

BA in Graphics & Communication

3yrs

2023-24



THINK. IDEATE.
LEARN. DESIGN.





ABOUT Academy

Established in 2003, Animaster, India's leading design degree college, specialized in the field of Animation, Vfx, game, graphic, interior and product design courses, is nurturing creative student masterminds from all over the World, to translate their artistic dreams into success at our school.

Located in Bangalore, the educational hub of India, we ensure that our school provides our students with the best academic experience to nurture their creative dreams. Future Animators, Game designers, 3D VFX specialists, Graphic & UI/UX Designers, Interior, Architectural, Furniture and Product Designers, carve their careers at our best animation design degree college in Bangalore and mark their global footprint in the world of Design.

At our academy, our students are given a sound foundation in 2D art and design, by encouraging them to explore their creativity and strengthening their core design skills. After which, they then use the latest software and industry tools, to translate their best design to the digital medium at our school.

Well researched, industry-relevant course curriculum in tandem with studio experienced teachers, high-tech facilities, workshops, seminars, studio internships, in-house incubation center and adherence to international training standards, make the academic progress at our college dynamic and very career relevant.

Graphic Design Industry

Graphic Design is used widely in print media, advertisement, illustrations, and also film making which encompass both traditional and digital knowledge which is the core training area this semester. Graphic Design and Animation are new media of communication developed for both entertainment and non-entertainment application. Graphic art is widely popular today and used in medical illustrations largely. Drawing for designers is also part of the course as there is a great demand for it. Otherwise from basic industries to manufacturing and service industries in many ways, Graphics is used as marketing, instructional, visualization media which makes work more effective. Our Applied art and bachelor Graphic Design degree program focus on all these areas and also cater to the industry demands and future requirements.

The students will gather knowledge in the varied forms of art and culture of the world. Handy guidance will be provided on visual thinking, design and fundamentals of drawing in our bachelor Graphic Design Degree. To understand the distribution of the course explore the tabs and enter the world of fantasy blended with creativity at our best Graphic Design College, Bangalore





COURSE

Overview

Applied Arts is the application of decoration and design to ordinary objects to make them aesthetically appealing. Graphic Design is the art or skill of combining text and pictures in advertisements, magazines, or books. This BVA program prepares individuals to design applications for art and translate ideas into visual images. In this field, students study about drawing, layout and manipulating images for commercial and non-profit purposes. People who have obtained a degree in design and applied arts are often employed as designers, graphic designers, multimedia artists and animators.

Our Graphic Design and Applied Arts encompasses a variety of artistic fields, such as photography, painting and illustration. The Applied Arts term is applied in distinction to the fine arts which aims to produce objects which are beautiful or provide intellectual stimulation.

Generally speaking, design and applied arts can be defined as arts wherein objects are designed or fashioned in order to be used rather than simply to be viewed. Designing, creating and communicating - you can choose from a variety of job options that require skills in these artistic areas. Potential careers also include working as an artist, teacher, researcher, museum curator or art director. Depending on a student's concentration, job titles could also include painter, designer, stylist or writer. Many designers choose to focus on one or two particular areas, such as clothing, textiles, websites, floral arrangements, logos, home and office interiors or sets. Because the areas of design and applied arts offer so many different career opportunities, educational and other training requirements vary. One who hopes to work in an advertising firm is required to earn a degree, while a photographer may not.

Graphic designers plan, analyse and create visual images to communicate a message by combining practical knowledge and applied skills to create manual and computergenerated images to be used for commercial purposes to sell products and endorse services. They may use digital photography and photo printing to create graphic art. They begin by preparing sketches or models to illustrate the vision for their design, and at higher levels, will often supervise those who carry out their creations. Graphic artists produce the majority of all modern print media ranging from brochures, posters, advertisements, magazines and commercials. Most use computer programs that allow them to edit digital images efficiently.



COURSE Objective

The 3-year Degree in Graphics & Communication is one of the best career oriented courses we offer at Animaster. This course comes highly recommended by industry experts. Since it covers all the areas of Graphics design, 3D Design and special effects, it's a very well-rounded program.

This 6-semester course opens a huge window of opportunities for jobs in the graphics sector. Graphic Design sector headhunters are keen on recruiting students who have knowledge of the various areas in design. This can easily be achieved by pursuing this 3-year diploma in Graphic Design. One can also do specialization in one particular graphic design field.

