

B.A. Visual Communication and Animation

Offered by Top Autonomous Colleges affiliated with the
University of Mumbai



About the Institute

Le Mark Institute is a creative education institution built to nurture talent, transform passion into profession, and prepare students for real-world creative careers. With a strong focus on practical learning, industry exposure, and mentorship-driven education, Le Mark Institute empowers students to confidently step into professional design environments. Our ecosystem blends creativity, technical expertise, and career readiness, ensuring students graduate with both skill and direction.



23+

Years of Excellence

500+

Industry Projects

3000+

Success Stories

4

Campuses



Valia Chhaganlal Laljibhai College of
Commerce & Valia Lilavantiben
Chhaganlal College of Arts

(AUTONOMOUS)

affiliated with the University of Mumbai

Why B.A. in Visual Communication and Animation

Visual communication and animation are at the core of today's digital-first world. From branding and advertising to films, OTT and UI/UX, visual storytelling drives how audiences engage with content.



Why Students choose Visual Communication and Animation today



₹2+ Trillion Media and Entertainment Market

India's rapidly growing creative and digital economy



5+ Million Creative Jobs

Across design, animation, advertising, gaming and digital media



70% of Studios Prefer Software Skilled Designers

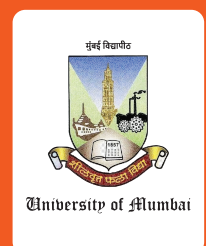
Industry-ready portfolios matter more than theory alone

One Industry. Multiple Career Paths.

Graphic Design | UI/UX Design
Motion Graphics | Animation Film Making
Advertising Design | Branding
Digital Media | Content Creation
OTT | Media and Entertainment

Graduate with a
B.A. Degree in
Visual Communication
and Animation

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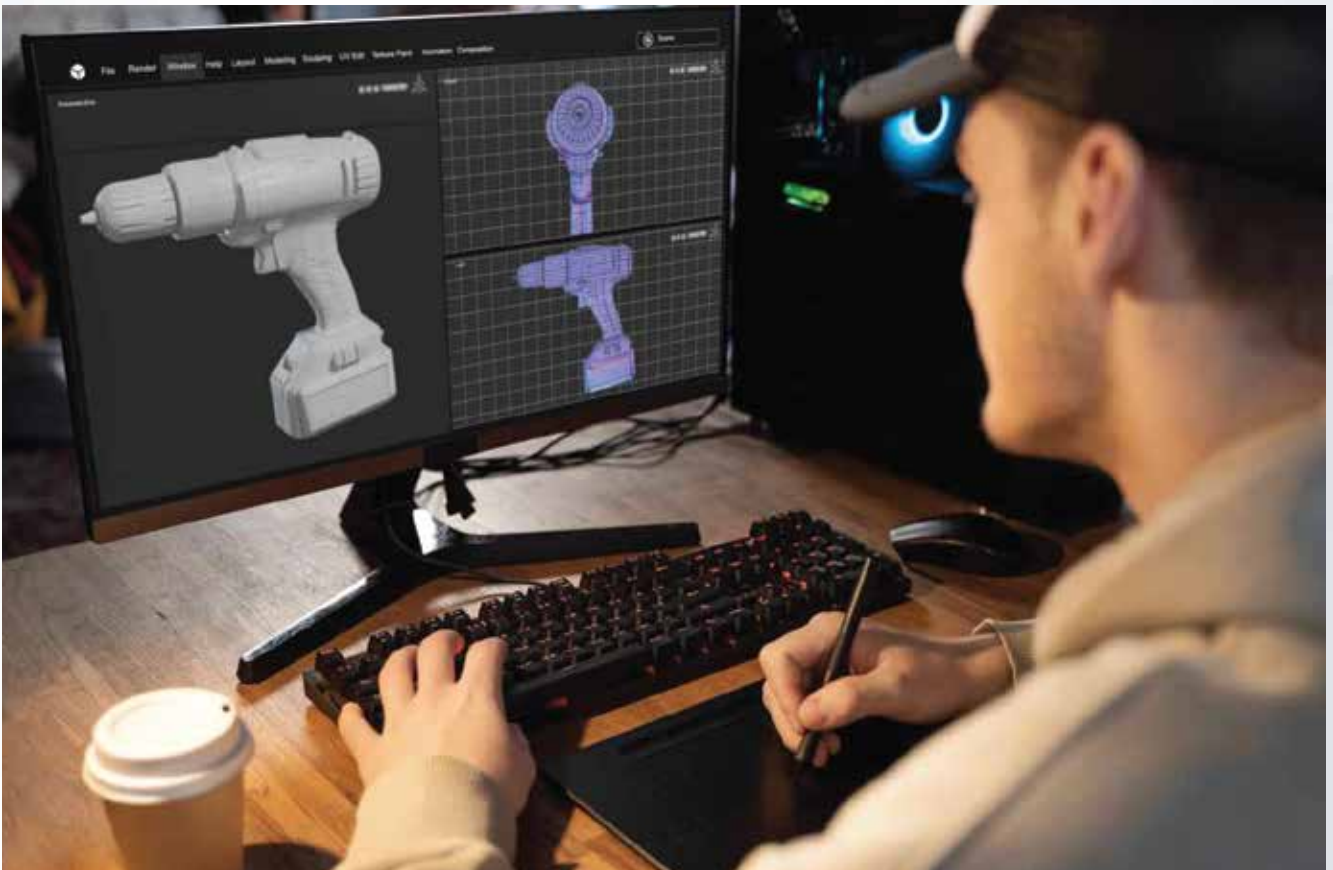


