

# AMITY UNIVERSITY MUMBAI

-----SECOND-----

## BOARD OF STUDIES MEETING

AMITY SCHOOL OF COMMUNICATION

DATE : Friday, 8<sup>th</sup> July, 2016

TIME : 11:00 AM

VENUE : Amity School of Communication  
Amity University Mumbai Campus  
Mumbai – Pune Expressway,  
Bhatan, Post Somathne, Panvel,  
Mumbai, Maharashtra - 410206

**SECOND MEETING OF THE BOARD OF STUDIES OF AMITY**  
**SCHOOL OF COMMUNICATION**

**8<sup>TH</sup> JULY 2016**  
**AGENDA ITEMS**

It is proposed to hold the second meeting of **Board of Studies** for Amity School of Communication on **8<sup>th</sup> July 2016** at 1100 hrs. The agenda points for the meeting are:

<b>Agenda Item No.</b>	<b>Item</b>	<b>Remarks</b>
Item No. 1.1	Reviewing of the credits of I, II and III Sem for B.Sc.(A&VG), B.A.(J&MC) and M.A.(J&MC) programs	Approved
Item No. 1.2	Approval of the syllabi for all the semesters for the following programs –  1) B.Sc.(A&VG) 2) B.A.(J&MC) 3) M.A.(J&MC) 4) M.A.(FTR) 5) M.A.(A&PR)	Approved
Item No. 1.3	Approval for the introduction of new programs – M.A.(Film, TV and Radio), M.A.(Advertising, PR and Event Management) and MT(Photography)	Approved
Item No. 1.4	Approval for PhD program in Journalism and Mass Communication for all the semesters for academic year 2015-16, 216-17 and 2017-18.	Approved
Item No. 1.5	Reviewing of the syllabus of Sem I, II and III for Minor Track subject - B.Sc. (A&VG)	Approved
Item No. 1.6	Procurement of books	Approved
Item No. 1.7	Requirement of additional teaching and non-teaching staff for the session 2016-17	A total of 10 teaching faculties suggested by the members of the BoS
Item No. 1.8	Implementation of suggestions/decisions given by BOS during the first meeting	Implemented

# MINUTES

## Item No. 1.1

### **BScA&VG:**

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1. **SWITCHING SUBJECT:** Switching subject from 2nd Sem to 1st Sem - ANI2205 "Foundation Course in Classical Animation". Making Credits from 2 to 3.
2. **MOVING TOPIC:** Moving "Caricature" topic from ANI2205 "Foundation Course in Classical Animation" to ANI2206 "Action Analysis".
3. **SYLLABUS CONTENT UPDATE:** According to Softwares & Techniques are getting upgrading year by year, there is need to change the content also. Following are the Subject Names requires updation in their respective syllabus:
  - i. First Semester
    - a. Computer Application (ANI2102)
    - b. Introduction to Multimedia and its Application (ANI2103)
  - ii. Second Semester
    - a. Basics of HTML (ANI2251)
    - b. Web Design (ANI2202)
    - c. Computer Lab in 2D Animation (ANI2203)
  - iii. Third Semester
    - a. Introduction to 3D (ANI2351)
    - b. Lighting and Rendering (ANI2301)
    - c. Rigging and Animation (ANI2302)
    - d. Particles and Dynamics (ANI2303)
  - iv. Fourth Semester
    - a. Maya Fundamentals (ANI2451)
    - b. Lighting and Rendering in Maya (ANI2401)
    - c. Rigging and Animation in Maya (ANI2402)
    - d. Particles and Dynamics in Maya (ANI2403)
  - v. Fifth Semester
    - a. Digital Editing (ANI2551)
    - b. Digital Compositing (ANI2501)
    - c. Sound Editing (ANI2502)
4. **EXAMINATION SCHEME:** Many of the subjects are Practical basis. We need to rectify marking system according to that specific subjects.

