Graphic & Web Designing

Introduction

Graphic Design is the process of visual communication which combines words, images and ideas to present the information to the audience. Graphic Design in simple words, deals with aesthetically creating visual designs with the aid of computer to convey a message to the viewers. In other words, Graphic Design is an artistic and professional discipline that focuses on visual communication and presentation toward the goal of delivering a message or creating a product. Graphic design is a part of marketing campaign that involves visual communication.

Web designing is an integral and significant part of the IT industry. Today, it is a promising career option. Web design services are being applied in almost every walk of life be it industries, business, education both in private and public sectors. In this era, most of the organizations already have their own websites and many more feel it essential to host websites and make their presence felt in the World Wide Web. There are even companies that have their own in house web team as a professionally designed web site has become as necessary as that of an accounting department. This has increased the demand for web designing professionals.

Skill Set

- Artistic
- Creative
- Imaginative
- Interpersonal
- Calculative
- Conceptual skills
- Management Skills
- Software skills
- Visual design.
- UX (user experience)
- SEO (search engine optimisation), marketing and social media.
- Using coding software like HTML and CSS.
- Using design software like Photoshop and Illustrator.

Top Colleges

- **National Institute of Design , Ahmedabad**
  Course : B.Des. in Graphic Design
  Duration: 4 Years
  Eligibility: Candidate must have passed 10+2 or equivalent from a recognized board. Candidates awaiting 10+2 results can also apply.
  Admission Mode: DAT followed by studio test

- **The MIT Art, Design and Technology University, Pune Maharashtra**
  Course: Graphic Design: (B.Des.)
  Duration: 4 Years
  Eligibility: The basic eligibility for admissions in the Bachelor of Design is 10+2 from any stream, (State Boards/AISSCE/ IB/ ISC) the students have to clear the admission process
  Admission Mode: Design Aptitude Test followed by studio test & personal interview.

- **Srishti Institute of Art, Design and technology**
  Course: B.Des. In Visual Design
  Duration: 3 Years
  Eligibility: Candidate must have passed 10+2 or equivalent from a recognized board. Candidates awaiting 10+2 results can also apply.
  Admission Mode: SEAT Entrance test

- **School Of Design, UPES Dehradun**
  Course: B.Des. In graphic & Communication Design
  Duration: 4 Years
  Eligibility: Candidate must have passed 10+2 or equivalent from a recognized board. Candidates awaiting 10+2 results can also apply.
  Admission Mode: UPES DAT

- **Institute of Web Technology, Kochi**
  Course: Expert in Web Design & Development
  Duration: 14 Months
  Eligibility: Age 15+ years, with basic knowledge in computer operations. Logical thinking & knowledge in mathematics will be a great advantage.

Admission Mode: Direct Interview

➢ **Acharya School of Design, Bangalore**
   Course: Bachelor of Visual Arts (BVA) - Graphic Design
   Duration: 4 Years
   Eligibility: Pass in 10+2 / Higher Secondary or equivalent recognized board or council in any disipline" to be included
   Admission Mode: Marks Based and Entrance Based

Job Prospects

Graphic Designing	Web Designing
• Multimedia Artist/Animator	• Web content manager
• Marketing Manager.	• UX researcher.
• Industrial/Product Designer.	• Applications developer.
• Drafter (Architecture and Engineering)	• Multimedia programmer.
• Film and Video Editor.	• Multimedia specialist.
• Creative Director.	• SEO specialist.
• Art Director.	• UX designer.
• Graphic Designer.	• Game developer.

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