SH SCHOOL OF COMMUNICATION

Minutes of Board of Studies Meeting Held on 1st November 2014

Time   : 11 am

Chaired By   : Dr. Asha Achy Joseph

Name of Guest	Address	Signature
Felix Devasia felixdevasia@gmail.com	3D Magic, Philips (H), Kodimatha, Kottayam -1	
Lal Jose laljosem@gmail.com	3B, Meluha, City Nest, Shenoy Road, Kaloor, Kochi -17	
George K. Paul gkpaul@gmail.com	Kolattukudy, Anandasram Road, Changanacherry -686101	
Dr. C. S. Venkiteswaran venkity@gmail.com	172 CSM Nagar, Edapazhanji, Trivandrum -695010	
P. Sreekantan Nair skn303@gmail.com	Charusree, TRRA 78, Ambatumuku, Peroorkada, Tvm -5 /9846018089	

1. Babu Joseph

2. Dr. Asha Achy Joseph

3. Rohit Sivan

4. Rupesh Kumar

5. Sreeja S.

6. Anu Cherian

7. Anil K. V.

8. Shino Varghese

9. Aparna S. Kurup

10. Elizabeth Shiny Xavier

BOS Discussion with Lal Jose:

1. As a Director in the film industry, he suggested the need of having the students who had real interest and the skills for developing themselves as a film maker.

2. It is better to have 10 skilled students who will bring publicity to the college than to have 40 students who came just for a degree or time pass.

3. Students must undergo a refined process during admission so that only the filtered quality students who are interested in the subject would get admission in these programmes.

4. Students should be taught to identify the characters in people they meet on a daily basis and they must study the characters in detail.

5. More study trips to be included in semester so that students are familiar with the local places and are aware of the happenings.

6. Rather than criticising the work of other movies, students must learn to implement new thoughts and ideas so that his creativity is developed.

Discussion with C. V. Venkateshwaran

1. Quality studies should be the primary importance for which the terms and conditions that the university sets should be given less importance and practical learning methods must be included in the syllabus.

2. Learning methods outside the classroom will help students to observe the techniques involved in the working environment.

3. Create an opportunity that allows the students to work on matters that are challenging.

4. University lectures to be downloaded from the website for widening the teaching methods.

5. Communication through net has to be popularized.

Discussion with Sreekandan Nair

1. Maintain the quality of the students by proper interview and admission tests.

2. Ist year should be common studies for all the students and the 2nd year areas of interest must be identified and the students should be able to choose the specialization.

3. Students must be given exposure to observe and learn the activities in the media industry. Internship duration should be more than the present one.
4. International collaboration should be established to have student exchange programmes and to discover new methods of learning.

Discussion with Felix Devasia

1. Aptitude test, library and light box should be made compulsory.
2. Identify areas like game development and provide specific courses to improve skills.
3. Allow students to take pictures and ask them to recreate the same to a picture that was taken during historic times. Such practices can be considered as different methods of teaching.
4. Reading articles and books should be made compulsory.

Discussion with George K. Paul

1. Student selection should be based on the interview and test that is conducted. Only quality students should be given the opportunity.
2. Numbers of students in a batch should be reduced to 20 instead of 40.
3. More of practical work assignments should be given to develop the creativity skill.

Decisions

As each faculty member briefed the esteemed gathering regarding the changes proposed, the faculty team was given powers to go ahead with changes as presented.

New Courses to be added to the revised syllabus:

1. History of Animation I
2. Raster Graphics for Designers
3. History of Animation II
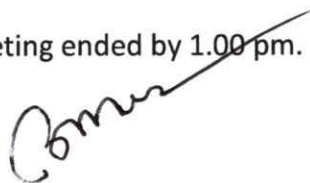4. Animation Studio I
5. Art and Society (T)
6. Animation Studio II

7. Editing Principles

BOS urged the chairperson to update the developments as and when necessary. It was decided unanimously to revise existing syllabi of all MA and BA programmes and present to the next Academic Council. All presentations in this light are documented and filed along with Revised System of Evaluation.