Programme Overview

Offered in collaboration with top autonomous colleges affiliated with the University of Mumbai, the 3-Year B.A. Visual Communication and Animation at Le Mark Institute is structured to convert creative ideas into industry-ready expertise.

The programme integrates graphic design, visual storytelling, animation principles, digital media production, branding, and user experience design supported by strong studio practice and portfolio development.

The curriculum balances academic benchmarks with evolving industry standards, focusing on creative execution, technical software proficiency, and professional presentation.



01

Creative Design and Visual Storytelling



02

Animation, Digital Media and AI Tools



03

Branding, Marketing and Media Entrepreneurship

Skills and Knowledge you Will Develop during the Programme

The B.A. in Visual Communication and Animation programme focuses on building a strong foundation in design principles, visual storytelling, animation techniques, and digital media tools. Students develop a combination of creative, technical, and professional skills required for successful careers in visual communication and animation.

Visual Communication Fundamentals



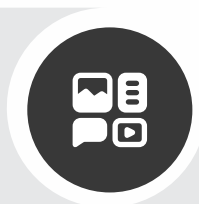
- › Design Principles and Visual Storytelling
- › Typography and Layout Design
- › Digital Illustration and Graphic Design

Animation and Motion Graphics



- › 2D and 3D Animation Techniques
- › Motion Graphics and Visual Effects
- › Character Design and Animation

Digital Media Design



- › Branding and Advertising Design
- › Social Media Design and Content Creation
- › Multimedia Storytelling

Professional Development



- › Portfolio Building
- › Design Presentation Skills
- › Industry Collaboration Experience

Creative Business and Design Management



- › Creative Marketing and Branding Strategies
- › Client Briefing and Audience Analysis
- › Project and Production Management
- › Content Distribution and Media Merchandising
- › Entrepreneurship and Creative Studio Launch Planning

AI-Integrated Visual Communication



- › Digital Illustration and Graphic Design Tools
- › Computer-Aided Design for Visual Communication
- › AI-Based Design and Creative Tools
- › Digital Portfolio Development

How you Will Learn

Learning is studio-based, practical, and theory-supported, not limited to classrooms.



Concept Development and Visual Storytelling

Developing strong communication concepts through research, audience understanding, and creative strategy.



Design Fundamentals

Hands-on training in industry standard tools such as Adobe Creative Suite, motion graphics software, UI/UX tools, and animation pipelines.



Software Skills Training

Gain hands-on expertise in UI/UX tools, motion graphics, and animation software used in professional studios.



Portfolio and Showreel Development

Structured portfolio and showreel creation aligned with industry expectations and hiring standards.



Masterclasses and Workshops

Expert-led sessions by designers, animators, filmmakers, creative directors, and industry professionals.



Individual and Collaborative Projects

Simulating real-world studio workflows through team-based and independent creative assignments.



Creative Animation Studio

Experience the complete pipeline from concept and storyboard to final execution and presentation.



UI/UX Projects

Design wireframes, user journeys, prototypes, and interactive digital experiences.

Careers and Support

Empowering students with guidance, exposure, and opportunities to build successful creative careers.

01 Industry Internships

Practical exposure with design studios, agencies, and animation houses

Portfolio and Showreel Development

Create a strong, industry-ready portfolio and showreel

03 Career Mentorship

Learn from experienced designers and creative professionals

Placement Assistance

Support for jobs, studio roles, and freelance opportunities

05 Networking Opportunities

Connect with alumni and industry professionals

Entrepreneurship Support

Guidance to start your own creative venture



02



04



06

Industry Connect that Leads to Successful Placements

Our programme prepares students to pursue opportunities across leading design studios, media companies, advertising agencies, and production houses. Through portfolio development, industry exposure, and career guidance, students are equipped to explore internships and placements with organizations across the creative and media industries to pursue professional opportunities with a wide range of organizations in the design, animation, advertising, and digital media sectors.