A) End Term Exam with 70 marks Practical: Following are the Subjects Name for rectification of current change:



i. First Semester

- a. Introduction to Multimedia and its Application (ANI2103)

ii. Second Semester

- a. Action Analysis (ANI2206)

iii. Third Semester

- a. Introduction to 3D (ANI2351)  
b. Lighting and Rendering (ANI2301)  
c. Rigging and Animation (ANI2302)  
d. Particles and Dynamics (ANI2303)  
e. 3-D Quadruped Animation (ANI2306)

iv. Fourth Semester

- a. Maya Fundamentals (ANI2451)  
b. Lighting and Rendering in Maya (ANI2401)  
c. Rigging and Animation in Maya (ANI2402)  
d. Particles and Dynamics in Maya (ANI2403)

v. Fifth Semester

- a. Digital Editing (ANI2551)  
b. Digital Compositing (ANI2501)  
c. Sound Editing (ANI2502)

B) Other Marking System: Some of the subjects require changing their marking system, as follows:

i. First Semester

- a. Basic of Sketching & Drawing (ANI2151)  
End Term Examination (Total: 70 marks)  
Part-A: Theory: 20 marks  
Part-B: Practical: 50 marks
- b. Foundation Course in Classical Animation (ANI2205)  
End Term Examination (Total: 70 marks)  
Part-A: Theory: 20 marks  
Part-B: Practical: 50 marks

ii. Second Semester

- a. Web Design (ANI2202)

**Examination Scheme:**

Components	P	CT	A	EE
Weightage (%)	40	15	5	40

**(P: Project; CT: Class Test; A: Attendance; EE: End Term Examination)**

End Term Examination (Total: 40 marks)

Part-A: Theory: 0 marks

Part-B: Practical: 40 marks

- b. Computer Lab in 2D Animation (ANI2203)

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**Examination Scheme:**

Components	P	CT	A	EE
Weightage (%)	40	15	5	40

(P: Project; CT: Class Test; A: Attendance; EE: End Term Examination)

End Term Examination (Total: 40 marks)

Part-A: Theory: 0 marks

Part-B: Practical: 40 marks

c. Creating Animation (ANI2204)

**Examination Scheme:**

Components	P	CT	A	EE
Weightage (%)	40	15	5	40

(P: Project; CT: Class Test; A: Attendance; EE: End Term Examination)

Part-A: Theory: 0 marks

Part-B: Practical: 40 marks

iv. Fourth Semester

a. Stop Motion (ANI2404)

**Presentation & Viva: 30 Marks**

Students will have to make a Presentation of Project (based on their Project) and it will be followed by a Viva Voice in front of a Panel of two or three faculty members.

**EVALUATION:**

Project	Presentation & Viva	Total
70	30	100

v. Fifth Semester

a. Video: Introduction & Advanced (ANI2504)

**Examination**

**Scheme:**

**Presentation & Viva: 30 Marks**

Students will have to make a Presentation of Project (based on their Project) and it will be followed by a Viva Voice in front of a Panel of two or three faculty members.

**EVALUATION**

Project	Presentation & Viva	Total
70	30	100

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## B.A.(J&MC):

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1. **CHANGE OF SUBJECT:** Summer Internship (3 credits) to be converted into Summer Project/Internship Evaluation (3 credits) in Sem III and Sem V.
2. **CHANGE IN MODULE:** Subject – Basic Photography (Sem II)  
Change in content of Module I – ‘Black & White Photography and studying work of famous photographers’ in place of ‘How photography works’

## M.A.(J&MC):

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1. **CHANGE OF SUBJECT:** Summer Internship (3 credits) to be converted into Summer Project/Internship Evaluation (3 credits) in Sem III.
2. **CHANGE IN MODULE:** Subject – Radio (Sem I)  
Add topic ‘Content differentiation’ in Module I
3. **CHANGE IN MARKING PATTERN:** Subject – Basic Photography

Examination Scheme:

Components	P	A	CT+AS	EE
Weightage (%)	40	5	15+10	30

## Item No. 1.5

### Minor Track (BSc Animation):

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1. **SWITCH IN SUBJECT:** Changing subject ‘Basic of HTML’ to ‘Creating 2D Animation’ in Sem II.
2. **INCLUSION OF SEM VI:** Project

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## **SUGGESTIONS BY BOS MEMBERS**

### **B.A.(J&MC)**

**ADDITION OF SUBJECT:** 'Introduction of Indian Cinema' (3 credits) in Open Electives of Semester I.

### **M.A.(FTR)**

**CHANGE OF SUBJECT:** 'History of Cinema' in place of 'Fundamentals of Communication Research' in Semester I.

More options in domain electives required in all Semesters.

