

**Department of Visual Communication UG & PG  
For the Academic Year 2022-2023  
Held on 21.07.2022**

**MINUTES OF BOARD OF STUDIES MEETING**

The following resolutions were made in the BOARD OF STUDIES meeting held on 21.07.2022 at 11.00am - 3.00pm in the Department of Visual Communication through blended mode.

1. The Syllabi of I & II semester of the BSc Visual Communication programme for the students admitted during the academic year 2022-2023 and onwards were approved.
2. The Syllabi of III & IV semester of the B.Sc Visual Communication programme for the students admitted during the academic year 2021-2022 and onwards were approved.
3. The Syllabi of V & VI semester of the B.Sc Visual Communication programme for the students admitted during the academic year 2020-2021 and onwards were approved.
4. The Syllabi of I & II semester of the M.Sc Visual Communication programme for the students admitted during the academic year 2022-2023 and onwards were approved.
5. The Syllabi of III & IV semester of the M.Sc Visual Communication programme for the students admitted during the academic year 2021-2022 and onwards were approved.
6. The Syllabi of I & II Semesters of the following subjects of B.sc Visual communication are renamed as follows, for forthcoming batch (2022-2023 onwards).
  - i) 21VCU04-Visual Arts-I is renamed as 22VCU04 Visual Art,
  - ii) 21VCU07 Photography-I is renamed as 22VCU07 Photography,
  - iii) 21VCU09 Visual Arts –II is renamed as 22VCU09 Art Production.
  - iv) 21VCU08 Mini Project: Living with People is renamed as 22VCU11 Mini Project: Ethnographical Study and new subject 22VCU08 'Theatre Arts' introduced.
7. The Syllabi of II Semester of the B.Sc Visual communication 21VCU05-DSC- Visual Design and Culture is removed. The new subject 22VCU05-DSC- Media Culture and Society is introduced. It is approved.

**I & II SEM (22-23)**

1. IVC – 01  
Unit – visuals & Colour – add Gestalt Theory.
2. HAD – Split Indian Art & Western Art into separate unit  
- Combine Modern Art (II) & Contemporary Art (IV) into one.  
- Include History of Designs & Printing /Graphic Designing  
- Include Bauhaus School and other Schools of art

3. Unit V – Media Culture & Society – Karl Max – include in social communication.
4. Photography – Unitization of all practicals
5. Ethnographical Study – Add Rural and Urban
6. Art production – Numbering to be created , Include Calligraphy with Typography  
(Can Include ‘Calligraphy’ within Value Added)

### III & IV SEM:

7. GID – Include Design thinking in 4<sup>th</sup> Point as (b)
8. Advanced Photography – Include Visual Travelogue in 7th point.
9. Media ethics – include ‘Cyber laws’ in unit IV before the word obscure
10. Principles of advertisement – Include the word “Copy writing” in Unit V.  
Include the word “Advertising Research” in Unit IV.
11. SBT – in the 9<sup>th</sup> point the word Graphic Novel in (b)

### V & VI SEM:

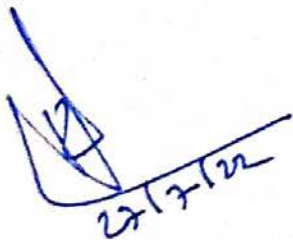
Recommended the following changes,

- 20VCU28A – Title Bold
- 20VCU28C – Title Bold
- 20VCU29A – Title Bold
- 20VCU29C – Title Bold

### M.Sc I & II SEM:

1. In the Syllabi of I Semester of the subject 22VCP05 : Practical of M.Sc Visual communication,  
the term ‘Visual Art’ should be added in Sub-topic of Fashion Photography.

No other changes.

  
21/7/22

Co-ordinator  
Curriculum Development Cell  
Hindusthan College of Arts & Science,  
Coimbatore - 641 028.

  
21/7/22

Name & Signature of the Chairman

HEAD OF THE DEPARTMENT  
Department of Visual Communication  
Hindusthan College of Arts and Science  
Coimbatore - 641 028



**Attendance Report**

Board of Studies meeting in Visual Communication UG/PG for the academic year (2022-23)

	Name	Designation	Signature
Chairman	Dr. N.Subramanian	Associate Professor	
Members (Internal)	Dr. Jone Antony Raja J	Associate Professor	
	Dr. K. Manikkam	Associate Professor	
	Ms. Abdula Fazina	Assistant Professor	
	Ms. Bremla	Assistant Professor	
	Mr. J. Jesen	Assistant Professor	
	Mr. Mathan R	Assistant Professor	
Members (External Subject experts)	Dr.S. Ilangovan Associate Professor and Head	St. Thomas college of Arts and Sceince Koyambedu Chennai	Attended On Line
	Mr. Parthasarathi Head	Department of Visual Communication SRM Institute of Science and Technology Ramapuram, Chennai Mail ID : parthasarathy.sa@gmail.com Mobile : 8695404664	Not Attended
Member (Industrial expert)	Ramji Chandrasekaran,	Character Animator – VFX Framestore, London, United Kingdom. Email: ramji.vfx@gmail.com. Mobile: +44 7597 123308	Not Attended
	DR.. Samjith Dhanarajan	Chief Executive officer DJ Education and Training Coimbatore Email : ceo@djeducationandtraining.com Mobile: 9443021739	Attended On Line
Member (Alumni)	Mr. P. Panbuselvan	Assistant Professor Department of Visual Communication PSG CAS Coimbatore	 21/7/2022
University Nominee	Dr.Thomas Professor and Head	Department of Journalism and Mass Communication Bharathiyar University Coimbatore	Not Attended

Date: 21.7.22

Signature of the Chairman with seal

**HEAD OF THE DEPARTMENT**  
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