ACHARYA SCHOOL OF DESIGN

ACHARYA

Affiliated to BCU

- Programs aligned with global standards, led by industry-experienced faculty.

- Skill-building certifications in Autodesk and UI/UX Design with partners like Design Boat and Medhini.

- Studio-centered learning approach with hands-on, creativity-focused projects.

- Direct industry exposure through professional partnerships, workshops, and seminars.

- Access to LinkedIn courses and high-performance laptops for seamless learning.

- Real-world design projects and internships for practical experience.

- Advanced design labs equipped with the latest tools and software.

GRAPHIC AND COMMUNICATION DESIGN

Powered by

DesignBoat
UI/UX SCHOOL

About

The Bachelor's Degree in Graphic and Communication program lays the foundation for all design aspects. The communication design course includes a special emphasis on user experience. Students receive hands-on training in design software and exposure to real-world designer projects facilitated through our collaboration with Design Boat, ensuring certifications in UX/UI.

Career Scope

The career scope for multimedia designers is broad, encompassing various creative roles. Positions such as Web Designer, Logo Designer, and Brand Identity Designer focus on crafting visual elements that effectively communicate a brand's message. Additionally, roles like Creative/Art Director and Strategic Communication Campaign Manager allow professionals to lead projects and develop cohesive visual strategies across different media platforms.

Eligibility

Pass in 10+2 / Higher Secondary (HS) / Pre University (PUC) / 'A' Level (with 12 years of schooling) or its equivalent with English as one of the languages. Shall have secured a minimum of 45% marks in aggregate in core subjects or 3 years diploma recognized by technical board.

Duration
4 years

COURSE CONTENT

Semester 1

- Design Fundamentals- I
- Drawing Fundamentals- I
- Design Language-1

Semester 2

- Design Fundamentals-2
- Drawing Fundamentals-2
- Design Fundamentals-2

Semester 3

- Graphic Design and Communication I
- Basic Typography
- Digital Media-I
- Artificial Intelligence

Semester 4

- Graphic Design and Communication II
  Advance Typography
- Digital Media-II
- Financial Education & IA

Semester 5

- Graphic Design for Print & Web Media (Practical)
- Graphic Design for Gaming
- Information Design
- Theory of Advertising Design

Semester 6

Advertising Design & Media
- Packing Design & Printing Technology
- Introduction to UI/UX Design
- Theory Visual Communication Media (Theory)

Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculties

120 Acres State-of-the-Art Campus

B Premnath Reddy
Founder Chairman
Acharya Group

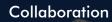# Acharya Offerings - click on each to know more... »

Academic Studio

Collaboration

Center of Exellence

Clubs

Digital Library

Laboratories

Research

Sports

Hostels

Habba

PROGRAMS OFFERED

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