



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



10-08-2021

Department of Media Studies

B.Sc. Visual Communication

Minutes of 3rd Meeting of Board of Studies

The third meeting of the Board of Studies in the Department of Media Studies for the UG Programme B.Sc. Visual Communication was held on 10th August 2021 at 10:00 A.M in the Department of Media Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
Board of Studies Chairman		
1	Mr. S. SATISH KUMAR Assistant Professor Department of Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman
Expert Nominated by the Vice-Chancellor		
2	Dr. S.TAMILARASI HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee
Subject Experts		
3	Mr. VELAYUTHAM. K HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert
4	Mr. P. NAGARAJAN HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert

Internal Members		
5	Mrs. R. Rajeswari Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
6	Dr.P. Karuppasamy Assistant Professor Department of Architecture Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
Co – Opted Members		
7	Dr. M.A. Ishrath Jahan Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member
Industry Expert		
8	Mr. SURIYA Camera Man News 7 Tamil Chennai - 600 034	Industry Expert

Agenda of the meeting

Item BOS/2021/SAS/UG/VC/3.1 - Welcome address, Introduction about the Institution, Department and BoS Members.

Item BOS/2021/SAS/UG/VC/3.2 - To discuss the Minutes of second meeting of BoS and Compliance report based on the second meeting of BoS.

Item BOS/2021/SAS/UG/VC/3.3 - To discuss and approve the improvisations in the Curriculum Structure of the B.Sc. Visual Communication programme from the AY 2020-21

Item BOS/2021/SAS/UG/VC/3.4 - To discuss the modifications in the syllabi for First and Second Year Courses under R-20 Regulations for the B.Sc. Visual Communication students admitted in the year 2020-21 and in the year 2021-22

Item BOS/2021/SAS/UG/VC/3.5 - To discuss about the Innovative Blended Teaching/Practices Methodology adopted to handle the emerging technological concepts and dynamic teaching learning environment


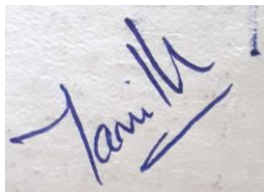
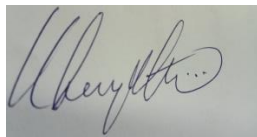
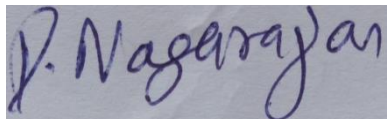

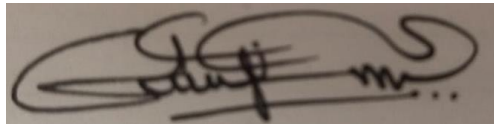
Item BOS/2021/SAS/UG/VC/3.6 - Any other item with the permission of chair.

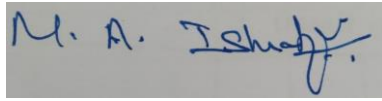
Minutes of the Meeting

Item BOS/2021/SAS/UG/VC/3.1		Mr. S. Satish Kumar, Chairman, BoS opened the meeting by welcoming and introducing the external members, to the internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.			
Item BOS/2021/SAS/UG/VC/3.2		Chairman, BoS, appraised the minutes of 2 nd BoS, its implementation and no corrections was required and was approved by the BoS members.			
Item BOS/2021/SAS/UG/VC/3.3		The BoS Members approved the improvisations in the Curriculum Structure of the B.Sc. Visual Communication programme from the AY 2020-21 with few corrections and recommended the same to academic council.			
S.No	Regulation	Semester	Course Title / Course code	Unit	Particulars
1	R20	IV	Indian Broadcasting / A20VCE406		In semester IV the Discipline specific elective course Indian Broadcasting - A20VCE406 is replaced with Commercial Broadcasting A20VCE406.
2	R20	IV	Writing for media / A20VCO420		In semester IV The course Title for Open Elective, Writing for Media - A20VCO420 has been replaced with Scripting for Media - A20VCO420
3	R20	V	Communication for Social Change / A20VCT521		In semester V The Course title Communication for social change - A20VCT521 was suggested to change to Development communication - A20VCT521.
4	R20	VI	Media Marketing / A20VCS606		In semester VI The course title Media Marketing - A20VCS606 was suggested to change to Digital Marketing - A20VCS606.
5	R20	VI	Video Editing FCP / A20VCC606		In Employability enhancement courses Final Cut Pro was

