

# **Minutes of the Board of Studies in Communication 2016-2017**

SACRED HEART COLLEGE KOCHI

## BOARD OF STUDIES MEETING

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The board of studies meeting took place at Fr. Mollisius Hall, SH College, Thiruvananthapuram at 4:00pm on 12<sup>th</sup> July 2016.

The guests of honour present for the meeting were as under:

Sri. Thomas Jacob, Sri. Vipin Vijay, Sri. Vinod Sukumaran, Sri. Sreekandan Nair, Sri. Sahadevan, Sri. Prasad, Sri. Thomas Jacob, Sri. AK Haridas, Sri. Pratheek George and Ms. Tina Pratheek, Sri. Smijith and Sri. Babu Joseph

The meeting began with a general introduction by the HoD of SHSC, Dr. Asha Achy Joseph. The HoD conveyed the message of Sri. Lal Jose who was slated to attend, but couldn't, as he had just returned from an overseas travel.

The academic coordinator Ms. Amathul Wardha delivered the welcome address by introducing everyone present.

The Director Sri. Babu Joseph started the session with a remark as to the good fortune of the department to get valuable guidance from the most illustrious names in the media industry of the state. He stressed on the growth rate of the department in terms of student numbers and the eminence of the big team of faculty members.

Sri. Babu Joseph put on record the fact that the department could place almost all the students of BAAGD and all the streams of PG Programmes who have passed out, barring a few students who opted out to go for higher studies.

Sri. Babu Joseph spoke on the industry projects the department could undertake and deliver on time, receiving appreciation of the media houses like Times of India and the Kochi Muziris Biennale Foundation.

The Director also announced the projects in the anvil, namely the signing of a MoU with UNICEF for one year on a wide range of projects involving the current and former students. This is the first time in India.

The HoD apprised the members on the curricular system of the department that offers 30 courses in one semester and covered in a short span of 15 weeks.

The HoD touched upon the documentation of curriculum.



plan, continuous internal assessment, and End semester evaluation. The HoD reiterated on the encouragement of research and observation among the students and the mentors alike.

The HoD explained in detail the Teaching, Learning and Evaluation (TLE) policy of the department, that emphasise on the Attitude, Aptitude, Skill and Knowledge, along with concept formation, innovative practices of integration like combined assignment, to improve the overall ability of the student. The HoD proposed the Degree show event from next semester onwards, along with professional workshops, internships at real time work places, bridging courses for students coming from various other streams of study other than fine arts and visual communication.

HoD stressed on the introduction of 50:50 internal: to external ratio as against the 75:25 in other places.

The HoD also lauded the achievement of the department in placing 90% students of all the three batches. The rest of the 10% opted to go for higher studies. Next, the HoD listed the major highlights of the previous year namely:

- \* Industry partnership on virtual Reality hologram with Times of India in collaboration with cloud Cube.

- \* International seminar on women.

- \* Extension programmes like "Kottaka Vandi"

HoD, seeking the support of all the board members, announced the forthcoming programmes like:

- \* Degree Show

- \* Sri. Suresh Frigate's production centre.

- \* New model of content delivery through Projects and Practice.

A resolution as mentioned hereunder was tabled for consideration of all the board members. The Director Sri. Babu Joseph gave the background of the resolution.

HoD Dr. Asha Achy Joseph read out the same

The Resolution:-

Sacred Heart School of Communication, First Board



of studies 2016-17: Resolution 12<sup>th</sup> July 2016

Revered members of SHSC Board of Studies, regular and visiting faculty members from all the branches consistently arrived at the following counsels during 1<sup>st</sup> Board of Studies meeting.

Considering the nature of disciplines and academic practices studio system to provide extended practice and contact hours, is necessary to ensure efficiency. Intermittent interventions, modulated through experts and authors from industries and independent media, as workshops,

seminars and collaborative work will inculcate necessary to ensure efficiency, exposure to contemporary practices, as previous evaluation methods are rendered ineffectual, hence, equal weightage is to be given to outcomes of practices based in studio, as well as articulated end-semester examinations. The above mentioned revisions had been in practice and the outcomes substantiate steady progress in quality and effectiveness.

The resolution was passed unanimously by All the members of the Board of Studies.

Later, all the members rendered their valuable inputs.

\* Sri. Thomas Jacob (Senior media personnel)

He placed on record his amazement to see the diversity of nature of the knowledge domain and expertise of the faculty members.

\* Sri. Vipin Vijay (Film Maker)

Placed on record the need for the curriculum to focus on the concept development and cultural studies as the basis for all the specifications offered in the department

\* Sri. Vinod Sukumaran (Senior Film Editor and Film Maker)

Sri. Vinod Sukumaran drew the attention to the present phenomena of having more researchers on cinema than actual film makers and how these researchers are able

to lead the cinema.

\* Ssi. Sreekandan Nair (Senior media personnel)

The percentage of placement is a great achievement in the current scenario of unemployment and unemployability.

