



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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SCHOOL OF SCIENCE AND HUMANITIES DEPARTMENT OF VISUAL COMMUNICATION BOARD OF STUDIES

MINUTES OF THE VIRTUAL MEETING

AGENDA

- Revision of Syllabus for 2019 B.Sc & M.Sc curriculum.
- Discussion for updating Syllabi

Minutes of the Meeting – Dated on 26th June (Friday) 2020 at 3 pm

- Our Head of the Department welcomed the Board of studies dignitaries
 - Dr.Uma Vangal (Visiting Professor, Kenyon College, Ohio University and also Adjunct Faculty, Asian College of Journalism, Chennai).
 - Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor ,Xavier University) and
 - Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)
- Curricula 2019 of both Under Graduation and Post-Graduation were kept before the board for suggestion.
- While reading the UG syllabus names of each semester Dr.Uma suggested swapping Art and Aesthetics to initial semester and Film Making to later semesters.
- The content of the individual syllabus of UG were discussed in detail. In regard to that Dr.Uma proposed to add one more unit to the Socio-Psychology subject and make it relevant to visual communication, as the subject is more particular to psychology alone.
- She further recommended having proper infrastructure for Art and Set Design to work for Ceramics.
- Dr.Vijay stressed the suggestion of Dr.Uma and said Art and Aesthetics should be moved earlier to Art and Set Design as it helps students to understand Art better.
- He insisted to change the name of Introduction to Media Theories to Communication Theories as the syllabus as more concentration towards communication theories.
- Dr.Uma Vangal recommended adding a few research studies on Media Analysis that would give focus on Media Theories concepts in the same.
- She suggested to change the subject name of Introduction to Social Media as Digital Media
- In regard to this Dr.Vijay added to included topics such as OTT and Streaming platforms in the last Units of the subject.

- BOS members together suggested going for more updated software for teaching Animation and Web Designing, Dr.Uma Vangal insisted to arrange more workshops on Animation and other practical paper.
- External members asserted to focus more on Workshop on Critical way thinking and approaching Media, and these workshops should be made optional and value add-ons.
- Dr.Vijay Kumar emphasized to change the nomenclature of the subjects holding Introduction and Advanced in the same semester.
- Added Dr.Uma Vangal highlighted to remove the terminology of Introduction in Communication Research paper or move Advanced Photography to later semesters.
- She further stressed to add topics such as Documentation and Archiving for Intellectual Properties in par with legal dispute in Media, Law and Ethics subject.
- She also examined the Art & Aesthetics subject and insisted it's too heavy, therefore asked to customize the topics that are more relevant to Indian Art.
- Ms. Nazini while explaining about full flexible syllabus, she suggested to give Public Relations and Digital Media as Open Elective.
- Browsing the 3D modeling in Special Effects Dr.Vijay Kumar recommended using Visual in place of Special in the subject name. Further insisted to add more topics on After effects and avoid Maya and 3 Ds Max software.
- He further suggested renaming Video Editing as Digital Video Editing.
- Dr.Uma Vangal recommended conducting more workshops for Film Making subject by bringing in Film Industry people.
- She further advised to introduce more new tools in Audio Production subject.
- Dr.Arul Selvan insisted to remove Introduction to Communication Research subject instead add Media Literacy to give critical thinking to students
- Ms. Nazini shared the M.Sc Viscom syllabus for recommendations.
- Dr.Vijay Kumar questioned why Television Production alone as different parts such as TVP-I, TVP-II, TVP-III this will not add value to the students consolidated evaluation instead change the terminology of those subjects.
- Dr.Uma Vangal and Dr.Vijay Kumar strongly suggested to remove the Viva Voce term in Project Viva Voce subject and also insisted to add a new subject that would focus on Statistical based course.
- Dr.Arul Selvan added to go for R – Research Package, AMOS rather than SPSS package.
- While sharing the Open elective subjects Dr.Vijay Kumar advised to provide RJ & VJ subject for Viscom students rather than as NME.
- Ms.Nazini explained the institution's plan of conducting exams in online via AMCAT platform. She also added that the exam pattern will be in the format of 20MCQs, 10 FIBs and 2 Descriptive questions with options.
- The external exams for the practical subjects are planned to conduct in online through ZOOM platform in which viva-voce will be conducted with the external examiners and experts from media industries or academics. The external evaluation pattern will be based on the viva-voce, written examination and the project submitted by the students
- The meet was ended with Vote of Thanks.

SVCA5204	OTT PLATFORM AND SOCIAL MEDIA	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- Understand the new venture of digital media.
- Understand the Strategic Flow of Market and social media marketing strategy

Unit I DIGITAL MEDIA

9 Hrs.

Digital Media Content - Production and Consumption – Strategic Implication for Media Companies - New Venture Creation in Social Media Platform - Digital Journalism - Role of Social Media in News Provision and Participation - Social Media in the Audiovisual Business

Unit II OTT TV

9 Hrs.

OTT (Over-the-top) - Direct to consumers from content originators - Internet TV Delivery Platforms - Video Streaming Protocols - Video Streaming Protocols - OTT technologies and strategies for broadcasters - OTT and multiscreen technologies - Video Security - Ad insertion - OTT Changing the Movie Business

Unit III OTT ECOSYSTEMS

9 Hrs.

OTT functions - HTTP adaptive bitrate streaming technology - Video codec - Multicast IPTV - OTT TV system requirements - Content Delivery Networks(CDNs)- CDN technologies - Private CDN - Integrity of video streams - Target audience device.

Unit IV SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Social media optimization - origins and implementations - Tips to optimize social media marketing – how to optimize social media marketing strategy - Facebook marketing - Instagram marketing -Twitter marketing - LinkedIn marketing - Google plus marketing - Word Press blog creation - Google Plus marketing

Unit V SOCIAL MEDIA STRATEGY

9 Hrs.

Developing the marketing strategy - Creating multi-channel Social Media Strategy - Online advertising -Email marketing - Content marketing - Search engine marketing – Risk management & assessment - Search analytics - Web analytics - Mobile advertising - Advertising techniques

Max. 45 Hours

COURSE OUTCOMES:

CO1: Understand the new Venture Creation in Social Media Platform

CO2: Recognize Strategic Flow for Market

CO3: Classify the social media marketing and traditional marketing

CO4: Create social media marketing strategy

CO5: Understand multi-channel Social Media Strategy and Online advertising

CO6: Identify the Search engine marketing

TEXT BOOKS /REFERENCE

1. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management,

Springer.

2. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Part A: 6 questions of 5 marks each - without choice.

30Marks

Part B: 2 Questions from each unit of internal choice, each carrying 14 marks.

70Marks