					suggested to be replaced with Premiere Pro.
The above corrections are incorporated and are approved by the BOS members. (Given in Annexure- I)					
Item BOS/2021/SAS/UG/VC/3.4			The modified syllabus for III to IV semesters for B.Sc. Visual Communication Programme was presented by the Chairman. Their suggestions in this regard are given below:		
S.No	Regulation	Semester	Course Title / Course code	Unit	Particulars
1	R20	IV	Indian Broadcasting / A20VCE406		In semester IV Discipline specific elective papers Mass Media in India and Indian Broadcasting looks similar. So the BoS members suggested replacing Indian Broadcasting with another paper. Hence Commercial Broadcasting is replaced in the place of Indian Broadcasting.
2	R20	IV	Video Editing / A20VCO421	I and III	In semester IV Open Elective course Video Editing - A20VCO421, it was suggested to add What is editing? And AB Roll editing in Unit I. It was suggested to add Types of cuts in Unit III
The above corrections are incorporated and the Syllabus was approved by the BOS members.(Given in Annexure- II) We have introduced Modern Indian Languages Hindi I & II, French I & II for the first and second semesters from the AY 2021 – 2022.(Given in Annexure- III)					
Item BOS/2021/SAS/UG/VC/3.5			Discussed about the Innovative Blended Teaching/Practices Methodology adopted to handle the emerging technological concepts and dynamic teaching learning environment and the BoS members found satisfactory.		
Item BOS/2021/SAS/UG/VC/3.6			No specific item was discussed.		

The meeting was concluded at 11.00 A.M with the vote of thanks by Mr. Satish Kumar S, Assistant Professor, and Department of Visual Communication.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
Head of the Department (Chairman)			
1	Mr. S. SATISH KUMAR Assistant Professor Department of Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
Expert Nominated by the Vice-Chancellor			
2	Dr. TAMILARASI HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee	
Subject Experts			
3	Mr. VELAYUTHAM. K HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert	
4	Mr. NAGARAJAN HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert	
Internal Members			
5	Mrs. R. Rajeswari Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
6	Dr. P. Karuppasamy Assistant Professor Department of Architechture Sri Manakula vinayagar Engineering college	Member	

	Puducherry – 605107		
Co – Opted Members			
7	Dr. M.A. Ishrath Jahan Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member	
Industry Expert			
8	Mr. SURIYADEEPAN Camera Man News 7 Tamil Chennai - 600 034	Industry Expert	
Note : Mr. Suriyadeepan From News 7 Tamil was not reachable through any mode since Bos till date.			

Satish Kumar S

Mr.Satish Kumar S
Assistant Professor/ B.Sc.Visual Communication
Chairman –BoS (B.Sc.Visual Communication)

R. Rajeswari

Head of the Department

(R.Rajeswari)

S. Muthulakshmi

Dean SAS

(S. Muthulakshmi)



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Department of Media Studies

B.Sc. Visual Communication

Minutes of 3rd Meeting of Board of Studies

ANNEXURE I

(Pg no 08 - 13)

SEMESTER – I										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Tamil – I	MIL	3	0	0	3	25	75	100
	A20HNT101	Hindi-I								
	A20FRT101	French-I								
2	A20GET101	General English – I	ENG	3	0	0	3	25	75	100
3	A20VCT101	Introduction to Visual Communication	DSC	4	0	0	4	25	75	100
4	A20VCT102	Fundamentals of Computer , Multimedia and Internet	DSC	3	1	0	4	25	75	100
5	A20VCD101	Design Principles	IDC	4	0	0	4	25	75	100
Practical										
6	A20VCL103	Drawing	DSC	0	0	4	2	50	50	100
7	A20VCL104	Graphic Design	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20VCS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC101	Adobe Photoshop	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							26	525	475	1000

SEMESTER – II										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Tamil – II	MIL	3	0	0	3	25	75	100
	A20HNT202	Hindi - II								
	A20FRT202	French - II								
2	A20GET202	General English – II	ENG	3	0	0	3	25	75	100
3	A20VCT205	Photography	DSC	3	1	0	4	25	75	100
4	A20VCT206	Visual Aesthetics	DSC	3	1	0	4	25	75	100
5	A20VCD202	Communication and Media	IDC	3	1	0	4	25	75	100
Practical										
6	A20VCL207	Visual Arts practical	DSC	0	0	4	2	50	50	100
7	A20VCL208	Photography practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20VCS202	Soft Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC202	Adobe Illustrator	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
11	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							27	625	475	1100

SEMESTER – III										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT309	Advertising	DSC	3	1	0	4	25	75	100
2	A20VCT310	Film studies	DSC	3	1	0	4	25	75	100
3	A20VCT311	Printing and Publishing	DSC	3	1	0	4	25	75	100
4	A20VCD303	Copy writing	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective – 1**	OE	2	0	0	2	25	75	100
6	A20VCE3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL312	Computer Graphic Design	DSC	0	0	4	2	50	50	100
8	A20VCL313	Advertising Photography Practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS303	Audio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20VCC303	2D Animation – Flash	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							27	450	550	1000

