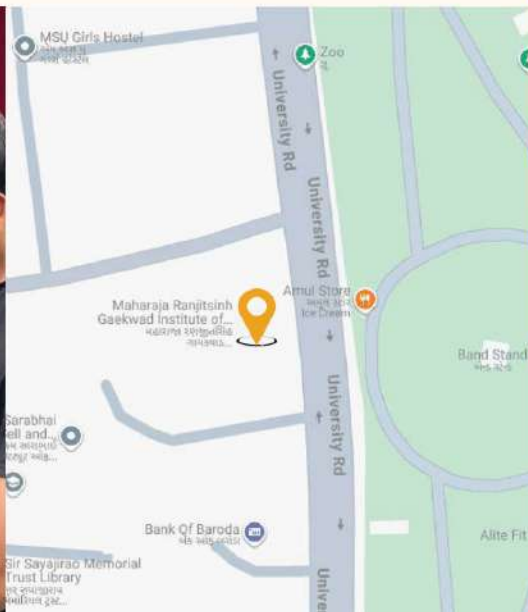


Curriculum & Learning Experience :

- Specialized designed courses
- Project-based learning
- Studio culture and mentorship
- Portfolio development
- Exposure to design history & theory
- Industry exposure & internships
- Workshops and seminars
- Experiential learning through study tours

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Maharaja Ranjitsinh Gaekwad Institute of Design
Faculty of Fine Arts
The Maharaja Sayajirao University of Baroda

COMMUNICATION DESIGN



Bachelor of Design (B.Des)
Master of Design (M.Des)

"Communication design offers a dynamic career path where creativity meets strategy opening doors to diverse and impactful career opportunities."

COMMUNICATION DESIGN

Studio practice



Group Project



Pre - Display



Display Work



What is Communication Design?

Communication Design is the discipline of crafting messages through visual language, symbols and systems. In this course, students learn to conceptualize, design and communicate ideas across print, digital and interactive media. Communication design stands as a vital field in Branding, Advertising for public communication. As the demand for skilled communication designers continues to rise, Communication Design has become one of the most sought-after fields in the creative industry.

Why choose career in Communication Design?

In Communication Design, students are encouraged to engage in hands-on studio work, fostering creativity, clarity of thought and visual problem-solving. The curriculum is designed to equip graduates with the necessary skills to enter careers in branding, graphic design, advertising, digital media and related fields. Students build both foundational and advanced competencies needed to excel in the profession and the evolving global market.

What do you learn in Communication Design?

- Graphic Design
- Typography & Letterform Design
- Branding & Identity Systems
- Publication & Print Design
- Design History & Theory
- Information Design
- Digital & Interface Design
- Creative Strategy

Career Opportunities :

- Graphic Designer
- Brand Identity Designer
- Communication Strategist
- UI/UX Designer
- Publication Designer
- Visualizer/Art Director
- Packaging Designer
- Information Designer
- Digital Content Designer

Course Highlights :

• Foundational Studies

Learning principles of design, drawing, photography & design thinking.

• Typography & Visual Language

Understanding type, form, composition and expressive communication.

• Branding & Graphic Design

Creating identities and visual systems for products, services and organizations.

• Publication & Print Media

Designing books, magazines, posters and print communication.

• Digital Communication & UI/UX

Interface fundamentals, interactive design and user driven thinking.

• Workshops & Seminars

Featuring notable designers, studios & professionals for real-world exposure.

• Craft Documentation

Research through visual documentation of traditional crafts and design contexts.

• Internship

Hands-on industry experience at design studios & creative agencies. Market-driven research and exploration for the degree project.