MINUTES OF BOARD OF STUDIES MEETING Visual Communication Board

The following resolutions were made in the BOARD OF STUDIES meeting held on 30.07.2021 at 10:00 am in the Department of Visual Communication through online mode.

Corrections and Suggestions:

BSc Visual Communication

- Detailing the course content beyond the examination point of view.
- Incorporate assignments in syllabus for application oriented courses.
- Communication models to be updated: social network theory and Ethics.
- Incorporate Artists and institution in 'History of Art and Design'.
- Extra text books to be added.
- Add the topic white balance and lens calibration in 'Photography practical'.
- Include digital application in the course 'Type graphics'.

MSc Visual Communication

- Social penetration model, Critical analysis theory to be included in 'Introduction to communication and theories'.
- Social Media writing could be included in 'Media Writing'.
- In practical, create provision for campaign work.
- Cyber laws could be elaborated.
- Repetition in some topics between course could be removed.

Based on the discussion and suggestion the following resolution were made:

- The new scheme of Examination of Learning Outcome-based Curriculum Framework (LOCF) for BSc Visual Communication programme was discussed, modified and approved for the students admitted during the academic year 2021 - 2022 and onwards.
- The new scheme of Examination of Learning Outcome-based Curriculum Framework (LOCF) for MSc Visual Communication programme was discussed, modified and approved for the students admitted during the academic year 2021 - 2022 and onwards.
- 3. It is resolved to approve the syllabi for I & II semester for BSc Visual Communication programme for the academic year 2021 2022 and onwards.
- 4. It is resolved to approve the syllabi for III & IV semester for BSc Visual Communication programme for the academic year 2020 2021 and onwards

 HEAD OF THE DEPARTMENT

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- 5. It is resolved to approve the syllabi for V & VI semester for BSc Visual Communication programme for the academic year 2019 2020 and onwards
- 6. It is resolved to approve the syllabi for I & II semester for MSc Visual Communication programme for the academic year 2021 2022 and onwards.
- 7. It is resolved to approve the syllabi for III & IV semester for MSc Visual Communication programme for the academic year 2020 2021 and onwards
- 8. It is resolved to approve the new proposal of Examination and Question paper setting were approved

Name & Signature of the Chairman (with Seal)

HEAD OF THE DEPARTMENT

Department of Visual Communication Hindusthan College of Arts and Science Coimbatore - 641 028

Co-ordinator
Curriculum Development Cell
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Coimbatore-641 028.