed in all the units and updated as per the current standards.

SYLLABUS PASSED

Script Writing: Suggestions from externals were to add: Two Point Narrative Structure, and some newer books, in addition to the classic Syd Field.

Few contents had to be changed and added in units accordingly for the proper flow of topics.

SYLLABUS PASSED

Digital PR: The general consensus was that the syllabus is good, but to take the Experiential Learning modules to the Lesson Plan, and add pointers on methodology in Experiential Learning.

Histrionics: The syllabus was appreciated and the Board felt it would be very appropriate for students getting into not only acting, but also into direction, RJ-ing, and VJ-ing. Note was made to add references and texts to the syllabus.

SYLLABUS PASSED

SEMESTER 5: Television Production, Art & Aesthetics, Visual Analysis, Development Communication, Digital Filmmaking, Copywriting, Advertising Production, Editing, Corporate Communication.

TVP:

Few minor changes need to be done in the content in each units which was discussed in the meeting.

SYLLABUS PASSED

A&A: The discussion was centered on the theoretical nature of the subject, and one external member wanted to focus on practical aspects more, and add software training, and preferably introduce the course along with Drawing in the first semester itself.

Since we have Film related Theory papers such as Elements of Film, Film Studies there is a need for practical papers and hence an elective paper called Digital Filmmaking is introduced.

The general consensus was that the template was limiting students' time with core subject courses, and that we have to work within it. So keeping that in mind, we can offer this course only at this juncture.

And regards the theoretical nature of the course, the consensus of the Board was that Viscom students are different from Fine Arts students... here, only a small percentage take up pure illustration and art as a career; but an orientation towards art, art movements and history and aesthetics is required for all fields of Visual Communication.

This module was shifted from semester 4 and few changes in content and major changes in Unit 3 with topics prioritized for the proper flow of content

Also, again regarding the question of software training, the Board agreed that software training must be outside of the course only.

SYLLABUS PASSED

Development Communication:

The discussion was centered on the nature of the subject, and one external member wanted to add few new topics changes in this module.

Visual Analysis:

Few minor changes has been done in the content for the effectiveness for students as suggested by teachers.

Digital Filmmaking: The External Suggestions were to get more serious in dealing with plagiarism, and to put the students in small groups to deliver a lot of projects.

This module has been introduced completely for learning more on film styles and practicality.

Other feedback included, to maintain rigorous work journals, and also, to add Narrative Cinema in Unit 1, and remove a repeated text in the references. Our teachers added that two work journals are maintained by staff and students during the course.

Copywriting: The suggestion was to add Social Media writing to the course with few minor changes in the content.

SYLLABUS PASSED

Advertising Production: The suggestion was to emphasize on practical work for the concepts mentioned in the syllabus, and define the desired output of the course.

SYLLABUS PASSED

Editing: The suggestion was to touch upon the Art of Editing, and the Board felt that it is right that the course is focused on the fundamentals and principles, and not on any software, as software change every couple of years.

SYLLABUS PASSED

Corporate Communication: The Board agreed that the course needs to be updated and that more references and texts must be added.

SYLLABUS PASSED

SEMESTER 6: Media Research Methods, Media Management, Media Presentation Skills, Media Laws & Ethics, New Media Studies.

Media Research Methods: The suggestions were to add practical workshops on SPSS, and make one CIA a theory test, while the other CIA could be a research paper.

Few changes has been made in all units and major changes in unit 3 for students benefit to incorporate the research method in their final project.

SYLLABUS PASSED

Media Management, Laws & Professional Ethics: The consensus was that the clubbing of two subjects into this one made it quite heavy... and so the solution was to either change the nomenclature or some Unit Titles, or to simply keep the two courses – Media Management & Media Laws – separate.

Another suggestion was to just call the course Media Management, as the name was broad enough to cover the legal and professional aspects.

