SACRED HEART COLLEGE (AUTONOMOUS)
KOCHI, KERALA – 682013
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SACRED HEART COLLEGE Autonomous

NAAC Accreditation 4th Cycle

Criterion I: Curricular Aspects

Minutes of the Board of Studies in Communication 2018-2019

SHSC – BOARD OF STUDIES MEETING
20th JULY 2018

A meeting of the Board of Studies of SHSC was held on 20th July 2018

Decisions :–

1) To Introduce the bachelor Programme BA Mass Communica

2) To Introduce an open course in life Skills.

3) To Introduce a diploma course in Multimedia

4) To revise the syllabus of BA Animation and Graphic Design by replacing the courses with recently approved University Syllabus.

Semester 01
1. Replace Art and Visual Perception I with History of Art and Design.
2. Replace History of Animation I with Techniques of Photographic composition

Semester 02 (Changes made)
1. Replace History of Animation II with _____
2. Replace Reproduction Techniques with English and Life Skills.

Semester 03
1. Replace Art and Society with Typography
2. Replace Scripting and Story boarding for Animation with Pre-production techniques.
3. Replace Motion Studies with Stop Motion technique
4. Replace 3D Animation-I with Basics of 3D Animat

Semester 04
1. Replace Typography with Motion Graphics

Semester 05
1. Replace Animation for Web with Advanced 3D Animation
2. Replace Motion Graphics with Basic Compositing and visual effects.

Semester 06
1) Internship to be proceed according to choice of student in Animation or Graphic design
2) Choice Based final Project
    A. Visual effects project
    B. Advertising Design
    c. UI/UX Design

Submitted to the Academic Council for Approval and Ratification.

Chaired by :- Dr Asha Achy Joseph   20.07.18
Members attended
Ms Babu Joseph
Ms Shanthi Mathai
Ms. Kishore Kumar
Ms. Anu Cherian
Ms. Rohit Sivan
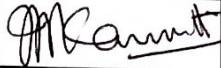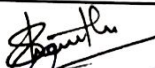Ms. Kiran Sasi
Ms. Abhishek Ramanan
Ms. Aparna S. K
Ms. Sijo Joseph
Fs. Antony P.T
Ms. Roshma Jasmine Faber
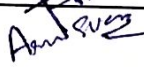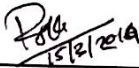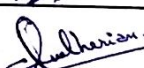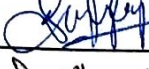
SACRED HEART COLLEGE
SH SCHOOL OF COMMUNICATION
BOS MEETING 15th MARCH 2019

SL.NO	NAME OF BOS MEMBER		SIGN
1)	Narayana Bhattathiri	.	
2)	Prasad N. K		
3)	Thomas Jacob		
4)	Anubha George.		
5)	Babu Joseph		
6)	Shanthi Mathai		
7)	Abhishek Ramanan		
8)	Sujith Narayanan		
9)	Arun Sivan		
10)	Rohit Sivan		
11)	Roshina Jasmine Faber		
12)	Anu Cherian		
13)	Kishore Kumar		
14)	Aparna S. K		
15)	Fr. Antony P. T		
16)	Belbin P Baby		
17)	Sijo Joseph		
18)	Elizabeth Xavier		

BOARD OF STUDIES MEETING
March 15, 2019
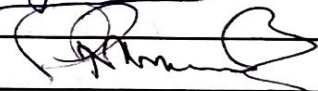
A meeting of the Board of Studies of SHSC was held on 15th March 2019 from 10.00 am onwards. The Principal, addressed the Combined Session of all the Departments of S.H College was and the Separate session of SHSC began at 11.00 am. to transact the following agenda.