### **BSc(A&VG)**

- Add more Sketching practice at Sem-I
- Add one topic- "One Minute Sketch" for GESTURE SKETCHING.
- Introduce topic "Pre-Production" and its designing.
- More focus on Experimental Animation.
- Discuss Credit point & Examination Scheme of Marking System with Examination Department.
- **Suggested Books:**
  1. Cartoon Animation by Preston Blair
  2. Contraceptive Anatomy by Bridgman
  3. Dynamic Figure Drawing by Burne Hogarth
  4. Illusion of Life by Frank Thomas & Ollie Johnston

### **Minor Track (Animation)**

- In the syllabus of Minor Track-Animation, more focus on Principle of Animation rather than Character Animation.
- **Other Suggestion:**
  1. Require Human Body Skeleton to study Anatomy
  2. Required Fully Equipped Animation

## Requisition of Books for ASCO

### B.A.(J&MC)

Subject	Book	Author
TV Journalism	Writing and Production Television News	Gormly, Eric K
	Broadcast News Production	Schultz, Brad
	Television Production Handbook	Zettl, Herbert
	Digital Broadcasting Journalism	Sharma, Jitendra K
	Broadcast journalism	Cohler, David Keith
Basics of Research – I	Research Methodology	Kothari. C.R.
News and Contemporary Issues	Manorama Year Book	-
Digital Photography	Advanced Photography	Langford, Michael (Focal Press)
	Photography, Handbook	Wright, Terence
Public Relations	Public Relation Practices	Center, Allen H. & Jackson, P.
	Public Relations	Jethwaney, J.N. & Sarkar, N.N.
	The Practice of Public Relations	Seitel, Fraser P
	Public Relation	Moore, H. Frazier & Frank B.K
Computer graphics, Animation & Sound	Micromedia Flash Mx: A Biggnier's Gide	Underdahl, Brian
	Macromedia Flash 5 in 25 Hours	Kerman, Phillip
	3D Graphics & Animation	Giambruno, Mark
Media Planning and Buying	The Business of Media	Croteam, David
	Media Economic (Understanding markets, Industries and Concepts)	Albarran, Alan B
Development Communication	Narula Uma Development Communication – Theory and Practice	HarAnand, 1999
	Communication and Development Concept	Gupta V.S., New Delhi 2000
	Communication Technology and Development	Tewari, I P, Publication Division, Govt. of India, 1997
	Understanding Development Communication	Joshi Uma, New Delhi 2001

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## Requisition of Books for ASCO

### M.A.(J&MC)

Subject	Book	Author
Media Law	Facets of Media Law	Divan, Madhavi Goradia
	Law of the Press, Printing hall of India	Durga Das Basu
	Freedom of Press	E. S. Venkatramaya, B. R. Publication Pvt. Ltd.
Social Media	The Social Media Handbook	Nancy Flynn, Wiley India Publication
	Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites	Matthew A. Russell, Shroff/O'Reilly
	Social Media Handbook	Dentsu, Popular Prakashan Pvt Ltd
	Social Media Metrics Secrets	John Lovett, Wiley India Publication
Print, Web and Advertising Design	Print Formats and Finishes: The Designer's Illustrated Guide to Brochures, Catalogs, Bags, Labels, Packaging, and Promotion	Edward Denison, Roger Fawcett-tang, Jessica Glaser
	Sustainable Graphic Design: Tools, Systems, and Strategies for Innovative Print Design	Wendy Jedlicka , John Wiley & Sons
	Designing for Print	Charles Conover, John Wiley & Sons
Communication Skills – III	Creative English for Communication	Krishnaswamy, N, Macmillan
	Business Communication	Raman Prakash, Oxford

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# Requisition of Books for ASCO