\* Ssi. Sahadevan (Senior Media Personnel)



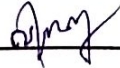

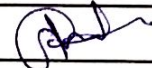


The courses must focus on imparting observation skills of the events happening in the society and a lot of importance should be given to the basics. The students must be encouraged to embark upon anything and everything with utmost eagerness.

He appreciated the unconventional methods of teaching here.

GMM

Dr. Acha Achy Jayde, Chairperson.



NAME OF THE GUEST	SIGNATURE
1) THOMAS JACOB	x
2) Mr. Baku Joseph	
3) Mr. Rohit Sivan	
4) Ms. Anu Chawan	
5) Ms. Vinod Sukumaran	
6) Ms. Seekandan Nair	
7) Ms. Fatima	
8) Ms. Vinod Laxman	
9) Ms. Kiran Sasi	
10) Ms. Kishore Kumar	
11) Ms. Selizaluth Xavier	

## Board of Studies Meeting 2016-17

BoS meeting 2016-17 was held on 24<sup>th</sup> January, 2017 at Fr. Hadrian Hall, SH College, Thovara, at 3:30pm.

The meeting commenced with a silent prayer and a pre-meeting statement by the Principal, Fr. Dr. Prashant Balackapalil. He addressed the need for radical changes in course design, specific and articulated learning outcomes in, both, undergraduate and post graduate courses.

Professor and Head of the department, Dr. Asha Achy Joseph welcomed the Board of Studies members to the meeting and introduced the topics of discussion, primarily, as follows.

1. Feasibility of evening courses for new undergraduate programme.
2. Media education for the Digitized world
3. Eligibility criteria for UG and PG programmes, Autonomy and MA University norms.

Director of SH School of Communication, Babu Joseph initiated discussions, expressed his concerns regarding the outcomes of a new Bachelors in Communication and Journalism (B.C.J), and introduced a need for longer (6 months) internship periods for Masters in Communication and Journalism (M.C.J). He also mentioned the need for more practice sessions and fewer theory sessions for M.C.J sophomores. He expressed his views on setting a five year's unique selling proposition (USP)

Mr. Vinod Sakumaran, cine-director, BoS member and a member of cinema and TV, pointed out the shortcomings of the current MA Cinema and TV syllabus, which needs to be restructured for cohesion and continuity in content.



Mr. Thomas Jacob, Editorial Director of Manorama, BoS member of Journalism faculty, encouraged Mr. Babu Joseph's claim for longer internship for MCT sophomores and flagged the feasibility of a new undergraduate programme in communication and Journalism (BCJ), expressing his concerns in employability of graduate journalists.

Ms Asha Joseph, Chairperson of BoS, professor and Head, and member of faculty of cinema and TV, pointed out the prevalent anxiety among graduating BA Animation and Graphic Design students, which reflected their initiation programme, and promoted better orientation plans for future. She quoted two incidences, from previous years, when two postgraduate students failed to continue their studies in SHSC, since their graduate degrees were not acknowledged valid according to Mahatma Gandhi University. She suggested that the college may exploit autonomy, and should be able to award Post Graduate Diploma certificates in such cases, which, the members of BoS found reasonable and agreed to.

Ms Fatima, ~~was~~ veteran graphic designer, and member of Graphic Design faculty, vouched for the need of a scrapbook based practice among BA Animation and Graphic Design students, and also for more studio based workshops, to improve the quality of education.

Mr. Vinod Laxman, BoS member and senior Graphic Design faculty, supported Ms Fatima's arguments, and added the possible introduction of compulsory electives as evening courses, with credits, for BA Animation and Graphic Design.

Mr. Rohit Sivan, member of Animation faculty, expressed his concerns regarding students of BA Animation

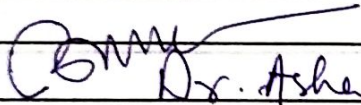


and Graphic Design, exploiting the rift between animation and graphic design to evade regular practice.

Fr. Antony Pallethiparambil, member of Multimedia faculty, expressed his concerns regarding the poor film viewing culture among MA Multimedia, MA Cinema and TV students.

Mr. Sreekandan Nair, veteran journalist and BOS member, stated the current trends in broadcasting technology without satellite connectivity, which, in his opinion, will lead to less expensive broadcast technologies.

Ms Asha Achy Joseph concluded offered gratitude on behalf of SHSC, to the members of BOS and concluded the meeting at 4:30 pm.

  
Dr. Asha Achy Joseph.

① Krishnad. R.K / Filmmaker  
 Home no 505 Green Garden layout (outer)  
 Manipalthe Layout,  
 "Sri Vasi Charanam"  
 Mumbekollala, Maratahalki  
 Bengaluru - 590037

J. J.

2. ANULIA GEORGE  
 "CORONA" TRUNKATTOM  
 ERNAKULAM 682025

George

3. THOMAS JACOB

4. Ms. Babu Joseph

5. Ms. Shanthi Mathai

6. Ms. Rohit Sivan

7. Ms. Kishore Kumar

8. Ms. Anu Chawan

9. Mr. Lijo Joseph

10. Mr. Kishan Sasi

11. Ms. Anura S.K.

12. Ms. Abhishek Ramanam

13. Ms. Elizabeth Xavier

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