



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category A by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12 B

Coimbatore - 641 043, Tamil Nadu, India

Minutes of Board of Studies in the Department of Visual Communication held on 27.09.2021 at 11.30 a.m

The 19th Board of Studies meeting for the Department of Visual Communication was organized online and the minute was drafted.

Members List

Internal Members:

- 1. Dr.(Mrs.)E.Indira** **Chairperson**
Assistant Professor (SS) & HOD (i/c)
- 2. Dr. V.Jayashree** **Member**
Assistant Professor
- 3. Mrs. V.Ezhilarasi** **Member**
Assistant Professor

External Members:

- 1. Dr.G.Balasubramaniam** **Academician**
Professor & Head,
Department of Communication,
Manonmaniam Sundaranar University,
Tirunelveli 627 012.
- 2. Mr.M.Santhosh Priyan** **Industrial Expert**
Asst Film Maker,
Reel Petty Studios,
Peelamedu,
Coimbatore 641 004

Student/Alumni/Invited Members:

- 1. Ms. Pooja Kumari R** **Student representative**
- 2. Ms. Anupriyam K.** **Alumni representative**

The following points were discussed and resolved:

Agenda 1

a) Inclusion of Programme Learning Outcomes for 1st and 2nd semester, applicable for the students of B.Sc. Visual Communication admitted from 2021-2022 & onwards was discussed and approved as in

Annexure I

b) Inclusion of CO-PO mapping and matrix for 1st and 2nd semester, applicable for the students of B.Sc. Visual

Communication admitted from 2021-2022 & onwards was discussed and approved as in **Annexure I**

Agenda 2: Not applicable

Agenda 3: Not applicable

Agenda 4:

List of Subject experts for question paper setting and valuation & subject experts for Screening & Selection Committee were updated and attached as **Annexure II**

Agenda 5: Any other

1. Introduction of Ph.D. programme in Visual Communication

The following discussions were made:

- The Nomenclature for Ph.D programme can be decided based on the UG and PG course of the department.
- Post graduate programme should be started by the department immediately considering its relevance for Ph.D.
- New media theories can be included in Communication Theories syllabus for Ph.D. programme.

The syllabus for the first two courses for Ph.D. programme in Visual Communication – Research Methodology in Communication & Communication Theories was approved and attached as in **Annexure III**

2. Introduction of Co curricular certificate course in Short film making

The following discussions were made:

- As per the students & alumni's suggestion for starting certificate course in short film making, it was proposed and approved in the BOS from the academic year 2021-2022 & onwards.
- The BOS expert team suggested that post production techniques can be given emphasis on the 5th Unit.

The syllabus for the co curricular certificate course in Short film making was approved and is attached as in **Annexure IV**

3. Introduction of two credit course Fundamentals of Research as Part IV component in the second semester for the students of B.Sc. Visual Communication admitted from 2021-2022 & onwards.

Present:

Chairperson

Dr.(Mrs.)E.Indira
Assistant Professor (SS) & HOD (i/c)

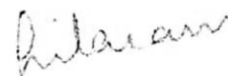


Members

Dr. V.Jayashree
Assistant Professor



Mrs. V.Ezhilarasi
Assistant Professor



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Dr.G.Balasubramaniam
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University, Tirunelveli 627 012



Mr.M.Santhosh Priyan
Ad Film Maker,
Reel Petty Studios, Peelamedu,
Coimbatore 641 004



**Student/Alumni as Invited
Members:**

Ms. Pooja Kumari R
III B.Sc. Visual Communication
Student representative



Ms. Anupriyam K
Sub Editor,
IBC Tamil ,Chennai
Alumni representative