## M.A.(PRE)

Subject	Book	Author
Basics of Public Relations	Planning and Managing a Public Relations campaign: A step by Step guide	Anne Gregory
	Effective Public Relations, Prentice Hall, 1990	Scott M Cutli and Allen H Centre
	Public Relations a Scientific Approach	Baldev Sahai
	Handbook of Public Relation in India	D.S. Mehta
Basics of Advertising Management	International Marketing	Philip R Cateora and John L Graham
	Social marketing strategies for changing public behavior	Philip Kotler and Eduardo L Roberto
Event Planning and Concepts	Event Planning: The Ultimate Guide	Allen, Judy
	Successful Event Management- A practical Handbook	Shone, Anton; Parry Bryn
	Event Marketing and Management	Gaur, Sanjaya Singh & Saggere,S.V
Product and Brand Management	Core: Strategic Brand Management	Kevin Lane Keller, Pearson 3e & Product
	Best Practice Cases in Branding: Lessons from the World's Strongest Brands	Kevin Keller
	Brand Management	Harsh Verma
Principles and Practices of Marketing	Marketing Management	Philip Kotler
	An introduction to Marketing	Marchannd & B. Vardharajan
Consumer Behavior	Consumer Behavior	Loudan, David L and Bitta, A.J. Della
	Consumer Behavior in Indian Perspective	Nair, Suja R
	Consumer Behavior	Mowen, John
Media Design	Art and production	Sarkar, N.N
	Newspaper Layout & Design: A Team Approach	Daryl & Moen
	QuarkXPress 8: Essential Skills for Page Layout and Web Design	John Cruise and Kelly Kordes Anton
Fundamentals of Communication Research	Research Methodology: Methods and Techniques	Research Methodology: Methods and Techniques
	Mass Media Research: An Introduction	Wimmer R. D & Dominick J.R, (2005)

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## Requisition of Books for ASCO

### M.A.(FTR)

Subject	Book	Author
History of Cinema	Film History—An Introduction	Thompson K and Bordwell, D, (1994)
	The Cinema Book, The British Film Institute	Cook, P. and Bernink, M. (Ed. ) (1999)
	Encyclopedia of Indian Cinema, The British Film Institute	Rajadhyaksha, A and Willemen, P ( 2008)
	Emotion Pictures: Cinematic Journeys into the Indian Self	Panjwani, N. (2006)
	Cinema: Images and Issues	Somaaya, B. (2005)
	First Day First Show : Writings from the Bollywood Trenches	Chopra, A. (2011)
Aesthetics of photography	Basic Photography	Langford Michael
	Understanding Exposure	Peterson , Bryan
Fundamentals of Communication Research	Research Methodology: Methods and Techniques	C.R. Kothari, (2008)
	Mass Media Research: An Introduction	Wimmer R. D & Dominick J.R, (2005)
	Scientific Social Surveys and Research: An introduction to the background, content, methods, principles and analysis of social sciences	Pauline V. Young, (2001)
Television Journalism	TV Production in a Digital World	Pati M.R. Some
	Understanding Television Production	Prentice-Hall. Shrivastava H.O.
	Broadcasting Technology: A Review	Gyan Publication House. Tyrrell, Robert
	The Work of a Television Journalist	Boretsky, R. A. and Yorovsky A.
	Television Journalism	International Organisation of Journalists

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## Requisition of Books for ASCO

### **B.Sc. (Animation & Visual Graphics)**

S. No.	Title of Journals	Author	Publisher
1	Drawing the Head and Figure	Jack Hamm	Penguin USA; New edition edition (15 January 1983)
2	Pencil Sketching	Thomas C Wang	John wiley and Sons
3	Art and production	N.N Sarkar	Oxford University Press
4	The Art of Animal Drawing	Ken Hultgen	Dover Publications Inc
5	Animation From paincil to Pixels	Tony White	Focal Press
6	The Animator's Survival Kit	Richard Williams	Revised Edition edition
7	Beginner's Guide to Digital Painting in Photoshop	Nykolai Aleksander and Richard Tilbury	3DTotal Publishing
8	The illusion of life: Disney Animation	Frank Thomas	Disney Editions; Disney Editions
9	Drawing Heads And Hands	Andrew Loomis	Titan Books
10	The Digital Matte Painting Handbook	David B. Mattingly	Sybex; Pap/Dvdr edition
11	Perspective Drawing Handbook	Joseph D'Amelio	New edition edition
12	Maya Professional Tip and Techniques	Lee Lanier	Sybex; Pap/Cdr edition
13	The Art of Maya: An Introduction to 3D Computer Graphics 4th edition	Autodesk Maya Press	Sybex; 4 edition
14	3ds Max 9 Bible	Kelly L. Murdock)	John Wiley & Sons; Pap/DVD edition
15	Mastering Autodesk 3ds Max 2013	Jeffrey Harper	Wiley