Your Pathway to Careers in the Visual Communication and Animation



Multiple Career Pathways After Graduation

Visual communication and animation graduates today have access to multiple career paths including graphic design, animation, motion graphics, digital media production, advertising, and creative entrepreneurship



Design and Creative Roles

For students interested in **visual problem-solving and digital product design.**

- > UI/UX Designer
- > Graphic Designer
- > Communication Designer
- > Brand Identity Designer
- > Visual Designer
- > Interaction Designer
- > Product Designer
- > Art Director Assistant



Animation, Media and Production Roles

For students who enjoy **motion, storytelling, and digital media creation.**

- > 3D Generalist
- > Rigging Artist
- > Character Designer
- > AR/VR Content Designer
- > Visual Effects Supervisor
- > Pre-visualization (Previs) Artist



Marketing, Strategy and Creative Business Roles

For students interested in **branding, advertising, and entrepreneurship.**

- > Digital Marketing Specialist
- > Brand Strategist
- > Advertising Creative Artist
- > Social Media Manager
- > Marketing Designer
- > Creative Consultant
- > Media Planner
- > Design Entrepreneur
- > Studio Founder

Graduates can work in design studios, animation studios, advertising agencies, media companies, tech startups, or start their own creative ventures.

A Vibrant Campus Culture

Fueling creativity and innovation through immersive, hands-on learning. Preparing you with real-world skills for a successful professional journey.



LIVE DESIGN AND ANIMATION PROJECTS



AWARDS NIGHT



STUDIO AND PRODUCTION HOUSE VISITS



MASTERCLASSES BY INDUSTRY EXPERTS



STATE OF THE ART INFRASTRUCTURE



FILM SCREENINGS AND JURY PRESENTATIONS



LE MARK INSTITUTE DESIGN WEEK



CREATIVE FESTIVALS AND CULTURAL EVENTS

Admissions and Next Steps



Step 1



Select Your Campus

Choose the campus that best fits your location, facilities, learning environment, and academic goals.

Step 2



Book a Counselling Session

Connect with our academic counsellors to explore the programme structure, career paths, and opportunities.

Step 3



Submit Your Application

Complete the application form with the required details to officially apply for the programme.

Step 4



Confirm Your Admission

Secure your seat by completing the admission formalities and begin your journey towards a visual communication and animation career.



Integrated

Other Programmes

School of Fashion and Textile Design



- Professional Certificate in Fashion Design 6 Months
- Professional Certificate in Textile Design 6 Months
- Diploma in Fashion Design 1 Year
- Diploma in Textile Design 1 Year
- Advanced Diploma in Fashion Design and Brand Communication 2 Years
- Professional Diploma in Fashion Design and Business Management 3 Years
- **Bachelor of Science (B.Sc.) Fashion Design / B.Sc. (Hons.) Fashion Design 3/4 Years**

School of Interior Design



- Professional Certificate in Interior Design 6 Months
- Diploma in Interior Design 1 Year
- Advanced Diploma in Interior Design and Space Planning 2 Years
- Professional Diploma in Interior Design and Business Management 3 Years
- **Bachelor of Science (B.Sc.) Interior Design / B.Sc. (Hons.) Interior Design 3/4 Years**

School of Photography and Digital Film Making



- Professional Certificate in Photography 6 Months
- Diploma in Commercial Photography 1 Year
- Advanced Diploma in Photography and Cinematic Videography 2 Years
- Professional Diploma in Photography, Videography & Media Business 3 Years
- **Bachelor of Arts (B.A.) Photography and Digital Media Production 3 Years**

School of Multimedia



- Professional Certificate in Graphic Design 6 Months
- Diploma in Graphic and UI/UX Design 1 Year
- Professional Certificate in Video Editing 6 Months
- Diploma in Video Editing and Post-Production 1 Year
- Specialised Diploma in Motion Graphics and Visual Effects 1.8 Years
- Advanced Diploma in 2D Animation and Storyboarding 2 Years
- Professional Diploma in 3D Animation and Digital Filmmaking 3 Years
- **Bachelor of Arts (B.A.) Visual Communication and Animation 3 Years**

School of Jewellery Design



- Professional Certificate in Jewellery Design 6 Months
- Diploma in Jewellery Design 1 Year

Contact Us

Andheri

5th Floor, Valia College of Arts, Commerce And Science, Cosmopolitan Education Society Road, D.N Nagar, Andheri (West), Mumbai - 400053

Ghatkopar

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Matunga

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Thane

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