

# EVALUATIVE REPORT OF THE VISUAL COMMUNICATION DEPARTMENT

**1. Name of the Department & Its year of establishment** : History & 2005

**2. Names of Programmes / Courses offered (UG, PG, Ph.D. B.Sc. )**

Year	No of students appeared	Pass percentage	% of first class	No of Dist	University Rank obtained	Students went for higher education (%)	Students went for Job (%)
April2008	33	90	90	24	24	70.00	30.00
April2009	31	93	93	5	5	57.69	30.76
April2010	36	83.3	83.3	6	6	51.72	27.58
April2011	42	34	81	2	2	38.46	30.76
April2012	45	75.00	75	-	-	64.00	25.00
April2013	45	88.88	88.88	2	2	50.00	20.00
April 2014	38	100	90	3	Nil	40.00	40.00
April 2015	36	98.50	96	5	1	79.20	10.00

**3. M.Sc. VISUAL COMMUNICATION**

Year	No of students appeared	Pass percentage	% of first class	No of Dist	University Rank obtained	Students went for higher education (%)	Students went for Job (%)
April 2014	21	100	86	2	4 OUT OF 5	30.00	40.00
April 2015	21	53	33	NIL	5 OUT OF 5	NIL	75.00

#### 4. Year of Establishment:

S.No.	Degree	Year of Establishment
1	B.Sc. Visual Communication	2005
2.	M.Sc. Visual Communication	2012
3	Ph.D. Visual Communication	2012

5. Names of Interdisciplinary courses and the departments/units involved: Nil

6. Annual/ semester/choice based credit system (programme wise): Semester (CBCS)

7. Participation of the department in the courses offered by other departments: Nil

8. Courses in collaboration with other universities, industries, foreign institutions, etc.: Nil

9. Details of courses/programmes discontinued (if any) with reasons: Nil

#### 10. Number of Teaching Posts

POST	SANCTIONED	FILLED
Professors	-	-
Associate Professors	-	-
Asst. Professors	8	2

#### 11. Faculty Profile with Name, Qualification, Designation

Name	Qualification	Designation	Specialization	Experience	No. of Ph. D students guided for the last 4 years.
Dr. C. Jebakumar	M.A, Ph. D	Asst Professor	New Media Studies	16yrs	Guiding -6
Dr. S. Hema Malini	M.Sc. M.Phil. Ph. D	Asst Professor	Children and Television Studies	12 yrs.	-

#### 12. List of seniors Visiting Faculty:

- ✓ Dr. P. Govindaraju, Prof and Head, Dept of Communication and Media Studies, MS University, Tirunelveli
- ✓ Dr. P. Thomas, Associate Prof and Head, Dept of Communication and Media Studies, Bharathiyar University, Coimbatore
- ✓ Dr. Nivethitha, Associate Prof, Dept of Electronic Media and Communication, Pondicherry University, Pudhucherry.
- ✓ Dr. Shohaib Mohamed Haneef, Asst. Prof. Dept of Electronic Media and Communication, Pondicherry University, Pudhucherry.
- ✓ Dr. Kandan, Asst prof, Department of Sculpture, Tamil University, Tanjore.

13. Percentage of Lectures Delivered and practical classes Handled (programme wise) by Temporary Faculty

14. Student-Teacher Ratio (programme Wise) 1: 33

Year	No of student	Faculty	Guest Lecturers	Ratio
I Year	40	1	3	1:10
II Year	39	1	3	1:10
III Year	42	2	3	1:8
I PG	25	2	3	1:5
II PG	21	2	3	1:5

15. Number of Academic support staff (Technical) and administrative Staff: NIL

16. Qualification of Teaching Faculty With DSC/D.Litt/Ph.D/PG

Sl. No.	Name	Qualification
1	Dr. C. Jebakumar	M.A. Ph. D.
2	Dr. S. Hema Malini	M.Sc., M.Phil., Ph. D.

**Guest Faculty**

S.No	Name	Qualification
1	Mr. S. Udhaya Shankar	M.Sc. (Ph.D.)
2	Mrs. K. Sathya	M.Sc. M. Phil.
3	Ms. T. Shanmugavalli	M.Sc. M. Phil.

17. Number of Faculty with ongoing projects from a) National b) International funding agencies and grants received: Nil

18. Department projects funded by DST-FIST: UGC, DBT, ICSSR, etc and total grants received: Nil

19. Research centre/ Facility recognized by the university: Research centre recognized by Bharathidasan University Tiruchirapalli.