1. Presentation of feedback from previous batches
2. Comparative analysis of UG syllabus of MG University & SHSC
3. UG Syllabus implementation plan
4. PG Syllabus Review and Revision Plan
5. Resolutions to be presented to the Principal.
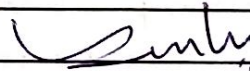
Members Present	Signature
1. Mr. Thomas Jacob	
2. Mr. Narayana Bhattathiri	
3. Ms. Anubha George	A George
4. Mr. Prasad N.K.	
5. Mr. Babu Joseph	
6. Sijo Joseph	
7. Mr. Shanthi Malhari	
8. Fr. Antony	
9. Mr. Kishore Kumar	
10. Fr. Lauison Mulog	
11. Mr. Rohit Sivin	
12. Aparna S.K	
13. Ms. Ann Cherian	
14. Belbin Baby	
15. Mr. Sijo Joseph	
16. Sujith Narayanan	
17. Mr. Arun Sivan	
18. Abhishek R.	
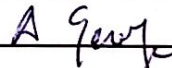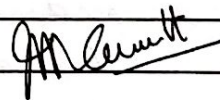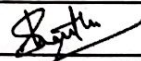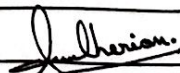
Mr. Babu Joseph, Director of SHSC delivered the introductory remarks. Shanthi Mathai gave a briefing on the agenda of BoS and the preparation time for each of the agenda. She also welcomed the BoS members Mr. Narayana Bhattathiri, Mr. Thomas Jacob (invitee), Mrs. Ms. Anubha George and Mr. Prasad N.K, and other invitees.

Discussions and Decisions.

1. Presentation of Feedback from previous Batches

   Shanthi Mathai reported the process of collection and analysis of feedback from its students.

   A questionnaire with eleven open-ended questions given from IQAC was distributed among about 205 students and the number of respondents from various batches of UG & PG were 103. The feedback can be summarised as follows:

   - Need for addition of recent trends and developments in media and entertainment industry in the syllabus.
   - Need for more reference books
   - Need to implement for more technological advancements such as software production equipments, and lab and classroom facilities
   - Need to improve quality of content delivery and balance of conceptual part and practical
   - More expert sessions on conceptualisation and creative thinking

2. Comparative Analysis of UG Syllabus and of MG University and that of SHSC

SHSC's revised BAAGD syllabus to be implemented from 2019 Admission is at about 80% with that of the University Syllabus. Our main contribution in the revision is rearranging and distributing the Courses across the six Semesters in tune with the industry sequence of Pre-Production – Production – Post Production.

The courses offered in the six Semesters are shown in the Chart given in the next page.

Total credits in the University syllabus and SHSC's = 124

Six courses each are offered in each Semester other than the sixth Semester in the University Syllabus. SHSC follows the five-Course pattern in all the Semesters.

In the 1st Sem. nomenclature of title of the Course 'English' in MGU syllabus is renamed as 'Model III English I'. Also, the Course, 'Technique of Photographic Composition' is added following main syllabus by replacing History of Animation in SHSC old Syllabus.

In the Second Semester the titles in the University syllabus Raster Graphics and Vector Graphics are given as 'Raster Graphics for Designers' and 'Vector Graphics for Designers' in SHSC syllabus. But there is not change in the syllabus part.

Comparative Study of
University Syllabus 2018 and Autonomous Syllabus 2019   BAAGD