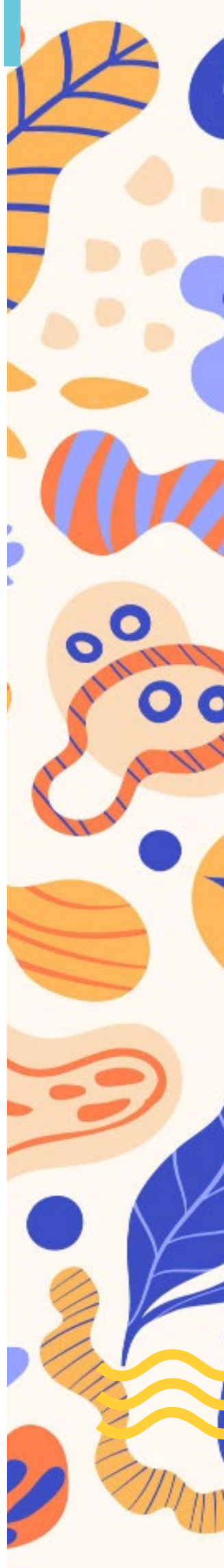
- To introduce the student to the world of Graphic Design
- To make students explore their traditional skills in terms of computers and help understand digital technology for designing.
- Enables students to open doors and understand the corporate requirement of Digital Media & presentation.
- To enable the student to explore the world of Graphhic design and set high standards for branding and producing. It takes the student to the next level for portfolio development

ELIGIBILITY

Students who have completed their 10th can opt for the Diploma in Graphic Design. However, the students who want to enroll in the diploma and have not yet completed their 10th can also enroll for the course, provided they sit for an online aptitude test.

We believe in creativity and we support students who have the passion to learn and explore.

The rapid advancement of technology has made animation available to the masses and has made the animation industry emerge as one of the fastest-growing industries who have valued talent over anything. The demand for animated shows is ever-expanding with the increase of cable and satellite TV coupled with the ever-growing popularity of the Internet. In the past, animated shows were aimed at children below the age of nine. However, in recent years, their aim of capturing the interest of teenagers and adults have also found great success.





COURSE Objective

GOALS

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PLACEMENT CELL

At Animaster College, we have a very efficient placement cell dedicated towards ensuring every student a secure career in the industry. The placement cell collects the resumes along with a portfolio/demo reel of all students who are successfully completing their courses. Students are then prepared for interviews and aptitude tests.

Their resumes are categorized based on their specialization and mapped to the industry requirements. Since we have been around in the industry for a long while now, we have established a good rapport and work relationship with some of the top companies in animation and designing. This proves to be a great asset to assure good placements for our students.

Placement Assistance is provided to all students after they successfully complete the courses. Most of the students get offer letters from the much coveted and prestigious companies even before they appear in the final exams.



Subject Details

SEMESTER I

TOPICS

- Design Language- I (Theory)
- Design Fundamentals- I (Practical)
- Drawing Fundamentals- I (Practical)
- Digital Fluency
- YOGA
- Health & Wellness
- Language 1
- Language 2

SEMESTER II

TOPICS

- Design Language- II (Theory)
- Design Fundamentals- II (Practical)
- Drawing Fundamentals- II (Practical)
- Environmental Studies
- Open Elective (OE)
- Sports
- Language 1
- Language 2
- NCC/NSS/R &R (S&G)/Cultural

SEMESTER III

TOPICS

- Graphic Design & Communication-I
- Basic Typography
- Digital Media-I
- Sports
- Language 1
- Language 2
- NCC/NSS/R &R (S&G)/Cultural





Subject Details

SEMESTER IV

TOPICS

- Constitution of India & Human Rights
- Graphic Design & Communication-II
- Advance Typography
- Digital Media-II
- SEC 2-Artificial Intelligence
- Sports
- NCC/NSS/R &R (S&G)/Cultural
- Language 1
- Language 2

SEMESTER V

TOPICS

- Graphic Design for Print, Web
- Instructional Design
- Advertising Design Theory
- Open Elective- II
- GDE 3
- Skill Enhancement- 3
- Sports
- NCC/NSS/R &R (S&G)/Cultural

SEMESTER VI

TOPICS

- Advertising Design Theory
- Packaging Design and Printing Technology
- Theory Visual communication & Media
- Open Elective
- Graphic Design Elective - 4
- SEC-4, Professional Communication
- Sports
- NCC/NSS/R &R (S&G)/Cultural



Connect with us

Reach out to us on social media for news, videos, and a direct line to the Animaster community.



Email us at:

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Log on to our website

www.animaster.com

and **APPLY ONLINE!**

ACT NOW!

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and JOIN US!