New Value-Added Courses approved:
1. Visual Designing
2. Mural Art
3. VFX Filmmaking
4. Gothic Calligraphy

The meeting ended by 1.00 pm.

Dr. Asha Achy Joseph
Chairperson

Dr. Johnson X Palackappill
Principal
Sacred Heart College (Autonomous)
Thevara, Kochi-682 013

SH SCHOOL OF COMMUNICATION

BOS Meeting. January 15, 2015 Thursday

The meeting deliberated on the various aspects of designing new syllabus, in the light of the proposals by Principal in the previous council held on Jan 13, 2015. Principal had proposed that:

a) The revised UG syllabus be implemented w.e.f 2016 admissions, since it would be unwise to have some departments revise syllabus in 2015 and the rest in 2016, which would cause un warranted confusion for holding the exams.

b) The revision be confined to aspects of overall curriculum to include skill development. Social service and field exposure as mandatory components along with introduction of necessary modules to be assessed only internally.

However, it was pointed out that:

1. The current syllabus currently in force was implemented in 2009, and hence would be 6-year-old without revision.

2. The university has already initiated processes to revise the syllabus in 2015 and an autonomous college falls behind, it would not be justifiable.

3. The majority of the BOS members were confident of revision and had gone ahead with the same to a great extent.

In the light of these deliberations, the following decisions were arrived at:

Decisions

1. To have new (revised) syllabus of UG programmes implemented w.e.f. 2015 admissions. The next revision would be in 2018.

2. The revised syllabus in its complete form has to reach the respective deans on or before March15, 2015.

3. The PG programme syllabi will be revised and will be in force from 2016 admissions. The deadline for submission of the same shall be December 31, 2015.

4. Open course is retained with 3 credits and 4 hours of class room teaching per week. The respective Boards are free to revise the open course content. It is advised that the courses are enriched, made more appealing, useful and relevant to the student community, while ensuring that it is palatable to students of other disciplines.

5. All the UG batches beginning with 2014-2015 shall have in their programme a mandatory club activity, social service component, study tour and (in specified disciplines) an internship.

6. S1–S2 – Club activities for overall development worth 1 credit. For the rest of the years, this may be continued.

7. S3-S4 -Social Service activities worth 1 credit. (equivalent to 20 hours or four field days) for inculcating social sensitivity and civic sense in the students. For the rest of the years, this may be continued.

8. S4 – Summer Vacation – Internship in specified disciplines. (Commerce, Computer Science, Communication and English) worth 2 credits for a duration of three weeks for linking learning to the field of application. Though not mandatory, all programmes are encouraged and advised to incorporate this component with a proper assessment of feasibility.

9. S5 or S6 – A study tour for field level exposure in specific disciplines, group learning and group building and organisational skill development. This may be a graded activity or a non-graded activity. However, in either case mandatory, with a group or individual report.

10. Decided to start a new value-added course namely Clay Modelling, Visual Designing and Mural Art.

It was decided to circulate the minutes among the participants and a printed copy be circulated by Friday, January 16th 2015.

Note: An available BOS was convened and the above decisions were informed as SH School of Communication was in the process of revision of all syllabi. The BOS approved a new syllabus instead of MA Multimedia in the name of MA Digital Animation be prepared and presented to Academic Council.

Dr. Asha Achy Joseph

Chairperson

Dr. Johnson X Palackapp.....
Principal
Sacred Heart College (Autonomous)
Thevara, Kochi- 682 013

SH SCHOOL OF COMMUNICATION

Minutes of BoS Meeting Held on 15th October, 2015

A meeting of the Board of Studies in Communication took place at Fr. Melesius Hall, SH College, Thevara at 1:30 pm on 15th October, 2015. The members present were as under:

Sri. Thomas Jacob

Sri Vinod Sukumaran

Sri. Sreekandan Nair

Sri Sahadevan

Sri Prasad

Sri. Thomas Jacob

Sri. A.K. Haridas

Sri. Pratheek George

Ms. Tina Pratheek

Sri. Smijith

Sri. Babu Joseph

Dr. Asha Joseph

Apologies: Sri. Lal Jose and Sri. Vipin Vijai.

