

## SH SCHOOL OF COMMUNICATION

### Minutes of Board of Studies Meeting Held on 1<sup>st</sup> 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 2<sup>nd</sup> 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**

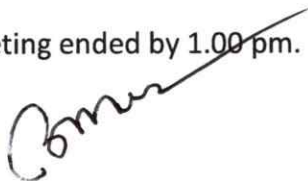
## 7. Editing Principles

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 Palackappillil  
Principal  
Sacred Heart College (Autonomous)  
Thevara, Kochi-682 012

## **SH SCHOOL OF COMMUNICATION**

### **Minutes of BoS Meeting Held on 15<sup>th</sup> 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 15<sup>th</sup> 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 (1<sup>st</sup> 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**  
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