



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

Criterion I Curricular Aspects

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

1.1 Curricular Planning and Implementation

1.1.1 The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of Continuous Internal Assessment

Department Action Plan 2019-2024

Submitted to





DEPARTMENT OF ANIMATION AND GRAPHIC DESIGN

Department Action Plan 2023-24

About the Department

The Department of Animation and Graphic Design, one of the younger departments at RCMAS, was set up with the following vision and mission

VISION: To develop a future in traditional core and pursue career readiness and creative excellence.

MISSION: Make the art accessible to all through creative approaches.

The department offers a post graduate program in Graphic Design (MA Graphic Design) and undergraduate program in Animation and Graphic Design (BA Animation and Graphic Design). These programs combine technology, art, and design principles in order to prepare students to identify, formulate, and solve complex communication design problems.

Faculty strength: 7 teachers and 1 demonstrator

Students' strength: UG: 156 Students, PG: 4 Students.

PROPOSED ACTION PLAN FOR 2023-24

Infrastructure Development

- Development of smart class rooms with state-of-art facilities
- Purchasing of DSLR Cameras, tripods and mounts for 2D and Stop motion labs.
- Setup Green screen facility for motion graphics.
- Expansion of stop motion lab.
- Upgradation of computers in 3D Lab

Teaching and Learning

Workshops/ seminars

In the 2023-24 academic year the department likes to organise various workshops and seminars. Following are the tentative months.

- **July 2023:** Special orientation sessions for first year UG and PG Students in the department.
- **August 2023:** As part of world photography day, the department organises an Interdepartment Seminar /workshop on Photography .
- **September - October 2023:** Inauguration of department association RAGA



and workshops based on different topics (UI/UX, Character Animation, MUD BOX, Adobe Animate, Painting competition for higher secondary students.

- **October 2023:** Animation film festival and workshops in connection with World Animation day.
- **November 2023:** Calligraphy workshop.
- **December 2023:** Painting workshop and exhibitions.

Student Support and Progression

- Extensive use of online Teaching and Learning resources.
- Remedial sessions for weaker students.
- Provide special Add-On program for UG and PG students from the department and interdepartmental students.

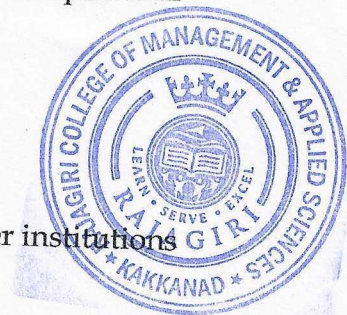
Proposed Certificate Courses for the Academic Year 2023-24

Certificate Course on Characters for Animation
Certificate Course on the Art of Layout
Certificate Course on Photographic Composition Rules
Certificate Course on Visual Effects
Certificate Course on Iconic Eras in World Art History
Certificate Course on Interactive Design and Development

- Strengthen Campus placement and training facility by making more industry linkages.
- Invite Industry experts for motivating students and provide practical knowledge.
- Field trips and Industrial visits

Human Resource planning and Development Plan

- Educational linkages in terms of more MoU with premier institutions and take up collaborative projects.
- Organize more faculty development programmes.
- Promote participation of staff members in FDPs like refreshers and orientation programmes
- Promotion of publications in related subjects.



- Promote faculty members to engage in various external projects.
- Promote participation in international conferences/ seminars/workshops/symposium.

Community Engagement Plan

- Special sessions and workshops in related areas for school students
- Assist government and local bodies in Community projects.



Mr. Jotty Jacob
Head of the Dept.

DEPARTMENT OF COMMERCE

Action Plan for the Academic Year 2023-2024

Date	Proposed Event
05-06-2023	Vivere 2k23 - Newsletter Release
22-08-23	Inventus- Product Launch Game
23-06-23	Open Mic
23-06-23	Millets Awareness Class
21-07-23	Emotional Intelligence - Seminar
July 2023	PTM
04-08-23	Introduction to Digital Marketing - Seminar
21-08-23	Entrepreneurship Summit
21-08-23	Nallonamunnam - CSR Activity
21-08-23	Shenavirunnu - CSR Activity
13-09-2023	Seminar
14-09-23	2 Day Workshop
15-09-23	
14-09-23	M.Com Freshers' Day
18-09-23	Seminar- Gst Audit And Annual Return
26-09-23	Workshop on Group Discussion
26-09-23	Csr Initiative By M2c 3rd Year
27-09-23	Commerce Association Day
05-10-23	Peersphere
07-10-2023	Csr Initiative By M2c 2nd Years
12-10-23	Workshop On Research Methodology (One Week)
18-10-23	Freshers' Day : UG Classes
October 2023	Juvenile Home - Awareness Class
	Angnavadi Initiative
	Imparting Basic Communication And Digital Skills to Under Privileged Students.
	Visit to CCB House for Blind Women
	Book Donation to Near by Govt./Aided School
	Awareness on Financial Literacy to Kudumbasree Units
	PTM for First Year Students
	Donating Teaching Aids And Playground Equipment To Anganwadi, Vazhakkala
Synopsis Presentation : UG Final Year Students	
November 2023	Commerce Fest



	Awareness Rally Against Public Smoking : Environment Protection
	Distribution Of Paper Bags To Shops: Organic Way Of Life
	Orphanage Visit- Nov 14 Children's Day
	Kudumbasree- Women Wellness
	Anganvadi Visit & Nutrients Supply
	Class On Craft Making To Children Of Valsalyam Sisubhavan
	Medical Camp - Lakeshore Hospital
December 2023	FDP
	Food Distribution to Homeless People: Humanitarian Concern
	Public Awareness On Cleanliness- Swachh Bharat & Old Age Home Visit
	Orphanage Visit
	Special School Visit (Home of Faith)
	Providing Walkers To Handicapped in Near By Locality
January 2023	Aloite- Inter Collegiate Paper Presentation
February 2023	Talk on Career Guidance



Mary

Ms. Mary Antony
Head of the Dept.