HoD of SHSC, Dr. Asha Achy Joseph welcomed the guests and introduced the agenda of the meeting- syllabus revision.

Director Mr. Babu Joseph in his introductory remarks highlighted the importance of industry relations in updating the syllabus.

Discussions and decisions

The following changes made in the revised syllabi to be implemented from 2016 admissions are approved by the BoS.

I. M.A. CINEMA AND TELEVISION

Changes in the syllabus

1. The basics of art, theories of art, basic concepts, ideologies, shapes, forms etc. included in second and third semester are brought to the first semester and repetitions of topics in different semesters are avoided.

2. Order of practical projects is set as follows:

    a. Semester One: Study of scripts, Screen plays, Story hunting, Photo story (stills only)

    b. Semester Two: Basic techniques of film making: Camera and Editing.

    c. Semester Three: ENG and News Bulletin.

    d. Semester Four: Documentary and Short film.

3. The Film Analysis project in fourth semester is developed into a taught course with more detailed input of film theory.

4. Changes in practical exam pattern

    Semester One: Shooting of a three minutes' fiction situation.

    Semester Two: Covering a local event with a single practical: Shooting a dialogue scene.

    Semester Three: Eight minutes of ENG.

    Fourth Semester: Graduation Film

    - 27 minutes' documentary
    - 10 to 20 minutes' short film

5. 'Introduction to Communication' is made a common paper and is included in the syllabus of I Semester MA Cinema and Television

II. MA MULTIMEDIA - SYLLABUS REVIEW

The following changes are incorporated in the MA Multimedia syllabus.

1. The subject 'Sociology and Cognitive Psychology' in Semester 1 is changed to 'Introduction to Communication' common paper in the new syllabus.

2. Additional practical of Creating News Stories added in Print & Electronic Journalism.

3. Raster and Vector Graphics – The practical examination will be for five hours.

4. 3D Computer Graphics - Changed the requirements of Practical

5. Syllabus change in all the five units of Computer Graphics

6. Changes in the syllabus of 3D Animation paper in Semester 2.
7. Project added to the paper Web & Interactive Media
8. Major changes made in all the units of Advanced Principles of Animation
9. Semester ending project III revised.

10. Internship – Compulsory 2 months' internship added

III.   SYLLABUS REVISION OF MCJ

The following are incorporated in the MCJ syllabus.

1. Introduction to Communication as a common course with revised syllabus.
2. Included Videography and Editing and a new module on Electronic News Editing in the paper Radio, TV and Cinema.
3. Radio and Video Production- Third semester practical guidelines are accepted as follows:

   Radio: A 10-minute radio programme and its production.

   The examination is a practical work of creating a radio programme or a feature of at least ten minutes duration with all creative elements. Each student has to conceive, write, do all pre-production work and complete the production on their own as per the schedule issued by the faculty. The topics can be chosen under faculty supervision and writing work has to be undertaken as per the schedules issued before the commencement of actual production. The completed work would be assessed and evaluated as per the given weightage.

- **Video production - To cover and report a news story/ event with single camera and edit the same into a news bulletin package not exceeding 20 minutes.**

   The college would offer the required facility for shooting, editing and sound work of the above. The shooting of the news story will be carried out by a team of 2 students of

which one will take the role of a news cameraman. The rest of the news bulletin production including editing and voice over/dubbing shall be done by the student himself/herself. Facility and technical support for the editing and sound work in studio would be provided for the student.

