

CAREERS

Multitude of career options for graphic designers await in various industries. Each industry is undergoing a huge digitalization today creating an unprecedented demand for graphic designers all over the world.

Various types of jobs are available for graphic designers in public and private sectors. Media companies, publication houses, marketing agencies, fashion houses, boutiques, hotels, corporate offices, colleges etc. hire graphic design graduates. In addition to these jobs, students can also start their own business providing web-design and graphic design services.



Marketing Agencies



Hotels



Fashion Houses



Media Companies



AJEENKYA
D Y PATIL UNIVERSITY

THE INNOVATION
UNIVERSITY

DYPDC
School
of Design

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B.DES.

GRAPHIC DESIGN

Duration: 4 years

Eligibility: XII Science /
Arts / Commerce

B.DES. GRAPHIC DESIGN



In the present age of digitalization, graphic design is the most useful branch of knowledge for all; for businesses, for publishers, artists, film-makers, website designers and day-to-day simple users to create their messages clearly and more impressively. Graphic design is also known as advertising design, corporate identity design, typographic design, packaging design, multimedia design, signage design, editorial design, web design and many more such names. It is the most important tool for branding.

In today's virtual or digital age, graphic design has helped people to cut costs on transportation and decision making. Digitalization has made web-designing and digital branding critical to business, education, trade, journalism, commerce, film-making and each enterprise in this world. People or customers can make informed decisions about services or products by understanding product or service simulations virtually. There is not a single field in the business world today which does not make use of graphic design.

ADYPU University offer you B.Des. Graphic Design program which delivers you in-depth knowledge of several fundamental concepts related to design and creation of graphics for variety of industry. Students are exposed to multiple opportunities to learn with the help of exquisite class-room instruction by experienced professors, laboratory demonstrations, industry assignments, workshop by seasoned professionals and real-time industry internships.



THE PROGRAM



DYPDC School of Design offers you an excellent B.Des (Graphic Design) program. The program offers standards-based, time-tested curriculum based on internationally recognized academic standards and frameworks. The program offers students the art and science of conceptualization, visualization, design principles and execution of an idea.

The program covers many salient courses related to digital, film and print media enabling students to work on diverse tasks ranging from creating advertisements for print or digital platforms to creating anything on-demand which needs to be graphically designed. The program also delivers hands-on expertise in terms of handling variety of latest software associated with graphic design.

The study of the course includes subjects like sketching, visualization techniques, typography and publication design, design principles of still and moving images, user interface graphics, colour theory, advertising design, layout theory, design management and many other subjects. Students learn in real-time industry environment delivering them practical feel of the work waiting for them in real-life.

The school environment is loaded with openness, innovation and interactivity to enable exchange of new ideas and gain a wealth of knowledge. The school is a perfect place for connections, knowledge and tools that you would need to transform you into a successful graphic designer.