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16	Adobe Creative Suite 6 Design and Web Premium Digital Classroom	Jeremy Osborn; Jennifer Smith; AGI Creative Team	John Wiley & Sons; Pap/Dvdr edition
17	How to Cheat in Adobe Flash CS3: The art of design and animation	Chris Georgenes	Focal Press; Pap/Cdr edition
18	The Digital Matte Painting Handbook	David B. Mattingly	Sybex; Pap/Dvdr edition
19	Beginner's Guide to Digital Painting in Photoshop	Nykolai Aleksander and Richard Tilbury	3DTotal Publishing; Slp edition
20	Digital Lighting & Rendering	Jeremy Birn	New Riders; 3 edition

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## Item No. 1.7

### TEACHING FACULTY REQUIREMENT - ACADEMIC YEAR 2016-17

#### (ODD SEMESTER)

INSTITUTE	COURSE	CREDIT LOAD (ODD SEM)	TEACHING LOAD (ODD SEM)	AS PER TEACHING LOAD			REMARKS
				PRESCRIBED FACULTY STRENGTH	CURRENT DEPLOYMENT	REQUIREMENT	
ASCO	BA (J&MC)	41	59	4	3	1	Teaching load calculated on 16 hours basis. Professor 1, Associate Professor 1, Assistant Professors 5
	B.Sc (A&VG)	41	71+12 (MT)	5	2	3	
	MA (J&MC)	44	58	4	2	2	
	MA (FTR)	24	30	2	0	2	
	MA (APR&E)	24	30	2	0	2	
	Total				17	7	

### NON-TEACHING FACULTY REQUIREMENT - ACADEMIC YEAR 2016-17

#### (ODD SEMESTER)

INSTITUTE	POSITION	IDEAL DEPLOYMENT	CURRENT DEPLOYMENT	REQUIREMENT	REMARKS
ASCO	Office assistant	3	1*	2.5	*Present office assistant is being shared with ABS
	Photographer	1	0	1	Apart from his official job with ASCO labst the photographer can be assigned to cover all the events of Amity University Mumbai,
	Studio attend1	1	0	1	
	Office boy	2	1*	1.5	*Present office boy is shared with ABS
	Total		7	1	6

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**MEMBERS OF BOARD OF STUDIES PRESENT**  
**(AMITY SCHOOL OF COMMUNICATION)**

S.No.	Name	Designation	Post
1	Dr. C.K. Singh	Associate Professor, ASCO	Chairperson
2	Dr. Mangesh Karandikar	Professor, DG Goenka School of Media (affiliated to Mumbai University)	Member
3	Ms Jeroo Mulla	HOD, Sophia College, Department of Social Communications and Media	Member
4	Dr. Manish Varma	Director, ASCO Amity Jaipur	Member
5	Dr. Abhijeet Chatteraj	Associate Professore, ABS	Member
6	Dr. Sunder Rajdeep	HOD, Department of Journalism and Mass Communication, Mumbai University	Member
7	Mr. Nitin Nigde	Animator and Art Director	Member
8	Dr. Aradhana Khare	Associate Professor, ASET	Special Invitee

- There are 4 external Board Members and Rs. 5000 honorarium is required to be paid to each external Board Member. Approval for a sum of Rs. 20,000 may please be accorded.
- In addition, pick and drop facility for Ms. Jeroo Mulla to be provided.
- Approval of working lunch for 10 members.

Registrar

28/4/2016  
Vice Chancellor



# AMITY UNIVERSITY MUMBAI

Established vide Maharashtra Act No.13 of 2014, of Government of Maharashtra, and recognized under Section 2 (f) of UGC Act 1956.

## MEMBERS OF BOARD OF STUDIES

### (AMITY SCHOOL OF COMMUNICATION)

S.No.	Name	Designation	Post	Signature
1	Dr. C.K. Singh	Associate Professor, ASCO	Chairperson	
2	Dr. Mangesh Karandikar	Professor, DG Goenka School of Media (affiliated to Mumbai University)	Member	
3	Ms Jeroo Mulla	HOD, Sophia College, Department of Social Communications and Media	Member	
4	Dr. Manish Varma	Director, ASCO Amity Jaipur	Member	
5	Dr. Abhijeet Chatteraj	Associate Professor, ABS	Member	
6	Dr. Sunder Rajdeep	HOD, Department of Journalism and Mass Communication, Mumbai University	Member	
7	Mr. Nitin Nigde	Animator and Art Director	Member	
8	Dr. Aradhana Khare	Associate Professor, ASET	Special Invitee	
9	Dr M Shankar	Associate Professor, ASCO	Special Invitee	