Changes to be incorporated in the Next Stage

- Introduction to Communication to be included in I Semester for all batches.
- Module 5 (History of Printing) of Media Management and Production (2nd semester) should be included in History and Development of Journalism (1st semester).
- Media Ethics and Education-Common paper and syllabus for 4 MA batches. (MAMM- module 3,4 and 5 of Media Ethics paper is repetition of the syllabus of Mass Communication paper in I semester)
- MGU syllabus has included a paper called Advanced News Reporting which deals with various specializations in the area of reporting such as sports journalism, environmental journalism etc. This paper which is extremely relevant should be included in our syllabus.
- There is a paper named TV, Radio and Cinema in the third semester. It is not advisable to have three main areas of study in one paper. The MGU syllabus has divided this into two papers viz. Electronic and Broadcast Journalism in third semester and Visual Media Production and Cinema in fourth semester.
- A paper named Media Product Design & Make-Up which deals in detail with latest trends in Print Media Design is included in MGU syllabus. We just have a module on designing in the second semester (Paper 8-Editing).
- A new paper, Advanced Communication Theory & Media Studies, can be introduced.

A. System of Evaluation: The Board of Studies accepted and approved changing the existing evaluation pattern as follows:

Evaluation of courses shall be done through Continuous Assessment and End Semester Exam. The distribution of marks of each course shall be divided 50% for End Semester Exam and 50% for continuous internal assessment.

Revised System

The distribution may be revised as follows:

50%- External examination

05%- Attendance

10%- Internal Examination

15%- Assignments

10%- Dissemination

10%- Workshops

Rationale for Change and Pattern of Evaluation System

Academic Issues

- The fields are creative in nature and an examination-based assessment fails to reflect the level of practice and knowledge.
- The student is to be evaluated based on his/her progress in the level of engagement with topics and work generated over a period of time.
- The patterns of growth among students are diverse and are not effectively reflected in the existing assessment criterion.
- The evaluators and instructors together represent a potential market/employer for students. The existing technique does not address such aspects or provoke relevant feedbacks.

The courses and course-works are such that the significance of practice is greater than theoretical knowledge, and the former cannot be competently evaluated through a one-time written or practical examination set up.

This requires work-based evaluation. The work, being creative, requires deeper thought processes and innovative methods, which cannot be tested completely using a set of questions or expressed through a series of resolutions that follows a certain derivative format.

Internal assessment can provide an opportunity to engage the students qualitatively with their studies, and will reflect their creative and experimental growth. Work generation and its progress needs to be evaluated intermittently for a period of time, starting from the commencement of course-work till the end of it. A time-bound and result driven examination has the ability to test the rationality and skill-sets of the students but this alone will not reflect the level of understanding and practice achieved by them. The fields of practice being at its forefront now and being constantly evolving, a rehearsed routine may fail to address the most radical and significant aspects of the medium, but flexible one-to-one assessment will be effective in evaluating relative progress in such areas.

Management Issues

- The existing assessment criterion is incoherent with instruction and practice patterns.
- Current evaluation technique risks the waste of valuable time and effort, due to the inherent lack of coherence.
- The existing criterion fails to reflect efforts and achievements and causes dissociation and disbelief among students and instructors.
- Leading universities follow one hundred per cent internal assessment, which is the most effective and transparent method.

Though the courses are time-bound, the examination schedules and patterns are less coherent with the process of instruction and practice. This puts instruction and evaluation at two different strata, which are difficult to relate with one another. Often the intended level of work generation is adversely affected by this nature of evaluation. Such deviations create generic dissociation from either or both the processes among students as well as instructors. The effort and capital investment in the existing system is double, when compared to the optimal requirement, and are far from effective.

Our institution has to head towards the leading edge in media education, for which some reforms are required that puts the school at par with other leading institutions in the country. Quality of education in creative areas can only be ensured by the level of engagement of the students and instructors with their medium of practice. Factors such as student-faculty ratio, laboratory-based practices and one hundred per cent internal assessment are the most important. To achieve these, it is important to redistribute the assessment criterion in favour of the leading trend.