University Syllabus (2018 onwards)	Autonomous Syllabus (2019 Onwards)
1-1 English	1-1 Model III English I
1-2 History of Art and Design	1-2 History of Art and Design
1-3 Elements of Graphic Design	1-3 Elements of Graphic Design
1-4 Rudiments of Animation Drawing	1-4 Rudiments of Animation Drawing
1-5 Techniques of Photographic Composition	1-5 Technique of Photographic Composition
2-1 Model III English II	2-1 Model III English II
2-2 History of Animation and Visual Effects	2-2 History of Animation and Visual Effects
2-3 Planning for Animation	2-3 Planning for Animation
2-4 Raster Graphics	2-4 Raster Graphics for Designers
2-5 Vector Graphics	2-5 Vector Graphics for Designers
3-1 Character Designing for Animation	3-1 Classical Animation
3-2 Basics of 3D Animation	3-2 Branding Design
3-3 Classical Animation	3-3 Typography
3-4 Basic Compositing and Visual Effects	3-4 Stop Motion Animation
3-5 Branding Design	3-5 Basics of 3D Animation
4-1 Design for Web	4-1 Advanced Cel Animation
4-2 Stop Motion Animation	4-2 Publication Design
4-3 Typography	4-3 Design for Web
4-4 Advanced Cel Animation	4-4 Digital Illustration
4-5 Techniques of 3D Animation	4-5 Techniques of 3D Animation
5-1 Environmental Studies And Human Rights	5-1 Basic Compositing and Visual Effects
5-2 Interaction Design	5-2 Interaction design
5-3 Digital Illustration	5-3 Video Editing
5-4 Advanced 3D Animation Techniques	5-4 Advanced 3D Animation technique
5-5 Open Course	5-5 Environment Studies and Communication
A. Video Editing	
B. Architectural Design	6-1 Internship
C. Digital 2D Animation	6-2 2D Digital Animation
	6-3 Animation Project
6-1 Internship	6-4 Design project
6-2 Animation Project	6-5 Choice Based project
6-3 Publication Design	A. Visual Effects project
6-4 Design Project	B. Advertising Design
6-5 Choice Based Course	C. UI Design
A. UI Design	
B. Animation Effects	
C. Painting with Pixels	
6-6 Advertising Design	
Total Credits – 124	Total Credits – 124

The Course Content of 'Character Design' in Sem III of MG syllabus is incorporated in the Course 'Planning for Animation' in Sem II in SH Syllabus

The Course 'Basic Compositing and VFX' in Sem III of MGU is shifted to Sem V in SH Syllabus

The Course 'Stop motion' is in Sem IV in MGU syllabus and is given in Sem III here. 'Typography' Course in Sem IV in the University Syllabus is part of Sem III here. SH has included 'Digital Illustration' in Semester IV instead of semester I. 'Publication Design' is in Sem VI and we have it in Sem. IV

The Open Course 'Architecture Design' in Sem V in MGU syllabus is part of 'Basics of 3D Animation' in Sem III here. Advertising Design Course in Sem VI of MGU syllabus is given as a choice Based Project in SH syllabus. This change is made effective as The ~~sea~~ Advertising Design is a specialised area with scope in employability perspective.

Special emphasis is given for industry pattern, requirements and also conceptual clarity and skill development.

(2) Eligibility Criteria for PG Programmes MAGRD & MADGA - Recommendation to remove additional Diploma Certificate for admission

The eligibility criteria for the said programmes include an additional Diploma Certificate in Graphic Design and Digital Animation respectively in addition for students possessing Degree certificates from other streams. In SHSC, the admission process to these PG programmes include an Aptitude Test and Interview, in addition to a Degree with a minimum of 4.5% of marks. The Aptitude Test and Interview can assess clearly the aptitude and skill of a student in the concerned area.

Also, there are no standardised Diploma Courses run by Institution of that can be suggested to the students.

The BOS of SHSC finds that the required criteria by the University of possessing a Diploma Certificate in addition to the Degree with stipulated minimum marks is not necessary for admission to the Programmes MAGRD and MADGA as SHSC follows a scientific method and mechanism to assess the ability and aptitude for pursuing Post Graduate Degree in Graphic Design and Digital Animation

Hence it recommends resolved to recommend to the authorities, the removal of the eligibility criterion to possess a Diploma Certificate in Graphic Design or Animation in addition to a Degree from another stream of discipline

3. UG Syllabus Implementation Plans

Three separate streams that are dealt with in the RAAGD Programme are Animation, Graphic Design and Filmmaking & VFX. Implementation of these were discussed with perspectives of knowledge development and employability. Syllabus should be implemented seeing all these in an integrated way and content delivery assignments and skill training should focus on continuity. Assignments, and Projects and workshops that evaluate conceptual understanding and skills in the specific areas. Works that can assess the interdisciplinary skills can also be added. More expert sessions and essate invite eminent faculty for workshops/master classes, Jury presentation.