SEMESTER – IV										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT414	Writing for Media	DSC	3	1	0	4	25	75	100
2	A20VCT415	Screen writing	DSC	3	1	0	4	25	75	100
3	A20VCT416	Media Law & Ethics	DSC	3	1	0	4	25	75	100
4	A20VCD404	Television Production	IDC	3	1	0	4	25	75	100
5	A20XO4XX	Open Elective – 2**	OE	2	0	0	2	25	75	100
6	A20VCE4XX	DSE II*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL417	Cinematography	DSC	0	0	4	2	50	50	100
8	A20VCL418	Web Designing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS404	Radio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20VCC404	Web designing – Dream Weaver	EEC	0	0	2	-	100	0	100
IV Semester Total Credits/Marks							27	450	550	1000

SEMESTER – V										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT519	Media Culture & Society	DSC	3	1	0	4	25	75	100
2	A20VCT520	Visual Media Research Methods	DSC	3	1	0	4	25	75	100
3	A20VCT521	Development Communication	DSC	3	1	0	4	25	75	100
4	A20VCE5XX	DSE III*	DSE	3	0	0	3	25	75	100
Practical										
5	A20VCL522	3D Animation	DSC	0	0	4	2	50	50	100
6	A20VCL523	Video Editing practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20VCS505	Advertisement Film Making	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20VCC505	3D Animation – 3Ds Max	EEC	0	0	2	-	100	0	100
V Semester Total Credits/Marks							21	400	400	800

SEMESTER – VI										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT624	Media Management	DSC	3	1	0	4	25	75	100
2	A20VCT625	New Media Studies	DSC	3	1	0	4	25	75	100
3	A20VCE6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
4	A20VCL626	Short film/Documentary Production	DSC	0	0	4	2	50	50	100
5	A20VCP627	Phase I -Project (Media Internship) Phase II – Elective	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
6	A20VCS606	Digital Marketing	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20VCC606	Video Editing – Premiere Pro	EEC	0	0	2	-	100	0	100
VI Semester Total Credits/Marks							21	365	335	700

EMPLOYABILITY ENHANCEMENT COURSES

SI No	Course Code	Course Title
1	A20VCC101	Adobe Photoshop
2	A20VCC202	Adobe Illustrator
3	A20VCC303	2D Animation – Flash
4	A20VCC404	Web designing – Dream Weaver
5	A20VCC505	3D Animation – 3Ds Max
6	A20VCC606	Video Editing – Premiere Pro



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ANNEXURE II

(Pg no 15 - 18)

A20VCE406

COMMERCIAL BROADCASTING

L T P C Hrs

3 0 0 3 45

Course Objectives

- To understand the development of commercial Broadcast Journalism.
- To understand the importance of Regional Journalism in Broadcast Media
- To learn to write in Commercial Broadcast Format conforming to the ethical and practical principles that guide it.
- To introduce briefly the concepts of Convergence, Social Media
- To develop knowledge about Online Journalism.

Course Outcome

After completion of the course, the students will be able to

CO1: Completely understand and identify the key events in the development of broadcasting.

CO2: Comprehend basic commercial and noncommercial broadcast operations.

CO3: develop an understanding of the impact of broadcasting on global society.

CO4: learn various types of commercial announcing and interpretation.

CO5: Synthesize business, marketing, and advertising contexts and concerns with the commercial aspects of producing media.

UNIT I INTRODUCTION

(6 Hrs)

Development of ideas- brief from client - agency interpretation - advertising strategy - creative work-idea/ concept development - popular TV ad formats - script/ story board - client approval - media approval- creative potential of TV and Radio - Internet radio.

UNIT II PRE PRODUCTION

(6 Hrs)

Radio commercial production - film formats - planning of special elements choosing the production team – crew - cast- sources of casting - role and responsibilities of casting director - Pre production meeting- agenda.

UNIT III COMMERCIAL PRODUCTION

(6 Hrs)

Production of TV commercial - set shooting/ location shooting recording the soundtrack and creating the special effects- Pre scoring and Post scoring.

UNIT IV EDITING

(6 Hrs)

Editing the commercial for radio and TV - traditional film editing/ non-linear editing finishing the audio elements- confirming the picture- special effects and animations.

UNIT V ECONOMICS OF RADIO AND TELEVISION COMMERCIAL PRODUCTION

(6 Hrs)

Budgeting and other factors affecting production - choosing production companies - specialization of production companies - future of TV and radio commercial production – mobile radio and digital audio broadcast.