The primary advantage of being an autonomous university is that it can enhance the quality of education provided, by exploiting the most recent methods, and can still keep check of the outcome through its direct relationship with its instructors and students. A level of transparency can be achieved at every possible level within the system, where the management can receive significant feedbacks from the students.

The meeting ended by 4.00 pm.

Dr. Asha Achy Joseph

Dr. Johnson X Palackappillil
Principal
Sacred Heart College, Thevara
Cochin - 682 013

SH SCHOOL OF COMMUNICATION

Board of Studies Meeting on 19th July 2017

SH School of Communication, Sacred Heart Autonomous College, Thevara, Kochi

Members Present

1. Krishand R. K./ Film Maker
   H. No. 303, Green Garden Layout (Outer)
   Manjunatha Layout, 'Sri Vari Charanam'
   Munnekollala, Maratahalli, Benguluru – 590037
2. Anubha George
   Palarivattom, Ekm. 682025
3. Thomas Jacob
4. Mr. Babu Joseph
5. Ms. Shanthi Mathai
6. Mr. Rohit Sivan
7. Mr. Kishore Kumar
8. Ms. Anu Cherian
9. Mr. Sijo Joseph
10. Mr. Kiran Sasi
11. Ms. Aparna S. K.
12. Ms. Abhishek Ramanan
13. Ms. Elizabeth Xavier

The Board of Studies meeting started with a silent prayer. Head and Chair of Board of Studies of the Department, Dr. Asha Achy Joseph welcomed Principal and honourable chairperson of the academic council, Fr. Dr. Johnson X Palakkappillil, Hon. Members of Board of Studies Mr. Thomas Jacob and Mr. Vinod Sukumaran, special invitees to the meeting Mr. Krishand R. K. and Anubha George and all faculty members who were present on the occasion. She thanked the director, Mr. Babu Joseph for guidance in all relevant matters and the administrator Ms Elizabeth Xavier and Ms. Shanthi Mathai, senior faculty mentor for support and assistance all throughout.

Fr. Johnson X Palakkappillil, Principal addressed the gathering. He started by reiterating the need for student feedback on all teaching, learning and evaluation related actions that the

faculty members are conducting on a routine basis with the active participation of students. The college needs enough understanding on how students understand the merits and demerits of autonomous system.

He then elaborated on the various aspects of feedback students provided on the practice of Autonomy. Academic autonomy is perceived by students as a system that would bring out results in time and that in turn is a huge progress in terms of time period of any whole academic program. The college managed to publish all results of PG and UG in time.

But the university has not been responsive to the specific requirements in academics raised by autonomous colleges. Though we have started this practice since 2014, the college has been continuously facing difficult situations with the attitude of university on running an autonomous system. Academic freedom is curtailed. Even with minor changes to be implemented, we are struggling to go ahead. The college has filed a case to correct the system and has no disrespect to the university on any level. It looks something similar to a 'black mailing strategy' that the university is following with the college.

Running academic schedule in time for PG departments means a real struggle against available time and our PG departments are struggling hard to deliver content in the given time period. There is too much to teach. So, it would be desirable to revise the teaching design and philosophy. The credit and semester system at large is expected to give all students flexibility and mobility in their fields of study. But the present system fails to provide that due to the various constraints in implementation of the credit and semester system. A semester is 18 weeks of teaching, learning and evaluation where one credit point is equal to 18 contact hours. So, a 4-credit course in theory mode would have 72 contact hours. The practical courses would need double the amount of contact hours and the time would vary according to lab based and field-based activities. Principal requested all faculty members to study corresponding syllabus of university to that of the college.