20. Publication: Annexure

21. Areas of consultancy and income generated: NIL

22. Faculty as members in

Faculty	National committee	International committee	Editorial Board
Dr. C. Jebakumar.	Nil	Nil	Nil
Dr. S. Hema Malini	Nil	Nil	Nil

23. Students Projects

- ✓ UG students have to do a Mini project.
- ✓ PG students have to do a Mini research and One Month Summer Internship Programme.
- ✓ Percentage of students who have done in-house projects including inter-departmental/ programmes: Nil
- ✓ Percentages of students placed for projects in organization outside the institution i.e in Research laboratories/Industry/Other agencies: Nil

**24. Awards/Recognition received by faculty and students:**

- ✓ University Rank (Enclosed)

**25. List of eminent academicians / Visitors to the department:**

- ✓ Dr. P. Govindaraju, Prof and Head, Dept of Communication and Media Studies, MS University, Tirunelveli
- ✓ Dr. P. Thomas, Associate Prof and Head, Dept of Communication and Media Studies, Bharathiyar University, Coimbatore
- ✓ Dr. Nivethitha, Associate Prof, Dept. of Electronic Media and Communication, Pondicherry University, Pudhucherry.
- ✓ Dr. Shohaib Mohamed Haneef, Asst. Prof. Dept of Electronic Media and Communication, Pondicherry University, Pudhucherry.
- ✓ Dr. Kandan, Asst prof, Department of Sculpture, Tamil University, Tanjore.

**26. Seminars/Conferences/Workshop organized & the source of Funding**

- ✓ National : Nil
- ✓ International: Nil

**27. Student profile programmes/Course wise**

Name of the course/Programme	Application Received	Selected	Enrolled M* F*	Pass percentages
-	-	-	- -	-

**28. Diversity of Students**

Name of the Course	% of Students from same State	% of Students from other State	% of Students from abroad
B. Sc. Visual Communication	100%	--	--
M.Sc. Visual Communication	100%	--	--
Ph. D.	100%	--	--

**29. How many students have cleared national and state competitive examinations such as NET, SLET, GATE, Civil services, Defense services, etc,? NIL**

**30. Student Progression**

Student progression	Against % enrolled
UG to PG	21/21 (2012-13) - 100% 19/25 (2013-14)- 76%
PG to M. Phil.	20%
PG to Ph. D.	1 (Part - Time)
Ph. D. to Post-Doctoral	Nil
Employed	75%
Campus Selection	-
Other than campus recruitment	20%
Entrepreneurship /Self-employment	3%

### 31. Details of Infrastructure Facilities

<b>Library</b>	<b>: Available</b>
<b>Internet Facilities for Staff &amp; Students</b>	<b>: Available</b>
<b>Class rooms with ICT facility</b>	<b>: Smart Board with Projector.</b>
<b>Laboratories</b>	<b>: Multimedia Lab</b>

### 32. Number of students receiving financial assistance from college, university, Government or other agencies

<b>Government Scholarships -</b>	<b>UG: 122</b>
	<b>PG: 47</b>
<b>Uzhavar Pathukappu Thiittam -</b>	<b>UG: 122</b>
	<b>PG: 47</b>

### 33. A detail on student enrichment programmes (special lectures / workshops/ seminar) with external experts.

<b>Workshops conducted</b>	<b>-</b>	<b>06</b>
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### 34. Teaching methods adopted to improve student learning

- ✓ **Environmental exposure: Drawing**
- ✓ **Outdoor Shooting- Photography & Videography**
- ✓ **Field Visit**
- ✓ **Participation in institutional Social responsibility (ISR) and extension activities**

### 35. SWOT analysis of the department and future plans.

Strength	Weakness	Opportunity	Threat
<ul style="list-style-type: none"><li>✓ Dedicated faculties.</li><li>✓ Innovative course.</li><li>✓ Already have PG course and Research department.</li><li>✓ A fee is very less comparing to other self financing colleges.</li></ul>	<ul style="list-style-type: none"><li>✓ Location.</li><li>✓ Not able to get interested students.</li><li>✓ Very few regular faculties.</li><li>✓ Needs to improve regarding the infrastructure development.</li></ul>	<ul style="list-style-type: none"><li>✓ Have a research department.</li><li>✓ Already have five research students.</li><li>✓ Can go for UGC MRF.</li><li>✓ May also think of taking DST project.</li></ul>	<ul style="list-style-type: none"><li>✓ Affiliated course little scope for innovation.</li><li>✓ Need to go for campus placement.</li><li>✓ Need to develop infrastructure on par with self financing colleges.</li></ul>