Add-on courses will be provided for topics beyond the syllabus in the corresponding areas.

BOS were proposed for training under a Master in addition to internships as well as using well-talented students for content delivery of selected portions of the syllabus.

Study tour at the end of first semester to provide the students with opportunities to explore more on the different streams dealt in the Programme.

The faculty members belonging to the three different streams presented the detailed plan of implementation and better clarity and perspectives were arrived at through discussions and suggestions from BOS members.

4. Review of PG Syllabus and Plan for Revision to OBE format/ system

Syllabus and curriculum need evaluation and revision to reflect the changing times, developments and technological advancements.

~~Sub The preparations~~

The basic reviews conducted by the different sub-departments of SHSC - Journalism, Cinema TV, Graphic Design and Animation were presented before the BOS.

Resolution → After discussion the BOS decided to recommend the revision of syllabi of MA(MCJ), MA(CTV), MA(DGA) and MA(GRD) to be implemented from 2020 Admission.

MG University is revising its PG Syllabus of the above Programmes to be implemented from 2019 Admission. This will be used as a reference for our curriculum revision. The internal : external component ratio will be kept as 50:50. The revision is to be completed by December 2019.

[Summary of Syllabus Review discussion and why revision is necessary]

MCJ

- The current syllabus is not generating new media knowledge. It is not accommodating technological changes and not sufficiently providing industry needs.

Suggestions for Revision

1. Restructure the Courses fthe with a perspective of recent trends and future opportunities of media and entertainment industry

2. Redesign the Courses according to industry needs.

3. Eliminate the outdated/irrelevant portions from the modules

4. Give more priority to Online Journalism, Mobile Journalism, content creation etc.

5. Include Technical Writing, Creative Writing etc.

6. Conduct more practical sessions, in proportion to the theory classes.

MA (CTV)

Nomenclature of the Courses can be kept unchanged

Recommended changes.

1. Revision of Course syllabus content at par with the advancements in the field.

2. Re-arrangement of Courses across Semesters

3. Inclusion of additional Courses or trainings on Introduction to Script writing, Acting and Art of Dubbing

MA (GRD) and MA (DGA)

Revision is recommended at the level of Course content based on advancements in the field and industry requirements.

5. Add-on Courses. (36 hours; Credit: 2

Recommendation of BOS

After detailed discussion the BOS decided to recommend the following Add-on Courses at the UG level in addition to the regular Courses.

1. Anatomy Drawing
2. Cartooning
3. Autodesk Maya
4. Character Designing
5. BG Design — Specialisation (Landscape and Seascape)
6. Calligraphy
7. Printing Techniques
8. Food Design and Typography
9. Sculpture
10. Caricature
11. Introduction to Filmmaking
12. FCP Editing
13. Interview skills

6. Proposed Certificate Courses for PG students

Introduction to Videography
1. TV News Production and Editing
2. Graphic Design (Photoshop, Indesign, Illustrator)
3. Digital Marketing
4. Web Designing
5. Introduction to script writing
6. Acting
7. Art of Dubbing
8. Introduction to Photography

7. Recommendation for Specialisation

Three-year Degree Programme BAAGD does not fulfill the required eligibility criteria of PG Programmes in many Universities abroad. The demand for a four-year degree at the bachelor's level has to be envisaged.

As a beginning the Dept. can offer a one-year additional specialisation course programme in Animation and Graphic Design separately for interested students after completion of the BAAGD Programme. In a later stage, BAAGD can be converted to a four-year Programme.

8. Discussion on Programme Specific Objectives of BAAGD

The following PSOs are recommended: --

1. To equip students to be capable of multitasking from concept development to managing

2. To prepare the students to graduate with confidence for entrepreneurship and innovation

2. To develop commitment to use communication design for social awareness and education

4. To provide positive attitude that caters practical living and constructive dissent.

The BOs concluded by 3.30 pm with the vote thanks by Mr. Rohit Sivan.

15/03/19

Shanthi Mathai