He raised key questions such as how can we bring in more rigor to learning in both UG and PG curriculum. How can more research orientation be built into the typical skill-based programs which is the case of SHSC. On a wider note, we need to look into the whole higher education scenario of India to finally pitch our student attributes according to vision and mission of SH.

Dr. Asha presented the minutes and it was passed. Principal remarked that the minutes should have a specific section of observations and the same be presented to academic council.

Separate notes be produced on the basis of discussion on topics such as standard practice on eligibility criteria, market demand of different programmes. Action taken on agenda items need to be highlighted. He suggested minutes be circulated earlier to gather better understanding and save time.

Mr. Babu Joseph addressed the gathering and reinforced the need for innovation and SHSC to have its unique selling proposition.

Dr. Asha presented agenda of the day.

Approval of the life skills syllabus prepared by the faculty members Mr. Manu Jose and Mr. Santhosh Kumar.

Approval of value-added course 3D Architectural Modelling and Visual Media Journalism.

Selecting and adopting a BA programme from available list of programmes in MG University for next year.

10% of change in implementation plan of existing syllabus of programmes.

The meeting agreed in principle to these matters.

Life Skills syllabus was presented to honourable members and explained. It was also brought to light that the course content shall be compiled with the already existing syllabus of the first semester course English and shall be named Life Skills and English.

Proposal to start a new value-added courses 3D Architectural Modelling and Visual Media Journalism was presented and approval for the same was accorded.

Ms. Malu Mohan was named as the chairperson of the syllabus sub-committee to select an existing BA programme from the list available with university related to animation and design.

BOS entrusted faculty members to form respective subcommittees for syllabus revision and prescribe the necessary changes.

BOS also recommended the eligibility criteria of MA Digital Animation be altered

from:'Basic academic qualification is a graduation in Animation or a graduation in any field and a Diploma in Multimedia. However, preference will be given to candidates with the following qualification: - Any degree and a diploma in Multimedia, Animation, Graphics, Communication, Visual arts, Painting, Theatre, Architecture and Music.'

To

'Basic academic qualification is a graduation in any field. However, preference will be given to candidates with the following qualification: - Any degree in Multimedia, Animation, Graphics, Communication, Visual arts, Painting, Theatre, Architecture and Music.'

The rationale was explained as the different types of diploma in Multimedia (in the earlier eligibility criteria) secured and submitted for admission to the MA programme by various applicants are not standardized and due to the same the department spends more time bridging initial knowledge and more time in orientation. While the criteria are changed the department proposes to hold a thorough orientation of 10 days involving special initiation in animation, design, multimedia and visual effects.

Observations by honourable members and special invitees:

- **Mr. Vinod Sukumaran:** All academic work must be done as class work. If the work is set as homework, it is observed many a times that the home work lacks rigor and these post graduate students forget the whole purpose of certain assignments.

  He elaborated that no professional course focuses on home work as the students are encouraged to learn while in the academic environment as in case of national institutes. Mostly in case of the professional courses, theory classes are conducted during the forenoon session and practicals in the afternoon. The hon. members urged the gathering to device ways to report back to BOS as it is the primary body to scrutinize academic quality management. Adding to it, Mr. Kiran Sasi pointed out that the respective course plans would   be discussed with each new batch of students and their interests matched with the way of instruction.

  Mr. Sukumaran wondered as the Department has four streams of Masters programmes.   He reiterated that the department must make it compulsory for students who are doing final graduation productions to seek inter departmental support of students from other master programmes.

- **Mr. Thomas Jacob:** In the present day understanding of creative people handling media, we need as many as twenty ideas to survive a situation as against one or two in earlier times. While listing the examples of Vanitha, the women's magazine, he commented that the magazine has survived only because there has been thorough variety in content for different age groups   and segments of readers. He added the evolution of all media formats and the elements   involved such as logos, book covers, and illustration survived only due the abundance of ideas. All students must be able to brainstorm, explore and get exposed to the creation of ideas.

