



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with 'A' grade by NAAC
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.



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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

BOARD OF STUDIES

Minutes of Board of Studies Meeting held on 23rd May 2018

Venue: TVP Lab, Department of Visual Communication,
Sathyabama University, Chennai- 119

Time: 11:00 AM - 3:00 PM

The BOS meeting has been convened today, **23rd May 2018**, to frame the new curriculum and syllabi for the school of Science and Humanities to be implemented for the upcoming batches.

AGENDA

- M.Sc & B.Sc syllabus revision
- Suggestions for Industrial Visit and internship programme for students

Minutes of the Meeting – Dated on 23rd May 2018

- Our Head of the department, Ms. Nazini, commenced the Board of studies meet by welcoming the dignitaries Mr.Suresh Paul (HOD, Department of Visual Communication) , Mr. Pradeep Milroy Peter (Senior – Vice President, Vijay TV Programme Head).
- Ms. Nazini gave an overall presentation about the courses offered under the department of visual communication. She further described about the process of syllabus revision by enumerating various steps that were adopted by the University in bringing out a new syllabus.
- HOD discussed with the external board members on UG and PG courses and the suggestions were given on newly added syllabus for Visual Communication.
- Mr.Pradeep Milroy Peter suggested few things for Art and set Design in creative thinking and visual thinking in practical paper.
- Mr. Suresh Paul suggested to change the nomenclature of Mass communication theories to Communication Theories, he suggested to add relevant topics related to audience and invite guest lecture for this subject.
- Mr. Suresh Paul suggested to change the nomenclature of subject New Media Studies as Introduction to social media and requested to change the content to give in depth study on

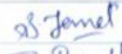
mobile media platform, cloud computing, Big Data, Digital security, IOT, new trends in the technology added in the syllabus for future batches.

- Mr.Suresh Paul and Mr.Pradeep Milroy Peter suggested for the subject Media Culture & Society to add Media industry related topics and case studies for better exposure. They also suggested to reduce the content of syllabus, to remove sociology topics and transform the syllabus from Unit III to Unit V as whole syllabus for the future batches.
- Mr.Suresh Paul and Mr. Pradeep Milroy Peter proposed to rename Psychology course to Socio-Psychology for B.Sc Programme and also insisted to add Sociology topics as a part of the course.
- The External BOS members suggested to remove Printing and Publication course.
- Mr.Suresh Paul has suggested few changes in Visual Analysis Tool IV and V unit and also insisted to change as it is fully practical oriented subject to students.
- Mr.Suresh Paul similarly suggested to remove Advanced Journalism subject for M.Sc Programme for the Syllabus.
- Mr.Pradeep Milroy Peter stressed for compulsorily taking up a part time job or field work for the post graduate students in media industries after class hours.
- Mr. Suresh Paul suggested to remove Mass Media Audiences subject and alter with Media Culture and Entertainment and to remove Media Economics and replace with Media Management and Economic Concepts.
- BOS Members insisted to have Introduction to Sound Design as Subject name for the M.Sc Programmes
- Mr.Vimal Raj, Assistant Professor, Department of Visual Communication, pointed out the suggestion of our alumnus Mr. Praveen Padmanaban, 2004-2007 batch to update the syllabus with the concepts of digital media in the existing syllabus for the future batch students.
- Mr Pugalendhi, Assistant Professor, Department of Visual Communication insisted the suggestion of one of our students, Mr.Prem, 2016 batch to organize more workshops and seminars on related courses for students and organizes conference for Media Departments.
- BOS members suggested to include topics related to the current scenario of the media industry, especially on the production side of the field.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.

EXTERNAL MEMBERS

S. No	Name	Designation & Organization/ Institution	Signature
1.	Mr. E. Suresh Paul, M.A.(Pol.Sci.),M.Phil.,M.A.(Commn.)	HOD, Department of Visual Communication, School of Media Studies, Loyolla College, Chennai	 HEAD Dept. of Visual Communication Loyola College (Autonomous) Chennai-600 034
2	Mr.Pradeep Milroy Peter	Sr.Vice President – Programming Head of Progammimg Star Vijay Television Pvt. Ltd.	