Finally the reworked paper was removed and as in the earlier syllabus Media Laws & Ethics were retained with few addition of topic to understand with the various laws governing the media in the Indian constitution and Media Management contents has been reworked and changed most of the topics for effective execution of managerial skills.

Media Presentation Skills: The suggestion was to take it earlier into the 4th or 5th semester, and to offer it to students before the Internship, as that was the student feedback.

The template issue, and the limit on the number of core papers that can be offered in earlier semesters was recalled. It was decided to have a few changes in the later stage upon internal discussion with the subject experts.

SYLLABUS PASSED

Introduction to Online Communication: The Board felt that this course must either be introduced earlier in the course, or to rework it into a more in depth paper on Online and Social Media at this stage.

Finally, New Media Studies, a reworked paper was added in its place.

P.G. SYLLABUS – M.Sc Visual Communication

Semesters 1 & 2: The students on the Board asked why Semester 1 must be heavy, and about the order of courses. The feedback from the Staff was that some courses are bridge courses for Non-Viscom students at the PG level and therefore necessary.

The Board decided to shuffle the papers a little in accordance with student feedback and it decided to keep 4 Theory and 1 Practical paper in the 1st Semester.

The final order that was decided was: Image & Imagination, Media Technologies, Science & Art of Light, Development Communication & Communication Theories for Semester 1; and for Semester 2: Film Studies, Writing for Media, Science & Art of Sound, Visual Methodologies, Digital Design and TVP.

Image and Imagination :Only few minor needs to be changed has been done in the 2nd unit.

Communication Theories: The Board emphasized that CT must be more in depth at the PG level and therefore reworked with few changes.

Board: The content of the courses in Semester 1 & 2 with these corrections could be PASSED.

Development Communication: Few key concept has been added in the unit for students to generate quick ideas.

Science & Art of Light: Staff members shared how the syllabus was updated. According to the external inputs this module has been changed majorly in 3rd unit and additions in other units.
SYLLABUS PASSED

Visual Methodologies: SYLLABUS PASSED with suggestions to upgrade it for PG level with minor changes like addition of topics.

Media Technologies: The suggestion was to add more updated books and file formats to the syllabus.

All the units have new additions and topics have been changed accordingly for better understanding.

SYLLABUS PASSED

Film Studies: The consensus was that the syllabus needed more specific details, and descriptive units. Thus, Major changes has been done in all the units for better understanding of various film language and appreciations.

Writing for Media: The suggestions were to add Writing for Print, and New Media; and emphasize on the craft aspect in Writing for Radio. Also another suggestion was to revisit Unit 1 and minor changes in the unit 5.

Science and Art of Sound: Faculty Members shared the updated & reworked syllabus, and requested for some new softwares to work in the studio. This module has been shifted from semester 1 as per the discussion mentioned for generating the sequential pattern.

Digital Design: The suggestion were to give different media contents in class for better understanding in composition, typeface and typography.

TVP – 1: The general consensus was that the syllabus could be made more elaborate for PG level. It was suggested that Units 1 & 2 could be focusing on technical aspects, and other three units could focus on other aspects of TVP. Thus, the Subject had been changed to Advanced Videography with complete new syllabus

Semester 3: Contemporary Advertising, Communication Research Methods, Event Management, Computer Graphics (Web & Interactive Media) and TVP – 2

Contemporary Advertising: Suggestions were to rework on it, and focus on different mediums.

Communication Research Methods: The suggestions were to get the students deliver a real-time output, and social outputs as deliverables of Units 4&5, and undertake live projects.

A request from students was for hands-on training in SPSS.

New Media Studies: The Suggestion to bring in the new media content has brought in the discussion of including the New media Paper to the syllabus.

Teachers however responded that given the emphasis on qualitative research for Visual Communication, and the fact that there are more important software for Communication Research like TAM, students could be given workshops for a couple of software, but the focus must be on research methodologies.

The consensus was to get students to deliver practical outputs.

It was decided to have a few changes in the later stage upon internal discussion with the subject experts.