  The discussion followed concluded where the experts and director himself pointed out that the department must be able to draw students who are strong on building up ideas.

- The special invitees Mrs. Anubha and Mr. Krishand expressed their concerns about the development of students at various levels of learning. Anubha was positive about the quality of intake getting better by each year in B. A. Krishand pointed out as he looks at the present day understanding of design, it is clear that there is focus on user centric design and that approach would only bring about graphically stable solutions. In this light, Krishand suggested inter disciplinary understanding within the programme be given more focus. Research process to be taken more seriously with bachelor students and hence placements would turn out to be more important.

- The meeting decided to raise concerns regarding the time constraints deterring the quality of the programme and to design more bridge courses for students to be at home with the actual course content in the long run.

The BOS suggested the department to consider BA Animation and Visual Effects (Revised 2017) and BA Animation and Graphic Design (Revised 2017) of university as revised programmes and implement with a change in the semester 1. English Course is replaced by Life Skills and English syllabus developed by SHSC.

Dr. Asha Achy Joseph

Chairperson, Board of Studies

SH SCHOOL OF COMMUNICATION
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 Communication.
2. To introduce an open course in Life Skills.
3. To introduce a diploma course in Multimedia.
4. To introduce value added courses - Wall painting, Calligraphy.
5. 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 History of Animation and Visual Effects.
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 techniques
4. Replace 3D Animation -I with Basics of 3D Animation

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 procured according to choice of students in Animation or Graphic Design.
2. Choice Based final project
   a) Visual Effects Project
   b) Advertising Design
   c) UI / UX Design

Approval for Value-Added Courses:

   a. Wall Painting
   b. Calligraphy

Submitted to the Academic Council for Approval and Ratification

Dr. Asha Achy Joseph
Chairperson
Board of Studies

Dr. Johnson X Palackapp......
Principal
Sacred Heart College (Autonomous)
Thevara, Kochi- 682 013

SH SCHOOL OF COMMUNICATION

SHSC BOARD OF STUDIES MEETING MARCH 15, 2019

Members Attended

1. Mr. Babu Joseph
2. Ms. Shanthi Mathai
3. Mr. Kishore Kumar
4. Ms. Anu Cherian
5. Mr. Rohit Sivan
6. Mr. Kiran Sasi
7. Mr. Abhishek Ramanan
8. Ms. Aparna S. K.
9. Mr. Sijo Joseph
10. Fr. Antony P. T.
11. Roshina Jasmine Faber

SL. NO.	NAME OF BOS MEMBER	
1	Narayanan 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	

A meeting of the Board of Studies of SHSC was held on 15th March, 2019 from 10 am onwards. The Principal addressed the combined session of all the Departments of S. H. College and the separate session of SHSC began at 11am 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

1. Mr. Thomas Jacob
2. Mr. Narayana Bhattathiri
3. Ms. Anubha George
4. Mr. Prasad N. K.
5. Mr. P. Babu Joseph
6. Mr. Sijo Joseph
7. Ms. Shanthi Mathai
8. Fr. Antony
9. Mr. Kishore Kumar
10. Fr. Linson Antony
11. Mr. Rohit Sivan
12. Ms. Aparna S. K.
13. Ms. Anu Cherian

14. Mr. Belbin Baby

15. Mr. Sujith Narayanan

16. Mr. Arun Sivan

17 Mr. Abhishek R.

Mr. Babu Joseph, Director of SHSC delivered the introductory remarks. Shanthi Mathai gave a briefing on the agenda of BOS and the preparations done for each of the agenda. She also welcomed the BOS members Mr. Narayanan Bhattathiri, Mr. Thomas Jacob (invitee), Ms. Anubha George and Mr. Prasad N. K. and other invitees.