INTERNAL MEMBERS

S.No	Name	Designation	Signature
1	Mrs.N.Nazini	HOD	
2	Dr.S.Janet Mary	Asst. Professor	
3.	Mr.R.Pugalendhi	Asst. Professor	
4.	Mr.A.R.Vimal Raj	Asst. Professor	
5	Mr.N.Raja	Asst. Professor	
6	Ms.M.Samandha smith	Asst. Professor	
7	Mr.A.Edward kennedy	Asst. Professor	
8	Mr.F.Senthil Kumaran	Asst. Professor	



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DEPARTMENT OF VISUAL COMMUNICATION

BOARD OF STUDIES

Minutes of Board of Studies Meeting held on 22nd April 2019

Venue: TVP Lab, Department of Visual Communication,
Sathyabama University, Chennai- 119

Time: 11:00 AM - 3:00 PM

The BOS meeting has been convened today, **22nd April 2019**, to frame the new curriculum and syllabi for the School of Science and Humanities to be implemented from the Academic year 2019-20.

AGENDA

- Revision of Syllabus for 2019 B.Sc & M.Sc curriculum.
- Discussion for approval of syllabus.

Minutes of the Meeting – Dated on 22nd April 2019

- Our Head of the Department commenced the Board of studies meet by welcoming the dignitaries Mr.Suresh Paul, HOD, Department of Visual Communication, Loyola College and Mr. Pradeep Milroy Peter, Senior – Vice President, Programming Head, Vijay TV.
- A new syllabus for Under Graduation and Post-Graduation was prepared and placed before the panel of Board of Studies members for their approval.
- The suggestions received from the External members earlier were also discussed before the board for modifications.
- The content of the individual syllabus was discussed in detail. In regard to the UG subjects Mr. Suresh Paul suggested to add some more topics in the subject Introduction to Communication.
- He further recommended extending Language paper for Semester II from 2019 regulations to concentrate on language courses.
- Mr. Pradeep Milroy Peter stressed to change the Psychology subject title to Socio-Psychology.
- He insisted to introduce a new subject for Film Appreciation in the V Semester.

- Mr. Pradeep Milroy also suggested to update unit 1 of Script Writing Subject.
- Ms. N. Nazini, Head of the Department requested suggestions from the Board Members for the recommendations towards Environmental Science paper introduced in Semester IV as per UGC Guidelines.
- Mr.Suresh Paul suggested to remove Printing publication and introducing the Film Studies subject for the B.Sc Programmes to the future batches.
- Mr.Suresh Paul insisted to modify unit 4 and unit 5 of Media Ethics and to include the topics related to Media laws, cyber-crimes and data preservation.
- Board of Studies members suggested to update audio production subject on par with the recent trends
- In regard to M.Sc Curriculum, Board members advocated the eligibility for M.Sc Viscom besides B.Sc Viscom students; non-media related course students must undergo a 'Bridge Course' for a period of Six months handled by the same department other than curriculum after the class hours.
- Mr.Suresh Paul recommended to remove the Theatrical forms subject and add those concepts in training of Theatre arts practical subject. He also stressed to update the units.
- Mr. Pradeep Milroy Peter suggested to introduce 'Digital Photography' in the first semester as an elective subject and 'Introduction to Sound Design' in the third semester.
- Mr.Suresh Paul suggested to introduce the nomenclature as 'Digital Media Management' in Semester II in M.Sc Curriculum instead of Media Management and Economic Concepts.
- External members insisted to focus on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry.
- Mr. Raja N, Assistant Professor, Department of Visual communication hinted the suggestions of Ms Shreesha Reddy, alumnus of 2005-2008 batch and the former reporter of India Today Television to introduce subjects that are related to film studies and writing for media.
- Ms.Samandha Smith, Assistant Professor, Department of Visual communication, highlighted the recommendation of our student, Ms Srividhya, 2017-2020 batch, to focus on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry
- The Board members finally reviewed the changes that have been implemented as per the discussions held.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.



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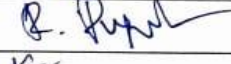
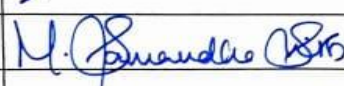


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EXTERNAL MEMBERS

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1.	Mr. E. Suresh Paul, M.A.(Pol.Sci.),M.Phil.,M.A.(Commn.)	Associate Professor, Department of Visual Communication, School of Media Studies, Loyolla College, Chennai	
2	Mr.Pradeep Milroy Peter	Sr.Vice President – Programming Head of Programming Star Vijay Television Pvt. Ltd.	

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