



ACHARYA SCHOOL OF DESIGN

Affiliated to BCU

Acharya School of Design is a hub where creativity meets opportunity. With a curriculum aligned to global standards and guided by industry-experienced faculty, students gain hands-on experience through real-world projects, professional collaborations, and cutting-edge labs. The program equips aspiring designers with the skills, tools, and global exposure needed to transform ideas into impactful design solutions across fashion, UI/UX, interiors, and more.

- Programs aligned with global standards, led by industry-experienced faculty.
- Hands-on, studio-centered learning with practical design projects.
- Skill-building certifications in Autodesk, UI/UX, and other design tools.
- Direct industry exposure through workshops, seminars, and internships.
- Advanced design labs and access to LinkedIn courses and high-performance laptops.

GRAPHIC AND COMMUNICATION DESIGN

Global Immersion Track - Europe

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.

- **Global immersion experience** with association to a top design university in Milan, Italy, offering internationally recognised design certification and exposure to global design practices.
- **Comprehensive visual communication curriculum** covering **advanced typography, digital media, instructional design, advertising and branding.**
- **Hands-on training with Adobe and other industry-standard tools** to develop professional-level design skills.
- **Focus on UX and contemporary communication design**, blending visual storytelling with user-centred design principles.
- **Skill enhancement through AI and professional communication courses** for overall professional growth.

Career Scope

- **Visual & multimedia design roles** — opportunities as Multimedia Designer, Web Designer, Logo Designer and Brand Identity Designer.
- **Creative leadership and communication roles** — such as Creative/Art Director, Strategic Communication Campaign Manager and Layout/Production Designer.
- **Digital & branding careers** — paths in Photo Editing/Photoshop Artist, Visual Communication Specialist and UI-focused design work in media and advertising

Eligibility

10+2 in any stream OR 3-year diploma as applicable.

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)

Semester 7

- Graduation Project-I
- Design Thesis

Semester 8

- Graduation Project-II
- Internship

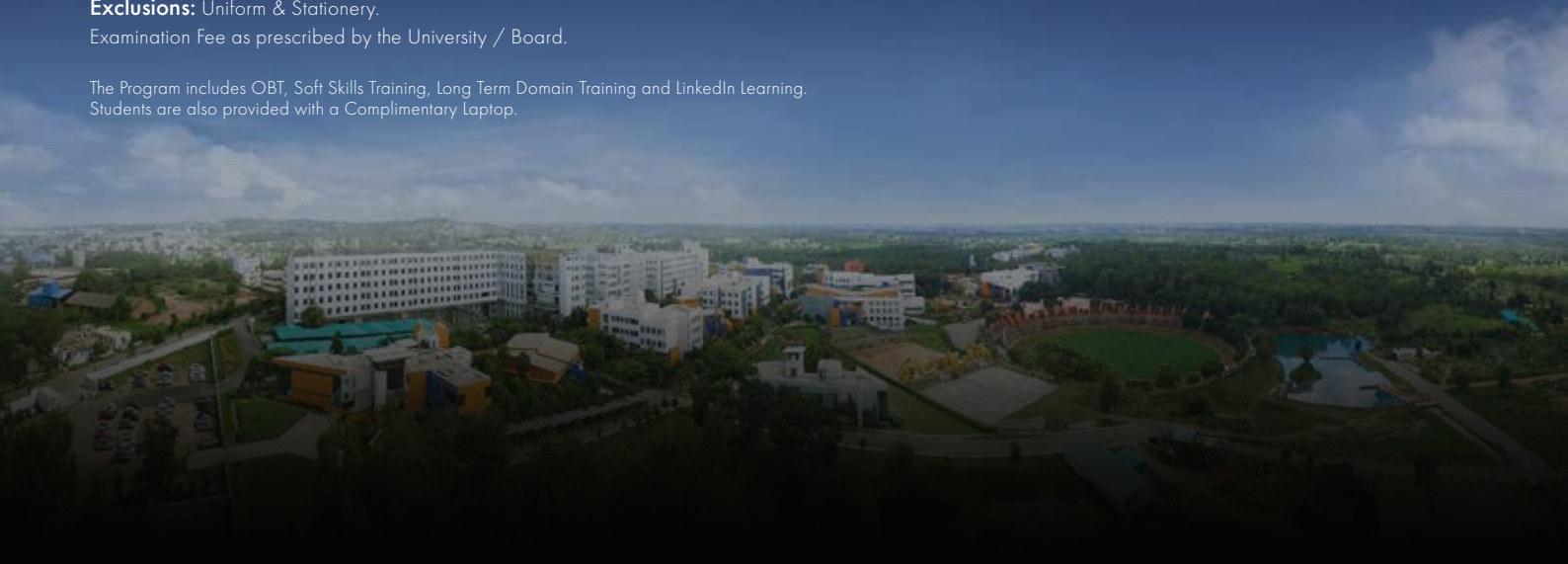
FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions: Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions: Uniform & Stationery.
Examination Fee as prescribed by the University / Board.

The Program includes OBT, Soft Skills Training, Long Term Domain Training and LinkedIn Learning. Students are also provided with a Complimentary Laptop.



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 Faculty

120 Acres State-of-the-Art Campus

B Premnath Reddy

Founder Chairman
Acharya Group

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Academic Studio



Collaboration



Center of Excellence



Clubs



Digital Library



Laboratories



Research



Sports



Hostels



Habba



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