PR& Event Management: As the paper was originally called PR & Event Management, there was a doubt on the fit of the subjects, but keeping in mind placements and job skills, the Board decided that Units 1&2&3 will focus on PR, while Units 4&5 will focus on Event Management with addition of content in unit 2, 4 & 5.

Also, the consensus was that the course must culminate with a project: A campaign for the I CIA, and an Event for the II CIA.

Computer Graphics: This module was retained as the students felt this module has proper topics and only few topics to be added in class with examples.

TVP – II: The consensus was to make the syllabus more technical and detailed for PG level, more contents were edited and added in all units. Keeping in mind foreign universities that come for MoUs.

Web & Interactive Media: The consensus was to take the content of the first 3 units into 2 units and addition of topics in 5 unit, and then emphasize on the web platform and add emphasis to it. Also to add a list of softwares that need to be learnt, along with the books and texts.

Semester 4: Integrated Marketing Communications, Media Management, Media Laws & Ethics, New Media Studies.

IMC: SYLLABUS PASSED

Media Management: Suggestions were to add Departmentalization, & elaborate on Online Media Management. Which was added with more additional in 3rd and 5th units.

SYLLABUS PASSED

Media Laws & Ethics: The suggestion was to add Satellite Rights and Quality Control, Standard Practices and Codes of Conduct. New topics were added in all the units to emphasize on self-regulatory bodies and make New Media Laws and Regulations a separate unit by itself.

New Media Studies and Integrated Marketing Communications: The Board agreed that the syllabus needed to be completely reworked from an in-depth perspective. So the modules were newly formed and agreed in the discussion for addition of new syllabus.

LIST OF NEW COURSES

UG COURSES

SEM I Animation Figure Drawing (offered to BMM)

SEM II Media Design & Development
SEM III Photography and Videography (offered to BMM)
SEM IV Writing for the Screen (offered to Tamil Shift I)
SEM IV Art for Literature (offered to English Dept)
SEM V ES: Digital Filmmaking
SEM V ES: Copywriting
SEM VI New Media Studies

PG COURSES

SEM II TVP - I (Advanced Videography)
SEM III TVP – II (Advanced Editing & Production)
SEM IV New Media Studies
SEM IV Integrated Marketing Communications

SIGNATURES

LOYOLA COLLEGE
DEPARTMENT OF VISUAL COMMUNICATION
BOARD OF STUDIES MEETING – Feb 2016

1/02/2016

ACKNOWLEDGEMENT

S. No.	Members	Designation	Signature
1.	Ms. Sharmila Christy S (University Nominee)	Associate Professor and Head Department of Visual Communication, Women's Christian College. Chennai	
2.	Ms. M. Malini (Subject Expert)	Director, DDU KAUSHAL Kendra, Loyola College, Chennai	
3.	Mr. Marudhu (Subject Expert)	Eminent Artist Industrial and subject expert.	
4.	Mr. Pundari kumar (Industry Expert)	Industry Expert	
5.	Prof.E. Suresh Paul	Head of the Department, Department of Visual Communication, Loyola College.	
6.	Prof.T. Milton Ravichandran	Coordinator, Department of Visual Communication, Loyola College.	
7.	Prof.L.Chinnappan	Assistant Professor, Department of Visual Communication, Loyola College.	
8.	Prof.Alex Parimalam	Assistant Professor, Department of Visual Communication, Loyola College.	
9.	Prof.Susan Athi	Assistant Professor, Department of Visual Communication, Loyola College.	
10.	Prof.Henry Maria Victor	Assistant Professor, Department of Visual Communication, Loyola College.	
11.	Prof.D.G.Eugene	Assistant Professor, Department of Visual Communication, Loyola College.	
12.	Prof.Bharathi	Assistant Professor, Department of Visual Communication, Loyola College.	
13.	Prof.B. Nidhya	Assistant Professor, Department of Visual Communication, Loyola College.	