Text Books

1. Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
1. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
2. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985

Reference Books

1. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
2. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
3. Broadcast Management in India: Major Guidelines and Policy Frameworks, Angela Wadia, Kanishka Publishers, New Delhi, 2007

Web reference

1. www.ibfindia.com
2. <http://www.legalserviceindia.com/legal/article-3216-broadcasting-regulations-in-india-and-how-they-are-different-from-uk.html>
3. <https://blog.ipleaders.in/regulation-of-broadcasting-of-media-in-india/>

A20VCO421

VIDEO EDITING

L T P C Hrs

2 0 0 2 30

Course Objectives

- To increase your understanding of the editing process.
- To understand the basic concepts in Editing with specific reference to Television Production and Film Making.
- To apply the basic concepts of Editing in Production.
- To develop the knowledge & skill of Editing Techniques
- To be equipped with the ability to edit a film with the mixing of sound

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the principles of continuity record.

CO2 - Understand the documentary film making style

CO3 - The techniques of joining of shots.

CO4 - The basic techniques of rough cut editing.

CO5 -.The basic techniques of fine cut editing.

UNIT I INTRODUCTION TO EDITING

(6 Hrs)

What is editing? AB role editing, The role of the Editor, Editing Work Flow, Basic techniques of building a scene. Understanding shot to shot transition, Understanding Pace and Time. Basic editing terminologies.

UNIT II EDITING AS A CRAFT

(6 Hrs)

Principles of Editing like Contrast, Parallelism and Symbolism & Simultaneity. Understanding Continuity, Delivering a meaning, bearing audio in mind, Control of Overuse technique or Visual effects.

UNIT III PREPARING THE FIRST CUT

(6 Hrs)

Types of cuts, Basic Linear and Non Linear Editing Concepts, NLE Edit: The Three-Point Edit, Working in the Timeline, Transitions, Key framing, Applying Filters, and Ingesting.

UNIT IV EDITING FOR MULTICAM SETUP

(6 Hrs)

Work Flow of Online Editing. Online Editing Technique, Basic Visual Mixer tools, Television News Room Editing Setup.

UNIT V PREPARING FOR FINAL CUT

(6 Hrs)

Compositing, Color Correction & Color Grading, Dub matching and track lying. (To prepare for re-recording and optical effects.)Working on Audio, Titling, Final Review & Project

Text Books

1. Ken Dancyger, "The Technique of Film and Video Editing: History, Theory and Practice", Focal Press, U.S, 2010
2. Roy Thompson, Christopher J. Bowen, "Grammar of the Edit", Focal Press, 2013
3. KarelReisz,"The History of Film Editing".

Reference Books

1. David Bordwell and Kristin Thompson, Film Art: An Introduction, Mc-Graw Hill Education, London, 2012
2. Bobbie O'Steen, "The Invisible Cut: How Editors Make Movie Magic", Michael Weise Productions, U.S, 2009
3. Gael Chandler, "Cut By Cut: Editing Your Film or Video", Michael Weise Productions, U.S, 2012

Web Reference

1. <https://helpx.adobe.com/premiere-pro/tutorials.html>
2. <https://www.adobe.com/products/aftereffects.html>
3. <https://www.adobe.com/creativecloud/video.html?promoid=ZP46FD34&mv=other>



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ANNEXURE III

(Pg no 20 - 21)

FRENCH - I

L T P C Hrs

A20FRT101

(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)

3 0 0 3 45

OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Je m'appelle Elise. Et Vous ?

Vous Dansez ? D'accord

Monica, Yukiko et compagnie

UNITÉ - 2

Les Voisins de Sophie

Tu vas au Luxembourg ?

UNITÉ – 3

Nous Venons pour l'inscription

A Vélo, en tain, en avoin

Pardon, monsieur, le BHV s'il vous plait ?

UNITÉ - 4

Au marche

On déjeune ici ?

UNITÉ - 5

On va chez ma copine ?

Chez Susana

TextBook

Prescribed Textbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book : Festival 1

FRENCH – II

L T P C Hrs

A20FRT202

(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)

3 0 0 3 45

OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Qu'est -ce qu'on leur offre ?

On solde !

Découvrir Paris en bus avec l'open Tour

UNITÉ - 2

Si vous gagne vous ferez quoi

Parasol ou parapluie ?

UNITÉ - 3

Quand il est midi à Paris

Vous allez Vivre

L'avenir du Français

UNITÉ - 4

Souvenirs d'enfance

j'ai fait mes études à Lyon 2

UNITÉ – 5

Retour des Antilles

Au voleur ! Au voleur

TextBooks

PrescribedTextbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book Festival 1