

St.PETERS INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Deemed to be University U/S 3 of the UGC Act, 1956)
AVADI, CHENNAI-600054

**MINUTES OF THE 8th MEETING OF THE BOARD OF STUDIES IN
VISUAL COMMUNICATION**
Held on 08-02-2021

Members Present

S.No	Name	Designation	Member	Signature
1.	Mr.V.Saravana Ragavan	Professor & Head	Chairman	
2.	Mr.S. Kanthaswami	Assistant Professor	Internal Member	
3.	Mr.D.Vickram	Assistant Professor	Internal Member	
4.	Ms.M.Nithiya	Assistant Professor	Internal Member	
5.	Mrs.M.Usha Rani	Assistant Professor	Internal Member	
6.	Mr.K.JayaSurya	Assistant Professor	Internal Member	
7.	Mr.B.Aswin	Assistant Professor	Internal Member	
8.	Ms.K.Swapna	Assistant Professor	Internal Member	
9.	MR.R.SathyaNarayanan	Assistant Professor	Internal Member	
10.	Ms.T.Sai Devika	Assistant Professor	Internal Member	
11.	Mr.S.Ganesh	Assistant Professor	Internal Member	
12.	Dr. R.Ramani	Associate Professor, Department of Visual communication, Sindhi Arts and Science College, Chennai	External Member	
13.	Mr. S. Kalaiselvan	Assistant Professor and Head Department of Visual Communication, Vels Institute of Science, Technology and Advanced Studies, Chennai	External Member	



Registrar

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8.1	<p>Considered the minutes of the 7th meeting of Board of Studies in Visual Communication held on 20-02-2020</p> <p>RESOLVED that the minutes of the 7th meeting of Board of Studies in Visual Communication held on 20-02-2020 be confirmed.</p>
8.2	<p>Reviewed the Syllabi of B.Sc Visual Communication programme under the Regulations 2020 with Choice Based Credit System (CBCS).</p> <p>RESOLVED that the Syllabi of B.Sc Visual Communication programme under the Regulations 2020 with Choice Based Credit System (CBCS) be continued.</p>
8.3	<p>Reviewed the Syllabi of III & IV Semester of B.Sc Visual Communication programme under the Regulations 2020 with Choice Based Credit System (CBCS).</p> <p>RESOLVED that the Syllabi of III & IV Semester of B.Sc Visual Communication programme under the Regulations 2020 with Choice Based Credit System (CBCS) be approved. (Appendix-I)</p>
8.4	<p>Considered to include Value Added Course imparting transferrable/ local needs / employability / entrepreneurship /skill development and life skills offered beyond the curriculum in the syllabi of B.Sc Visual Communication</p> <p>RESOLVED that the Value Added Course imparting transferrable/ local needs / employability / entrepreneurship /skill development and life skills offered beyond the curriculum such as course on " Photography Editing Techniques " be approved for the upcoming Semester (2021-22)</p>
8.5	<p>Reviewed and considered the curriculum feedback analysis and action taken report based on the suggestions given by the stakeholders.</p> <p>RESOLVED that curriculum feedback analysis and action taken report based on the suggestions given by the stakeholders to be approved. (Appendix-II)</p>

Date: 08-02-2021

Chairman
RGG

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Appendix-I

III Semester

Code No.	Course Title	Credit	Marks		
			CA	EA	Total
ATLT2603/ AHLT2603/ ATET2603/ AFLT2603	Part – I:Language -III (Tamil-III / Telugu-III / Hindi –III / French -III)	4	40	60	100
AENT2640	Part – II: English –III	4	40	60	100
AVCT2604	Part – III: Communication Aesthetics	4	40	60	100
AVCT2603	Core Sub: Advertising and Publishing Design	4	40	60	100
AVAP2622	Allied Paper III: Computer Graphics [Practical]	4	40	60	100
ASSL2602	Soft Skills II	1	100	-	100
Total		21	300	300	600

IV Semester

Code No.	Course Title	Credit	Marks		
			CA	EA	Total
ATLT2604/ AHLT2604/ ATET2604/ AFLT2604	Part – I:Language -IV (Tamil -IV / Telugu -IV / Hindi-IV /French -IV)	4	40	60	100
AENT2641	Part – II: English –IV	4	40	60	100
AVCT2605	Part – III: Core Film Studies	4	40	60	100
AVCT2606	Subject: Basic Photography	4	40	60	100
AVAP2623	Allied Paper – IV: Practical Photography [Practical]	4	V.40	R.60	100
ASSL2603	Soft Skills - III	3	100	-	100
Total		23	300	300	600

Date: 08-02-2021



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Appendix-II

Programme	Stakeholders	Feedback	Recommendation	Action taken
VCU	Student	Students suggested the need for job oriented courses in industry and training for facing interviews during campus selection. They also requested to provide career guidance and expert talks by industrialists.	To offer multilingual program for advancing in technical domain.	Carrier guidance programs were given and counselling cell supported the development of soft skills and communication ability.
	Teacher	Teaching methods and teaching aids must be improved	Suggested advance learning	ICT methods and smart boards were Used for effective teaching.
	Alumni	More emphasis should be given to opted field of study. Focus more on Inter- disciplinary activities of many courses.	Suggested for Inter-disciplinary In-house projects.	Inter-departmental research initiatives were encouraged.
	Parent	Placement and industry based courses	To offer more focused placement training and industrial training and also advanced courses.	To offer more placement training and also advanced courses

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