



**Department of Visual Communication**  
Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)  
Gokul Bagh, 833 Periyar E.V.R. High Road, Arumbakkam, Chennai-600 106

**MINUTES OF THE BOARD OF STUDIES MEETING HELD ON 11<sup>TH</sup> July 2022**

**MEMBERS OF THE BOARD OF STUDIES**

Ms. G Vasanth Asst. Prof. and Head Department of Visual Communication	Chairperson
Ms. C Nandhini Asst. Prof., Faculty Department of Visual Communication	Senior Faculty
Ms. V Shankar Asst. Prof., Faculty Department of Visual Communication	Senior Faculty
Mr. Leo Samuel Asst. Prof. and Head Department of Journalism and Mass Communication University of Madras	University Representative
Dr. Kalyani Suresh Vice Chairperson Department of Mass Communication Amrita Vishwa Vidhyapeetham Coimbatore	Subject Expert
Dr. Suresh Paul Dean Department of Visual Communication Veltech University	Subject Expert
Mr. Sreyans Bardia Director, BOT VFX	Alumni
Mr. D Krishnan Photographer	Industry Expert

Department of Visual Communication, D G Vaishnav College, conducted Board of Studies for the academic year 2021-2022 on 11-07-2022 between 2.45 pm to 4 p.m through Google Meet Platform. The curriculum will be implemented from the academic year 2022-23.

The following are the minutes of the meeting which was discussed:

The curriculum has been revamped for the coming academic year.

### **1<sup>st</sup> Semester**

Nomenclature of Approaches to Communication has been changed to Introduction to Visual Communication

Digital Photography ,Theory and Practical has been combined and it is converted into a Practical paper. Also moved from 2<sup>ns</sup> semester to 1<sup>st</sup> semester.

Video Jockeying has been offered as an NME paper instead of Folk forms of South India.

### **2<sup>nd</sup> Semester**

Advertising has been moved from 3<sup>rd</sup> semester to 2<sup>nd</sup> semester.

Film Studies has been moved from 4<sup>th</sup> semester to 2<sup>nd</sup> semester.

Advanced photography has been moved from 4<sup>th</sup> semester to 2<sup>nd</sup> semester.

Removed Psychology of Media and Digital Art

### **3<sup>rd</sup> Semester**

Screen Writing - Subject Introduced

Broadcast Journalism - Earlier it was in VI Semester. Now shifted to III Semester

Computer Graphics- Software to be emphasized - Adobe Illustrator , included Basics of Design/Concepts of Design

Removed Photography Practicals

Event Management - Subject Introduced

Newsletter to be shifted from 4<sup>th</sup> semester to 3<sup>rd</sup> semester

#### **4<sup>th</sup> Semester**

Media Laws - Subject Introduced

Media Organisation has been moved from 5<sup>th</sup> semester to 4<sup>th</sup> semester. A few concepts have been added.

Multimedia few topics have been added

#### **5<sup>th</sup> Semester**

Research Methodology in Communication, few concepts have been added in Unit 1 and 5.

Audio-video editing has been removed and Editing Skills as a Practical paper has been introduced.

Nomenclature for 3dsMax and Maya has been changed to 3D Modelling and Animation

Campaign Strategies, a new Practical subject has been added

Elective from 3D animation has been changed to Character Modelling , Radio Feature Elective has been removed.

Elective Ad photography to be retained.

Audio- Visual Techniques has been removed.

#### **6<sup>th</sup> Semester**

Digital Film Making has been introduced.

Portfolio has been removed

Elective 1 – Online Video production/ Radio Production

Elective 2 – After Effects / Ad film & PSA

Media Culture and Society has been moved from 3<sup>rd</sup> semester to 6<sup>th</sup> semester

References for all the subjects have been updated.

Soft skills will be handled by the department

1<sup>st</sup> Semester – Personality Development & Communication Skills

2<sup>nd</sup> Semester – MS Office

3<sup>rd</sup> Semester – Creative Writing

4<sup>th</sup> Semester – UI/UX



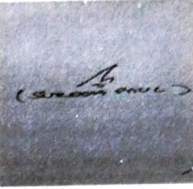
Mr. Leo Samuel

University Nominee

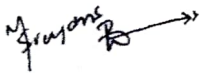


Dr. S Kalvani

External Subject Expert

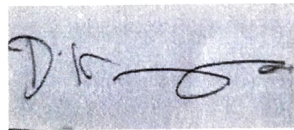


Dr. Suresh Paul



Sreyans Bardia

Industrial Expert & Alumni



Mr. D Krishnan

Industrial Expert



Shankar V

Assistant Professor



Nandhini C



G Vasanth

Chairperson