Discussions and Decisions

I.   **PRESENTATION OF FEEDBACK FROM PREVIOUS BATCHES**

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

A questionnaire with eleven open-ended questions given from IQAC was distributed among about 200 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 equipment, and lab and class room facilities.
- Need to improve quality of content delivery and balance of conceptual part and practical
- More expert sessions on conceptualisation and creative thinking

II. **COMPARATIVE ANALYSIS OF UG SYLLABUS 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 Ist Sem, 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 MGU syllabus by replacing 'History of Animation' in SHSC old syllabus.

In the second semester the title 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 no change in the syllabus part.

Comparative Study of University Syllabus 2018 and SH 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 Techniques 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 Techniques
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 2 D 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 UFX' in Sem II 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 V. '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 Advertising Design is a specialized area with scope in employability perspective.

III. <mark>COMPARATIVE ANALYSIS OF UG SYLLABUS DESIGN IN COMPARISON TO THE PREVIOUS SYLLABUS</mark>

List of New Courses in the Revised Syllabus of BA Animation and Graphic Design

U1

1. History of Art and Design
2. Techniques of Photographic Composition

U3

3. Model III English II - English and Life Skills
4. Planning for Animation
5. Classical Animation
6. Raster Graphics for Designers (Title retained with 100% change in syllabus)

U4

7. Advanced Cell Animation

U5

8. Basic Compositing and Visual Effects
9. Interaction Design

10. Video Editing (Previous title: Editing Principles – syllabus changed – 80%)

11. Advanced 3D Animation Techniques

U6

12. Digital 2D Animation

13. Choice based courses a) - Visual Effects Project

14. Choice based courses b) - Advertising Design

15. Choice based courses c) - UI Design

List of Courses with substantial changes

U1

1. Rudiments of Animation Drawing

U2

2. History of Animation and Visual Effects

U3

3. Branding Design

4. Stop Motion Animation

5. Basics of 3D Animation

U4

6. Publication Design

7. Design for Web

8. Digital Illustration

9. Techniques of 3D Animation

U6

10. Internship - Only ONE Internship instead of two internships as per choice of Animation or Graphic Design.

11. Animation Project - Multiple medium with different techniques such as 2D, 3D, Stop motion, VFX can be combined for the final animation project video.

12. Design Project – shall have two parts: Part A: Graphic Design Project Part B: Demo reel presentation

IV. **Eligibility Criteria for PG Programmes MAGRD & MADGA – Recommendation to Remove Additional Diploma Certificate for Admission.**

The MG University eligibility criteria for the said programmes include an additional Diploma Certificate in Graphic Design and Digital Animation respectively for students possessing Degree certificates from other streams. In SHSC, the admission process to these PG programmes includes an Aptitude Test and Interview in addition to a degree with a minimum of 45% 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 institutions 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 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.

V. **UG Syllabus Implementation Plans**

Three separate streams that are dealt with in the BAAGD Programme are Animation, Graphic Design and Film Making & 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, Projects and

Workshops that evaluate conceptual understanding and skills in the specific areas. Work that can assess the inter-disciplinary skills can also be added. More expert sessions and invite eminent faculty for Workshops/Master classes Jury Presentations.

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

BOS 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.

VI. **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. 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 discussions the BOS decided to recommend the revision of syllabi of MA (MCJ), MA (CTV), MA (DGA) and MA (GRD) to be implemented from 2020 admissions.

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 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. Rearrangement 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.

VII. **Add-on Courses** (36 hours; Credit: 2)

Recommendation of BOS

After detailed discussion the BOS decided to recommend the following Add-on Course 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 Film Making

12. FCP Editing

13. Interview skills

14. Basic Photography

15. Scriptwriting

16. Interview Skills

VIII. **Proposed Certificate Course for PG Students**

1. Introduction to Videography

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

IX. **Recommendation for Specialisation**

Three-year Degree Programme BAAGD does not fulfil 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.

X. **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.

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

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

BOS concluded by 4.30 PM with vote thanks by Mr. Rohit Sivan.

Shanthi Mathai
Chairperson
Board of Studies